Electronic Publishing and Academic Dialogue between Academicians via Online Journals in the New Millennium: A Case of TOJDE

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Abstract

This study aims to discuss electronic scholarly publishing and dialogue an academicians in the millennium.

There are three main part of this presentation. In the first part focuses on some concepts dealt with electronic publishing and advantages and disadvantages its.

The needs of dialog of the academicians are mentioned in the second part of the presentation. In the third part of the study is touched a case of TOJDE's three-year experience (The Turkish Online Journal of Distance Education). In this part history and some fact figures and data are placed. Method of the study based on Content analyse. As a result it can be underline that academicians should use this new medium much more than before and traditional printed journals.

Concept and Definitions of Electronic Publishing

Electronic publishing has been broadly defined as non-print material that is produced digitally. Electronic publishing is an encompassing term for a variety of digitally produced materials http://nursingworld.org/ojin/topic11/topc11_1.htm) such as bulletin boards, newsgroups, mailing lists, CD-ROM based media, and websites (Jones and Cook, 2000).

Material produced electronically can be classified into two major categories that are not mutually exclusive: communication and information management. CD-ROMs and websites are often categorized as information management, while others like newsgroups/forums and mailing lists can be grouped as a means of communication.

According to Schauder; electronic publishing can be define as "Distributing and archiving of full text professional articles via computer based storage technology such as magnetic or optical discs" (Tonta, 1997, Quated from Schauder D., 1994). It should be emphasise that electronic publishing mainly can be grouped in two categories from point of view for Management of communication and information. This classification mainly based on necessity of to archiving or not of the sending messages.

Classification of Electronic Publishing

Forums and chat rooms, are also a means of communication. They are web based and often developed and sustained organizations for their constituents. Forums are like newsgroups in that the messages are often "threaded" or organized by a theme. Forums are also like e-mail, mailing lists and newsgroups as they are asynchronous, exchanging
information at different times. Chat rooms, which have exploded in the commercial sector, allow "real time" or synchronous text posting and have primarily been used for socializing or for commercial purposes such as book promotions. (Ludwick and Glazer, 2001). Another classification of electronic publishing is can be follow:

➢ E-bulletin
➢ E-magazines
➢ Web pages
➢ News archives
➢ Discussing lists
➢ E-journals

And also, E-journals too can be grouped as: Originally is printed, in addition electronically published journals. Originally is electronically published journals but printed in limited number. Only published electronically journals. (Tonta, 1997)

Advantage and Disadvantage of Electronic Publishing Vs Print Publishing

Electronic publishing mostly has these advantages which are placed below:

- ➢ Accessible to all users regardless of geographic location.
- ➢ More acceptance of E-publishing within the scientific community.
- ➢ Possibility o get print out, to store in file or download from
- ➢ internet of the long texts like an article.
- ➢ Possibility incitant communication between editor/author.
- ➢ Possibility of to read whenever or how much you want.
- ➢ Possibility of cheaper publishing or cost effective publishing.
- ➢ Possibility of easier production and distribution of large
- ➢ volume study materials (Ludwick and Glazer, 2001; Tonta, 1997; What's Electronic Publishing, 2001)
- ➢ Possibility of easier and quicker to reach huge masses

Disadvantage of Electronic Publishing Vs Print Publishing
Some time electronic publishing has these advantages too which are placed below:

- ➢ User Friendliness.
- ➢ Cost dimension of internet and to get computer.
- ➢ Time problem during using ano waiting for pages.
- ➢ Some time, technical difficulties to reach electronic materials.
- ➢ Misconduct and security issues, piracy, and plagiarism. Copy the
- ➢ Entire document, or change the actual article, image or data
- ➢ (Tenoir, 1995). Destroying copyright. (Rosenberg, 1994).
- ➢ Lack of widespread acceptance within the scientific community
- ➢ Decreasing of access speed for the reason of huge volume
- ➢ Sounds and pictures.(Ludwick & Glazer, 2001; Tonta, 1997).

Ethical Values of Electronic Publishing
You are asked to submit a manuscript to an electronic journal, or perhaps as a reader of an electronic journal, you are moved to write a letter to the editor about a topic. As you contemplate writing either the article or the letter, you may experience some anxiety and uncertainty. How are letters and manuscripts reviewed and is the journal peer reviewed? Do I submit my work electronically and how will the editorial staff communicate with me? Who will read my work? Underlying these questions are ethical issues about quality, security, and access. Let's now examine how these ethical issues could manifest themselves.

