

From the Editor**Dear TOJDE'S Readers**

Time flies. Another quarter has begun. It is a great pleasure to welcome you to the 18th issue, the Volume: 6, Number: 2 of The Turkish Online Journal of Distance Education (TOJDE), of looking forward. TOJDE has been driving and shaping by our editorial board, reviewers, authors and even unbelievable readers.

In the April 2005 issue, TOJDE publishes peer-reviewed distance education articles under four umbrellas: applications, feature topics, researches, and support systems. In addition, it publishes short and non-peer-reviewed book reviews and editorial letters. The main goal of TOJDE is to provide you with exclusive resources with the highest quality, and also to reach diverse audiences, as highly qualified individuals and researchers, around the world. Also, I am excited about that TOJDE is referenced as a course material by diverse institutions from the globe and very proud to share this news with you. You can see details in the news section.

In this issue, it has been given place to two notes for editor submissions, eleven articles, two book reviews, 8 news, one journal about information and communication technology and one institution about technology integration via distance education named as RETA. And also interesting links deal with TOJDE take place in the literature. This issue's articles came from Canada, India, Malaysia, Nigeria, Turkey, United Kingdom and United States (according to alphabetical order).

The first "Notes for Editors" is from Turkey on Using of Marketing Communication for Distance Education Institutions submitted by Dr. R. Ayhan YILMAZ, Anadolu University, Communication Sciences Faculty, Eskisehir, TURKEY. And second one arrived from India. It is titled as "Information and Communication Technology for Poverty Reduction" written by Motilal SHARMA.

The first article came from Canada. It is entitled as "Understanding PISA" written by Dr. Stephen DOWNES. He mentions in his paper that PISA diverging from the previous work in several respects is not the first such study. It follows previous work such as IAEP, TIMSS and TIMSS-Repeat. Moreover, PISA looks well beyond educational attainment, and also includes school demographics, such as whether it is a public or private school, has large or small classes, or has access or not to technological resources. Finally, it does measure student information-their family background, access to books and computers and parental support as well. Dr. Downes points out that the PISA survey departs from previous surveys in disregarding the stated curricula of the schools being measured. Therefore, the conclusion is not surprising, nor even wrong for him to consider independently of any parental or teacher support, considered without reference to the software running on it, considered without reference to student attitudes and interests, does not positively impact an education. Finally, he focus on missing the reporting of results

The second article is dealt with "Managerial Issues in Open and Distance Education Organizations in Transition: A Need for Systematic Approach" written by Dr. Cemil ULUKAN from Anadolu University. He highlights that the main purpose of his article is to contribute to better understanding of the issues to be addressed during the transition process in order to realize a more effective and more competitive open and distance education organization. By highlighting all of the major aspects of the leadership and management, organizational structure, strategic planning, policy-making, procedures, practices and support systems are taken into account systematically.

The third one is from Canada. It is entitled as "Exemplary Online Educators: Creating a Community of Inquiry", written by Dr. Beth PERRY and Dr. Margaret EDWARDS RN from the Centre for Nursing and Health Studies at Athabasca University, Canada. They indicate that the outcomes of this study have implications for all those who teach online and for administrators who are proposing to move their curriculum from class-room based to the online method of delivery. In order to develop high quality

online teachers, we need to understand what makes online educators effective and exemplary.

The fourth article is from Turkey. It is entitled as "A Model Proposal for Educational Television Program", provided by Dr. Feridun AKYUREK, an Associated Professor in Communication Sciences at Anadolu University. He designates in his paper how to produce good, quality, educative and potentially effective educational television programs. This is the issue for him to be solved immediately. This problem does not only belong to people in education but to writers, producers and directors; even related organizations and establishment. For the future of the society, Dr. Akyurek points out that the investments on education can not be kept low, and investing on educational television programs can not be kept low compare to other television programs.

