



The Poultry Science Association

GLOBAL

ENGAGEMENT REPORT 2019-2021



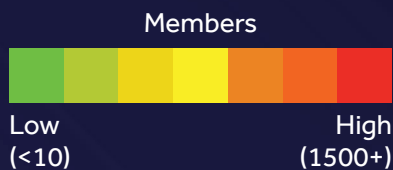
GLOBAL ENGAGEMENT

Striving to achieve the Association's mission and vision.

PSA's mission is to serve as an international society dedicated to advancing the discovery, dissemination and application of knowledge in the poultry sciences. With a vision to be the world's most respected resource for the poultry sciences, this report gives PSA the opportunity to measure global reach and interaction to meet the goals of the Association's mission statement.

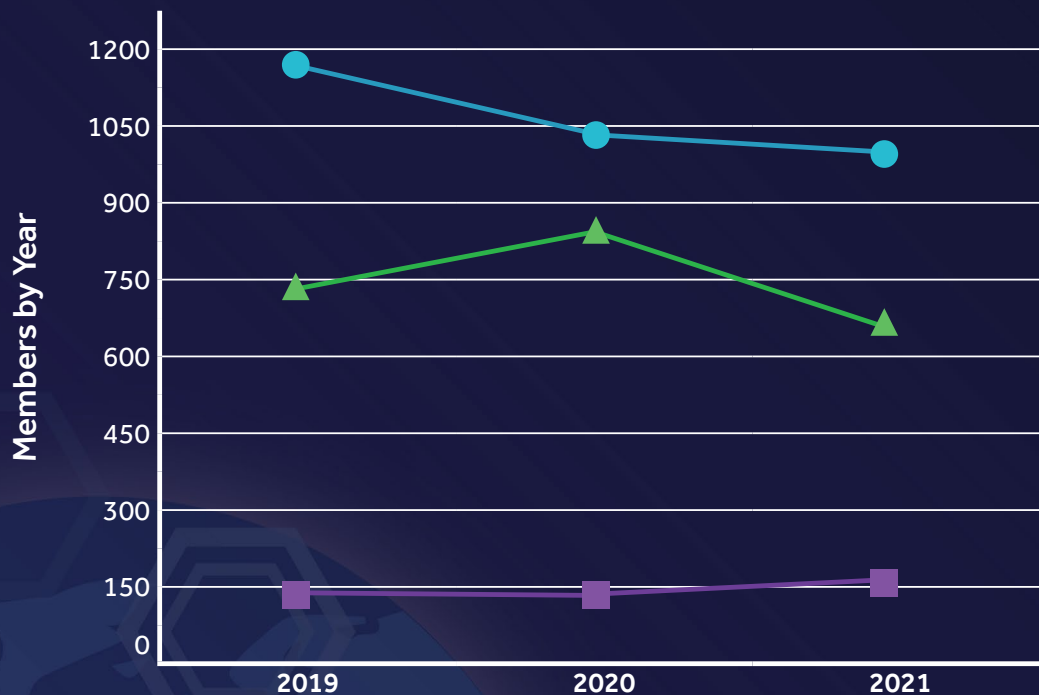
This first report from the Poultry Science Association (PSA) measures individuals' engagement through membership, meetings, online presence, and publications (*Poultry Science*[®] and *The Journal of Applied Poultry Research*). The data used in this report is from January 2019 to December 2021.

MEMBERSHIP



Global Representation

Africa	1.9%
Africa/Asia	3.7%
Asia	10.1%
Australia	1.3%
Europe	6.6%
Europe/Africa	0.1%
North America	69.8%
Oceania	0.3%
South America	6.2%



The Data

The 2021 decline in membership is likely related to the Coronavirus Pandemic, Virtual Annual Meetings, and the journals' move to Open Access. Journal subscriptions were a membership benefit in 2019 and ended in 2020.

Global Representation tells us where our members are from. These percentages are based off of the total number of individuals that have held a membership at least once with PSA.

