

IMPACT ASSESSMENT AND PROJECT APPRAISAL

In October 2018, Taylor & Francis surveyed *IAPA*'s authors about the link between publishing in the journal and research impact.

67 of *IAPA*'s authors completed the online questionnaire, answering questions about how their article has made an impact.

Key findings from the survey focus around three core themes:

- 1 **Why do authors choose *IAPA*? Understanding author priorities**
- 2 **Building a network: connecting with their research community**
- 3 **Making an impact: the real-world effects of publishing in *IAPA***

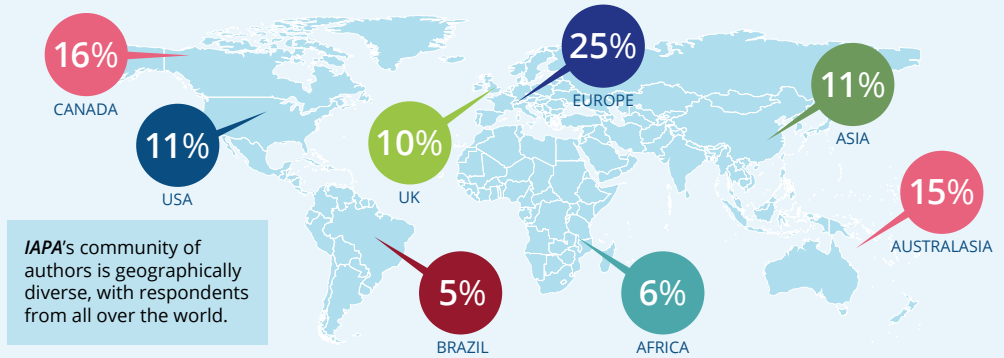
2018 AUTHOR SURVEY RESULTS



Who are IAPA's authors?

IAPA attracts authors from universities, government and public agencies, consultancies, NGOs, and community groups.

Respondents primarily work in the following sectors:



1 Why do authors choose IAPA? Understanding author priorities

66%

The most **important factor** in submitting to IAPA is the journal's **relevance to the author's research**

Other **key reasons** why authors choose IAPA include:

36%

IAPA has an **Impact Factor**

36%

To reach a broader, non-academic audience

34%

Best way to reach their community

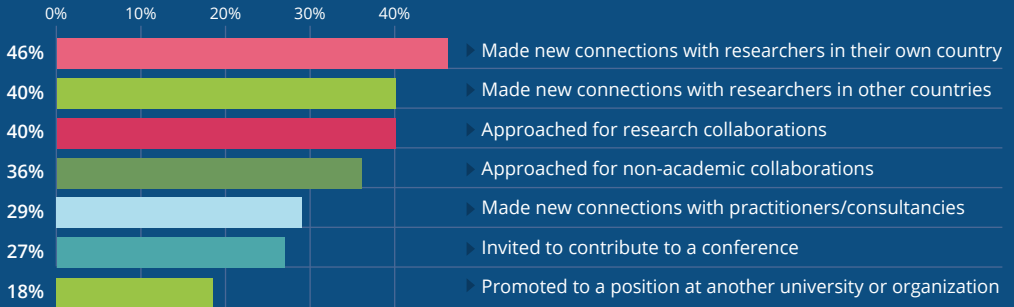
IAPA's ability to reach a non-academic audience is *as important* as having an Impact Factor in their choice to publish in the journal.

Positive previous experience leads to returning authors. 54% of respondents who had already published in IAPA said that their positive experience in the past was a factor in choosing to submit to the journal again.

2 Building a network: connecting with their research community

The survey results indicate that publishing in *IAPA* helps authors to develop their professional networks by enabling connections across their community and outside academia.

Following publication in *IAPA*:



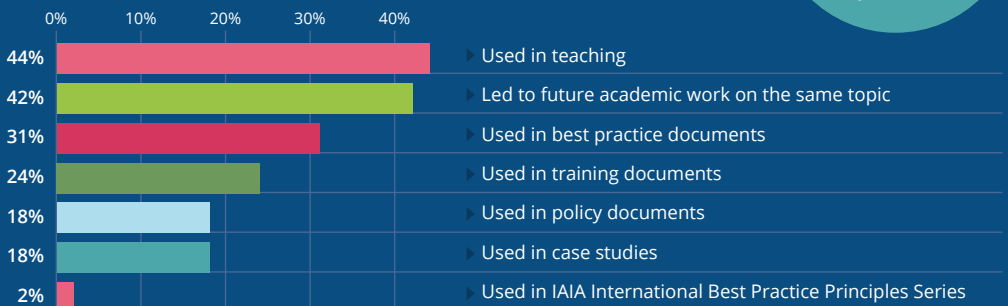
Supporting the IAIA's journal is highly important to its members

80% of IAIA members who responded to the survey agreed that it was important to publish in the Association's journal.

These authors said publication in *IAPA* contributed to an extent of 8 out of 10 to this promotion.

3 Making an impact: the real-world effects of publishing in *IAPA*

IAPA authors see their articles go on to make an impact, both in terms of future academic research and in the real world:



33%

of respondents felt that publication in *IAPA* led to greater impact than publication in other journals



“ IAPA provides a one-source link to the latest ideas in the wide-ranging field of impact assessment. ”