





My Report





Last Modified: 12/02/2015

1. Overall, I am satisfied with the current direction of the MC&S Division.

#	Answer	Bar	Response	%
12	Strongly Disagree		0	0%
13	Disagree		2	3%
14	Neutral		9	14%
15	Agree		39	61%
16	Strongly Agree		14	22%
	Total		64	






Statistic	Value
Min Value	13
Max Value	16
Mean	15.02
Variance	0.49
Standard Deviation	0.70
Total Responses	64

2. I am satisfied with the slate of candidates for MC&S Division Executive Board Officers in the past few years.

#	Answer	Bar	Response	%
4	Strongly Disagree		0	0%
5	Disagree		3	5%
6	Neutral		20	33%
7	Agree		29	48%
8	Strongly Agree		9	15%
	Total		61	

Statistic	Value
Min Value	5
Max Value	8
Mean	6.72
Variance	0.60
Standard Deviation	0.78
Total Responses	61

3. I feel I have gotten useful teaching related resources (e.g., creative teaching ideas, teaching award information) from the MC&S Division.

#	Answer	Bar	Response	%
1	Strongly disagree		4	6%
2	Disagree		5	8%
3	Neutral		33	52%
4	Agree		16	25%
5	Strongly Agree		5	8%
	Total		63	

Statistic	Value
Min Value	1
Max Value	5
Mean	3.21
Variance	0.88
Standard Deviation	0.94
Total Responses	63

4. The MC&S Division has a webpage for syllabus exchange. Would you be willing to share your course syllabi on the webpage?

#	Answer	Bar	Response	%
1	Not at all willing		1	2%
2	not willing		3	5%
3	neutral		18	29%
4	willing		31	49%
5	Very much willing		10	16%
	Total		63	

Statistic	Value
Min Value	1
Max Value	5
Mean	3.73
Variance	0.72
Standard Deviation	0.85
Total Responses	63

5. This year the MC&S Division is initiating a new award for recognizing innovative teaching ideas. How interested are you in submitting an application for this award?

#	Answer	Bar	Response	%
1	Not at all interested		4	6%
2	Not interested		18	28%
3	neutral		15	23%
4	interested		20	31%
5	Very much interested		7	11%
	Total		64	

Statistic	Value
Min Value	1
Max Value	5
Mean	3.13
Variance	1.29
Standard Deviation	1.13
Total Responses	64

6. Besides the teaching awards, what else do you think the MC&S Teaching Committee should do to recognize excellent teaching in mass communication?

Text Response

I like the GIFT program and similar idea exchanges

Support an event like GIFT at the conference -- has been a great resource for me

Arrange for the winner to make a presentation about excellent teaching in mass communication at the national conference, record it, and put it on the Web.

Ask for evidence of teaching "outcomes", such as types of fields students enter after graduation, as well as fields/institutions students pursue for grad/professional schools

don't know

??

Teaching is important and it's always good to think about some programming at the conference in which research principles can be discussed with an eye towards teaching them effectively. As the discipline seems to be becoming more and more psychologized, we need to remind people that there is a significant place in our discipline for population-based studies, and macro, institutional and sociological approaches to the study of communication phenomena. If MC&S doesn't do that, who will?

An award for most creative use of news technologies in the classroom

Well, first off, I wonder if AEJMC really needs ANOTHER teaching award. There's already GIFT, NOND's TNT21, the Law Division's teaching awards, the awards in Advertising, etc. But beyond that, I wish the division would make available more smaller grants. I've applied many times for the \$5,000 grant, which would be great to receive, and I keep a membership SOLELY for that. (I usually am too committed to other things at the convention to attend MC&S programming.) But I could do a LOT with a \$1,000 grant or even a \$500 grant. And I think MC&S could make several of those each year without exhausting its budget. And we need more, stronger research. I think, as an association, AEJMC is probably OK on teaching.

No suggestion

Could feature teaching ideas in a special journal or special columns in newsletters.

What are our graduates doing a decade from now? There is more than one way to teach...

Panels on best practices

An overall teaching award based on innovativeness

DK

Perhaps profile an innovative teacher and what he/she is doing in the newsletter....

Acknowledge those who earn teaching accolades at their institution or are recognized by other entities on the web page and via newsletter or e-mail blast.

I'd like to see more attention to the measurement of teaching effectiveness.

n/a

Risk taking and outside box thinking. There is so much jargon and gibberish and the usual suspects thinking

I like the syllabus exchange, but what about exchanging teaching assignments and strategies in the classroom.

I do not teach. I am a professional researcher not connected to a university.

unsure

No suggestions as I am retired.

Perhaps ask the grad student members to nominate teachers/mentors who have been particularly helpful to their development as classroom instructors.

Transcribe teaching award winners' talks and publish them online.

Spotlight the Promising Professors' competition and make it more prominent during annual convention. Perhaps turn it into a luncheon.

Statistic	Value
Total Responses	27

7. What teaching ideas (e.g., incorporating digital devices into class, conducting virtual office hours) are you most interested in getting from MC&S?

Text Response
I am not interested in taking away from my class time or reducing my interaction with students
None
yes, more
don't know
digital devices, using big data, how to share course materials
Anything for teaching totally online courses, teaching Ph.D. seminars or teaching hybrid courses (those that meet online only half the time).
online teaching trends
Interactive in-class exercises for students
Increasing ways for virtualization, specific ideas for class content/lessons, etc.
Best practices for social media
none
incorporation of data analytics and social media
Online teaching tips (e.g., managing discussions, balancing amount of grading required, ways to engage without spending excessive hours making individual comments, using audio/video platforms for engagement/feedback)
I'd like to see evidence-based presentation of teaching ideas -- I hear lots of interesting ideas, but I wish that I could be more confident they work.
n/a
Mobile learning
how to discuss more social media related topics
Howzabout how to motivate students rather than electronic gimmicks
I want to learn about data visualization as well as some good assignments using digital devices to bring into my classroom
Research and data resources
Teaching statistics for MC research is sometimes more and sometimes less frustrating, but frustrating it is. Any ideas for doing better?
No suggestions as I am retired.
None, since I've been retired for over a decade.
Teaching assessment
I would like to know about the various assignments that other professors give in their classes.