The fifth one is focused on "The Mass Media in Distance Education in Nigeria in The 21st Century", written by Dr. OSUJI from Obafemi Awolowo University, NIGERIA. Time main goal of his paper is to examine the use of mass media in distance education in the country. First, they are to give the historical antecedents of distance education in Nigeria. This will enable the readers have some grip on the practice of distance education in the country. Secondly, the prospects and constraints based on the appraisal of the facilities will be discussed. Lastly, suggestions are to be offered towards the use of the mass media for boosting distance education in the country.

The sixth article is from Malaysia and entitled as "Comparing Approaches to Studying of Malaysian Distance Learners and On-Campus Learners: Implications to Distance Education", submitted by Siew Ming THANG from the School of Language Studies and Linguistics Faculty of Social Sciences and Humanities of Universiti Kebangsaan, Malaysia. The author focuses on comparing the approaches to studying of Malaysian distance learners and on-campus learners to find out to what extent the distance learning programme of a public university in Malaysia. Also, this paper discusses the findings of this study in the light of other research carried out in this area, and its contribution towards a better understanding of the learning needs of Malaysian distance learners. The New Approaches to Studying Inventory (NASI) survey was used for this study. Altogether 726 questionnaires were collected from 355 distance learners and 371 on-campus learners. Finally, the study revealed that the patterns of preferences of both distance learners and on-campus learners to be relatively similar.

The seventh article is titled as "Flexible Training's Intrusion on Work/Life Balance" submitted by Seema TAKIYA, Jennifer ARCHBOLD and Zane BERGE from USA. They point out that in a non-traditional classroom like e-learning, employees may experience stress due to the feelings of isolation and because they may be subject to feelings of a lack of control. The learner may feel disconnected due to a perceived lack of support structure or the fact that feedback can be slow. The lack of social interaction can also lower motivation without the friendly camaraderie and competition that occurs naturally in a classroom. The learner may also feel that there is not enough structure with an e-learning class due to the lack of a set schedule.

The eighth article is from Malaysia again. The author, Hisham DZAKIRIA from the Universiti Utara Malaysia, entitles his paper "The Role of Learning Support in Open & Distance Learning: Learners' Experiences and Perspectives", and focuses on learning support in distance learning at Universiti Utara Malaysia (UUM). In this paper, a qualitative study reports in some detail the experience of a small group of distance learners as they progress through their courses at UUM. Also, this study provides a description of distance learning as experienced and perceived by the learners at the institution. In particular, this paper underlines on the role of *learning support* in distance learning at UUM which surfaced as a major theme in the study. This is an instrumental qualitative case study (Stake 1995) so as to understand the experience of individual learners as they progressed through their study careers. The research uses three different research instruments: the *interview* being the primary instrument, supplemented by *students' journals* and *photographs*. There are 12 research participants included 8 male and 4 female learners, who are the research informants for this study were Universiti Utara Malaysia DLs

The ninth one, titled "Dual Mode Academics: A Comparison of Conventional and Distance Education Experiences", is from Canada submitted by Dr. Tom JONES, who is an Associate Professor at the Centre

for Distance Education at Athabasca University. He points out that the experiences of knowledgeable and practiced academics having full-time positions both in conventional and distance education (single/dual mode) institutions would be a strong resource in determining the differences and challenges that affect the future evolution of the virtual professor. Also, he points out that the crucial areas of concern are instruction, institutional service and professional development, which do require attention. In this study, a phenomenological methodology addresses the research questions. Also, four experienced academics who met the criterion of significant service (five years or more) in each type of environment (conventional, distance education[single/dual mode]) were invited to participate. Dr. Jones mentions that the required changes are not only substantive but also be implemented when the institutions generate an expanded version of the institutional mission statement and address how the institution will confront and hopefully mitigate the anxiety. According to Jones, those academics have opted to pursue their scholarly goals via a non-traditional path.

