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Evaluation of the 2007 ICA Conference in San Francisco

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Conference Evaluation

Each year ICA conducts an evaluation survey among delegates who attended the annual conference. To ensure comparability across conferences, each year's survey is based on that of previous years. The survey is administered online, this year using the online survey tool Qualtrix. The web survey did not collect any personal or other identifying information.

The ICA office emailed all delegates at the San Francisco conference to request that they complete the survey on June 15, 2007. Two follow-up emails were sent to everyone on June 29, 2007 (day 15) and July 19 (day 35), both of which resulted in a significant increase in responses. The web survey was thus available for completion throughout July, and it was closed down July 31, 2007.

San Francisco Attendance

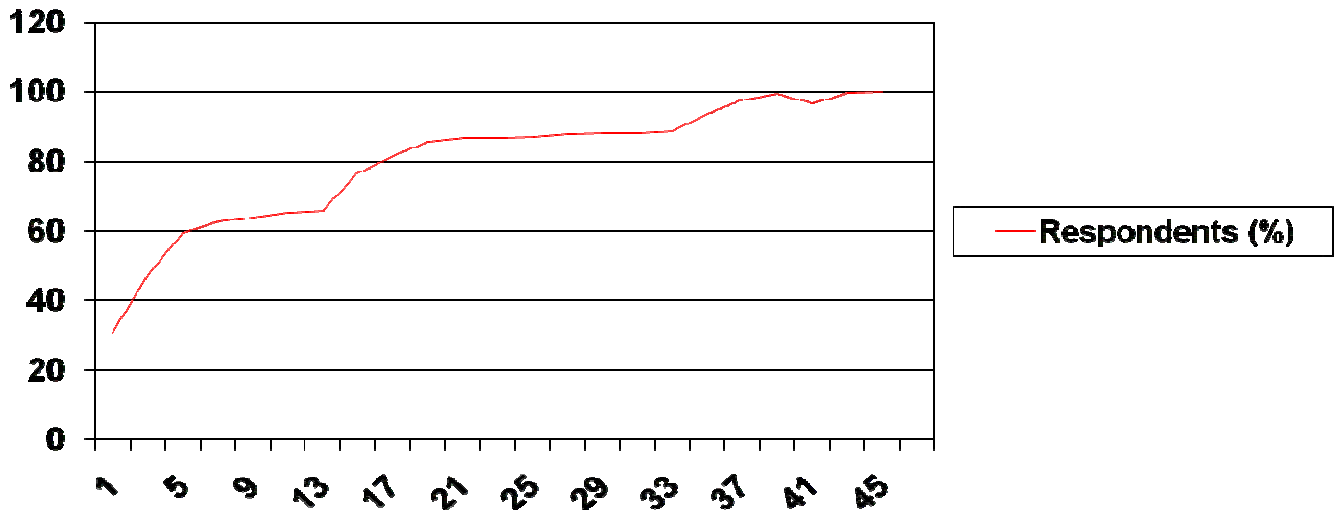
The San Francisco conference attendance figures, which were nearly equal to the 2005 New York conference attendance figures, continued the trend of high conference attendance for conferences held in North America. The total attendance at the San Francisco conference was 2134, which is larger than the previous year's conference that was held in Dresden.

Year and Location	Attendance	Survey N	Response Rate
2007 – San Francisco	2134	730	34
2006 – Dresden	1869	730	39
2005 – New York	2238	716	32
2004 – New Orleans	1814	127	6
2003 – San Diego	1854	754	41
2002 – Seoul, Korea	1159	251	22
2001 – Washington	1677	318	28
2000 – Acapulco	1118	284	15
1999 – San Francisco	1581	158	10
1998 – Jerusalem	857	195	23
1997 – Montreal	1339	287	22
1996 – Chicago	1404	--	--
1995 – Albuquerque	1329	--	--
1990 – Dublin	1250	--	--
Most recent 10 year average	1630		25
Most recent 5 year average	1982		30

Survey Implementation and Response Rate

The response rate was acceptable: 730 people responded to the web survey, a response rate of 34%. Just under one third (31.0%) responded on the first day, just under two-thirds (63.6%) within the first week, just under nine-tenths (86.4%) in the first three weeks, and the remaining 13.6% in the last three weeks. The range of N for the questionnaire was 646-399 (with a low of 399 for question #22 about recycling the conference bag). The survey system availability ran very smoothly throughout the data collection phase, with one minor exception. Early in the data collection process, one respondent notified the ICA office that the survey had timed out as he took the survey. In conversations with Qualtrix and some additional testing by the conference evaluation team, we suspected that the problem was on the participant's end (specifically a server issue). To forestall recurrence of this issue, we placed a note on the opening page of the survey to inform participants that they could refresh their browsers if they received a message about timing out. No one at ICA received any more messages to this effect. This seems not to have led to a significant loss of respondents.

The graph below illustrates the trajectory of responses received during data collection based on the day of the survey collection period.