Statistic	Value
Total Responses	25

8. I am familiar with the PF&R related activities of MC&S.

#	Answer	Bar	Response	%
4	strongly disagree		7	11%
5	disagree		16	25%
6	neutral		13	21%
7	agree		23	37%
8	strongly agree		4	6%
	Total		63	

Statistic	Value
Min Value	4
Max Value	8
Mean	6.02
Variance	1.34
Standard Deviation	1.16
Total Responses	63

9. I am likely to attend PF&R related MC&S panels during the national convention.

#	Answer	Bar	Response	%
4	strongly disagree		7	11%
5	disagree		11	17%
6	neutral		17	27%
7	agree		20	32%
8	strongly agree		8	13%
	Total		63	

Statistic	Value
Min Value	4
Max Value	8
Mean	6.17
Variance	1.44
Standard Deviation	1.20
Total Responses	63

10. I am likely to propose a PF&R related MC&S panel for the national convention.

#	Answer	Bar	Response	%
4	strongly disagree		16	25%
5	disagree		22	35%
6	neutral		19	30%
7	agree		3	5%
8	strongly agree		3	5%
	Total		63	

Statistic	Value
Min Value	4
Max Value	8
Mean	5.29
Variance	1.11
Standard Deviation	1.05
Total Responses	63

11. What types of PF&R panels would you be interested in MC&S holding?

Text Response
Nothing comes to mind.
n/a
Professional ethics of scholarship
Unsure. Don't know as much about MC&S PF&R
Anything with Fortune 500 companies or Leading media outlets
I don't even know what the abbreviation PF&R stands for. Perhaps one should write this out.
challenges of social media and blogs to legacy/vetted media credibility
Social justice; impact of music on society
Maybe tools that would offer potential connections between professionals and either classroom or research practices -- either meeting people or finding resources to that end.
no idea what this means
To be honest, I feel that unless you're on the board or connected to a board member, it's useless to submit a proposal.
I like the tours and other things that PF&R does
I do not attend AEJMC meetings anymore.
The Facebook Society - A Brave New World?
No suggestions as I am retired.
those focused on the overlap and the interface between law and ethics.
I would like to know more about service learning in the classroom and what specific projects have been done.






Statistic	Value
Total Responses	18

12. In terms of research, the MC&S Division is open to a wide range of methodological approaches.

#	Answer	Bar	Response	%
1	strongly disagree		2	3%
2	disagree		6	10%
3	neutral		11	17%
4	agree		27	43%
5	strongly agree		17	27%
	Total		63	





Statistic	Value
Min Value	1
Max Value	5
Mean	3.81
Variance	1.09
Standard Deviation	1.05
Total Responses	63

13. In terms of research, the MC&S Division is open to a wide range of theoretical approaches.

#	Answer	Bar	Response	%
4	strongly disagree		3	5%
5	disagree		3	5%
6	neutral		8	13%
7	agree		29	45%
8	strongly agree		21	33%
	Total		64	

Statistic	Value
Min Value	4
Max Value	8
Mean	6.97
Variance	1.08
Standard Deviation	1.04
Total Responses	64

14. The MC&S Division only deals with research that directly addresses or measures social phenomenon.

#	Answer	Bar	Response	%
4	strongly disagree		0	0%
5	disagree		22	34%
6	neutral		25	39%
7	agree		14	22%
8	strongly agree		3	5%
	Total		64	






Statistic	Value
Min Value	5
Max Value	8
Mean	5.97
Variance	0.76
Standard Deviation	0.87
Total Responses	64

15. The MC&S Division only deals with research that directly addresses of measures media effects.

#	Answer	Bar	Response	%
4	strongly disagree		6	9%
5	disagree		28	44%
6	neutral		17	27%
7	agree		10	16%
8	strongly agree		3	5%
	Total		64	






Statistic	Value
Min Value	4
Max Value	8
Mean	5.63
Variance	1.03
Standard Deviation	1.02
Total Responses	64

16. In terms of research, the MC&S Division is open to a wide range of theoretical approaches.

#	Answer	Bar	Response	%
4	strongly disagree		2	3%
5	disagree		6	10%
6	neutral		11	17%
7	agree		28	44%
8	strongly agree		16	25%
	Total		63	





Statistic	Value
Min Value	4
Max Value	8
Mean	6.79
Variance	1.07
Standard Deviation	1.03
Total Responses	63

17. In terms of research, the MC&S Division is a "catch all."

#	Answer	Bar	Response	%
4	strongly disagree		1	2%
5	disagree		21	33%
6	neutral		16	25%
7	agree		21	33%
8	strongly agree		5	8%
	Total		64	






Statistic	Value
Min Value	4
Max Value	8
Mean	6.13
Variance	1.03
Standard Deviation	1.02
Total Responses	64

18. I am satisfied with the quality of the MC&S Division's research paper sessions.

#	Answer	Bar	Response	%
4	Strongly Disagree		0	0%
5	Disagree		6	10%
6	Neutral		16	25%
7	Agree		37	59%
8	Strongly Agree		4	6%
	Total		63	






Statistic	Value
Min Value	5
Max Value	8
Mean	6.62
Variance	0.56
Standard Deviation	0.75
Total Responses	63

19. I am satisfied with the MC&S Division annual conference research paper submission process.

#	Answer	Bar	Response	%
4	Strongly Disagree		2	3%
5	Disagree		5	8%
6	Neutral		13	21%
7	Agree		32	51%
8	Strongly Agree		11	17%
	Total		63	





