

# Political Behavior

To: Members, Elections, Public Opinion, and Voting Behavior section, APSA;  
From: Mark Peffley & Jon Hurwitz, Co-Editors, *Political Behavior*  
Re: Proposal for affiliation between Political Behavior and the Section  
Date: August 28, 2005  
Cc: Members, *Political Behavior* Editorial Board

After consultation with Ms. Marilea Fried, a Publishing Editor at Springer Publications, and the officers of the EPOVB section, we propose a formal affiliation between the section and the journal that we believe would be beneficial to both. In this memo, we describe the main features of the proposed affiliation and discuss the potential impact on the Section, its members, and *Political Behavior*.

## Proposal

1. Springer will provide *Political Behavior* to section members at a significant discount, in one of two ways:
  - The preferred alternative is to provide the journal to members at a marked discount of approximately \$20 per member for hard copy (the normal individual subscription price is \$75) or for approximately \$17 for electronic subscriptions. To make this option economically feasible, subscriptions would be *required* of all non-graduate student section members. If the bundled proposal is adopted, section members would be involved in the search for future editors of *PB*.
  - Another alternative is to provide an *optional* reduced subscription to section members at around \$45.
2. Springer will sponsor a \$500 *Political Behavior* award for a distinguished paper presented at the annual APSA meeting.
3. Springer will provide section members with books at significant discount.
4. Springer will provide a link from the journal's home page to the section home page and will be pleased to include section announcements on the journal site.
5. Springer will consider developing a book series or conference proceedings in cooperation with the section.
6. The section web site will provide a link to the journal.
7. The section newsletter or website will provide space to promote the journal and solicit submissions.

Clearly, the most important feature of this proposal is the option of providing a drastically reduced journal subscription to all section members, and much of the discussion below is devoted to that issue. Current section dues are \$8, of which \$3 is retained by APSA and \$5 is remitted to the section. If this option is adopted, the section will raise its annual dues to \$28 per year. The Section will then remit \$20 to *PB*. In return, *Political Behavior* will supply all members with a year's subscription to the journal. This keeps the section's portion of the dues the same and gives the journal the minimum that can reasonably be charged for a subscription (\$20). Because they are in a very different financial situation, graduate students will not be required to subscribe to the journal; they could opt for section membership

with the journal (\$28) or without the journal (\$8). Other sections have found that many graduate students select the journal option.

Following the experience of other sections that have bundled journal subscriptions, this arrangement could be set up as a four-year pilot program, to be revisited by the section three years after it is adopted. This would give the journal and the section approximately 2 ½ years of experience to evaluate the arrangement and still allow a year and a half to end it smoothly, if need be. Such long time lags for beginning and ending this arrangement are required due to the time it takes APSA membership forms to be changed, the yearlong nature of section membership, and the fact that the section only meets once a year to make decisions. Four years is probably the minimum time needed to give this arrangement a fair trial, given the volatility of section membership rates.

Additionally, as indicated, the section would be involved in the search for future editors of *PB* (our editorial term ends in the summer of 2009). To this point, the selection of new Editors has been somewhat informal, with the current Editor essentially making a recommendation to the Editorial Board. We propose formalizing the selection process and involving the Section in this process, while at the same time retaining the involvement of the Editorial Board, inasmuch as this is one of the most important responsibilities of the Board. Also, the Publishing Editor (currently Marilea Fried) should retain rights of final approval, since it is the publisher who bears the financial risk and Ms. Fried must approve of someone with whom she can work. Neither Marilea nor we envision a circumstance under which the Managing Editor would want to overrule the committee, since an overruling would itself threaten the legitimacy of the journal and, thereby, their investment. Nonetheless, the Publishing Editor needs to retain this degree of control.

With these considerations in mind, we propose the following guidelines for selecting future editors of *PB*:

1. Approximately six months prior to the end of an Editor's term, a search committee will be appointed consisting of:
  - a) Two members of the extant Editorial Board (we may decide to make these members who are also section members); b) Two members to be selected by the Section; and c) The current Editor(s) of *Political Behavior* (we may decide to make these ex-officio).
2. The search committee will make a recommendation to Springer, with the understanding that the final decision rests with the Publishing Editor.

### **Potential Benefits and Costs of Affiliation**

*Potential Benefits.* One important benefit for section members is that a subscription to the journal will increase a sense of community and intellectual integration among the members as they read a common journal. By providing a valued selective benefit, section membership is likely to increase, or at least remain stable, if the experience of other sections is to be used as a guide (see below). Other obvious benefits for section members is that they will gain a subscription to a quality journal like *Political Behavior* at a dramatic savings.

*Political Behavior* was founded by Heinz Eulau in 1979. Former editors include Richard Brody, Paul Sniderman and Diana Mutz and its Editorial Board consists of leading scholars in the field (see attached). The journal receives between 150 and 200 submissions per year, 16 of which are accepted for publication in 4 separate issues each year. *Political Behavior* is archived at JSTOR, listed in the Social Science Citation Index, is available at most US university libraries and receives a significant number of submissions from outside the US. Section members are invited to peruse past issues of the journal to get a sense of the high quality of the published articles by well-known and up-and-coming political scientists (select, "Journal Contents" at <http://www.uky.edu/Journals/PolBeh/>). It should also be noted that *Political Behavior* is viewed favorably by the publisher, Springer, as a prestigious and high quality journal in political science. Consequently, the journal enjoys the benefits of Springer's highly touted, web-based Editorial Manager system which helps to streamline the time and resources required for editing.

