

2012

OTW

COMMUNITY SURVEY



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About the Survey

In 2012, a survey designed by the OTW's Internationalization & Outreach committee was offered to the Organization for Transformative Works' user community. This request was posted on its website and other OTW News outlets, e-mailed to all OTW members, and included in emails sent to users of the Archive of Our Own (AO3), in the organization's first outreach effort to account holders. Thus a minimum of 42,000 people were invited to take the survey, with an unknown additional number receiving the survey request through viral distribution.

The survey utilized the Survey Monkey website and was opened to users on April 19 and closed on May 2, 2012. A total of 5,985 people began the survey and 4,923 (82.2%) completed it. After the close of the survey, an internal workgroup was formed to work with the data and produce public posts as well as a final report.

The survey included 89 questions that were offered in both a closed format (requiring users to choose one or more provided responses), and an open format (a blank text box where users could respond in their own words), as well as some questions that combined both options. Not all survey takers received all the questions, as the survey used "skip logic". So depending on how a user answered Question A they might or might not be taken to Question B. Skip logic was used to reduce the length of the survey for survey takers who, because of previous answers, offered either no interest or no direct knowledge with which to answer further questions on a topic.

Findings

- 1) The survey was a long document and this was commented on by numerous individuals throughout the survey in open text options and in the survey's final question, as well as evidenced by a larger number of questions being skipped as the survey progressed. Future surveys should strive for a shorter document and should account for the unfamiliarity many users may have with some of the topics they are being asked about. In some questions up to a third of users, when given a free text option, would reply "Don't know" or a variation of "No opinion."
- 2) Users were largely satisfied with the projects they had used and were familiar with.
- 3) Many AO3 users were unfamiliar with its parent organization, the OTW, or any of the OTW's other projects. As the AO3's userbase more than doubled in 2012, that is likely even more true today.
- 4) The survey ended up being beneficial not only to the OTW for future planning purposes, but to the users themselves in finding out more about the organization and projects than they had previously been aware of. Many users commented directly on their interest in this information, and some connected this knowledge to their willingness to support the OTW financially.

Reporting

The Survey Workgroup prepared various public posts during 2012 that began releasing results soon after the survey concluded. However, these efforts came to a halt over disagreements on how the survey results should be produced, and the difficulty in scheduling internal feedback prior to a regularly

scheduled external release. In addition, the volume of response to the survey was not anticipated during its drafting stage, leading to the use of numerous questions whose thousands of varied responses would take considerable time to categorize and report.

This final report includes summary results for all the questions asked in the survey in addition to a few cross-tabulated results that focus on fanwork producers and how involved they are in OTW projects.

All the summaries of survey results in this report will include:

- 1) What kind of question it was (closed, open, or closed + open).
- 2) How many people offered an answer to the question.
- 3) What percentage of total survey takers responded to the question.
- 4) Whether or not all survey takers were offered the question (i.e., was "skip logic" used).

Most of the questions will also include:

- 1) Actual number of respondents choosing a particular answer.
- 2) What percentage of people who answered the question chose that particular answer.
- 3) What percentage of people intentionally skipped the question.

Some questions will include:

- 1) How responses to one question may correlate with responses to another question in either that same group of questions, or with relevant questions in other parts of the survey.
- 2) If there were any findings of particular significance to a committee or to the organization at large in the responses.
- 3) Setting aside "don't know/no opinion" results when calculating the percentage of other responses offered to text questions. Since in some questions the "no opinion" numbers were considerable, the report compilers felt that it was better to present remaining opinions as a percentage of other answers instead of as a percentage of all the people who wrote in a response. So for example, this would allow us to report "Majority Opinion A" as 25% of all responses rather than 15% due to the large number of "No opinion" answers offered.

There are also two issues to be aware of in reading the report. The first is that as nearly a year has passed since the time the survey closed and this report is being released, some factors have changed during that time. These include improvements to OTW project features, new policies and activities, and an increase in the number of users who interact somehow with the OTW. These are noted throughout the survey when they occur, but as this report may be read well beyond 2013 further changes are likely to make some of the feedback irrelevant to current conditions.

The second issue is a reminder that further information about certain questions can be found in the Cross- Tabulated section at the end of the report which examines user activities through the lens of

fanwork creation. Readers are urged to check that section to read more about questions that interest them.

An earlier version of this report was released internally to all OTW personnel in March 2013. After collating observations and corrections, this final report is being released to the public on March 31, 2013.

Aja Romano and Lesann

Survey Workgroup Leads



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Organization for Transformative Works

2013

Locations and Languages

1) What country/countries do you consider your home? *write-in field*

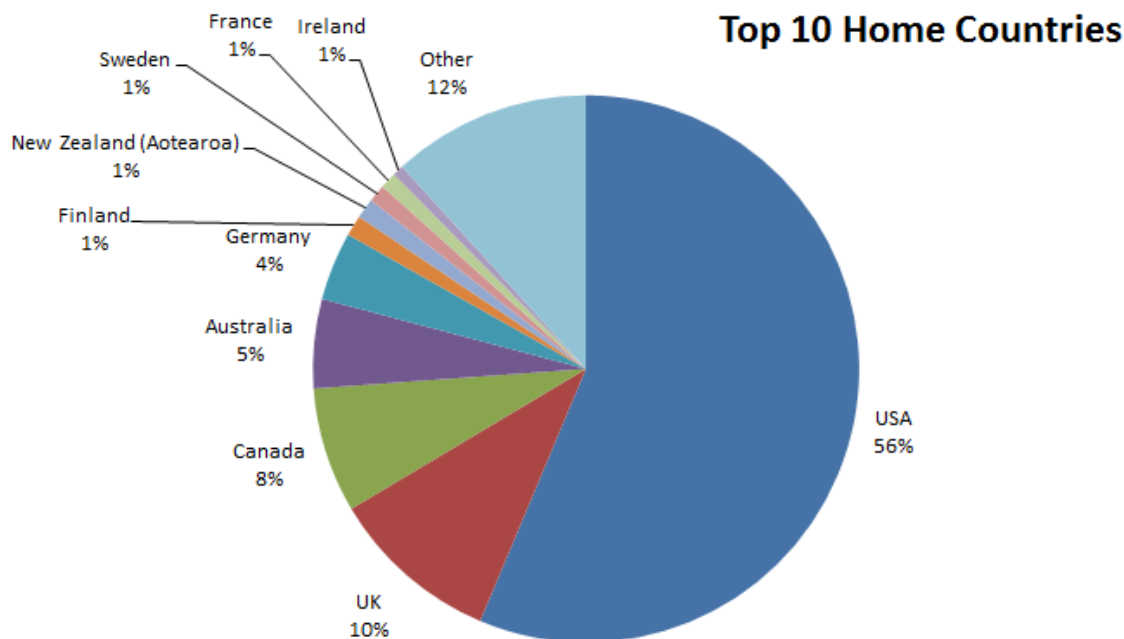
Total Number of Question Respondents: 5,985

Percentage of All Survey Respondents: 100%

We had responses to the survey from 5,985 fans all over the world - and a few from beyond this world (hello to the fan who responded from Narnia!)

This question asked users "What country/countries do you consider your home?" and gave them up to three write-in options. Many people currently, or have in recent years, considered multiple countries home for reasons of work, school, or family. There were a total of 5,895 (100%) responses for Country #1, 805 (13.7%) for Country #2, and 166 (2.8%) for Country #3. The location list was thus quite diverse (and some people also listed cities or states instead of countries).

Respondents listed 96 countries as their home. The top ten countries, by number of respondents, were as follows: USA - 3,352 (56%), UK - 586 (10%), Canada - 478 (8%), Australia - 299 (5%), Germany - 239 (4%), Finland - 89 (1.5%), New Zealand (Aotearoa) - 77 (1.3%), Sweden - 65 (1.1%), France - 58 (1%), Ireland - 58 (1%).



Graphic 1- OTW Survey Question 1: **What country/countries do you consider your home?** 5,895 respondents, no skips.

Countries represented by "Other" in the graph above were named by fewer than 1% of survey takers. These were: Argentina, Austria, Bangladesh, Belgium, Bermuda, Bolivia, Bosnien Hercegovina, Brazil,

Brunei Darussalam, Bulgaria, Burma/Myanmar, Catalan, Cameroon, Cape Verde, Chile, China, Colombia, Costa Rica, Croatia, Cuba, Cyprus, Czech Republic, Denmark, Ecuador, Egypt, El Salvador, Estonia, Ethiopia, Greece, Greenland, Guatemala, Guyana, Hong Kong, Hungary, Iceland, India, Indonesia, Israel, Italy, Jamaica, Japan, Kenya, Kazakhstan, Kosovo, Latvia, Lebanon, Libya, Lithuania, Luxembourg, Malaysia, Maldives, Malta, Mexico, Moldova, Montenegro, Netherlands, Norway, Pakistan, Panama, Paraguay, Peru, Philippines, Poland, Portugal, Puerto Rico, Romania, Russia, Serbia, Singapore, Saudi Arabia, South Africa, South Korea, Slovakia, Slovenia, Spain, Switzerland, Taiwan, Tanzania, Thailand, Trinidad & Tobago, Turkey, Ukraine, United Arab Emirates, Uruguay, Venezuela, Vietnam, and Zimbabwe.

2) What is/are your native language/s? *write-in field*

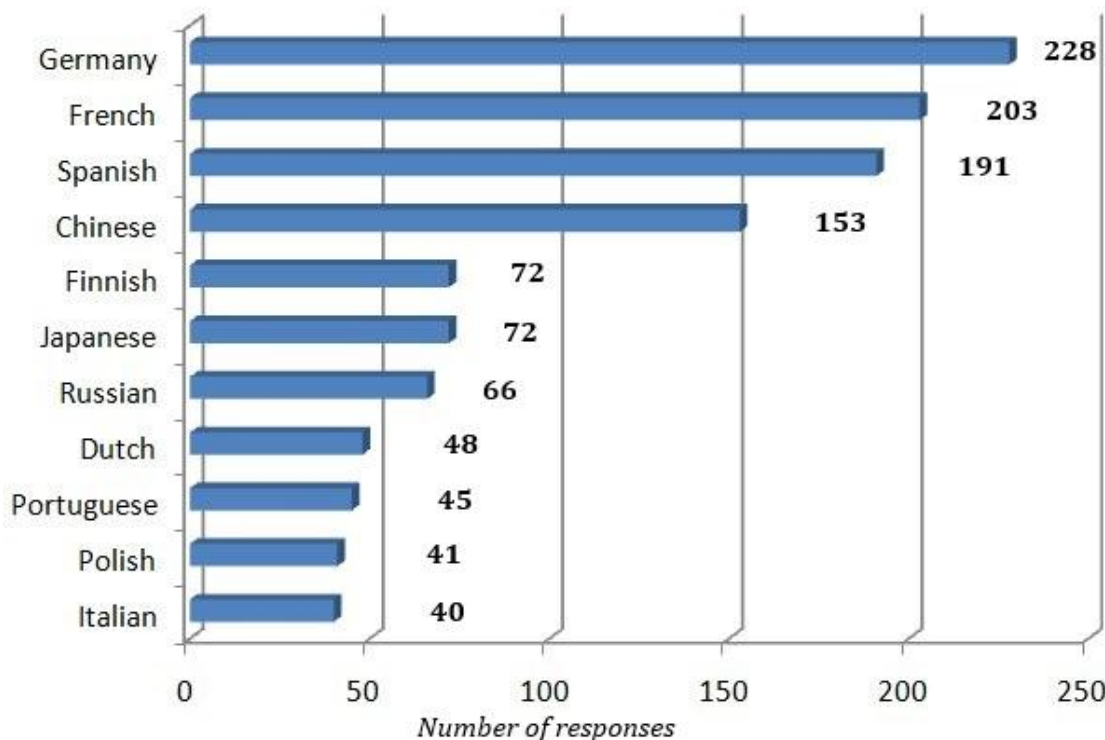
Total Number of Question Respondents: 5,928

Percentage of All Survey Respondents: 99%

This question also had up to three write in fields for people's language choices. There were 5,928 (100%) responses for Language #1, 794 (13.2%) for Language #2, and 122 (2.1%) for Language #3.

In some cases we combined languages. For example, various people who specified "Chinese" qualified it with Mandarin Chinese, Chinese (Cantonese), or Chinese (Mando) while others failed to specify. Because "Chinese" was specified frequently we decided to combine the languages for a better picture of the overall survey taking population. Also a number of people distinguished English with qualifiers such as American English, Canadian-Irish, "Southern vernacular" or British English.

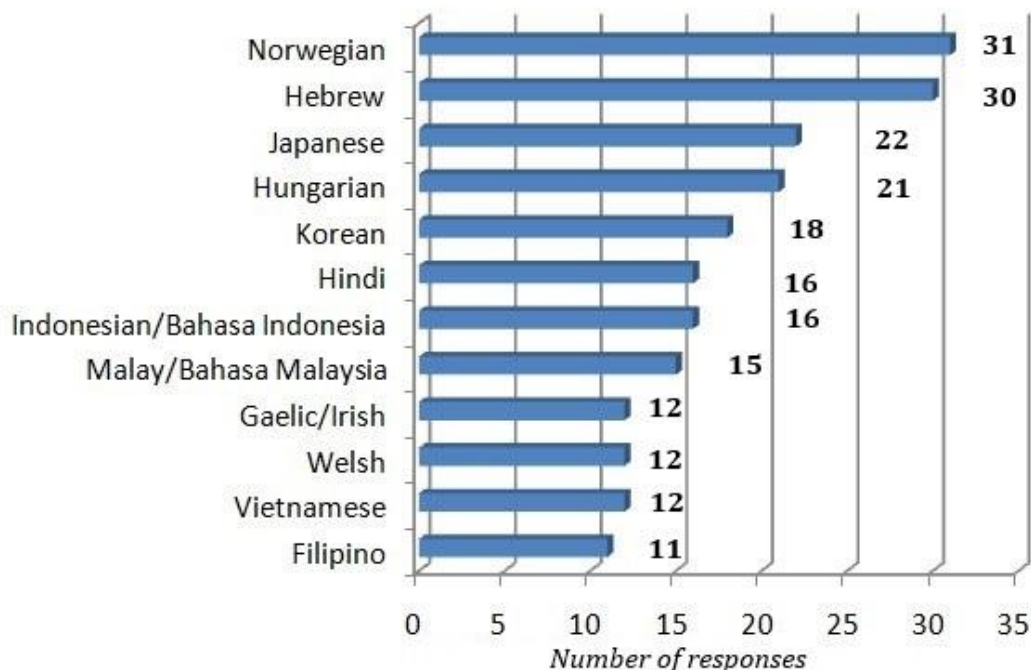
(*"English" was left off of this question's graphs to make the remaining response rates appear more clearly*)



Graphic 2- OTW Survey Question 2: What is/are your native language/s? - Top 12 responses minus English 5,928 respondents, 58 skips.

The top 25 languages were: English (5,029), German (228), French (203), Spanish (191), Chinese (Mandarin and Cantonese) (153), Finnish (72), Swedish (72) , Russian (66), Dutch (48), Portuguese (45), Polish (41), Italian (40), Norwegian (31), Hebrew (30), Japanese (22), Hungarian (21), Korean (18), Hindi (16), Indonesian/ Bahasa Indonesia (16), Malay/Bahasa Malaysia (15), Gaelic/Irish (12), Welsh (12), Vietnamese (12), and Filipino (11).

Other numbers of note: 247 (4.1%) people specified English as their secondary native language, while only 20 (.03%) specified it as a third language. It was by far the largest secondary or third language listed. However, 632 respondents (10.6%) didn't list English at all, which is important for the OTW to keep in mind.



Graphic 3- OTW Survey Question 2: **What is/are your native language/s** - Top 13-24 responses 5,928 respondents, 58 skips.

There were correlations between the top countries listed in Question 1, which included several countries where English is a primary language, and the top languages listed in Question 2 (such as French or German). However, the language list separated out languages spoken in the UK (such as Welsh or Gaelic), and gave a stronger representation to Asian languages even though their native countries did not rank highly in Question 1.

Also represented in Question 2 with 10 or fewer responses were: Afrikaans, American Sign Language, Arabic, Armenian, Bangla, Bengali, Bisaya, Bosnian, Bulgarian, Burmese, Cambodian, Catalan, Cebuano/Filipino, Cherokee, Chuvash, Creole, Croatian, Czech, Danish, Dari, Dhivehi, Estonian, Farsi, Frisian, Galician, German Sign Language, Greek, Gujarati, Hiligaynon, Hispaniolas, Hokkien, Hungarian, Icelandic, Indonesian, Irish Sign Language, Javanese, Kannada, Konkani, Latvian, Lithuanian, Luxembourgish, Maltese, Maori, Marathi, Mechif, New Zealand Sign Language, Norwegian, Pangasinan, Persian, Polish, Portuguese, Punjabi, Pashto, Romani, Romanian, Russian, Sami, Serbian, Serbo-Croatian, Shona, Shqip/Albanian, Sinhalese, Slovak, Slovenian, Swiss German, Tagalog, Taishanese, Taiwanese, Tamil, Telugu, Thai, Turkish, Ukranian, Urdu, Vietnamese, Welsh, Xhosa

3) What language/s do you use in fannish or fandom contexts? *write-in field*

Total Number of Question Respondents: 5,881

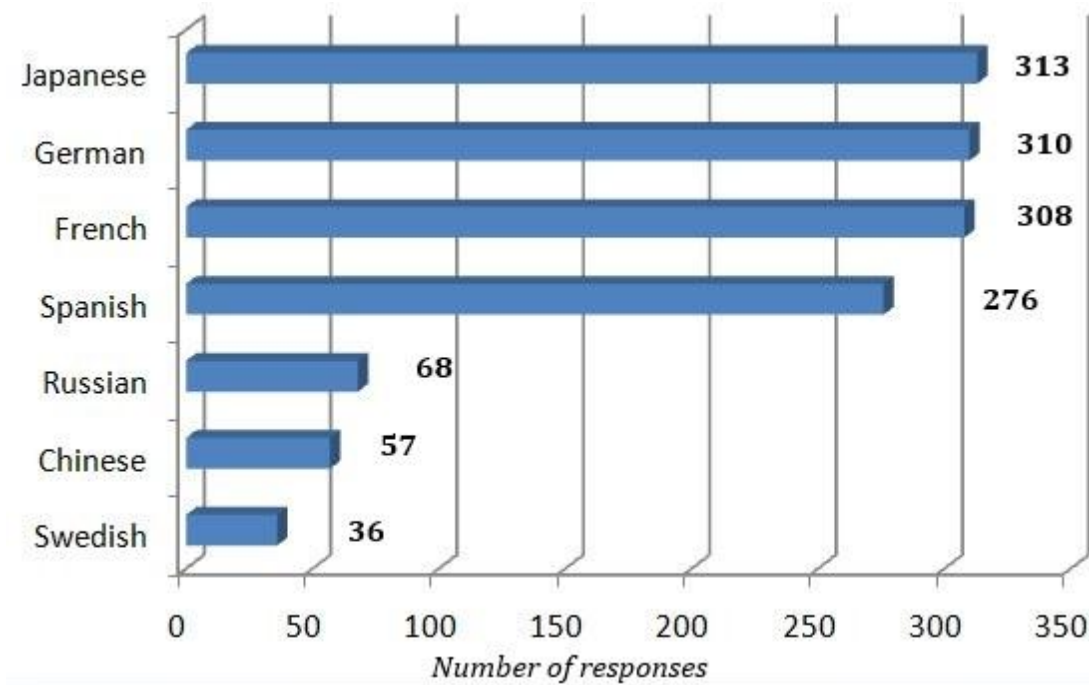
Percentage of All Survey Respondents: 98.2%

Question 3 lost a few more survey takers as it again offered a write-in option for language use, but this time in terms of a fannish context. This question's target was discovering if respondents took part in fannish communities in their native language(s).

With up to four write-in choices there was a lot of repetition among the replies. There were 5,881 responses to Language 1 (100%), 1,289 (22%) to Language 2, 336 (5.7%) to Language 3, and 93 (1.6%) to Language 4.

There were a few differences in terms of the responses here compared to those in Question 2. English was represented even more strongly, which is unsurprising given that OTW project content is still overwhelmingly in English. However other top languages from Question 2 received even more usage in a fandom context. This was particularly true of Japanese, but German and French also received higher usage, whereas the Chinese languages received distinctly less. This may indicate that some survey takers have put non-native languages to fandom use, and thus wouldn't have listed these languages earlier in Question 2.

(*"English" was left off of this question's graphs to make the remaining response rates appear more clearly*)

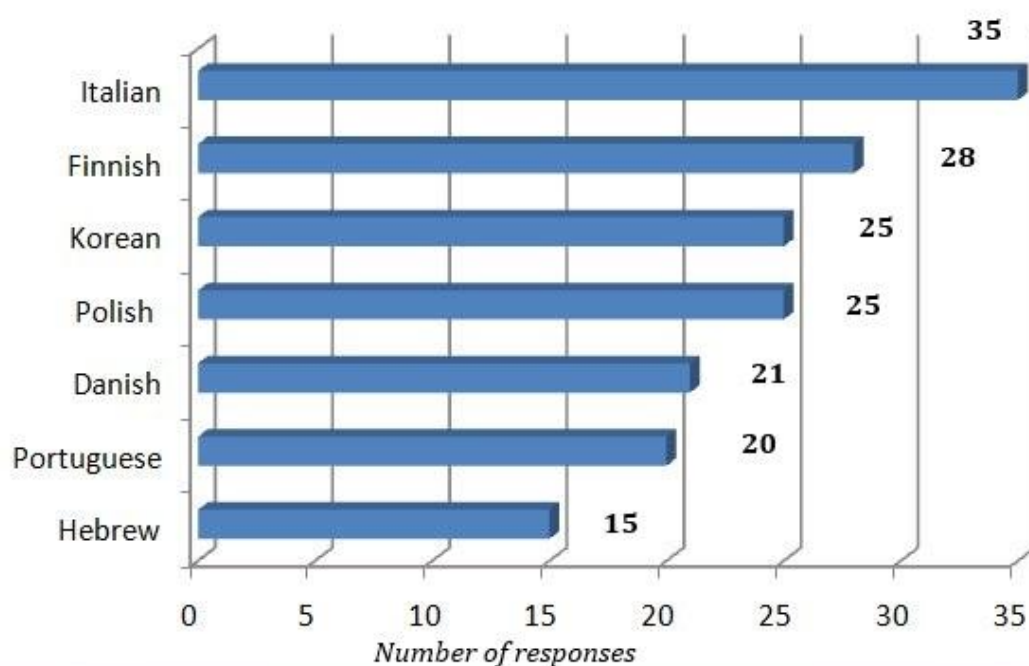


Graphic 4- OTW Survey Question 4: **What language/s do you use in fannish or fandom contexts? Top 8 responses minus English** 5,881 respondents, 104 skips.

The top 15 languages used for fandom purposes were: English (5,871), Japanese (313), German (310), French (308), Spanish (276) , Russian (68), Chinese/Cantonese/Mandarin (57), Swedish (36), Italian (35), Finnish (28), Korean (25), Polish (25), Danish (21), Portuguese (20), Hebrew (15)

Other numbers of note: German was the most popular fourth language listed with 14. Japanese was the most popular third language listed with 65, and also the most popular second language listed with 229. English was the most popular first language choice with 5,687. Question 3 had more write-ins than Question 2 for fandom source text languages such as Elvish or Vulcan.

Represented with 14 or fewer responses were: American Sign Language, Arabic, Bulgarian, Catalan, Corsican, Croatian, Czech, Dutch, Esperanto, Estonian, Farsi, Filipino, Gaelic, Greek, Hindi, Hungarian, Indonesian, Irish, Kiswahili, Latin, Malay, Norwegian, Romanian, Serbian, Serbo-Croatian, Slovak, Tagalog, Thai, Turkish, Ukranian, Urdu, Vietnamese, Welsh.



