

Membership Task Force

Report for IAAP Board of Directors, 13 June, 2014

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The Task Force previously identified five key issues for efforts at increasing IAAP membership, which are listed below. This report updates our summary of each issue, and recommends action items for each one as bullet points. We have also tried to indicate challenges to advancing each issue, where appropriate. Some items are straightforward to implement; others will require further discussion before action is possible.

In addition, the Task Force has contributed to two surveys relevant to membership issues. Fanny Cheung led the effort to develop, distribute and analyze the 2014 IAAP Membership Survey. Responses were received from 300 current members, 57 lapsed members and 94 expired members. Professor Cheung's report on the survey includes key findings and highlights of survey findings pertaining to satisfaction with IAAP and duration of membership. Additionally, Pedro Neves sent brief surveys to 44 IAAP Action 100 members for whom email addresses were available. Professor Neves has provided a report based on the four responses received. Both survey reports are included with this Membership Task Force report.

Summary of key issues

1. *Promoting positive perceptions of membership.* It is important to understand what members and prospective members perceive the benefits of IAAP membership to be, and to develop strategies for publicizing benefits. It is also important to understand perceived barriers to joining IAAP and to remaining as a member. The current membership survey will be very valuable in understanding existing perceptions, both positive and negative. Further suggestions for action are as follows:
 - Explore events that might promote IAAP worldwide, e.g., an 'IAAP day' during which affiliated institutions hold a seminar on relevant professional activities including international networking and collaboration. However, it may be challenging to persuade universities to host such events
 - Create a body of consulting departments around the world where members can email for advice on science-practice issues. The role of the divisions in such a body remains to be determined

- Find additional ways to highlight the practical work developed within each division (e.g., having an overall IAAP distinguished professional/scientific award and division awards)
 - Develop strategies for communication and collaboration on specific topics under the umbrella of IAAP, including video conferencing and social media forums. Identify key themes, e.g., countering violence against women, for such forums
 - Raise the profile of IAAP in social media, through use of Facebook and Twitter accounts. Careful consideration of social media materials would be necessary
 - In IAAP brochures and social media, highlight our prominent members, including use of Twitter messages. Use e-links to such material to publicize IAAP in psychology departments worldwide
2. *Engaging student members.* It is critical to both increase student awareness of IAAP and to encourage student membership. Existing student members should be encouraged to become full members following graduation. Again, surveying students is of value, and the task force also recommends exploring links with existing student associations, although this may require regional expertise. Communication is the key here: it is recognized that targeting and maintaining contact with students once they graduate is a perennial problem. Attempts have been made in the past, but their success has been overly dependent on the two or three individuals typically involved
- Develop a strategy for engaging students that is institutional , not dependent on individuals (e.g., establishing partnerships with APAGS, EFPSA and SIP-SD, making IAAP and the conference the best place for these organizations to interact)
 - Find a way to make IAAP members (especially those in academia) more active in recruiting students and promoting the Association
 - Identify the rising stars, and promote them as role models for attracting young psychologists to IAAP. Create awards for this purpose
 - Hold workshops, networking events, and conversation hours at our congress for students and newly minted PhDs. Such events might introduce students to senior members
3. *Collaboration with existing national associations.* IAAP may benefit from mutual agreements with national associations to offer complimentary or reduced-rate memberships. Possible steps include developing guidelines for using other organizations/congresses to co-opt new members, using Action 100 and 200 as a basis for a campaign of membership of low income countries, and working with the regional task forces. A request for affiliation from the Association for the Advancement of Psychological Science (AACPS in Spanish) in Argentina may serve as a possible template. There is no clear consensus about the level of effort that should be invested in such efforts, given that there are so many associations, cultural and language differences, and other practical issues
- Create guidelines for agreements between IAAP and national associations, on the assumption that agreements will typically be initiated by the association, not IAAP
 - Define the differences between international affiliate members and national affiliate members, so we don't duplicate partnerships (e.g., with EFPA and each of its members).
 - Invite the regional task forces to consider how membership might be promoted at regional meetings, workshops, and conferences. This effort may entail considering how thematic promotions can be developed at national and regional levels

4. *Contacting lapsed members.* A greater and more systematic effort to contact lapsed members is recommended.
 - Ask Wiley to send out several renewal reminders ahead of time and then a few more personalized emails to lapsed members
 - Build on the current membership survey to understand why people lose interest in membership
 - Create personal portals at the Wiley Online Library site where members can access details of their membership and subscriptions

5. *Capitalizing on ICAP 2014.* It is important to highlight the benefits of IAAP membership in the context of publicity for the Congress, including reduced registration fees
 - Ask students working at the 2014 Congress to talk face-to-face with participants about their impressions of IAAP, which may fill in some otherwise neglected aspects of member perceptions
 - For future congresses, it is worth promoting meetings that will bring direct benefits to participants, as part of an overall marketing strategy. Such meetings might include:
 - Network meetings with a regional theme similar to that held by Fanny Cheung for Asian scholars at ICAP 2010
 - Forums for people to share their applied knowledge and experiences in practice-interventions
 - Meetings geared to the needs of students and young researchers, as stated previously
 - 'How to publish' workshops at ICAP involving the editors/editorial board members of the two IAAP journals, with support from Wiley
 - Invite Wiley to produce videos of conference activities available to non-members for a price on the AAP and the two journal websites

Gerald Matthews (Chair)

Pedro Neves

Fanny Cheung

Maria Regina Maluf

Report Action 100 survey

In September 2012, IAAP had 64 Action 100 members (in November 2013 the number was the same). Of these, 23 did not provide a name for the contact person, 20 did not provide an email account and 41 did not choose between divisions.

The list of countries with Action 100 members is as follows: Argentina (2); Australia (2); Bangladesh (3); Brazil (2); Chile (2); Colombia (3) Croatia (1); Ecuador (2); England (1); Ghana (1); India (2); Indonesia (27); Israel (2); Malaysia (3); Mexico (2); Nigeria (1); Peru (3); Russia (1); Thailand (1); Uganda (1); USA (1); Venezuela (1).

We contacted the 44 members that provided an email account and asked them to fill out a brief surveys. Of these email contacts, eight were undelivered (the email was returned), one was an automatic reply (holidays). We received four replies: three individuals and one institution. Although this is a very reduced number of answers, we will still provide an analysis of the four surveys received.

Survey breakdown

1. All members receive the journal *Applied Psychology: An International Review* and claim the address we have in our records is correct.
2. All members state that they make the journal available to other professors, researchers, and students. The three individual members state that users sometimes request access to the journal, and the institutional member stated the journal is located in a private office but available under request.
3. Individual members vary in terms of the other services provided by IAAP that they have benefited from: ICAP (2); Bulletin (2); Division membership (2); participation in ARTS seminar (0); Electronic access to *Applied Psychology: Health and Well Being* (1); Participation in regional conference (0); IAAP webpage (1); other services (0).
4. Satisfaction with the services used is 4 (1-5 scale).
5. The three individual members stated they would like to remain in the program (reason: usefulness for career and provides opportunities for students)
6. In terms of their contribution for the dissemination of IAAP information, one member stated “present papers”, another by “distribution information”, and the third member answered “Actually I never actively thought about disseminating IAAP information to others”.

Report prepared by Pedro Neves

IAAP 2014 Membership Survey

Executive Summary June 2014

Background

In response a motion adopted by the Board of Directors (BOD) in Cape Town in July 2012, a Task Force was created for conducting a critical review of the strategies used by IAAP to recruit and retain members of the Association, and for identifying and developing new strategies for promoting IAAP membership.

In September 2013, President José María Peiró appointed me to lead the effort to draft a survey to get relevant inputs from members that may be helpful for planning future activities and the functioning of IAAP. I then invited the President, President-Elect, and Secretary-General of IAAP, as well as Chairs of the Task Forces on Membership, Strategy, and Communication to submit their thoughts about the draft survey. The draft survey was finalized in April 2014.

