

From the Editor

Editor's Corner: IJOM Format Survey

Patricia M. Taylor

Suggested Citation

Taylor, P. M. (2000). Editor's Corner: IJOM Format Survey. *International Journal of Orofacial Myology*, 26(1), 3-4.
DOI: <https://doi.org/10.52010/ijom.2000.26.1.8>



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Editor's Corner

In last year's issue of IJOM, the editorial staff provided a survey for members' input regarding options for the format of IJOM. Of the 228 members at that time 64 members or 28% responded to the survey either through e-mail or the survey provided in last year's issue. The results are as follows.

Question 1. If you have an option would you like to receive the Journal: in the traditional hard paper copy format; on CD; on floppy disks?

Response: Of the 64 members who responded the 5 responses could not be counted: one response was given as "Both," two responses were "Either" and two responses were "Yes." Of the remaining 59 members who responded 39% preferred to receive the hard copy format, while 61% preferred to receive the CD or floppy disk format.

Question 2. If you would like to have the Journal on CD or disk which platform would you need: IBM/PC or Macintosh?

Response: Of the 64 surveys returned 9.4% (6) of members indicated they would need the Macintosh platform, while 64% (41) members indicated they would need the IBM/PC platform, 26.6% (17) members did not respond.

Question 3. If you choose to have your copy of the Journal on CD or disk would you like the option of purchasing the Journal in the traditional hard copy format?

Question 4. If you choose to have your copy of the Journal in the hard copy form would you like the option of purchasing the CD/disk?

Response to Questions 3 & 4: Of the 64 surveys received, 2 responses were unable to be counted because responses were "Yes". Of the remaining 62 responses: 74.2% (46) of members indicated a preference for an option to purchase either the hard copy or CD/floppy, with 23 members indicating that they would like IJOM on CD/floppy and have the option to purchase the hard copy and 19 members preferred the hard copy with the option to purchase the CD/floppy; 1 member indicated "Both"; 3 members indicated "Either." 6.5% (4) of members said that an option is not needed, with 3 members indicating if they had IJOM on CD/floppy they did not need a hard copy, and 1 member indicating hard copy should be the only option. In addition, 1 member indicated "...undecided, go with the majority"; 1 member (Bless her) indicated "whichever was least expensive for IAOM"; 16% (10) of members did not respond to these two questions.

Additional comments regarding the hard copy format included:

- The hard copy format looks more professional;
- Hard copy format is needed for marketing purposes and to give to referral sources.

There should be a discount for ordering 10 or more copies.

Additional comments regarding the CD/floppy format included:

The CD format would allow greater distribution through electronic means;

This is a Great idea;

Wonderful to see IJOM staff thinking out of the square!

While the members responding to this survey represent only 28% of last year's membership, IJOM staff feel that the 74.2 % of these members who expressed an interest in having an option is worthy of further exploring the possibility of offering IJOM in both the hard copy and CD/floppy formats. Keep an eye on the Newsletter for more information.

Thanks to Lyn, Roberta, Jackie, and Betty Jo for all their hard work on this issue.

Patricia M. Taylor, M.Ed