



What do younger members want from their society?

Dr. Jo Wixon, Associate Director, Strategic Insights

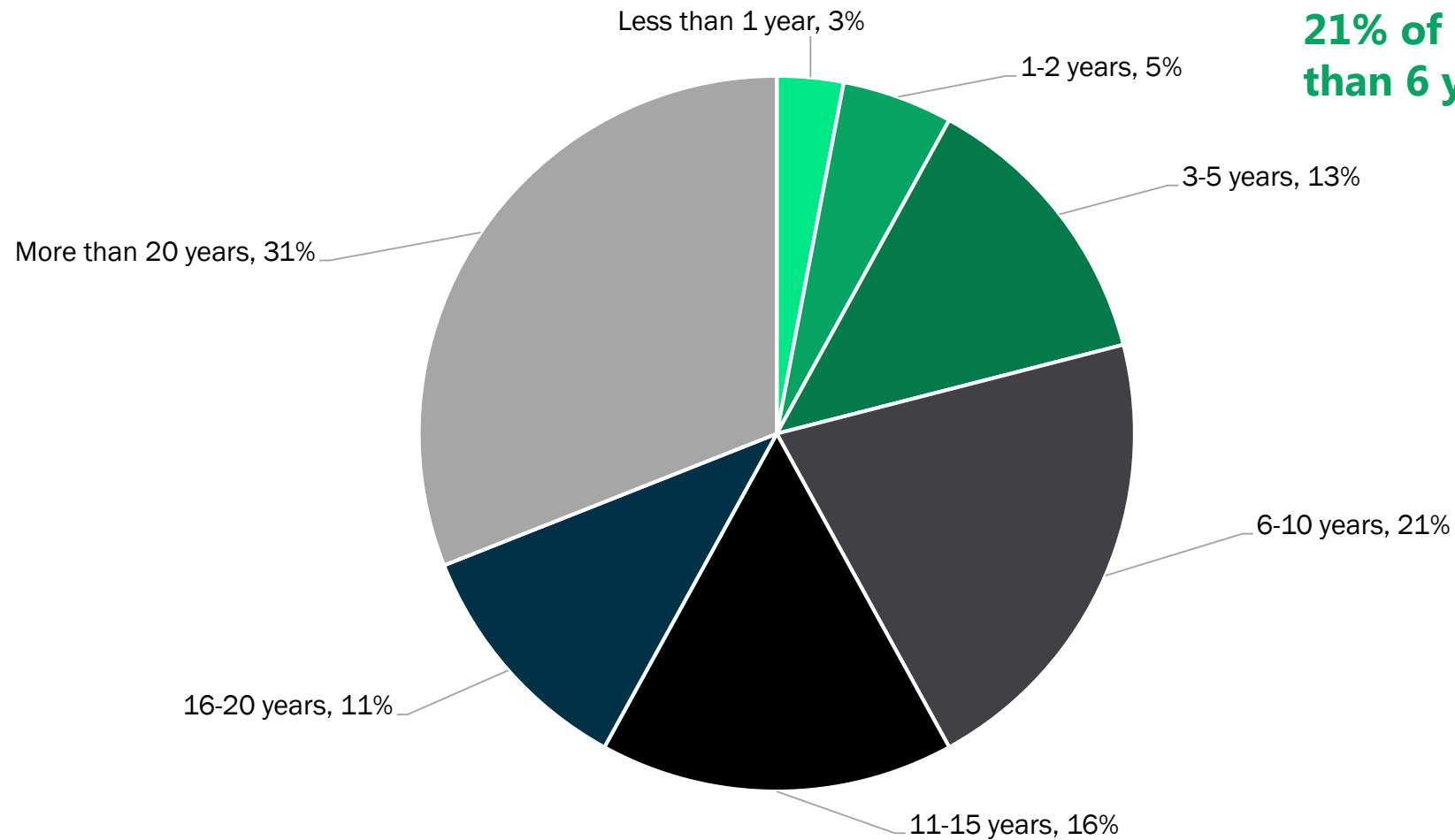
Society Street, 12 June 2019



5th Annual Wiley Society Membership Survey

Initial Findings

5th Annual Wiley Society Membership Survey



21% of respondents have less than 6 years of experience

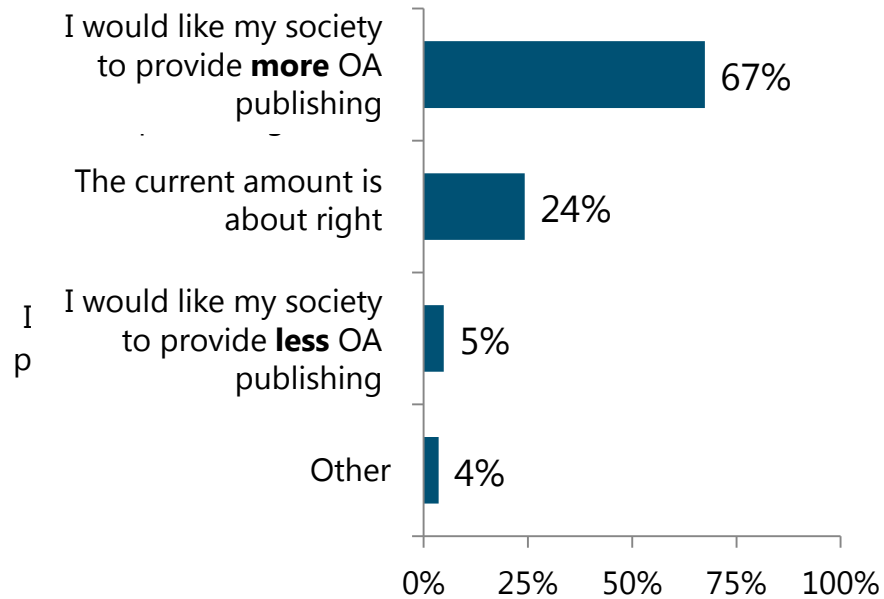