Data were analyzed using the survey software Qualtrix. This report discusses the questions in relation to topic and compares this year's responses with those of the 2006 conference in Dresden and the 2005 ICA conference in New York. Responses for earlier conferences used percentages rather than means, and so cannot be easily compared. The questionnaire is added as Appendix D.

Overall Evaluation

Q1. How much did you enjoy each of the following aspects of the conference?

(Select one answer on the 7 point scale from 1=not at all to 7=very much)

	San Francisco*	Dresden	New York
Location	6.2	5.8	6.2
Organization, preparation and information	5.9	5.5	5.7
Overall quality of all sessions**	5.3	5.3	5.2
Social atmosphere, meeting with colleagues	5.6	5.5	5.4
Social program, events and outings	4.9	5.1	4.5
Accessibility and convenience of travel to the conference city and hotel	6.0	4.9	6.0
Accessibility of AV equipment in all rooms	5.7	N/A	N/A
Average	5.7	5.3	5.4

*Range of sample size for these items was 575-646.

**In the Dresden and New York Survey, this question read "Quality of the program, good speakers, papers, etc.," which we changed to "Overall quality of all sessions" to improve clarity of the question.

Evaluations are generally higher for San Francisco than they were for both Dresden and New York. Although participants liked the social program slightly more in Dresden, they were more positive about the location, organization, social atmosphere and accessibility and convenience of travel for the San Francisco conference. In addition, there was a slightly higher average for nearly all of these factors in San Francisco when compared to New York. Two of the items remained the same from New York to San Francisco. "Accessibility of AV equipment in all rooms" was a new item added this year to the survey and its rating suggests that the accessibility was adequate in San Francisco.

Q2. When you decided to attend the San Francisco conference, how important were the following motivations for you personally? (Select one answer on the 7 point scale from not at all (1) to very important (7))

	San Francisco*	Dresden	New York
Improve my academic record through paper presentation or other activities	5.5	5.3	5.4
Job market, i.e. get in touch with potential employers/employees/colleagues	3.4	3.4	2.8
Keep up with recent research	5.8	5.8	4.7
Seek opportunities for research cooperation	4.9	4.9	5.6
Meet or socialize with colleagues, friends	5.8	5.8	4.9
Travel to an interesting place	5.1	N/A	N/A

*Range of sample size for these items was 638-641.

Improving one's academic record was a more important motivation in San Francisco than Dresden. Otherwise, all categories remained stable. The top motivations for participants to attend conferences are to keep up with recent research and to meet or socialize with colleagues and friends. "Travel to an interesting place" was added this year and this item was rated as more important than the job market or seeking opportunities for research cooperation.

Role at the Conference

Q3. Which of the following roles did you play in the San Francisco conference?

	San Francisco n=634	Dresden	New York
Award winner	7%	7%	
Chair	21%	18%	19%
Discussant	14%	14%	14%
Divisional/Interest Group/ICA officer, committee or Board Member	8%	8%	7%
Paper Reviewer	26%	23%	
Preconference (organizer, presenter)	6%	4%	
Presenter (paper, panel, poster; includes non-presenting co-author)	78%	76%	77%
Volunteer (student, staff)	1%	2%	
Attendee (any sessions or meetings, but not any of the prior roles)	32%	31%	
Other (please specify)	2%	3%	8%

There are no significant differences compared with the conference in Dresden. Presenting research was the major role played and just over one quarter of attendees reviewed papers. In the "Other" category were responses including "exhibitor," "keynote speaker," and "editorial board member for ICA journal."

Previous ICA Conference Attendance

Q4. How many ICA conferences have you attended before this one in San Francisco 2007?

	San Francisco n=632	Dresden	New York
0	31%	32%	17%
1	13%	14%	32%
2	9%	9%	9%
3	10%	8%	6%

4	6%	5%	6%
5	3%	4%	5%
6 to 9	11%	12%	11%
10 or more	17%	15%	15%

Notably, for almost one third of participants, this was their first ICA conference. There was not a significant difference between the number of individuals attending past conferences compared with Dresden, but perhaps it is important to note that the number of attendees who attended the New York conference as their second conference was quite a bit higher than those who attended San Francisco as their second ICA conference.