The Survey

With the help of Milton Hakel, Secretary-General, three groups of members were identified: Current members (Form C, to be sent to 988 people), Lapsed members (Form L, 567), and Expired members (Form E, 1324). Lapsed members are those members who have paid up in the previous year, or two year ago, but whose dues are not currently paid up as of March 2014. The Expired group includes the Melbourne-only “members”, that is, people who were New or Good Standing in 2011 who paid no dues in 2012, 2013, or 2014. It also includes some whose last dues were paid in 2010.

The online survey contains questions which are divided into seven sections: (1) Membership and Member Benefits; (2) IAAP Website; (3) IAAP Journals; (4) IAAP Bulletin; (5) Continuing Professional Development /Education; (6) IAAP and the Applied Psychology Community; and (7) Demographic Information.

For the Expired group, a simplified version of the survey was used, consisting only Sections (1) and (7).

Sarah Oates and Kimberley Thresher at Wiley helped to prepare and administer the online version of the survey using Qualtrics. It was sent out on May 7, with one follow-up message on May 14, closing the surveys on May 21. They also helped to compile the preliminary tabulations of the results.

The questionnaires are appended at the end of the report (Appendix 1). Wiley provided Excel files of the survey responses and the tabulation of the responses for the three groups. These files are stored with the Secretary-General. They could be made available for further analyses.

In this report, I have extracted the key findings which may be of interest to IAAP’s membership strategy. Where appropriate, the responses of the three groups are combined in the same table for comparison. These tables are attached in Appendix 2.

Highlights of Survey Findings

Satisfaction with IAAP

- Overall, members are satisfied with IAAP : 69% very good/good value for money; 3.42/5.00 satisfaction score for 19 different member benefits;
- Relatively less satisfaction with the Website – 42% very satisfied/satisfied
- Barriers to joining IAAP are choice of alternative societies and cost; language and quality of conference/journals are not issues
- Those who learn about IAAP through colleagues is more “sticky” (staying longer)
- Satisfaction with the Journals are acceptable, with 68% Very Good/Good rating for “Applied Psychology: International Review”, and 59% for “Applied Psychology: Health and Well-Being”
- IAAP Bulletin has a 46% Very Good/Good rating
- Preference of format for the Journals: 55% for Hardcopy (similar to current practice);
For the Bulletin, while currently 68% of readers are using the Hardcopy format, there is a 53% preference for reading it Online. There may be a case to explore the reason for this preference/practice-gap, and how the online Bulletin can be designed to meet expectations
- While a slight majority of members who have Continuing Professional Development obligations do not use IAAP as their source, there is a desire for IAAP to expand its services in this area (54% feel it is Very Important/Important)
- The top 3 barriers to attending ICAP are all financial in nature, with location being only a 4th barrier
- Regional/Divisional Conferences are not heavily attended (only 7% or less attend these); but the reason for this is worth noting: 53% indicate that they were not aware of these events, whereas 36% indicated that no events were organized close to their location.
- It is most encouraging to notice the exceptional pride that members have as being part of IAAP (80% selecting the top 2 categories out of 5 presented), followed by their perception of IAAP’s satisfaction of member’s needs and the organizations visibility. These are areas where IAAP may be able to leverage on the strength of the membership to improve its services/products and its brand that is more befitting its strength.
- When compared to other relevant International organizations, IAAP’s strength shows up in its various international dimensions, particularly the journals and the conferences.
- Another Importance/Satisfaction analysis indicated the following areas of potential improvement: Regional events, support for developing countries, and learning practical skills in applied psychology.

Duration of Membership

- Vast Majority of Lapsed (66%) and Expired Members (84%) joined only for 1-4 years (attending that one conference); while there is still 47% of Current Members going beyond 4 years (staying beyond one 4-year conference cycle),

and those staying for 8 years or more being 33% – a reasonably good base of “long term” members

- Through the question of “Why did you leave IAAP”, there is a very clear and consistent message that IAAP has significant problems in the administration of its membership and its fee paying system: A large number of the lapsed members asserted that they have not left IAAP and complained that they did not know they were no longer considered as members!

Fanny M. Cheung

IAAP Membership Survey 2014 C

Dear Colleagues,

In response to a motion adopted by the Board of Directors (BOD) in Cape Town in July 2012, a Task Force was created for conducting a critical review of the strategies used by IAAP to recruit and retain members of the Association, and for identifying and developing new strategies for promoting IAAP membership. The members of the Task Force are: Fanny M. Cheung, Gerald Matthews (Chair), Pedro Neves, and Maria Regina Maluf.

As an initial step, I invited Fanny Cheung to lead the effort to draft a survey, who then invited the President, President-Elect, and Secretary-General, as well as Chairs of the Task Forces on Membership, Strategy, and Communication to submit their thoughts about the draft. This survey is the result of these discussions and consultations. The survey contains questions, which are divided into seven sections: (1) Membership and Member Benefits; (2) IAAP Website; (3) IAAP Journals; (4) IAAP Bulletin; (5) Continuing Professional Development /Education; (6) IAAP and the Applied Psychology Community; and (7) About You.

It will take about 30 minutes to complete the survey. We value your input and we need it to develop better strategies to promote IAAP membership.

The survey is anonymous. Therefore, you will not be identified in any report or presentation describing the results of the survey. Please respond by 31st May, 2014.

The results will be presented at the meeting of the IAAP Board of Directors this July in Paris. They will be posted on the IAAP website and published in the IAAP Bulletin after the July Board Meeting.

José María Peiró
President
IAAP

Section 1: Membership and Member Benefits

Q1.1 As of 2014, which of these best describes your IAAP membership:

- a) Standard Member (1)
- b) Reduced Member (including early career) (2)
- c) Subsidized Member (from developing countries) (3)
- d) EAWOP Member (4)
- e) SIOP Member (5)
- f) Student Member (6)

Q1.2 How long have you been a member of IAAP?

- I am a new member (I have just joined or rejoined IAAP) (1)
- 1 - 4 years (2)
- 5 - 8 years (3)
- 9 - 12 years (4)
- 13 - 16 years (5)
- More than 16 years (6)

Q1.3 Which IAAP Division are you a member of? (Please select all that apply.)

- Division of Work and Organizational Psychology (1)
- Division of Psychological Assessment and Evaluation (2)
- Division of Psychology and Societal Development (3)
- Division of Environmental Psychology (4)
- Division of Educational, Instructional and School Psychology (5)
- Division of Clinical and Community Psychology (6)
- Division of Applied Geropsychology (7)
- Division of Health Psychology (8)
- Division of Economic Psychology (9)
- Division of Psychology and Law (10)
- Division of Political Psychology (11)
- Division of Sport Psychology (12)
- Division of Traffic and Transportation Psychology (13)
- Division of Applied Cognitive Psychology (14)
- Psychology Students Division (15)
- Division of Counseling Psychology (16)
- Division of Professional Practice (17)
- Division of History of Applied Psychology (18)

Q1.4 From where did you learn about the IAAP? (Please select all that apply.)

- Colleagues (1)
- Conferences (2)
- IAAP Journals (3)
- IAAP Bulletin (4)
- IAAP Website (5)
- Email announcements (6)
- Other (please specify) (7) _____

Q1.5 What initially led you to join IAAP? (Please select all that apply.)

- To support my continuing professional development/education (1)
- To access academic journals/publications (2)
- To meet and network with other professionals worldwide (3)
- To support my career progression (4)
- To be represented and have my voice heard (e.g. at the United Nations, World Social Sciences Council) (5)
- To support the IAAP's efforts to make applied psychology accepted and visible worldwide (6)
- Reduced fees for the international congress that are organized by IAAP (7)
- Don't know/Can't remember (8)
- Other (please specify below) (9) _____

Q1.6 For the following IAAP benefits, please indicate: (a) how satisfied you are with each of them and (b) how important each of them are to you.