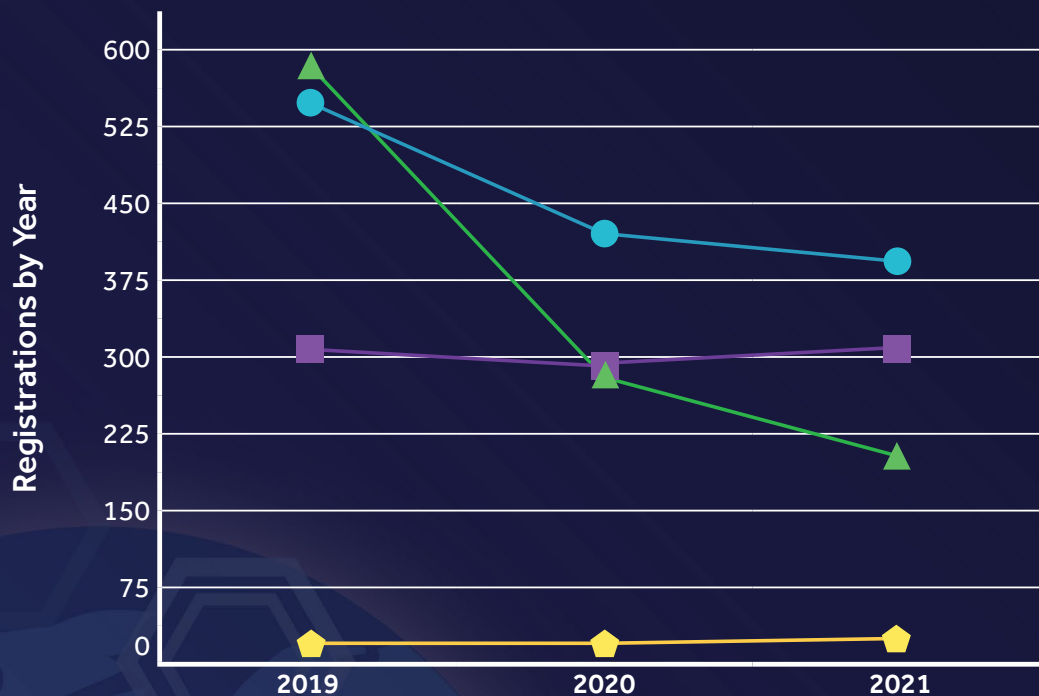


ANNUAL MEETING



Global Representation

Africa	0.8%
Africa/Asia	0.7%
Asia	8.5%
Australia	0.6%
Europe	7.9%
Europe/Africa	0.1%
North America	71.2%
Oceania	0.2%
South America	10.0%



The Data

Both the 2020 and 2021 PSA Annual Meetings were held virtually to accommodate the Coronavirus Pandemic. This is a likely contribution to the decline in registrations.

Global Representation tells us where our meeting attendees are from. These percentages are based off of the total number of individuals that have attended at least one Annual Meeting.



PUBLICATIONS:

Poultry Science[®]

Author Heat Map



Participation



Low
(<10)

High
(1500+)

Reviewer Heat Map



The Data

The heat maps above is from 2019-2021 and indicate what areas of the world are engaging with the *Poultry Science*[®] journal. The numerical break down to the right represents where each individual author and reviewer is located.

Global Representation does not account for individuals who fulfill the author and the reviewer roles together. The breakdown of these overlaps is available in the Overlap section of this report.

Global Representation

	Authors	Reviewers
Africa	60	56
Africa/Asia	148	187
Asia	891	658
Australia	23	60
Europe	285	707
Europe/Africa	2	7
North America	286	1679
Oceania	5	5
South America	77	143
Unidentified*	0	461
Totals	1777	3963

*Unidentified represent those participants with no set address.

PUBLICATIONS:

The Journal of Applied Poultry Research

Author Heat Map



Participation



Low
(<10)

High
(1500+)

Reviewer Heat Map



The Data

The heat maps above is from 2019-2021 and indicate what areas of the world are engaging with *The Journal of Applied Poultry Research*. The numerical break down to the right represents where each individual author and reviewer is located.

Global Representation does not account for individuals who fulfill the author and the reviewer roles together. The breakdown of these overlaps is available in the Overlap section of this report.

Global Representation

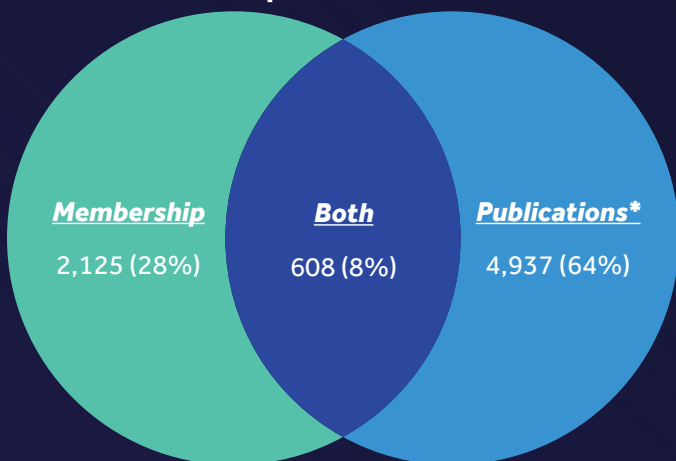
	Authors	Reviewers
Africa	31	10
Africa/Asia	33	24
Asia	70	25
Australia	3	9
Europe	35	43
Europe/Africa	2	1
North America	97	513
Oceania	0	1
South America	26	11
Unidentified*	0	101
Totals	297	738

*Unidentified represent those participants with no set address.