5 things an Early Career Researcher wants from their society

1. Access to free content
2. Support for advancing their career
3. Lots of communication (through many channels)
4. Networking, networking, networking
5. Shared mission and high standards of ethics

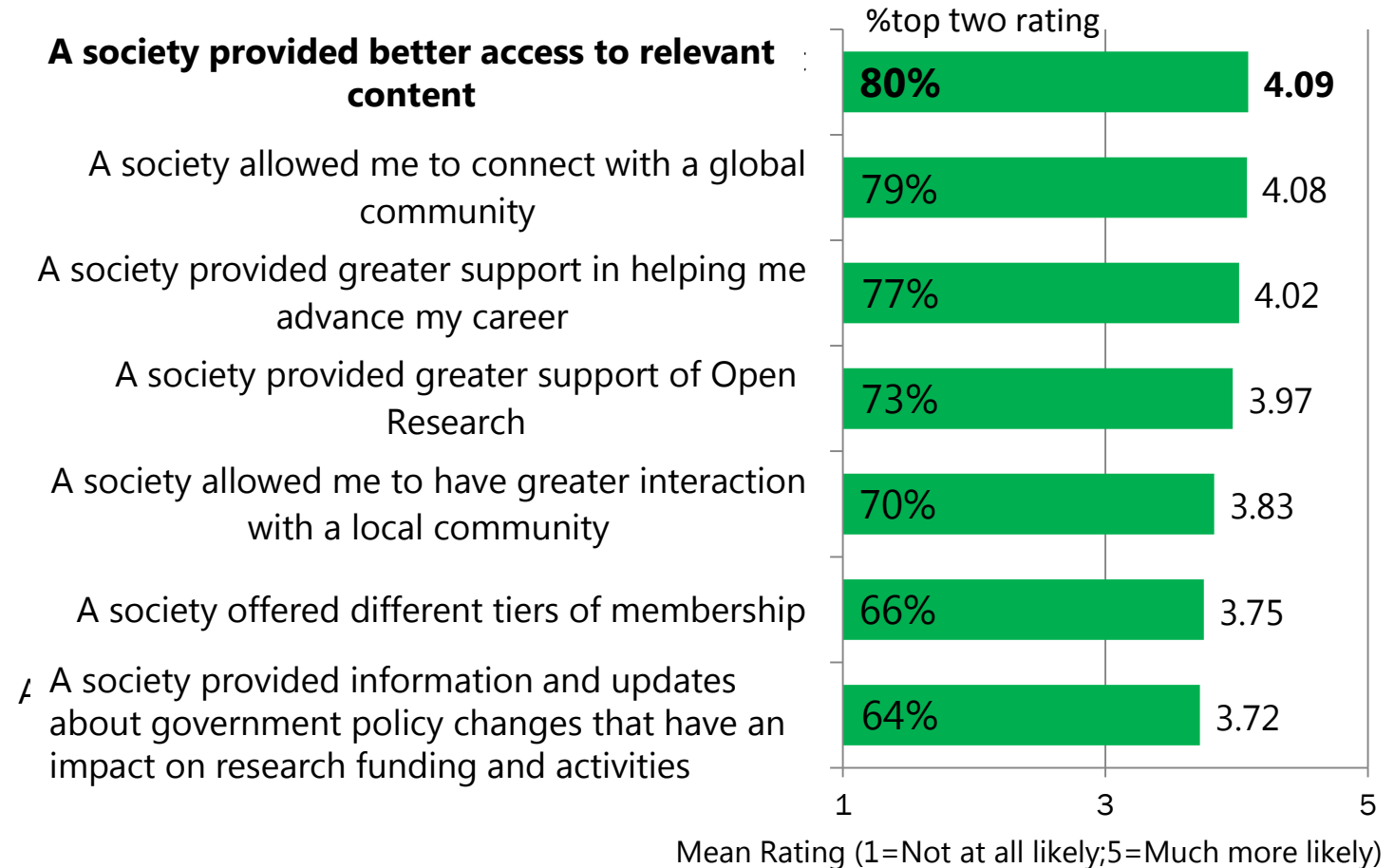


1. Access to free content

Early Career Researchers highly value access to content and Open Access publishing.



