



Contents

Editorial	iii-iv
Design elements for interactive multimedia	1-22
<i>David M. Kennedy and Carmel McNaught</i>	
Flexibility in access, interaction and assessment: The case for web-based teaching programs	23-39
<i>Mark Freeman</i>	
Preparatory IT practices and skills of transition Business students (1997)	40-53
<i>Andrew Stein, Annemieke Craig and Angela Scollary</i>	
Development and evaluation of a computer-based learning pilot project for the teaching of holistic accounting concepts	54-67
<i>Maureen Tam, Stephen Wedd and Margaret McKerchar</i>	
Interactive learning as an “emerging” technology: A reassessment of interactive and instructional design strategies	68-84
<i>Roderick C. H. Sims</i>	

The *Australian Journal of Educational Technology* is published twice a year jointly by the Australian Society for Educational Technology and the Australian Society for Computers in Learning in Tertiary Education. For details on submission of manuscripts, subscriptions and access to the AJET online archives, please see:

<http://cleo.murdoch.edu.au/aset/ajet.html>

or for manuscript submission contact the Editor, Dr Ron Oliver, Mt Lawley Campus, Edith Cowan University, Mt Lawley Western Australia 6050 <r.oliver@cowan.edu.au>, or for subscriptions contact the Production Editor, Dr Roger Atkinson, Teaching and Learning Centre, Murdoch University, Murdoch Western Australia 6150 <atkinson@cleo.murdoch.edu.au>. Members of ASET and ASCILITE receive AJET as a part of their membership benefits.
© 1997 All rights reserved. No part of this journal may be reprinted or reproduced without permission from the publishers.



what works and why

ASCILITE's series of national conferences

<http://www.curtin.edu.au/conference/ascilite97/index.html>

at Curtin University of Technology

7-10 Dec 1997, in Perth, Western Australia



ASET's EdTech series of national conferences

<http://cleo.murdoch.edu.au/aset/confs/edtech98.html>

5-8 July 1998, in Perth, Western Australia

Editorial

This issue of the *Australian Journal of Educational Technology* is the first under the joint editorship of ASCILITE and ASET. The new editorial team wish to acknowledge the outstanding efforts of the previous editorial team of John Hedberg, Sue McNamara and James Steele and we hope that we can emulate their professional and academic achievements in our editorial processes and activities.

The new editorial team is looking to reaffirm the place of AJET in the Australian scene as a journal publishing high quality work and ideas relating to the use of multimedia and instructional technologies in the education and training sector. We are looking to expand the scope and extent of the journal to reflect the prominent international position of Australian research and development in this field.

This issue is comprised of five papers including some theoretical perspectives on the use of educational technologies and a number of descriptions of applications which have been used to explore various opportunities and prospects. David Kennedy and Carmel McNaught present an interesting discussion and description of a design model for instructional technologies which considers both personal pedagogy and instructional design issues. Rod Sims has written a paper which questions many of the implicit assumptions in instructional design for multimedia and develops some interesting and novel insights for developers and designers.

There are three papers based on empirical research which explore various aspects of technology use in university settings. Andrew Stein, Annemieke Craig and Angela Scollary have written a paper which explores the IT skills and experience which students are now bringing to their university studies. Maureen Tam, Stephen Wedd and Margaret McKerchar describe the use of computer-based learning materials designed to foster deep learning among students of introductory accounting. Mark Freeman describes a study which explored the impact of a WWW-supported teaching program on the attitudes and outcomes of students in an undergraduate business course.

It is our hope that readers will find these papers both interesting and challenging in the ideas and outcomes that they present. We know that our readers will find these papers of interest and value and hope that the material that is presented will encourage others to reflect on their own teaching and research and to pursue ideas of their own. We look forward to receiving submissions for publication from our readership and urge members and readers to make the best use of the ideas

presented in this journal to improve teaching practice through the considered and informed use of instructional technologies.

Ron Oliver
Senior Editor
Australian Journal of Educational Technology

AJET's 1997 Editorial Board, nominated by the Australian Society for Educational Technology and the Australian Society for Computers in Learning in Tertiary Education is:

Ron Oliver (Editor), Edith Cowan University
Roger Atkinson (Production Editor), Murdoch University
Cathy Gunn, University of Auckland
Barry Harper, University of Wollongong
Mary Jane Mahony, Orange Agricultural College, University of Sydney
Clare McBeath, Curtin University of Technology
Sue McNamara, Monash University
Rod Sims, Southern Cross University

Australian Society for Computers in Learning in Tertiary Education

<http://www.ascilite.org.au/>

Australian Society for Educational Technology

<http://cleo.murdoch.edu.au/aset>

Copyright in individual articles contained in Australian Journal of Educational Technology is vested in each of the authors in respect of his or her contributions. Copyright in AJET is vested in ASET (1985-86), AJET Publications (1987-1996), and ASET and ASCILITE (from 1997). Republishing in the online archives at ASET's web site is by permission. For details on submission of manuscripts, subscriptions and access to the AJET online archives, please see:

<http://cleo.murdoch.edu.au/aset/ajet.html>

or for manuscript submission contact the Editor, Dr Ron Oliver, Mt Lawley Campus, Edith Cowan University, Mt Lawley Western Australia 6050 <r.oliver@cowan.edu.au>, or for subscriptions contact the Production Editor, Dr Roger Atkinson, Teaching and Learning Centre, Murdoch University, Murdoch Western Australia 6150 <atkinson@cleo.murdoch.edu.au> Desktop publishing by Roger Atkinson.