Attendance at and Enjoyment of Events

Q5. Which of the following events at the San Francisco conference did you attend? (other than those for which you had a formal role: e.g., presenter/committee member)

	San Francisco n=618	Dresden	New York
Divisional panel	74%	70%	83%
Theme panel (not a plenary session)	57%	59%	67%
Plenary session (not including Poster session or ICA Business meeting)	40%	58%	50%
Plenary poster session	28%	40%	45%
ICA Business meeting with presidential address	19%	14%	24%
Affiliate organizational panel	7%	7%	22%
Division business meeting	51%	43%	53%
Division reception	50%	49%	57%
University/institutional reception	39%	29%	60%
First night's ICA reception	49%	41%	49%
Pre-conference workshop	16%	8%	19%
New members' orientation	4%	5%	8%
Grassroots (Evening) Discussion Panels on Saturday and/or Sunday	4%	N/A	N/A
Film Program on Sunday	3%	N/A	N/A
Internet (Wireless) Café	33%	N/A	N/A

Most survey respondents attended divisional panels, followed by theme panels, division business meetings, and division receptions. There were many more participants who attended the division/university receptions and business meetings in San Francisco than in Dresden, but there were still fewer individuals at these two events than there were in New York. Relatively few respondents attended grassroots panels, film program, or the new members' orientation. The percentage of attendees at the plenary sessions and poster sessions went down substantially in San Francisco, as compared to Dresden. Three items were added: Grassroots (Evening) Discussion Panels on Saturday and/or Sunday, Film Program on Sunday, and Internet (Wireless) Café.

Q6. How much did you enjoy each of the following events offered at the conference?

(Select one answer on the 7 point scale from Strongly disagree (1) to Strongly agree (7) or Not Applicable)

	San Francisco n=471*	# Responding Not Applicable
Divisional panel	6.0	75
Theme panel (not a plenary session)	5.9	160
Plenary session (not including Poster session or ICA Business meeting)	5.6	232
Plenary poster session	5.2	264

ICA Business meeting with presidential address	5.1	309
Affiliate organizational panel	5.4	346
Division business meeting	5.6	180
Division reception	5.9	194
University/institutional reception	6.1	206
First night's ICA reception	5.7	208
Pre-conference workshop	5.8	332
New members' orientation	4.9	356
Grassroots (Evening) Discussion Panels on Saturday and/or Sunday	4.9	359
Film Program on Sunday	5.0	365
Internet (Wireless) Café	5.7	255

*471 is the average number of people who responded to Question 6. The number of respondents per item for this question ranged from 410-568. The median is 466.

The top three ranked events that participants enjoyed were university/institution receptions, divisional panels, and both theme panels and division receptions (tied for third). The least enjoyed events were the new members' orientation and the Grassroots (Evening) Discussion Panels, however, these were two of the least attended by the respondents. This was the first time question 6 was asked in ICA conference assessments, so we do not have data to compare it to previous conferences.

Q7. Were there events at the San Francisco conference that you did not attend but that you wish you had attended?

	San Francisco n=365
Divisional panel	15%
Theme panel (not a plenary session)	13%
Plenary session (not including Poster session or ICA Business meeting)	16%
Plenary poster session	15%
ICA Business meeting with presidential address	16%
Affiliate organizational panel	5%
Division business meeting	22%
Division reception	23%
University/institutional reception	18%
First night's ICA reception	26%
Pre-conference workshop	18%
New members' orientation	16%
Grassroots (Evening) Discussion Panels on Saturday and/or Sunday	13%
Film Program on Sunday	20%
Internet (Wireless) Café	7%

A fifth or more of the respondents indicated that they would have like to attend the first night's ICA reception, division receptions, division business meetings, and the film program on Sunday. This was the first time question 7 was included in ICA conference assessment, so there is no data with which we can compare this year's data.

Q8. For the events you wish you had attended, why didn't you attend them?

(Participants' verbatim responses are listed in Appendix A; coded data with categories are given in Appendix B).

The most popular reasons why these events were not attended were other general commitments, conflict with other conference activities, lack of time, activity's occurrence on non-conference attending day, and conflict with other professional (non-conference) activities.

Total Number: 464 response units from 300 individuals.

There were ten primary response clusters that emerged from the responses for this question:

- **Other commitments/Non-specified schedule conflicts (84/464 – 18.1%):** This category refers to individuals who mentioned that they had a schedule conflict which prevented them from engaging in the conference activities, although they did not specify what type of commitment it was.
- **Conflict with other conference activities (60/464 – 12.9%):** This category refers to individuals who were attending other panels or conference activities and therefore missed another activity that they wanted to attend.
- **Lack of time (52/464 – 11.2%):** This category refers to individuals who faced time constraints that prevented them from attending the conference function they missed.
- **Activity's occurrence on non-conference-attending days (33/464 – 7.1%):** This category refers to individuals who either arrived at the conference after the event or left before the event took place.
- **Conflict with other professional (non-conference) activities (33/464 – 7.1%):** This category refers to individuals who were engaged in meetings or networking activities that were not conference related but were professional activities such as networking, job searching, or meeting with colleagues.
- **Conflict with other personal activities (family, sightseeing, friends) (33/464 – 7.1%):** This category refers to individuals who were also visiting family or friends while at the conference or had family members with them at the conference, thus preventing them from attending everything that they wanted to attend.
- **Unaware of conference activity (31/464 – 6.7%):** This category refers to individuals who reported that they did not know about the activity until after the event occurred.
- **Expense (22/464 – 4.5%):** This category refers to individuals who cited either the cost of the event or the cost of attending the conference for additional days as their reason for missing the event.
- **Long Day/Fatigue/Illness (18/464 – 3.9%):** These individuals mentioned being too tired to participate in additional activities. Others cited jetlag or illness as reasons that they missed an event.
- **Miscellaneous:** These categories, which all had between .02-3.4% of the respondents reporting these patterns (1-16 individual responses), includes reasons such as travel/scheduling problems, inconvenient timing of the event, inconvenience of the internet café, forgetting about the event, or accessibility.