	How satisfied are you with each of these IAAP member benefits?					How important are these IAAP member benefits to you?				
	Very dissatisfied (1)	Some what dissatisfied (2)	Unsure (3)	Satisfied (4)	Very satisfied (5)	Not at all important (1)	Some what unimportant (2)	Unsure (3)	Important (4)	Very important (5)
A print subscription to either Applied Psychology: An International Review, or Applied Psychology: Health and Well-Being (for full members only) (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online access to current content and the full archive of both IAAP journals (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The IAAP Bulletin (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Division Newsletters (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
IAAP website (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regional division meetings/conferences (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reduced rates for International Congress of Applied Psychology (ICAP) (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reduced	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

rates for the Regional Conferences of Psychology sponsored by ICAP (8)										
Discount on books and personal subscriptions to journals published by Wiley (9)	<input type="radio"/>									
Training (e.g. Advanced Research Training Seminars or Divisions Workshops and Seminars (10)	<input type="radio"/>									
Awards (11)	<input type="radio"/>									
Information received through Listservs of IAAP and Divisions (12)	<input type="radio"/>									
Regional information and support networks (13)	<input type="radio"/>									
Connecting with applied psychologists worldwide (14)	<input type="radio"/>									
Support for student members (15)	<input type="radio"/>									
Support for psychologists in developing countries (16)	<input type="radio"/>									
Support for my	<input type="radio"/>									

continuing professional development/ education (17)										
Learning practical skills in applied psychology (18)	<input type="radio"/>									
Representation at the United Nations, World Social Sciences Council, etc. (19)	<input type="radio"/>									

Please list other important benefits not described above:

Q1.7 Considering all the benefits, products and service you receive from IAAP, how would you rate the overall value for money of your membership?

- Very poor value (1)
- Quite poor value (2)
- Neither good or bad value (3)
- Good value (4)
- Very good value (5)

Q1.8 Some applied psychologists choose not to join IAAP. Which of the following do you think are the main barriers to prospective members joining?

	Not at all important (1)	Somewhat unimportant (2)	Unsure (3)	Important (4)	Very important (5)
Cost of membership (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Utility and interest of the website (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prefer to join other applied psychology societies (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prefer to join national societies (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of career benefits (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reliance on English language (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of the journals (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of the IAAP Congress (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relevance of the Divisions (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Responsiveness to members (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please list any other barriers to membership not described above:

Q1.9 IAAP is considering how to make membership more attractive to applied psychologists worldwide. Which of the following initiatives would you recommend to IAAP?

	Not at all important (1)	Somewhat unimportant (2)	Unsure (3)	Important (4)	Very important (5)
More/clearer information about IAAP activities (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reducing membership fee (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reducing registration fees of conferences (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More support for students (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More support for those in early career (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Set up more awards for members (including students) (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More opportunities to learn professional skills (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More social media and Internet presence (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More interaction with foreign colleagues (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Greater prominence of distinguished psychologists (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Divisional activities (11)					
Wider range of journals (12)	<input type="radio"/>				
More opportunities to participate in conferences (13)	<input type="radio"/>				
More regional conferences (14)	<input type="radio"/>				
Greater focus on societal problems (15)	<input type="radio"/>				
Better website (16)	<input type="radio"/>				

Please list any further initiatives that IAAP should consider - or expand on your vision of the most important initiatives above:

Section 2: IAAP Website

Q2.1 How frequently do you visit the IAAP website?

- Weekly or more frequently (1)
- Monthly (2)
- Quarterly (3)
- Once or twice a year (4)
- Not at all (5)

If Not at all Is Selected, Then Skip To Section 3: IAAP Journals

Q2.2 Which areas of the website do you typically visit? (Please select all that apply)

- Homepage (1)
- About the IAAP (2)
- Board of Directors (3)
- IAAP Membership (4)
- Members Directory (5)
- IAAP Divisions (6)
- Applied Psychology: An International Review page (7)
- Applied Psychology: Health and Well-Being page (8)
- IAAP Bulletin (9)
- Student Division (10)
- IAAP and UN (11)
- International Congresses (12)
- General Meetings (13)
- Guidelines and Ethics (14)
- Board of Directors meetings (15)
- Free Access Publications (16)
- Book discounts (17)
- Useful links (18)
- News (19)
- Other (Please specify) (20) _____

Q2.3 How satisfied are you with the contents of the IAAP website?

- Very dissatisfied (1)
- Somewhat dissatisfied (2)
- Moderately satisfied (3)
- Satisfied (4)
- Very satisfied (5)

Q2.4 How satisfied are you with the design of the IAAP website?

- Very dissatisfied (1)
- Somewhat dissatisfied (2)
- Moderately satisfied (3)
- Satisfied (4)
- Very satisfied (5)

Section 3: IAAP Journals

Q3.1 Which of the following best describes your current level of engagement with the following journals?

	I am unaware of this publication (1)	I have never read it (2)	I do not generally read it (3)	I read it if I am referred to an interesting article (4)	I read it occasionally (5)	I read it regularly (6)
Applied Psychology: An International Review (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Applied Psychology: Health and Well-Being (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If Applied Psychology: An International Review 'I am unaware of this publication' or 'I have never read it' Is Selected, Then Skip To Section 4: The IAAP Bulletin AND
 If Applied Psychology: Health & Well-Being 'I am unaware of this publication' or 'I have never read it' Is Selected, Then Skip To Section 4: The IAAP Bulletin

Q3.2 Overall, how do you rate each journal?

	Unsure (1)	Very poor (2)	Poor (3)	Average (4)	Good (5)	Very good (6)
Applied Psychology: An International Review (1)	<input type="radio"/>					
Applied Psychology: Health and Well-Being (2)	<input type="radio"/>					

Q3.3 How often do you cite articles from the following IAAP journals?

	I have never cited them (1)	I do not generally cite them (2)	I cite them if I have come across an interesting article (3)	I cite them occasionally (4)	I cite them regularly (5)
Applied Psychology: An International Review (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Applied Psychology: Health and Well-Being (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3.4 How would you prefer to read each journal?

	Hard copy (1)	Online (2)
Applied Psychology: An International Review (1)	<input type="radio"/>	<input type="radio"/>
Applied Psychology: Health and Well-Being (2)	<input type="radio"/>	<input type="radio"/>

Section 4: The IAAP Bulletin

Q4.1 Which of the following best describes your current level of engagement with the IAAP Bulletin?

- I am unaware of this publication (1)
- I have never read it (2)
- I read it only if I am referred to an interesting article (3)
- I read it occasionally (4)
- I read it regularly (5)
- I do not generally read it (8)

If 'I am unaware of this publication' Is Selected, Then Skip To Section 5: Continuing Professional Development

If 'I have never read it' Is Selected, Then Skip To Section 5: Continuing Professional Development

Q4.2 For which of the following reasons, if any, do you read the IAAP Bulletin? (Please select all that apply.)

- For information and news about the activities of IAAP and of its divisions (1)
- For information and news about wider developments in applied psychology (2)
- For information regarding Continuing Professional Development / Education opportunities (3)
- For information about members' research or projects (4)
- For topics of wide-spread interest to applied psychology (5)
- For information on events organized by other associations (6)
- Other (please specify) (7) _____
- None of these (8)

Q4.3 Overall, how do you rate the IAAP Bulletin?

- Unsure (1)
- Very poor (2)
- Poor (3)
- Average (4)
- Good (5)
- Very good (6)

Please type in the box below any other content that you believe should be included in the IAAP Bulletin:

Q4.5 How do you a) currently read the IAAP Bulletin and b) prefer to read the IAAP Bulletin?

	Currently read (1)	Prefer to read (2)
Online (1)	<input type="radio"/>	<input type="radio"/>
Hard copy format (2)	<input type="radio"/>	<input type="radio"/>

Section 5: Continuing Professional Development / Education

Q5.1 Do you have obligations to meet in terms of Continuing Professional Development or Continuing Professional Education?

- Yes (1)
- No (2)

If No Is Selected, Then Skip To Section 6: IAAP and the Applied Psychology Community

Q5.2 To what extent do you use IAAP for Continuing Professional Development / Education?

- Unsure (1)
- IAAP is my only source (2)
- IAAP is my primary source (3)
- IAAP is one of a number of sources I use (4)
- I primarily use other sources (5)
- I never use IAAP (6)

Q5.3 How important is it to you that IAAP expands its services for Continuing Professional Development / Education (e.g., podcasts and webcasts, expert guides, knowledge areas and sources for further reading)?