How much more likely would you be to join a society if they provided support in the following areas?

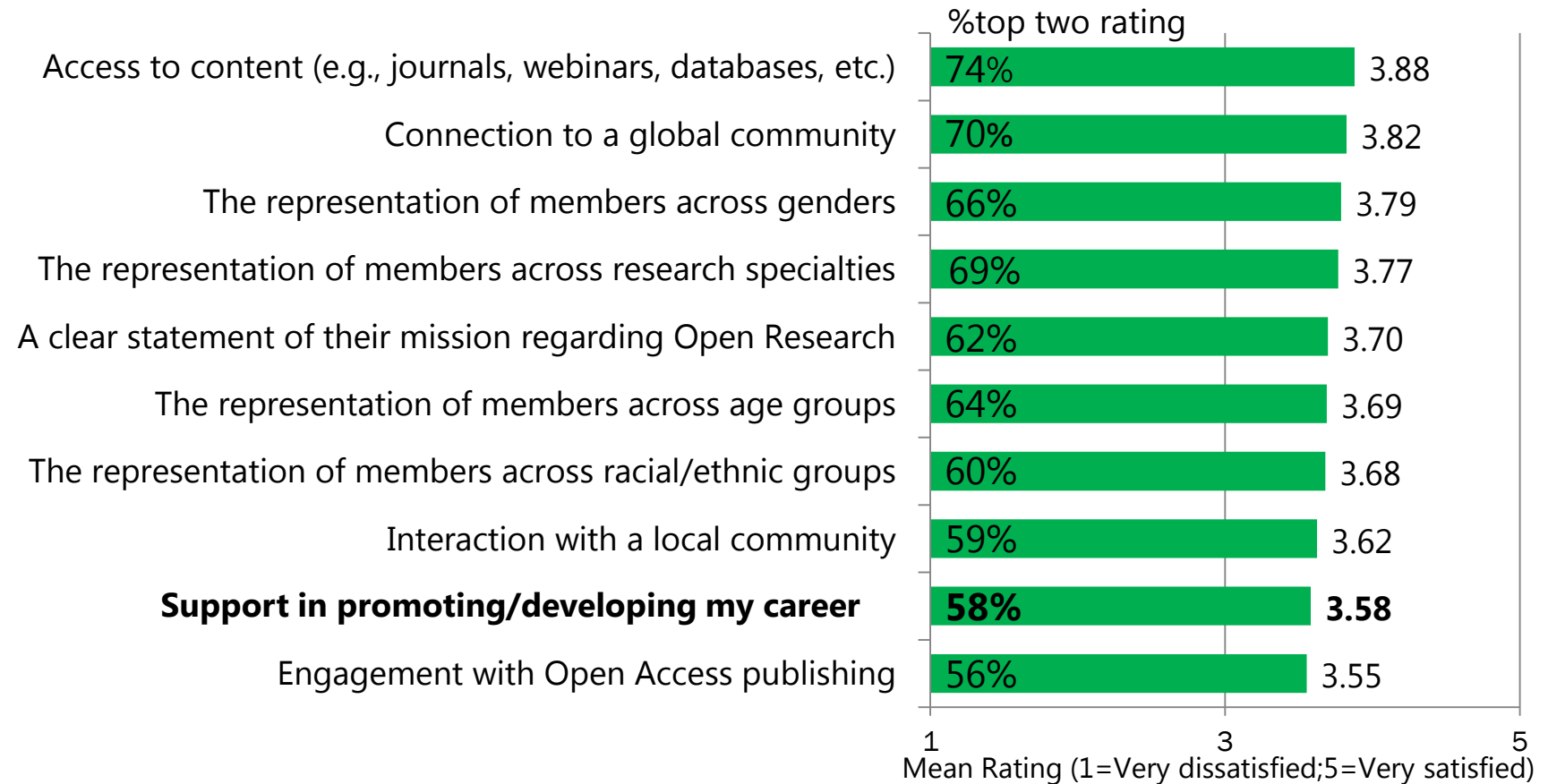


2. Support for their career

Only 58% of current ECR members are satisfied with the level of career support they receive.

89% rated education and training in their top two most important society activities.

Please rate your level of satisfaction with your society in the following areas:



3. Communication

Publishing a journal remains the most important form of communication a society can engage in, but ECRs also want much more.