Statistic	Value
Min Value	4
Max Value	8
Mean	6.71
Variance	0.92
Standard Deviation	0.96
Total Responses	63

20. I am satisfied with the quality of reviews I receive from MC&S Division annual conference research paper reviewers.

#	Answer	Bar	Response	%
4	Strongly Disagree		4	7%
5	Disagree		9	15%
6	Neutral		29	48%
7	Agree		16	27%
8	Strongly Agree		2	3%
	Total		60	






Statistic	Value
Min Value	4
Max Value	8
Mean	6.05
Variance	0.83
Standard Deviation	0.91
Total Responses	60

21. I am satisfied with the MC&S Division annual conference research paper allocation process.

#	Answer	Bar	Response	%
4	Strongly Disagree		0	0%
5	Disagree		6	10%
6	Neutral		31	50%
7	Agree		21	34%
8	Strongly Agree		4	6%
	Total		62	






Statistic	Value
Min Value	5
Max Value	8
Mean	6.37
Variance	0.57
Standard Deviation	0.75
Total Responses	62

22. I am satisfied with the MC&S Division annual conference research paper award process.

#	Answer	Bar	Response	%
4	Strongly Disagree		1	2%
5	Disagree		5	8%
6	Neutral		27	44%
7	Agree		24	39%
8	Strongly Agree		5	8%
	Total		62	

Statistic	Value
Min Value	4
Max Value	8
Mean	6.44
Variance	0.68
Standard Deviation	0.82
Total Responses	62

23. In regard to programming, the MC&S Division should try to have special calls for research papers that fit a specific topic or theme.

#	Answer	Bar	Response	%
4	strongly disagree		1	2%
5	disagree		7	11%
6	neutral		19	31%
7	agree		28	45%
8	strongly agree		7	11%
	Total		62	





Statistic	Value
Min Value	4
Max Value	8
Mean	6.53
Variance	0.81
Standard Deviation	0.90
Total Responses	62

24. In regard to programing, the MC&S Division should center research panels around a particular theme.

#	Answer	Bar	Response	%
4	strongly disagree		2	3%
5	disagree		8	13%
6	neutral		15	24%
7	agree		28	45%
8	strongly agree		9	15%
	Total		62	

Statistic	Value
Min Value	4
Max Value	8
Mean	6.55
Variance	1.01
Standard Deviation	1.00
Total Responses	62

25. In regard to programming, I am satisfied with the quality of the MC&S Division's special sessions jointly sponsored with other divisions.

#	Answer	Bar	Response	%
4	Strongly Disagree		0	0%
5	Disagree		1	2%
6	Neutral		24	39%
7	Agree		29	48%
8	Strongly Agree		7	11%
	Total		61	

Statistic	Value
Min Value	5
Max Value	8
Mean	6.69
Variance	0.48
Standard Deviation	0.70
Total Responses	61

26. Please provide a short description of the MC&S Division as you would CURRENTLY define us to AEJMC members who are curious about the Division.

Text Response
Those interested in either how media affect social issues, or the influence of social issues/culture on media anything that's not individual/psychological ... although now that I think about it that can be included too.
Research focused. Where the strong researchers hang out.
It's a place for macro social studies of institutions, society and effects of (mass) communication. Relatively open to some methodological diversity, at least compared to certain other divisions, and with a serious commitment to teaching innovations.
New to the division so I'm not sure I can accurately do this
It's the second-largest division, behind Newspaper and Online News (though only by a bit), and most of its members do effects-based research in a quantitative style.
The division asks questions of audience interaction with media messages intended for mass distribution, either from active audience or passive audience perspectives
Society affecting media affecting society.
An overarching division that has space for research and work in any areas of mass communication scholarship
MCS focuses on research that examines the socio-cultural impact of mass communication, writ large.
A division that needs to take remedial work in writing--phenomena is the plural, phenomenon is singular; one centers on, not around; etc.
AEJMC's largest division welcomes a wide variety of scholarship about the evolving role of media in society, from traditional mass media effects to mobile technology and beyond.
I don't know, the name says it.
The division focuses on the processes and effects of mass communication, broadly defined.
The division encourages and supports scholarship and teaching about mass media and its influences on society and individuals.
The largest division (whether accurate or not); everything falls here if a specific interest group doesn't cover it (e.g., sports comm; political comm, esig)
Research that focuses on the broad links between media and either micro-level phenomena of civic or societal importance, or larger macro-level phenomena.
An outdated name and emphasis
Mysterious and insiderish
A division focused on statistically driven research about media as social phenomena.
MC&S is about the intersection of mass communication and social phenomena -- how media shape and are shaped by the societies in which they exist.
We are a division that looks at all methods and social phenomenon that help move research forward.
We are Communication Studies
I am no suggestions as I am retired.
It's an eclectic division with members from across the spectrum of perspectives relevant to the purposes for which mass communication is used in contemporary society.
It covers all issues related to media and society.
A catch-all of media research that doesn't fit into other categories.

Statistic	Value
Total Responses	27

27. Please provide a short description of the MC&S Division as you would CURRENTLY define us to conference paper submitters who have not yet decided where to submit their manuscripts.

Text Response

It is definitely a more quantitatively focused approach

Those interested in either how media affect social issues, or the influence of social issues/culture on media

Big division for papers that don't fit more narrow calls.

It's a tough division since so many papers get submitted.

same

Ditto

Are you doing effects research? Does it have numbers? Is it about MASS communication? Then that's your division. Other things might be happier in Media Ethics Division or in one of the medium-based divisions.

The MC&S division is interested in papers that address phenomena broadly from theoretical perspectives regardless of the niche within which the questions are investigated

Society affecting media affecting society.

