
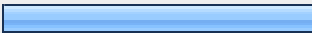
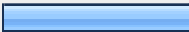
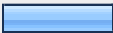

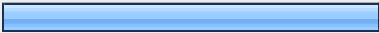




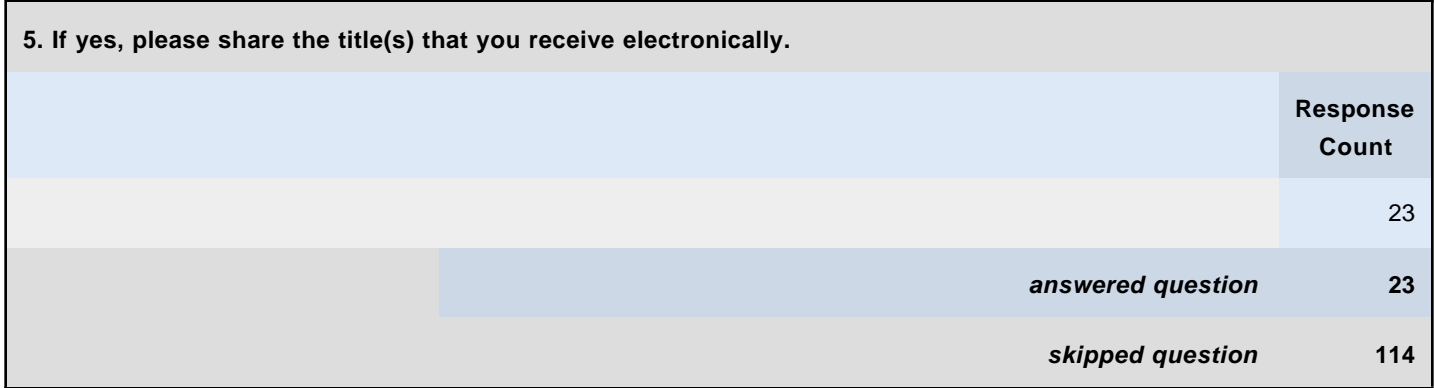
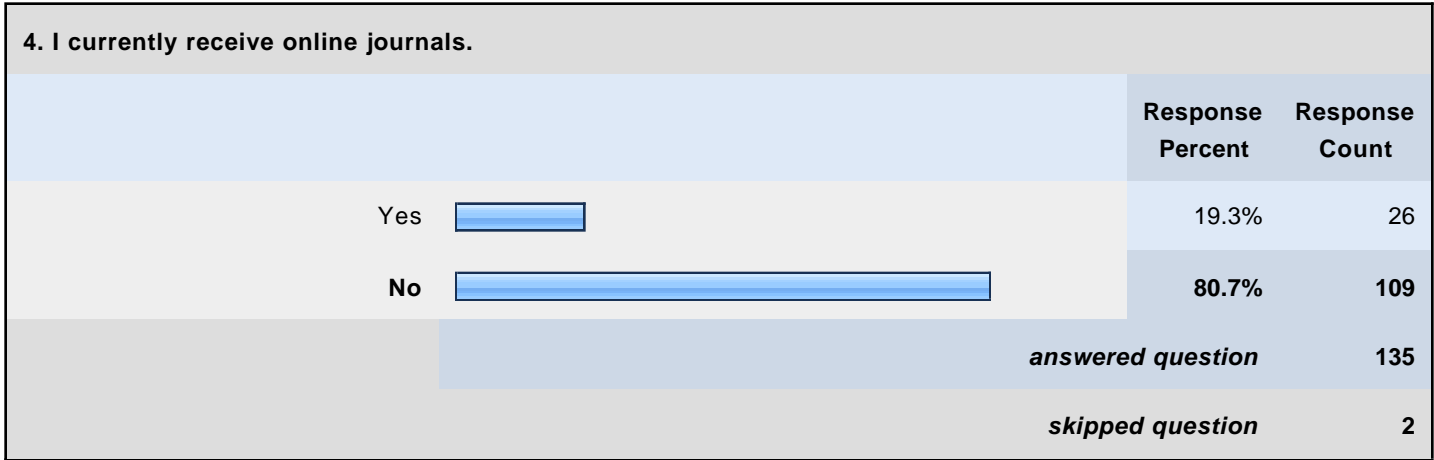
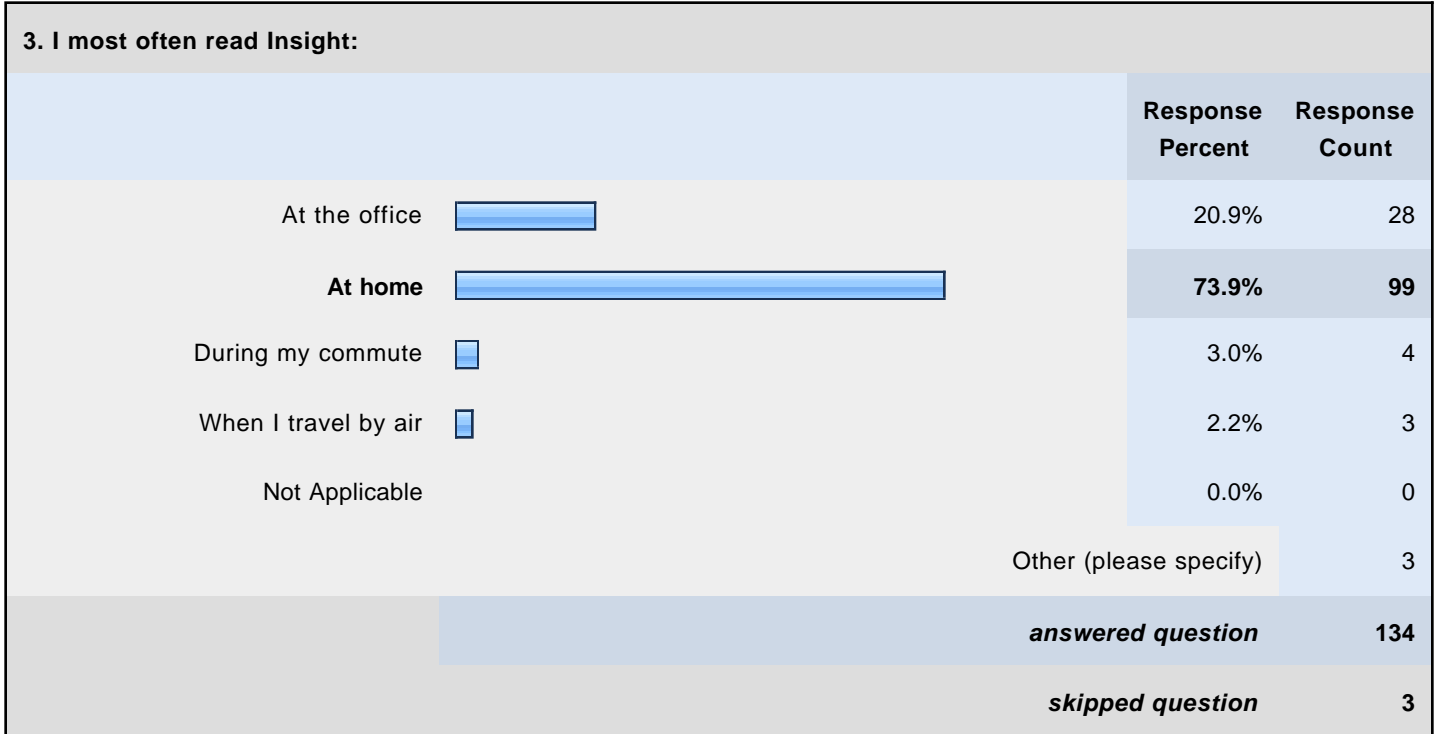
# ASORN Communications Survey