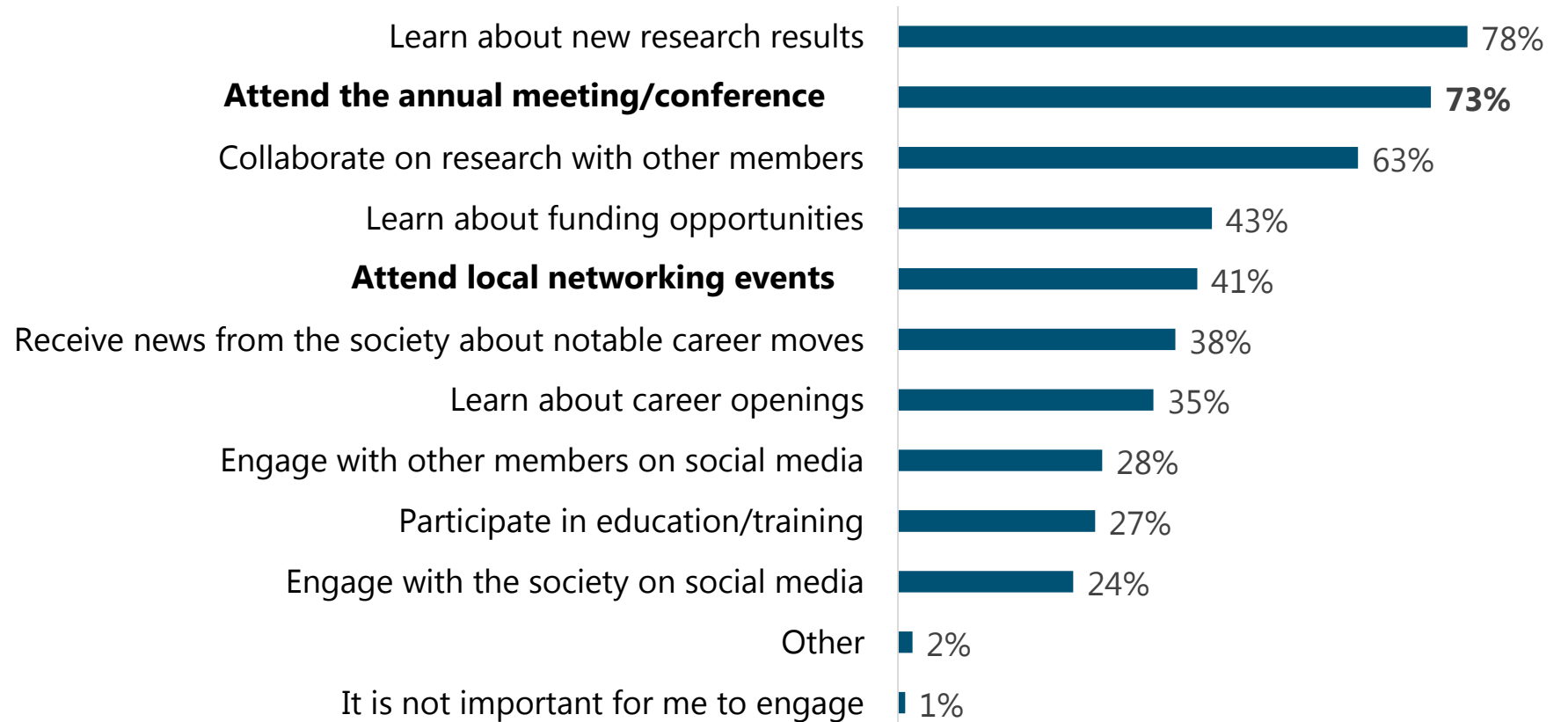
How important is it to you for your society to engage in the following?



4. Networking

Alongside career advancement, ECRs particularly value in-person networking opportunities.

Which of the following are important for you to engage with your society?