An overarching division that has space for research and work in any areas of mass communication scholarship

MCS is for papers that relate to media-related questions of culture, social systems and/or social practices. In general it is for mass comm research that has a somewhat sociological bent.

A division interested in the entire communications process, regardless of medium or intent. Hypotheses and theories rather than nitty and gritty. One concentrating on ideas as well as objectively verifiable research.

The Mass Communication and Society division is the largest division of AEJMC, publishes the prestigious divisional journal Mass Communication and Society and funds a number of research awards. Submission to and membership in the Division are excellent pathways to service and leadership in the Association.

If you have a paper not specific enough for say COMSHER or Miinorities, but rather one doing a little bit on several topics, submit to MC&S.

The division focuses on the processes and effects of mass communication, broadly defined.

If your paper involves mass media communication and/or its influences on society, individuals or groups, your paper is appropriate to submit to the division.

Wide ranging topics fit here

A good place to submit empirical studies that deal with normatively "important" topics -- things that the average person matter for the well-being of society.

Not likely to have reviewers who are flexible in terms of methods

Mysterious and insiderish

If your paper is a stistical study of media effects, this would be a good place to submit your manuscript.

Again, we use all methods, quantitative and qualitative, so we need to push the qualitative methods.

see above

No suggestions.

MC&S has a broad and diverse membership, so the chances re good that there will be a cadre of conferene attendees who will be attracted by many if not most reearch paper topics.

If the topic is about media and society, this division is good fit.

A place to send mass media research that doesn't fit into any other division.

Statistic	Value
Total Responses	27

28. Finally, if you had to choose ONE theme/topic for the MC&S Division to focus on during the annual conference what would it be?

Text Response	
Technology impact on MC&S.	
Race, racial disparities, civil rights movements (i.e., Black Lives Matter)	
impact of society on media (in contrast to the standard exploration of the impact of media on society)	
communication :)	
?	
Social movements and media	
Something out of "society," probably racial division and policing.	
Entertainment Education	
Interdisciplinary approaches of media effects	
No preference	
Media Framing	
The mobile revolution, multiple panels: OTT video; targeted advertising; diffuse media effects; both providing and funding journalism; etc.	
health coverage and effects	
The relationship between the beliefs and attitudes of producers of media messages and the content of these messages.	
politics/political issues (with upcoming presidential election) or PF&R concerns in an era of social/digital media	
Social Media Impact on Research Practices	
I think it should rotate, but I think questions about social capital, violence, activism, or censorship would all be interesting future ideas.	
Emerging media	
Evolution of social media	
impact of social media	
MC&S needs to reassess the State of the Field with regard to the theoretical assumptions and methodological diversity driving the assumptions of the division.	
see above	
No suggestions.	
Responsibility in mass communication, in regard to content, purpose and platform.	
The future of mass media	

Statistic	Value
Total Responses	25

29. Which of the following MC&S Division benefits and activities are important to you? (Choose all that apply)

#	Answer	Bar	Response	%
1	MC&S Journal		58	95%
2	Competitive research paper award - Open competition		35	57%
3	Competitive research paper award - Student competition		13	21%
4	Competitive research paper award - Moeller student competition		9	15%
5	Promising professor teaching award - Junior faculty		23	38%
6	Promising professor teaching award - Graduate students		12	20%
7	Distinguished educator award		23	38%
8	Trayes service award		19	31%
9	MC&S research grant award - faculty		33	54%
10	MC&S research grant award - graduate student		13	21%
11	MC&S dissertation award		19	31%
12	Midwinter conference participation/panels		12	20%
13	National convention refereed research paper sessions		37	61%
14	National convention teaching panel sessions		18	30%
15	National convention PF&R panel sessions		17	28%
16	National convention pre-conference teaching workshops		11	18%
17	Network of educators/scholars		31	51%
18	Opportunities for national service		14	23%
19	Other		1	2%





Statistic	Value
Min Value	1
Max Value	19
Total Responses	61

30. Which of the following MC&S Division benefits would you say is the MOST valuable to you?

#	Answer	Bar	Response	%
4	MC&S Journal		37	63%
5	Competitive research paper award - Open competition		1	2%
6	Competitive research paper award - Student competition		0	0%
7	Competitive research paper award - Moeller student competition		0	0%
8	Promising professor teaching award - Junior faculty		2	3%
9	Promising professor teaching award - Graduate students		0	0%
10	Distinguished educator award		0	0%
11	Trayes service award		1	2%
12	MC&S research grant award - faculty		3	5%
13	MC&S research grant award - graduate student		0	0%
14	MC&S dissertation award		0	0%
15	Midwinter conference participation/panels		0	0%
16	National convention refereed research paper sessions		9	15%
17	National convention teaching panel sessions		1	2%
18	National convention PF&R panel sessions		1	2%
19	National convention pre-conference teaching workshops		0	0%
20	Network of educators/scholars		4	7%
21	Opportunities for national service		0	0%
22	Other		0	0%
	Total		59	





Statistic	Value
Min Value	4
Max Value	20
Mean	8.05
Variance	34.32
Standard Deviation	5.86
Total Responses	59

31. I am satisfied with the MC&S Division website at <http://aejmc.us/mcs/>

#	Answer	Bar	Response	%
4	Strongly Disagree		0	0%
5	Disagree		3	5%
6	Neutral		29	48%
7	Agree		27	45%
8	Strongly Agree		1	2%
	Total		60	





Statistic	Value
Min Value	5
Max Value	8
Mean	6.43
Variance	0.39
Standard Deviation	0.62
Total Responses	60

32. I am satisfied with the MC&S Division listserv.

#	Answer	Bar	Response	%
4	Strongly Disagree		0	0%
5	Disagree		3	5%
6	Neutral		29	48%
7	Agree		22	37%
8	Strongly Agree		6	10%
	Total		60	