- Unsure (1)
- Not at all important (2)
- Not very important (3)
- Somewhat important (4)
- Important (5)
- Very important (6)

Section 6: IAAP and the Applied Psychology Community

Q6.1 Through which of the following channels, if any, would you prefer to receive educational content and news from the IAAP? (Please select all that apply.)

- Attendance at live on-site events (e.g., congresses, conferences, seminars) (1)
- Webinars (live online event that you log into from your home/place of work to listen to live speakers) (2)
- Recorded webinars/podcasts (speakers recorded in advance to listen to at your own convenience) (3)
- Access to speakers' handouts (4)
- Live online streaming of sessions at live events (5)
- Online recordings (including YouTube) of sessions at live on-site events to watch at your own convenience (6)
- Mobile apps (mobile phone applications that provide event schedules, locations, speaker details, presentation content and further information before, during and after the event) (7)
- A diary of upcoming events that I can attend (8)
- Other (please specify below) (9) _____
- None of the above (10)

If 'None of the above' Is Selected, the respondent cannot select additional answers in this question.

Q6.2 Which social networks do you currently use? (Please select all that apply.)

- Facebook (1)
- Twitter (2)
- Google+ (3)
- LinkedIn (4)
- ResearchGate (5)
- Other (please specify below) (6) _____
- I do not use social networking sites (7)

If 'I do not use social networking sites' Is Selected, the respondent cannot select additional answers in this question.

Q6.3 Which of the following International Congresses of Applied Psychology (ICAP) have you attended/planned to attend? (Please select all that apply.)

- 2014 in Paris (1)
- 2010 in Melbourne (2)
- 2006 in Athens (3)
- 2002 in Singapore (4)
- 1998 in San Francisco (5)
- 1994 in Madrid (6)
- I have never attended an ICAP (7)

If 'I have never attended an ICAP' Is Selected, the respondent cannot select additional answers in this question.

Q6.4 Which of the following, if any, is the biggest barrier preventing you from attending the International Congress of Applied Psychology (ICAP)? (Please select all that apply.)

- Delegate fee (1)
- Cost of associated air travel and hotel accommodation (2)
- Securing time away from work (3)
- Securing funding from employer (4)
- Location of conference (5)
- Nothing of interest in the scientific program (6)
- Not meeting people who share my interests (7)
- Other conferences are more relevant to my work (please specify below if possible) (8)
- _____
- Other (please specify below) (9) _____

Q6.5 Have you attended any Regional Conference of Psychology or any other regional event sponsored or co-sponsored by IAAP? (Please select all that apply.)

- In 2013 (1)
- In 2012 (2)
- In 2011 (3)
- In 2010 (4)
- In 2009 (5)
- Earlier than 2009 (6)
- I have never attended an IAAP sponsored or co-sponsored conference/event (7)
- Not sure (8)

If 'I have never attended an IAAP sponsored or co-sponsored conference/event' Is Selected, the respondent cannot select additional answers in this question.

Q6.6 The IAAP also hosts regional events. Why have you not attended more IAAP regional events? (Please select all that apply.)

- There are no events located near me (1)
- The timings aren't suitable for me (2)
- I wasn't aware I could attend (3)
- I wasn't aware of these events (4)
- The events don't relate to me or my profession/discipline (5)
- The events don't interest me (6)
- They are too time-consuming (7)
- I have been to one before and did not enjoy it (8)
- Other reason (please specify below) (9) _____

Q6.7 In addition to ICAP and other regional events, the IAAP also hosts divisional events. Why have you not attended more IAAP divisional events? (Please select all that apply.)

- There are no events located near me (1)
- The timings aren't suitable for me (2)
- I wasn't aware I could attend (3)
- I wasn't aware of these events (4)
- The events don't relate to me or my profession/discipline (5)
- The events don't interest me (6)
- They are too time-consuming (7)
- I have been to one before and did not enjoy it (8)
- Other reason (please specify below) (9) _____

Q6.8 To what extent do you agree or disagree with the following statements?

	Strongly disagree (1)	Slightly disagree (2)	Neither agree nor disagree (3)	Slightly agree (4)	Strongly agree (5)
IAAP understands its members and reflects their needs (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am proud to belong to IAAP (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
IAAP is visible within the Applied Psychology community (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q6.9 How can the IAAP improve its visibility and enhance its stature in the Applied Psychology community?

Q6.10 How could the IAAP support your region better?

Q6.11 Thinking about your discipline and sector in particular, are there any new or emerging needs that are not being met by the membership package that you feel the IAAP could help with?

Q6.12 Are you a member of any international psychological association other than IAAP?

- Yes (1)
- No (2)

If No Is Selected, Then Skip To Are you a member of any national psychological association.

Q6.13 Which of these international psychological association are you also a member of?

- ASEAN Regional Union of Psychological Societies (ARUPS) (4)
- Interamerican Psychological Society, Sociedad Interamericana de Psicologia (SIP)
- International Academy of Family Psychology (IAFP)
- International Association for the Psychology of Food and Nutrition (IAPFON)
- International Association of Cross-Cultural Psychology (IACCP)
- International Council of Psychologists (ICP)
- International Ergonomics Association (IEA)
- International Positive Psychology Association (IPPA)
- International School Psychology Association (ISPA)
- International Society for Traumatic Stress Studies (ISTSS)
- International Society for Health Psychology Research (ISHPR)
- International Society for Political Psychology (ISPP)
- None of these (5)

Q6.14 Are you a member of any national psychological association?

- Yes (1)
- No (2)

If No Is Selected, Then Skip To Are you a member of any other psychological association that specializes in a specific field.

Q6.15 Which national psychological associations are you also a member of?

- American Psychological Association (APA) (1)
- Association for Psychological Science (APS) (2)
- Australian Psychological Society
- Bangladesh Psychological Association (3)
- Brazilian Society of Psychology (4)
- British Psychological Society (BPS) (5)
- Canadian Psychological Association (6)
- Chinese Psychological Society (7)
- Danish Psychological Association (8)
- Emirates Psychological Association (EPA) (9)
- French Psychological Society (10)
- German Psychological Association (11)
- Hong Kong Psychological Society (12)
- Italian Association of Psychology (13)
- The Netherlands Institute of Psychologists (14)
- New Zealand Psychological Society (15)
- Norwegian Psychological Association (16)
- Russian Psychological Society (17)
- Psychological Society of South Africa (PsySSA) (18)
- Spanish Psychological Association (19)
- Swiss Psychological Society (20)
- Other (please specify) (22) _____

Q6.16 Are you a member of any other psychological association that specializes in a specific field?

- Yes (1)
- No (2)

If No Is Selected, Then Skip To How does the IAAP compare to other membership International Organizations that you are a member of.

Q6.17 Which other psychological association are you a member of?

- European Association of Counselling Psychology (EACP) (1)
- European Association of Social Psychology (EASP) (2)
- European Association of Personality Psychology (EAPP) (3)
- European Association of Psychological Assessment (EAPA) (4)
- European Association of Work and Organizational Psychology (EAWOP) (5)
- European Federation of Psychologists Associations (EFPA) (6)
- The European Society for Cognitive Psychology (ESCoP) (7)
- Interamerican Society of Psychology / Sociedad Interamericana de Psicologia (SIP) (8)
- International Association for the Psychology of Religion (IAPR) (9)
- International Association for Cross-Cultural Psychology (IACCP) (10)
- International Neuropsychological Society (INS) (11)
- International School Psychology Association (ISPA) (12)
- International Society for the Study of Behavioral Development (ISSBD) (13)
- International Society of Comparative Psychology (ISCP) (14)
- International Test Commission (ITC) (15)
- Society for Research in Child Development (SRCD) (16)
- Other (please specify) (17) _____
- Society for Industrial and Organizational Psychology (SIOP) (18)

Q6.18 How does the IAAP compare to other membership International Organizations that you are a member of, on the following attributes?