Process of Data Analysis for Open-Ended Questions: The raw data for this question and all following open-ended questions was independently and collaboratively examined by two researchers. These researchers examined each survey response and reached 100% agreement on the total number of thematic units in each question. There were some units that appear twice in the categories because they contained two ideas, but they could not be split up because they provided contextual understanding of the unit. Besides 100% agreement unitizing the data into thematic (thought) units, the researchers also reached 100% agreement on classification of units into initial codes and final categorization.

Interest in Conference Sessions

Q9. How many sessions in the conference program were you interested in attending? (Scale is too many (1), no difference (2), and too few (3). We did not offer “no opinion” as an option this year.)

	San Francisco n=622	Dresden	New York
Too many	23%	19%	16%
About right	63%	63%	59%
Too few	14%	15%	22%
No opinion	N/A	2%	3%
Average	1.91	1.97	2.05

Participants were generally satisfied with the number of sessions that they wanted to attend in both San Francisco and Dresden, although the level of satisfaction did slightly move towards “too many,” indicating that the number of individuals experiencing increased interest in sessions is rising.

Division or Special Interest Group Membership, Activities, and Services

Q10. Please indicate the divisions or interest groups whose sessions you attended in any role:

	San Francisco n=604
Information Systems	15%
Interpersonal Communication	17%
Mass Communication	47%
Organizational Communication	19%
Intercultural and Development Communication	17%
Political Communication	34%
Instructional and Developmental Communication	7%
Health Communication	22%
Philosophy of Communication	18%
Communication and Technology	27%
Popular Communication	17%
Public Relations	13%
Feminist Scholarship	12%
Communication Law and Policy	8%
Language and Social Interaction	8%
Visual Studies	9%
Journalism Studies	24%
Gay, Lesbian, Bisexual, and Transgender Studies	6%
Intergroup Communication	6%
Ethnicity and Race in Communication	12%
Game Studies	11%

Mass communication, political communication, and communication and technology were the most well-attended divisions at the San Francisco conference. This was the first time this question was asked, so it is not possible to compare these figures to past years. Attendance figures more or less follow the size of each division or SIG.

Q11. Please indicate the divisions or interest groups of which you are a member.

	San Francisco n=571	Dresden	New York
Information Systems	13%	12%	11%
Interpersonal Communication	12%	11%	13%
Mass Communication	33%	33%	31%
Organizational Communication	16%	15%	14%
Intercultural and Development Communication	15%	14%	16%
Political Communication	21%	22%	20%
Instructional and Developmental Communication	5%	4%	5%
Health Communication	16%	13%	14%
Philosophy of Communication	9%	9%	6%
Communication and Technology	18%	17%	19%
Popular Communication	8%	8%	10%
Public Relations	10%	10%	8%
Feminist Scholarship	8%	7%	8%
Communication Law and Policy	5%	5%	6%
Language and Social Interaction	6%	6%	6%
Visual Studies	5%	7%	4%
Journalism Studies	12%	15%	11%
Gay, Lesbian, Bisexual, and Transgender Studies	3%	3%	4%
Intergroup Communication	4%	3%	3%

Ethnicity and Race in Communication	6%	5%	4%
Game Studies	5%	4%	

Membership in the various divisions and interest groups remained stable with the figures from Dresden and New York (Please note that some participants were members of multiple groups, so the total does not sum to 100%).

Q12. Divisions and interest groups provide a variety of activities and services for their members at the ICA conference. What activities and/or services would you like your division(s) and/or interest group(s) to retain and/or add?

(Participants' verbatim responses are listed in Appendix A; coded data with categories are given in Appendix B).

Total Number: 295 response units from 160 individuals.

There were seven types of comments mentioned in response to this question. In addition, 14 individuals (4.7%) noted that things were fine as is and 8 individuals (2.7%) gave specific suggestions for the overall conference.

