

TechTrends: A Publication of the Association for Educational Communications & Technology

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March 02, 2008

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### ***Overview (Professional Organization Affiliation, Frequency, Audience)***

The Association for Educational Communications and Technology (AECT) publishes several professional publications. TechTrends For Leaders in Education and Training (TechTrends) is a bimonthly journal published by the organization (AECT publications), and is “a leading journal for professionals in the educational communication and technology field” (Techtrends). “Articles published in the journal contribute to the advancement of knowledge and practice in the field. Among the topics addressed are the management of media and programs, the application of educational technology principles and techniques to instructional programs, and corporate and military training” (Techtrends).

### ***Editors***

“TechTrends is a peer-reviewed publication, and submitted manuscripts are reviewed without bias by a panel of consulting editors and other professionals with expertise in the topics presented in the manuscripts” (Techtrends). The TechTrends Editorial Board is made up of 27 editors divided into six job categories. Table 1 provides each of the editing categories and associative editor(s).

<b>Editor Type</b>	<b>Editor(s)</b>
<b>Editor-in-Chief</b>	Sharon Smaldino
<b>Editor</b>	Yu Feng
<b>Departments Editor</b>	Mark Lauer
<b>Consulting Editors</b>	Amy Bradshaw Steve Hackbarth Mary Herring Terry Holcolmb Gary Powell

	Michael Simonson Esther Sinofsky Chuck Stoddard David Tiedemann Robert Wiseman Jane Zahner
<b>Column Editors</b>	Don Descy, All Aboard the Internet Joe Landsberger, E-Learning by Design Rosemary Talab, Copyright and You Andrew Yeaman, Professional Ethics Robert Harrell, etc Conerstone
<b>ID Portfolio Editors</b>	Abbie Brown Adam Fischler Andrew Gibbons Tim Green Yu-Chen Hsu Jiunde Lee Linda Lohr Richard Schwier

Table 1:

<http://www.springer.com/education/learning+%26+instruction/journal/11528?detailsPage=editorialBoard>

### ***Subscription Cost***

The cost for a subscription to TechTrends is tied directly to an individual's or group's AECT annual membership. Membership costs to AECT depend on membership type and whether or not the membership includes a subscription to Educational Technology Research and Development (ETR&D), one of AECT's other publications (AECT membership). Table 2 provides the AECT membership information. All options include a one-year subscription to TechTrends.

<b>Membership</b>	<b>Cost</b>
<b>Corporate</b>	\$400.00
<b>Regular (US &amp; Canada)</b>	\$99.00
<b>Regular w/ETR&amp;D (US &amp; Canada)</b>	\$145.00

<b>Regular (International)</b>	99.00
<b>Regular w/ETR&amp;D (International)</b>	\$145.00
<b>Retired (US &amp; Canada)</b>	\$60.00
<b>Retired (International)</b>	\$60.00
<b>Student (US &amp; Canada)</b>	\$50.00
<b>Student (International)</b>	\$50.00
<b>Institution Membership</b>	Depends on Size of Institution

Table 2: Adapted from <http://www.aect.org/store/display.asp?page=297&noframe=yes>

### ***Authors' Guidelines for Publication***

“TechTrends is a publication for professionals and seeks authoritative articles that focus on the practical applications of technology in education and training” (Techtrends). Prospective authors are to submit articles pertaining to one of seven categories:

1. Reports of innovative and/or exemplary practice.
2. General articles discussing matters of concern to practitioners.
3. Critical reviews of important literature, materials, and devices related to the field.
4. Summaries of research translated into practical application.
5. Reports of developmental programs and trends of national and international significance.
6. News of the latest products, both materials and devices, for use in the field.
7. Articles of use to managers and various specializations within the general educational communications and technology field (Techtrends).

The TechTrends Web site for authors provides very specific writing style guidelines that should be used when creating a manuscript to submit for publication. It is recommended that prospective authors review these guidelines before submitting; otherwise, the manuscripts can

and will be returned before the review process even begins (Techtrends). The guidelines on the TechTrends include manuscript length (1000 – 4000 words for regular articles and 1000-1500 words for ID Portfolio submissions), formatting style (APA 5<sup>th</sup> edition), tables and figures (must be in a separate file and each table must start on a new page), and manuscript style (headings, footnotes, direct in-text citation, and references).

Submissions are made via a submission portal at <http://www.editorialmanager.com/tech/> (Editorial manager). This author went through most of the submission process and found that the process uses a step-by-step Web form that walks an author through the submission steps in a logical order. The form asks what role you are logging in as so that reviewers and editors can manage the review process over via the same portal (Editorial Manager).

The TechTrends Web site also provides prospective authors information for submitting biographical information, along with the process for revising and resubmitting a manuscript. For example, authors are asked to highlight changes made in the manuscript before resubmitting. Authors are also “asked to sign a standard publications form that permits [TechTrends] to edit the article to conform to [TechTrends] style and format. This form also assigns to TechTrends the copyright to [the author’s] article” (Techtrends). Authors, or group of authors, are entitled to 25 free offprints of their manuscripts (Techtrends).

### ***Submitted Vs. Published***

According to Jean Callary (personal communication, March 03, 2008), a TechTrends editor, 38 manuscripts were submitted last year, and only 1 was accepted as is. Seven of the 38 were rejected completely and the remaining 30 were sent back for revisions.

“Major revisions usually mean that the reviewers (always two, sometimes three) want the writer to go a little deeper; the idea is there but there isn't enough to back it up or

something isn't clear. Minor revisions usually mean that that article citations/references haven't been 'APA'd' or there are some editing issues" (J. Callary, personal communication, March 03, 2008).

A common reason for a manuscript to be rejected is that it is too theoretical. TechTrends editors prefer "theory-to-practice articles" (J. Callary, personal communication, March 03, 2008). If accepted, manuscripts can go be held on to for up to a year so that it can be placed in an issue with similar articles (J. Callary, personal communication, March 03, 2008).

### ***Subjects Addressed in a Typical Issue***

When reviewing the article titles and some of the abstracts on the SpringerLink Web site where the digital issues of TechTrends are located, this author noticed that the journal covers a variety of topics within the field, covering both theory and practice. Subjects of articles included Copyright, computer assisted assessments, teaching strategies for using computers to help students with special needs, case studies, interviews with researchers and practioners, web-based applications such as Second Life, just to name a few (Springerlink).

## References

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