Statistic	Value
Min Value	5
Max Value	8
Mean	6.52
Variance	0.56
Standard Deviation	0.75
Total Responses	60

33. I am satisfied with the MC&S Division newsletter.

#	Answer	Bar	Response	%
4	Strongly Disagree		0	0%
5	Disagree		2	3%
6	Neutral		20	34%
7	Agree		35	59%
8	Strongly Agree		2	3%
	Total		59	






Statistic	Value
Min Value	5
Max Value	8
Mean	6.63
Variance	0.38
Standard Deviation	0.61
Total Responses	59

34. I am satisfied with the MC&S Division Facebook page.

#	Answer	Bar	Response	%
4	Strongly Disagree		1	2%
5	Disagree		1	2%
6	Neutral		38	67%
7	Agree		16	28%
8	Strongly Agree		1	2%
	Total		57	









Statistic	Value
Min Value	4
Max Value	8
Mean	6.26
Variance	0.38
Standard Deviation	0.61
Total Responses	57

35. I am satisfied with the MC&S Division Twitter.

#	Answer	Bar	Response	%
4	Strongly Disagree		1	2%
5	Disagree		1	2%
6	Neutral		41	73%
7	Agree		11	20%
8	Strongly Agree		2	4%
	Total		56	

Statistic	Value
Min Value	4
Max Value	8
Mean	6.21
Variance	0.39
Standard Deviation	0.62
Total Responses	56

36. What social media do you or would you use to learn about information or opportunities in the MC&S Division? (Choose all that apply)

#	Answer	Bar	Response	%
1	Facebook		33	73%
2	Twitter		20	44%
3	YouTube		8	18%
4	Instagram		3	7%
5	Pinterest		1	2%
6	Snapchat		3	7%
7	Tumblr		0	0%
8	Other		7	16%








Statistic	Value
Min Value	1
Max Value	8
Total Responses	45

37. What times would be the best for you to receive information on social media from MC&S? (Choose all that apply)

#	Question	12-8 a.m.	8-10 a.m.	10 a.m.-12 p.m.	12-2 p.m.	2-4 p.m.	4-6 p.m.	6-8 p.m.	8 p.m. - 12 a.m.	Total Responses	Mean
1	Facebook	2	10	7	4	0	1	1	8	33	4.12
2	Twitter	0	9	4	2	1	1	3	2	22	3.91
3	YouTube	0	3	1	3	0	0	1	4	12	5.00
4	Instagram	2	3	1	2	0	0	0	4	12	4.25
5	Pinterest	2	3	1	2	0	0	0	2	10	3.50
6	Snapchat	2	3	1	2	0	0	0	2	10	3.50
7	Tumblr	2	3	1	2	0	0	0	1	9	3.00
8	Other	2	3	1	2	0	0	0	1	9	3.00

Statistic	Facebook	Twitter	YouTube	Instagram	Pinterest	Snapchat	Tumblr	Other
Min Value	1	2	2	1	1	1	1	1
Max Value	8	8	8	8	8	8	8	8
Mean	4.12	3.91	5.00	4.25	3.50	3.50	3.00	3.00
Variance	6.42	4.94	6.73	8.57	6.72	6.72	4.75	4.75
Standard Deviation	2.53	2.22	2.59	2.93	2.59	2.59	2.18	2.18
Total Responses	33	22	12	12	10	10	9	9

38. What types of information would you like to receive on social media from MC&S? (Choose all that apply)

#	Answer	Bar	Response	%
1	conference submission deadlines		25	54%
2	conference information and announcements		26	57%
3	photos from conferences		12	26%
4	relevant content from the world of mass communication		22	48%
5	calls for papers		28	61%
6	calls for journal submissions		29	63%
7	other		3	7%






Statistic	Value
Min Value	1
Max Value	7
Total Responses	46

39. I follow MC&S on social media.

#	Answer	Bar	Response	%
1	Strongly disagree		17	29%
2	Disagree		16	27%
3	Neutral		7	12%
4	Agree		13	22%
5	Strongly Agree		6	10%
	Total		59	






Statistic	Value
Min Value	1
Max Value	5
Mean	2.58
Variance	1.90
Standard Deviation	1.38
Total Responses	59

40. If I see something from MC&S on social media, I am likely to share it.

#	Answer	Bar	Response	%
4	Strongly disagree		9	17%
5	Disagree		15	28%
6	Neutral		19	35%
7	Agree		8	15%
8	Strongly Agree		3	6%
	Total		54	





Statistic	Value
Min Value	4
Max Value	8
Mean	5.65
Variance	1.21
Standard Deviation	1.10
Total Responses	54

41. If I follow MC&S on social media, I expect MC&S social media to follow me back.

#	Answer	Bar	Response	%
4	Strongly disagree		8	15%
5	Disagree		18	35%
6	Neutral		19	37%
7	Agree		3	6%
8	Strongly Agree		4	8%
	Total		52	

Statistic	Value
Min Value	4
Max Value	8
Mean	5.56
Variance	1.15
Standard Deviation	1.07
Total Responses	52

42. Overall, I am satisfied with the current direction of the MC&S Journal.

#	Answer	Bar	Response	%
4	Strongly Disagree		0	0%
5	Disagree		7	12%
6	Neutral		11	19%
7	Agree		29	51%
8	Strongly Agree		10	18%
	Total		57	

Statistic	Value
Min Value	5
Max Value	8
Mean	6.74
Variance	0.80
Standard Deviation	0.90
Total Responses	57

43. The MC&S Journal is open to a wide range of theoretical approaches.

#	Answer	Bar	Response	%
4	strongly disagree		3	5%
5	disagree		6	10%
6	neutral		10	17%
7	agree		27	47%
8	strongly agree		12	21%
	Total		58	






Statistic	Value
Min Value	4
Max Value	8
Mean	6.67
Variance	1.17
Standard Deviation	1.08
Total Responses	58