Quality is closely related to the ethical principle of "do no harm" and to the virtues of honesty and integrity. The ethical issue about the quality of electronic publishing that is raised most often is whether articles submitted to electronic journals are peer reviewed or not.

Security is closely related to the ethical tenets of privacy and confidentiality. Electronic journal editors carry the responsibility to and to their authors to guarantee confidentiality and to be their readers sensitive to privacy issues in many of the same ways that print journal editors must.

Access is related to the ethical principle of justice. For an electronic journal to be successful, it must not only have a loyal readership but also a readership that has the means by which to access the information. How is the publication disseminated? Is the journal a dual publication i.e. print and journal)? Is the publication free? Is registration required if the journal is free? Is the journal subscription based? Is the journal a benefit open only to members? (Oguzertem, 2000; Cipriano and Ruth, 2000)

Scholarly Electronic Publishing
What is an electronic scholarly journal? We might simply define it as a digital periodical dedicated to publishing, on the Internet, articles, essays, and analyses that have been read and commented upon initially by a select group of editors and reviewers, to meet a certain arbitrary standard of excellence (as determined by the editors) for a given discipline addressed by the journal itself. The diversity of electronic journals in the past five years has led some to predict the extinction of traditional academic journals, that a new "paradigm" is sweeping scholarship.

A closer examination of the ways in which digital and printed scholarly journals are developed clearly indicates that most electronic journals are not all that different in their fundamental editorial processes than print. (Valauskas, 1997)

What is TOJDE and Its Aim?
The Turkish Online Journal of Distance Education (TOJDE) is an electronic scholar journal which publish by Anadolu University, Eskisehir, Turkey, since January 2000, First two year it published as being biannually. And than, in 2002 carry on as quarterly. Its address is: http://tojde.anadolu.edu.tr

TOJDE's Editorial board established by Turkish and foreign academicians who are expert in their field. It is peer reviewed international journal. Its publishing language is English. Creative works, designing and initial contacts via experts are took nearly one and half year before appear on the net in January 2000.

TOJDE is planning to extend its readers by reaching every part of the world.

Beside USA and Europe, especially TOJDE want to focus on the regions by giving much more places to the contributors from the regions as North Africa (such as Morroco, Algeria, Tunusia, Egypt etc.), Middle East (such as Israel, Iran, Iraq, Pakistan etc.), New Turkic Republics, Baltic Countries and Eastern Europe Countries (such as Poland, Romania, Hungary etc.).

This strategy will be realized via the items placed below;

> By sharing an experiences on effective use of distance education in formal and non-formal education field.

> By providing a communication among the educators, educational technologists, and distance education experts and providing opportunity to share the new strategies and ideas about distance education.

TOJDE carry on its publication life via sponsorship of Anadolu University Its ISSN is 1302-6488.

Higher education institutions, educators, education administrators,
Education planners, knowledge administrators, strategists, private education institutions, instructors, designers, DE students can be interest with TOJDE.

Mission statement of TOJDE and its publishing values
Mission statement of TOJDE is "**Never Too Late, Read TOJDE Now and Please Inform Your Colleagues**". Along with the mission statement, it is important to list the values which the TOJDE holds as an important philosophy of Online Journal Publishing.

Publishing values of TOJDE are below:

Readers' Needs Readers' needs are at the top of the importance list of the TOJDE and this should be known by the readers. We will not forget who we serve.

Quality Articles The TOJDE will, always, try to provide not only quality articles to its readers, but also tries to meet the readers' expectations.

Quality Journal Staff The TOJDE will always value and prize those editors, reviewers and staff who have shown a willingness to provide the Quality publishing through their various levels of expertise.

Community Share Service The TOJDE must try to show the community its commitment by sharing to its overall betterment. By committing to the previous three values, meeting this fourth value becomes a matter of record. In bringing quality post-secondary to the community this value is strategically met.