**1. After I receive Insight in the mail I read it:**

	Response Percent	Response Count
The same day 	8.9%	12
<b>Within 1 week</b> 	<b>46.7%</b>	<b>63</b>
Within 2-3 weeks 	28.1%	38
Within 1 month 	16.3%	22
I don't read Insight	0.0%	0
<i>answered question</i>		<b>135</b>
<i>skipped question</i>		<b>2</b>

**2. When I finish reading my copy of Insight, I: (check all that apply)**

	Response Percent	Response Count
<b>Save it for future reference</b> 	<b>68.1%</b>	<b>92</b>
Share it with other colleagues 	57.0%	77
Donate it to our medical library 	1.5%	2
Recycle it 	17.0%	23
Not Applicable	0.0%	0
Other (please specify)		5
<i>answered question</i>		<b>135</b>
<i>skipped question</i>		<b>2</b>



**6. For the online journal(s) I receive, I typically read:**

	Response Percent	Response Count
100%	9.4%	9
50%	16.7%	16
less than 50%	11.5%	11
<b>I don't read electronic journals</b>	<b>62.5%</b>	<b>60</b>
<i>answered question</i>		<b>96</b>
<i>skipped question</i>		<b>41</b>

**7. Some of the benefits of an online journal include: - Eco-friendly. They save paper, but can be easily printed, if necessary -Access to more information through hyperlinks to other websites, journals, etc. -Can be archived online for easy reference and updates -Saves money on printing and postage After considering this information, I would prefer to receive the Insight journal:**

	Response Percent	Response Count
Print version only	32.1%	43
<b>Some print plus some supplemental online issues</b>	<b>45.5%</b>	<b>61</b>
Digital version only	22.4%	30
<i>answered question</i>		<b>134</b>
<i>skipped question</i>		<b>3</b>

**8. Please use the space below to ask questions and give feedback about print and online journals.**

	Response Count
	35
<i>answered question</i>	<b>35</b>
<i>skipped question</i>	<b>102</b>

9. On a scale of 1-5, 1 being the least interesting/informative, and 5 being the most interesting/informative, please rate the following sections of Insight.