44. The MC&S Journal is open to a wide range of methodological approaches.

#	Answer	Bar	Response	%
1	strongly disagree		5	9%
2	disagree		10	18%
3	neutral		6	11%
4	agree		27	47%
5	strongly agree		9	16%
	Total		57	






Statistic	Value
Min Value	1
Max Value	5
Mean	3.44
Variance	1.46
Standard Deviation	1.21
Total Responses	57

45. The MC&S Journal only deals with research that directly addresses or measures social phenomenon.

#	Answer	Bar	Response	%
4	strongly disagree		2	4%
5	disagree		17	30%
6	neutral		19	34%
7	agree		16	29%
8	strongly agree		2	4%
	Total		56	






Statistic	Value
Min Value	4
Max Value	8
Mean	5.98
Variance	0.89
Standard Deviation	0.94
Total Responses	56

46. The MC&S Journal only deals with research that directly addresses of measures media effects.

#	Answer	Bar	Response	%
4	strongly disagree		3	5%
5	disagree		22	39%
6	neutral		20	35%
7	agree		9	16%
8	strongly agree		3	5%
	Total		57	






Statistic	Value
Min Value	4
Max Value	8
Mean	5.77
Variance	0.93
Standard Deviation	0.96
Total Responses	57

47. The MC&S Journal does a good job of accepting both qualitative and quantitative methodologies.

#	Answer	Bar	Response	%
4	strongly disagree		2	4%
5	disagree		12	21%
6	neutral		17	30%
7	agree		23	40%
8	strongly agree		3	5%
	Total		57	






Statistic	Value
Min Value	4
Max Value	8
Mean	6.23
Variance	0.93
Standard Deviation	0.96
Total Responses	57

48. I am satisfied with the MC&S Journal research paper submission process.

#	Answer	Bar	Response	%
4	Strongly Disagree		3	5%
5	Disagree		6	11%
6	Neutral		16	29%
7	Agree		24	44%
8	Strongly Agree		6	11%
	Total		55	








Statistic	Value
Min Value	4
Max Value	8
Mean	6.44
Variance	1.03
Standard Deviation	1.01
Total Responses	55

49. I am satisfied with the quality of reviews I receive from MC&S Journal paper reviewers.

#	Answer	Bar	Response	%
4	Strongly Disagree		4	7%
5	Disagree		4	7%
6	Neutral		21	38%
7	Agree		23	41%
8	Strongly Agree		4	7%
	Total		56	

Statistic	Value
Min Value	4
Max Value	8
Mean	6.34
Variance	0.96
Standard Deviation	0.98
Total Responses	56

50. The MC&S Journal Review Ad Hoc Committee is looking for ways that journal funds could be invested in furthering research. One such way might be to initiate a second journal with a different focus from MC&S. Which of the following responses reflects what you think of that idea: (Choose all that apply)

#	Answer	Bar	Response	%
1	I would absolutely support a second journal		21	38%
2	I would support a second journal if distribution was in electronic form only		7	13%
3	I would love to be on the editorial board of a new journal from the Division		12	22%
4	I would support a new journal if it was in partnership with another division		9	16%
5	I don't want my membership fee to increase because of a new journal, but might support one otherwise		7	13%
6	I don't really care whether the Division publishes a second journal or not		11	20%
7	I don't support since there are too many journals in communication already		11	20%





Statistic	Value
Min Value	1
Max Value	7
Total Responses	55

51. If the Division membership supported a new journal, briefly say how would you suggest it be different from MC&S? Or you may suggest another division or interest group you would support partnering with to create a second journal.

Text Response
I would recommend using the funds to examine innovative improvements to the peer review and publishing process
partner with another division/interest group
don't know
A Mass Comm Teaching and Society journal could be interesting.
I'm not sure off the top of my head what the best answers to this question are, but it is THE KEY question and requires a lot of study and thought.
It should be more QUALITATIVE AND INTERPRETIVE. Not sure which division to pair it with. I would say CCS, but it already sends members Journal of Communication Inquiry. (And the previous question isn't set right; we can only choose one answer.)
It should support research that validates or contradicts other findings in the field by replication or through critical assessment of methods and arguments.
More focus on media psychology, which provides micro-level analyses that informs us about macro-level phenomena (public opinion)
A journal that focuses on education/teaching
I wish the journal would resurrect the now-defunct Journal of Media Sociology. Actually, that was something I was thinking about doing myself. There SHOULD be a Journal of Media Sociology.
Publish online first or only; focus more on digital; allow more qualitative and essay submissions
Maybe something around social media and society
I think we should consider a new model of journal -- given division resources, this would be chance to explore open-access, changes to reviewing, a focus on replication or null findings, or some combination of innovations.
Qualitative & Mixed methods since so much focus is on Quant.
media and health. so much research is being done in this area and the health communication journals cannot support it all.
More articles assessing the state, directions and opportunities for new insights in our field.
I think in our field, we do need more journals for publication that do not charge a fee. We need to help young scholars. i'm not saying the journal should be easy to submit and get papers accepted, but we do need more journals to help young scholars. Maybe the focus could be online, and we could focus on young scholars.
try a citizen based approach
No suggestions on this.
The Ethics and/or Law Divisions might be good partners for such a venture, but it ought to have a very specific focus rather than being just "another MC&S" incarnation.
I do not support a second journal.
I wonder if you could make the second journal one that focused more on qualitative, cultural/critical work while MC&S remains more focused on media effects.