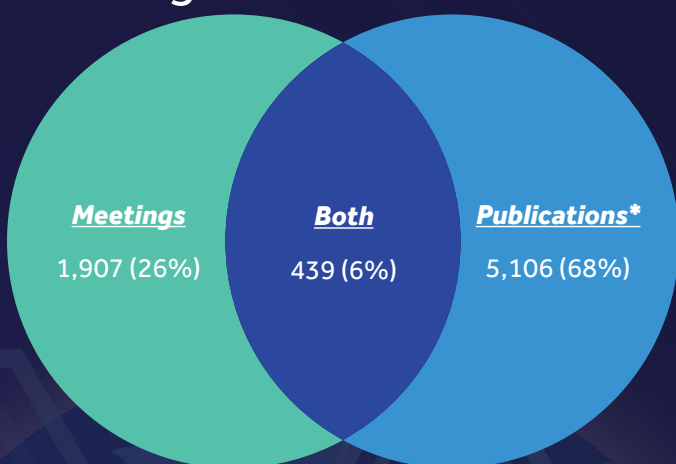
OVERLAP

The following data represents all of the individuals with some form of engagement with the Poultry Science Association. These overlaps help to identify those interacting in two or more areas with the Association. More involvement provides more exposure to an individual and therefore increases the Association's global engagement.

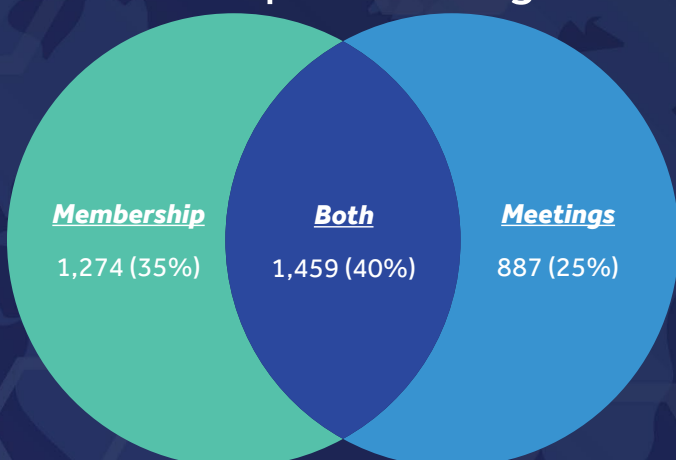
Membership & Publications



Meetings & Publications



Membership & Meetings



368

unique individuals all held an active PSA membership, attended at least one Annual Meeting, and were active in a journal author and/or reviewer role between January 2019 and December 2021. This total represents 4% of all individuals engaging with PSA.

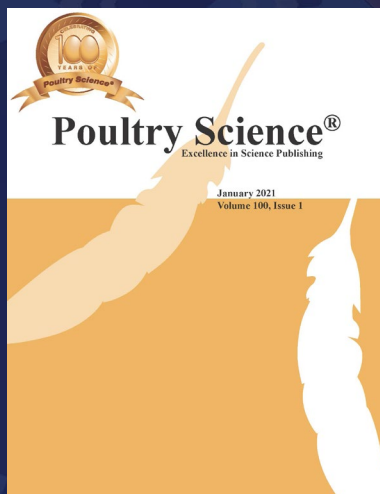
**Publications represent an individual who is engaging with the journals as either an author, reviewer, or both roles.*

OVERLAP

PSA's Publications

This chart represents individuals that fall into multiple areas of participation for the journals *Poultry Science*[®] (**PS**), *The Journal of Applied Poultry Research* (**JAPR**), or both. A total of 5,545 individuals engaged with the Poultry Science Association's journals from 2019 through 2021. Individuals are only counted once in each respective type of engagement listed below.