	Unsure (1)	Much worse (2)	Slightly worse (3)	About the same (4)	Slightly better (5)	Much better (6)
Member benefits (1)	<input type="radio"/>					
Providing you with relevant news and information (2)	<input type="radio"/>					
Association website (3)	<input type="radio"/>					
Journals (4)	<input type="radio"/>					
Newsletter (5)	<input type="radio"/>					
Congresses - ICAP (6)	<input type="radio"/>					
Events - regional and divisional (7)	<input type="radio"/>					
Access to international perspectives in applied psychology (8)	<input type="radio"/>					
International promotion of science and practice in applied psychology (9)	<input type="radio"/>					
International networking in applied psychology (10)	<input type="radio"/>					
International representation (11)	<input type="radio"/>					
Having a voice in the international community (12)	<input type="radio"/>					
International collaboration with non-psychology	<input type="radio"/>					

bodies (e.g. United Nations) (13) Overall value for money (14)	○	○	○	○	○	○
---	---	---	---	---	---	---

Q6.19 How does the IAAP compare to other membership National Organizations that you are a member of, on the following attributes?

	Unsure (1)	Much worse (2)	Slightly worse (3)	About the same (4)	Slightly better (5)	Much better (6)
Member benefits (1)	<input type="radio"/>					
Providing you with relevant news and information (2)	<input type="radio"/>					
Association website (3)	<input type="radio"/>					
Journals (4)	<input type="radio"/>					
Newsletter (5)	<input type="radio"/>					
Congresses - ICAP (6)	<input type="radio"/>					
Events - regional and divisional (7)	<input type="radio"/>					
Access to international perspectives in applied psychology (8)	<input type="radio"/>					
International promotion of science and practice in applied psychology (9)	<input type="radio"/>					
International networking in applied psychology (10)	<input type="radio"/>					
International representation (11)	<input type="radio"/>					
Having a voice in the international community (12)	<input type="radio"/>					
International collaboration with non-psychology	<input type="radio"/>					

bodies (e.g. United Nations) (13)						
Overall value for money (14)	<input type="radio"/>					

Q6.20 Your ideas and suggestions are very important to the IAAP. Please use the space below to provide additional information about what you would like the IAAP to look like and offer to its members in the future.

Section 7: About You

Q7.1 Please choose the description that fits you the closest:

- Researcher (1)
- Practitioner (2)
- Researcher and Practitioner (3)
- Administrator (4)
- Student (5)
- Retired (6)
- Other (please only select 'other' if you do not broadly fit into one of the categories above). Please specify below (7) _____

Q7.2 In which country do you primarily work?

- Afghanistan (1)
- Albania (2)
- Algeria (3)
- American Samoa (4)
- Andorra (5)
- Angola (6)
- Anguilla (7)
- Antarctica (8)
- Antigua and Barbuda (9)
- Argentina (10)
- Armenia (11)
- Aruba (12)
- Australia (13)
- Austria (14)
- Azerbaijan (15)
- Bahamas (16)
- Bahrain (17)
- Bangladesh (18)
- Barbados (19)
- Belarus (20)
- Belgium (21)
- Belize (22)
- Benin (23)
- Bermuda (24)
- Bhutan (25)
- Bolivia (26)
- Bosnia and Herzegovina (27)
- Botswana (28)
- Bouvet Island (29)
- Brazil (30)
- British Indian Ocean Territory (31)
- Brunei Darussalam (32)
- Bulgaria (33)
- Burkina Faso (34)
- Burma (35)
- Burundi (36)
- Cambodia (37)
- Cameroon (38)
- Canada (39)
- Cape Verde (40)
- Cayman Islands (41)
- Central African Republic (42)
- Chad (43)
- Chile (44)
- China (45)
- Christmas Island (46)
- Cocos (Keeling) Islands (47)

- Colombia (48)
- Comoros (49)
- Congo (50)
- Congo, The Democratic Republic of (51)
- Cook Islands (52)
- Costa Rica (53)
- Cote d'Ivoire (54)
- Croatia (55)
- Cuba (56)
- Cyprus (57)
- Czech Republic (58)
- Denmark (59)
- Djibouti (60)
- Dominica (61)
- Dominican Republic (62)
- East Timor (63)
- Ecuador (64)
- Egypt (65)
- El Salvador (66)
- Equatorial Guinea (67)
- Eritrea (68)
- Estonia (69)
- Ethiopia (70)
- Falkland Islands (71)
- Faroe Islands (72)
- Fiji (73)
- Finland (74)
- France (75)
- French Guiana (76)
- French Polynesia (77)
- French Southern Territories (78)
- Gabon (79)
- Gambia (80)
- Georgia (81)
- Germany (82)
- Ghana (83)
- Gibraltar (84)
- Greece (85)
- Greenland (86)
- Grenada (87)
- Guadeloupe (88)
- Guam (89)
- Guatemala (90)
- Guinea (91)
- Guinea-Bissau (92)
- Guyana (93)
- Haiti (94)
- Heard and McDonald Islands (95)

- Honduras (96)
- Hong Kong (97)
- Hungary (98)
- Iceland (99)
- India (100)
- Indonesia (101)
- Iran (102)
- Iraq (103)
- Ireland (104)
- Israel (105)
- Italy (106)
- Jamaica (107)
- Japan (108)
- Jordan (109)
- Kazakhstan (110)
- Kenya (111)
- Kiribati (112)
- Korea, Republic of (113)
- Korea, South (114)
- Kosovo (115)
- Kuwait (116)
- Kyrgyzstan (117)
- Lao People's Democratic Republic (118)
- Latvia (119)
- Lebanon (120)
- Lesotho (121)
- Liberia (122)
- Libya (123)
- Liechtenstein (124)
- Lithuania (125)
- Luxembourg (126)
- Macau (127)
- Macedonia (128)
- Madagascar (129)
- Malawi (130)
- Malaysia (131)
- Maldives (132)
- Mali (133)
- Malta (134)
- Marshall Islands (135)
- Martinique (136)
- Mauritania (137)
- Mauritius (138)
- Mayotte (139)
- Mexico (140)
- Micronesia, Federated States of (141)
- Moldova, Republic of (142)
- Monaco (143)

- Mongolia (144)
- Montserrat (145)
- Morocco (146)
- Mozambique (147)
- Myanmar (148)
- Namibia (149)
- Nauru (150)
- Nepal (151)
- Netherlands (152)
- Netherlands Antilles (153)
- New Caledonia (154)
- New Zealand (155)
- Nicaragua (156)
- Niger (157)
- Nigeria (158)
- Niue (159)
- Norfolk Island (160)
- Northern Ireland (161)
- Northern Mariana Islands (162)
- Norway (163)
- Oman (164)
- Pakistan (165)
- Palau (166)
- Palestinian Territory, Occupied (167)
- Panama (168)
- Papua New Guinea (169)
- Paraguay (170)
- Peru (171)
- Philippines (172)
- Pitcairn (173)
- Poland (174)
- Portugal (175)
- Puerto Rico (176)
- Qatar (177)
- Reunion (178)
- Romania (179)
- Russia (180)
- Russian Federation (181)
- Rwanda (182)
- Saint Helena (183)
- Saint Kitts and Nevis (184)
- Saint Lucia (185)
- Saint Pierre and Miquelon (186)
- Saint Vincent and the Grenadines (187)
- Samoa (Independent) (188)
- San Marino (189)
- Sao Tome and Principe (190)
- Saudi Arabia (191)

- Scotland (192)
- Serbia (193)
- Senegal (194)
- Seychelles (195)
- Sierra Leone (196)
- Singapore (197)
- Slovakia (198)
- Slovenia (199)
- Solomon Island (200)
- Somalia (201)
- South Africa (202)
- South Georgia and the South Sandwich Islands (203)
- South Korea (204)
- South Sudan (205)
- Spain (206)
- Sri Lanka (207)
- Sudan (208)
- Suriname (209)
- Svalbard and Jan Mayen Islands (210)
- Swaziland (211)
- Sweden (212)
- Switzerland (213)
- Syria (214)
- Taiwan (215)
- Tajikistan (216)
- Tanzania (217)
- Thailand (218)
- Togo (219)
- Tokelau (220)
- Tonga (221)
- Trinidad (222)
- Trinidad and Tobago (223)
- Tunisia (224)
- Turkey (225)
- Turkmenistan (226)
- Turks and Caicos Islands (227)
- Tuvalu (228)
- Uganda (229)
- Ukraine (230)
- United Arab Emirates (231)
- United Kingdom (232)
- United States (233)
- United States Minor Outlying Islands (234)
- Uruguay (235)
- Uzbekistan (236)
- Vanuatu (237)
- Vatican City State (Holy See) (238)
- Venezuela (239)

