



# PE&RS Readership Survey Final Report

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## Executive Summary

**A FINAL REPORT** on the 1997 *PE&RS* readership satisfaction survey was presented at the ASPRS 1998 Annual Convention and Exposition in Tampa on March 31. This summary captures the high points of that survey. The complete report is also given in support of this summary. As an immediate follow-up to the report, a luncheon was hosted by Kodak Aerial Systems to address and prioritize possible actions interpretable from this effort.

The survey was compiled in early summer 1997 and reviewed for content and format by a body of interested members. It was then printed and sent to 1200 members drawn from a stratified random sample. The aim was to seek responses that were representative of the entire membership and to sample all five technical divisions and employment sectors. One-hundred-eighty responses (15%) were returned by mail and form the basis of this report. Data were used to create a Microsoft Access database from which tabular data and percentages were derived; and from which it is hoped eventually, to develop more sophisticated queries. As an adjunct effort, members of the Potomac Region, under the guidance of Galen Hart, undertook a telephone survey of members who did not respond by mail. This follow-up activity is still in progress and is intended to provide additional statistical information to verify and/or moderate the responses received my mail.

In general, members believe that *PE&RS* is relatively well balanced in representing technical Divisions, but believe that several subject areas could be better represented. Among some of the under-represented subject areas are geodetic control, machine vision (robotics), intelligent GIS, industrial metrology, and data integration and flow.

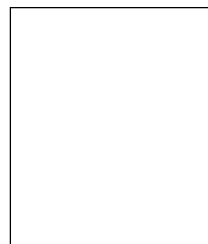
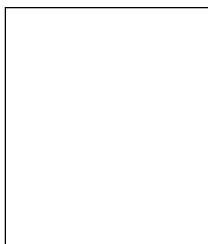
Most agree that the *Journal* is well designed and needs fine tuning rather than a major overhaul. Although most readers are members of ASPRS for all that the Society offers (including insurance programs, meetings, publication discounts, and networking), many perceive *PE&RS* to be the primary benefit of membership. Highlight articles and news columns are also favorite *Journal* elements. However, there is a distinct undercurrent in the responses that peer-reviewed articles tend to be too academic, too technical, too mathematical, or too scientific as opposed to being more practical or more useful in members' day-to-day work.

Another emergent message is that *PE&RS* should combine the best attributes of a professional "newsworthy" magazine for the technologies and readers it serves, while at the same time, providing a forum for validating and documenting these technologies in rigorous scientific ways. Mixing and matching these elements to everyone's satisfaction may not be possible with every issue, but policies and mechanisms must be sufficiently

flexible to satisfy most of the readers, most of the time.

Yet other messages suggest that members do not want to rename the *Journal* (although the question of adding a "by-line" was not specifically asked), alter the cover page format, or replace the printed version with an electronic version. They seem to want advertising to be concentrated in the "front half" of the *Journal* together with columns and other business news items, instead of spread throughout each issue. They like the Highlight articles to be a forum for continuing education, while remaining as non-technical as possible, and to have a popular (human interest connection).

The editorial staff is pleased to share these results with the membership. We want to thank all who participated in the survey and hope readers at large can find room in these results for their own views. The results of this survey are not interpretable in statistical terms because the number of responses in each stratum is inadequate for statistical significance. Some have argued that these results are intuitive based on informal input received over many years. The value of the survey, however, is that numerical data are available for the first time to give relative importance to otherwise conflicting views about how to proceed. The data will help us prioritize which of the many fine-tuning efforts should be addressed first, second, and third.



## Survey Summary

This document contains tabulated responses from 180 survey questionnaires mailed to a stratified sample of 1,492 ASPRS members and former members in July 1997. Efforts were made to ensure that all employment sectors, and Technical Divisions were adequately represented. The order of the questions asked in the survey has been rearranged in this presentation to provide readers with, first, a respondent profile, and second, some basic information about *PE&RS* readership patterns. This information is followed in Section 3 with reactions to *PE&RS* content, and in Section 4 with members' overall assessment of the *Journal*. The original question numbers have been retained.

