JAMES COOK UNIVERSITY OF NORTH QUEENSLAND

AARNET PROJECT SUBMISSION

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12 April 1991

Mr T.J. Mullarvey
Deputy Secretary
Australian Vice-Chancellors' Committee
PO Box 1142
CANBERRA ACT 2601

Dear Mr Mullarvey

AARNet PROJECT FUNDING

Thank you for your invitation to submit a proposal relating to technology used by AARNet and institutions.

Please find attached a proposal from the University originating from and supported by the Department of Computer Science and the Computer Centre.

I recommend the proposal to you and look forward to your response.

Yours sincerely

Attach:

NOTE: DOCUMENT FAXED TO YOU ON 15/4/91.

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JAMES COOK UNIVERSITY PROPOSAL FOR AARNET PROJECT

SUMMARY OF PROPOSAL

This proposal is for a detailed investigation of alternate educational and publicity materials to assist prospective users of AARnet to understand the facilities provided by the network. In addition, the materials will include easy to follow instructions on how the network is used. It is suggested that one of the materials to be produced be a video tape. The total cost of the proposal is estimated to be $33,500.

JUSTIFICATION

A large number of members of AARNet Member institutions have no experience of the use of computers or networks other than for very restricted applications such as word processing. They have not been exposed to electronic mail, file transfer or any of the other capabilities of the network. They thus have no appreciation of the facilities provided by AARNET and what use of AARNet facilities could do for them. It is not immediately obvious how best to educate such people to the benefits of network use, as there has been relatively little contact between them and those who are network-literate. A detailed study of the most appropriate mechanisms for their education is required.

METHODOLOGY

It is proposed to appoint as a researcher someone who has expertise in marketing/education with a multi-media emphasis and, particularly, has experience in communicating with the types of people targetted. The researcher would not necessarily have computer experience; indeed the project may have a better chance of success if the researcher requires to be educated in AARNet capabilities.

The researcher would carry out a detailed study of the needs of the target population and the mechanisms which would best suit to educate them in the benefits of using AARNet. As a result of the study, educational material would be produced - possibly in the form of a video, although the nature of materials will be determined only after a careful study. It is estimated that the duration of the project would be 6 months.

James Cook University has a very experienced audio-visual section which has considerable expertise in making production-quality videos. Thus the final product, if a video is considered the most suitable, would be a professional production.

The project would be supervised jointly by the Department of Computer Science, the Department of Social & Cultural Studies in Education and the Computer Centre.
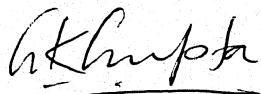
COSTING

The total cost of the project is estimated at $33,500. This is comprised of $16,000 for salary and related costs, $13,500 for production of a 30 minute video and $4,000 for travel and other miscellaneous expenses.

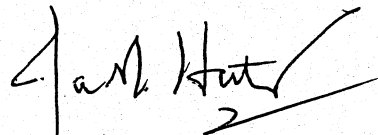It may be possible for some of this cost to be recovered in the longer term by AARNet selling the video tape (or alternative medium).

POTENTIAL BENEFITS

This proposal hopes to add to the existing educational/publicity materials for AARNET. The project would involve investigating alternate approaches to educating prospective users of the network and it is hoped that at the end of the project we would have produced new educational/publicity materials that would greatly assist in spreading the use and benefits of the network particularly to areas which do not use the network extensively at the present time. The materials may be suitable for use not only to educate potential users in non-traditional areas, but also as a general marketing and educational tool that may be used throughout the AARNet community.

G.K. Gupta
Professor of Computer Science
12 April 1991

I. M. Hunter
Director of the Computer Centre