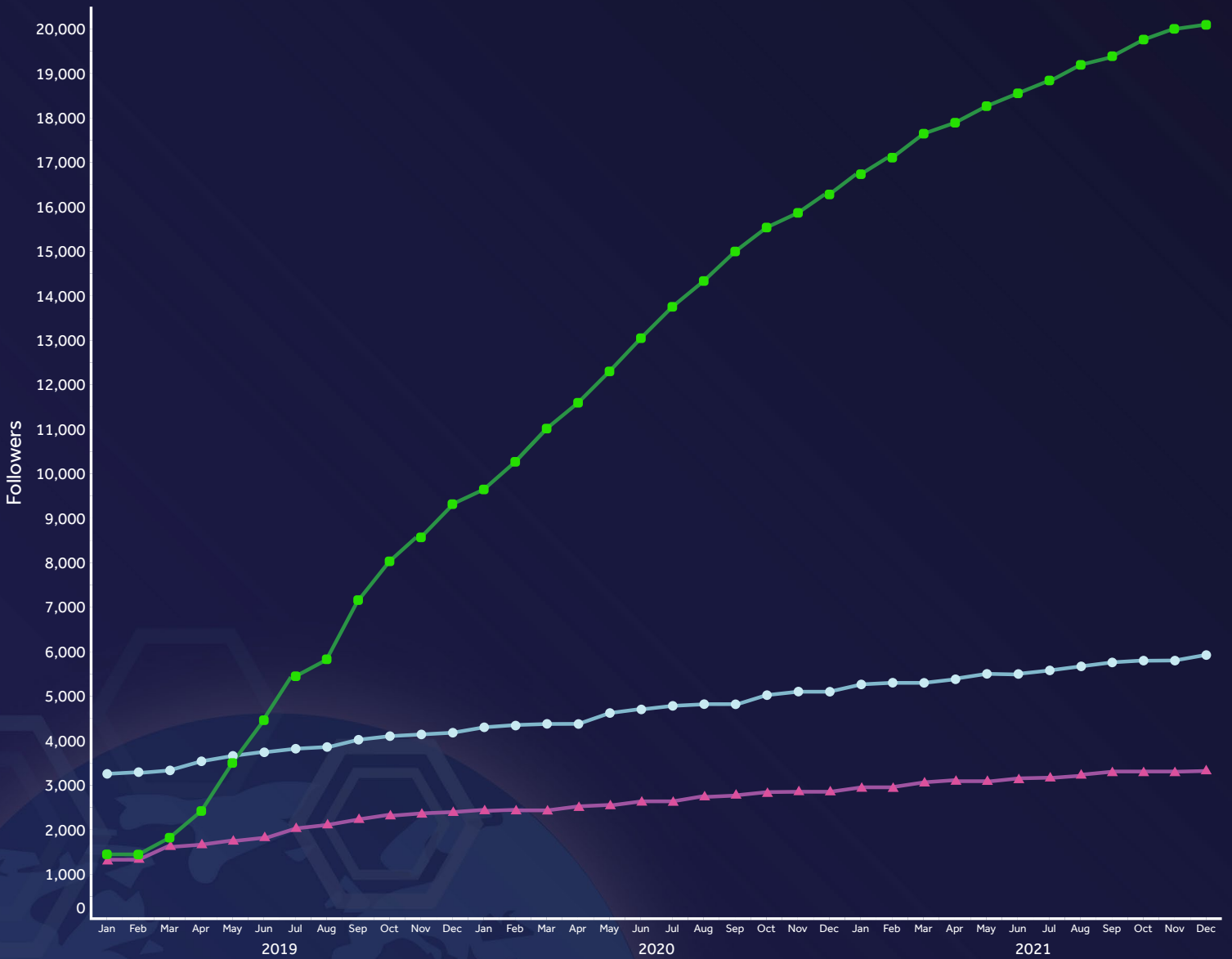
TYPE OF ENGAGEMENT	INDIVIDUALS	% OF TOTAL
PS Author Only	1,015	18.3%
PS Reviewer Only	3,022	54.5%
PS Author & Reviewer Only	562	10.1%
JAPR Author Only	140	2.5%
JAPR Reviewer Only	357	6.4%
JAPR Author & Reviewer Only	25	0.5%
JOURNAL ENGAGEMENT COMBINATIONS		
PS & JAPR Author Only	32	0.6%
PS & JAPR Reviewer Only	186	3.4%
PS Author Only; JAPR Reviewer Only	8	0.1%
JAPR Author Only; PS Reviewer Only	16	0.3%
PS Author & Reviewer; JAPR Author Only	20	0.4%
PS Author & Reviewer; JAPR Reviewer Only	98	1.8%
JAPR Author & Reviewer; PS Author Only	5	0.1%
JAPR Author & Reviewer; PS Reviewer Only	22	0.4%
MAXIMUM JOURNAL ENGAGEMENT		
Author & Reviewer for both PS & JAPR	37	0.7%
Total	5,545	