What is TOJDE's interested fields?
TOJDE's interesting fields can be explain in any area pertaining to distance Education or learning, including theory, research and practice. Some items can be list as follow:

Economic, Social and Cultural Dimension of DE, Pedagogical, Political, Philosophical, Legal, Ethical Reflections in DE Organization in DE, Needs Assessment, Staff Training in DE, Program and Material Development in DE, Professional Experiences on DE, Financial Planning of DE, Learning Resources in DE, Digital Libraries an and Virtual Universities, Guidance and Counselling, Communication, Multi-

Media Software, Web Technology, Internet, Network Software, Feedback Mechanisms, Measurement, Quality Control and Evaluation in DE, Production of Quality in DE, Performance Evaluation, Interaction, DE in the Future, DE and Globalisation, Dynamism and Dimensions of DE in 21' Century, Virtual Reality and electronic publishing in DE.

Indexing of TOJDE
TOJDE is trying to be indexed journal by carry on contact with:
 ➢ British Educational Index (BEI),
 ➢ International Statistical Institute (ISI),
 ➢ Canadian Educational Technology (CET)

TOJDE: From 2000 to Up Today
TJDE will present here from two point of view. One of them will consist of publishing activities of TOJDE and on the other hand TOJDE will evaluate for its visitors profile.

Evaluation publishing activities of TOJDE
 ➢ Up to now, TOJDE is published 9 issue in 4 Volume (February 2003)
 ➢ Up to now, 59 articles are published in TOJDE's 9 issue
 ➢ 9 book and 9 e-journal and 2 conference review s are placed in TOJDE's
 ➢ 9 issue. Totally 79 publishing activities are realized up to now by TOJDE.
 ➢ Published articles are arrived from Turkey, USA, India, Israel, Finland,
 ➢ Argentina, Australia, Brazil, Checz Republic, France. United Kingdom,
 ➢ Canada, Mexico, Greece and Malaysia.

Evaluation TOJDE's visitors' Profile
 ➢ TOJDE visited more than 32.000 visitors up since January 2002.
 ➢ TOJDE mostly visited on Thursday, Tuesday and Wednesdays in a week.
 ➢ Average visitors in a day is 20-25.
 ➢ TOJDE's subscribers are mostly foreign (60% foreign, 40% Turkish)
 ➢ When we scanned the figures, TOJDE is visited mostly from abroad in its this issue too. TOJDE originally is visited mostly by foreign visitors according to Turkish visitors. But More than 50% visitors' visiting addresses are unknown.
 ➢ TOJDE has been visited up to this issue of by people from the countries such as; Argentina, Australia, Austria, Belgium, Brazil, Bulgaria, Buthan Canada, Chile, Cuba, Czech Republic, Denmark, Dominican Republic, Egypt, Estonia, Fiji, Finland, France, Germany, Grecee, Hong Kong, Hungary, India, Israel, Italy, Japan, Latvia, Lithuania, Malaysia, Mauritius, Mexico, Morocco, Netherlands, New Zeland, Norway, Philippines, Poland Portugal, Romania, Russian Federation, Saudi Arabia, Singapore, Slovakia, Slovenia, Spain, South Africa, South Pasific Islands, Sweeden, Switzerland Tawian, Thailand, Ukraine, United Arab Emirates, United Kingdom, USA and Yugoslavia.
 ➢ TOJDE is usually visiting by windows operating system by its visitors. Average rate is Windows 87.29%, Mac 2.40%, Unix 0.17%, and Other 1.44%.
 ➢ TOJDE is usually visiting by explorer browser by its visitors. Average rate is about 70% and 80%, Nestcape is about 20% and 30%.
 ➢ TOJDE has been visited mostly around 16:00-16:59 pm. the highest hour of the day, as in Volume 3 Number 4 issue too as being in back issues. And also busy hours are between 15.00 and 18.00.
 ➢ The last 4 issue of TOJDE shows us that average visiting of TOJDE were around 3000-3500 in every issue during six-months period in two years (from January 2000 January 2002). When TOJDE was quarterly in 2002 January, the first three issue of (Quarterly) TOJDE is visited around by 2000-2500 visitors. And than, visitors number average is set around 1500-2000. This means that TOJDE's readers are getting more when we compare with the biannually issues.

Conclusion
Electronic publishing has been broadly defined as non-print material that is produced digitally. Electronic publishing is an encompassing term for a variety of digitally produced materials such as bulletin boards, newsgroups, mailing lists, CD-ROM based media, and websites.

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