## Respondent Profile

### Question 24:

#### ***What is Your Employment Sector?***

Eighty-nine of the respondents (49%) are employed in the private sector; 34 (19%) are in academia; 23 (13%) are in federal government; 20 (11%) are in state or local government; and, 4 (2%) are in private, not-for-profit organizations. Seven respondents (4%) are retired. The remaining two percent chose not to answer. The predominance of private sector responses might account for an evolving mood that *PE&RS* is (as one respondent put it) . . . for "graduate student papers, full of math." This higher response rate may also indicate either a higher level of interest in the *Journal* or a greater interest in raising issues that might lead to change.

NAME OF DIVISION	# (%) SINGLE RESPONSES	# (%) JOINT DIVISION RESPONSES	# (%) TOTAL DIVISION RESPONSES
GISD	29 (16)	GISD/RSAD 16 (8)	61 (34)
PAD	41 (23)	PAD/RSAD 1 (0.5); /PDAD 4 (2)	64 (36)
PDAD	9 (5)	PDAD/GISD 1 (0.5)	25 (14)
PPD	12 (7)	PPD/PAD 5 (3)	23 (13)
RSAD	33 (18)	RSAD/PDAD 1 (0.5)	66 (37)

FIGURE 1

### Question 25:

#### ***What is Your Division Affiliation?***

Many respondents checked more than one box, indicating their view that the technologies are integrated. The distribution of those who checked only one technical Division is shown in the left column in the table below. The total number of those who checked two Divisions is shown in the middle column, and the total number who checked any given Division is shown in the right column. Divisions are listed in alphabetical order by acronym (Figure 1).

### Question 26:

#### ***How Long Have You Been a Member?***

More than a quarter (27%) of the membership is less than 5-years old! An additional 24 percent have been members for six and ten years. There are about equal numbers of respondents in the 11-15, 16-20, 20-25, and 26-30 year memberships (7-10% in each category). Roughly eight percent have been members for more than 31 years. Five percent did not answer.

### Question 27:

#### ***Where do You Live?***

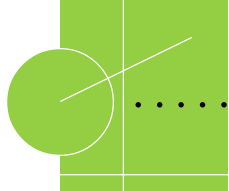
Seventy (70) percent of the respondents live in the United States; >17% live in Europe; 6% in Canada; and the remaining small percentages live

in Australia, Latin America, Africa, India, and the Middle East. One of the comments often given by international members is that *PE&RS* should be more international in its content. One respondent cited the absence of advertising by international companies as a specific bias.

### Question 28:

#### ***How Old Are You?***

There were nine 5-year categories presented beginning with 20-25 years and ending with "over 60." There were no respondents in the 20-25 year age group, and only seven in the 26-30 age group (4%). The highest response (35, or >19%) was in the 36-40 age group, followed by the 41-45 age group (31, or 17%). The 56-60 age group had only half as many respondents as the "over 60" group (13 and 26, respectively for a total of 22%.) Profiles of responses by age group would be a revealing exercise, but the current data set is skewed toward older members and would not represent the views of the Society's younger members. One might also interpret from these data that ASPRS is an "aging Society" that should concentrate more effort on recruiting and retaining younger professionals.



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### Question 29:

#### **What is Your Gender?**

Over 91 percent of the respondents were male; seven percent were female; and, two percent gave no answer. No statistical conclusions can be reached using gender as an independent variable. The numbers suggest that women represent a membership marketplace.

### Question 30:

#### **What is Your Membership Category?**

Eighty-three percent of the respondents are regular members; seven percent are sustaining members; and, five percent are emeritus members. There was only one student response (0.5%) and three ASPRS "Fellow" responses (<2%). Except for regular members, this sample is not large enough for statistical analysis.

### Question 31:

#### **What is Your Professional Title?**

This question was too open-ended. Some respondent's gave educational degree while others gave job titles. Twenty respondents (11%) did not answer. The question is really a refinement on Question 24, which sought information about employment sector. Given that we know the respondent's employment sector, the responses to Question 31 could be used in a more thorough assessment that profiles reader satisfaction in terms of their job responsibilities.

