

## IAMCR 2014 Evaluation Survey

824 people were invited to complete the evaluation of the Hyderabad conference and there were 515 (63 per cent) responses to the evaluation survey. The key results follow.

### Membership:

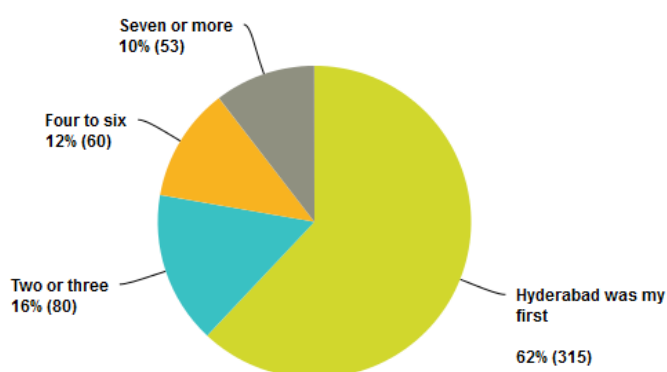
The first set of questions concerned the membership status of participants and whether they had participated in previous IAMCR conferences.

- 62% (315) of respondents reported that Hyderabad was their first IAMCR conference. 16% (80) have attended 2 or 3, 12% (60) have been at between 4 and 6 conferences and 10% reported attending 7 or more.
- 57% (292) reported that they are members of IAMCR and 39% (201) are not. The remaining 4% (22) did not know their current membership status.;
- 45% (131) of those members who attended the conference reported that they joined IAMCR this year, presumably because they were going to attend the conference. 23% (66) have been members for between 2 and 4 years, 18% (52) for 5 to 10 years, and 15% (44) for more than 10 years;
- 61% (122) of those who are not members answered the question 'Are you considering joining IAMCR' in the affirmative.

The responses to these questions clearly indicate the importance of the conference for reaching out to scholars who are potential new members of IAMCR, but it also sets out a clear challenge to the association – how to keep these new members, especially during years when they do not attend the conference.

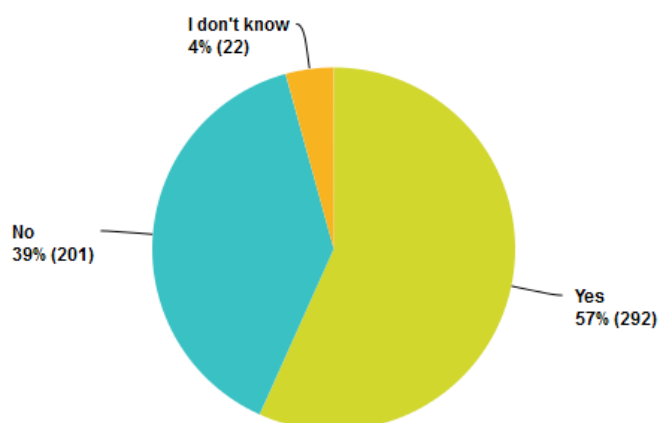
### How many IAMCR conferences have you attended?

Answered: 511 Skipped: 4



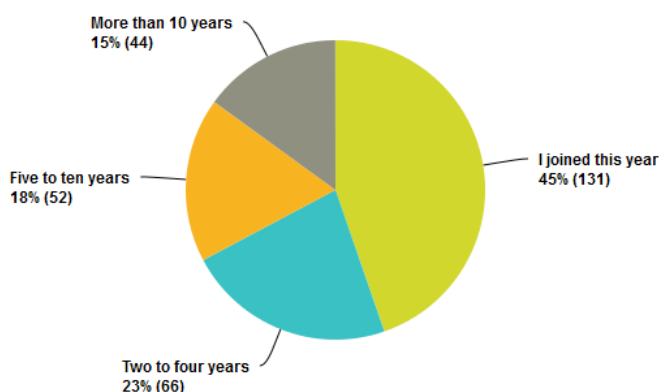
### Are you a member of IAMCR?

Answered: 515 Skipped: 0



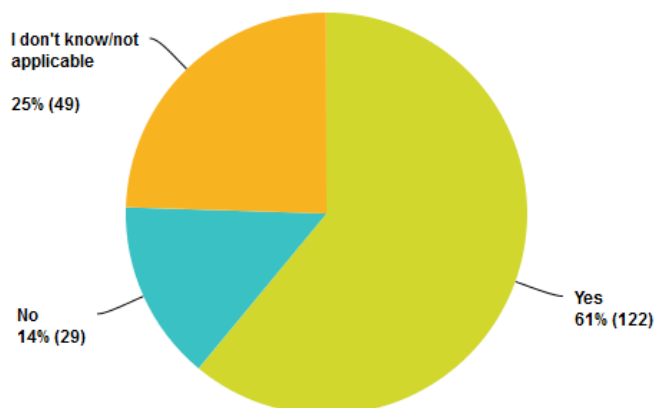
### How long have you been a member of IAMCR?