Graphic 5- OTW Survey Question 3: **What language/s do you use in fannish or fandom contexts?** Top 9-15 responses 5,881 respondents, 104 skips.

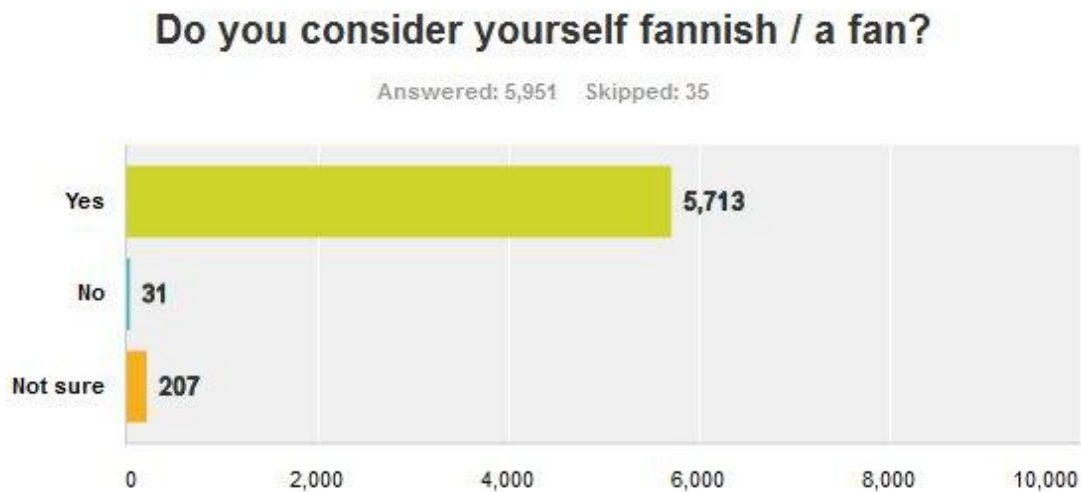
Fannish Locations & Activities

4) Do you consider yourself fannish / a fan? *closed question*

Total Number of Question Respondents: 5,951

Percentage of All Survey Respondents: 99.4%

Question 4 had only three options: yes, no, or not sure. Only 0.6 % of all respondents skipped this question, and the vast majority (5,713 or 96%) said yes, with 207 (3.5%) not sure. In fact, fewer people said no (31 or 0.05%) than skipped the question.



Graphic 6 -OTW Survey Question 4: **Do you consider yourself fannish / a fan?** 5,951 respondents, 35 skips.

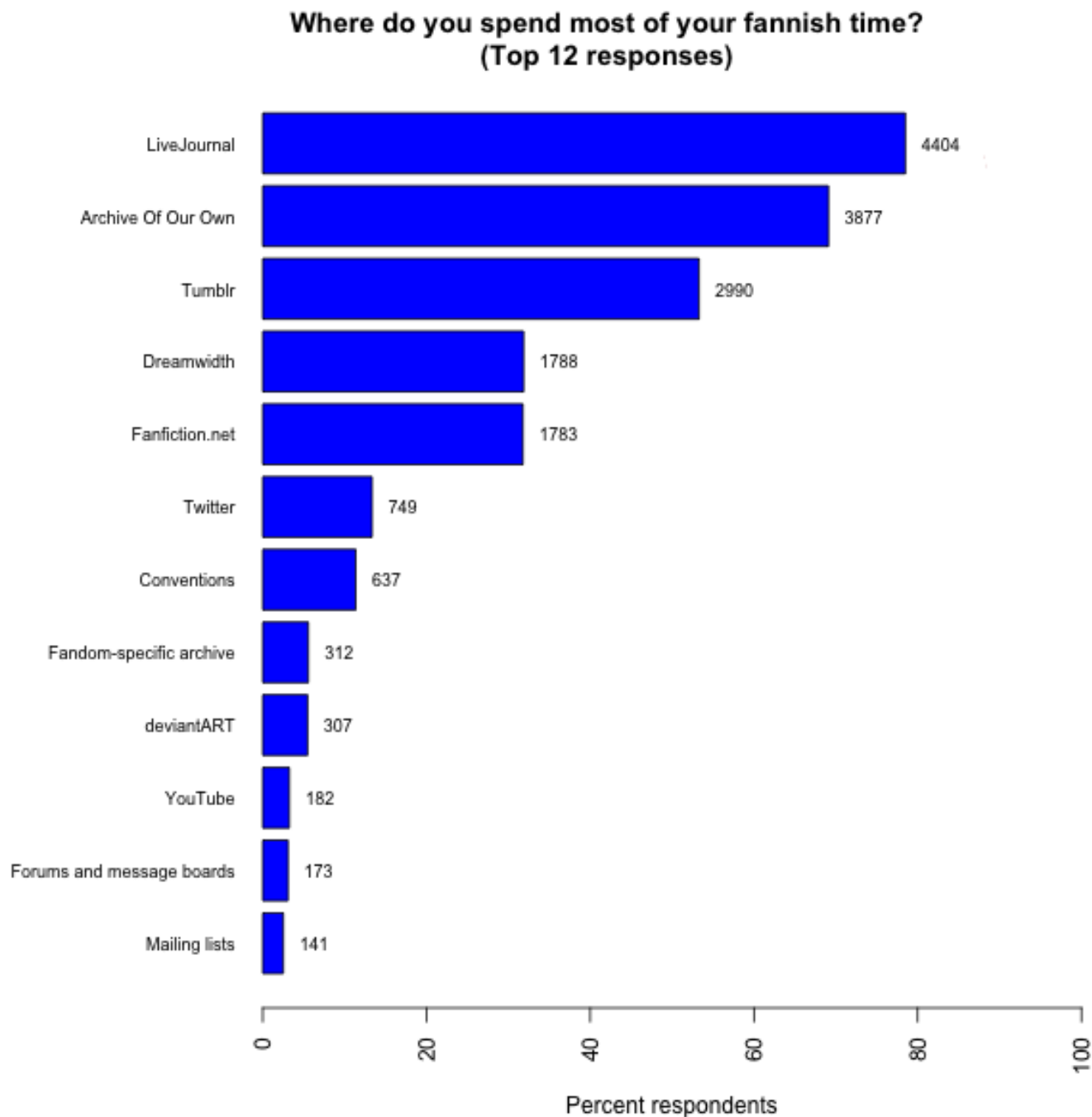
Given that this survey was targeted at people somehow aware of the OTW, and likely to be in a fannish community where the survey link was shared or distributed, people were overwhelmingly likely to identify as fans. The "Not sure" responses are probably a much more common answer outside of OTW user circles. Many people tend to see their fannishness as tied to particular properties at a given time, or tied to particular activities, rather than being a constant part of their lives, so the answer may fluctuate or be difficult to define. Given that many respondents to this survey are AO3 users, and it is a multifandom archive likely to appeal to those who view or create fanworks for different fandoms, the people who took this survey are probably among those fans whose fannishness is a more continuous thing.

5) Where do you spend most of your fannish time? *write-in field*

Total Number of Question Respondents: 5,611

Percentage of All Survey Respondents: 93.7%

Those who answered "No" or "Not sure" to Question 4 were taken directly to Question 7, so out of the 374 people who skipped this question only 136 (2.27%) people *intentionally* skipped this question. There were five write-in fields and each one received the following number of responses: Site 1 (5,611 or 100%), Site 2 (5,323 or 95%), Site 3 (4,437 or 79%), Site 4 (2,647 or 47.2%), Site 5 (1,232 or 22%). This meant a total of 19,250 responses to this single question!



Graphic 7 -OTW Survey Question 5: **Where do you spend most of your fannish time?** 5,611 respondents, 374 skips.

The Top 12 site responses are listed here and in the graph above. A full response will be provided after the discussion.

- 1) LiveJournal - 4,404 - 78.5%
- 2) Archive Of Our Own - 3,877 - 69.1%
- 3) Tumblr - 2,990 - 53.3%
- 4) Dreamwidth - 1,788 - 31.9%
- 5) Fanfiction.net - 1,783 - 31.8%
- 6) Twitter - 749 - 13.3%
- 7) Conventions - 637 - 11.4%
- 8) Fandom-specific archive - 312 - 5.6%
- 9) deviantART - 307 - 5.5%
- 10) YouTube - 182 - 3.2%
- 11) Forums and message boards - 173 - 3%
- 12) Mailing lists - 141 - 2.5%

The survey request was distributed through the OTW's news outlets and to all AO3 users. Thus four of the top responses seem to follow those distribution outlets with LiveJournal, AO3, Dreamwidth, and Twitter being heavily used. Of some interest therefore is that two of our news locations, Facebook and Insane Journal, are far down the list. Facebook is 15th on the list with 124 respondents (2.2%) coming after Pinboard and miscellaneous fandom websites. InsaneJournal came in at #18 with 80 respondents (1.4%).

One place where the survey was not directly distributed, Fanfiction.net, had a very high response rate. Given that this survey was closed on May 2, 2012, it's interesting that use was so high by so many survey takers even before Fanfiction.net began to delete content, which sent many new writers and readers to the AO3. Chances are the number for Fanfiction.net would be even higher in a future survey.

The full list of answers to this question included numerous specific websites or specific communities on a larger platform, such as LiveJournal, as well as offline clubs. There were sometimes general types of sites listed such as "author's website" or "official forums" as well as gaming platforms. There were also general comments such as "conversations", "email", "depends on the fandom" and "my kitchen table/living room/with friends."

A further explanation of the categories created in this question may give the reader an idea of the complexity involved in categorizing the free-text responses.

- 1) The "Conventions" category listed above included the answers that listed simply "conventions" as well as those by other survey takers who mentioned specific convention names or types of cons.
- 2) "Miscellaneous offline activity" refers to offline activities that didn't fall under roleplaying, conventions, meetups, etc.
- 3) Instant messaging platforms have been separated out individually.
- 4) "Online roleplaying" vs "roleplaying games" vs "online gaming" vs "MMORPG"

It was hard to tell in this category what people might be referring to in their answers. Some people answered "online gaming" but a lot of other people answered more specifically, such as "MMORPG". It's quite possible some people who said "online gaming" overlap with "MMORPG" or another form of online RPG, but they weren't folded over into those categories due to lack of specificity.

All of these could have been folded together into roleplaying, but because so many people were quite specific about what type of roleplaying it was, these were broken down separately. So people might have meant playing non-RPG games online, being involved in RPGs on blogging platforms, playing MMORPGs, playing tabletop RPGs offline with friends, etc.

So the category of "Online roleplaying" listed below includes anything that was clearly blog-based RPing (e.g. campfuckudie). However, we couldn't rule out the possibility that some of the people who only wrote "roleplaying games" meant the same thing.

We did put people who specified "tabletop RPGs" under "roleplaying games". Putting LARP in its own category may seem a bit arbitrary, but a number of people specified LARPing.

5) General video-sharing websites like Nico Nico Douga and Vimeo are in their own category, since neither is strictly a fanwork archive, (unlike AnimeMusicVideos.org, which was put under "Other multifandom fanwork archive").

6) Crunchyroll is not under "fansub site" since, strictly speaking, it is not a fannish effort. There's a case to be made that Aarinfantasy belongs under "Fandom-specific website", though it's also a fansub/scans site, which is why it's in its separate category.

Fandom-specific archive	312
Pinboard	134
Fandom-specific website	128
Facebook	124
Friends and/or family	119
Fannish meet-ups	97
InsaneJournal	80
Fanwork archives (unspecified)	74
Other multifandom archive	67
Delicious	65
Email	54
Miscellaneous offline activity	47
AdultFanFiction.net	46
Plurk	39
Chat (unspecified)	38
Google chat	37
Kink memes	34
Anon memes	34
Journalfen	33
OTW	31
Clubs	30
Pixiv	29
Blogs (unspecified)	26
AIM	26
Chatrooms	25
Roleplaying games	25
Skype	24
Online roleplaying	24
IRC	24
4chan	23

LARP	22
Online gaming	16
Yaoi Gallery	16
Fanlore	14
diary.ru	14
Scanlation site	13
Wordpress	13
Pinterest	12
Webcomic	12
Audiofic Archive	12
Gaming (unspecified)	9
Pottermore	9
FictionPress.com	8
Comics shops	8
MMORPG	8
Ravelry	7
Aarinfantasy	6
Libraries and/or bookstores	6
Blogger	6
Fansub site	6
Google Plus	5
Crunchyroll	5
Podcasts	5
Cosplay	4
Concerts	4
Goodreads	4
MSN Messenger	3
ICQ	3
Yahoo Messenger	3
Fanzines	3
Nico Nico Douga	2
DeadJournal	1
Vimeo	1
Diigo	1

Some sites which cropped up repeatedly are: animexx.de, AV Club, Archiveattheendoftheuniverse, Bioware forums, BuddyTV.com, Ficwad, TheForce.net, IMDB, Omegle, Pixiv, Skyhawke, SpoilerTV.com, Television Without Pity, TV Tropes, Twisting the Hellmouth, and Yahoo groups.

For more on fandom groups and sites, see Question 9.

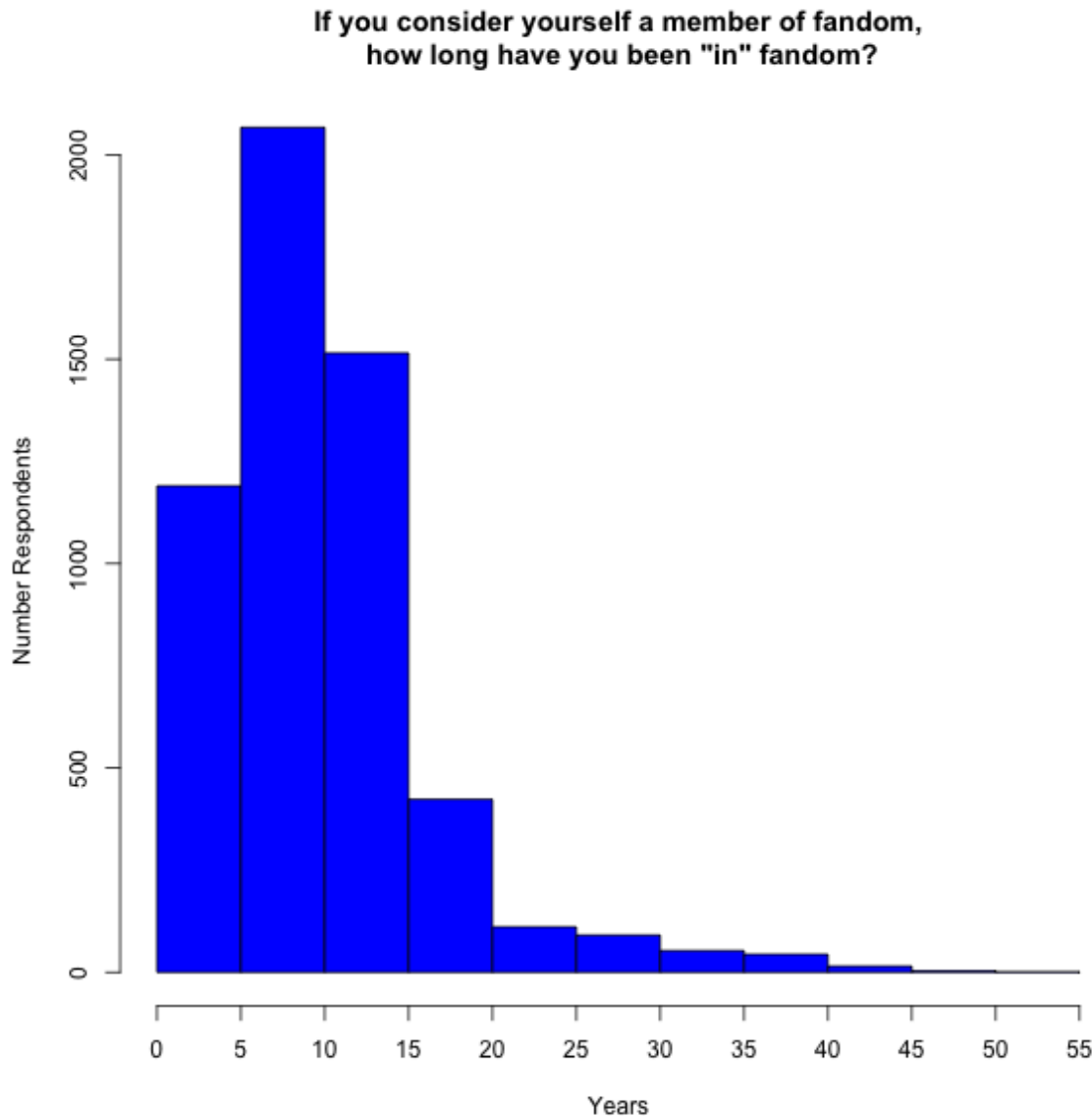
6) If you consider yourself a member of fandom: how long have you been "in fandom"? *numerical write-in field*

Total Number of Question Respondents: 5,515

Percentage of All Survey Respondents: 92%

Question 6 was also missed by those answering "No" or "Not sure" in Question 4 for an intentional skip rate of 3.87% (232 people).

This question showed that those responding to the survey have been around the fandom block for a while. The responses cluster under the 15 year mark, but tail out to 50 years! (One person provided "9000000" as a response). While a significant number of respondents have been in a fandom for fewer than 5 years, the majority have not. This may again be connected to awareness of the OTW, as such knowledge seems particularly likely among fans who are deeply networked and have been involved in various fandoms, as opposed to being fairly new and possibly active in just one online fandom location.



Graphic 8 - OTW Survey Question 6: **How long have you been "in fandom"?** 5,515 respondents, 470 skips.

The responses broke down in the following way:

- 1) 0-5 years - 1,190 - 21.5%
- 2) 6-10 years - 2,067 - 37.4%
- 3) 11-15 years - 1,515 - 27.4%
- 4) 16-20 years - 423 - 7.6%
- 5) 21-25 years - 111 - 2%
- 6) 26-30 years - 91 - 1.6%

- 7) 31-35 years - 53 -0.01%
- 8) 36-40 years - 44 -0.01%
- 9) 41-45 years - 15 -0.003%
- 10) 46-50 years - 4 -0.0007%
- 11) 51-55 years - 1 -0.0002%

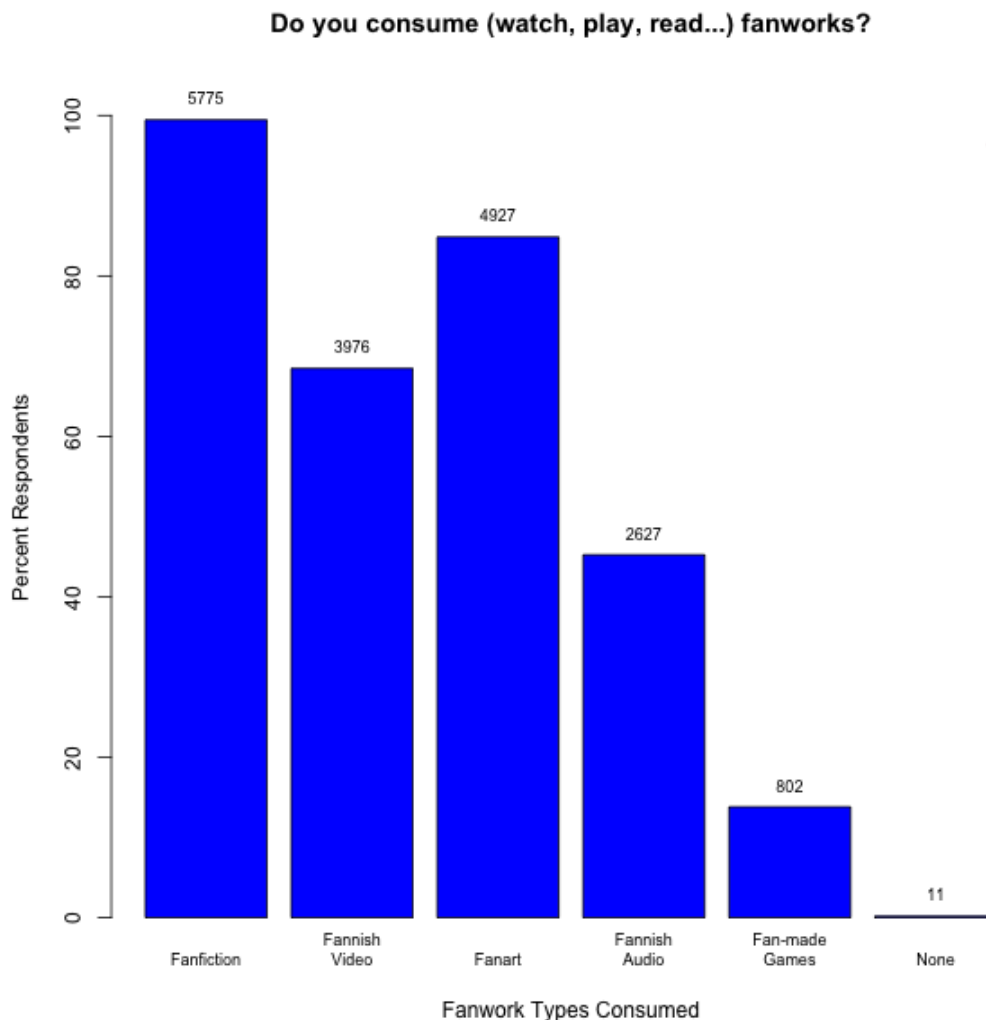
For those wanting the quick version we have:

mean = 10.6 years
mode = 9 years
median = 10 years
standard deviation = 6.8 years

7) Do you consume (watch, play, read...) fanworks? *closed question + write-in field*

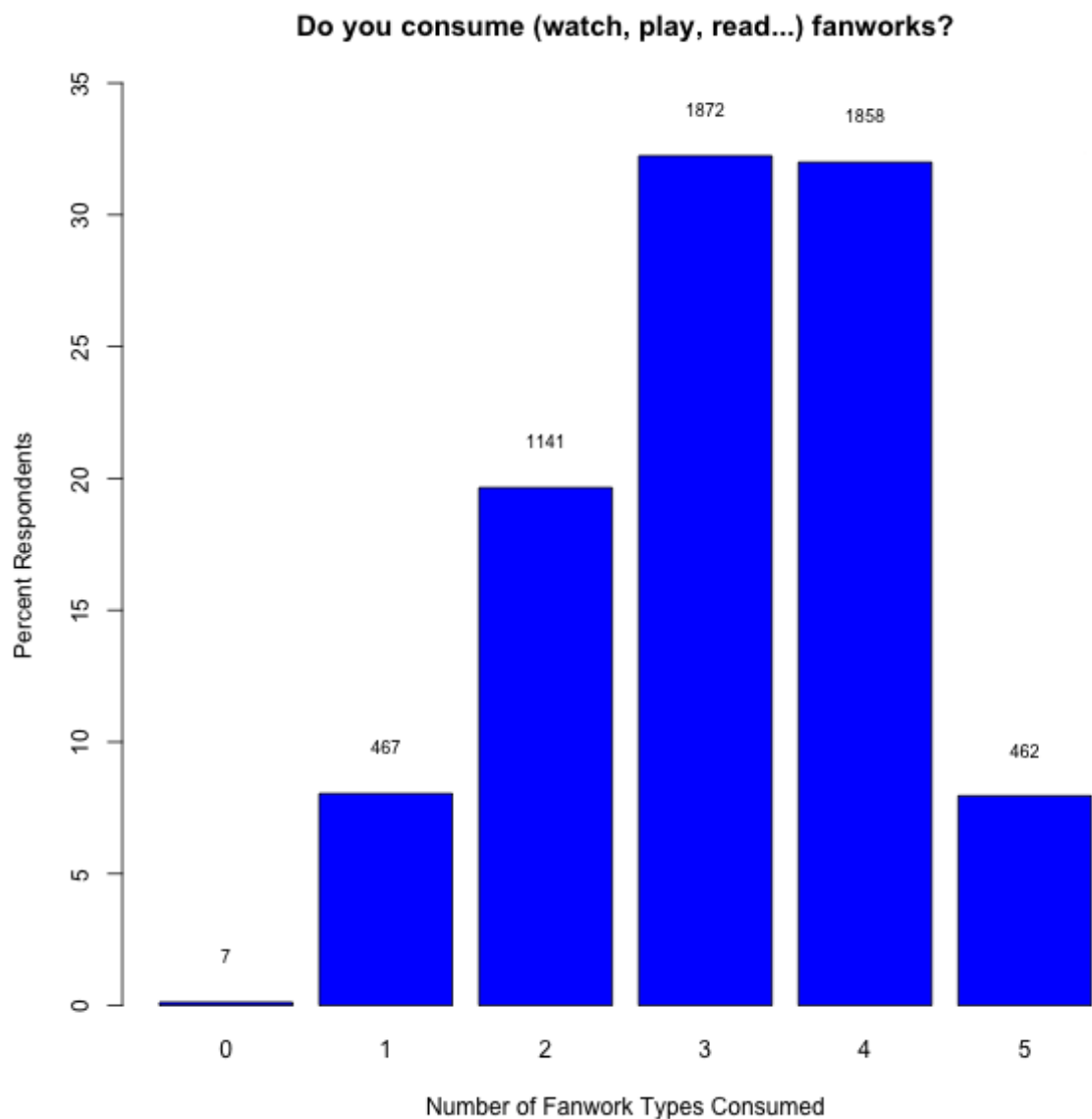
Total Number of Question Respondents: 5,716

Percentage of All Survey Respondents: 95.4%



Graphic 9 - OTW Survey Question 7: **Do you consume (watch, play, read...) fanworks?** 5,716 respondents, 269 skips.