- **More social events (72/295 – 24.4%):** Over 60% of the units in this category specifically mentioned the division receptions as events that they would like to see continued. Most of the remaining units mentioned adding more informal social events and/or newcomer social events to the schedule.
- **More chances for professional activities (69/295 – 23.4%):** Approximately one-quarter of the units in this category mentioned networking facilitation as an activity that participants would like to see increased at future ICA conferences. Other options mentioned business meetings and/or divisional discussion meetings based on specific topics of interest to the division as activities that they would like to see continue or be added.
- **Different Session Types/Conference Programmatic Activities (34/295 - 11.5%):** There were various session types reported in this category, including non-traditional panels (such as special sessions with key scholars, sessions on majors topics of interest to the field), sessions focusing on the connection between research and practice, book exhibits, high-density panels, poster sessions, and events that integrated international members.
- **Outside-of-conference activities (22/295 – 7.5%):** Respondents mentioned getting division information as something they would like to see increased or continued, in addition to newsletters, building a more interactive ICA webpage, and division webpages.
- **Cross-divisional/joint event (20/295 – 6.8%):** Respondents wanted to see more cross-divisional panels of interest, joint receptions, a blurring a boundaries between divisions, joint preconferences, and a conference within a conference.
- **Community Interaction at Conference (5/295 – 1.7%):** These individuals requested either some sort of out-of-hotel reception, community outreach, or educational outings in the host city (at an art museum, for instance).
- **Miscellaneous:** A variety of additional responses were reported by 1-4 individuals (.03-1.4%). These suggestions included focusing on providing good, quality research, adding more sessions or programming slots, changing the division status, or keeping the top paper awards, among others.

Q13. What activities and/or services would you like your division(s) and/or interest group(s) to discontinue?

(Participants' verbatim responses are listed in Appendix A; coded data with categories are given in Appendix B).

Total Number: 90 response units from 75 individuals.

There were seven general categories that capture what respondents want to discontinue at ICA.

- **Fine as is (45/90 – 50%):** Half of the people who responded to this question noted that the divisions and interest group(s) were fine as they currently are.
- **Poor presentation standards (7/90 – 7.8%):** General lack of standards in presentation skills, overuse of PowerPoint, presenters going over time limits, and people reading their papers were mentioned as issues that the survey respondents want to see discontinued.
- **High-density session (5/90 – 5.5%):** The high-density sessions were noted as too fast and packed and there seemed to be some confusion on the presenter's part about how to present in one of these sessions. Other individuals just noted generally that they wanted the high-density sessions to be discontinued.

- **The fact that one needs his or her own computer (3/90 – 3.3%):** Specifically, participants in this category indicated their dislike that one needed to have one's computer. They noted that bringing or setting up a laptop was often inconvenient during the conference.
- **Interactive (poster) sessions (3/90 – 3.3%):** These units suggest that interactive poster sessions generally should be discontinued.
- **Ad-hoc labeling of panels (2/90 – 2.2%):** These participants noted that many panels included papers that did not fit together. They wanted the ad-hoc labeling of panels to discontinue.
- **Miscellaneous:** Other responses, which were only mentioned by one person or 1.1% of the respondents, included not having business meetings at the same time, not notifying top paper award winners prior to the conference, poor quality papers, social events, less emphasis on mass communication, and U.S.-centric practices.

Paper Submission

Q14. For the San Francisco conference, what was your personal experience with the online paper submission system? (Select one answer on the 7 point scale from Very poor (1) to Very good (7))

	San Francisco n=564	Dresden	New York
personal experience with online paper submission system	5.8	5.6	5.6

The evaluation of the online paper submission system was largely positive in San Francisco and this year's conference had a slight increase when compared with Dresden in satisfaction with attendees' personal experience with the online paper submission system.

Q15. Briefly, what would have improved your experience with the online paper submission system? (Participants' verbatim responses are listed in Appendix A; coded data with categories are given in Appendix B).

Total Number: 242 response units from 170 individuals.

There are ten general categories of responses on what would have improved the online paper submission system:

- **All-Academic Issues (74/242 – 30.6%):** Individuals offered many suggestions that would improve the All-Academic system, including making it easier to navigate (12/74 – 16.2% of this category and 4.9% of total responses), improving the clarity in instructions in the call and submission system (6/74 – 8.1% of this category and 2.4% of total responses), and ensuring that the paper submission status is clear through a printable submission confirmation or e-mail (6/74 – 8.1% of this category and 2.4% of total responses). Other aspects of the All-Academic system mentioned included changing the system so the PDF version of a paper does not distort the paper, improving the non-usable browser functions (most notably the back button), and improving the search function.
- **General suggestions of how to do things (36/242 – 14.9%):** Several respondents offered general suggestions on how to improve the site, including offering a longer time window to submit final papers (7/36 – 19.4% of this category and 2.4% of total responses), keeping the electronic calendar feature, making it possible to print out submission notification to ensure that the paper arrived, and standardize the various forms of Acrobat downloads.
- **Fine as is (33/242 – 13.6%):** Several individuals noted that they had no problems with the online paper submission system.
- **Inadequate Communication from ICA/Divisions (17/242 – 7.0%):** Several individuals expressed frustration with the communication received from ICA/Divisions, including never receiving an acceptance or rejection for a submission (5/17 – 29.4% of this category and 2.0% of total responses), garbled division responses, not receiving feedback on the same day for all divisions, and lack of consistency in instructions in the call and the online submission system.
- **Did not participate (12/242 – 5.0%):** Several individuals noted that they did not participate, and therefore could not respond to the question.
- **Lack of paper availability before/during/after conference (10/242 – 4.1%):** There was a clear consensus among these respondents that the final papers that they expected to find on the web were not available and they would like more papers to be available in the future.