### Question 32:

#### **Why Are You a Member of ASPRS?**

This question had nine qualitative reasons from which to choose, and respondents were asked to check "all that apply." Forty-one respondents checked only box 1 ("all that ASPRS provides"), but 44 respondents who marked this box went on to check a variety of other member benefits. For example 23 respondents checked "all that ASPRS provides" Plus "meetings" (boxes 1 & 2); fourteen checked boxes 1, 2, & 3 (education); and 13 of those went on to check box 4 (*PE&RS*). The result of this type of tabulation is dif-

ficult to decipher. A simpler approach is to tabulate the raw scores for how many times any of the boxes was checked. When this is done 85 members (>47%) checked box 1; 20%, box 2 (meetings); 27%, box 3 (education); 37%, box 4 (*PE&RS*); 14%, box 5 (publication discounts); 22%, box 6 (networking opportunities); 12%, box 7 (certification); 27%, box 8 (support the mapping professions); and 7%, box 9 (other benefits). When tabulated as single box scores, *PE&RS* is the second most popular reason given for membership. Nearly half of ASPRS's members have joined for all they can get; but nearly 40% consider the *Journal* to be the primary benefit, followed by their desire for "continuing education" and their desire to support the mapping professions.

### **PE&RS Readership Patterns**

#### **Question 1:**

##### **When Do You Read *PE&RS*?**

Seventy-five respondents (42%) read *PE&RS* "immediately;" another 42 percent read it on a monthly basis. Thirteen respondents (7%) read it infrequently while five percent read it only when they need information. About three percent never read it and one percent (1%) didn't answer. If this is a reasonably good sample, it appears that almost 85 percent of members are getting something out of the *Journal* every month. One might conclude that the positive views expressed about the *Journal* are valid in some measure, but that the negative opinions will be enhanced through follow-up data from those who did not return the questionnaire (the "no-response" group).

#### **Question 2:**

##### **What is Your Primary Interest in *PE&RS*?**

This question contains a logical inconsistency in that it asks for the respondent's primary interest, but then asks her/him to "check all that apply." Is it possible to have more

than one primary interest? Given this caveat, the relative magnitudes might be meaningful. One hundred sixteen, or 64 percent of the respondents indicate their primary interest is in peer reviewed articles. Another 112 (62%) listed highlight articles as "primary." Columns, advertising, reviews, and calendar received 114 (63%), 47 (26%), 63 (35%), and 67 (37%) respectively.

Given the high rate of readership (question 1) and respondents apparent interest in peer reviewed articles, highlight articles, and the calendar, it seems that, as a minimum, any opinions expressed about these elements should be given serious attention.

### Question 3:

#### **How do You Use *PE&RS*?**

The overwhelming majority of respondents file their issues of *PE&RS* for future reference (134, or >74%). Nine (5%) extract articles and presumably trash the remainder; 38 (21%) pass their issues along for others to read; 14 (8%) give them to libraries; and another eight percent "recycle" them. One percent didn't answer. The combined number of those who file or extract articles (almost 80%) suggests that *PE&RS* achieves its status as a source of historical information on the growth and development of the technologies reported between its covers.

### Question 4:

#### **If the Respondent Passes *PE&RS* Along, How Many Other Readers Are There?**

Thirty-one (17%) indicate one additional reader; 36 (20%) indicate 2-3 additional readers; and 17 (9%) indicate more than four additional readers. Two percent didn't venture a guess. The small number who pass it along and the small numbers of additional readers suggest a relatively closed circulation. This may have something to do with the *Journal's* mediocre rating in Science Citation Index.

**Question 5:****What Other Primary Journals or Magazines Do You Read?**

From the list in the table (Figure 2), it appears that respondents are most interested in *GIS World*, *EOM*, *GPS World*, and *GeoInfo Systems*. The reasons for this cannot be determined by this survey, but later questions seem to indicate general interest in publications that are “readable” by professionals and contain a balance of advertising, industry news, columns and results of applied technology. Peer reviewed journals like *Remote Sensing of Environment*, *Canadian Journal of Remote Sensing*, *Annals of the Association of American Geographers*, *International Journal of GIS*, *ISPRS Journal*, and others are read by far fewer (2-20%) of the respondents, perhaps because they are perceived to be too academic (i.e., too scientific, theoretical, mathematical, etc.).