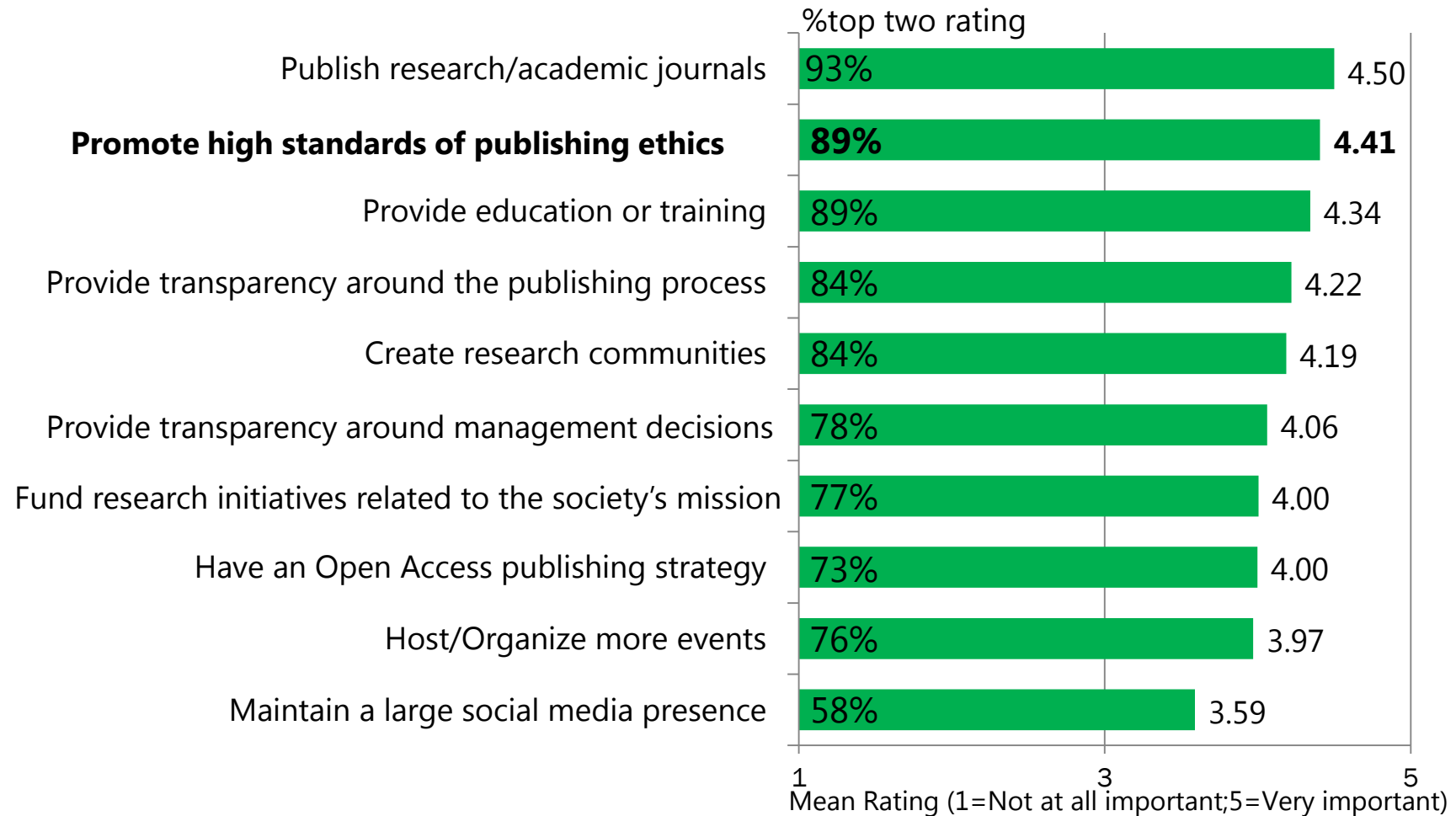


5. Shared mission and high standards of ethics

ECRs are more likely to let their membership lapse if they don't feel connected to a society's mission.

Upholding high ethical standards in publishing and organizational transparency are also important to them.

How important is it to you for your society to engage in the following?