- **Comments from reviewers (10/242 – 4.1%):** These remarks centered mainly on the desire to get more qualitative feedback, in addition to the numerical feedback, and also an explanation of the rating scale used by reviewers.
- **Manuscript access for co-author (5/242 – 2.1%):** These individuals remarked that co-authors are not able to see comments/reviews or access manuscripts that were submitted by the first author.
- **Frustrating experience (5/242 – 2.1%):** Several individuals expressed general frustration with the submission process, including incomplete submissions that they thought were complete, missing references, or problems with the system generally.
- **Miscellaneous:** The rest of the responses, which were mentioned by 1-3 people (.04-1.2%), were quite varied, including the lack of author information on revised paper, the desire for program planners to have more control after closing the system, unfair reviewing processes, and access to papers for respondents who aren't registered before the conference.

Evaluation of Events

Q16. How much do you agree with the following descriptions of events at the San Francisco conference? (Category: Location and organization) (Select one answer on the 7 point scale from Strongly disagree (1) to Strongly agree (7))

	San Francisco*	Dresden	New York
San Francisco was a stimulating conference location	6.1	5.5	6.0
The Hilton-San Francisco was a good conference site	5.5	4.8	4.8
The local organizing committee did a good job in providing special events throughout the conference	5.4	5.4	4.7
The wireless cyber cafe was useful to me**	4.5	3.9	4.6
The layout of the meeting rooms made it easy to get to sessions	4.2	4.5	4.2
The meeting rooms were comfortable	5.0	4.1	4.2
Audio visual needs were met effectively	5.3	4.7	5.1
The printed program was easy to follow	5.6	5.5	5.4

* Range of sample size for these items was 570-614.

**In the Dresden and New York survey, this response alternative stated "The e-mail checking service was useful to me," which we changed in the San Francisco conference assessment survey to make the question wording parallel with the conference language used to describe the wireless café.

Overall satisfaction for the various aspects of the conference varied from neutral to fairly positive. The San Francisco conference was considered better or the same in terms of each aspect, with the exception of the layout of the meeting rooms, which were considered better in Dresden. In both years, the strongest criticisms were of the layout of the meeting rooms, the utility of the wireless café/internet access, and the comfort level of the meeting rooms. The more satisfactory aspects of both conferences were the location and the ease of following the printed program.

Q17. How much do you agree with the following descriptions of events at the San Francisco conference? (Category: Sessions and their content) (Select one answer on the 7 point scale from Strongly disagree (1) to Strongly agree (7) or Not Applicable)

	San Francisco n=535*	# Responding Not Applicable	Dresden	New York
Too many interesting programs were scheduled opposite one another	5.1	9	4.5	4.7
The pre-conference workshops were stimulating and valuable additions to ICA	5.0	306	4.2	4.5
The keynote and plenary sessions were valuable	5.0	209	4.9	4.5

The theme sessions were valuable	5.5	136	5.0	4.8
The quality of the papers I heard at panels was first-rate	5.1	77	4.6	4.8
The quality of the posters I saw at the poster plenary was first-rate	4.6	272	4.3	4.4
Adequate time was available for audience discussions at the end of sessions	4.3	10	4.0	4.1
I was bothered by the number of no shows among panelists on the program	3.8	76	4.3	3.3
The book exhibit area was very useful to me	5.2	81	4.4	5.1
The grassroots (evening) discussion panels were stimulating	4.3	380		
The film sessions on Sunday made a valuable addition to the conference program.	4.3	381		
The calls inviting submissions for publication in the San Francisco theme book were straightforward.	4.6	232		
Publication of the theme book based on the San Francisco conference should be a valuable resource to communication researchers.	4.7	181		

*535 is the average number of people who responded to Question 17. The number of respondents per item for this question ranged from 503-567. The median is 537.

Generally, satisfaction levels increased from the Dresden to the San Francisco conference, with the only exception being the increase in too many interesting programs being scheduled opposite one another. Notably, the quality of papers and the pre-conference workshops improved substantially from the Dresden to the San Francisco conference. The most satisfactory elements of the San Francisco conference were the theme sessions, the book exhibit area, and the quality of papers. The last four items were new additions to the survey this year, and therefore we do not have data with which we can compare this year's figures.

Conference Location and Facilities

Q18. Has the fact that the 2007 conference took place in San Francisco, California, USA, made it easy for you to participate, difficult, or did it make no difference compared with previous conferences? (1=Easier, 3=More difficult)

	San Francisco n=567	Dresden
Easier	38%	32%
No difference	50%	36%
More difficult	12%	31%
Average	1.73	1.99

The San Francisco conference was slightly easier to attend for attendees. More notably, there were far fewer people who said San Francisco was more difficult than Dresden.