*PE&RS* is one of the few journals that attempts to be a popular (readable) magazine that contains peer reviewed articles. It seems to be doing this with some degree of success, but not without some sacrifice of professional (i.e., non-academic) membership.

**Question 6:****How Do You Rate the Quality of PE&RS?**

Respondents were asked to rate the quality (high, medium, or low) of major elements of *PE&RS*. The results are tabulated in Figure 3. The cover photo gets the highest quality rating and the least number of no responses (5). There is little to distinguish between Highlight and peer reviewed articles or columns and Updates, except the number of “no responses” which cannot be interpreted (8, 13, and 19, respectively). Elements in the right-hand column also share much in common, including higher

JOURNAL/ MAGAZINE	# (%) RESPONSES	JOURNAL/ MAGAZINE	# (%) RESPONSES
Rem. Sens. Environ.	26 (14)	Can. J. Rem. Sens.	13 (7%)
GeoCarto Int.	15 (8%)	IEEE Trans. Rem. Sens.	21 (12%)
ISPRS Journal	24 (13%)	Annals AAG	9 (5%)
GIS World	93 (52%)	GIS Europe	14 (8%)
EOM	70 (39%)	GPS World	79 (44%)
POB	43 (24%)	Professional Surveyor	51 (28%)
Int. J. GIS	32 (18%)	CAGIS	4 (2%)
ISPRS Highlights	14 (8%)	GeoInfo Systems	71 (39%)
Business Geographics	30 (17%)	Rem. Sens. Reviews	7 (4%)
GIM	20 (11%)	Other	11 (6%)

FIGURE 2

ELEMENT	RATING	# (%) RESPONSES	ELEMENT	RATING	# (%) RESPONSES
Cover Photo	High	128 (71)	Reports	High	28 (16)
	Medium	44 (41)		Medium	79 (44)
	Low	3 (2)		Low	45 (25)
Highlight Articles	High	73 (41)	Calendar/ Classifieds	High	44 (24)
	Medium	86 (48)		Medium	98 (54)
	Low	14 (8)		Low	17 (9)
Peer -Reviewed Articles	High	# (46)	Book/Software Reviews	High	45 (25)
	Medium	# (39)		Medium	94 (52)
	Low	13 (7)		Low	17 (9)
Columns/ Updates	High	# (49)	Advertising	High	46 (25)
	Medium	# (44)		Medium	99 (55)
	Low	12 (7)		Low	17 (9)

FIGURE 3

numbers of “no response” (between 19 and 28). The element that gets the lowest quality rating are the Reports.

**Question 7:****How Would You Rank the Elements of PE&RS from Least to Most Favorite?**

About half of the respondents interpreted the question differently from the survey designers. It was hoped that respondents would rank each element on a scale of 1 to 8 in such a way that each rank listed only one element. Instead, many respondents gave several elements the same rank. Some ranked all the elements the same. The only way to interpret the results is to tabulate the raw scores. Figure 4 summarizes the more notable results. Highlight and peer re-

viewed articles have the highest ratings, while the cover photo and columns & Updates are second. In the right-hand column, reports and advertising have moderately high negative ratings, but none of the elements in that column have high positive ratings. Except for Highlight and peer reviewed articles, there is a significant middle ground in ranking numbers 3-6 that exceeds 50 percent of the responses. It is probably safe to say that most respondents are members for articles and news, and that fewer are members because of the Calendar/Classifieds and Book/Software Reviews. These are important elements of *PE&RS*, but generally not the favorite elements.

ELEMENT	LEAST FAVORITE <sup>1</sup>	MOST FAVORITE <sup>2</sup>	ELEMENT	LEAST FAVORITE <sup>1</sup>	MOST FAVORITE <sup>2</sup>
Cover Photo	27 (15)	46 (26)	Reports	55 (31)	16 (9)
Highlight Articles	14 (8)	83 (46)	Calendar/Classifieds	30 (17)	22 (12)
Peer -Reviewed Articles	27 (15)	79 (44)	Book/Software Reviews	28 (16)	23 (13)
Columns/Updates	14 (8)	49 (27)	Advertising	57 (32)	27 (15)

FIGURE 4

<sup>1</sup> RANKED 1 OR 2; # (%)    <sup>2</sup> RANKED 7 OR 8; # (%)

## Question 8:

### Journal Balance

Respondents were asked to “agree” or “disagree” with questions regarding the balance between Technical Divisions and between various sections of the *Journal's* content. They were then asked if they wanted to see more Special issues or more Focus issues. In Figure 5, percentages over 50% are shown in bold face.