Statistic	Value
Total Responses	22

52. The MC&S Journal Review Ad Hoc Committee suggested using part of the Journal fund surplus to support graduate travel to the national convention. Which of the following responses reflects what you think of that idea: (Choose all that apply)

#	Answer	Bar	Response	%
1	I would support travel monies being awarded directly by MC&S to graduate student members of the Division.		31	58%
2	I would support MC&S providing these funds to AEJMC so that AEJMC could award travel monies to graduate students - regardless of division membership.		12	23%
3	I would support MC&S providing these funds to AEJMC so that AEJMC could award travel monies to graduate students - as long as they are Division members.		14	26%
4	I don't support providing travel monies to graduate students for the national convention.		8	15%




Statistic	Value
Min Value	1
Max Value	4
Total Responses	53

53. The MC&S Journal Review Ad Hoc Committee suggested using part of the Journal fund surplus to support graduate travel to the Midwinter Conference. Which of the following responses reflects what you think of that idea: (Choose all that apply)

#	Answer	Bar	Response	%
1	I would support travel monies being awarded directly by MC&S to graduate student members of the Division.		30	55%
2	I would support MC&S providing these funds to AEJMC so that AEJMC could award travel monies to graduate students - regardless of division membership.		6	11%
3	I would support MC&S providing these funds to AEJMC so that AEJMC could award travel monies to graduate students - as long as they are Division members.		13	24%
4	I don't support providing travel monies to graduate students for the Midwinter Conference.		15	27%

Statistic	Value
Min Value	1
Max Value	4
Total Responses	55

54. A new Division expenditure was approved in 2012 for PF&R projects focused on service-learning. Which of the following responses reflect what you think of the ideas submitted: (Choose all that apply)

#	Answer	Bar	Response	%
1	Give all \$5,000 to one community service-learning project.		2	4%
2	Give several \$1,000 grants to community service-learning projects.		35	64%
3	I don't support giving MC&S funds to community service-learning projects.		18	33%

Statistic	Value
Min Value	1
Max Value	3
Total Responses	55

55. How long have you been a member of the MC&S Division? (in years)

Text Response
10
42
5
6 years
6?
15+
25 years
1
10
24
>15
1
Not sure, since you started the grants. 8 years, maybe?
20
6
1
20 plus
20
3
5
Since it started--in the early 1960s
25
3
6
14
4
25
6
17
8
20
Not sure. At least 8 years.
5
5
Five
8-10 years
3
30 years
2
11
4
3
10 years
8 years
30 years or longer
2
For more than 40 years when I was eaching.
close to 50 by now. . . and I'm not sure which side of 50 is correct.
30
10+ years
5
10

Statistic	Value
Total Responses	52

56. Are you currently a member of any of the other AEJMC divisions or interest groups?

#	Answer	Bar	Response	%
1	Yes		52	88%
2	No		5	8%
3	Prefer not to answer		0	0%
4	Not sure		2	3%
	Total		59	

Statistic	Value
Min Value	1
Max Value	4
Mean	1.19
Variance	0.36
Standard Deviation	0.60
Total Responses	59

57. What other AEJMC divisions, interest groups, or commissions are you currently a member of? (Choose all that apply)

#	Answer	Bar	Response	%
1	Advertising		3	5%
2	Communicating science, health, environment, risk		6	11%
3	Communication technology		16	29%
4	Communication theory and methodology		20	36%
5	Cultural and critical studies		5	9%
6	Electronic news		6	11%
7	History		9	16%
8	International communication		8	15%
9	Law and policy		11	20%
10	Magazine		3	5%
11	Media ethics		8	15%
12	media management, economics & entrepreneurship		5	9%
13	Minorities and communication		2	4%
14	Newspaper and online news		21	38%
15	Public relations		5	9%
16	Scholastic journalism		1	2%
17	Visual communication		1	2%
18	Community journalism		2	4%
19	Entertainment studies		5	9%
20	Lesbian, gay, bisexual, transgender, and queer		1	2%
21	Graduate student		1	2%
22	Internships and careers		0	0%
23	Participatory journalism		4	7%
24	Political communication		11	20%
25	Religion and media		5	9%
26	Small programs		3	5%
27	Sports communication		2	4%
28	Commission on the status of minorities		0	0%
29	Commission on the status of women		3	5%

Statistic	Value
Min Value	1
Max Value	29
Total Responses	55

58. Of all the divisions, interests groups, or commissions of which you're a member, which one are you the most strongly associated with or engaged in?

#	Answer	Bar	Response	%
3	Mass communication and society		15	27%
4	Advertising		0	0%
5	Communicating science, health, environment, risk		3	5%
6	Communication technology		4	7%
7	Communication theory and methodology		6	11%
8	Cultural and critical studies		1	2%
9	Electronic news		0	0%
10	History		2	4%
11	International communication		1	2%
12	Law and policy		4	7%
13	Magazine		1	2%
14	Media ethics		1	2%
15	media management, economics & entrepreneurship		0	0%
16	Minorities and communication		1	2%
17	Newspaper and online news		5	9%
18	Public relations		2	4%
19	Scholastic journalism		0	0%
20	Visual communication		0	0%
21	Community journalism		1	2%
22	Entertainment studies		1	2%
23	Lesbian, gay, bisexual, transgender, and queer		1	2%
24	Graduate student		0	0%
25	Internships and careers		0	0%
26	Participatory journalism		2	4%
27	Political communication		4	7%
28	Religion and media		0	0%
29	Small programs		0	0%
30	Sports communication		0	0%
31	Commission on the status of minorities		0	0%
32	Commission on the status of women		0	0%
	Total		55	

Statistic	Value
Min Value	3
Max Value	27
Mean	10.96
Variance	63.59
Standard Deviation	7.97
Total Responses	55