Question 7 had 269 (4.4%%) people intentionally skip it. This question allowed people to choose more than one option and also had a write-in field. Nearly all those who answered read fanfiction (5,613 or 99.4%). The majority also viewed fanart (4,786 or 84.8%) and fannish video (3,856 or 68.5%). A smaller number (2,552 or 45.2%) listened to fannish audio (including podfic, filk, fanmixes, etc.) and 13.8% or 802 respondents were involved with fannish game content such as mods and addons. Only 11 (.01%) people who answered the question did not interact with any of those fanworks.



Graphic 10 - OTW Survey Question 7: **How many different fanwork types respondents reported consuming** 5,716 respondents, 269 skips.

Another way to look at this question is to see how many different types of fanworks people were involved with, the highest result being 3 kinds and the lowest being none. These numbers break down as follows:

- 0 - 0.01%
- 1 - 8.01%
- 2 - 19.9%
- 3 - 32.7%

4 - 32.5%

5 - 8.0%

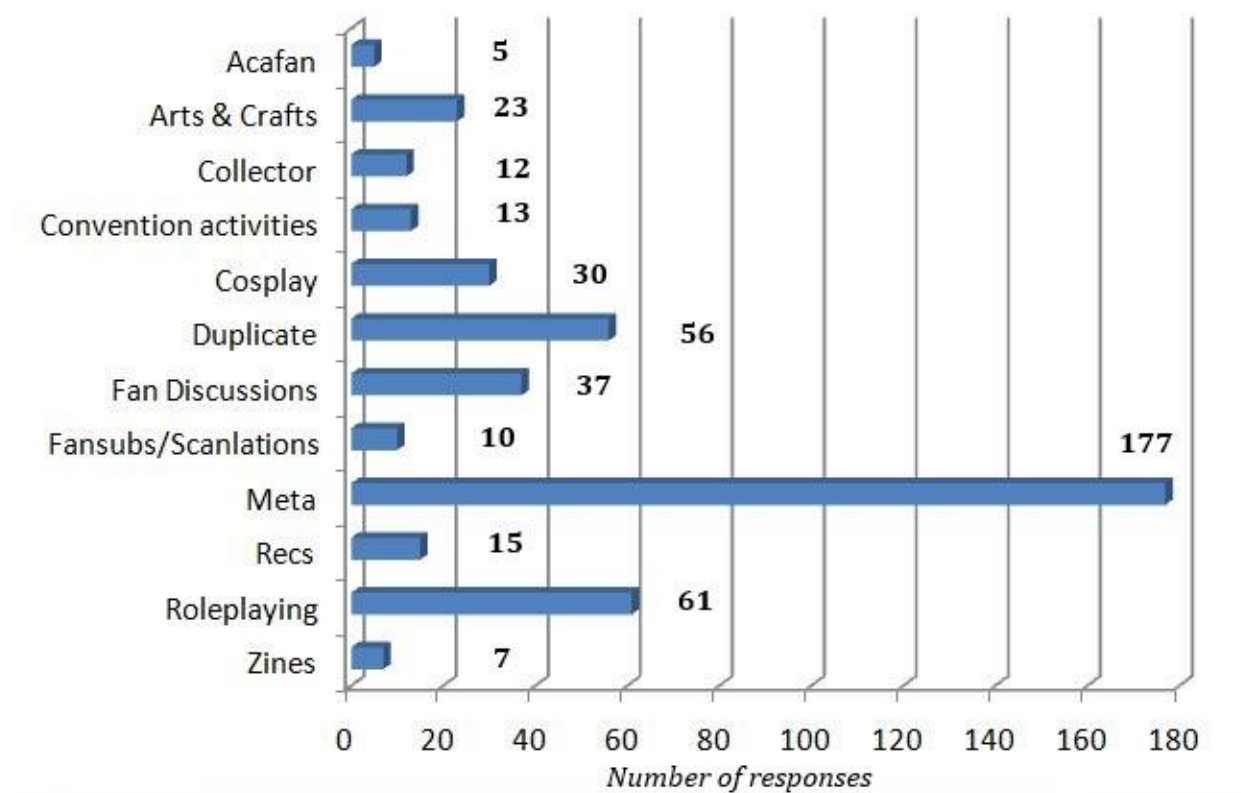
So the percentage of people who look for only one kind of fanwork (primarily fanfiction) is the same as those who look at all the options listed (8%). (This does not count the "Other" responses).

In addition to the options offered in this question, 391 people (6.8%) wrote in additional types of fan activity. These were sorted into 12 categories and some people volunteered more than one activity.

The largest group of activities centered on non-fiction writing. This included meta (177 or 45.27%), fan discussions (37 or 9.6%), recs to fanworks (15 or 3.84%), fansubs and scanlations (10 or 2.56%), or acafan activity (5 or 1.28%). The next largest category, "Roleplaying," is one which takes various forms, but this wasn't always specified by the survey taker. As a result we grouped all "Roleplaying" answers together (61 or 15.6%).

The third largest group could be seen as a duplication of one or more of the options already offered in the question (56 or 14.32%) likely due to ambiguous wording. Many of these responses were works which involved photo manipulation (such as icons) or fan comics/doujinshi, which the respondent did not classify under fanart. Similarly some people mentioned specific podcasts they listened to, or mentioned that they sang filk but didn't record it.

Another group of responses had to do with offline activities, as people cited taking part in cosplay (30 or 7.67%), arts & crafts (23 or 5.88%), varied convention activities (13 or 3.32%), collecting items (12 or 3.07%), or zines (7 or 1.79%).

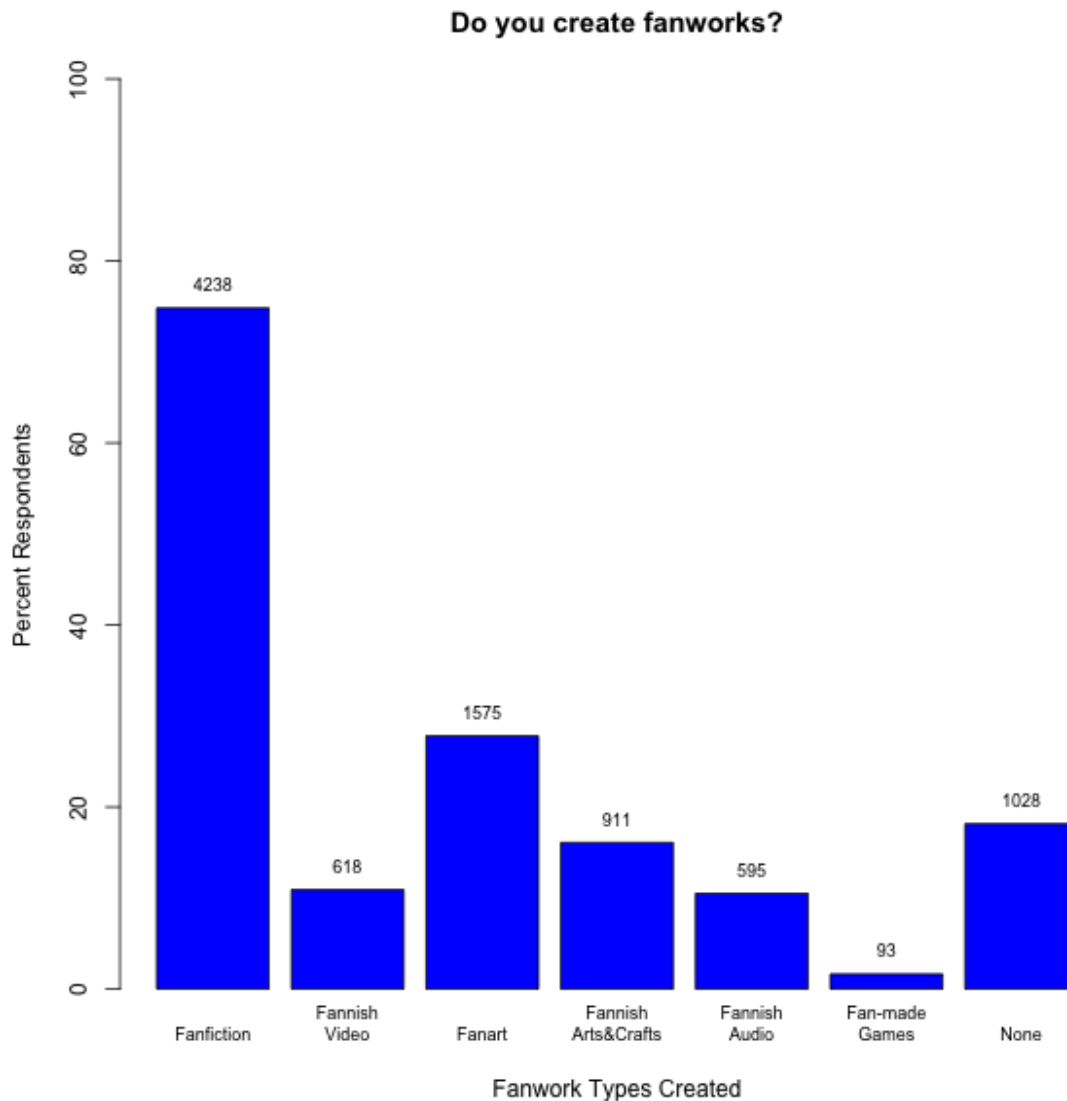


Graphic 11 - OTW Survey Question 7: 12 categories in write-in responses of additional Fanwork types consumed 391 respondents

8) Do you create fanworks? *closed question + write-in field*

Total Number of Question Respondents: 5,664

Percentage of All Survey Respondents: 94.6%



Graphic 12 - OTW Survey Question 8: **Do you create fanworks?** 5,664 respondents, 321 skips.

Question 8, on the other hand, asked people what they themselves created. More people skipped this question, 321 (5.4%) of them intentionally. People were able to choose more than one answer which resulted in the following:

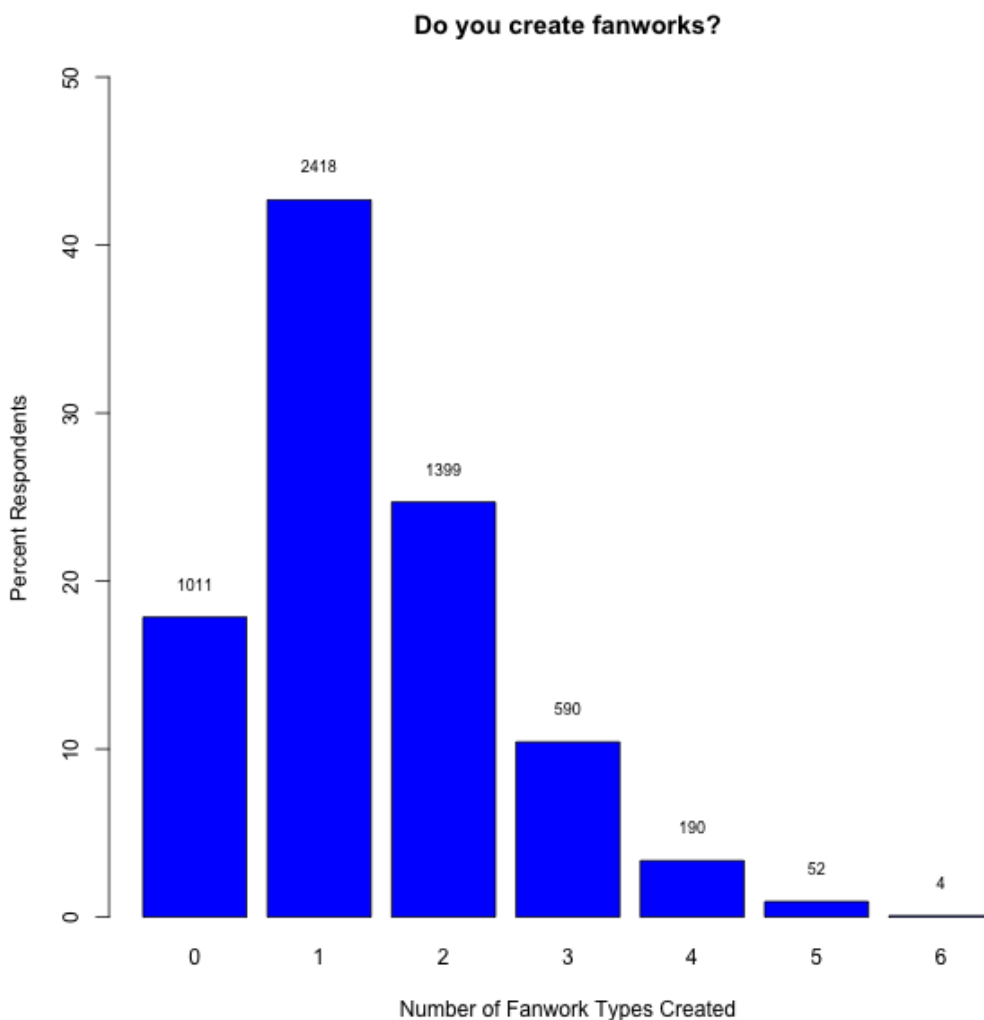
- 1) Fanfiction – 4,238 – 74.8%
- 2) Fannish video – 618 – 10.9%
- 3) Visual fanart – 1,575 – 27.8%
- 4) Arts and crafts – 911 – 16.1%
- 5) Fannish audio – 595 – 10.5%

6) Fannish game content – 93 – 1.6%

7) None – 1,028 – 18%

As might be expected far fewer fans create fannish content than use it, and the skillset and direct costs for each type of fanwork varies as well. For example 93 people create fannish game content and 802 people use it, for a difference of 709 more consumers than creators. This is close to the 689-person difference between fanfic writers (4,238) and fanfic readers (4,927) in terms of absolute numbers, but the difference is very large in terms of *percentage* of producers vs. consumers -- with producers making up 11% of the gaming users but 86% of the fanfic users.

We saw in Question 5 that around 70% of respondents use fanfic archives for their fannish activities, and sites like the AO3 and Fanfiction.net display primarily written text. So Question 8's results likely indicate that those who do focus on multimedia forms of content may never have received the survey, since their main platforms for activity would be elsewhere. It will be interesting to see if in the future more multimedia fan creators become aware of the OTW once artists, vidders, and audio creators are able to host their content directly on the AO3. (For more on this, see the Cross-Tabulated Responses section at the end of this report).

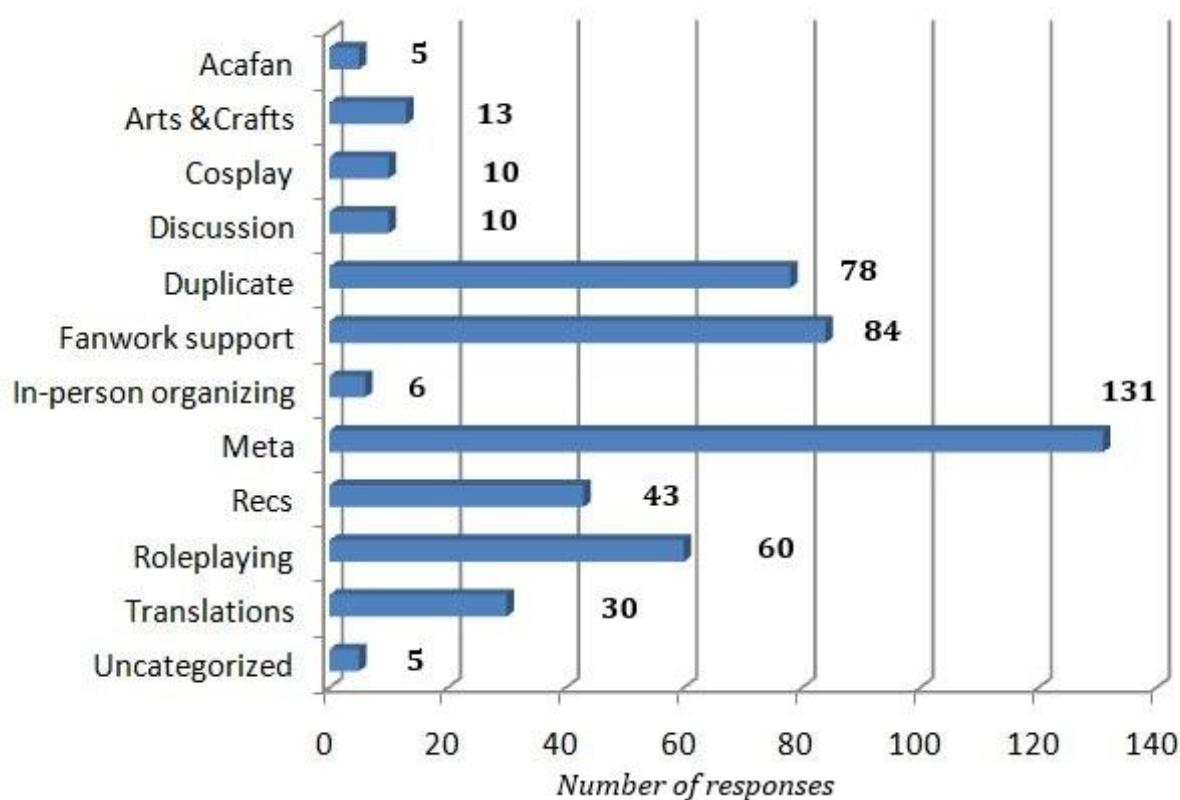


Graphic 13 - OTW Survey Question 8: **How many different fanwork types respondents reported creating** 5,664 respondents

The above graph shows how many different types of fanworks people created, the highest result being only 1 kind (usually fanfiction) with over 40% of respondents. The results break down as follows:

- 0 - 17.9%
- 1 - 42.7%
- 2 - 24.7%
- 3 - 10.4%
- 4 - 3.4%
- 5 - 0.92%
- 6 - 0.071%

There is an important difference between Question 7 and Question 8. Question 7 did not offer a category for arts and crafts, which a substantial number of people chose as an answer in Question 8. While very few people opted to write it in as a category in Question 7, there were some people who listed it again in write-in comments in Question 8. The "Arts and Crafts" category (13 or 3%) was thus broken out separately from other "duplicate" responses to Question 8 because some people may not have noticed that Question 8 offered it as an option since Question 7 had not.



Graphic 14 - Survey Question 8: 12 categories in write-in responses of additional Fanwork types created 435 respondents

There are other differences from Question 7 shown in the results of Question 8. For one, the number of people listing no fanworks created comes in third in the overall percentage of respondents instead of last, and very few people create all six categories listed (though they clearly have mad skills!). There were a total of 435 (7.6%) write-in responses to Question 8 -- nearly 100 more than to Question 7. Again some people provided more than one answer and these again fell under 12 different categories.

Now that people were responding to what they themselves create, it was interesting to see a similar group of categories appearing in Question 8 write-ins as in Question 7 write-ins. Some of these had noticeable differences in terms of consuming vs. creating, such as Cosplay (10 or 2.3%), Discussions (10 or 2.3%), Recs (43 or 9.89%), or Translations, including fansubs, scanlations and fanfiction, (30 or 6.9%). Some had almost identical numbers as in Question 7, such as Roleplaying (60 or 13.8%) or Acafans (5 or 1.15%).

Meta remained the largest write-in category (131 or 30.11%) in both Questions 7 and 8. However, the second highest category was that of "Fanwork support" (84 or 19.31%). This category encompassed beta readers, challenge and community creators or moderators, and other online resource creators who either provide work or create an infrastructure for other fans to utilize. The third largest category was again "Duplicate" responses to options already offered in the question. There was a unique temporal aspect to these replies in Question 8 however. Many of the "Duplicate" people indicated that they had either created fanworks in the past, they very rarely created them, they created them but didn't share them with others, or they planned to create them soon. In addition, some respondents made clear they didn't know if their type of fanwork qualified as one of the question options.

Another, slightly different category in Question 8 responses was "In person organizing" (6 or 1.38%) where people listed serving on convention panels, creating meet-ups, or doing other kinds of convention work. Lastly there were 5 (1.15%) responses which couldn't be classified as fanworks, either because they were unintelligible or they listed things such as "watching the show" or "watching the DVDs."

A final note on this question is that it was the one used in the final chapter, Cross-Tabulated Responses, to examine all other questions in the survey. So anyone interested in the responses here will likely want to read that section.

9) What general fannish community/communities, if any, do you feel part of? *write-in field*

Total Number of Question Respondents: 4,271

Percentage of All Survey Respondents: 71.3%

As all survey respondents should have received Question 9, it received the highest skip rate (29%) in this section. This may be because "feel a part of" is much vaguer than Question 5's "spend time in," and some people clearly took this to be a similar question. The fact that both questions required the survey taker to write in an answer probably increased the likelihood that they would skip it. Several dozen responses indicated that the question was confusing, and at least one person suggested that there should have been some multiple choice options.

The question had 4 write-in fields which received the following number of entries: Site 1 (4,271 or 100%), Site 2 (3,036 or 71%), Site 3 (1,800 or 42%), Site 4 (787 or 18.4%) for a total of 9,893 different responses.