- Vietnam (240)
- Virgin Islands (British) (241)
- Virgin Islands (U.S.) (242)
- Wales (243)
- Wallis and Futuna Islands (244)
- Western Sahara (245)
- Yemen (246)
- Yugoslavia (247)
- Zambia (248)
- Zimbabwe (249)

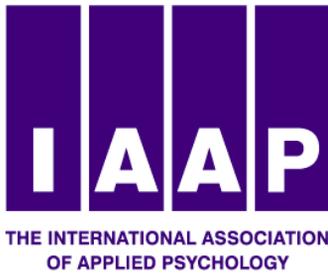
Q7.3 Please select your age range:

- 20 and under (1)
- 21-30 (2)
- 31-40 (3)
- 41-50 (4)
- 51-60 (5)
- 61-70 (6)
- 71 and above (7)

Q7.4 Please indicate your gender:

- Male (1)
- Female (2)

Thank you for taking the time to complete this survey. Please click the next button to submit your answers.



Membership Survey 2014

Current/Lapsed/Expired responding
members :
300/57/94

Fanny M. Cheung

Survey and results compiled by **WILEY**

52. Age Range:

#	Answer	Current	Lapsed	Expired
1	20 and under	0%	0%	0%
2	21-30	7%	16%	2%
3	31-40	13%	20%	20%
4	41-50	24%	16%	27%
5	51-60	25%	29%	24%
6	61-70	22%	14%	22%
7	71 and above	9%	5%	4%
	Total	100%	100%	100%

53. Gender

#	Answer	Current	Lapsed	Expired
1	Male	52%	53%	47%
2	Female	48%	47%	53%
	Total	100%	100%	100%

1. As of 2014, which of these best describes your IAAP membership:

#	Answer	Current	Lapsed	Expired
4	a) Standard Member	74%	55%	60%
5	c) Subsidized Member (from developing countries)	11%	14%	16%
2	f) Student Member	6%	20%	16%
6	d) EAWOP Member	5%	7%	2%
3	b) Reduced Member (including early career)	2%	2%	4%
7	e) SIOP Member	2%	2%	2%
	Total	100%	100%	100%

2. How long have you been a member of IAAP?

#	Answer	Current	Lapsed	Expired
1	I am a new member (I have just joined or rejoined IAAP)	20%		
2	1 - 4 years	32%	66% *	84% *
3	5 - 8 years	14%	16%	13%
4	9 - 12 years	12%	4%	1%
5	13 - 16 years	5%	2%	0%
6	More than 16 years	16%	13%	1%
	Total	100%	100%	100%

3. Which IAAP Division are you a member of? (Please select all that apply.)

#	Answer	Current	Lapsed	Expired
1	Division of Work and Organizational Psychology	47% *	46%	27% *
8	Division of Health Psychology	23%	19%	20%
2	Division of Psychological Assessment and Evaluation	21% *	19%	10% *
5	Division of Educational, Instructional and School Psychology	16%	17%	14%
6	Division of Clinical and Community Psychology	15%	19%	19%
14	Division of Applied Cognitive Psychology	11%	7%	14%
16	Division of Counseling Psychology	11%	11%	14%
3	Division of Psychology and Societal Development	10%	6%	6%
4	Division of Environmental Psychology	10%	7%	1%
	TOTAL	217% *	192%	154% *

4. From where did you learn about IAAP? (Select all that apply.)

#	Answer	Current	Lapsed	Expired
2	Conferences	58%	69%	66%
1	Colleagues	49% *	38% *	30% *
3	IAAP Journals	17%	16%	16%
5	IAAP Website	12%	9%	6%
6	Email announcements	5%	2%	4%
7	Other (please specify)	4%	7%	4%
4	IAAP Bulletin	3%	5%	0%
	TOTAL	148%	146%	126%

5. What initially led you to join IAAP? (Select all that apply.)

#	Answer	Current	Lapsed	Expired
3	To meet and network with other professionals worldwide	60%	59%	37%
1	To support my continuing professional development/education	57%	63%	50%
6	To support the IAAP's efforts to make applied psychology accepted and visible worldwide	34%	32%	19%
2	To access academic journals/publications	33%	43%	37%
7	Reduced fees for the international congress that are organized by IAAP	30%	41%	47%
4	To support my career progression	24%	23%	16%
5	To be represented and have my voice heard (e.g. at the United Nations, World Social Sciences Council)	10%	7%	6%
	TOTAL	253%	276%	218%

6. How would you rate the overall value for money of your membership?

#	Answer	Current	Lapsed	Expired
5	Very good value	13%	19%	2%
4	Good value	56%	38%	48%
3	Neither good or bad value	26%	34%	37%
2	Quite poor value	4%	2%	10%
1	Very poor value	1%	8%	2%
	Total	100%	100%	100%
	AVERAGE	3.76	3.61	3.35

7. How frequently do you visit the IAAP website?

#	Answer	Current	Lapsed
1	Weekly or more frequently	5%	0%
2	Monthly	22%	9%
3	Quarterly	24%	27%
4	Once or twice a year	36%	38%
5	Not at all	14%	27%
	Total	100%	100%

8. Which areas of the website do you typically visit? (Select all that apply)

#	Answer	Current	Lapsed
1	Homepage	65%	63%
12	International Congresses	58%	55%
6	IAAP Divisions	42%	25%
7	Applied Psychology: An International Review page	38%	40%
16	Free Access Publications	33%	25%
8	Applied Psychology: Health and Well-Being page	29%	38%
4	IAAP Membership	26%	23%
9	IAAP Bulletin	24%	23%
2	About the IAAP	15%	5%
17	Book discounts	15%	8%
19	News	15%	10%
5	Members Directory	15%	8%
18	Useful links	11%	8%
3	Board of Directors	10%	13%
11	IAAP and UN	10%	5%
	TOTAL	432%	373%

9/10. How satisfied are you with the content/design of the IAAP website?

#	Answer	Content - Current	Content - Lapsed	Design - Current	Design - Lapsed
5	Very satisfied	5%	10%	5%	3%
4	Satisfied	37%	36%	35%	53%
3	Moderately satisfied	36%	41%	36%	24%
2	Somewhat dissatisfied	19%	8%	19%	16%
1	Very dissatisfied	3%	5%	5%	5%
	Total	100%	100%	100%	100%
	AVERAGE	3.22	3.38	3.16	3.36

7. How important are these IAAP member benefits to you?

Question	Current	Lapsed	Expired
A print subscription to either Applied Psychology: An International Review, or Applied Psychology: Health and Well-Being (for full members only)	3.74	3.93	3.40
Online access to current content and the full archive of both IAAP journals	3.87 (4)	4.07	3.74
The IAAP Bulletin	3.50	3.67	3.05
Division Newsletters	3.54	3.69	3.10
IAAP website	3.79 (5)	3.82	3.22
Regional division meetings/conferences	3.46	3.46	3.35
Reduced rates for International Congress of Applied Psychology (ICAP)	4.12 (2)	4.38	4.07
Reduced rates for the Regional Conferences of Psychology sponsored by ICAP	3.51	3.98	3.67
Discount on books and personal subscriptions to journals published by Wiley	3.63	3.63	3.44
Training (e.g. Advanced Research Training Seminars or Divisions Workshops and Seminars)	3.43	3.51	3.33
Awards	3.24	3.05	2.64
Information received through Listservs of IAAP and Divisions	3.49	3.50	2.91
Regional information and support networks	3.27	3.56	3.04
Connecting with applied psychologists worldwide	4.13 (1)	4.22	3.65
Support for student members	3.65	3.78	3.54
Support for psychologists in developing countries	3.95 (3)	3.98	3.66
Support for my continuing professional development/education	3.79 (5)	4.20	3.86
Learning practical skills in applied psychology	3.64	3.85	3.69
Representation at the United Nations, World Social Sciences Council, etc.	3.79 (5)	4.02	3.62
AVERAGE	3.66	3.81	3.42

