

PRELIMINARY BOOK/BRIEF INFORMATION QUESTIONNAIRE FOR PROSPECTIVE AECT-SPRINGER AUTHORS/EDITORS

EDUCATIONAL COMMUNICATIONS AND TECHNOLOGY: ISSUES AND INNOVATIONS

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Thank you for your interest in the AECT Books and Briefs project to be published by Springer. Please answer the following questions and submit via email attachment to the lead editor, Mike Spector – mike.spector@unt.edu. If you have any questions at all, please contact any of the series editors at any time. Please also provide an electronic copy of your curriculum vitae and/or a link to your Website.

PLEASE NOTE: Authors/editors of this Books and Briefs series must be willing to assign their copyright for the material to AECT.

1) **Information about you (and your co-authors/co-editors)**

Please provide your name, address, phone number, email address, title, institutional affiliation, and area(s) of expertise/field of study, as well as a short biography (150-250 words). Please also indicate whether you have published a book in the past and, if so, describe its content, time frame, and publisher.

If this is a multi-authored or co-edited project, please provide the same information for your colleague(s). [Note that, while AECT Books will often have multiple authors/co-editors, AECT Briefs typically have one author or two at most.]

2) **Title of proposed work** (titles should be short and descriptive with fewer than 7 words; optional subtitles following a colon after the title are allowed and should also be short and descriptive)

3) **Type of work** (Either BOOK or BRIEF/MONOGRAPH; for more information about the formats for these two publication types, please visit <http://www.springer.com/authors/book+authors/springerbriefs?SGWID=0-1720013-0-0-0>)

If this is a BOOK, please also indicate here whether it is an authored or an edited volume (there can be multiple co-authors or co-editors)

4) **Anticipated number of pages**

Briefs/monographs typically run about 50-100 double-spaced pages. Books are typically 150-350 double-spaced pages.

5) **Description of the work and a discussion of its purpose**

In 2-4 paragraphs, please provide a general overview for your project. Describe the background, purpose, and context for your book/brief proposal (i.e., relevant information concerning the issues the book addresses, why the targeted market needs this specific information, and how it will be used).

6) **Primary and secondary audiences for this work**

Indicate the targeted primary and secondary audiences for whom you are writing this book/brief. Please be as specific as possible with regard to the primary

market; additional readers can be included in secondary markets that you are invited to also identify here, as appropriate.

7) **Draft table of contents**

While the table of contents will likely change as your project progresses, please provide a good sense of the major content the work will cover.

Additionally, if this is an edited book (see #2, above), please provide a confidential “wish list” of potential contributors and their affiliations (you can initiate contact with them later).

8) **Information about any copyrighted content**

Will all the material for the proposed work be new or has some been published previously? If not all new, please explain specifically what parts have been published previously, who is the copyright holder, and why the material is relevant to include here. NOTE: It is the author’s responsibility to obtain permission to use any copyright protected material.

9) **Additional material**

What else from among the following will your work include? (Please answer with a “yes” or “no” next to each optional item; an asterisk indicates a required item):

Foreword (If so, indicate likely author)

*Preface

Introduction

*Table of Contents

List of illustrations (required if figures or illustrations are involved)

List of tables (required if tables are involved)

Glossary

*Biographical data on contributors Including names, titles, institutions, mailing address, email address, plus a short bio-sketch of about 100 words

*References (after each chapter or consolidated at the end of work?)

Bibliography (rare but potentially useful to many readers)

*Author index (typically based on reference citations)

*Subject index (typically based on keywords and section headings as a beginning)

Other elements (If yes, please specify.)

Approximately how many of each of the following will be needed (please enter an estimated quantity):

Tables:

Line drawings:

Half tones (photos):

Color images:

10) **Projected timeline**

Proposed submission date for initial manuscript draft:

Proposed submission date for final manuscript in near camera-ready format:

11) **Competitive titles**

Please provide any information you have on published works that, while they may not compete directly with your proposed project, will likely provide competition for readers' interest and dollars. Wherever possible include the work's title, name(s) of author(s)/editor(s), publication year, publisher, price, and a brief (1-2 sentence) description.

Note that showing there are complementary publications in the market helps to establish this is a credible area for further exploration and provides a way to set your project apart (see below).

12) **Unique selling points**

Provide 5 to 7 reasons why the proposed book or brief/monograph is likely to appeal to and be purchased by the core audience. Please be specific about what you believe differentiates this book from the current literature (see above).

If you feel your proposed work might be suitable for use in a university class or seminar or in professional training, please also indicate that here, answering the following additional questions:

In what field/subject or subfield/topic would this work be suitable?

At what level (undergraduate/graduate/postgraduate/professional training/professional development)?

As a principal text or for supplemental reading?

If you or colleagues are teaching such a course currently, what is typically used as a textbook and/or for supplemental reading?