

Editor's Comments

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This Issue

A Different Look and Feel

Volume 17, 2011 of the JITP is “different” from past issues in a few ways. Some of you may have noticed one change immediately, by the presence of the QR code on our cover. For those unfamiliar with QR codes, I will explain later. Those of you with smart phones, I hope your response was positive. Before further describing what’s “different”, let me briefly state what has not changed! In a word, content. The JITP still continues to publish articles which promote the tenets of invitational theory and practice, self-concept theory, and perceptual psychology. This has been one of the journal’s purposes since it first appeared in the winter of 1992 under the editorship of IAIE “long marcher” John J. Schmidt. Most of us call him Jack, which he warmly and genuinely encourages.

Rationale

The rationale for the changes/differences, are rooted in our nation’s current turbulent economy and changes in technology. These are times, as you well know personally, that require watching our pennies. To the best of my knowledge (I’m not the treasurer); IAIE is on solid financial ground. Hence, our membership need not worry for the alliance.

As editor of the journal, I am obligated to contain costs in order to stay within budget. The cost for all that is involved in the final production of the journal has risen. Printing, paper, and postage are at the very top of the list. The physical weight of our publication is directly correlated to the cost of mailing the JITP to our membership and other subscribers.

The journal’s board of editors want to provide you with an increasingly higher quality academic journal, at the lowest possible cost to IAIE, with minimal sacrifice to our readers and the actual physical aspect of the journal itself. I hope you find the changes to be a move in a positive direction.

QR Codes

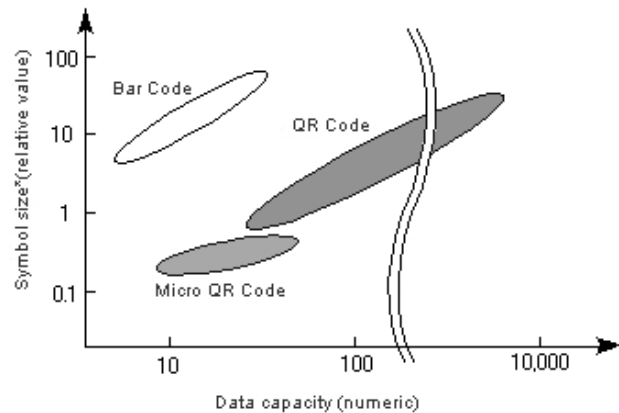


The QR Code® used in this issue is one of many styles of two dimensional symbols, developed in 1994 by Denso Wave Inc. of Japan, with the main objective of “Code read easily for the reader”¹.

Footnote

¹<http://www.denso-wave.com/qrcode/index-e.html>

This type of symbol encodes significantly more data in a smaller size as indicated in the graph¹ below.



The QR Code® is used as a way to provide people with immediate or further information. I’m sure you’ve seen it in magazines, product wrappers, and a variety of other places. It



evolved as the next step up from the red laser read bar codes we find on the thousands of products we see, use, or consume on a daily basis.

Inventory and price of physical goods are instantly tracked for the business owner. At the grocery or department store (to name but two places), the individual operating the “cash register” is better able to more quickly move the line of customers to the end of their shopping experience. The bar code system produces a more accurate, detailed, and multiuse receipt for the purchaser.

What’s In It for You?

For you the reader of the JITP, I have strategically placed an assortment of *QR codes for you to scan with your smart phone* which contain useful information literally at your fingertips. The following are the main formatting changes in this issue.

- QR Codes
- Space saving layout
- Smaller fonts, page margins, and gutter

Send an “email to the editor” letting me know what you think of the different look; good, bad, neutral, whatever reaction(s) you have. danshaw@nova.edu