

2011 MLA News Readership Survey

Results Overview



Date: 2/24/2011 9:41 AM PST

Responses: Completes

Filter: No filter applied

While completing this survey, you may wish to have a recent issue of the MLA News handy. Answers to this survey are completely confidential and are only recorded in aggregate; we cannot identify you personally from the information collected on this survey. Survey deadline: February 15, 2011. Questions? Please contact Elizabeth Lund, mlacom1@mlahq.org, 312.419.9094 x23.

SECTION I: HOW DO YOU READ MLA NEWS?

1. How often do you read MLA News, in any format?

Every issue (10 per year)		80	70%
Most issues (7–9 per year)		25	22%
Some issues (4–6 per year)		6	5%
Seldom (3 or fewer issues per year)		4	3%
Never		0	0%
Total		115	100%

2. About how much of each issue do you read?

All or almost all		35	32%
About 75%		37	33%
About 50%		30	27%
About 25%		8	7%
Hardly any – maybe the table of contents and a headline or two		1	1%
Total		111	100%








3. In what format(s) do you read MLA News?

PDF on MLANET		24	22%
HTML on MLANET		21	19%
Print		98	89%




4. What format of MLA News do you read most often?

PDF on MLANET		6	5%
HTML on MLANET		12	11%
Print		93	84%
Total		111	100%

6. I would be more likely to read MLA News in electronic format if (please check all that apply):

the electronic version included articles not available in print		25	22%
a full-length version of an abbreviated print article was available.		6	5%
I received an electronic table of contents, linked to full-text, each month.		67	60%
it was available as an RSS feed.		24	21%
it did not require a member log in.		34	30%
I would not be likely to read MLA News in electronic format unless it was the only version available		37	33%
I would not be at all likely to read MLA News in electronic format.		12	11%

SECTION II: <i>MLA NEWS</i> CONTENT AND STYLE**7.** What value do you place on MLA News, regardless of format, as a member benefit?

1 No value		0	0%
2 Low value		6	5%
3 Medium value		46	41%
4 High value		60	54%
Total		112	100%

8. Overall, how would you characterize the usefulness of MLA News content?

1 Not useful at all		0	0%
2 Not very useful		1	1%
3 Somewhat useful		42	38%
4 Very useful		67	60%
5 Don't know/No opinion		2	2%
Total		112	100%

9. How would you characterize the usefulness of the content published in MLA News to your job or professional interests?

1 Not useful at all		1	1%
2 Not very useful		4	4%
3 Somewhat useful		49	44%
4 Very useful		54	49%
5 Don't know/No opinion		3	3%
Total		111	100%

10. How would you characterize the quality and style of the writing that appears in MLA News?

1 Not very readable at all		0	0%
2 Somewhat readable		4	4%
3 Very readable		103	94%
4 Don't know/no opinion		3	3%
Total		110	100%

11. Please check all the statements you agree with. I read MLA News...

to keep up with the profession.		105	94%
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to keep up with new MLA products, services, and initiatives.		86	77%
to find information and resources that can help me in my job.		96	86%
Other [please describe]:		23	21%









12. Please indicate your interest in the following sections, which appear regularly in MLA News.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Low interest/never read	Some interest/Sometimes read	High interest/Always read
Annual Meeting Previews	7 6%	40 36%	64 58%
Association Information (election coverage, committee application information)	12 11%	46 41%	54 48%
Board Meeting Highlights	25 23%	55 50%	30 27%
Calendar	22 20%	63 56%	27 24%
Chapter News Column	9 8%	65 58%	38 34%
Consumer Health Column	22 20%	47 42%	42 38%
Continuing Education	6 5%	52 47%	52 47%
Expert Searching Column	8 7%	43 39%	60 54%
FYI (short news items)	1 1%	46 42%	63 57%
Hospital Librarianship Column	24 21%	46 41%	42 38%
International News Column	36 32%	62 56%	13 12%
Internet Resources Column	8 7%	33 29%	71 63%
Leadership and Management Column	10 9%	52 47%	48 44%
Medical Library Education Column	14 12%	57 51%	41 37%
Member Spotlight Column	12 11%	29 26%	71 63%
Personals Column	14 13%	35 32%	61 55%





Professional Development (award winners, calls for nominations, academy members)	18 16%	43 39%	49 45%
Section/Special Interest Group News	4 4%	70 63%	37 33%
Technology Column	2 2%	39 35%	70 63%
Unit Reports (from MLA committees and task forces)	18 16%	70 62%	24 21%

SECTION III: PLEASE TELL US ABOUT YOU AND YOUR ENVIRONMENT



13. In what type of library do you work?

Academic		50	45%
Corporate		2	2%
Hospital		35	31%
Specialty or other library type		7	6%
Not in a library environment (e.g., vendor of library materials)		3	3%
Student in library school		1	1%
Retired		5	4%
Other, please specify		9	8%
Total		112	100%

14. How many years have you been in the library or health information field?

3 years or less		11	10%
4–10 years		19	17%
11–20 years		22	20%
21 years or more		60	54%
Do not wish to provide		0	0%
Total		112	100%

15. How many years have you been employed as a medical librarian?

3 years or less		14	12%
4–10 years		18	16%

11–20 years		25	22%
21 years or more		53	47%
Do not wish to provide		2	2%
Total		112	100%