Of those who answered “no” to question 8(a) 37 suggested what should be done. There should be less remote sensing and more photogrammetry; more applications and less research; and, “better” articles with more relevant content.

Thirty-four respondents who answered “yes” to question 8(b) made suggestions on what should be added. These cover a very wide range of topics, including design scale mapping, data integration, geodetic control, intelligent GIS, industrial metrology, machine vision, robotics, real estate applications, and more. The word “photogrammetry” appears eight times in this list; GIS four times; and remote sensing three times—once in the negative. One respondent suggests *PE&RS* is already trying to cover too much.

Only five respondents who answered “no” to question 8(c) made suggestions. These were to shorten the length of articles, reduce the remote sensing content, add GIS content, increase the number of peer reviewed articles, and add more software reviews and tutorials.

Twenty-three respondents who answered “yes” to question 8(d) made suggestions. The message seems to be that more applications are desired, especially in the industrial/commercial arenas. There is a desire for more GIS and GPS applications, especially in real estate and insurance; and, for more business news.

## Question 9:

### Regarding Peer Reviewed Articles

Respondents were asked to comment on a series of attributes of peer reviewed articles and to circle the degree to which they agreed or disagreed on a scale of 1 (disagree) to 5 (agree). Respondents could also decline to answer or give “no response.” These are combined under the NR column.

It appears (Figure 6) that articles are not too short, but some think they may become too long. Most respondents think they are readable and represent good science, but many think they are also too mathematical or too specialized. There is general agreement that peer reviewed articles represent the cutting edge, but not as many agree that the information is useful in their daily work. Whatever else they may be, most respondents are happy with the illustrations accompanying articles.

## Question 10:

### Have You Contributed a Peer Reviewed Article to PE&RS?

More than 77 percent (139) of the respondents have never contributed a manuscript for peer review. Twenty percent (36) have contributed.

## Question 11:

### Manuscript Coordination

Those who have published in *PE&RS* were asked to rate various aspects of manuscript coordination on a scale of 1 (unacceptable) to 5 (acceptable). ?? = “don’t know” (Figure 7).

## Question 12:

### Reason For Not Submitting Manuscripts to PE&RS

Respondents were asked to select from among nine reasons why they did not contribute manuscripts for peer review (Figure 8).

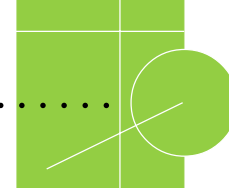
There is nothing surprising in these responses, especially in context of Question 24 on employment sectors. Among those who might consider submitting a manuscript, the review process is the single biggest hurdle to overcome. We should remember also that *ASPRS* is not the primary learned or professional society for most of its members.

## Question 13:

### To What Other Journals Do You Contribute Manuscripts?

Because *ASPRS* is often not the respondent’s primary journal, it is interesting to find out where respondent’s normally publish. A tabulation of these is quite lengthy but includes several journals of forestry, ecology, agronomy, geology, marine science, and mapping. There are several remote sensing, GIS, surveying, and related technology oriented journals as well.