6. How satisfied are you with each of these IAAP member benefits?

Question	Current	Lapsed	Expired
A print subscription to either Applied Psychology: An International Review, or Applied Psychology: Health and Well-Being (for full members only)	4.07 (1)	3.73	3.86
Online access to current content and the full archive of both IAAP journals	3.90 (2)	3.66	3.64
The IAAP Bulletin	3.65 (4)	3.48	3.46
Division Newsletters	3.26	3.25	3.35
IAAP website	3.54	3.31	3.47
Regional division meetings/conferences	3.13	3.20	3.34
Reduced rates for International Congress of Applied Psychology (ICAP)	3.74 (3)	3.71	3.86
Reduced rates for the Regional Conferences of Psychology sponsored by ICAP	3.27	3.42	3.56
Discount on books and personal subscriptions to journals published by Wiley	3.36	3.45	3.53
Training (e.g. Advanced Research Training Seminars or Divisions Workshops and Seminars)	3.26	3.10	3.22
Awards	3.22	3.02	3.09
Information received through Listservs of IAAP and Divisions	3.27	3.20	3.24
Regional information and support networks	2.94	2.92	2.87
Connecting with applied psychologists worldwide	3.55 (5)	3.46	3.34
Support for student members	3.32	3.23	3.29
Support for psychologists in developing countries	3.32	3.35	3.38
Support for my continuing professional development/education	3.45	3.35	3.49
Learning practical skills in applied psychology	3.26	3.25	3.13
Representation at the United Nations, World Social Sciences Council, etc.	3.41	3.31	3.18
AVERAGE	3.42	3.34	3.38

12/13. How satisfied/important are you with IAAP member benefits (Current Members) ?

Question To Current Members	Average Satisfaction (rank)	Average Importance (rank)	Satisfaction / Importance
A print subscription to either Applied Psychology: An International Review, or Applied Psychology: Health and Well-Being (for full members only)	4.07 (1)	3.74	1.09
Online access to current content and the full archive of both IAAP journals	3.90 (2)	3.87 (4)	1.01
The IAAP Bulletin	3.65 (4)	3.50	1.04
Division Newsletters	3.26	3.54	0.92
IAAP website	3.54	3.79 (5)	0.93
* Regional division meetings/conferences	3.13	3.46	0.90 *
Reduced rates for International Congress of Applied Psychology (ICAP)	3.74 (3)	4.12 (2)	0.91
Reduced rates for the Regional Conferences of Psychology sponsored by ICAP	3.27	3.51	0.93
Discount on books and personal subscriptions to journals published by Wiley	3.36	3.63	0.93
Training (e.g. Advanced Research Training Seminars or Divisions Workshops and Seminars)	3.26	3.43	0.95
Awards	3.22	3.24	0.99
Information received through Listservs of IAAP and Divisions	3.27	3.49	0.94
* Regional information and support networks	2.94	3.27	0.90 *
* Connecting with applied psychologists worldwide	3.55 (5)	4.13 (1)	0.86 *
Support for student members	3.32	3.65	0.91
* Support for psychologists in developing countries	3.32	3.95 (3)	0.84 *
Support for my continuing professional development/education	3.45	3.79 (5)	0.91
* Learning practical skills in applied psychology	3.26	3.64	0.90 *
* Representation at the United Nations, World Social Sciences Council, etc.	3.41	3.79 (5)	0.90 *

15. What do you think are the main barriers to prospective members joining IAAP ?

#	Question	Mean
4	Prefer to join national societies	3.55
1	Cost of membership	3.47
3	Prefer to join other applied psychology societies	3.47
5	Lack of career benefits	3.4
2	Utility and interest of the website	3.33
10	Responsiveness to members	3.3
9	Relevance of the Divisions	3.24
8	Quality of the IAAP Congress	2.95
7	Quality of the journals	2.89
6	Reliance on English language	2.85

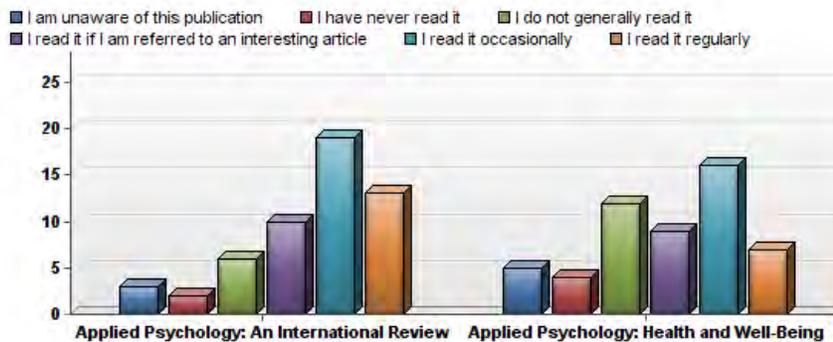
17. Which of the following would make IAAP membership more attractive ?

#	Question	Current	Lapsed	Expired
1	More/clearer information about IAAP activities	4.17	4.23	3.96
9	More interaction with foreign colleagues	4.08	4.24	3.93
3	Reducing registration fees of conferences	4.02	4.12	4.32
5	More support for those in early career	3.96	4.02	3.93
7	More opportunities to learn professional skills	3.96	3.85	3.98
11	More Divisional activities	3.85	3.72	3.65
4	More support for students	3.8	4.02	3.75
8	More social media and Internet presence	3.8	3.87	3.56
10	Greater prominence of distinguished psychologists	3.78	3.53	3.57
13	More opportunities to participate in conferences	3.78	4.08	3.81
16	Better website	3.68	3.85	3.54
15	Greater focus on societal problems	3.63	3.85	3.69
14	More regional conferences	3.61	3.83	3.78
12	Wider range of journals	3.59	3.83	3.47
2	Reducing membership fee	3.54	3.83	3.89
6	Set up more awards for members (including students)	3.39	3.40	3.25

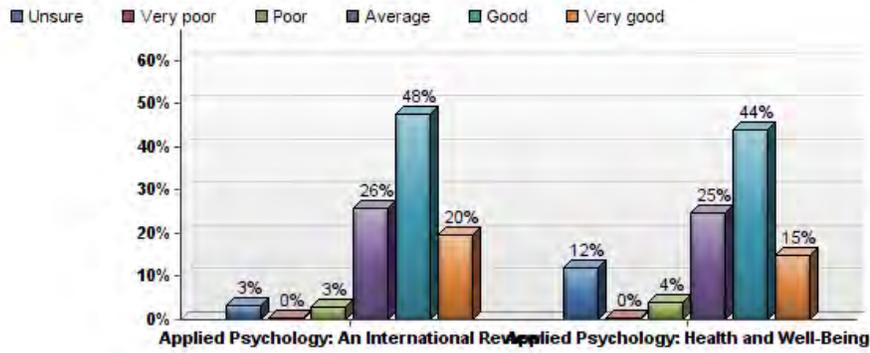
11. Describe your current level of engagement with the journals (Current Members)?



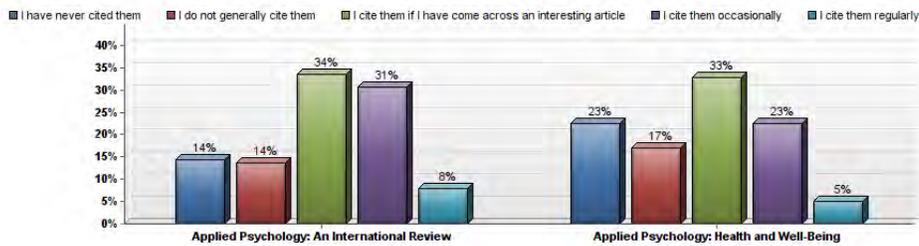
17. Describe your current level of engagement with the journals (Lapsed Members)?