As in Question 5 the answers could be extremely diverse and similar meanings might be worded quite differently. Additionally, a number of people listed multiple answers within the same field rather than using the additional fields to separate different responses, or they were highly specific about their

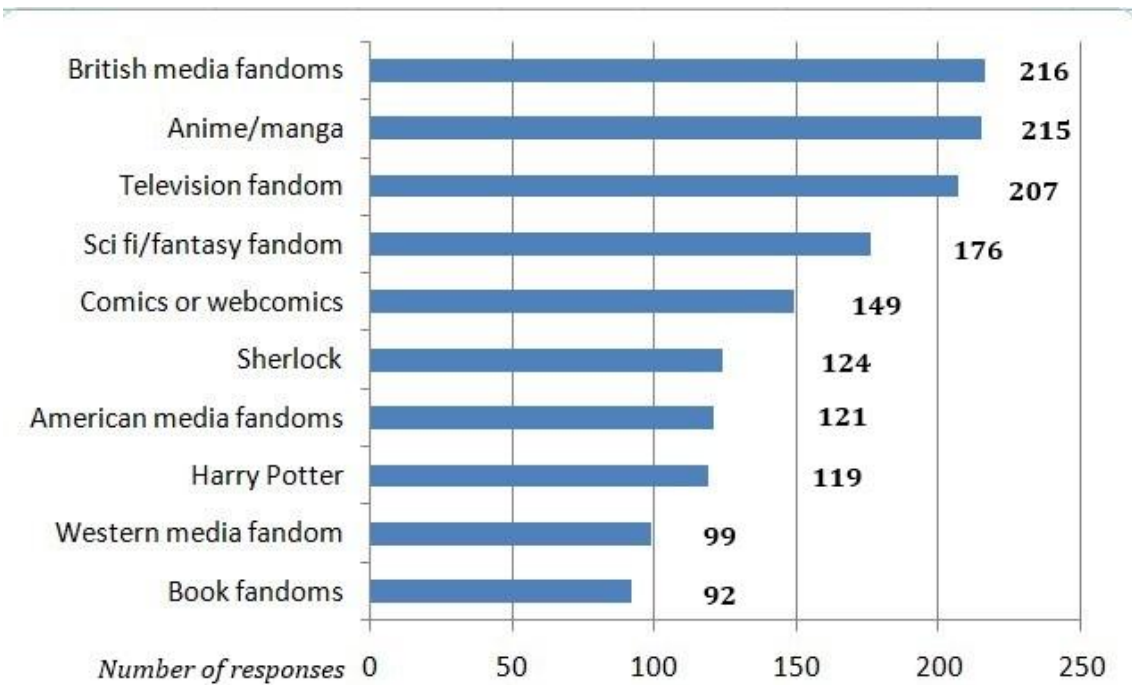
answers. Some examples are "Online English-language TV and book-based fanfiction (mostly British TV/books)" or "Well-written tv crime shows - English language", each of which lists multiple fandom aspects. Thus Question 9 alone could have ended up taking an enormous amount of volunteer time to parse.

As a result, what is reported here are large groupings, even though there was overlap in many, many answers. The most revealing thing about Question 9's results was that the answers showed some distinct commonalities in how people chose to define their own fan involvement. Their responses fell into the following camps:

- 1) Language (such as Russian language fandoms)
- 2) Nationality (such as French fandoms)
- 3) Format (such as movies or videogames)
- 4) Specific fandoms (such as Buffy the Vampire Slayer or Doctor Who)
- 5) Genres or umbrella properties (such as scripted dramas or Marvel comics)
- 6) Online locations (such as LiveJournal or specific websites)
- 7) Fanwork fandoms (such as fanfiction or filk)
- 8) Fanwork genres (such as femslash or specific kinks)
- 9) Specific characters or character pairings (such as Klaine from Glee)
- 10) Specific causes within fandom (such as social justice fandom)

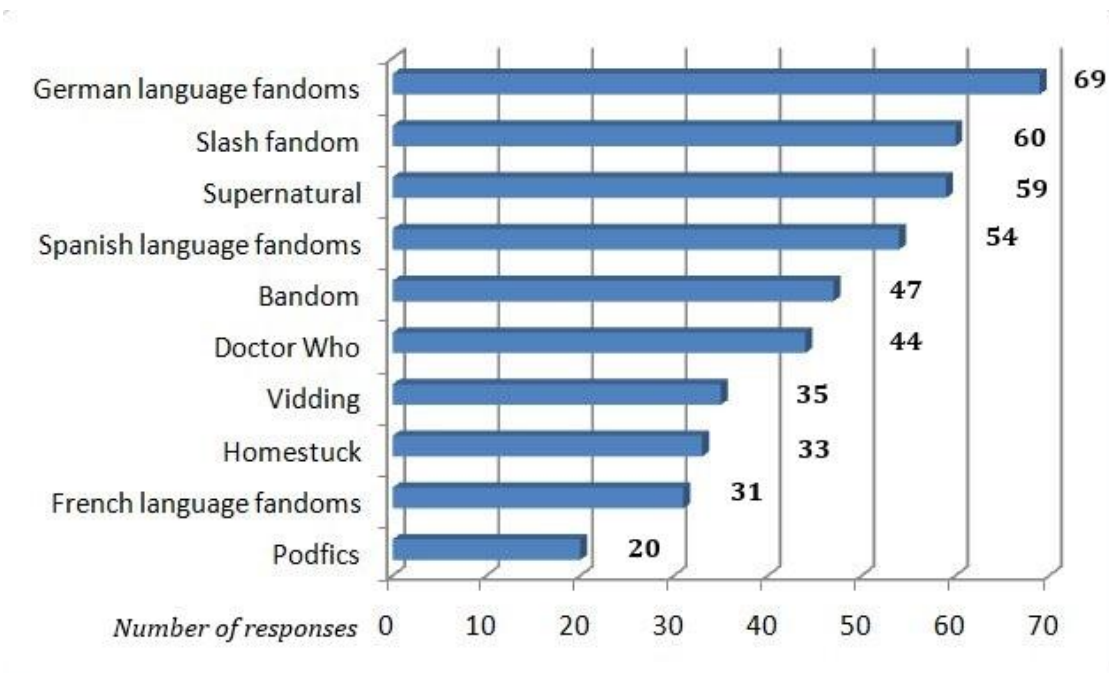
These categories, broadly derived from the thousands of answers, will be helpful to the OTW in future surveys when they offer fans options about how to define their fandom involvement. This question can be turned into a closed+open option, with various large categories plus a write-in option for further explanation or missed categories.

Of the *specific* terms that were used there was relatively little overlap among the responses. The most common term listed was English language fandoms - (any kind) with 5,644 entries, accounting for 57% of the overall response. After leaving out this common term, the remaining commonly used phrases diminished significantly. (It should also be noted that a number of people took the "feel part of" portion of the question literally and noted that they were lurkers who didn't interact with other fans.)



Graphic 15 - OTW Survey Question 9: **What general fannish community/communities do you feel part of? Top 11 responses minus English language fandoms** 4,271 respondents, 1,714 skips.

The top 20 most common response groupings were: British media fandoms - any (216), Anime/manga (215), Television fandom (207), Sci fi/fantasy fandom (176), Comics or webcomics (149), Sherlock (124), American media fandoms (121), Harry Potter (119), Western media fandom (99), Book fandoms (92), German language fandoms - any (69), Slash fandom (60), Supernatural (59), Spanish language fandoms - any (54), Bandom (47), Doctor Who (44), Vidding (35), Homestuck (33), French language fandoms - any (31), Podfics (20).



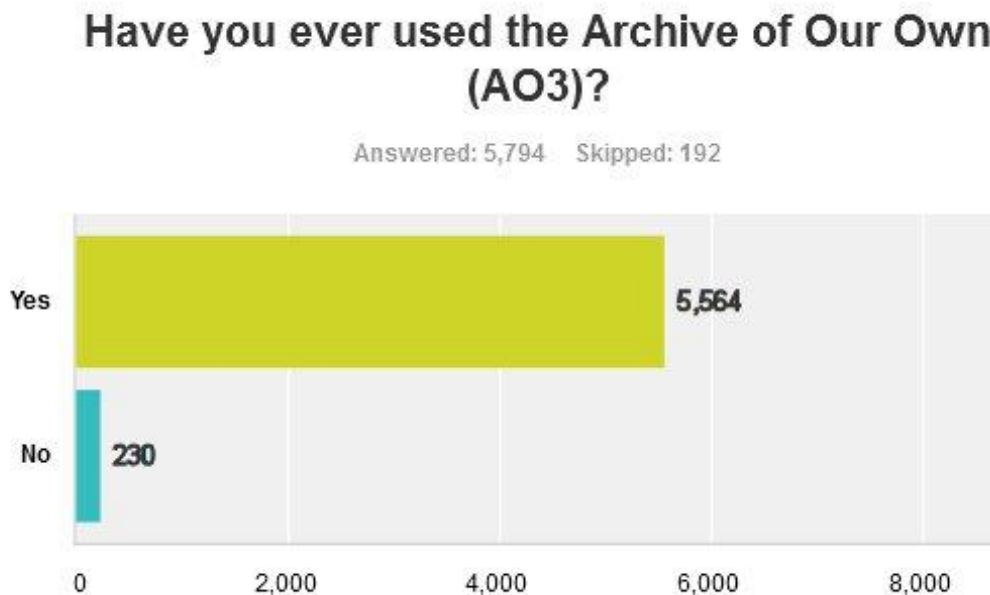
Graphic 16 - OTW Survey Question 9: **What general fannish community/communities do you feel part of? Top 12- 21 responses** 4,271 respondents, 1,714 skips.

Archive of Our Own (AO3)

10) Have you ever used the Archive of Our Own (AO3)? *closed question*

Total Number of Question Respondents: 5,794

Percentage of All Survey Respondents: 92.9%



Graphic 17 - OTW Survey Question 10: **Have you ever used the Archive of Our Own?** 5,794 respondents, 192 skips.

Question 10 was offered to all survey takers, asking whether the respondent had ever used the AO3. There were 192 (3.2%) people who thus intentionally skipped this question.

Of those who did answer, 230 (4%) said they didn't use it and 5,564 (96%) said they did. Those who answered "No" were then taken to Question 34, which was the start of the Fanlore section. As the question did not distinguish between frequent users and someone who had been to the Archive once or twice, further questions were designed to shed more light on users' activity.

One thing to note about this result is that, as AO3 users received emails informing them of this survey, unlike users of other OTW projects, we were likely to get a very high "Yes" rate on this question.

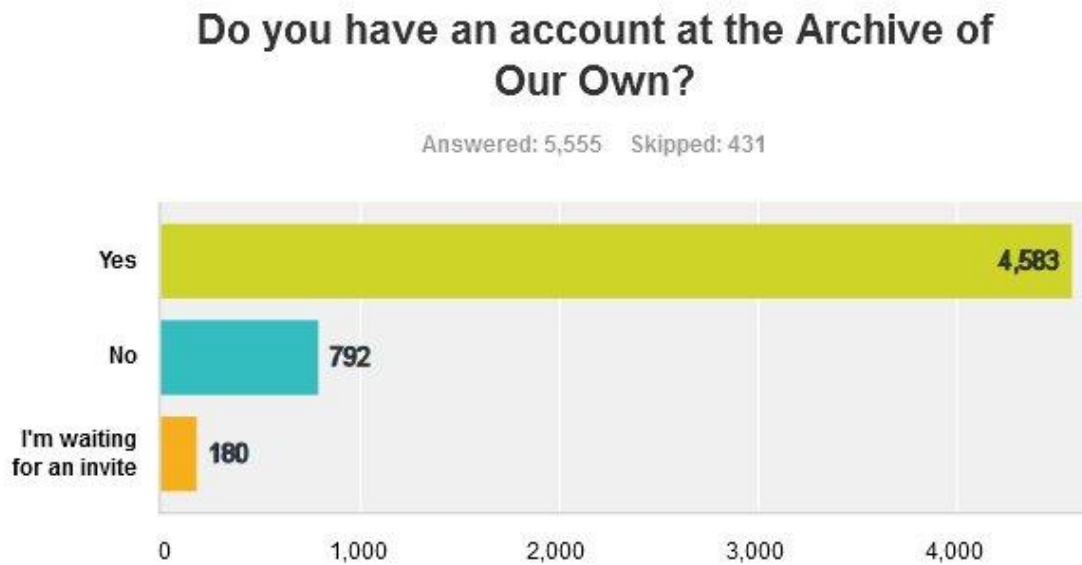
11) Do you have an account at the Archive of Our Own? *closed question*

Total Number of Question Respondents: 5,555

Percentage of All Survey Respondents: 92.7%

Question 11 also testifies to the influence of AO3 users finding the survey through direct contact. This question asked how many respondents already have an AO3 account. Only those who said "Yes" in

Question 10 were sent to Question 11, so that leaves 201 people who skipped this question on purpose and went on to Question 12, while 230 never saw it because they had answered "No" in Question 10.



Graphic 18 - OTW Survey Question 11: **Do you have an account at the Archive of Our Own?** 5,555 respondents, 431 skips.

A clear majority of respondents were account holders - 4,583 (82.5%) - while 792 (14.2%) were not. Only 180 (3.2%) of those answering were waiting for an invitation. Back in April 2012, during the survey period, the AO3 invite list was around 5,000 people. Therefore this is a small response from that group.

The number of AO3 accounts at that time was around 42,000, meaning that at least 10% of AO3 account holders answered the Survey, compared to around 3% of those who were on the invite list. This difference in response suggests that either account holders are more likely to be aware of OTW news and events, or, more probably, that the proportion of respondents in this category is substantially larger because they were emailed individually about the survey.

12) How efficient do you find the Archive's invitation system (invite queue or sending invites)?*closed question*

Total Number of Question Respondents: 4,736

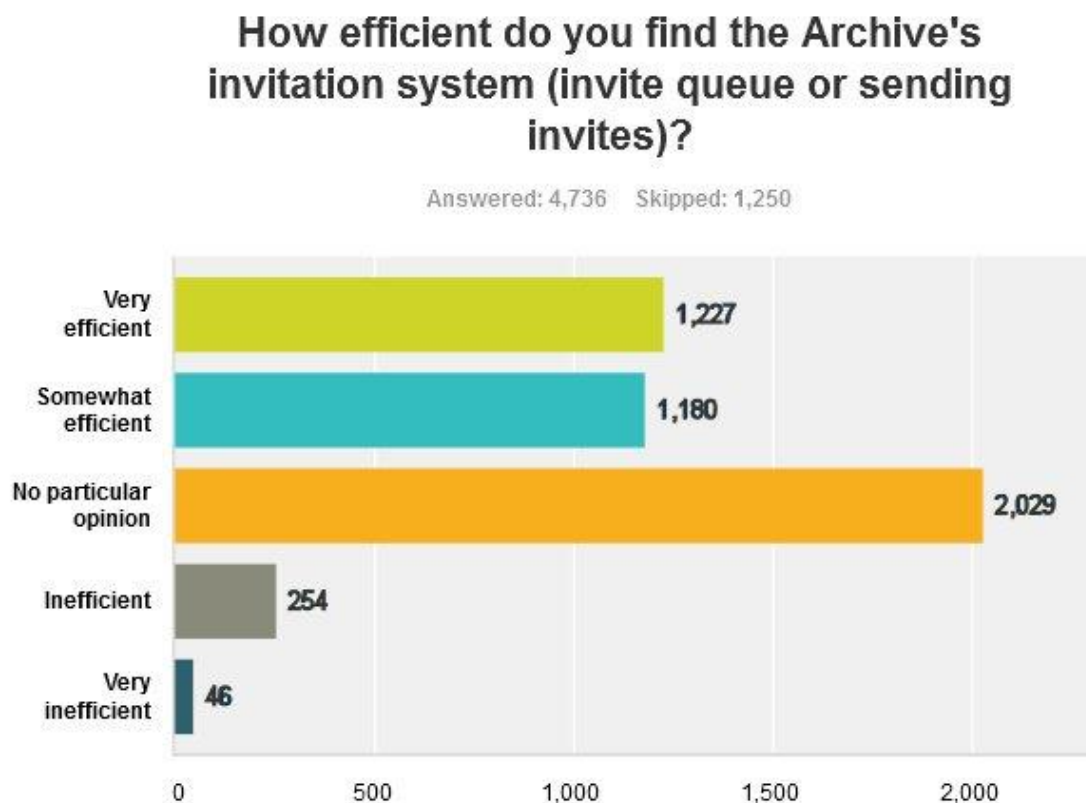
Percentage of All Survey Respondents: 79%

Question 12 had a growing skip rate, since people who answered "No" in either Question 10 or Question 11 did not see it. Thus the number of people who just decided not to answer (228 or 3.8%) was not that large.

The highest response was the neutral "no particular opinion" (2,029 or 42.8% of the people who responded). However, the invite system was, at the time, favorably regarded with 1,227(25.9%) considering it "very efficient", and another 1,180 (24.9%) considering it "Somewhat efficient." Only 254(5.4%) felt it was "Inefficient" and a mere 46 (1%) considered it "Very Inefficient".

It is interesting to speculate how different this answer might have been had the survey been offered in July 2012 instead, when the waiting list stretched to over 30,000 or in March 2013, when the wait time was less than two days.

The responses may also have been different if the answer scale's positive and negative sides had been written with the exact same vocabulary. The fact that one could not answer 'somewhat inefficient' may have pushed people holding more moderately negative opinions towards neutrality (not wanting to answer 'inefficient' outright). But people could answer 'somewhat efficient', possibly encouraging them to give a more positive response. The influence of the phrasing, however, can't be measured, and this is only one interpretation of its possible effect.



Graphic 19 - OTW Survey Question 12: **How efficient do you find the Archive's invitation system?** 4,736 respondents, 1,250 skips.

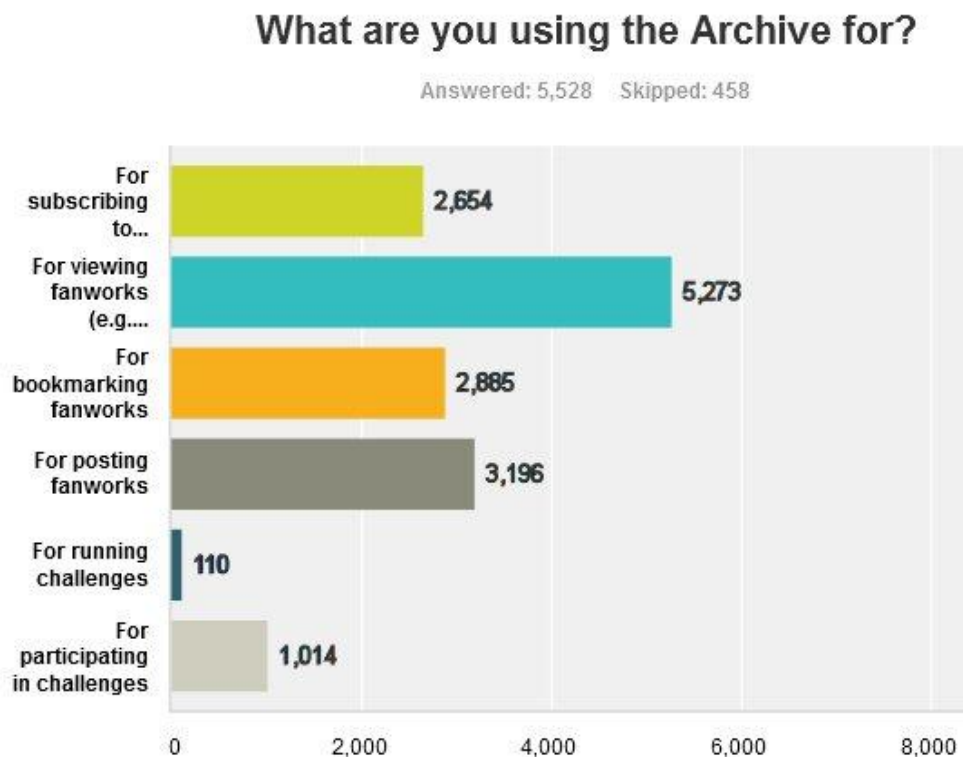
13) **What are you using the Archive for?** *closed question + write-in field*

Total Number of Question Respondents: 5,543

Percentage of All Survey Respondents: 92.5%

Question 13 looked at what people were doing at the AO3. The number of skips dropped back to 7.4% of all respondents, only 228 of whom skipped this question directly (the other 230 had automatically bypassed the whole section by answering "No" to Question 10). Most people who took this survey answered this question in some manner 5,543 (92.6%) , either choosing one or more options, choosing one or more options and writing in answers as well, or just writing in other choices.

The highest response, 5,279 (95.2%) people, answered that they used the Archive to 'view fanworks'. Another 3,199 (57.7%) said they post fanworks, and 2,887 (52.1%) said they use it to bookmark fanworks. Fewer than half, 2,654 (47.9%) said that they use AO3 to subscribe to creators or works while 1,018 (18.4%) said they use it to participate in challenges. Only 110 (2.0%) said that they use it to run challenges while 168 (3%) wrote in additional replies.



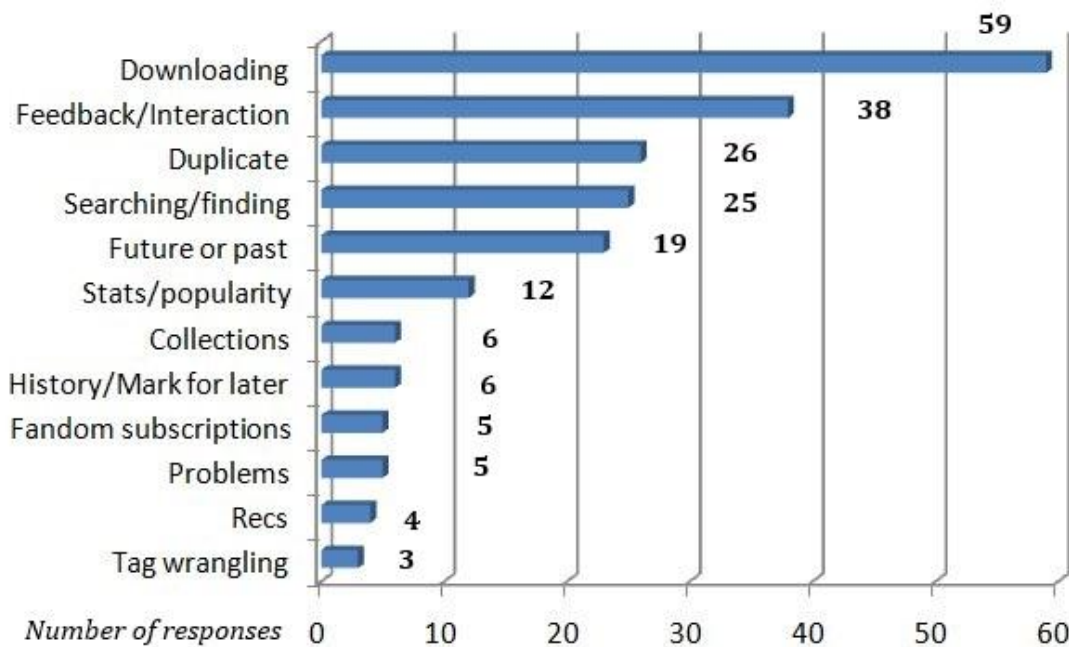
Graphic 20 - OTW Survey Question 13: **What are you using the Archive for?** 5,528 respondents, 458 skips.

The 168 write-in answers were sorted into 12 categories, and some answers fell into more than one category. Most of these responses added AO3 features that either weren't mentioned in the question, or were used in a different way than the question suggested.

The most common reply was "Downloading" (59 or 35%) with these people expressing their appreciation of the quick and easy way to do so on the archive. Another 38 (22.6%) discussed leaving feedback, with a few citing the desire to interact with others or have a sense of community. There were 26 (15.4%) who duplicated answers already offered in the question with no further elaboration. Another 25 (15%) in the "Searching/finding" category discussed the searching process rather than the viewing process. In the "Future or past" (19 or 11.52%) category, some of those waiting on invites wanted to state their intention of future activity, and a few people mentioned they no longer used the archive. There were 12 (5.53%) in the "Stats/Popularity" category who talked about utilizing the archive's metadata to create stats, for either academic or personal enjoyment reasons.

There were some additional scattered responses that included "Creating Collections" (6 or 3.5%), another 6 (3.5%) who mentioned using the "History/Mark for Later" features, 5 (2.9%) who mentioned they used subscriptions for fandoms, not people or works, 5 (2.9%) who had problems of some kind

using the A03, 4 (2%) who said they used the A03 to create "Recs", and 3 (1.7%) who mentioned they performed "Tag wrangling."