The tenth article is "Attitudinal Belief on Adoption of E-Mba Program in Malaysia" submitted by Razmah MAHMUD, Noornina DAHLAN, T. RAMAYAH, Noorliza KARIA, and Muhammad Hasmi Abu Hassan ASAARI. The authors point out that the main purpose of this paper is to determine the significant factors in explaining the intention towards e-learning, particularly e-MBA adoption in Malaysia. Also, they stress that it can be able to understand better the factors affecting users' intention to adopt with e-learning, particularly with e-MBA. This is a correlational study to examine the relative importance of the independent variables as the factors that contributing to the successful towards new technology adoption of e-MBA. Two hundred individuals were selected to participate in the survey through purposive sampling. Purposive sampling used to obtain desired information from specific target group from individual possessing as a bachelor degree students or bachelor degree holder from various background of study. The authors points that potential user of e-MBA program place the opportunity for trial usage and image of the program. Also, it is hoped that the outcomes some valuable information to higher learning institutions either public or private to embark on programs that would be effective in encouraging potential e-MBA students, especially younger generations to adopt with e-learning in order to face globally competitiveness.

The last and eleventh article is about "Theories of Learning and Their Implications for On-Line Assessment" written by Anthony Francis UNDERHILL from the University of Central England. In this paper, he reviews the theories of learning and their relationship with traditional forms of assessment and seeks to argue for the need to further develop online assessment tools to further facilitate the growth in process based learning activities such as collaborative and cooperative group work consistent with a socio-constructivist pedagogy. Also, the author mentions that anytime anywhere education makes courses open to an extended range of distance or international students, and also provides options to allow learners to gravitate towards personal preferences in terms of modes of study which can range from peer discussion, team work and international collaboration to print based online private study and beyond. According to him, new models of assessment beyond the regular use of essays and examinations can be provided to match these student preferences, and also provide opportunities for the achievement of an expanded range of learning outcomes to fit in with the aspirations and expectations of the extended student body.

In this issue, are placed two book reviews, the news from a communication workshop, one journal review and an intuition.

The first book review is about "Global Perspectives on E-learning: Rhetoric and Reality" edited by Dr. Carr-Chellman whereas the second is about "Distance Education in Technological Age", whom Romesh Verma is the editor of this book. The Open Access Scholarly Communication Workshop was held for the first time in Central and Eastern Europe on February 17-19, 2005, hosted by National University Kyiv-Mohyla Academy. Finally, the International Journal of Education and Development using Information and Communication Technology (IJEDICT), as an e-journal, which provides free and open access to all of its content will be introduced in detail in this issue of TOJDE.

The first book review is about "Global Perspectives on E-learning: Rhetoric and Reality" edited by Dr. Carr-Chellman in 2005. This book includes international case studies, which brings online education case studies and discusses rhetoric surrounding the form of teaching and learning from Asia, Europe,

North America, Oceania, and Africa. In general, this book examines the rhetoric of democracy related with online higher education.

The second is about "Distance Education in Technological Age", whom Romesh Verma is the editor of this book. This book does indicate that the compilation of twenty six essays on themes as applicable to the open and distance education (ODE) follow a progressive style of narration, starting from describing conceptual framework of distance education, how the distance education was emerged on the global scene and in India, and then goes on to discuss emergence of online distance education and research aspects in ODE. This book contains useful information about basic distance education.

The Open Access Scholarly Communication Workshop was held for the first time in Central and Eastern Europe on February 17-19, 2005, hosted by National University Kyiv-Mohyla Academy, which is one of the oldest Central-European Universities. This Workshop was organized by International Renaissance Foundation (Soros Foundation–Ukraine), Open Society Institute (OSI), National Academy of Sciences of Ukraine, International Association of Academies of Sciences and National University Kyiv Mohyla Academy, and supported by East-East Program: Partnership Beyond Borders of OSI and the British Council Ukraine. The main focus of this Workshop was on the free availability of peer-reviewed scholarly articles online.

Information and Communication Technology (IJEDICT) appears online. As an e-journal the International Journal of Education and Development using Information and Communication Technology (IJEDICT) provides free and open access to all of its content. The main goal of IJEDICT is to support links between research and practice in ICT in education and development in less developed parts of the world, developing countries, and rural and remote regions of developed countries. The focus is on providing a space for researchers, practitioners and theoreticians to mutually expose ideas with mixed research methods and disciplines, and also brings together research, action research and case studies to assist in the transfer of best practice, the development of policy and the creation of theory.

