

Web and Electronic Indexing SIG of American Society for Indexing March 31, 2015 Survey
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20 replies of 135 members (15%), question, options, count, rank, percentage of total replies

1) Do you want a membership directory database on the site?	a) yes	14		1	70.00%
	b) no	1			5.00%
	c) don't know	5			25.00%
	d) other – please specify	0			0.00%
2) Would you pay a small annual fee to cover costs for site?	a) yes	11		1	55.00%
	b) no	4			20.00%
	c) don't know	5	PayPal		25.00%
	d) other – please specify	0			0.00%
3) What do you want to get out of the SIG?	a) meetings	1	Email better		5.00%
	b) directory of relevant email lists	12		4	60.00%
	c) SIG Website content	15		3	75.00%
	d) SIG database of members	12		4	60.00%
	e) marketing via SIG Website	8			40.00%
	e) blogging and articles	12		4	60.00%
	f) editorials	9	Opinion pieces	5	45.00%
	g) education	16		2	80.00%
	h) networking	15		3	75.00%
	i) be part of ASI annual conference	7			35.00%
	j) list of software and tools	19		1	95.00%
	j) multimedia and video	9		5	45.00%

	materials				
	k) other - please specify	1			5.00%
4) What is your activity status in SIG?	a) Active	2			10.00%
	b) Inactive	5	No longer active		25.00%
	c) Neutral	11	On fence	1	55.00%
	d) Don't know	2			10.00%
5) What magazines or e-zines do you read regularly?	a) Key Words	16		1	80.00%
	b) The Indexer	9		2	45.00%
	c) Other society newsletter	6		3	30.00%
	d) Other - please specify	4			20.00%
6) Which other ASI or other society SIGs are you a member of:	a) Digital Technology Task Force (http://www.asiindexing.org/about-indexing/digital-trends-task-force/)	6		2	30.00%
	b) Periodical and database indexing	5		3	25.00%
	c) Taxonomy	10		1	50.00%
	d) Other - please specify	7	Business (2), History (2), Medicine (2), Science (2), Archeology (1), Scholarly (1), Computer (1), Culinary (1)		35.00%
	Nil	4			20.00%
7) Do you want the SIG to continue in this format?	a) Yes	6		2	30.00%
	b) No	1			5.00%
	c) Don't know	13		1	65.00%
	d) Other - please specify	0			0.00%
8) Do you want to merge the	a) Yes	0			0.00%

SIG with another SIG?					
	b) No	4			20.00%
	c) Don't know	16		1	80.00%
9) Do you want the Website redesigned?	a) Yes	3	Integrate with ASI site more		15.00%
	b) No	5			25.00%
	c) Don't know	12		1	60.00%
	d) Other – please specify	0			0.00%
10) Do you want the membership registration area to be improved on the Website?	a) Yes	2	Integrate with ASI site more		10.00%
	b) No	4			20.00%
	c) Don't know	14		1	70.00%
	d) Other – please specify	0			0.00%
Country	USA	14		1	70.00%
	Canada	4		2	20.00%
	Australia	1			5.00%
	UK	1			5.00%
Gender	Female	19		1	95.00%
	Male	1			5.00%

Summary

70% want the general membership directory on the site. Marketing needed to improve for contract indexing directory with ebook publishers and Webmasters.

Features Requested

Highest to lowest was:

software 95%

education 80%

SIG Web content and networking 75%

SIG database of members, blogging and articles and list of email lists 60%

editorials and multimedia and video content (webinars) 45%

Software and education go hand in hand as most members are solo knowledge workers and need high productivity in electronic indexing to survive. Online education fills gap.

As we are so far apart, email (60%), networking (75%) and Website content (75%) seemed to be best mix instead of face to face meetings (5%). 35% used ASI conference to network, gain education and speak. Our SIG needs to be promoted at conferences where SIG members speak on Web and electronic indexing. Editorials (45%) would be from guest editors or the Webmaster.

Activity Status

55% were neutral, 25% inactive, 10% don't know and only 10% active. Most are passive readers, self-taught and interact online. Some of the new members were more active. Earlier members are now inactive but receiving updates. New members are needed to replenish group.

Magazines

Key Words (85%) then The Indexer (45%) then other society magazines (30%) were most popular. In these journals, the SIG needs more current Web and Electronic Indexing articles published by members as a good avenue of educating and recruiting members.

Membership of Other SIGs or Digital Groups

Taxonomy was biggest (50%) then DTF (30%) then Periodical and database indexing (25%). The others were a large group (35%) including Science, Medicine, Business and History which had 2 each. Taxonomy/metadata is bigger for jobs than sporadic Web indexing according to one member.

30% of SIG are educating themselves via DTF on ebooks which shows SIG is becoming de facto SIG for e-book indexing as DTF is not a SIG but a source of information on ebooks. Another 20% or more could be educated in e-book indexing to fill gap for electronic indexing via DTF resources usage in the SIG activities.

20% are in no other SIG. 35% are in other SIGs closely linked to technology and so easy to integrate with electronic indexing and content.

SIG Future

SIG to remain in same format (30% yes, 5% no, 65% don't know).
SIG to merge with another SIG (20% no, 80% don't know).

As 50% of SIG members are in Taxonomy SIG, it was seen as a possible SIG to merge with however there was no momentum at this stage to do so (80% don't know, 20% no). Instead SIG would promote Taxonomy resources to educate its members.

Website Redesign

15% wanted site upgraded. This could happen with blog software. However 25% said no and 60% said don't know.

Membership Area

One member said membership could be better integrated with ASI Website. This would be for membership joining and renewal. Another suggested payment would be easier by PayPal. New software would improve membership. Online joining process needs streamlining to drive up membership.

North America: USA 70% and Canada 20%.

Rest: Australia: 5%, UK 5%

Gender: Female 95%, Male 5%

Goals

Relevant education needs to be found for ebook indexing (DTTF) and taxonomy (Taxonomy SIG) and promoted to members via internal mailing list and site. Education can be done via ASI Conference or private courses.

Ebook and taxonomy software tools need to be discovered, promoted, trained on and written about.

Blogging and networking needs to be better harnessed say with a guest blogger.
Blogging software needs to be installed if we go with blogging.

To aid basic indexing, more articles need to be written by members on electronic indexing in Key Words and The Indexer and linked to on the SIG's site and used for education.

SIG members speaking at conferences needs to be promoted to SIG members on internal mailing list and on the Website so they know to attend. Internal email list seems simplest method.

If improvements needed funding, 55% of members were OK to be charged a small fee to cover costs as long as it was easy e.g. PayPal.

The SIG needs to get its house in order to grow. The survey has helped focus resources.