Graphic 21 - OTW Survey Question 13: Write-in responses of what survey takers use the Archive for 168 respondents

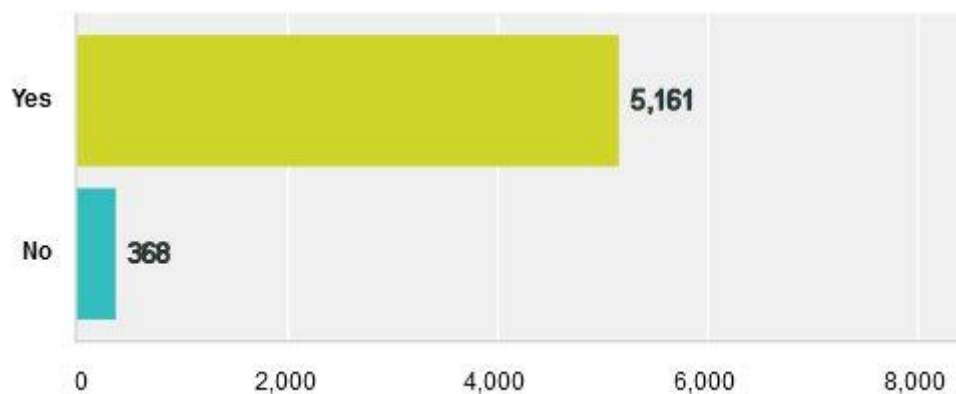
14) Have you ever used the Archive's search function? *closed question*

Total Number of Question Respondents: 5,529

Percentage of All Survey Respondents: 92.3%

Have you ever used the Archive's search function?

Answered: 5,529 Skipped: 457



Graphic 22 - OTW Survey Question 14: Have you ever used the Archive's search function? 5,529 respondents, 457 skips.

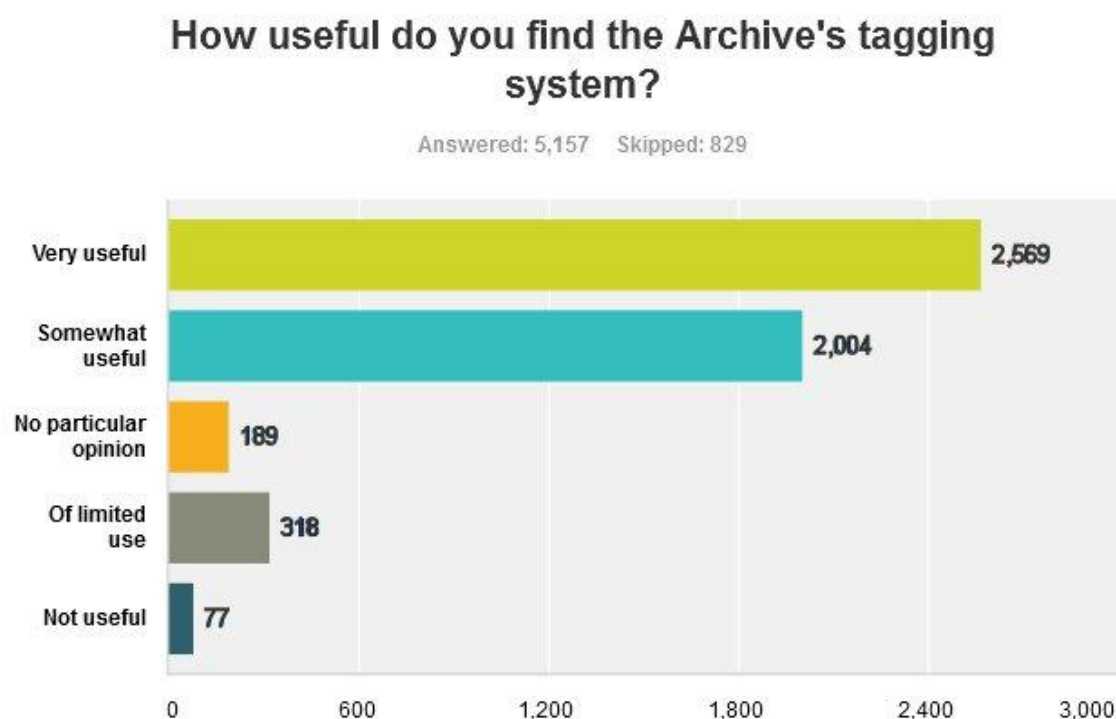
In Question 14, 457 people (7.6% of the people who took this survey) skipped answering whether they had used the search function at A03. Only 227 skipped this question intentionally rather than automatically by answering "No" to Question 10.

Of the 5,529 who did answer, 5,161(93.3%) said they had used the Archive's search function and 368 (6.7%) said they hadn't. Those who said "Yes" were asked Questions 15 through 17 - and those who said "No" were made to skip directly to Question 18.

15) How useful do you find the Archive's tagging system? *closed question*

Total Number of Question Respondents: 5,157

Percentage of All Survey Respondents: 86%



Graphic 23 - OTW Survey Question 15: **How efficient do you find the Archive's tagging system?** 5,157 respondents, 829 skips.

Question 15 asked about tags. Almost double (839 or 14%) the number of respondents skipped this question as the last question. Skippers include the 230 avoiding the entire set of questions by answering "No" to Question 10, the 368 people who said they hadn't used the Archive's search function in Question 14, and 231 who simply decided not to answer.

The majority of people who did answer this question, 2,569 (49.8%), found tags "Very useful", with another 2,004 (38.9%) respondents finding them "Somewhat useful". This indicates that there is an overall positive opinion of the tag system in place, since 87.7% of the respondents find the tag system somewhat useful or very useful.

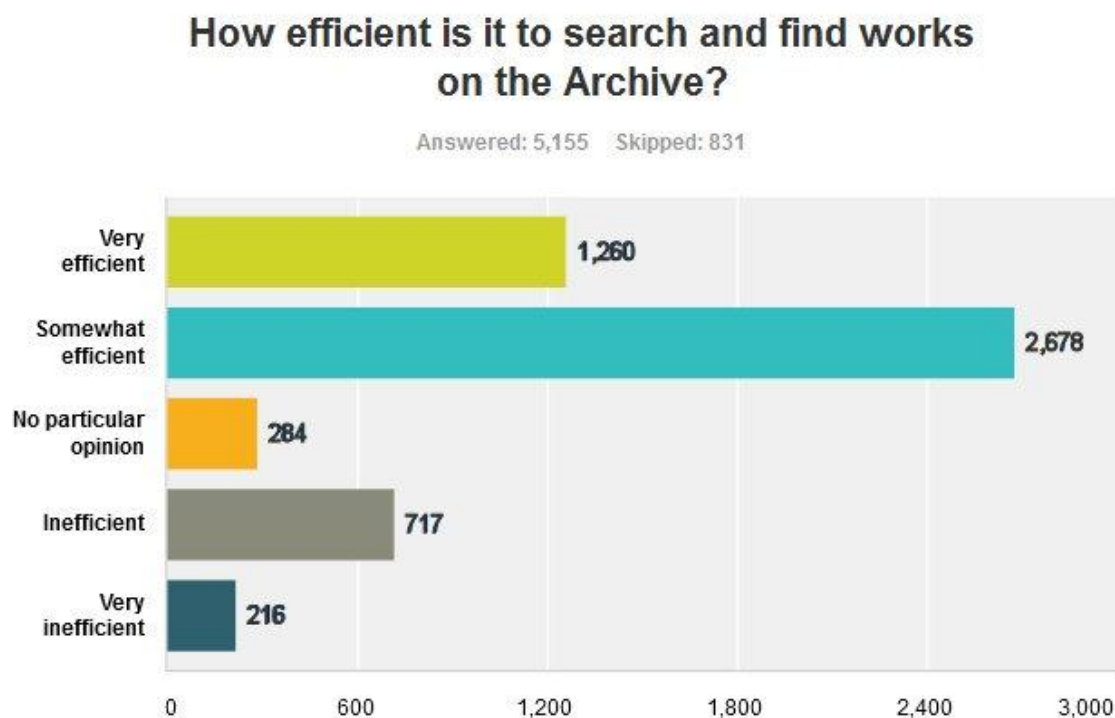
There were 189 (3.7%) people who had no particular opinion about it, while 318 (6.2%) found them "Of limited use" and 77 (1.5%) found them "Not useful". Negative opinions thus add up to 7.7% of respondents.

Since the time that this survey was held, user opinions regarding tags may have grown more contentious. In part, this may be due to the huge user growth that the archive saw in 2012. Some new users may have brought different tagging habits with them, and others may have wanted the A03 to be better organized than the platforms they had come from. It will be interesting to see how opinions about tags and tagging on the A03 are expressed a few years down the road. However, one commonly mentioned topic, which is the comparative usefulness of the A03 tagging system for people posting at the site vs. people viewing there, showed no difference between groups when comparing Question 13 and this question.

16) How efficient is it to search and find works on the Archive? *closed question*

Total Number of Question Respondents: 5,155

Percentage of All Survey Respondents: 86%



Graphic 24 - OTW Survey Question 16: **How efficient is it to search and find works on the Archive?** 5,155 respondents, 831 skips.

Question 16 asked about the efficiency of finding works on the A03. Around the same number of people skipped this question as the last, 831 (14%) -- which again can be divided into the 230 people who are bypassing the whole Archive section, the 368 who answered they hadn't used the Archive's search function, and 233 who skipped this question intentionally.

The majority of respondents found the search "Somewhat efficient" (2,678 or 51.9%) or "Very efficient" (1,260 or 24.4%), giving us a total of 76.3% of respondents who have a positive opinion of the search

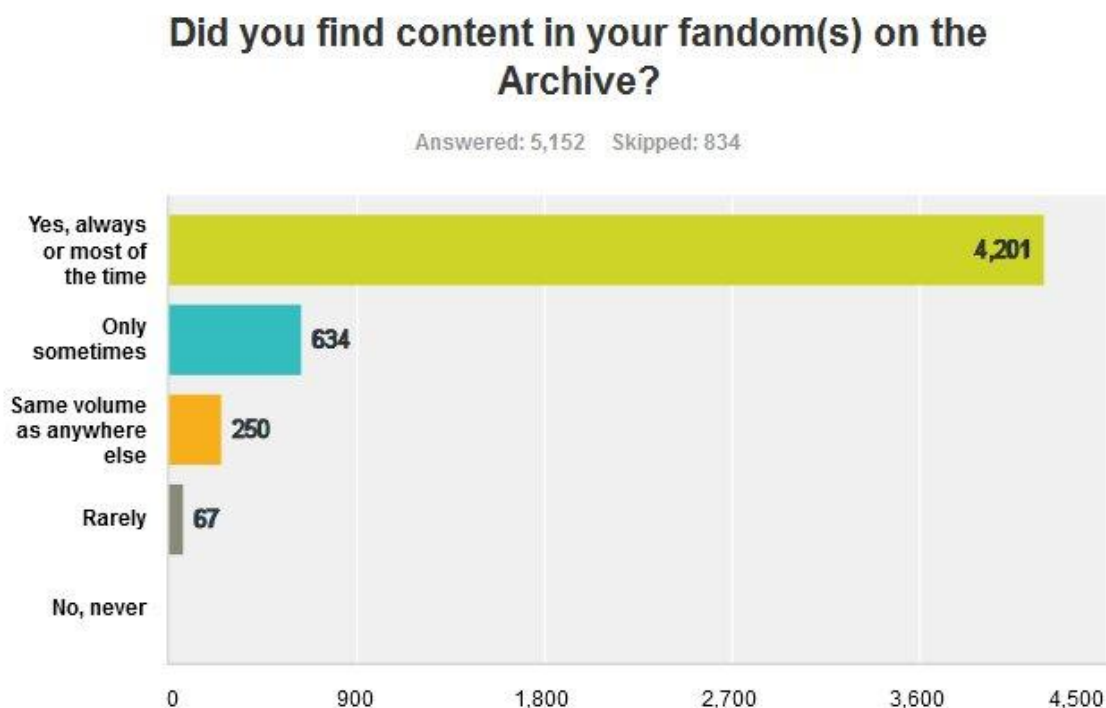
function. On the other hand, 717 (13.9%) found it "Inefficient" and 216 (4.2%) found it "Very inefficient", adding up to 18.1% who have a negative opinion. This is more than double the percentage of people who had a negative opinion of the tagging system. The remaining 284 (5.5%) respondents expressed neutrality by choosing "No particular opinion".

As we've noted in the analysis of the answers to Question 12, responses may have been different if the answer scale used the exact same vocabulary for its positive and negative sides - the fact that one could not answer 'somewhat inefficient' may have pushed people holding more moderately negative opinions towards neutrality (not wanting to answer 'inefficient' outright) while one could, in fact, answer 'somewhat efficient', thus encouraging a positive response. The influence of the phrasing, however, can't be measured, and this is only one interpretation of its possible effects.

17) Did you find content in your fandom(s) on the Archive? *closed question*

Total Number of Question Respondents: 5,152

Percentage of All Survey Respondents: 86%



Graphic 25 - OTW Survey Question 17: **How do you find content in your fandom(s) on the Archive?** 5,152 respondents, 834 skips.

Question 17 addresses A03 content, asking if users' fandoms were represented in the Archive's content. With 834 (14%) people skipping this question this again gives us 236 people skipping this question intentionally, with the others skipping it automatically as a consequence of previous answers.

Not surprisingly, most people said "Yes", with 4,201 (81.5%) finding content most of the time and only 634 (12.3%) finding it only sometimes. No one said they never found such content, and 250 (4.9%) said they found it in the same quantities as elsewhere. Only 67 (1.3%) said they rarely found their fandoms at the A03.

These answers are logical if one considers that it would be unusual to keep using an archive when one was unable to use it for one of its main purposes. One important aspect we did not take into account, however, is multi-fannishness. That is, respondents might find many works in one of their fandoms, but few or none in their other fandom(s), and the question design did not allow them to differentiate this. Judging from the overall positive slant, we assume that multifannish people tended towards answering with their well-represented fandom(s) in mind rather than their underrepresented one(s).

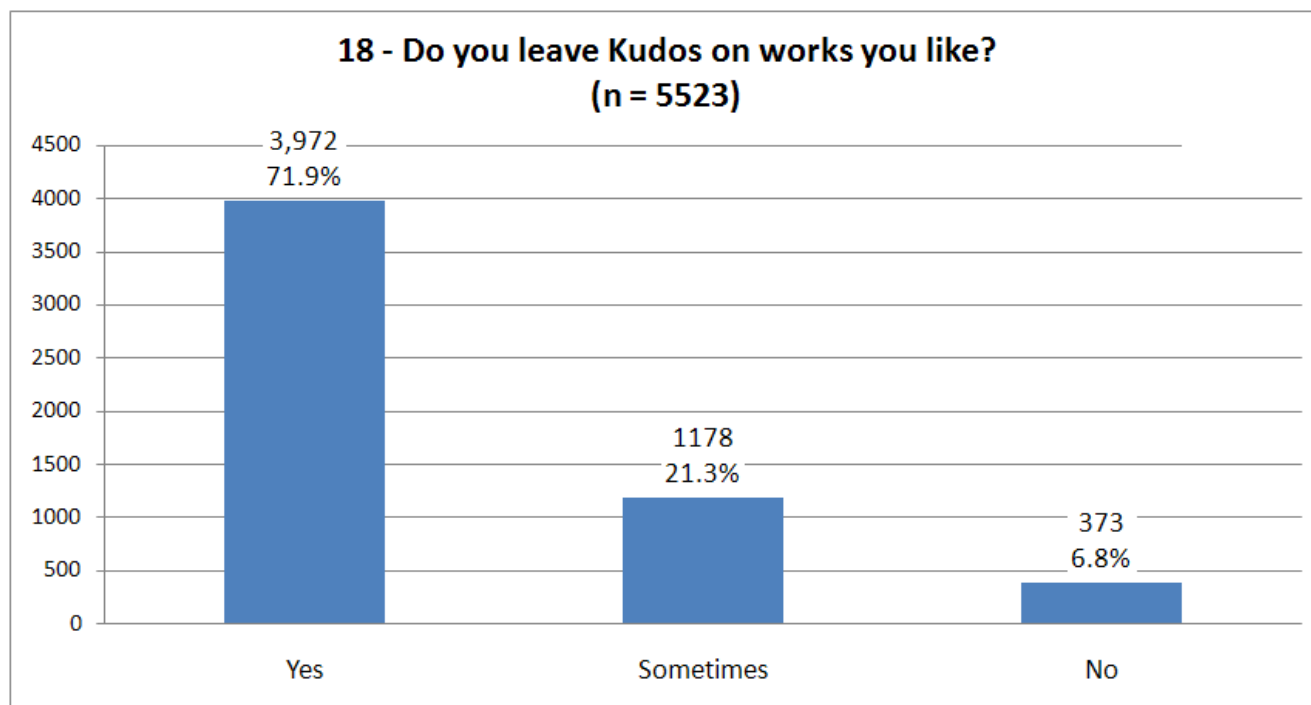
18) Do you leave Kudos on works you like? *closed question*

Total Number of Question Respondents: 5,523

Percentage of All Survey Respondents: 92%

There were 5,523 (92.3%) people who answered this question. Of the 463 who skipped it, 230 skipped it automatically by answering 'No' on Question10. This means that only 233 (3.9% of the people who took this survey) skipped this question purposefully.

The vast majority of the people who answered this question, 93.2%, said that they left Kudos on works they liked — either by answering "Yes" (3,972 or 71.9%) or "Sometimes" (1,178 or 21.3%). This left only 373 (6.8%) people who answered that they don't ever leave Kudos.



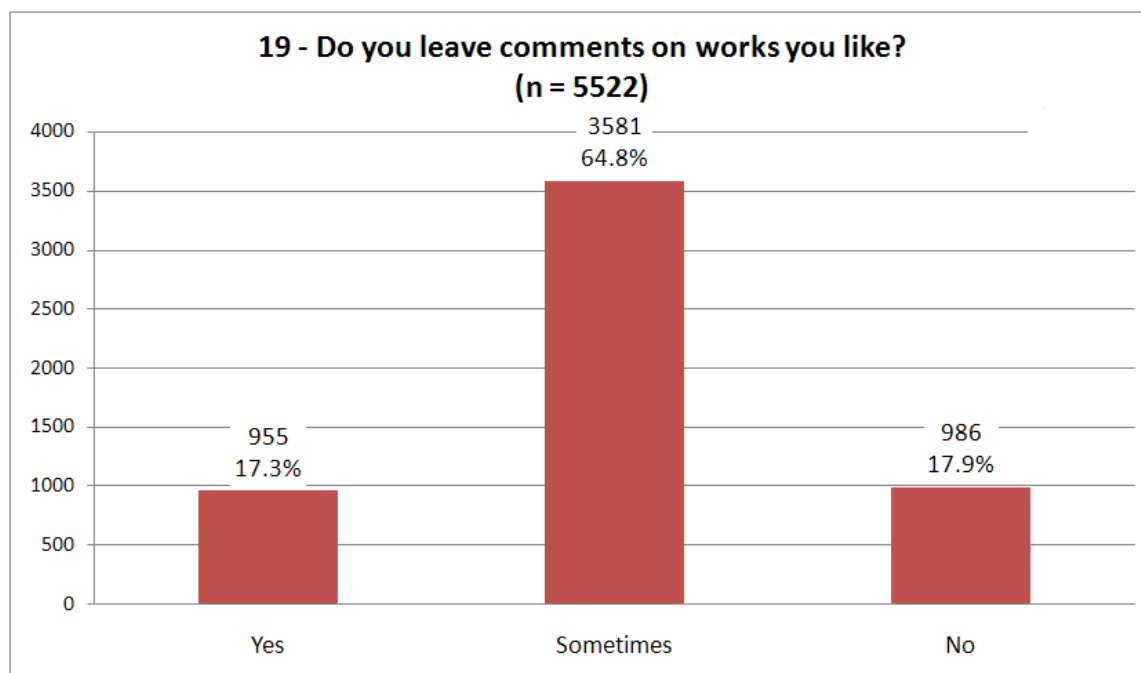
Graphic 26 - OTW Survey Question 18: Do you leave Kudos on works you like? 5,523 respondents, 462 skips.

19) Do you leave comments on works you like? *closed question*

Total Number of Question Respondents: 5,522

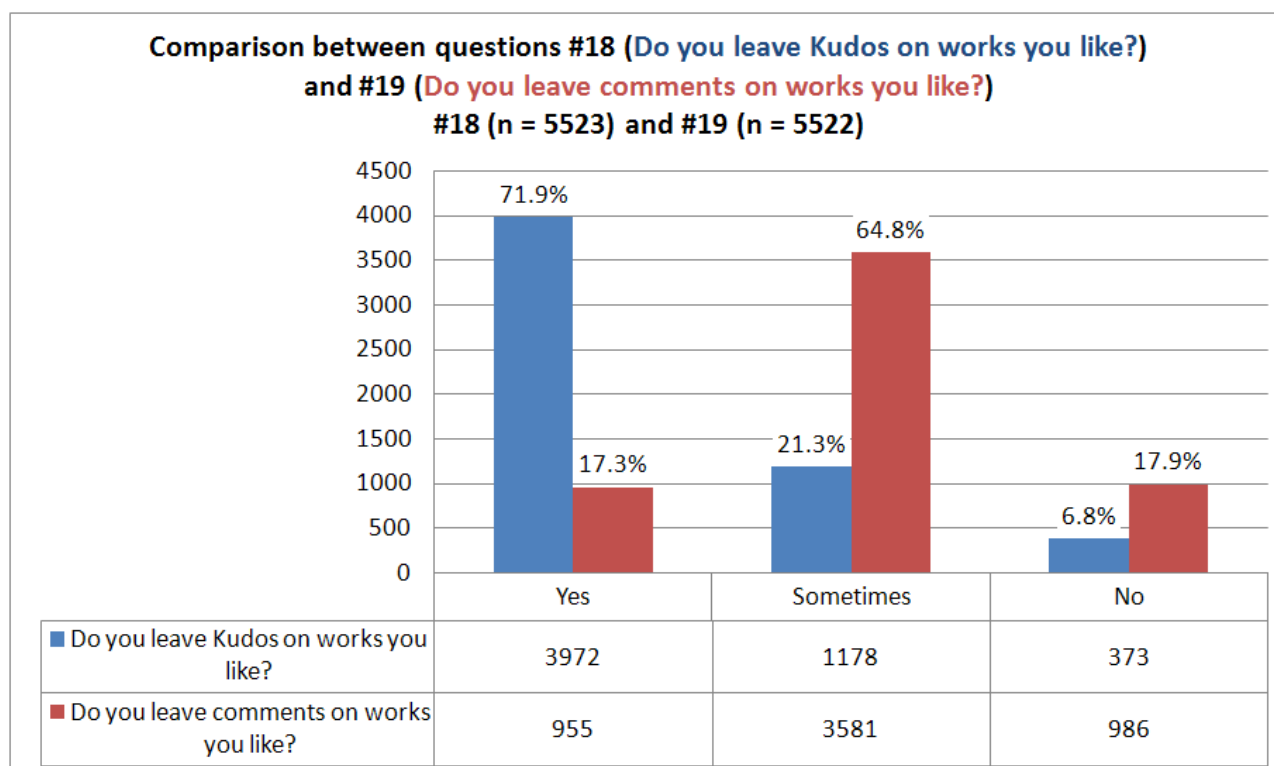
Percentage of All Survey Respondents: 92%

Of the 463 people who skipped Question 19, 230 skipped it automatically by answering "No" on Question 10. This means that only 233 (3.9%) people skipped this question purposefully. Those who said "No" here were skipped to Question 21.



Graphic 27 - OTW Survey Question 19: **Do you leave comments on works you like?** 5,522 respondents, 463 skips.

A smaller majority than in Question 18 answered that they left comments on works they liked -- either by answering "Yes" (955 or 17.3%) or "Sometimes" (3,581 or 64.8%). This left 986 (17.9%) people who don't ever leave comments.



