

## READER OPINIONS OF THE JOURNAL OF AGRICULTURAL EDUCATION

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In 1982, Williams conducted an evaluation of THE JOURNAL OF THE AMERICAN ASSOCIATION OF TEACHER EDUCATORS IN AGRICULTURE by enclosing a survey instrument in a single issue (Volume 23, Number 2) of the JOURNAL. In 1990, this researcher conducted an evaluation to determine AATEA members' opinions about the effectiveness, policies, and quality of the JOURNAL OF AGRICULTURAL EDUCATION. The design of this evaluation was a descriptive mail survey of a random sample of 80 AATEA members. An 88% response rate was obtained. The instrument used for the study was designed by the researcher, using some of the questions from the instrument used in Williams' evaluation.

The five most frequently indicated uses of the JOURNAL were: (a) cited an article from the JOURNAL; (b) shared an article with a colleague; (c) used the article in a graduate class; (d) used an article to learn research methodology; and, (e) used an article in a research class.

The respondents thought that the JOURNAL had an acceptable format and kept them informed about research and innovations. They also felt that reviewers have the most influence as to which articles get published. Overall, respondents were pleased with the JOURNAL. They thought that the articles were about the right length and that the right type of articles were getting published. They did not think that photographs or line art should be used in the JOURNAL.

Thirty-nine (58.2%) respondents felt that the editor should have "none" or "very little" influence as to which articles get published. Forty-two (62.7%) indicated that they would be in favor of selling advertising. Two preferred charging a review or publishing fee. Respondents felt that research in agricultural education should get the most space in the JOURNAL, followed by current trends and issues, descriptions/analyses of innovations, philosophical concerns, and evaluations.

When asked how the JOURNAL could be improved, the most frequently occurring response (10) was by publishing more articles per issue and/or more issues per year. Five respondents would like to see more non-research articles published. Four respondents would like to see more articles published about innovations. Four respondents indicated that the JOURNAL could be improved by broadening the focus. Several other suggestions were made by three or fewer respondents.

The JOURNAL is read by a variety of AATEA members, including graduate students, faculty, department heads/chairs, retired members, and others. They want to see more articles published per year and think the JOURNAL should advertise to offset the increased costs. The present format, length of articles, quality of articles, and problems addressed by the articles in the JOURNAL are satisfactory. The readers feel that the JOURNAL fills a need of the agricultural education profession and should continue to publish articles on the topics now listed as appropriate, with most of the emphasis on research articles.