Open Access

What the 5th Wiley
Society Membership
Survey tells us



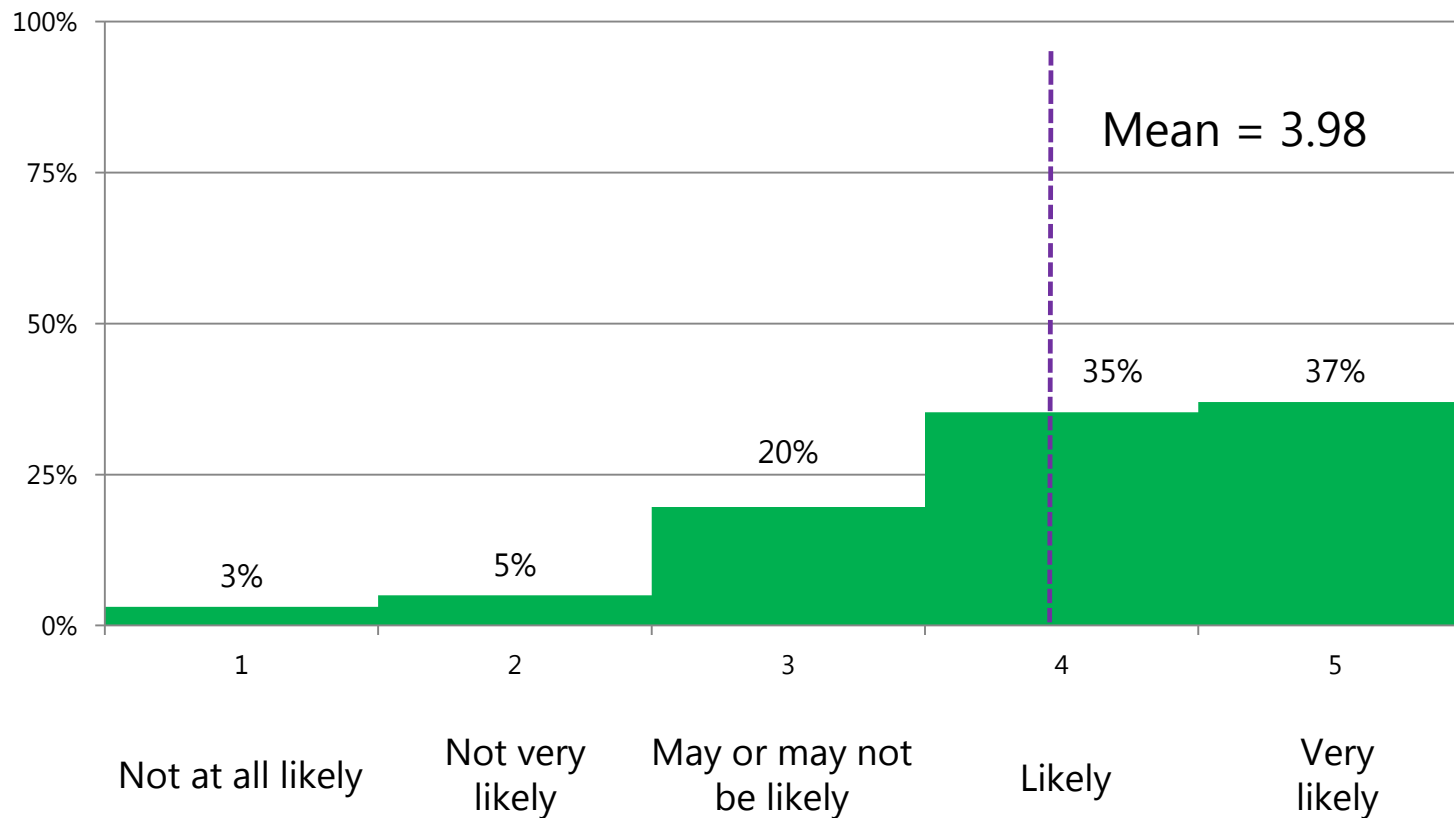
What the 5th Wiley Society Membership Survey tells us about Open Access

- The importance of funding
- The impact of going Open Access
- How can societies support Open Research?



Open Access

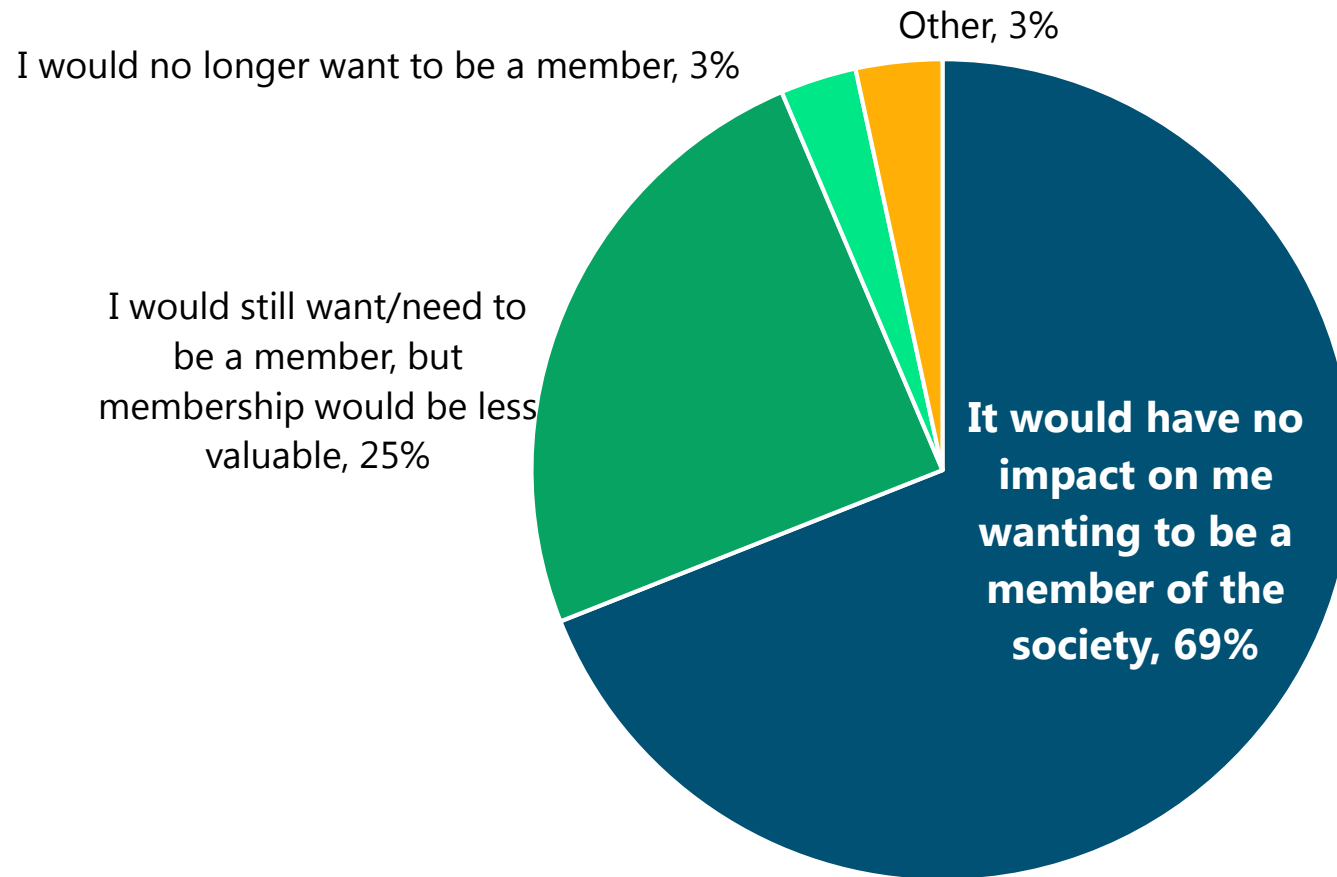
72% of respondents would be more likely to join if APC funding was part of the member benefit.