	1	2	3	4	5	Rating Average	Response Count	
President's Message	4.7% (6)	15.7% (20)	29.1% (37)	<b>34.6% (44)</b>	15.7% (20)	3.41	127	
Viewpoint	1.6% (2)	10.2% (13)	31.3% (40)	<b>36.7% (47)</b>	20.3% (26)	3.64	128	
Board Highlights	7.9% (10)	17.3% (22)	<b>40.9% (52)</b>	21.3% (27)	12.6% (16)	3.13	127	
Scientific Articles	1.6% (2)	1.6% (2)	7.0% (9)	31.8% (41)	<b>58.1% (75)</b>	4.43	129	
Focus	0.0% (0)	2.4% (3)	19.7% (25)	<b>49.6% (63)</b>	28.3% (36)	4.04	127	
Annual Meeting updates and articles	4.0% (5)	7.1% (9)	30.2% (38)	<b>38.9% (49)</b>	19.8% (25)	3.63	126	
Did You Know?	0.0% (0)	4.7% (6)	21.9% (28)	<b>45.3% (58)</b>	28.1% (36)	3.97	128	
NCBORN News (Certification)	5.6% (7)	16.0% (20)	<b>43.2% (54)</b>	22.4% (28)	12.8% (16)	3.21	125	
Quick as a Wink	0.0% (0)	9.6% (12)	23.2% (29)	<b>47.2% (59)</b>	20.0% (25)	3.78	125	
					Comments		4	
							<b>answered question</b>	<b>130</b>
							<b>skipped question</b>	<b>7</b>

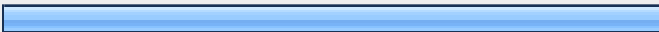
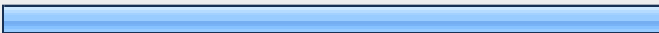
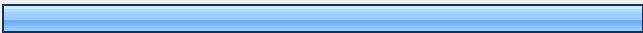
10. Please share your ideas for other content or features you would like to see included in Insight.

	Response Count
	20
	<b>answered question</b>
	<b>20</b>
	<b>skipped question</b>
	<b>117</b>




**11. Insight offers the opportunity for member involvement in a number of different ways. Please indicate those areas that you might be interested in being contacted about.**

	Response Percent	Response Count
<b>I'm not interested in being involved in Insight or being contacted</b>	<b>63.4%</b>	<b>59</b>
Write scientific articles	6.5%	6
Write continuing education articles	9.7%	9
Editorial Committee board member (read articles for currency and accuracy, offer suggestions and ideas to Editor)	7.5%	7
Assistant Editor (will be mentored by the editor and will provide back up in the event the editor is unable to perform duties)	3.2%	3
Write articles about members or other persons of interest	6.5%	6
Write book reviews	3.2%	3
Write brief updates about legislative news, product/drug recalls, ASORN Listserv summaries, etc.	4.3%	4
Assist with writing test questions and/or objectives for Continuing Education articles	16.1%	15
Pilot test Continuing Education tests	24.7%	23
Other (please specify)		6
<b>answered question</b>		<b>93</b>
<b>skipped question</b>		<b>44</b>




12. If you checked any of the volunteer opportunities above, please enter your contact information.

	Response Percent	Response Count
Name: 	100.0%	35
Email Address: 	100.0%	35
Phone Number: 	97.1%	34
<i>answered question</i>		<b>35</b>
<i>skipped question</i>		<b>102</b>



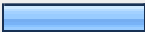
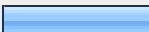





13. My level of interest in participating in webinars for Continuing Education Credits is:

	Response Percent	Response Count
Extremely interested 	35.5%	44
<b>Somewhat interested</b> 	<b>50.8%</b>	<b>63</b>
Not interested at all 	13.7%	17
<i>answered question</i>		<b>124</b>
<i>skipped question</i>		<b>13</b>

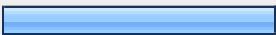
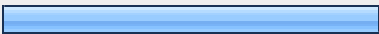


