***American Archivist* Reader Survey**

In 2021, *American Archivist* began publishing in a digital-only format. Published since 1938 in a physical format, with a companion digital format launching in 2010, the Journal has seen a tremendous shift in how readers engage with it the last decade.

The Editorial Board seeks your input on how you interact with the digital journal, what you think of it, and how your reading experience can be improved. This survey should about 20 minutes to complete.

If you would like to forward additional comments, please send to AmericanArchivist@archivists.org and I will share them with the Editorial Board. Thank you for your time and consideration.

Amy Cooper Cary
Editor, *American Archivist*

1. How do you typically find out about the release of a new issue of *American Archivist?*
   - Direct email announcement from SAA
   - *In The Loop* e-newsletter
   - The SAA website
   - SAA's social media
   - SAA listserv
   - From a colleague
   - Non-SAA listserv or communication
   - I never seem to know when a new issue is released.
   - Other [text box]

2. Which of the following most closely represents what you do when you learn of a new issue of *American Archivist* through an SAA email?
   - Go to the issue and begin reading.
   - Go to the issue and review the table of contents.
   - Read the email but access the journal at a later time.
   - Review the table of contents in the email but do not visit the journal website.
   - Delete the email upon receiving it.

3. How do you read a new issue of *American Archivist*?
   - Read all articles "cover to cover" in one or two sittings.
   - Read one article at a time, over a long period of time.
   - Read only one or two articles that really interest me.
   - Skim a few articles.
   - Only browse the table of contents.
   - I do not read the journal at all.

- Other (please describe)

4. How do you read the Reviews section?

   - I read the Reviews Section in its entirety and consult the Reviews Portal.
   - I read one or two reviews that interest me.
   - I skim the reviews contents.
   - I only read posts on the Reviews Portal.
   - I do not read reviews in the Journal or on the Reviews Portal.

5. How do you read *American Archivist* and the Reviews Portal?

   - Via smart phone or tablet.
   - Via computer.
   - Print out PDFs.

6. What is your favorite section of *American Archivist?* [Select all that apply]
   - From the Editor
   - Articles
   - Special Sections
   - Presidential Address
   - Theodore Calvin Pease Award articles
   - From the Reviews Editors
   - Reviews
   - Reviews Portal

7. What topics do you most enjoy reading about in the Journal? [text box for response]

8. Currently, the Journal's publishing model is to release content all at once in two issues per year. Would you be interested in a continuous publishing model that publishes articles throughout the year?
   - No, I prefer to read articles compiled in two issues per year.
   - Yes, I prefer to read articles published one at a time throughout the year.

9. How many articles and book reviews (combined) do you expect to see per issue?
   - 5 – 10 articles and book reviews
   - 10 – 15 articles and book reviews
   - 15 – 20 articles and book reviews
   - I expect no limit to the number of articles/book reviews in an electronic journal.
   - Other (please specify)

10. What is the best feature of the all-digital format? What feature do you like least? [text box for response]

11. Do you discuss *American Archivist* articles in reading groups, research groups, among colleagues, or on social media?

- Yes
- No

- If yes, how are the articles used in the groups? [text box for response]

12. How do you want to use *American Archivist* and the Reviews Portal as digital resources? [text box for response]

13. Other comments you want to share? [text box for response]

14. Demographics: Please indicate your age range.

- Under 25
- 25-34
- 35-44
- 45-54
- 55-64
- 65 and over
- Rather not say

15. Please indicate your institutional type.
- College and university archives
- Government agency
- Library
- Corporate archives
- Museum or
- Cultural heritage or historical society
- Community archives
- Tribal archives
- Self-employed