Q19. Why did you respond as you did for #18?

(Participants' verbatim responses are listed in Appendix A; coded data with categories are given in Appendix B).

For this question, we did not divide the responses along the lines of the participants' answers to Question #18. The reason was that many participants' answers to this question contained both positive and negative comparisons between the San Francisco conference and Dresden, or noted that San Francisco was their first ICA conference. As a result, the responses were arranged by positive, no difference, and negative towards San Francisco, which is based on the open-ended responses themselves.

Total Number: 687 response units from 380 individuals.

There were responses that were both positive and negative towards San Francisco and some that were neutral.

Positive toward San Francisco (351/687 – 51.1%)

- **Proximity to U.S. Location/U.S. Home Location (100/351 – 28.5% of neutral responses and 14.1% of total responses):** These individuals remarked that their close location to San Francisco made this conference easier than Dresden to attend.
- **San Francisco is a great city (50/351 – 14.2% of neutral responses and 7.3% of total responses):** Respondents noted that they generally like and enjoyed this conference city and its many attractions.
- **Easy to get to/convenient location (48/351 – 13.6% of neutral responses and 6.7% of total responses):** Respondents noted that San Francisco was easy to get to or it was a convenient city.
- **More affordable than Dresden (37/351 – 10.5% of positive responses and 5.2% of total responses):** Several respondents noted that San Francisco was affordable for them, or more affordable than the Dresden conference.
- **Family/Friends/Connections in San Francisco (17/351 – 4.8% of positive responses and 2.4% of total responses):**

No difference between San Francisco and Dresden (72/687 – 10.4%)

- **Location irrelevant (46/72 – 63.9% of neutral responses and 6.7% of total responses):** These individuals noted that they would attend ICA regardless of location or that the locations are all essentially the same in their opinion.
- **No difference (13/72 – 18% of neutral responses and 1.9% of total responses):** These respondents noted that there was no difference between San Francisco and Dresden.
- **Travel budget covered costs (7/72 – 9.7% of neutral responses and 1.0% of total responses):** These individuals mentioned that their travel budget covered any conference location, so therefore there was no difference between San Francisco and Dresden.

Negative toward San Francisco (166/687 – 24.2%)

- **Long distance to city (60/166– 36.1% of negative responses and 8.7% of total responses):** These respondents stressed that they had a long commute to get to San Francisco.
- **Expensive (46/166 – 27.7% of negative responses and 6.7% of total responses):** These respondents felt that San Francisco was too expensive. This could be offset with more information about alternative lodging options and other opportunities to lower the cost for potential attendees.
- **Conference needs to move around the world more (7/166 – 4.2% of negative responses and 1.0% of total responses):** These respondents felt that the conference needs to move around the world more.
- **US is home location (East Coast) (5/166 – 3.0% of negative responses and .07% of total responses):** These individuals noted that the flight and travel time from the East Coast to the West Coast was quite extensive.
- **Hotel was not adequate (5/166 – 3.0% of negative responses and .07% of total responses):** These individuals stressed that the hotel and the location surrounding the hotel were inadequate.

Q20. Do you prefer conference rooms to be allocated according to (a) topic (i.e., interest groups/divisions) or (b) number of participants/requirements of presentations?

	San Francisco n=577	Dresden	New York
Assign same room to same division/interest group (as much as possible)	46%	29%	37%
No preference	26%	29%	18%
Allocate and rotate rooms to best fit the session's requirements	28%	42%	45%

In San Francisco, there was a strong preference to assign the same room to the same division/interest group, which is a departure from the previous preferences in Dresden and New York of assigning rooms that best fit the session's requirements.

Q21. Every year ICA conference participants receive a bag at registration that contains name badges, conference programs, and other materials. What do you typically do with your bag?

	San Francisco n=587
Throw it away immediately upon receipt.	9%
Throw it away at the end of the conference.	22%

Bring it home and use it (or give it to someone for his/her use).	70%
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This was the first time this question was asked of conference attendees and the overwhelming response was that individuals bring the conference bag home to use. The next most popular answer was to throw the bag away at the end of the conference.

Q22. If you typically discard your conference bag, would you be willing to place it in a recycle bin at the conference site during or after the conference?

	San Francisco n=399
Yes	93%
No	7%

This was the first time this question was asked of conference attendees and the overwhelming response was that individuals would be willing to recycle their conference bag at the conference site if a recycle bin was available.

Q23. When you receive your conference bag, there is information about local restaurants, tourist sites, shopping, and other attractions. Do you typically use this document?

	San Francisco n=583
Yes	69%
No	31%

This was the first time this question was asked of conference attendees and the majority of respondents stated that they do use the information about local attractions.

Personal Details

Q24. Are you...