Graphic 28 - OTW Survey Questions 19 & 20: **Comparing responses about leaving Kudos and comments overall** 5,523 respondents

It is interesting to look at the differences in types of feedback shown in Questions 18 & 19, particularly among the number of people who never engage in either kind. As the graph above shows, the "No" responses more than double from kudos to comments. The "Yes" and "Sometimes" responses meanwhile are almost the reverse of one another with somewhat more people "Sometimes" leaving kudos compared to people who say "Yes" regarding commenting on fanworks in the archive.

19. Do you leave comments on works you like?				
	Do you leave Kudos on works you like?			Response Totals
	Yes	Sometimes	No	
Yes	20.6% (816)	6.8% (80)	14.8% (55)	17.2% (951)
Sometimes	68.4% (2,712)	67.4% (793)	19.6% (73)	64.9% (3,578)
No	11.0% (438)	25.8% (303)	65.6% (244)	17.9% (985)
answered question		3,966	1,176	372
				5,514

Graphic 29 - OTW Survey Questions 18 & 19: Comparing responses about leaving Kudos and comments, cross tabulated 5,514 respondents

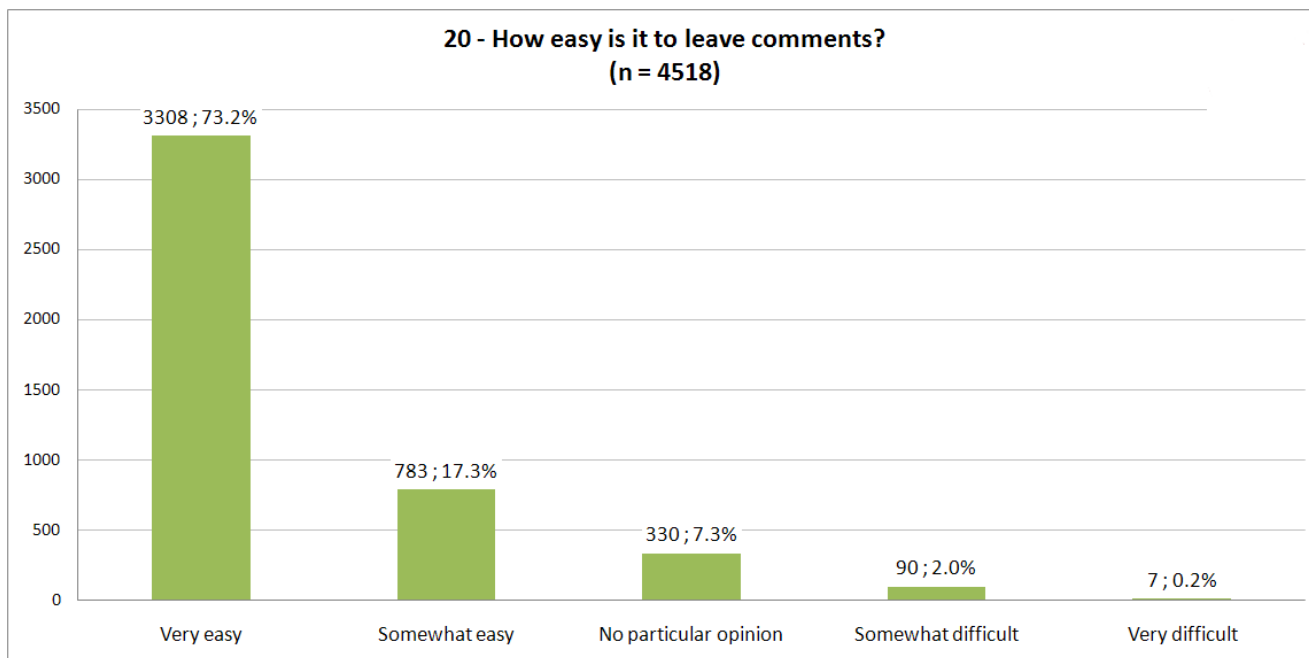
However Graphic 28 is simply a side by side comparison of the overall responses in the two questions. If we instead do a cross-tabulation of people who answered both questions, we can look at how the people who never leave comments (985) use Kudos. Of that group, 438 of those who do leave Kudos do not ever leave comments. An additional 303 people "Sometimes" leave kudos but never leave comments, and 244 don't ever leave Kudos *or* comments. Since the vast majority of both groups "Sometimes" leave Kudos or comments, we can see that the existence of the Kudos function may have an influence on commenting behavior, but it's more likely to add to feedback than detract from it. Among those who always comment (951), the majority *also* leave Kudos (816), with relatively few of them never doing so (55) or only sometimes doing so (80).

20) How easy is it to leave comments? *closed question*

Total Number of Question Respondents: 4,518

Percentage of All Survey Respondents: 75.4%

As with previous questions only 252 (4.2% of survey takers) skipped this question, with the remainder skipping it due to their earlier answers in either Question 10 or Question 19. Of the 4,518 people who answered it, most considered it either very easy (3,308 or 73.2%) or somewhat easy (783 or 17.3%) to leave comments at the AO3. Some 330 (7.3%) expressed neutrality by choosing "No particular opinion", and only 97 (2.2%) considered it difficult in any way.



Graphic 30 - OTW Survey Question 20: **How easy is it to leave comments?** 4,518 respondents, 1,467 skips.

21) What are your reasons for not commenting on the Archive specifically? *write-in field*

Total Number of Question Respondents: 632

Percentage of All Survey Respondents: 10.5%

Since Question 20 was given only to people who had used the comment feature, Question 21 looked for what factors could be affecting people's choices by offering this question to all survey takers. Only 632 (10.5%) of the people who took this survey answered this question. While 230 people skipped it automatically by answering "No" on Question 10, a huge number, 5,123 (85.6% of the people who took the survey) skipped it purposefully, one of the largest intentional skips in the survey. As with other questions that required a user to write in answers, the question format itself undoubtedly affected the response rate. However, responses to other text questions were generally much higher, so clearly the question itself was something that many users either did not want to answer, or had too much difficulty answering to spend time on it.

The answers broke down into 19 different categories, one of which overlapped the others. The OTW's main concern with this question was to discover whether or not there were aspects of the AO3 that inhibited commenting and if we might be able to take action to change that. In general, this was not the case, although there were two categories, "Support" and "System reasons" in which user understanding or problems with their account did contribute to a lack of commenting.

However, for most users the reasons they didn't comment were personal and particular to their own habits. As a result the category "Not due to AO3" was created and there were 362 (57.2%) answers placed in it. The remaining 270 (42.7%) comments were sometimes influenced by AO3 features, for example the simplicity of the Kudos feature. We will break down the Kudos related responses later as a way of examining how this influence occurs.



Graphic 31 - OTW Survey Question 21: **What are your reasons for not commenting?** 632 respondents, 5,123 skips.

"Annoying to login" was mentioned by 10 (1.58%) people who simply found it inconvenient or had other issues, such as problems with Open ID (whose use has since been discontinued).

"Comments are intrusive" was cited by 4 (0.63%) people who felt that making comments was intrusive to the author and not done if reader and author weren't familiar with one another.

"Comments not encouraged" was a category for 23 (3.64%) responses that had more to do with how their comments were likely to be received, or the author's lack of response to their comments.

"Don't have account" was a problem for 93 (14.72%) either with no reason given; because the respondent thought leaving comments without an account wasn't possible; or because the respondent dislikes leaving comments that aren't connected to an account.

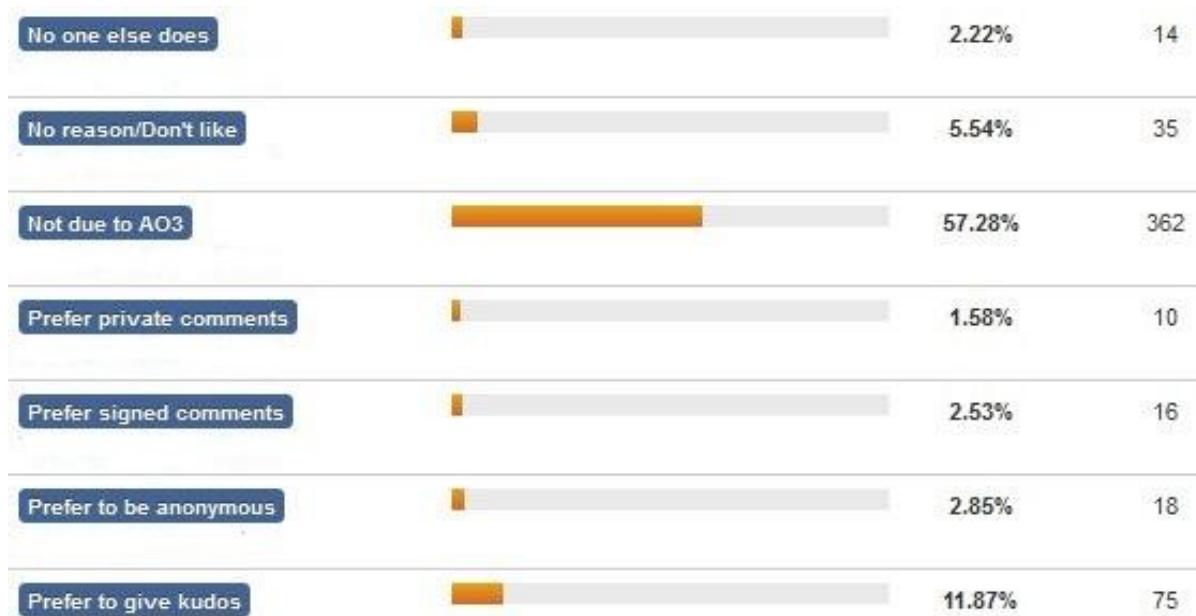
"Kudos=comment elsewhere" was a category for the 20 (3.16%) responses which noted that they if they were reading elsewhere they might have left a comment, but preferred to leave Kudos on A03.

"Kudos is easier" was a category for 11 (1.74%) responses that said explicitly that the Kudos system was easier for them personally for individual reasons.

"Leave comments elsewhere" was explicitly stated by 13 (2.06%) people who mentioned that they might read on the A03 but would go elsewhere to leave comments.

"No one else does" was a reason given in 14 (2.22%) responses, referring to the general lack of commenting seen on many fanworks.

"No reason/Don't like" was a common response (35 or 5.54%) with people either unable to say why they didn't do so, or simply saying that they didn't like to comment or didn't feel the need to.



Graphic 32 - OTW Survey Question 21: **What are your reasons for not commenting?** 632 respondents, 5,123 skips.

"Not due to AO3" was, as previously stated, an overarching category that accounted for most of the responses in this question (362 or 57.28%). These responses could be quite individualized and were sometimes expressed at length. Some people mentioned that their critical comments would not be welcomed but most mentioned preferring to remain anonymous, said they felt too shy, or claimed they were lazy about commenting. A few other reasons cited were that their fandom tended to be one where not a lot of commenting was done, they never shared their opinions on anything they saw, they were short on time, they didn't know how to express themselves, they had language barriers, etc.

"Prefer private comments" was cited by 10 (1.58%) people who didn't like the public nature of commenting at the AO3.

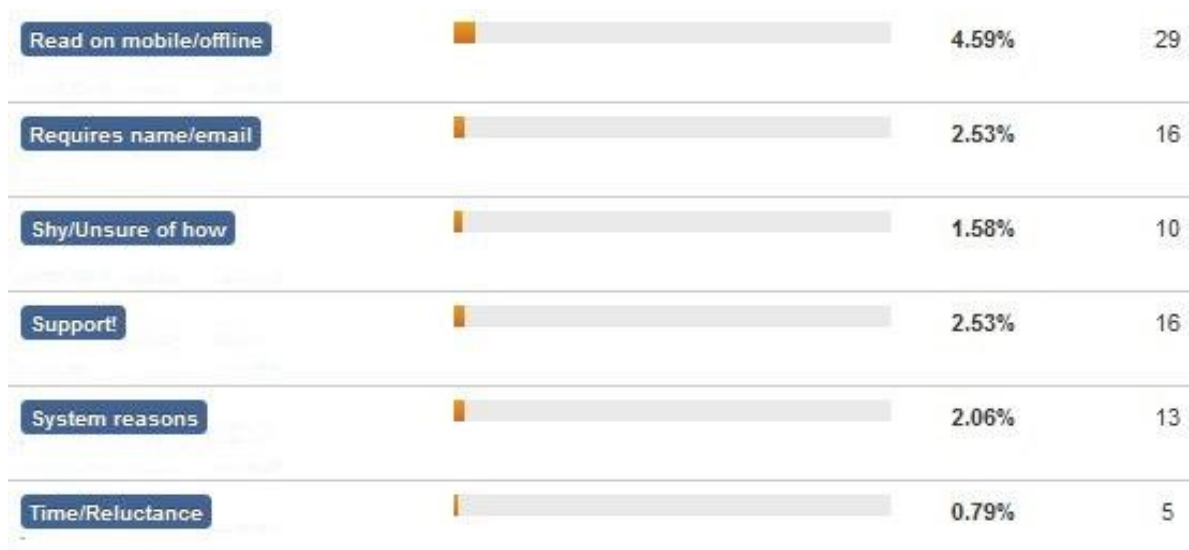
"Prefer signed comments" was cited by 16 (2.53%) people without accounts who thus had to leave more anonymous comments.

"Prefer to be anonymous" on the other hand, were 18 (2.85%) survey takers who made some reference to their desire to keep their activities private by remaining unconnected to anything they were viewing.

"Prefer to give kudos" was a category where the 75 (11.87%) responses cited some sort of preference for the Kudos system over making comments.

"Read on mobile/offline" were comments from 29 (4.59%) people who cited convenience issues, because the device the person used to read made it inconvenient to return to leave comments.

"Requires name/email" was cited by 16 (15.4%) people who knew they could leave comments while signed out of their accounts or when not having an account at all, but didn't like that the commenting form requires an alias or name and an email address. The email form line is included so that the Archive can email you if anyone responds to your comments. At least one person feared that giving an email would result in junk mail.



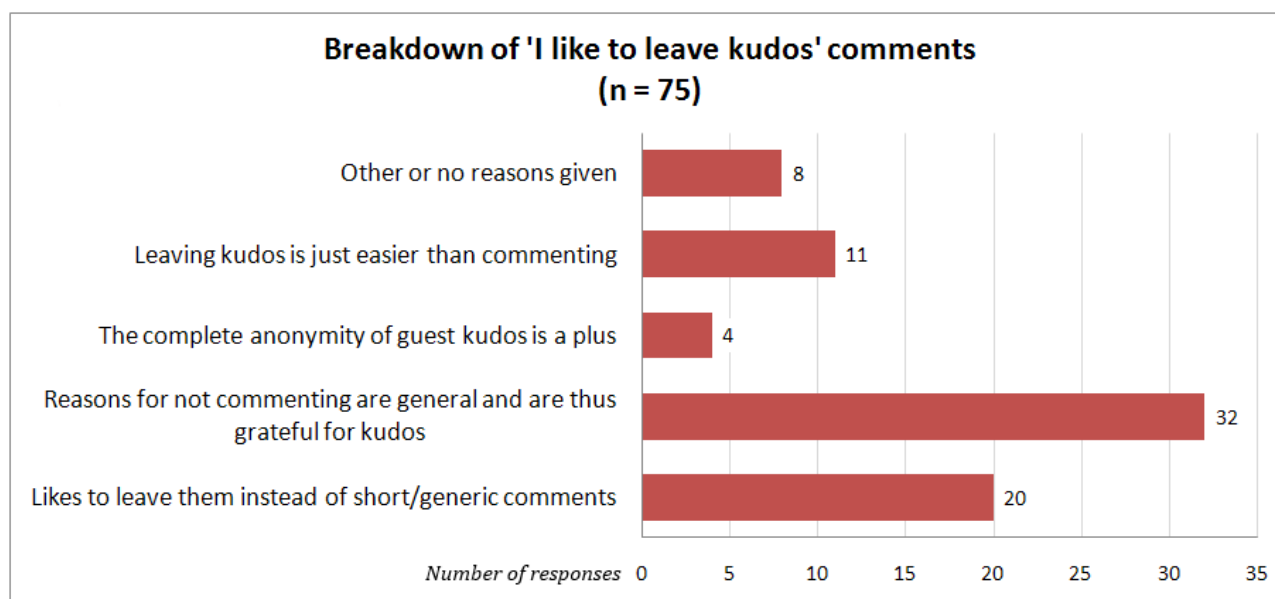
Graphic 33 - OTW Survey Question 21: **What are your reasons for not commenting?** 632 respondents, 5,123 skips.

"Shy/Unsure of how" was a category for 10 (1.58%) people who connected their feelings of insecurity to being new in using the AO3. Shyness, in general, was cited by many people and put under the "Not due to AO3" category.

"Support" was a category for 16 (2.53%) comments which flagged things that appeared to be bugs or technical issues that prevented a person from commenting and which would require help from Support.

"System reasons" similarly, was for 13 (2.06%) comments that cited issues that involved the appearance of comments on the site, or generic comments about the interface. However, even in this category some personal reasons made an appearance, such as: "The colour scheme's quite stark. While this is great for showing up the things I want to read, the thought of having my own comments displayed so boldly makes me squirm in embarrassment."

"Time/Reluctance" was for 5 (0.79%) comments that specifically cited the limited time a person had for fandom activities and thus their reluctance to engage more deeply by leaving comments.



Graphic 34 - OTW Survey Question 21: **Breakdown of the "I like to leave Kudos" responses to Question 21** 75 respondents

As stated earlier, the most common reason for not leaving comments that was connected to the AO3 itself involved Kudos. There were various motivations for choosing this option, which are shown above.

The breakdown of the 75 "I like to leave Kudos" comments is that 32 generally don't comment (that is, anywhere, not particular to the Archive) and like to leave kudos as the only type of feedback available to them; 20 leave them when at other sites they would post short, general 'like' comments; 11 find it easier or more convenient than commenting, and thus they comment less on AO3 because of their availability; and 4 mentioned the complete anonymity of guest kudos was a plus or the deciding factor on using them.

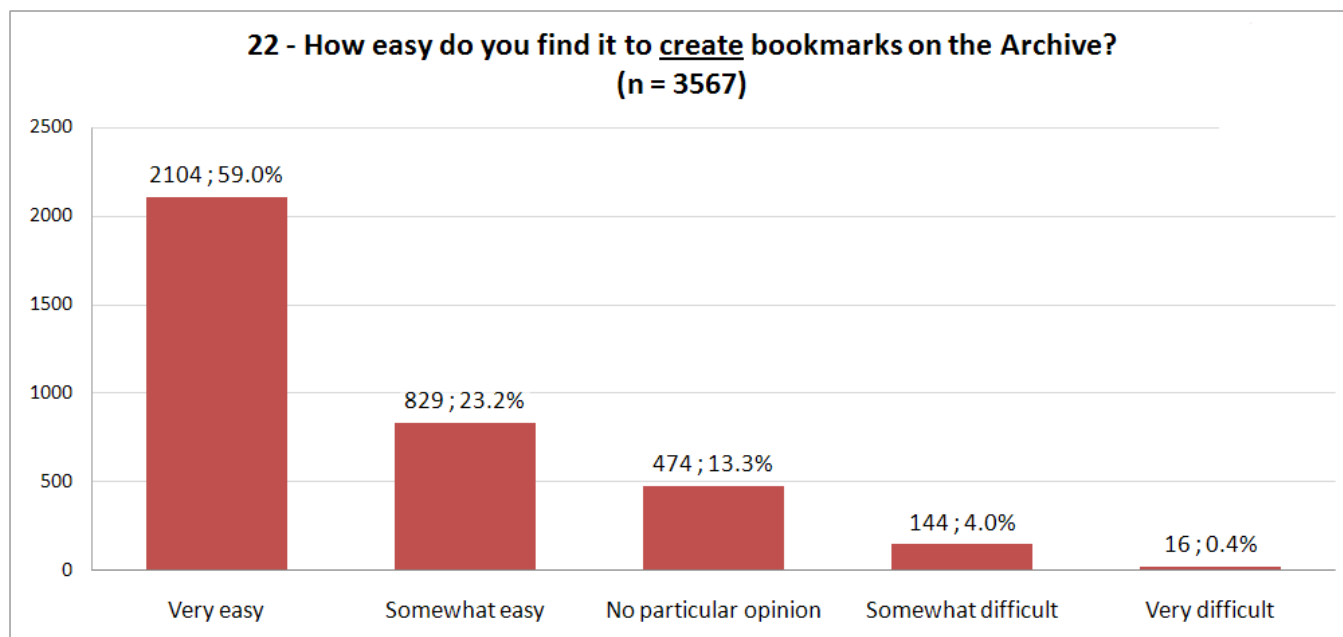
These responses are thus split between people's typical activities at any other site, and those which relate specifically to the Kudos option they have at the AO3. A cloud view of words people used to answer Question 21 emphasizes the personal nature of the overall responses:

Anonymous Awkward Comment System Culture Download Email Address English Forget Hard
Kudos Laziness Lurker Never Comment Not a Member Reasons Shy
Shyness Wish Words Write

22) How easy do you find it to create bookmarks on the Archive? *closed question*

Total Number of Question Respondents: 5,454

Percentage of All Survey Respondents: 91%



Graphic 35 - OTW Survey Question 22: **How easy do you find it to create bookmarks on the Archive?** "No opinion" responses not included 5,454 respondents, 532 skips.

Question 22 was skipped by only 532 people; as we mentioned before, 230 of them skipped it automatically by answering "No" to Question 10, which means that 302 (or 5.0% of the people who took

the survey) skipped it purposefully. Some of the people who skipped this question may have done so because they did not have user accounts at the A03 and thus could not comment on the ease of creating bookmarks.

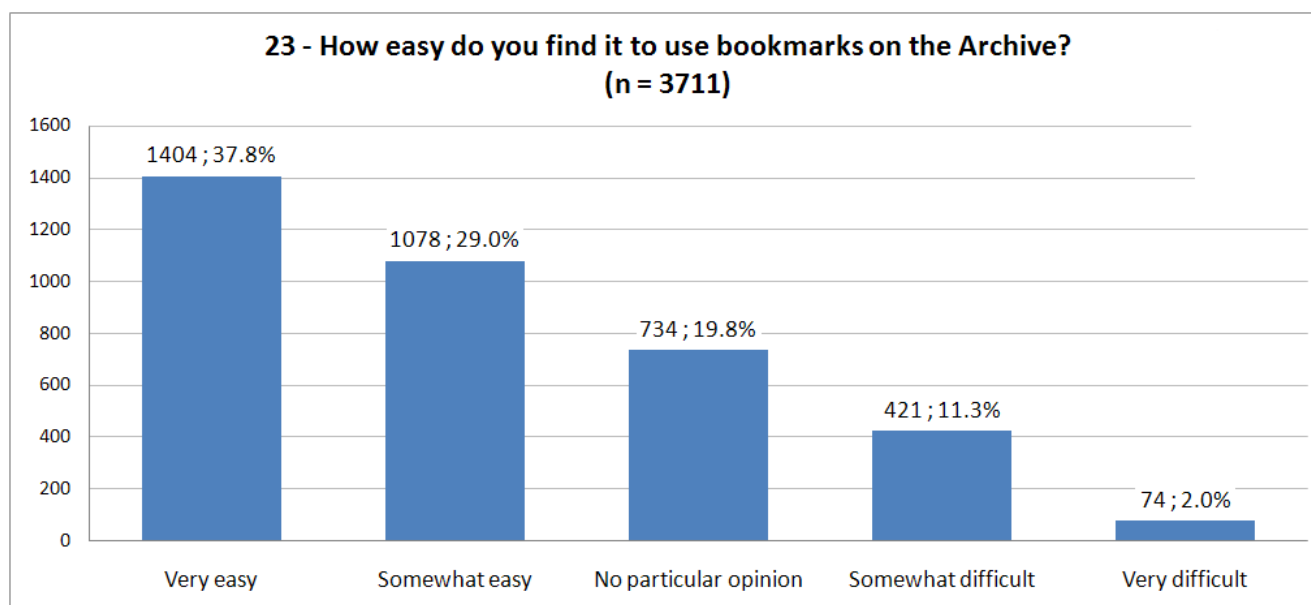
Of those who answered, 1,187 (34.6%) chose the "Does not apply, I don't create bookmarks on the Archive" option. Because this large number could distort actual opinions, the graph above was made by discarding those answers, so that we could better compare opinions on ease of use.