How likely would you be to join a new society if they had a fund to assist with the payment of Article Processing Charges (APCs) for publishing in their journal?

Open Access

69% of respondents said switching the society journal to OA would have no impact on wanting to be a member.



If your society switched to Open Access for its journal, how would that affect your being a member?

Open Access

How can societies support Open Research?

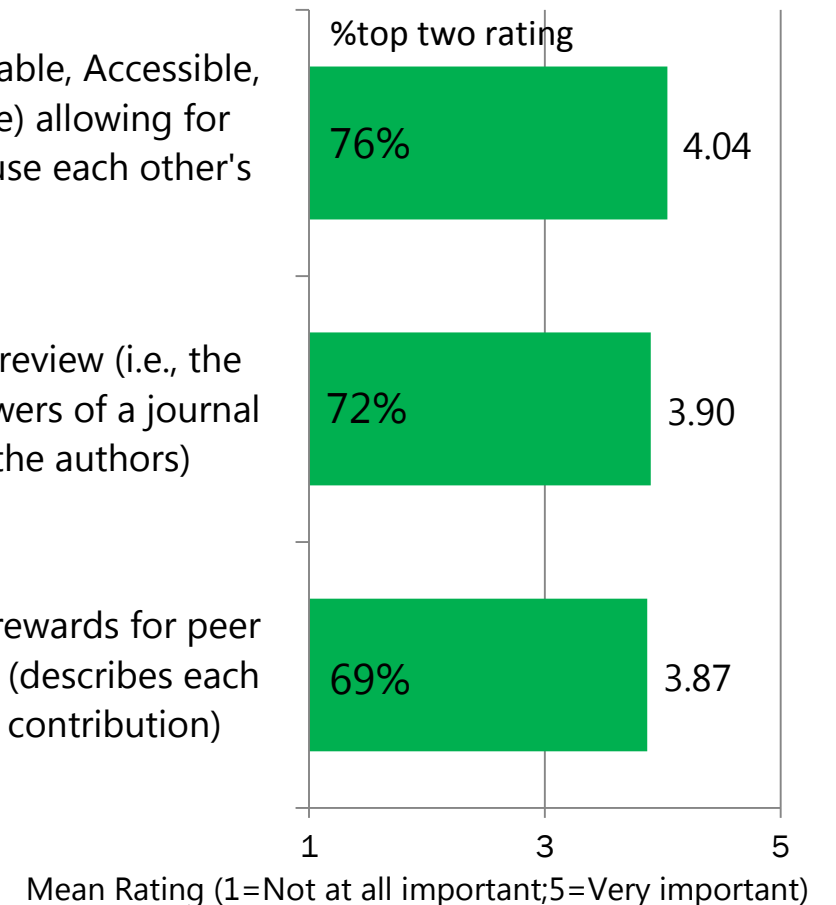
1. Improving research accessibility outside of academia
2. Greater transparency
3. Support for data sharing

How important is it to you for your society to offer the following?

Open Data that is FAIR (Findable, Accessible, Interoperable and Reusable) allowing for researchers to analyze and use each other's findings

Open or Transparent peer review (i.e., the process in which peer reviewers of a journal article are disclosed to the authors)

Open recognition through rewards for peer review of CRediT taxonomy (describes each author's role and specific contribution)



The Value of Society Membership

Content



Career



Community



Questions?