VIRTUAL REACH

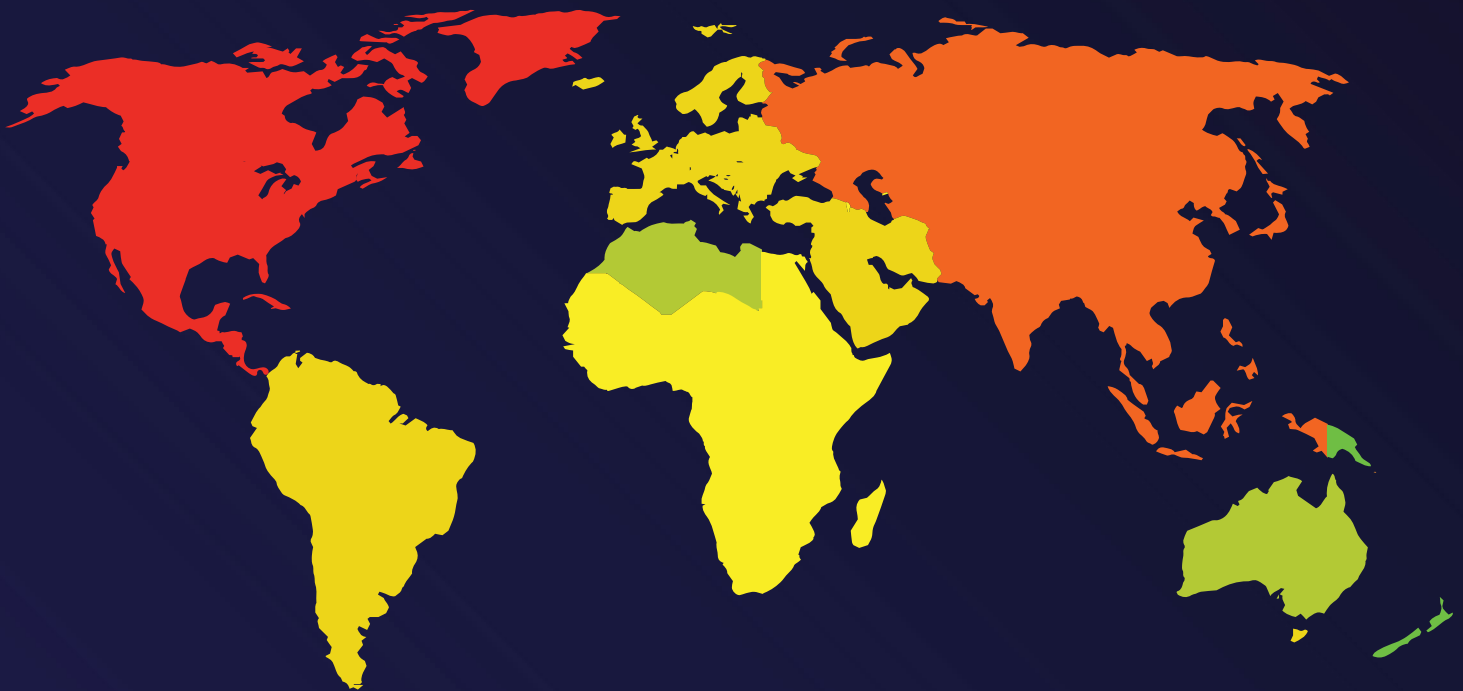
Social Media

- Twitter
- ▲ Facebook
- LinkedIn



VIRTUAL REACH

Website Traffic



Unique User Count



Low
(<100)

High
(30,000+)

The Data

A unique user to www.poultryscience.org is a value that accounts for one individual. The user could have visited the website numerous times over the course of January 2019 to December 2021, but this data counts that individual only once.

This data set shows that the Poultry Science Association's website reached over 60,000 individuals across the globe from 2019 to 2021.

Continent Representation

Africa	2,027
Africa/Asia	1,644
Asia	13,312
Australia	831
Europe	5,726
Europe/Africa	1,020
North America	31,457
Oceania	16
South America	4,693
Unidentified*	161
Total	60,887

*Unidentified represent those users with no set location.