

Mass Communication and Society Division Survey 2008*

1. How long have you been a member of AEJMC's Mass Communication & Society Division?

	Percentage	Raw Number
0-5 years	31.4%	43
6-10 years	29.9%	41
11-15 years	13.1%	18
16-20 years	6.6%	9
more than 20	19.0%	26
answered question		137
skipped question		0

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

	Percentage	Raw Number
Yes	93.3%	126
No	5.2%	7
Not sure	1.5%	2
answered question		135
skipped question		2

*Note that results of several survey questions regarding the future of our profession and of the academy are not shown because they were open-ended. Please refer to the upcoming Head Note column in the spring/summer 2008 newsletter and to the report to AEJMC President Charles Self (to be posted in June 2008) for a summary of these results.

3. What other AEJMC divisions or interest groups are you also currently a member of?

	Percentage	Raw Number
Commission on the Status of Women	5.0%	6
Commission on the Status of Minorities	0.8%	1
Civic and Citizen Journalism	10.1%	12
Community Journalism	6.7%	8
Entertainment Studies	9.2%	11
Gay, Lesbian, Bisexual, Transgender	0.0%	0
Graduate Education	2.5%	3
Internships and Careers	1.7%	2
Religion and Media	9.2%	11
SCIgroup	4.2%	5
Science Communication	9.2%	11
Small Programs	4.2%	5
Community College Journalism Association	0.0%	0
Advertising	9.2%	11
Communication Technology (CTEC)	13.4%	16
Communication Theory and Methodology	36.1%	43
Cultural and Critical Studies	8.4%	10
History	13.4%	16
International Communication	13.4%	16
Law and Policy	12.6%	15
Magazine Division	6.7%	8
Media Management and Economics	4.2%	5
Media Ethics Division	16.8%	20
Minorities and Communication	10.1%	12
Newspaper	32.8%	39
Public Relations	11.8%	14
Radio-Television Journalism	6.7%	8
Scholastic Journalism	2.5%	3
Visual Communication	9.2%	11
answered question		119
skipped question		18

4. Of all the divisions and interest groups of which you're a member, which one division or interest group would you say you are most strongly associated with or engaged in?

	Percentage	Raw Number
Commission on the Status of Women	0.9%	1
Commission on the Status of Minorities	0.0%	0
Civic and Citizen Journalism	1.7%	2
Community Journalism	0.9%	1
Entertainment Studies	0.9%	1
Gay, Lesbian, Bisexual, Transgender	0.0%	0
Graduate Education	0.9%	1
Internships and Careers	0.9%	1
Religion and Media	3.5%	4
SCIgroup	2.6%	3
Science Communication	3.5%	4
Small Programs	0.9%	1
Community College Journalism Association	0.0%	0
Advertising	1.7%	2
Communication Technology (CTEC)	5.2%	6
Communication Theory and Methodology	13.0%	15
Cultural and Critical Studies	0.9%	1
History	6.1%	7
International Communication	3.5%	4
Law and Policy	1.7%	2
Magazine Division	2.6%	3
Mass Communication and Society	24.3%	28
Media Management and Economics	0.0%	0
Media Ethics Division	3.5%	4
Minorities and Communication	1.7%	2
Newspaper	7.8%	9
Public Relations	6.1%	7
Radio-Television Journalism	3.5%	4
Scholastic Journalism	0.0%	0
Visual Communication	1.7%	2
answered question		115
skipped question		22

5. Which of the following MC&S Division benefits and activities are important or valuable to you?

	Percentage	Raw Number
Mass Comm. and Society journal	92.9%	117
Competitive research paper awards	33.3%	42
Promising Professor teaching awards	20.6%	26
MC&S Research grant award	19.8%	25
Midwinter Conference participation / panels	7.9%	10
Convention refereed research paper sessions	62.7%	79
Convention Professional Freedom & Responsibility (PF&R) panels	19.8%	25
Convention Teaching panels	25.4%	32
Convention or pre-convention teaching workshops	15.1%	19
Network of educators / scholars	46.8%	59
Opportunities for national service	14.3%	18
None	2.4%	3
Other (please specify)	0.0%	0
answered question		126
skipped question		11

6. Which one of the following MC&S Division benefits would you say is most valuable to you?

	Percentage	Raw Number
Mass Comm. and Society journal	60.0%	75
Competitive research paper awards	0.0%	0
Promising Professor teaching awards	3.2%	4
MC&S research grant award	0.8%	1
Midwinter Conference participation / panels	0.0%	0
Convention refereed research paper sessions	20.0%	25
Convention Professional Freedom & Responsibility (PF&R) panels	1.6%	2
Convention Teaching panels	0.8%	1
Convention or pre-convention teaching workshops	1.6%	2
Network of educators / scholars	8.8%	11
Opportunities for national service	0.0%	0
None	3.2%	4
Other (please specify)	0.0%	0
answered question		125
skipped question		12