Of this subset (people who answered and who create bookmarks on the Archive), 82.2% consider it "Very easy" (2,104 or 59.0%) or "Somewhat easy" (829 or 23.2%). There were 474 (13.3%) who expressed neutrality by choosing "No particular opinion", and only 144 (4.4%) considered it "Somewhat difficult" with 16 (0.4%) considering it "Very difficult".

23) How easy do you find it to use bookmarks on the Archive? *closed question*

Total Number of Question Respondents: 5,437

Percentage of All Survey Respondents: 90%

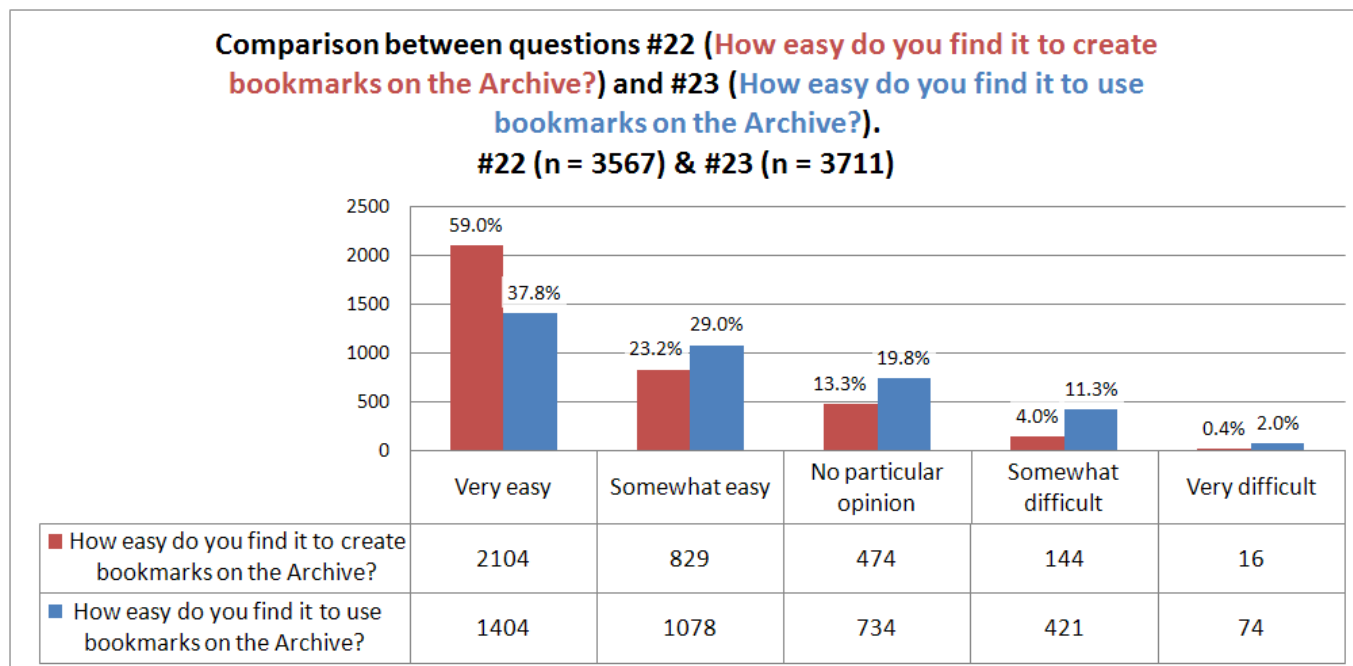


Graphic 36 - OTW Survey Question 22: **How easy do you find it to use bookmarks on the Archive?** "No opinion" responses not included
5,437 respondents, 549 skips.

Only a few more people, 549 (10%), skipped this question; as we mentioned before, 230 of them skipped it automatically by answering "No" to Question 10, which means that 319 (or 5.3% of the people who took the survey) skipped it purposefully.

Of those who answered, 1,726 (31.7%) chose the "Does not apply, I don't use bookmarks on the Archive" option. The graph above was made by discarding those answers, to compare opinions on ease of use specifically.

Of this subset (people who answered and who create bookmarks on the Archive), 66.8% consider it either "Very easy" (1,404 or 37.8%) or "Somewhat easy" (1,078 or 29.0%). There were 734 (19.8%) who expressed neutrality by choosing "No particular opinion", with 421 (11.3%) considering it "Somewhat difficult" and 74 (2%) "Very difficult."



Graphic 37 - OTW Survey Questions 22 & 23: **How easy do you find it to use bookmarks on the Archive?** 3,711 respondents

By comparing the answers to Questions 22 and 23 in the graph above, it's clear that the users who took this survey and answered these questions found it, overall, more difficult to use bookmarks than to create them, which as we'll see in later questions, is the opposite of how easy people find it to use versus create collections.

One thing to keep in mind about this question is that "using bookmarks" is a more ambiguous description than "creating bookmarks" since the uses people have for bookmarks may vary, especially between those who have AO3 accounts versus those who do not. So "use" might include things such as searching, organization, browsing, compiling recommendations, etc.

24) How easy do you find it to post works to the Archive? *closed question*

Total Number of Question Respondents: 5,446

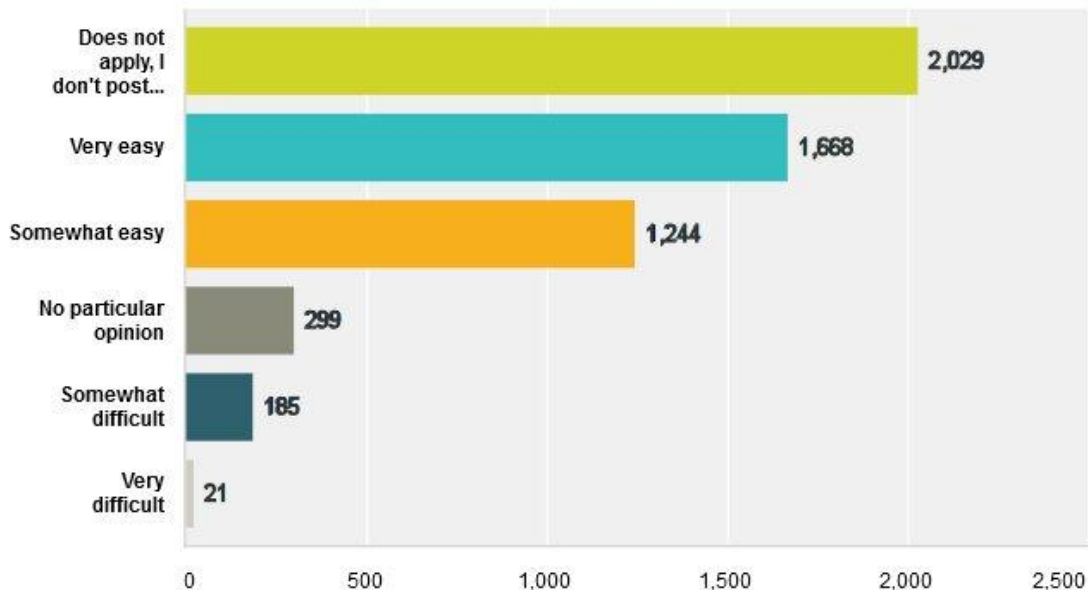
Percentage of All Survey Respondents: 91%

This question had a fairly small skip rate with 540 people doing so. Of those, 230 did so automatically by answering "No" to Question 10. This means that 310 (3.2%) people skipped this question purposefully.

Another 2,029 (37.3%) could not offer an answer because they did not post works to the AO3. Of those who did, the majority found it "Very easy" (1,668 or 30.6%) or "Somewhat easy" (1,244 or 22.8%). Relatively few found it "Somewhat difficult" (185 or 3.4%) or "Very difficult" (21 or 0.4%). An additional 299 (5.5%) had "No particular opinion".

How easy do you find it to post works to the Archive?

Answered: 5,446 Skipped: 540



Graphic 38 - OTW Survey Question 24: **How easy do you find it to post works to the Archive?** 5,446 respondents, 540 skips.

25) How would you rate the ease-of-use of running a challenge? *closed question*

Total Number of Question Respondents: 5,439

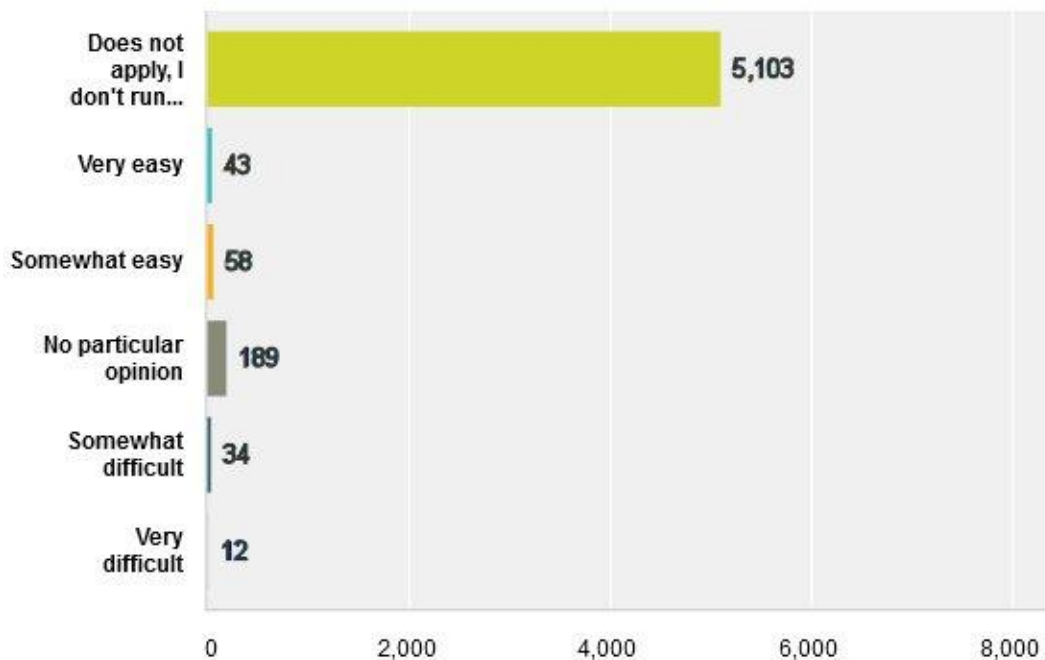
Percentage of All Survey Respondents: 91%

The response rate to Questions 25 through 27 was very similar to that of Question 24, since the same group received the question based on their "Yes" response to Question 10. As in the last question, the majority of survey takers had not performed the activity, although in this question that percentage rose to 93.8% of all respondents (5,103 people). Because the "Does not apply" response was so large, we are breaking down the remaining opinions as percentages of those which offered an opinion (a total of 336), rather than as part of everyone who answered (5,439) so we can better see how they compared to one another.

Of the few remaining survey takers who had run a challenge, most had "No particular opinion" (189 or 56%) about its level of difficulty. However, more people found it "Very easy" (43 or 12.7%) or "Somewhat easy" (58 or 17.2%) than "Somewhat difficult" (34 or 10%) or "Very difficult" (12 or 3.5%). Nonetheless, that 13.5% found the process difficult in some way suggests that this should be a matter of future investigation in a specific survey for that purpose.

How would you rate the ease-of-use of running a challenge?

Answered: 5,439 Skipped: 547



Graphic 39 - OTW Survey Question 25: How would you rate the ease-of-use of running a challenge? 5,439 respondents, 547 skips.

26) How would you rate the ease-of-use of participating in a challenge? *closed question*

Total Number of Question Respondents: 5,438

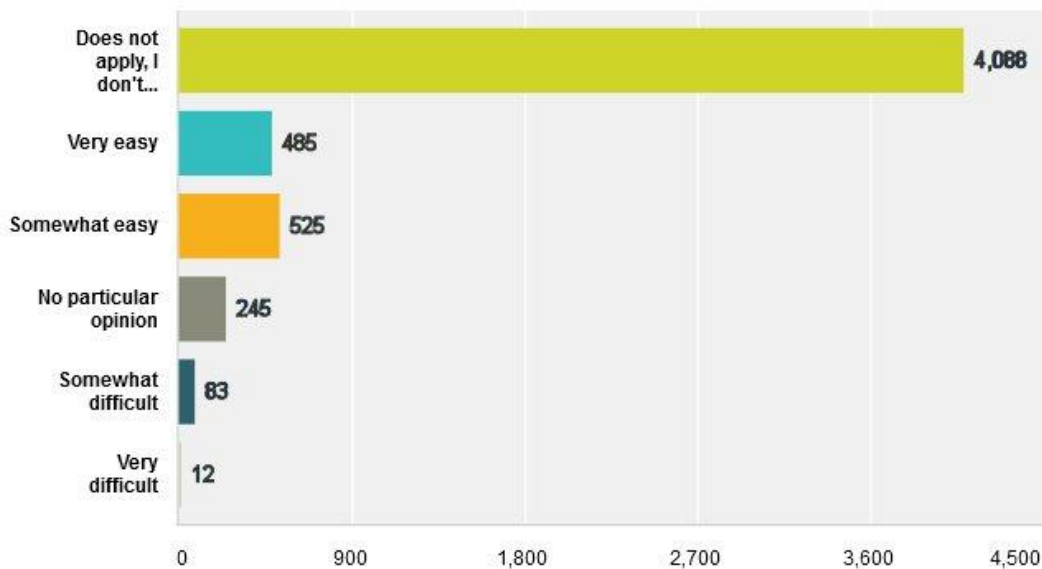
Percentage of All Survey Respondents: 91%

Rather more people had participated in a challenge than run one, as the number of people saying the question didn't apply to them dropped to 75.2% (4,088 people) from 93.8% in the previous question. However, this was still such a large percentage of total replies that we again eliminated the "Does not apply" responses when comparing percentages of the remaining answers. A total of 1,350 people offered opinions about taking part in a challenge.

Of those 485 (36%) said taking part in a challenge was "Very easy", or "Somewhat easy" (525 or 38.8%). There were still a large number of "No particular opinion" respondents (245 or 18.1%), but the number finding it "Somewhat difficult" (83 or 6.1%) or "Very difficult" (12 or 0.8%) was small.

How would you rate the ease-of-use of participating in a challenge?

Answered: 5,438 Skipped: 548



Graphic 40 - OTW Survey Question 26: **How would you rate the ease-of-use of participating in a challenge?** 5,438 respondents, 548 skips.

27) Have you used the collections feature of the Archive? *closed question*

Total Number of Question Respondents: 5,414

Percentage of All Survey Respondents: 90%

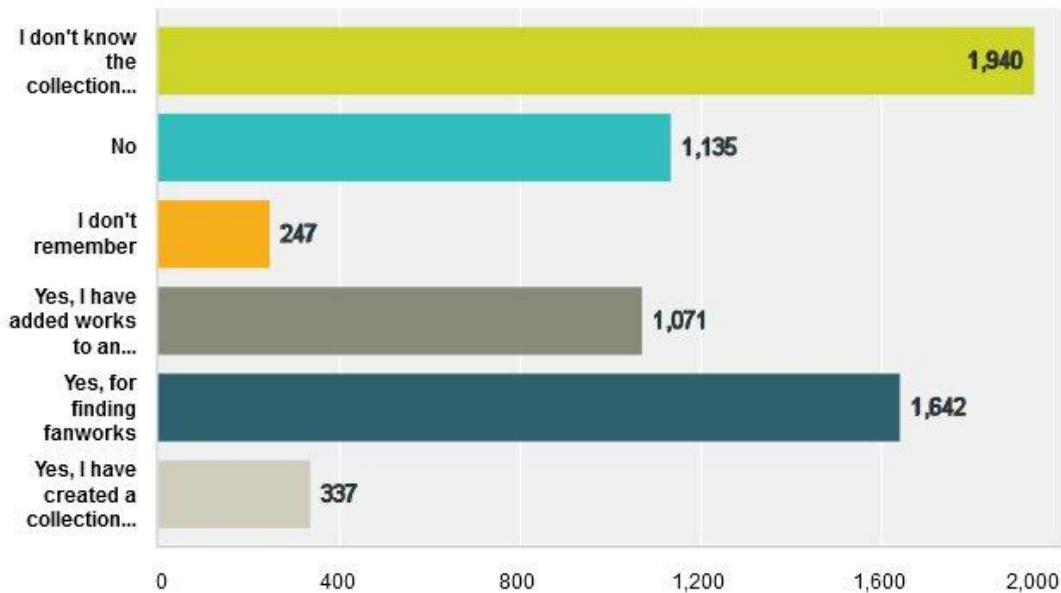
The collections feature was another thing that many A03 users had not tried out. The majority of respondents (1,940 or 35.8%) said they didn't know about it, and an additional 1,135 (21%) had not tried it or couldn't remember if they had (247 or 4.6%). Those who said they "Don't know the collections feature" were automatically skipped to Question 30.

Of those who had some experience with it, most used it to find fanworks (1,642 or 30.3%) and a significant number (1,071 or 19.8%) had added works to a collection. It's interesting to consider this number in comparison to those who said they had taken part in a challenge on the A03 in Question 26 -- a total of 1,350 people. By cross-tabulating Question 26 and this question, we could see that 760 (56%) of those who claimed in this question to have added to a collection had also taken part in a challenge on A03. As challenge works are usually contributed to a collection automatically, this would make doing so fairly easy.

Lastly, 337 (6.2%) people said they had created a collection on the A03.

Have you used the collections feature of the Archive?

Answered: 5,414 Skipped: 572



Graphic 41 - OTW Survey Question 27: Have you used the collections feature of the Archive? 5,414 respondents, 572 skips.

28) How easy do you find it to sort and find works within the collections? *closed question*

Total Number of Question Respondents: 2,218

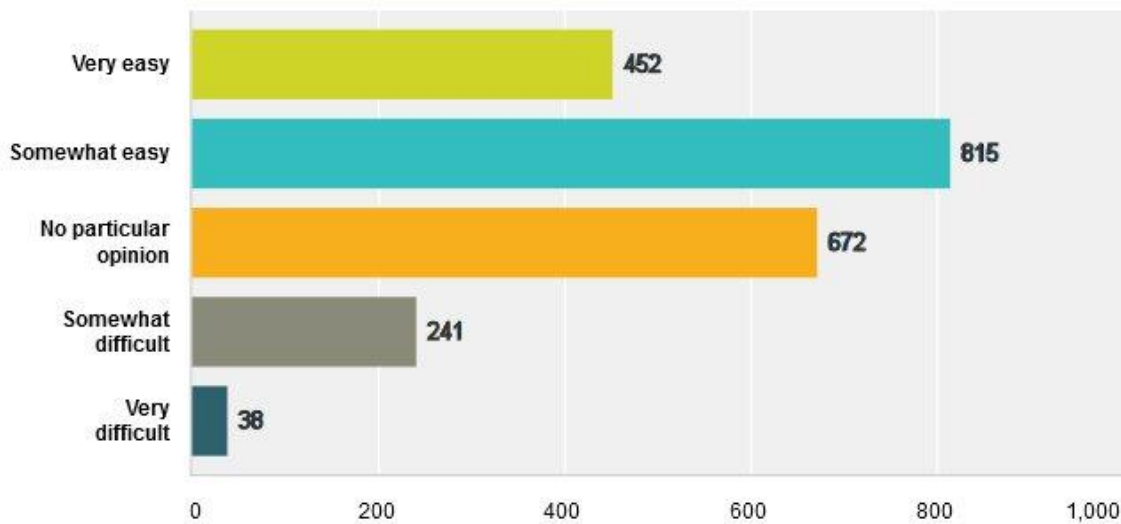
Percentage of All Survey Respondents: 37%

Questions 28 and 29 were offered only to the people who claimed to have experience with collections on the A03 in Question 27, a total of 2,264 people. So this question actually had only a 2% intentional skip rate.

Most of those responding found it "Very easy" to work with collections (452 or 20.4%) or "Somewhat easy" (815 or 36.7%). A large number had "No particular opinion" (672 or 30.3%) while a few found it "Very difficult" (38 or 1.7%). While the 241 (10.9%) who found it "Somewhat difficult" is not particularly large, it's noticeably higher than the percentage of people who found posting to the A03 or taking part in a challenge "somewhat difficult." This may be an area of interest to explore in the future, with either a narrow survey of A03 users or as a closed+open question in a larger survey.

How easy do you find it to sort and find works within the collections?

Answered: 2,218 Skipped: 3,768



Graphic 42 - OTW Survey Question 28: How easy do you find it to sort & find works within the collections? 5,414 respondents, 572 skips.

29) How easy do you find it to set up and maintain a collection? *closed question*

Total Number of Question Respondents: 2,217

Percentage of All Survey Respondents: 37%

Question 29 asked people, not about using collections, but setting up and maintaining one, and thus the number of people who could answer dropped noticeably, with 1,754 (79.1%) saying they had never done so.

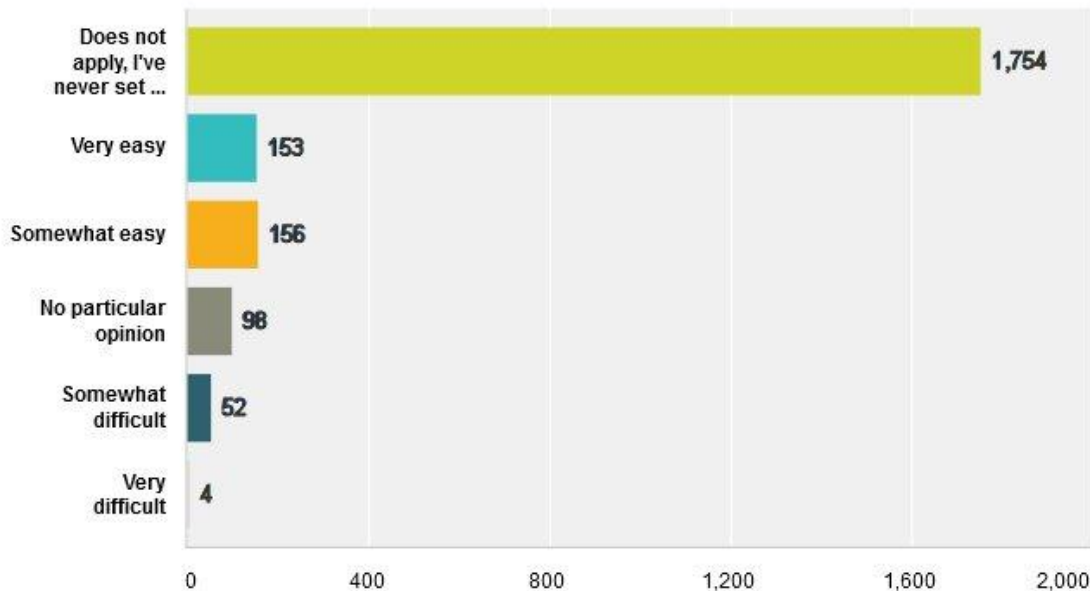
However, in Question 27, only 337 people said that they had set up a collection, whereas 463 ventured an opinion here about the difficulty or ease of doing so. Even subtracting the "No particular opinion" (98 or 4.4%) people who may have actually meant "Does not apply", this still leaves nearly 30 more people now saying they had done so.