16. What is your gender?

Male		9	8%
Female		101	90%
Do not wish to provide		2	2%
Total		112	100%

17. What is your age range?

20–29		7	6%
30–39		18	16%
40–49		21	19%
50–59		34	30%
60–69		28	25%
70 and older		1	1%
Do not wish to provide		3	3%
Total		112	100%

18. What is your ethnic group?

Asian/Pacific Islander		1	1%
Black/African American		0	0%
Hispanic/Latino		0	0%
North American Indian/Alaska Native		0	0%
White		99	88%
Multiracial or other		2	2%
Do not wish to provide		10	9%
Total		112	100%

SECTION IV: FINAL COMMENTS

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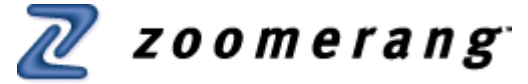
5. What would make you more likely to read MLA News in any format?	
#	Response
1	I just joined, so I haven't had the chance to read but one issue. I will likely read it regularly in an e-format.
2	More visual separation of the articles. Right now it's a wall of text.
3	probably nothing; I don't give it a high priority
4	easy access, like through email links.

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Filter: No filter applied

6. I would be more likely to read MLA News in electronic format if (please check all that apply):	
#	Response
1	because I never have time to read at work and like to read the print copy at home
2	
3	
4	
5	
6	it would be great if i could access via my smartphone so i could read on my to or from work
7	until this question I thought you were talking about MLA Focus (email) I don't think I've ever read MLA News
8	
9	I work 12 hours every workday using computer/electronic format. I need flexibility reading my professional literature or for pleasure, any place and whenever I have time,
10	
11	
12	

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2011 MLA News Readership Survey

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Date: 2/24/2011 9:44 AM PST

Responses: Completes

Filter: No filter applied

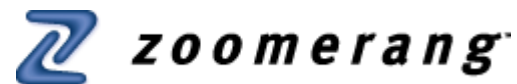
11. Please check all the statements you agree with. I read MLA News...	
#	Response
1	I enjoy the member spotlight and reading about people in MLA news
2	professional and personal notes on members
3	to keep up with new vendor offerings
4	to keep up with what my colleagues are doing
5	to keep up with people; especially look forward to list of Internet resources.
6	because it's enjoyable
7	to summarize the important press releases from vendors since I delete most of their emails
8	social aspect
9	to learn about my colleagues
10	To see what my colleagues are doing and to get new ideas on the future of medical librarianship
11	employment opportunities
12	the profiles of librarians are entertaining.
13	to keep up with vendor changes & new products
14	read about members
15	These are why I would read MLA News, if I did
16	Quick tips that help me at work
17	to learn about other members (AHIP announcements)
18	keep up with people in the profession
19	Personals; meeting acheduled
20	to keep up with colleague's news
21	I find the "Websites Worth a Look" useful in educating my patrons
22	to find out about MLA members
23	To keep up with other MLA members (personals, etc. ...)

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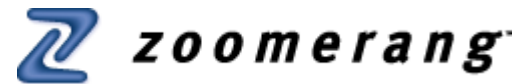
13. In what type of library do you work?	
#	Response
1	Public
2	Academic, research, medical library at a non-profit organization
3	SLIS professor
4	government
5	temp unemployed
6	Digital Academic Library
7	Federal
8	iSchool
9	teaching hospital

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#	Response
19.	Are there topics in MLA News that you believe are not currently being addressed or that should receive more coverage?
1	I really miss the job ads.
2	MLA News and MLA Focus are totally sep. silos now, linking to each other. If MLA News goes "online only", some serious consideration has to be made about how to mesh, merge, link these two related, but slightly different publications. Also, one features ads, the other does not...One features photos, the other does not. Etc.
3	more new technology tips! What's new, why and how.
4	insights from informatics groups that are relevant to MLA
5	grant seeking, bioinformatics
6	no
7	Yes, please have more listings of seminars, conferences, meetings, events, etc. related to medical librarians and medical librarianship. Thank you.
8	you removed the employment opportunities. Please bring it back.
9	More fun articles akin to the Member Spotlight make me feel more connected to MLA. What about a Library Spotlight. That would allow an academic librarian like me know the ins and out at a hospital/special/association/etc. library.
10	Frankly, I find the material vague and very superficial, but that may be because I am so new to the profession.
11	No.
12	Reports from Annual Meeting (free and not electronic), free CE opportunities, reports of chapter activities.
13	no
14	Changes in Publisher/Vendor practices, descriptions/highlights of current of MLA publications...blogs, JMLA, etc.
15	More international news and reports of international activities
16	The MLA News is extremely valuable to me, keep up the great work! I would like to see more of the Expert Searching column. While the member spotlight is a good idea, it seems to feature only academic librarians. I think they need to reach out and feature some of our hospital librarians who maybe don't have peers to nominate them. Frankly, I start to feel a little resentful seeing one academic librarian after the next featured in MLA News. Instead of feeling connected with my peers, I get an awful case of job envy.
17	I would like to see more personals.
18	I do miss the job opportunities listed in MLA news, although I am aware that they are online via mlanet (and I do look for them there). Thanks - I really like MLA News - love the "member spotlight" feature!
19	Career options for the medical librarian. Need to focus on non-traditional uses of our skill sets.

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