



Getting to know your authors

UNDERSTANDING RESEARCH IMPACT USING AN AUTHOR SURVEY

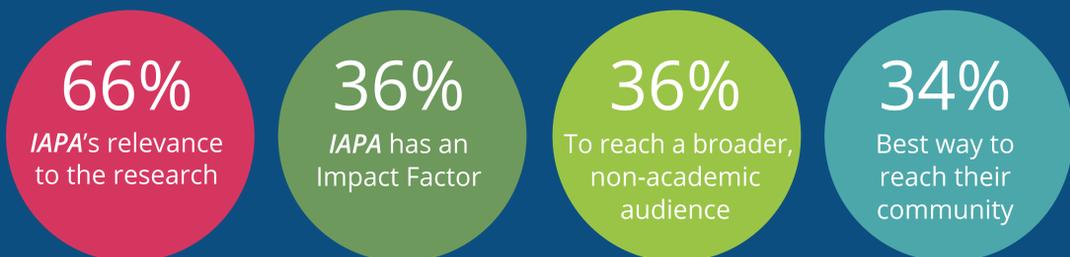
How well do you know your authors?

It's essential for journal editors to understand their community, and running an author survey is a great way to achieve this.

A well-designed survey could help you gain valuable insight into how your authors perceive your journal, what motivates them to submit their research, and what their priorities are.

Here's what the editors of *Impact Assessment and Project Appraisal (IAPA)* found when they checked in with their community of authors.

1 Understanding author priorities: Why do authors choose to publish in IAPA?



KEY FINDING

For authors, *IAPA's* ability to reach a non-academic audience is *as important* as it having an Impact Factor.



Instead of placing too much emphasis on research metrics like the Impact Factor, editors should consider how to extend their readership beyond academia. If your journal can reach the relevant industry, practitioner and policymaker communities too, it might be more attractive to prospective authors.

KEY FINDING

54% of respondents who had already published in *IAPA* said that their positive experience was a factor in choosing to submit to the journal again.



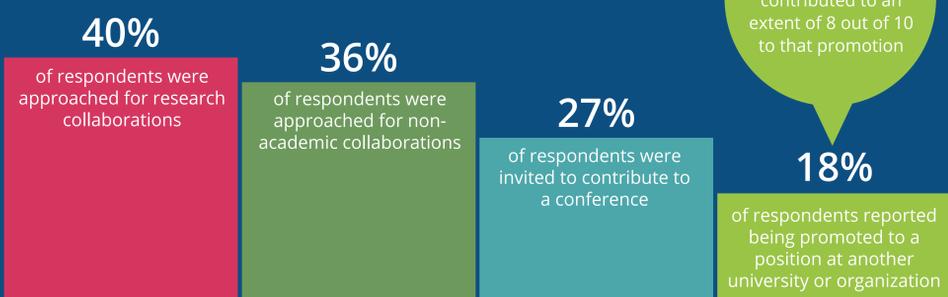
Editors should maintain good levels of author care throughout the peer review and publication process to encourage authors to submit more articles in future.

2 Building a network: connecting authors with their research community

How does publishing in *IAPA* help its authors to build a professional network?

IAPA's authors see publication in the journal as a way of enabling connections across their community and outside academia.

Following publication in *IAPA*:



These authors said publication in *IAPA* contributed to an extent of 8 out of 10 to that promotion

KEY FINDING

Supporting the IAIA's journal is highly important to its members, with 80% of IAIA members who responded to the survey agreeing that it was important to publish in the Association's journal.



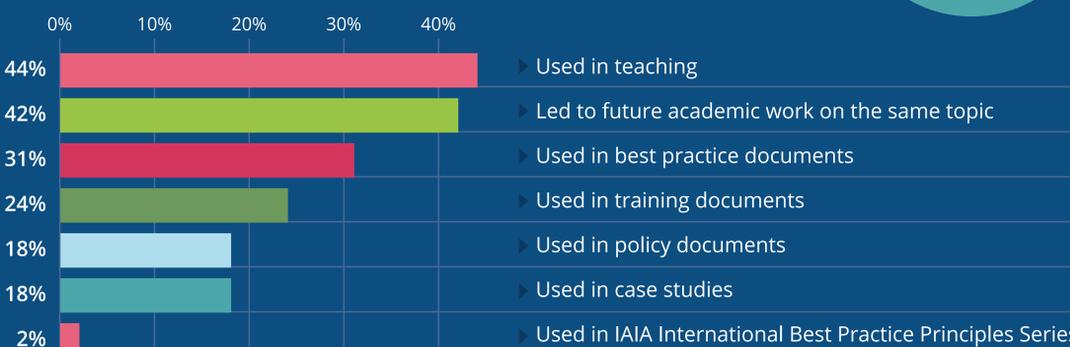
Editors of society journals should look to integrate the journal as much as possible into the society's activities and increase the journal's visibility to society members.

3 Making an impact: the real-world effects of publishing in IAPA

A key theme which the author survey highlighted was the importance of publishing in *IAPA* for research impact.

IAPA authors see their articles go on to make a difference, both to future academic research and in the real world:

33% of respondents felt that publication in *IAPA* led to greater impact than publication in other journals



KEY FINDING

Research impact can take many forms.



Encourage authors to promote their work in a range of contexts to improve the presence of your journal beyond academia.