

The JDR Community Survey results are now available.

Did you take part in the Survey? Thank you for your help!

**We asked a number of questions about the Journal, the Community Website, Impact Factor
and research publishing in general.**

We shall use the data to improve JDR.

In the table shown at the end of this report we have arranged responses numerically, with the highest percentage of “yes” votes appearing first. It is very gratifying to see “I plan to publish in JDR in the future” at the top of the list! We would want some responses to be in the middle, so milk production focus at 56% versus milk utilization focus at 42% is reassuring.

Most reading (83%) is of individual articles found using literature searches, and only one third of respondents regularly read the Contents page (why were another third of you not sure if you did?!) Are the days of “browsing” over? In support of this, 63% of respondents said their workload restricts them from reading longer articles, so maybe Research Communications are the way of the future. Nevertheless, around one-third of you said they would only publish in full-paper format. If you were one of those, please use the [Contact Form](#) to tell us why! It is important that articles are visible, so we were pleased that most (71%) could easily find JDR articles in literature searches. Do our rivals have greater visibility? There was no clear consensus on this, but we can see evidence that overall visibility has increased (71% now more aware of JDR than 2 years ago). We do need to work harder at current awareness; only 41% always new when new content was published. We plan to move to monthly “Our JDR” Bulletins and also hope to increase the proportion of readers (currently 31%) who have Cambridge University Press Core accounts and receive alerts.

How important is Impact Factor? Very! Third top answer (77%), more important than Open Access and much more important than social media awareness. The only factor that came close was Community Awareness; 62% of you felt this was just as important as Impact Factor. Do we understand Impact Factor? Most said they did, but half of you did not know whether 7% self-citation was a typical value. The algorithms that Clarivate use are shown below. You will see that the citation “window” for IF is very short, and unless you are citing articles that appeared in either of the two years before your own article, they will not count. Clarivate now also publish a 5 yr IF value, which was preferred by half of our respondents. In the long run we shall focus on 5 yr IF, but please be aware that the new, Community-based JDR management structure only started in 2016, so 2018 will be our first “true” IF value, and the 5 yr IF will not be properly reflective of what we are trying to achieve until 2021! And for those who did not recognize “self-citation”, this is the proportion of the JDR article citations that were themselves made in another JDR article. Values up to 20% are regarded as acceptable, and we are a long way below that.

There is a very clear and simple message: please cite recent JDR articles!



$$\text{2018 IF} = \frac{\text{Citations (in 2018) of JDR papers published in 2016 and 2017}}{\text{Total number of JDR papers published in that same period}}$$

$$\text{5yr IF for 2018} = \frac{\text{Citations (in 2018) of JDR papers published 2013 to 2017}}{\text{Total number of JDR papers published in that same period}}$$

Another topic that will become more important in the near future is Open Access publishing. Your responses revealed a lower level of concern about this than we expected (39% thought it important for future funding) which may reflect geography (it is the EU that plan to make Open Access compulsory). This is something that we shall keep under review. When deciding where to submit, high IF was the dominant factor followed by quality Peer Review, relevance, cost and community. Online publishing and Open Access came next and at the bottom of the list were brand and hardcopy.

We also analysed the way that you searched for literature. The expected search engines were top of the list followed by Journal of Dairy Science, and only one-third of you used the Cambridge University Press search facility on Core. We would like that to increase!

Finally, we asked questions about the functionality of the website and Peer Review process. Although 61% found the latter to be easy to use, we would like to do better, and we would certainly wish to improve the website rating (50%). Again, use the [Contact Form](#) if you have specific suggestions please.

For submission choice

- high Impact Factor (152)
- quality Peer Review = relevance = cost = community (>100)
- online = Open Access = other (<100)
- brand = hardcopy (<10)

For literature searching

- PubMed = Web of Science = Google Scholar (>100)
- Journal of Dairy Science (71)
- other (49)
- Core (33)
- none (3)

Question	% yes	% no	% unsure
I plan to publish in JDR in the future	83	3	14
My JDR reading is mainly individual articles that I have found using literature searches	83	12	5
Publishing in high Impact Factor Journals is important to me for future funding	77	14	10
I know how Impact Factors are calculated	76	15	10
I am more aware of JDR than I was two years ago	71	19	11
I can easily find specific JDR articles in my Literature Searches	71	14	15
Impact Factor is more important to me than Open Access	66	18	16
I have a busy workload and don't always have time to read longer papers thoroughly	63	26	12
I have published in JDR in the past	62	36	2
Community awareness of my research is just as important to me as Impact Factor	62	20	18
I find the JDR Peer Review process easy to use	61	17	22
I look forward to reading "Our JDR" Newsletter	58	18	24
My research is mainly concerned with milk production rather than milk utilisation	56	42	2
I can easily find JDR on the Cambridge CORE website	55	11	34
I often cite JDR articles when I publish my research	52	22	25
I think that the JDR Community website is easy to use	50	14	36
I take more notice of 5-year IF than 1-year IF	49	24	27
Publishing in a specialist Journal is more important than publishing in a higher-impact generalist Journal	43	26	31
I always know when new content is published on JDR	41	43	16
Publishing Open Access is important to me for future funding	39	31	30
I am only prepared to publish my research in full paper format	35	51	14
I would expect JDR self-citation to be higher than 7%	34	14	52
I have a Cambridge CORE account and receive regular content alerts	31	58	11
My JDR reading is mainly the whole issue or Contents Page every quarter	31	39	30
In general, literature searches are more likely to find American research articles	27	36	37
I think that research done in the last three years is the most important	23	56	21
In the future, social media awareness will become more important than Impact Factor	17	31	52
Citing American journals is more likely to help my career develop	16	57	27
I think that research done more than 10 years ago is no longer relevant	7	75	18