

Assignment #3
Professional Journal: TechTrends

by
Megan Connors Murtaugh
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Nova Southeastern University
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Professional Journal: TechTrends

The purpose of this paper is to investigate a journal relevant to the field of instructional technology. The journal presented will be *TechTrends: Linking Research and Practice to Improve Learning* (TechTrends). The frequency of publication, the intended audience, the professional organization that it is associated with, the editors and the cost of the journal will all be discussed. In addition, the guidelines for submitting an article to *TechTrends* for publication will be included as well as the statistics on article publication and the subjects of issue contained in this journal.

Frequency of Publication

TechTrends is published six times per calendar year beginning in January continuing every other month through November (Springerlink, n. d.).

Intended Audience

TechTrends is geared toward “professionals in the educational communication and technology field” (Springer aims and scope, n. d.).

Professional Organization

TechTrends is one of several journals associated with the Association for Educational Communications & Technology (AECT publications, n. d.).

Editors

The Editor-in-Chief for **TechTrends** is Abbie Brown. The Editorial Board consists of Elizabeth Boling, Carol Brown, Jean Callary, Don Descy, Steve Hackbarth, Mary Herring, Terry Holcomb, Michael Simonson, Sharon Smaldino, Robert Wiseman, Lisa-Yamagata-Lynch, and Jane Zahner. The *TechTrends* Publisher is Philip Harris, the Design Director is Ned Shaw and the Departments Editor is Mark Lauer (Springer editorial boards, n. d.).

Subscription

The subscription cost for *TechTrends* is included in the membership cost for AECT (AECT membership benefits, n. d.). Below are the membership rates published on the AECT website for 2011 (AECT memberships, n. d.).

Membership Type	Price
Corporate	\$400
New regular	\$125
New regular (includes ETR&D)	\$170
New regular (international)	\$125
New regular (international, includes ETR&D)	\$170
New retired	\$60
New retired (international)	\$60
New student	\$75
New student (international)	\$75
Institution	\$250-\$1000 depending on # of members

Publication Guidelines

When submitting a manuscript for review to *TechTrends* the author needs to follow APA 6th edition format including in-text citations and a complete reference list. Manuscripts need to be uploaded through the editorial manager in word or rich text formats with 1” margins, a 1/2” tab to indent each new paragraph, and tables, graphs and figures need to be submitted separately not within the text of the manuscript. The article should contain an abstract of no more than 150 words and the article should not exceed 15 pages.

Once a manuscript has been submitted and it is accepted to be reviewed, it is done anonymously by editors considered to be experts in their field. Feedback from the editors is collected and returned to the author regarding their submission. The author then makes corrections relevant to the feedback provided by the editors and resubmits for final review for publication (Springer instructions for authors, n. d.).

Article Statistics

Information on the number of articles submitted for publication review and the actual number of articles that are published could not be located.

Subjects of Issue

In the Instructions for Authors section of the Springer website the following appears:

TechTrends considers manuscripts of the following types:

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. (Springer instructions for authors, n. d.)

Upon reviewing the most recent issue of *TechTrends* (Springerlink, 2011), there were seventeen articles. Six articles focused on media professionals or specialists, one article reviewed

e-learning standards, another one discussed the upcoming AECT conference, there was an article on copyright and fair use, an article on digital citizenship and one on collecting authentic data.

Conclusion

This paper explored the journal *TechTrends: Linking Research and Practice to Improve Learning*. Information was provided regarding the journals audience, cost, and steps for submitting and article for publication. *TechTrends* is relevant to the field of instructional technology because it provides scholarly peer reviewed journal articles to professionals in the field such as classroom teachers, media specialists, professors of instructional technology, instructional designers and IT coordinators.

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