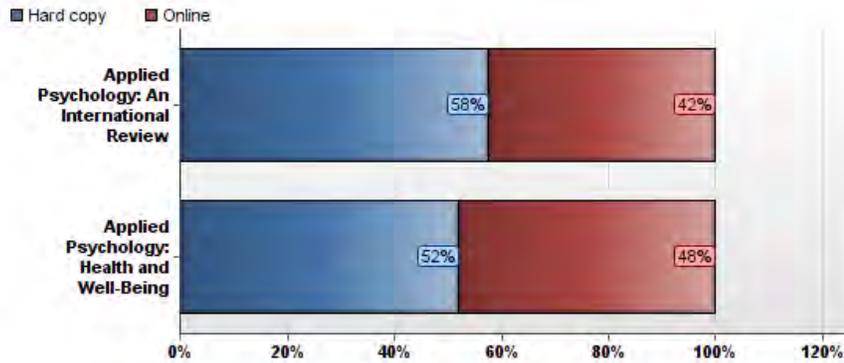
19. Overall, how do you rate each journal (Current Members) ?



20. How often do you cite articles from the following IAAP journals (Current Members) ?



21. How would you prefer to read each journal?



22. Describe your current level of engagement with the IAAP Bulletin?

#	Answer	Current	Lapsed
1	I am unaware of this publication	12%	4%
2	I have never read it	8%	2%
8	I do not generally read it	16%	27%
3	I read it only if I am referred to an interesting article	17%	27%
4	I read it occasionally	31%	33%
5	I read it regularly	17%	7%
	Total	100%	100%

23. For which of the following reasons, if any, do you read the IAAP Bulletin? (Select all that apply)

#	Answer	Current	Lapsed
1	For information and news about the activities of IAAP and of its divisions	74%	46%
5	For topics of wide-spread interest to applied psychology	47%	42%
2	For information and news about wider developments in applied psychology	46%	40%
4	For information about members' research or projects	31%	27%
6	For information on events organized by other associations	27%	25%
3	For information regarding Continuing Professional Development / Education opportunities	22%	19%
	TOTAL	253%	209%

24. How do you rate the IAAP Bulletin?

#	Answer	Current	Lapsed
1	Unsure	6%	18%
2	Very poor	3%	4%
3	Poor	8%	8%
4	Average	37%	32%
5	Good	40%	36%
6	Very good	6%	2%
	Total	100%	100%
	AVERAGE	4.2	3.7

26. How do you (a) currently read the IAAP Bulletin and (b) prefer to read the IAAP Bulletin?

#	Question	Currently read	Prefer to read
1	Online	32%	53% *
2	Hard copy format	68% *	47%

27. Do you have obligations to meet in terms of Continuing Professional Development/Education?

#	Answer	Response	%
1	Yes	127 *	44%
2	No	159	56%
	Total	286	100%

28. To what extent do you use IAAP for Continuing Professional Development/Education?

#	Answer	Response	%
2	IAAP is my only source	0	0%
3	IAAP is my primary source	1	1%
4	IAAP is one of a number of sources I use	59	46%
5	I primarily use other sources	37	29%
6	I never use IAAP	26	20%
1	Unsure	6	5%
	Total	129 *	100%

29. How important is it to you that IAAP expands its services for Continuing Professional Development/Education (e.g., podcasts, webcasts, expert guides, knowledge areas and sources for further research...)

#	Answer	%
1	Unsure	11%
2	Not at all important	2%
3	Not very important	5%
4	Somewhat important	27%
5	Important	32%
6	Very important	22%
	Total	100%

30. Through which channels, would you prefer to receive educational content and news from IAAP? (Select all that appl.)

#	Answer	%
1	Attendance at live on-site events (e.g., congresses, conferences, seminars)	64%
4	Access to speakers' handouts	46%
6	Online recordings (including YouTube) of sessions at live on-site events to watch at your own convenience	45%
3	Recorded webinars/podcasts (speakers recorded in advance to listen to at your own convenience)	45%
8	A diary of upcoming events that I can attend	43%
2	Webinars (live online event that you log into from your home/place of work to listen to live speakers)	33%
5	Live online streaming of sessions at live events	25%
7	Mobile apps (mobile phone applications that provide event schedules, locations, speaker details, presentation content and further information before, during and after the event)	22%
	TOTAL	291%

33. Which is the biggest barrier preventing you from attending ICAP ? (Select all that apply)

#	Answer	Current	Lapsed
2	Cost of associated air travel and hotel accommodation	71%	84%
1	Delegate fee	41%	44%
4	Securing funding from employer	23%	24%
5	Location of conference	22%	20%
3	Securing time away from work	19%	20%
9	Other (please specify below)	8%	2%
8	Other conferences are more relevant to my work (please specify below if possible)	6%	8%
7	Not meeting people who share my interests	4%	6%
6	Nothing of interest in the scientific program	3%	2%
	TOTAL	197%	210%

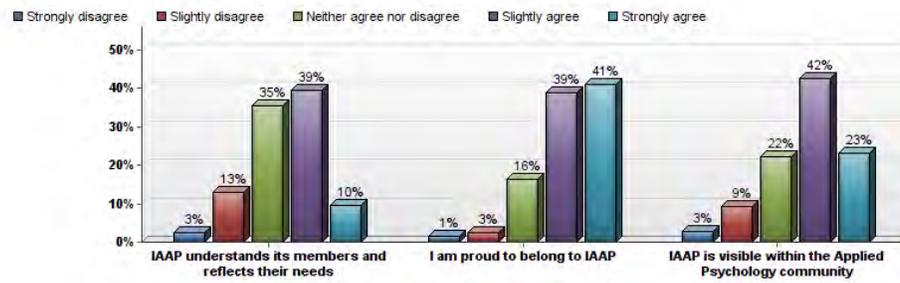
34. Have you attended any Regional Conference/Event sponsored or co-sponsored by IAAP ?
(Select all that apply)

#	Answer	Current	Lapsed
1	In 2013	7%	2%
2	In 2012	6%	8%
3	In 2011	5%	2%
4	In 2010	3%	2%
5	In 2009	4%	4%
6	Earlier than 2009	10%	4%
7	I have never attended an IAAP sponsored or co-sponsored conference/event	62%	53%
8	Not sure	19%	29%

35. Why have you not attended more IAAP regional/divisional events? (Select all that apply)

#	Answer	Regional	Divisional
4	I wasn't aware of these events	53%	54%
1	There are no events located near me	36%	40%
3	I wasn't aware I could attend	15%	17%
2	The timings aren't suitable for me	14%	6%
5	The events don't relate to me or my profession/discipline	7%	5%
9	Other reason (please specify below)	6%	4%
7	They are too time-consuming	4%	3%
6	The events don't interest me	4%	3%
8	I have been to one before and did not enjoy it	1%	2%
	TOTAL	140%	134%

37. To what extent do you agree or disagree with the following statements?



41. Are you a member of any international/national/specialized-field psychological association other than IAAP?

#	Answer	International	National	Special-Field
1	Yes	63%	84%	64%
2	No	37%	16%	36%
	Total	100%	100%	100%

47. How does the IAAP compare to other membership International/National Organizations ?

Comparing Attributes	International	National
Member benefits	3.33	3.65
Providing you with relevant news and information	3.39 *	3.56
Association website	3.20	3.43
Journals	3.54 *	3.96 *
Newsletter	3.34	3.58
Congresses - ICAP	3.63 *	4.04 *
Events - regional and divisional	2.55	2.97
Access to international perspectives in applied psychology	3.55 *	4.25 *
International promotion of science and practice in applied psychology	3.57 *	4.22 *
International networking in applied psychology	3.43 *	4.18 *
International representation	3.57 *	4.26 *
Having a voice in the international community	3.46 *	4.13 *
International collaboration with non-psychology bodies (e.g. United Nations)	3.38	3.92 *
Overall value for money	3.44	3.58

12 Why did you leave IAAP ?

LAPSED MEMBERS

"I DID NOT LEAVE IAAP !!" – I don't know why I am not a member, ... I thought I am still a member, ... I still subscribe to the journals, ... still paying my fees, ... lots of problems/trouble in trying to pay for the membership, ... paying from abroad using credit card is a pain ...

Financial, Value for \$

Didn't pay attention to renewing the membership – simply lapsed !

EXPIRED MEMBERS

Financial, Value for \$

Have other priorities/alternatives/interests

Joined just for the reduced conference fee