Dr Jo Wixon

jwixon@wiley.com

More Resources from the Wiley Society Membership Survey

Evidence-based strategies for member engagement, case studies, and toolkits:

<https://www.wiley.com/network/societyleaders/member-engagement>

Year-on-year trends, decision-trees, and full survey data:

<http://news.wiley.com/comsoc2018>

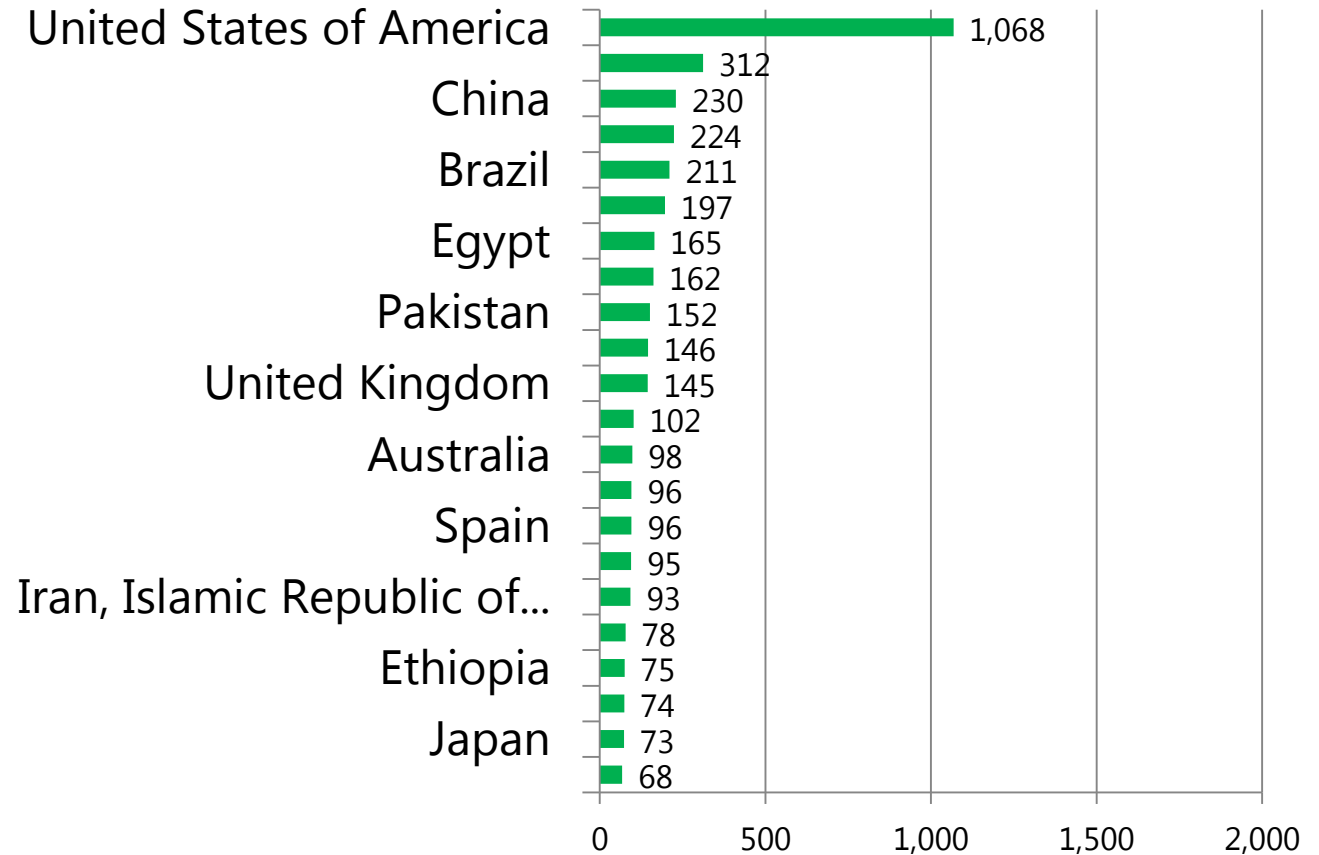


@JoWixon

2019 Survey Demographics

- Over 4,000 responses
- From 22 countries: USA (1,068), India (312), China (230), UK (145), Australia (98)
- Across 40 subjects
- Most responders work in a University or College (41%)
- Responders were split 64% male and 35% female

Number of Respondents by Country



What do members understand about Open Access and Open Research?

The principles of Open Research are growing areas of discussion and practice in research. Indicate whether or not you agree with the following definitions:

- Open Research is a development in how science and research are becoming more open, accessible, efficient, democratic and transparent
- Open Science is when data is FAIR (Findable, Accessible, Interoperable, Reusable) and means researchers can analyze and utilize other's findings
- Gold Open Access is when all of a journal's content is available for free on its website
- Green Open Access is where the author self-archives the research on a freely-accessible website
- Open Access provides free access to funded research via an open license and payment of a publication fee by the author or research sponsor
- Hybrid Open Access is when a journal provides open access for certain articles, which are funded by the author or other sponsor, along with other articles that are not free to access