	YES	NO	NR
(a) Does <i>PE&amp;RS</i> adequately address your <b>Technical Division</b> ?	<b>113 (63)</b>	51 (28)	16 (9)
(b) Are there technical areas missing from <i>PE&amp;RS</i> ?	36 (20)	<b>90 (50)</b>	54 (30)
(c) Is the number of pages for each section of <i>PE&amp;RS</i> about right?	<b>123 (68)</b>	12 (7)	45 (25)
(d) Are there other sections that should be added?	28 (16)	<b>98 (54)</b>	54 (30)
(e) Should there be more Special issues of <i>PE&amp;RS</i> ?	62 (34)	74 (41)	44 (24)
(f) Should there be more Focus issues of <i>PE&amp;RS</i> ?	<b>93 (52)</b>	46 (26)	41 (23)

FIGURE 5

	DISAGREE			AGREE		
	1	2	3	4	5	NR
(a) They are too short.	59	42	30	5	3	41
(b) They are too long.	31	28	28	34	21	38
(c) They are "readable" or "just right."	10	12	30	49	58	21
(d) They represent "good science."	4	7	26	64	48	31
(e) They are too mathematical.	24	29	34	32	43	18
(f) They are too specialized.	26	32	35	30	33	23
(g) They are on the "cutting edge" of technology.	5	17	36	63	29	30
(h) They are useful in my work.	19	28	42	49	25	17
(i) They are adequately illustrated.	10	15	38	63	28	26

FIGURE 6

	DISAGREE			AGREE		
	1	2	3	4	5	??
(a) length of time for manuscript review	6	13	6	8	4	7
(b) lapse time from submittal to publication	8	17	1	7	4	7
(c) quality of communication with Headquarters	2	2	5	22	6	7
(d) quality of color illustrations, if any	2	2	4	5	4	11

FIGURE 7

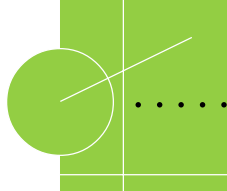
**Question 14:****Regarding Highlight Articles**

As in question 9, respondents were asked to circle their degree of agreement or disagreement to the following attributes of Highlight articles.

In general, it appears (Figure 9) that Highlight articles are well received by the respondents. They are readable, not too mathematical or specialized, and are reasonably useful in their work. The high number of "don't know" or "no response" is difficult to interpret.

	RESPONSES
(a) my job doesn't require publishing	118
(b) review and publication process is too lengthy	26
(c) cost of color is prohibitive	7
(d) <i>PE&amp;RS</i> does not include my area of technical interest	17
(e) page limits for manuscripts	1
(f) <i>PE&amp;RS</i> does not reach my audience of interest	16
(g) <i>PE&amp;RS</i> does not meet my submission standards	1
(h) other reasons	19

FIGURE 8



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### Question 15:

#### **How Should Highlight Articles be Styled?**

Since Highlight articles are edited but not peer reviewed, the survey asked five questions about how they should be treated. Respondents were asked to circle the degree of agreement or disagreement on a 5-point scale.

Most believe that Highlight articles should be written in a popular style (Figure 10), serve as a form of continuing education, and should link technology with human interest. Respondents agree less that Highlight articles should relate to a peer reviewed article. There is no clear signal about whether Highlight articles should be peer reviewed.

### Question 16:

#### **Regarding Advertising**

Respondents were asked to agree or disagree with four statements about products and services advertised in *PE&RS*.

In general, it appears (Figure 11) that the products and services being advertised fit the interests and professional responsibilities of respondents, serving to keep them abreast of technology.

### Question 17:

#### **Regarding PE&RS Presentation**

Nine statements were presented for respondent reaction (Figure 12).

The numbers suggest a slight preference for advertising to be concen-

trated, presumably in the non-peer reviewed sections of *PE&RS*. There is a stronger preference for each section to be clearly labeled, but some have suggested that labeling the **Peer Reviewed** articles implies lesser quality for all of the other sections. There is no clear consensus about changing to a "newsletter" format, though respondents seem to lean very slightly in that direction. This is an area that requires much more data and discussion. As for redesigning the masthead and cover layout, there seems to be strong opposition, but there are also significant numbers who "don't know" or "don't care." It is probably not a good idea to list all of the Technical Divisions on the

	DISAGREE			AGREE		NR??
	1	2	3	4	5	
(a) They are too short.	50	28	43	5	5	49
(b) They are too long.	43	24	43	17	6	47
(c) They are readable (just right).	1	6	32	56	57	28
(d) They represent good science.	4	8	35	62	35	36
(e) They are too mathematical.	35	38	34	13	22	38
(f) They are too specialized.	27	42	41	14	18	38
(g) They are on the cutting edge of technology.	3	15	45	49	26	42
(h) They are useful in my work.	15	15	45	53	23	29
(i) They are adequately illustrated.	5	16	51	46	29	33