14. In general, the best time of day (Monday through Friday) for me to participate in a webinar is:

	Response Percent	Response Count
Morning 	11.3%	13
Afternoon 	33.9%	39
<b>Evening</b> 	<b>62.6%</b>	<b>72</b>
<i>answered question</i>		<b>115</b>
<i>skipped question</i>		<b>22</b>



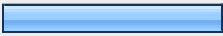

**15. In general, I think the best time frame for a webinar (on a weekday) might be:**

	Response Percent	Response Count
10:30 a.m. EST / 9:30 a.m. CST / 8:30 a.m. MST / 7:30 a.m. PST 	7.0%	8
12:00 p.m. EST / 11:00 a.m. CST / 10:00 a.m. MST / 9:00 a.m. PST 	11.4%	13
3:00 p.m. EST / 2:00 p.m. CST / 1:00 p.m. MST / 12:00 p.m. PST 	21.1%	24
<b>7:00 p.m. EST / 6:00 p.m. CST / 5:00 p.m. MST / 4:00 p.m. PST</b> 	<b>21.9%</b>	<b>25</b>
7:30 p.m. EST / 6:30 p.m. CST / 5:30 p.m. MST / 4:30 p.m. PST 	7.0%	8
8:00 p.m. EST / 7:00 p.m. CST / 6:00 p.m. MST / 5:00 p.m. PST 	14.9%	17
8:30 p.m. EST / 7:30 p.m. CST / 6:30 p.m. MST / 5:30 p.m. PST 	5.3%	6
9:00 p.m. EST / 8:00 p.m. CST / 7:00 p.m. MST / 6:00 p.m. PST 	13.2%	15
9:30 p.m. EST / 8:30 p.m. CST / 7:30 p.m. MST / 6:30 p.m. PST 	10.5%	12
	<b><i>answered question</i></b>	<b>114</b>
	<b><i>skipped question</i></b>	<b>23</b>

16. The length of time, including time for a question/answer session, that I think is most appropriate for a webinar is:

	Response Percent	Response Count
45 minutes 	41.2%	47
<b>60 minutes</b> 	<b>57.0%</b>	<b>65</b>
75 minutes 	3.5%	4
90 minutes 	1.8%	2
<b>answered question</b>		<b>114</b>
<b>skipped question</b>		<b>23</b>

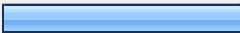
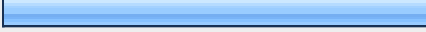
17. In the future, I think ASORN should offer webinars:

	Response Percent	Response Count
Every month (12 per year) 	9.8%	11
Every 1.5 months (9 per year) 	5.4%	6
Every 2 months (6 per year) 	33.0%	37
<b>Every 3 months (4 per year)</b> 	<b>51.8%</b>	<b>58</b>
Other (please specify)		4
<b>answered question</b>		<b>112</b>
<b>skipped question</b>		<b>25</b>

**18. We are interested in ASORN members' familiarity and comfort with the following electronic and social media. Which of the following Web-based technologies do you use and how often?**

	Often	Sometimes	Rarely	Never	What's that?	Rating Average	Response Count	
Twitter	0.0% (0)	2.9% (3)	6.7% (7)	<b>88.6% (93)</b>	1.9% (2)	3.90	105	
Facebook	20.5% (24)	21.4% (25)	10.3% (12)	<b>47.0% (55)</b>	0.9% (1)	2.86	117	
Linked-In	1.9% (2)	10.2% (11)	6.5% (7)	<b>63.0% (68)</b>	18.5% (20)	3.86	108	
YouTube	4.5% (5)	<b>38.7% (43)</b>	26.1% (29)	29.7% (33)	0.9% (1)	2.84	111	
RSS (Really Simple Syndication)	1.9% (2)	2.9% (3)	3.8% (4)	<b>47.1% (49)</b>	44.2% (46)	4.29	104	
Podcasts	0.9% (1)	16.0% (17)	15.1% (16)	<b>55.7% (59)</b>	12.3% (13)	3.62	106	
Blogs	3.7% (4)	13.1% (14)	29.9% (32)	<b>47.7% (51)</b>	5.6% (6)	3.38	107	
					Other (please specify)		3	
							<b>answered question</b>	<b>120</b>
							<b>skipped question</b>	<b>17</b>

**19. Do you use a Smartphone or similar device? (i.e. iPhone, Blackberry, etc)**

		Response Percent	Response Count
Yes		35.8%	43
No		64.2%	77
			<b>answered question</b>
			<b>skipped question</b>
			<b>120</b>
			<b>17</b>

20. Do you have any other comments?

	Response Count
	18
<i>answered question</i>	18
<i>skipped question</i>	119