Answered: 294 Skipped: 221



### Are you considering joining IAMCR?

Answered: 200 Skipped: 315



### Services & Organisation:

Overall, the logistics and facilities were well-rated by participants.

Twenty-four percent stayed at the conference hotel (Novotel), 39% at one of the other recommended hotels and 37% made their own arrangements. 61% evaluated the Novotel positively and 28% were neutral in their evaluation. Of the 11% who evaluated the hotel negatively, the main complaint observable in the comments was related to the hotels physical isolation from the city combined with the expensive transportation options provided by the hotel. Those who stayed in other hotels were generally more satisfied, with 75% evaluating their experience positively.

Novotel was more positively evaluated as a conference centre than as a hotel, with 79% giving it 1 or 2 on a 5 point scale where one was excellent and 5 very poor. The comments, however, indicate that many people were critical of the location and others would have preferred to hold the conference at a university.

Regarding the availability of information prior to the conference, 70 per cent (326) found it to be 'satisfactory' and only 7% rated it as 'unsatisfactory'. The responses to a question on which information sources that were most useful prior to the conference, in the order of preference, was (1) the IAMCR and conference websites, (2) emails from the local organizing committee, (3) the IAMCR newsletter, (4) personal contacts and social media. The websites in particular, both the conference and the official IAMCR web sites were well rated, although in terms of the use of social media Twitter 39.8 per cent (61 answered 'neutral').

The programme guide, always important for the smooth-running of a conference with as many papers and streams as IAMCR's, received an overall positive evaluation. On the scale of 1 (very useful) to 5 (not at all useful), 34% gave it a 1 and 28% a 2 for a 62% positive rating. 20% gave it a negative rating (13% a 4 and 7% a 5). Comments indicate that some people found the coding and the overall structure (by section and working group rather than by date and time) confusing. The structure of the programme guide is a recurring issue with IAMCR conferences and is related with the different ways that people plan their attendance at the conference. For the 44% who mostly attend the sessions of a single Section or Working Group, the Hyderabad programme probably worked well. It probably did not work so well for the 56% who report that they selected sessions independently of the Section or Working Group they were associated with.

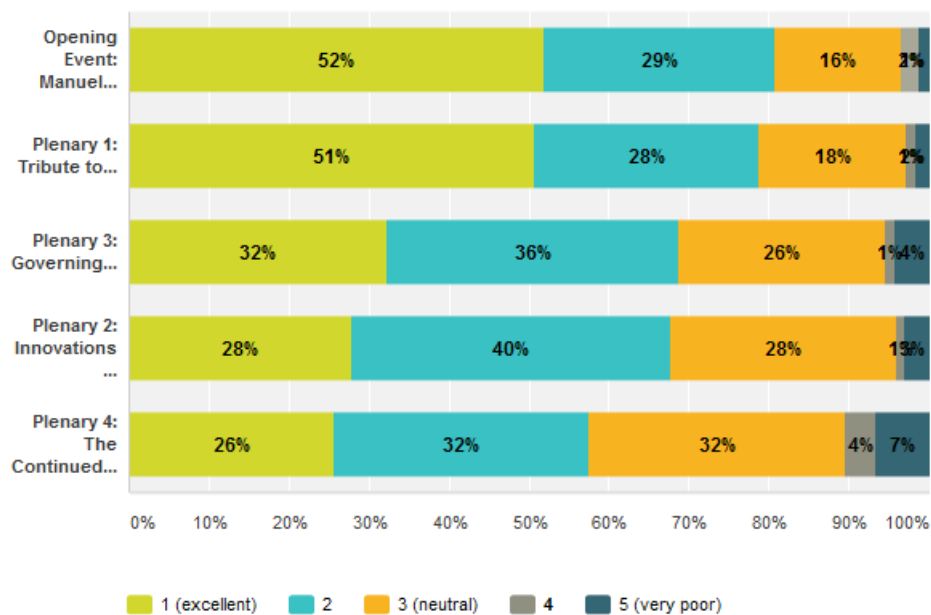
**Programme & Sessions:**

Respondents were asked to rate the opening session and the four plenaries on a 5 point scale with 1 being *excellent* and 5 *poor*.

The opening event that featured Manuel Castells and Plenary 1 that was a tribute to Stuart Hall received ratings of 1 or 2 from 81% and 79% of respondents respectively. categories although in terms of plenaries 3-5, there is evidence of even ratings and majority ratings that are mainly in 2 and 3, and results that lean towards the 'neutral' category. The ratings of the 7 special sessions also included variations and more or less even ratings between 1-3.