	San Francisco n=593	Dresden	New York
Faculty (including emeritus, dept chair, dean, university administrator, etc)	58%	58%	60%
Researcher (coordinator, scientist, director, administrator, not faculty or student)	5%	7%	
Student (undergrad, master, PhD)	33%	31%	31%
Non-University Professional (journalist, publisher, librarian, government official, foundation)	2%	2%	3%
Other	1%	1%	6%

Almost two-thirds of the participants both in San Francisco and Dresden were university faculty members; the other third were mostly students and a small number of researchers.

Q25. Gender

	San Francisco n=588	Dresden	New York
Male	46%	50%	47%
Female	54%	48%	53%

There was approximately an equal number of men and women in attendance, though there were slightly more women at the San Francisco conference, unlike the Dresden conference, where there were slightly more men than women.

Q26. Where do you currently reside?

	San Francisco n=592	Dresden	New York
Africa	0%	1%	0%
Asia/Pacific	5%	6%	4%
Australia/New Zealand	2%	3%	2%
Central and South America	0%	0%	1%
Europe	23%	31%	19%
Middle East	1%	2%	2%
North America	69%	57%	71%

There were proportionately fewer European participants in San Francisco (23%) than in Dresden (31%), but there were more European participants in San Francisco than in New York (19%). In both San Francisco and Dresden, the majority of participants came from North America and Europe.

ICA registration data show that conference registrants came from 47 countries (down from 53 in Dresden).

The 20 countries with the most participants were:

Country	Attendees		
	San Francisco	Dresden	New York
United States	1528	971	1666
Germany	102	297	94
United Kingdom	61	62	62
Netherlands	54	84	57
Canada	43	24	55
Sweden	28	31	20
Australia	27	28	31
Switzerland	27	32	13
Korea, Republic of	25	32	27
Israel	22	35	33
Belgium	21	14	15
Mexico	19	*	15
Norway	18	*	14
Singapore	18	23	23
Denmark	15	15	*
China	13	26	*
Finland	13	15	*
Taiwan	13	14	*
Hong Kong	12	*	11
Italy	10	*	*
Spain	8	15	11
Japan	7	18	11

*Not in 'top 20'

Q27. Please add any additional comments you have about the San Francisco conference in the box below.

(Participants' verbatim responses are listed in Appendix A; coded data with categories are given in Appendix B).

Total Number: 678 responses units from 234 individuals.

There were many aspects of the conference that individuals noted they enjoyed.

Less than a fifth of the units (13.9%: n=94 units) discussed that the individual generally enjoyed the conference and praised the organizers. In addition to these units, other units noted specific aspects of the conference that they **enjoyed**. Aspects that were enjoyed clustered into five categories. The total number of positive comments was 225 (225/687 – 32.8%)

- **Conference City (27/225 – 12% of this category or 3.9% of total responses):** These individuals specifically cited San Francisco as an element of the conference that they enjoyed.
- **Quality of Research Sessions (13/225 – 5.8% of this category or 1.9% of total responses):** These individuals cited the interesting and stimulating program for this year's conference and the high quality of the work being done as elements of the conference that they enjoyed.
- **Hotel (9/225 – 4% of this category or 1.3% of total responses):** Respondents generally said that they liked the hotel as the conference venue.
- **Hotel Location (7/225 – 3.1% of this category or 1.0% of total responses):** Individuals cited the wide variety of restaurants, shops, and tourist attractions near the hotel as positive features.
- **Food (7/225 – 3.1% of this category or 1.0% of total responses):** Respondents enjoyed the food, snacks, wine, and other food items available at this conference.

In addition, participants cited concerns and/or dislike about a number of items.

One third of the units (33.3%: n=226) related to elements of the conference that the participant did not enjoy.

- **Hotel (27/226 – 11.9% of this category or 4.0% of total responses):** This category refers to individuals who discussed the confusing layout of the hotel and the awkward placement of some conference spots, such as registration.
- **Quality of Research Presentations (19/226 – 8.4% of this category or 2.8% of total responses):** This category refers to individuals who mentioned the need for higher quality research or higher quality presentations by researchers.
- **AV Equipment/PowerPoint (13/226 – 5.8% of this category or 1.9% of total responses):** Participants disliked the amount of time it took to hook up computers/AV equipment, the fact that audio cables were missing, the lack of A/V support, and the misuse of PowerPoint.
- **Cyber Café (12/226 – 5.8% of this category or 1.8% of total responses):** This category refers to individuals who mentioned a variety of problems with the cyber café, most notably that there was not a large enough space for wireless users, there weren't enough chairs/outlets in the café, and there were no computers available for those individuals without laptops.
- **Conference City (8/226 – 3.5% of this category or 1.2% of total responses):** The cold weather, the expense, and general aversion to San Francisco were all mentioned as aspects of the conference city that were disliked by respondents.
- **No Central Gathering Space (8/226 – 3.5% of this category or 1.2% of total responses):** The lack of a central gathering space for socializing and networking was mentioned by several individuals.

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