Review the Views: Survey Results

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

1. 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.

2. 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.

3. 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).

4. 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.

5. 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.

6. As a publication that meets my needs, CBE Views is (check 1)
   9 very effective.
   28 effective.
   20 somewhat effective.
   1 not effective.
   * Comments: Appreciate changes; calls for substantive articles, diverse content.

7. As a “calling card” to promote CBE membership, CBE Views is (check 1)
   8 very effective.
   20 effective.
   20 somewhat effective.
   1 not effective.
   * Comments: Improve by increasing emphasis on managing editors, overseas coverage, on updating design.

8. 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.
   * Comments: Improve timeliness, expand news.

9. 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.
   * Comments: Improve scanability with labels, headlines, and subheads.

10. 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.
    * Comments: Clip articles of interest and discard rest.

11. 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.
    2 sent for more information or become involved in a program.
    31 adopted or adapted a suggestion in an article.
    4 other. Please explain.
    * Comments: Used articles in teaching; been motivated to write articles.

12. My greatest challenge(s) in scientific publishing last year was (were)
    See Highlights.

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

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

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

16. The 3 topics I would like to see covered in upcoming issues are
    electronic publishing; Internet; training; ethics.

17. 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
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.
22 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 mailing 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").

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<tr>
<th>Section</th>
<th>Useful</th>
<th>Interesting</th>
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<td></td>
<td>Very</td>
<td>Moderately</td>
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<td>Articles</td>
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<td>Features</td>
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<tr>
<td>Departments (“Letters to the Editor” and the columns)</td>
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<td>Calendar</td>
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