

Review the Views: Survey Results

- 60 responses received by 11 October 1996
- Not all respondents answered every question.

- I have been a member of CBE for (check 1)
 - 2 < 1 year.
 - 8 1 to < 3 years.
 - 31 3 to 10 years.
 - 16 > 10 years.
- I have been in scientific publishing for (check 1)
 - 0 < 1 year.
 - 2 1 to < 3 years.
 - 12 3 to 10 years.
 - 44 > 10 years.
- My role(s), direct or supervisory, include(s) (check all that apply)
 - 31 generating information (author, author's editor).
 - 28 processing information (journal editor, peer reviewer).
 - 36 managing information (managing editor, project manager).
 - 11 producing information (designer, printer).
 - 12 distributing information (by mail, electronic).
 - 14 promoting information (public relations, advertising).
 - 9 other. Please explain (financial roles; teaching).
- Other publications about scientific publishing that I read are (check all that apply)
 - 25 *AMWA Journal*.
 - 18 *Scholarly Publishing*.
 - 14 *European Science Editing (EASE)*.
 - 9 *Technical Communication* (STC journal).
 - 6 *Intercom* (STC magazine).
 - 27 *Editorial Eye*.
 - 16 *SSP Newsletter*.
 - 1 *Blueline* (AESE newsletter).
 - 8 other. Please list.
 - 5 *Copy Editor*.
- I now have or expect to have within a year access to (check all that apply)
 - 57 e-mail.
 - 51 the Internet.
 - 52 the World Wide Web.
- As a publication that meets my needs, *CBE Views* is (check 1)
 - 9 very effective.
 - 28 effective.
 - 20 somewhat effective.
 - 1 not effective.

Comment: Appreciate changes; calls for substantive articles, diverse content.
- As a "calling card" to promote CBE membership, *CBE Views* is (check 1)
 - 8 very effective.
 - 20 effective.
 - 20 somewhat effective.
 - 3 not effective.

Comment: Improve by increasing emphasis on managing editors, overseas coverage, on updating design.
- As a way to keep up with CBE news and activities, *CBE Views* is (check 1)
 - 22 very effective.
 - 31 effective.
 - 6 somewhat effective.
 - 0 not effective.

Comment: Improve timeliness, expand news.
- When I receive *CBE Views*, I (check 1)
 - 13 read it thoroughly.
 - 44 scan and read items of interest.
 - 2 rarely read it.
 - 2 other. Please explain.

Comment: Improve scanability with labels, headlines, and subheads.
- Ultimately, my copies of *CBE Views* are (check 1)
 - 42 filed for future reference.
 - 14 passed along to colleagues.
 - 10 thrown away.
 - 2 other. Please explain.

Comment: Clip articles of interest and discard rest.
- As a result of reading *CBE Views*, I have (check all that apply)
 - 32 clipped or photocopied an article to save it.
 - 44 called an article to the attention of a colleague.
 - 10 contacted an author of or key person in an article.
 - 9 sent for more information or become involved in a program.
 - 31 adopted or adapted a suggestion in an article.
 - 4 other. Please explain.

Comment: Used articles in teaching; been motivated to write articles.
- My greatest challenge(s) in scientific publishing last year was (were)

See Highlights.
- CBE Views* could help me meet my challenges by . . .

See Highlights.
- If *CBE Views* were to be *expanded*, I would expand or add . . .

See Highlights.
- If *CBE Views* were to be *shortened*, I would condense or delete . . .

See Highlights.
- The 3 topics I would like to see covered in upcoming issues are

electronic publishing; Internet; training; ethics.
- CBE Views* is now published 6 times a year. I would like to see it published (insert number) ___ times a year.
 - 6 times a year – 26 responses
 - 10 times a year – 1 response
 - 12 times a year – 5 responses

FEATURES

4 times a year and expanded; we are a professional society, we need a professional journal – 2 responses
okay as is – 3 responses

18. Ways of presenting topics that I would like continued or added are (check all that apply)

- 41 articles discussing an issue in depth.
- 31 literature reviews.
- 28 descriptions of personal experiences.
- 28 question-and-answer format.
- 32 interviews of experts.
- 27 reprints of relevant articles published elsewhere.
- 27 annotated bibliography of articles published elsewhere.
- 38 2 or 3 viewpoints on a topic (as in the "Dialogue").
- 28 posing questions and then printing reader responses.
- 15 profiles of persons in scientific publishing.
- 26 advertisements of jobs, goods, and services.
- 3 other. Please describe.

Ads better on Website; foreign articles; shorter reports.

19. I would like more advertisements about (check all that apply)

- 10 production services.
- 14 editorial services.

- 13 printing services.
 - 24 jobs available.
 - 11 job seekers.
 - 6 hardware.
 - 4 software.
 - 27 books and other publications.
 - 22 training opportunities.
 - 12 electronic publishing services.
 - 5 lettershops/mailling houses.
 - 4 direct-mail businesses.
 - 4 other. Please describe.
- No ads; put jobs available on Website.*

20. Within the next 3 to 5 years, I would like to see *CBE Views* (check the response that best describes your feelings)

- 37 retain the mix of content and the format it now has.
- 8 become a journal consisting mostly of peer-reviewed articles.
- 5 change to a magazine format with short, punchy articles and lots of graphics.
- 1 published in an electronic format only.
- 8 other. Please describe.

Available in print and online; shorter, smarter articles; more inviting look.

21. *CBE Views* adopted the style of *Scientific Style and Format (SSF)* with its use of Arabic numbers and European style of placing quotation marks. Check the

response that best describes your feelings.

- 22 *CBE Views* should use the style promoted by its style manual.
 - 12 I find the SSF style annoying in *CBE Views*.
 - 6 I find the use of SSF style helps me become more familiar with it.
 - 12 I don't care whether *CBE Views* uses SSF style or not.
 - 3 Other. Please describe.
- Use SSF except for numeral style.*

22. *CBE Views* generally does not include academic degrees in author bylines or in articles quoting or describing a person. Check the response that best describes your feelings.

- 24 I support this style decision.
- 7 I would prefer to have academic degrees included.
- 14 I don't care whether degrees are used or not; just be consistent.
- 0 Other. Please describe.

23. I think that the new format of *CBE Views* is

- 13 excellent.
- 31 okay.
- 2 needs work.

Comment: Add a glossy cover; print is difficult to read; 3 columns are better than 2.

I find the following sections of *CBE Views* (for each section, check 1 response for "useful" and 1 for "interesting").

Section	Useful			Interesting		
	Very	Moderately	Not	Very	Moderately	Not
Viewpoint	8	28	5	11	25	3
Articles	19	24	—	17	22	1
Dialogue	17	20	3	22	13	4
Ann Mtg Reports	16	17	9	7	27	8
Features	14	24	3	22	18	2
Departments ("Letters to the Editor" and the columns)	11	24	5	16	23	3
CBE News	16	21	4	11	24	6
Looking Back	4	11	25	9	20	11
Calendar	24	14	4	11	21	7