59. What is the main reason you maintain your MC&S membership?

Text Response	
Journal, events, awards	
I was once a division head.	
Most logical fit for my research	
I am active participant in the Journal's functioning for the journal	
It's my home division.	
journal, i like the division and the people. i am a former head of another division, but i feel that is somewhat less hospitable to my interests now than mc&s and would like to be more involved.	
Submit to the journal and feel like my research is in this area	
Your grant program	
It's the best division with the best journal.	
Not sure whether I maintain my membership if this division keeps supporting a journal editor who has pretty demeaning and rude comments about manuscripts without any evidence to back it up, and providing indications of not really having read the manuscript. Same could be said about the latter for the previous editor. (No, not disgruntled about a rejection. It will find another venue. Just very disappointed about the insensitive communication.)	
My scholarship crosses divisional boundaries and is most focused on societal impact.	
Apply for awards, receive journal, etc.	
it is the division most aligned with my research.	
I once was chair of the division, and feel that I'm still part of the family	
My research fits in this area; it's the largest division with the strongest journal; I serve as an officer	
Jensen Moore is a great leader.	
Association with MCS journal	
awards	
The journal and the newsletter.	
the journal	
It is the most applicable overall to my research interests	
professional development, awards, community	
It is a diverse division that is run very well	
Required for journal editorial board, but I would maintain it anyway because I'm strongly interested in the type of scholarship the division supports	
CV	
my area of research is directly situated in mass comm	
Habit	
It's relevant to my research, and a lot of its members publish research I'm interested in.	
First, I'm a board member. I think Mass Communication can lead AEJMC on cutting edge research and support for our young scholars and graduate students.	
I like to stay in touch with AEJMC, and I like the journal.	
relevance	
To contribute and learn, when I was teaching.	
habit, plus a continuing interst in the interface of mass media and society.	
To receive the MC&S journal	
keeps me networked and informed about other professionals in the field	

Statistic	Value
Total Responses	36

60. Provide your "top three" list of changes that would make MC&S better for you.

Text Response

Stronger pipeline of division leadership; strengthening MC&S journal, including review process/time, quality of reviewing, and ethics of editors; increasing quality of conference programming

I believe the division is already doing far more than most other divisions. I am very happy with the performance of MC&S

Spend down its surplus funds!

#1 must be to maintain and increase the quality and relevance of the journal. that is paramount.

More regional networking events, more changes to do e-learning and more journal publishing opportunities

More grants, less media effects, more qualitative and interpretive work

1. Publish a second journal, 2. hold a fully online conference session on a special topic, 3. ???

At least we get a new journal editor, so that's taken care off.

More opportunities for publication, More opportunities for presentation, More opportunities for awards

growing a bit younger rather than consistently older--I can no longer run around between conference sessions the way I used to.

more awards

Can't think of any.

More members' involvement in the division (particularly at the Business meeting)

NA

Quicker review turnarounds, Quicker review turnarounds, Quicker review turnarounds

1-2-3 more broad based articles that will re energize longstanding members who feel alienated and ignorwzs

I do not have an suggestions. I enjoyed my association with the division over time.

I don't really have such a list . . . I'm well past the point of needing MC&S to be "better for me." My only suggestion would be to maintain the broad, eclectic approach that's been thehallmark of the division oer the years.

Everything works well. No change needed.

1) more interactive communication. 2) more opporunities to network at annual convention 3) easier free acess to our journal online.

Statistic	Value
Total Responses	20

61. What is your gender?

#	Answer	Bar	Response	%
1	male		36	62%
2	Female		20	34%
3	prefer not to answer		2	3%
	Total		58	




Statistic	Value
Min Value	1
Max Value	3
Mean	1.41
Variance	0.32
Standard Deviation	0.56
Total Responses	58

62. What is your age today? (in years)

Text Response	
55	
65	
34	
34	
32	
72	
56	
34	
60	
59	
60	
34	
54	
50	
34	
69	
34	
43	
86	
62	
54	
39	
37	
78	
30	
33	
53	
37	
48	
39	
36	
31	
57	
78	
48	
71	
46	
31	
41	
41	
54	
72	
59	
48	
79	
80	
71	
51	
29	
41	

Statistic	Value
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63. Are you Hispanic or Latino? (A person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin regardless of race)

#	Answer	Bar	Response	%
1	Yes		1	2%
2	No		54	93%
3	Prefer not to answer		3	5%
	Total		58	






Statistic	Value
Min Value	1
Max Value	3
Mean	2.03
Variance	0.07
Standard Deviation	0.26
Total Responses	58

64. How would you describe yourself? (Choose one or more from the following racial groups)

#	Answer	Bar	Response	%
1	American Indian or Alaska Native (A person having origins in any of the original people of North and South America (including Central American), and who maintains a tribal affiliation or community attachment)		0	0%
2	Asian (A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent, including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam)		1	2%
3	Black or African American (A person having origins in any of the Black racial groups of African - includes Caribbean Islanders and other of African origin)		0	0%
4	Native Hawaiian or Other Pacific Islander (A person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands)		0	0%
5	White (A person having origins in any of the original peoples of Europe, the Middle East, or North Africa)		53	91%
6	Prefer not to answer		4	7%






Statistic	Value
Min Value	2
Max Value	6
Total Responses	58

65. Please select the option that best describes your position.

#	Answer	Bar	Response	%
1	Adjunct		0	0%
2	Assistant Professor		17	29%
3	Associate Professor		16	27%
4	Full Professor		13	22%
5	Graduate Student		3	5%
6	Other		10	17%
	Total		59	

Statistic	Value
Min Value	2
Max Value	6
Mean	3.54
Variance	1.98
Standard Deviation	1.41
Total Responses	59

66. Please select the option that best describes your organization.

#	Answer	Bar	Response	%
1	Doctorate-granting university		38	67%
2	Master's college or university		10	18%
3	Baccalaureate college		6	11%
4	Junior or community college		0	0%
5	Research institute		0	0%
6	Government agency		0	0%
7	Nonprofit organization		1	2%
8	Other		2	4%
	Total		57	

Statistic	Value
Min Value	1
Max Value	8
Mean	1.74
Variance	2.45
Standard Deviation	1.56
Total Responses	57