Potential benefits of the affiliation for the journal are also noteworthy. Our chief aim in proposing the affiliation is to increase readership, submissions and, eventually, the profile and prestige of the journal

in the discipline. This, we think, will ultimately benefit the section and its members by providing a greater professional reward for scholars who publish in *Political Behavior*. Additionally, the publisher, Springer, feels that increased readership may increase library subscriptions as more readers request that their libraries subscribe.

*Potential Costs.* There are potential drawbacks for both the section and the journal. Increasing section dues may result in a loss of members who: a) are marginal members with memberships in other sections, or b) do not want to pay higher dues to gain a journal they do not want. The potential cost to the journal could be a loss of revenue from cheap journal subscriptions.

### **Experiences of Other Sections with Journals**

Similar concerns about loss of members have confronted other sections when they considered bundling journal subscriptions. While it is uncertain whether such an arrangement will increase or decrease membership, the experiences of other APSA sections are that membership tends to *increase* slightly after bundling journal subscriptions. For example, Political Methodology's membership has increased notably since it started bundling *Political Analysis* with its dues in 1999, and this increase has been significantly greater than the overall rate of increase in section memberships. The Political Methodology section officers and the editor of *Political Analysis* report that this arrangement has been entirely successful, both for the section and the journal. Table 1 lists changes in section memberships over two periods—from prior to 1998 to 1999/2000 and from 1999/2000 to 2005. As the table makes plain, membership in Political methodology increased after bundling a subscription to *Political Analysis*.

The same can be said for the State Politics and Policy section, where membership has increased after bundling *SPPQ*, according to a report by Chris Mooney, editor of the journal. On the other hand, membership in Legislative studies has dipped slightly (8%) from the average in 1999/2000 to 2005, which is after the bundling of *Legislative Studies Quarterly*. However, it should be noted that annual memberships fluctuate considerably, irrespective of changes in section dues.

### **Summary**

We believe that bundling the Elections, Public Opinion, and Voting Behavior section dues with a subscription to *PB* would be of overall benefit to the section, its members, and the journal. It is another logical step in the progress that the section is making in developing a strong, self-conscious political science sub-field. We look forward to discussing this further at the annual section meeting in Washington, DC.

**Table 1: APSA Organized Section Membership Change**

Section	Average membership: 1994-98	Average membership: 1999-2000	Change in ave memb, '94/'98 to '99/2000	Membership in 2005	Change in membership, '99/2000 to 2005
<b>Political Methodology</b>	<b>555.2</b>	<b>793.0</b>	<b>42.8%</b>	<b>941</b>	<b>18.6%</b>
Undergraduate Education	259.6	366.3	41.1%	479	30.9
Politics & History	550.8	669.5	21.6%	686	2.5
Foundations of Political Theory	540.0	651.8	20.7%	766	17.5
<b>EPOVB</b>	<b>602.0</b>	<b>726.5</b>	<b>20.7%</b>	<b>799</b>	<b>10</b>
Religion & Politics	404.8	486.3	20.1%	549	12.9
Conflict Resolution	283.4	338.5	19.4%	375	10.8
Comparative Politics	1,297.2	1,511.8	16.5%	1,605	6.2
New Political Science	266.6	309.5	16.1%	405	30.6
Political Psychology	318.4	369.0	15.9%	416	12.7
Women & Politics	559.8	623.0	11.3%	635	2
Representation & Electoral Systems	331.6	365.5	10.2%	406	11
<b>TOTAL SECTION MEMBERSHIPS<sup>1</sup></b>	<b>14,199.8</b>	<b>15,419.30</b>	<b>8.6%</b>	<b>16,353</b>	<b>6</b>
Law & Courts	755.0	808.8	7.1%	848	5
Pol. Communications	384.6	410.3	6.7%	447	9
<b>State Politics &amp; Policy</b>	<b>398.4</b>	<b>424.0</b>	<b>6.4%</b>	<b>542</b>	<b>28</b>
Federalism and IGR	377.2	394.8	4.7%	362	-8
Political Organizations	551.8	577.3	4.6%	601	4
Legislative Studies	606.6	632.3	4.2%	584	-8
Politics & Literature	263.8	272.5	3.3%	346	27
Presidency	403.4	407.3	1.0%	427	5
Science, Technology & Environment	319.2	314.5	-1.5%	337	20
Urban Politics	405.0	394.8	-2.5%	391	-1
European Politics	425.6	412.3	-3.1%	546	33
International Security	473.8	455.3	-3.9%	500	10
Info Technology & Politics	247.4	233.3	-5.7%	250	7
Political Economy	663.8	621.3	-6.4%	680	10
Public Administration	628.6	562.0	-10.6%	553	-5
Public Policy	798.2	669.5	-16.1%	877	31

<sup>1</sup>Note: Only sections that existed prior to 1999 are included in the table in order to provide a useful comparison over time.