FIGURE 9

	DISAGREE			AGREE		NR??
	1	2	3	4	5	
(a) They should be written in a "popular" style.	19	19	32	35	59	16
(b) They should relate to a peer reviewed article.	33	30	42	29	26	20
(c) They should serve as "continuing education."	7	9	22	59	65	18
(d) They should link technology with human interest.	10	20	40	46	46	18
(e) They should be peer reviewed.	25	16	49	35	36	19

FIGURE 10

	DISAGREE			AGREE		NR??
	1	2	3	4	5	
(a) They are in tune with my professional interests.	9	8	29	48	66	20
(b) They relate to my day-to-day work.	13	27	34	49	37	20
(c) They help keep me abreast of technology.	7	11	29	55	59	19
(d) They help me decide about product purchases	23	18	49	34	29	27
(e) They keep me alert to my competition.	27	21	41	25	24	42

FIGURE 11

	DISAGREE			AGREE		NR/??
	1	2	3	4	5	
(a) Advertising should be integrated throughout.	62	25	22	17	35	19
(b) Each section should be labeled for easy reference	16	8	18	36	80	22
(c) All but articles should be in "newsletter" format.	24	18	31	42	37	28
(d) Masthead should be redesigned.	48	35	28	10	12	47
(e) The cover should be redesigned.	65	39	17	14	10	35
(f) Cover page should list all Technical Divisions.	57	29	28	19	16	31
(g) Title of journal should reflect its content.	50	26	36	19	23	26
(h) I prefer that <i>PE&amp;RS</i> be available electronically.	83	19	33	7	18	20
(i) The quality of color printing is OK.	4	4	17	41	99	15

FIGURE 12

	DISAGREE			AGREE		NR
	1	2	3	4	5	
(a) Be a history of photogr. and remote sensing	21	20	38	51	41	9
(b) Validate and document ASPRS technologies	2	9	30	70	58	11
(c) <i>PE&amp;RS</i> should broaden its scope of technologies.	14	30	46	39	41	10
(d) <i>PE&amp;RS</i> should focus on photogr. and rem. sens.	58	38	27	23	26	8

FIGURE 13

cover page, and people don't seem to think the title of the *Journal* should be changed. This latter result begs the question about a subtitle for *PE&RS*—another area that deserves more data and discussion. Whether or not *PE&RS* is served on-line, most people want the hard copy.

### Overall Assessment of *PE&RS*

#### Question 18:

##### **How Do You Rate the Journal, Overall?**

The surveyed membership was asked to give a single quality rating to *PE&RS* ranging from "not at all beneficial" (rank 1) to "very beneficial" (rank 5).

1 (not at all beneficial)	2 (1%)
2 (hardly beneficial)	16 (9%)
3 (beneficial)	33 (18%)
4 (moderately beneficial)	84 (47%)
5 (very beneficial)	38 (21%)
NR	7 (4%)

Those who answered (1 or 2) are probably not going to remain as members

unless their employer is paying the membership in somebody's name and that person is passing the *Journal* on to others. Categories 3 to 5 represent 86 percent of the respondents, indicating there is room for improvement, but not necessarily for drastic changes.

#### Question 19:

##### **How Important is *PE&RS* as a Component of Your Professional/Scientific Reading?**

The survey asks members to check one of four boxes.

A necessity	38 (21%)
Always useful	62 (34%)
Sometimes useful	74 (41%)
Never useful	4 (2%)

Roughly 86 percent of the respondents find *PE&RS* to be a useful component of their professional reading. Fifty-five percent regard it as a necessity or "always useful." Those who find it to be "sometimes useful" may be the ones who file their monthly issue or refer to it only when they need infor-

mation. This is not necessarily a signal for change, but rather the reality that these people may have more to read than they can find time for. The *Journal* may not be the primary reason for membership.