**Please rate any Plenary Sessions you attended at the 2014 Conference.**

Answered: 454 Skipped: 61

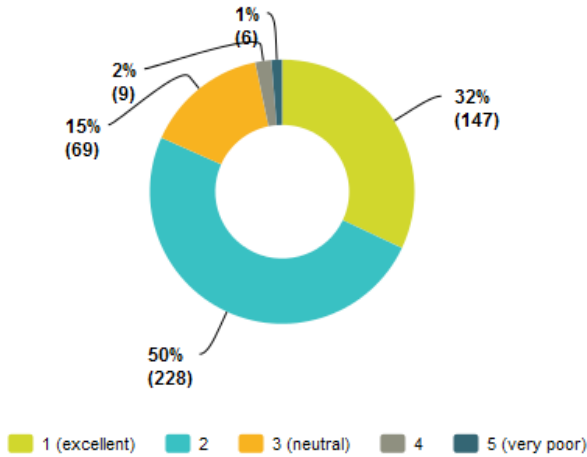


The plenaries above are listed in order from highest to lowest rating.

1. Opening Event: Manuel Castells, Jawhar Sircar
2. Plenary 1: Tribute to Stuart Hall
3. Plenary 3: Governing Digital Spaces: Issues of access, privacy and freedom
4. Plenary 2: Innovations in Communication for Development
5. Plenary 4: The Continued Resilience of Print Media in Asia

### Overall how would you rate the section and working group panels you attended at the 2014 Conference?

Answered: 470 Skipped: 45



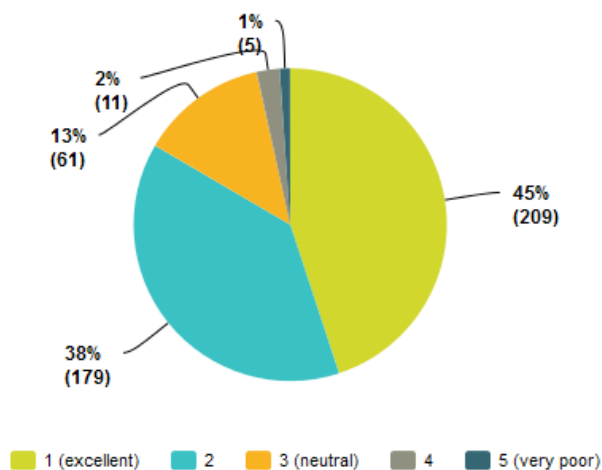
Asked to rate the Section and Working Group sessions on a scale of 1 (excellent) to 5 (very poor) 32 per cent (147) rated them as excellent, 50 per cent (228) as 2 out of 5, and 15 per cent (69) as 3 (neutral). While negative evaluations only achieved 3%, the 15% neutral evaluations indicate an area where improvements can and should be made, given that this is the core business of the IAMCR.

### Overall evaluation:

It is clear that IAMCR remains an excellent opportunity for networking with the 83% rating it as 1 or 2 for its “opportunities for intellectual exchange”. The overall rating of the Hyderabad conference is as follows – 34 per cent (160) who gave it a rating of 1 (excellent) followed by 46 per cent (214) who rated it as 2 out of 5.

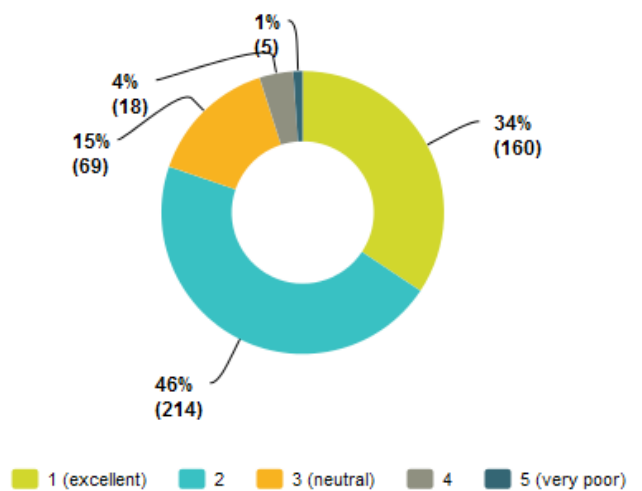
### How would you describe your experience of the opportunities for intellectual exchange with new and/or existing colleagues?

Answered: 469 Skipped: 46



### How would you evaluate, in general, the 2014 Conference?

Answered: 466 Skipped: 49



**Comments:**

In general the individual comments were greatly appreciative of the efforts made by Usha Raman and her team, the organization of the conference and the overall quality of the conference. There were a few comments that highlighted issues with wifi connectivity and the lack of cultural events. And these are issues that need to be factored into planning for Montreal 2015. We would like highlight two comments that highlight the spirit of Hyderabad and the importance of positive, critical but constructive feedback:

“I think the conference was very good. Thanks. Some suggestions: --combine sections as I understand some sections were not well-attended. --apply an intersectional (regional, gender, class, race/ethnicity) etc. approach to all sections and not just as special one-off sessions --include more local cultural presentations. films were good but could have been some cultural presentations as part of socials thanks for all your work”.

And

“Special thanks for those Ramadan Iftaar packets. We really appreciated the kind gesture. It was close to evening everyday and a packet of meal is the best you can offer to a fasting person”.