[Regional Educational Technology Assistance \(RETA\)](#) is a statewide partnership that helps New Mexico educators and administrators integrate technology in the classroom in USA. Through the US Department of Education's Technology Innovation Challenge Grant, RETA serves the professional development needs of New Mexico's K-12 teachers. RETA brings technology curriculum integration to school sites around the state.

TOJDE is referenced as a course material by diverse institutions from the globe, such as Nova Southeastern University Fischler Graduate School of Education and Human Services Programs in Instructional Technology and Distance Education (ITDE 8009 and ITDE 8010 Study Guide INSTRUCTIONAL TECHNOLOGY AND DISTANCE EDUCATION TRENDS And ISSUES), Materials Relating to EDAD 890, Winter 2004 at Ohio University, etc.

One of the strong goals of TOJDE is to invite experienced and knowledgeable experts on board. In this issue, we are very pleased to announce that four experts in their disciplines and well-known scholarly personalities in the world joined TOJDE's Editorial Board.

The first editor is Dr. Camille Maria L. CASTOLO from Philippines. She is a subject specialist in the Open University of the Polytechnic University of the Philippines. She is currently an editorial board of the IRRODL and the Asian Journal for Open Universities. She is an active member of the ICDE and AAOU. She has written so many articles and researches on open and distance education. She has been the director of Open University for 8 years and still served as a subject specialist in the same unit up to this time.

The second one, Dr. Hanafi ATAN, is an Associate Professor at School of Distance Education, Universiti Sains Malaysia. He is at the editorial team of Malaysian Journal of Distance Education, Malaysian Journal of Educational Technology, Malaysian Online Journal of Instructional Technology, Studies in Learning, Evaluation, Innovation and Development and Mountain Rise- Scholarship of Teaching & Learning. He also, has written so many books, articles and researches on open and distance education.

The third editor is Dr. ZHANG, WEI-YUAN. He is Research Fellow at the Centre for Research in Distance & Adult Learning at the Open University of Hong Kong. He has a combined eighteen years experience in educational research at East China Normal University, the University of Victoria, the University of Edinburgh, the University of Hong Kong, and the Open University of Hong Kong.

The fourth and the last editor is Dr. Som NAIDU from Victoria, Australia is an associate professor and head of research and evaluation department of teaching, learning and research support, information division the University of Melbourne.

Besides of these editors, [Dr. Gulsun KURUBACAK](#) joined TOJDE as an executive editor. She is an Assistant Professor in Distance Education at Open Education Faculty of Anadolu University. I hope that she will actively take responsibility at the TOJDE's administrative and publishing process in due course. Since she focuses on multicultural education and higher-order thinking skills to be a critical asset in designing, developing, maintaining and supporting dynamic online distance courses and programs in the higher education. Also, Dr. Kurubacak is interested in gender equity research, in especially online distance education; because the gender issue is very important for female educational technologists, who are always discriminated their female and/or male colleagues, friends and students in either developed or under-developed societies.

You can find detailed info about them in the editorial members list on TOJDE's home page. Welcome Camille, Hanafi, Zhang, Som and Gulsun.

Many thanks for accepting our invitations. We believe that TOJDE will be stronger with your valuable efforts and scholarly supports. And also, I would like to thank all editors and reviewers for their time and efforts contributed to TOJDE voluntarily.

Dear readers, you can reach us online either directly at <http://tojde.anadolu.edu.tr>. To receive further information and to send your recommendations and remarks, or to submit articles for consideration, please contact TOJDE Secretariat at the below address or email us to tojde@anadolu.edu.tr

Hope you enjoy with this issue and those to come, and meet in next SPECIAL ISSUE of TOJDE on June, 2005, which is announced on the first page of TOJDE.

Cordially Yours,
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