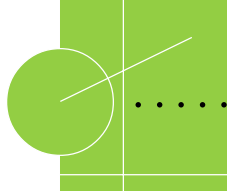
#### Question 20:

##### **What Should the Main Role for *PE&RS* Be?**

Surveyed members were asked to agree or disagree with four statements about the goals of *PE&RS* (Figure 13).

While there is merit to the idea that *PE&RS* should represent a history of technology in photogrammetry and remote sensing, it is not as compelling a goal as serving as a means to validate and document these technologies. Many think *PE&RS* should broaden its scope of technologies rather than focus on photogrammetry and remote sensing. These results should be compared to questions 22 and 23, especially with regard to those who want less focus on remote sensing and more on photogrammetric applications.





## Reader Survey

DEPARTMENT

### Question 21:

#### **What, If Anything, Needs to be Changed?**

Surveyed members were asked to make a general assessment of *PE&RS* by checking all that applied from the list in Figure 14.

The data suggest that *PE&RS* is "mostly OK as is," but there is certainly room for some fine-tuning. Respondents are not clamoring for a major overhaul, even though most believe some changes are required. Respondents are decidedly not interested in changing the title of the *Journal* (again, this begs the question of whether there could be a subtitle). Few believe that *PE&RS* should be more technical/scientific and there seems to be an equal desire for the *Journal* to be more applied, if not less technical.

### Question 22:

#### **What Members Like Most About PE&RS**

Except for one former member who "[couldn't] think of a thing," and 66 members (37%) who did not answer, responses seem to reinforce the present content and appearance of the *Journal*. Among the general categories of response are:

- it keeps me up-to-date, is a source of information, gives an overall view of the technology, gives leads to trends in the technology or in the markets, keeps me abreast, gives

information pertinent to my needs, or provides a reality check (37 respondents, or >20%);

- it contains scientifically sound applications in photogrammetry, remote sensing, GIS (26 respondents, or >14%)
- it has good and/or interesting ads, columns, highlight articles, peer reviewed articles, classifieds, calendar, cover photos, editorials, Directory issues, job listings (31 respondents, or 17%)
- it provides continuity for the technologies, is published and delivered on time, has an attractive appearance, is "readable," has a good quality-for-price ratio, has a good content mix, is an industry-wide journal, is not a "trade magazine" (24 respondents, or >13%).

### Question 23:

#### **What Readers Like Least About PE&RS**

Seventy-seven respondents (43%) gave no answer to this question. The remaining 57 percent gave answers like:

- the *Journal* is too academic, too technical, too mathematical, or too scientific (36 respondents, or 20%);
- there is too much remote sensing (13 respondents, or 7%);
- the format, organization, presentation, or editing needs improvement (eleven respondents, or 6%);

- there are too many ads, ads are sprinkled throughout, ads have a U.S. bias, too many Society ads (five respondents, or 3%);
- there is not enough attention to international members (as, for example advertising bias noted above (five respondents, or >3%);
- the length of time to receive issues, condition of the issue caused by postal damage, missing issues, lack of response from Headquarters (seven respondents, or 4%);
- there is/are not enough... practical photogrammetry articles, GIS articles, local government applications, close range photogrammetry, laser technology, attention paid to regional activities, geology articles, electronic publishing, book reviews, attention paid to up-to-date technology, or there is no cumulative index (fifteen respondents, or 8%).

In comparing Question 22 and 23, one should remember that criticism is often easier to get than compliments. Collectively, the responses were overwhelmingly positive, but the members do have opinions about what could be better. Perhaps none of the percentages is statistically significant. In general terms, however, it is possible to interpret that much is good about *PE&RS*, except there is a need to rethink the "look and feel" of peer reviewed articles.

	DISAGREE			AGREE		NR
	1	2	3	4	5	
(a) <i>PE&amp;RS</i> is OK as is.	16	31	43	50	25	15
(b) It needs major changes to capture more readers	47	44	33	23	14	19
(c) It needs fine-tuning, but no major overhaul.	13	18	25	69	41	14
(d) It needs to change its title to match its content	65	37	37	11	9	21
(e) It needs no change.	53	33	39	20	13	22
(f) It needs to become more technical/scientific	35	55	40	17	9	24
(g) It needs to be more applied and less technical	13	22	37	56	36	16

FIGURE 14