As in Questions 25 and 26, the "Does not apply" response was so large that it skews the remaining response percentages in a way that makes it difficult to see how they compare. Thus we are breaking out the responses that give an opinion (463) separately in our percentage count.

Clearly most respondents found it "Very easy" (153 or 33%) or "Somewhat easy" (156 or 33.7%) to create collections. A smaller number (98 or 21%) had "No particular opinion", and 52 (11.2%) found it "Somewhat difficult" or "Very difficult" (4 or 0.8%). Again, with over 10% of respondents expressing difficulty with the feature, this is something that should be investigated with a narrow, specialized survey at some future date.

How easy do you find it to set up and maintain a collection?

Answered: 2,217 Skipped: 3,769



Graphic 43 - OTW Survey Question 29: **How easy do you find it to set up and maintain a collection?** 2,217 respondents, 3,769 skips.

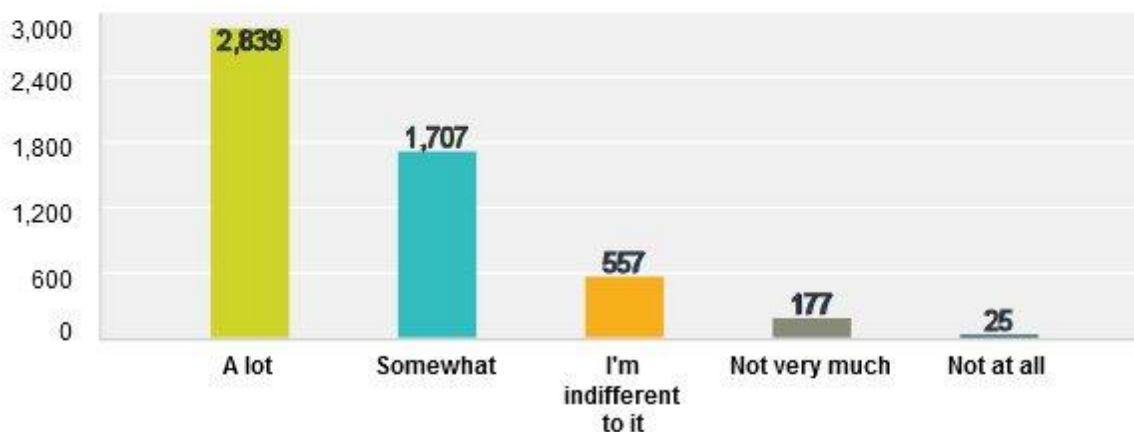
30) How do you like the look and feel of the Archive? *closed question*

Total Number of Question Respondents: 5,305

Percentage of All Survey Respondents: 88.6%

How do you like the look and feel of the Archive?

Answered: 5,305 Skipped: 681



Graphic 44 - OTW Survey Question 30: **How do you like the look & feel of the Archive?** 5,305 respondents, 681 skips.

Replies to Question 30 increased since this was a question offered to everyone taking the survey who had indicated they had used the A03 at some time. It had a 7.5% intentional skip rate. Given that the majority of survey takers were archive account holders, the majority of them (2,839 or 53.52%) indicated they liked it "A lot", with 1,707 (32.18%) liking it "Somewhat". Hardly any said "Not at all" (25 or 0.47%) or "Not very much" (177 or 3.34%), and 557 (10.50%) said they were "Indifferent" to the archive's aesthetic qualities.

31) How would you, personally, describe the Archive's atmosphere? *write-in field*

Total Number of Question Respondents: 3,746

Percentage of All Survey Respondents: 62.5%

Anyone who had said back in Question 10 that they used the A03 was asked these final three write-in questions. Thus, the varying number of responses for each one told a tale in itself. Only 230 people should have been skipped past these questions automatically, meaning that 33.7% of the people who were asked this question intentionally skipped past it. Given that Question 31 had the highest skip rate of the three, it could be that describing an "atmosphere" proved difficult. So this person's answer from Question 32 probably applied to other people's reactions as well: "I find it difficult to describe the atmosphere, but what I'm sure of is that it's the archive I prefer from whatever archives I may have used. Text is easy to the eye, commenting is easy and quick."

The challenge was clear in the type of "No opinion" responses this question got. While many such answers to other survey questions were very brief, the responses in Question 31 often indicated that the person was attempting to come up with an answer but just wasn't sure how to assess the A03 in this respect. In other cases, they were sure the question didn't apply, as in "I wasn't aware it had one."

As a note on the process of this analysis, this question's answers were categorized by several different people with different methodologies/approaches and without much discussion between parties. As such, the information should be taken with broad strokes, rather than as a detailed report. Additionally, it was not uncommon for one comment to belong to multiple categories, even diametrically oppositional ones. For instance, someone could say that they found the archive easy to use in certain instances, but overall disorganized and confusing.

This question was a challenging one for the survey team to sort through, with a lot of responses going into the "Other Positive" category. It was frequently easy to judge the survey taker's positive or negative feelings about the archive, but the diversity of words being used made it difficult to find consistent categories for the ideas. Some were clearly positive, such as "Great!", while others were more ambiguous. For example, if the term "nice" was used this might mean "friendly" or "welcoming" or it might be a comment about how the survey taker liked the look of the layout. On the other hand the response "Socially conscious, crisp and sophisticated" might fall into "Professional" or "Inclusive" or "Exclusive" depending upon one's point of view.

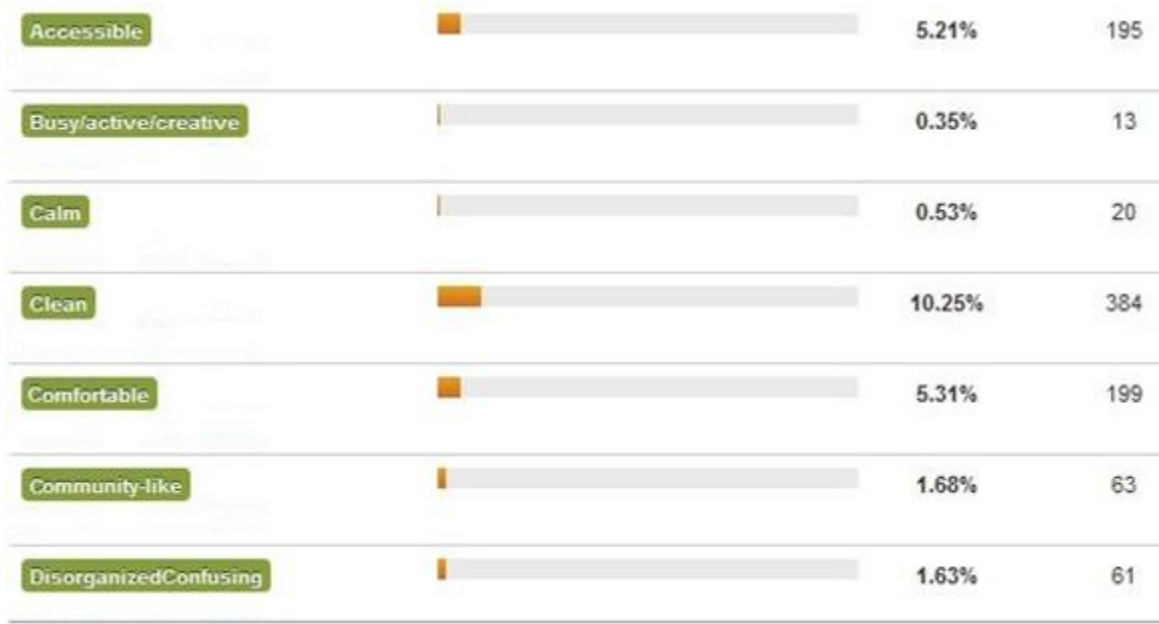
Another issue was that the users were not consistent in how the same word was meant. For example, some users clearly felt the terms "Sterile/Clinical" were a negative thing, but others did not, such as:

"clinical and archival. which isn't a bad thing." This was true even for the term "Neutral": "I don't know how to answer this question. It's... neutral? Which is good."

In the end there were 35 categories created for this question, many of which duplicate those found in the text analysis word cloud below:

Archive Atmosphere Awesome Clean Comfortable Community Easy Going Easy
to Navigate Efficient Fan Works Fandom Fic Friendly Hard Impersonal
Inclusive Inviting Library Neutral Nice Organized Pleasant Positive Professional Quiet
Relaxed Welcoming

Overall, the answers to this question suggest that the atmosphere at the Archive is widely enjoyed, if for numerous different reasons. The most recurrent problems mentioned were the lack of community and the treatment of non-Western fandoms. As such, if work is going to be done in response to this it should be in those areas. The big picture, however, is a positive one.



Graphic 45 - OTW Survey Question 31: How would you, personally, describe the Archive's atmosphere 3,746 respondents, 2,239 skips.

"Accessible" (195 or 5.21%) ranged from people feeling it was overall easy to use, to having specific likes, such as the way the counter allows them to see how many readers have looked at their works, or the way there is no need to respond to Kudos.

"Busy/active/creative" (13 or 0.35%) was a small category due to the methodology problems mentioned above. This category overlaps with "enthusiastic" or "community-like" as well as "Other Positive."

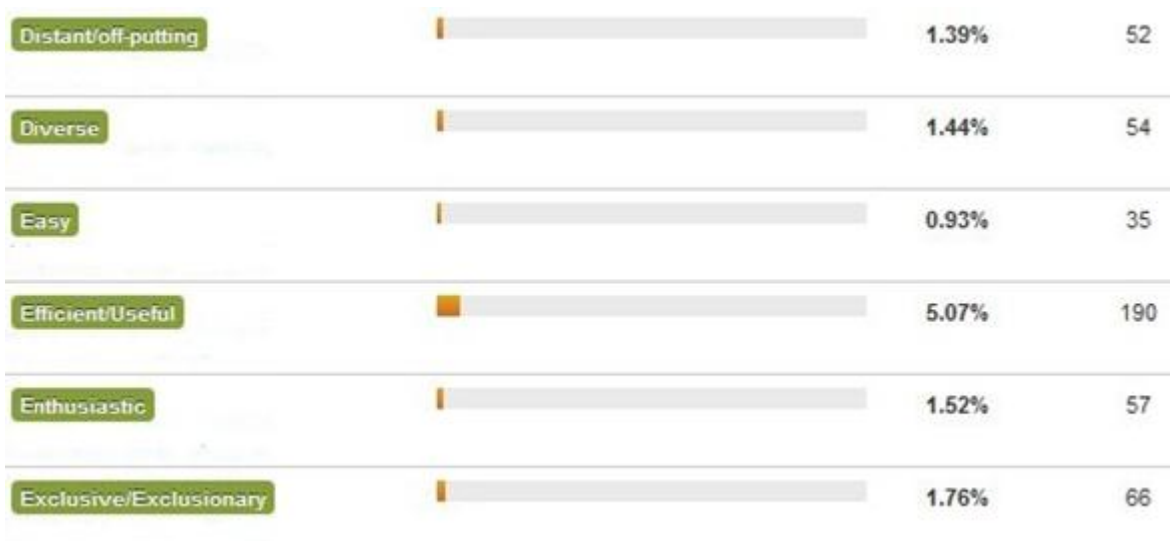
"Calm" (20 or 0.53%) was often also "relaxed," "laid back," and "chill."

"Clean" (384 or 10.25%) was the second largest response, and referred to people finding the layout "clean" or simple in a positive fashion.

"Comfortable" (199 or 5.31%) also got a large response. Many persons who chose the term spoke to feeling safe at the Archive.

"Community-like" (63 or 1.68%) was a notably small category. These responses present the most stark difference between a positive and a negative view of the A03 as the number of negative responses in the "Lacking community/Empty" category below far outweigh the positive ones here.

"Disorganized/confusing" (61 or 1.63%) was in some ways a surprisingly small number, given the responses we'll see in Question 33. It is important to note that many of these comments talked about the search function, which has since been retooled. The other significant piece in this description was that people found the free-form tags confusing or upsetting and that it made it hard to find the kind of work they were looking for.



Graphic 46 - OTW Survey Question 31: **How would you, personally, describe the Archive's atmosphere** 3,746 respondents, 2,239 skips.

"Distant/off-putting" (52 or 1.39%) was one of eight "criticism" categories, wherein respondents showed displeasure at aspects of the Archive's atmosphere.

"Diverse" (54 or 1.44%) was a category for comments about the site's contents being either eclectic or wide-ranging in material.

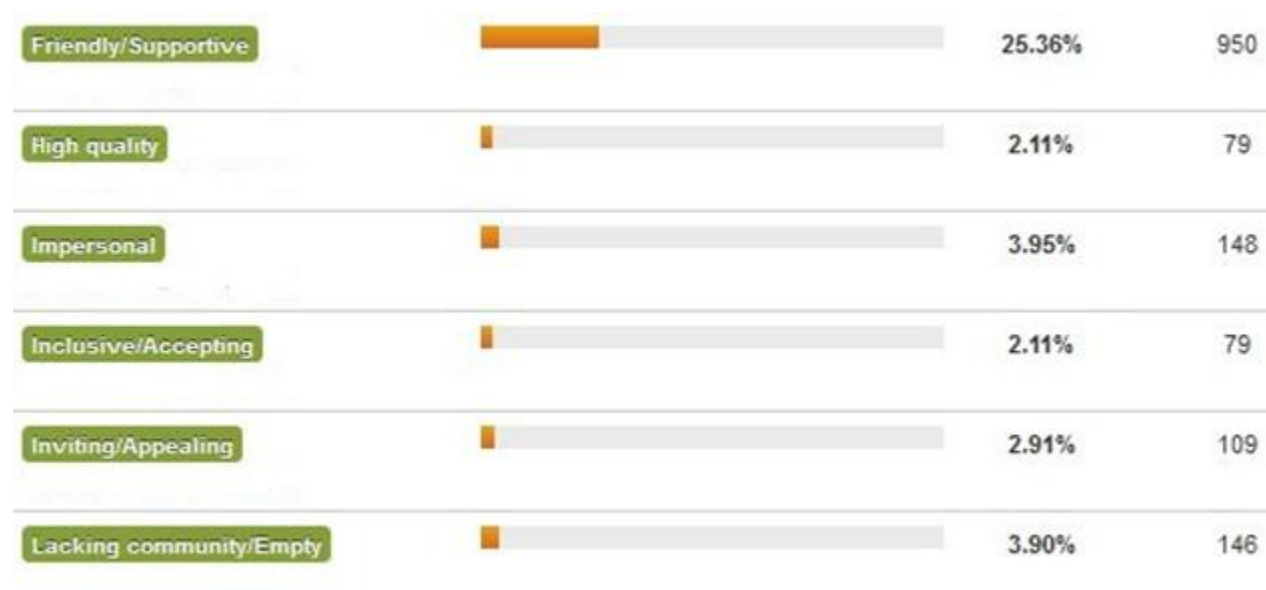
"Easy" (35 or 0.93%) generally referred to use of the site, as did...

"Efficient/useful" (190 or 5.07%) were terms often chosen by people who mentioned the ability to convert fanfiction for e-readers.

"Enthusiastic" (57 or 1.52%) was usually about fans or fandom in particular.

"Exclusive/Exclusionary" (66 or 1.76%) were words with mixed meaning. It should be noted that a minority of these responses felt this was a good thing, and a number of those respondents were concerned over the ease of admittance into the archive, the growing number of WIPs and what those factors were doing to the overall quality of the Archive. The majority of persons who found the Archive

exclusionary, however, were fans in non-Western fandoms, who felt very underrepresented and complained that the tagging system as-is is built to be hostile to Eastern/anime/etc., fandoms. This number should be considered significant, since the survey's participants were self-selecting, meaning that fans who feel Othered or disenfranchised by OTW and the Archive were unlikely to participate. As such, this number is probably representative of a considerably larger population.



Graphic 47 - OTW Survey Question 31: **How would you, personally, describe the Archive's atmosphere** 3,746 respondents, 2,239 skips.

"Friendly/Supportive" (950 or 25.36%) was the largest response to Question 31 by far, accounting for 1 of every 4 people answering. These responses stated some variation on this theme, though some people acknowledged that this opinion might vary depending on what fandom(s) a person was involved with.

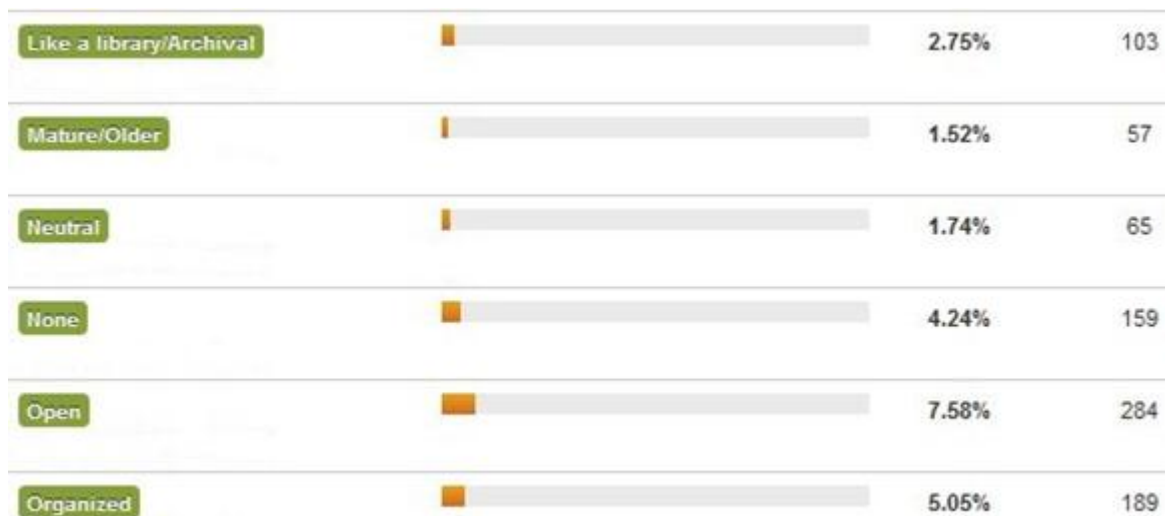
"High-quality" (79 or 2%) participants stated that they felt likely to find this type of work on the site.

"Impersonal" (148 or 3.95%) was not a positive category. Although there was some overlap among almost all these categories -- those who gave this answer overwhelmingly did NOT like this aspect, describing it in terms that suggested it made them feel unwanted, left out, or simply lonely.

"Inclusive/accepting" (79 or 2.11%) responses expressed sentiments such as "Somewhere that you can express yourself with no limitations on content and such" or "It's a very easy-going experience. There's no real rules or limits to what you can post, and that's a very freeing feeling."

"Inviting/appealing" (109 or 2.91%) responses used these terms, usually with additional descriptors such as "It's a very friendly and inviting community. Wish I could be here more often, but real life eats my time, so..." These responses stand in contrast to...

"Lacking community/Empty" (146 or 3.9%) was the biggest criticism. Again, a note: there was a minority of people who responded that they *liked* this aspect of it, because it meant less drama and other interpersonal upheaval inherent in fandom communities. The majority, however, spoke specifically to the difficulty of commenting without an account or the need to leave an email address, the overall lack of comments, the effect of the Kudos function on comment levels, the decline of author response, or simply a complete lack of the participant's fandom to begin with.



Graphic 48 - OTW Survey Question 31: **How would you, personally, describe the Archive's atmosphere** 3,746 respondents, 2,239 skips.

"Like a library/Archival" (103 or 2.75%) covered the gamut between persons using these descriptors fondly, neutrally, or as an alternate to saying "not much personality/kind of snobby."

"Mature/Older" (57 or 1.52%) descriptions were often paired with a statement about the higher quality of work found on the archive.

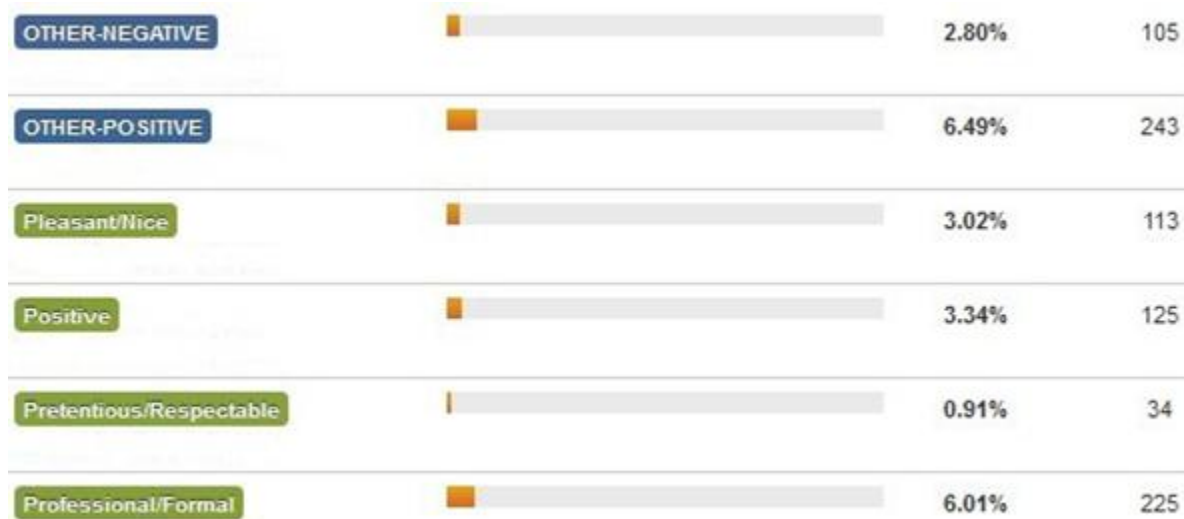
"Neutral" (65 or 1.74%) answers sometimes used this term or "Ok." In other cases survey takers found themselves in the middle, balancing something positive and negative, such as "Not as chatty as DW/LJ, not as twee and obnoxious as ff.net". Others referenced the recency of the archive and how this affected their answer: "It is still in its infancy, so difficult to judge."

"None" (159 or 4.24%) was a step further down from "Neutral" in that these respondents either declared the question invalid because it was impossible to judge the atmosphere of an archive, because it didn't have one, or because they just didn't know how to answer.

"Open" (284 or 7.58%) respondents used this word both to mean "inclusive" and to try describing how people felt about the look/layout. Sometimes, it was unaccompanied by explanation and hence might have been either.

"Organized" (189 or 5.05%) was probably the easiest term to single out and categorize since these answers either stood in contrast to the statements about the site being "Disorganized/confused" or because the term was used in an unambiguous manner.

"Other Negative" (105 or 2.8%) comments ranged from people finding the actual design of the Archive "amateur" or "boring,"; concern over OTW politics and the stability of the Archive; anger that newer/less talented creators were being allowed on the site; the allowance of WIP posting; comments that the site values creators over readers thereby alienating an important part of the community; frustration with the tags system; and open anger and hurt regarding the treatment of non-Western fandoms.



Graphic 49 - OTW Survey Question 31: **How would you, personally, describe the Archive's atmosphere** 3,746 respondents, 2,239 skips.

"Other Positive" (243 or 6.49%) had twice as many responses, containing answers that had something positive to say but weren't easily categorized. Sometimes that was because the response was a simple "good," "fun," or some variant on "awesome." This was also where people made comments about liking the colors or the font, told personal stories of receiving good help from Support, and talked about the ease of use of specific functions such as posting.

"Pleasant/Nice" (113 or 3.02%) included comments such as "Pleasant and low-key" or "It has a very nice atmosphere-- there isn't any hate (that I can tell) and everyone is very respectful and kind."

"Positive" (125 or 3.34%) answers described a positive outlook, or positive feelings about fans/fandom.

"Pretentious/ Respectable" (34 or 0.91%) was a good example of views that were inverses of one another. "Pretentious" was merged with "Respectable," because, again, there was a minority who said pretention was a positive for the Archive as it had connotations of respectability. Most answers with this adjective, however, clearly indicated that this was a reason to avoid using the Archive.

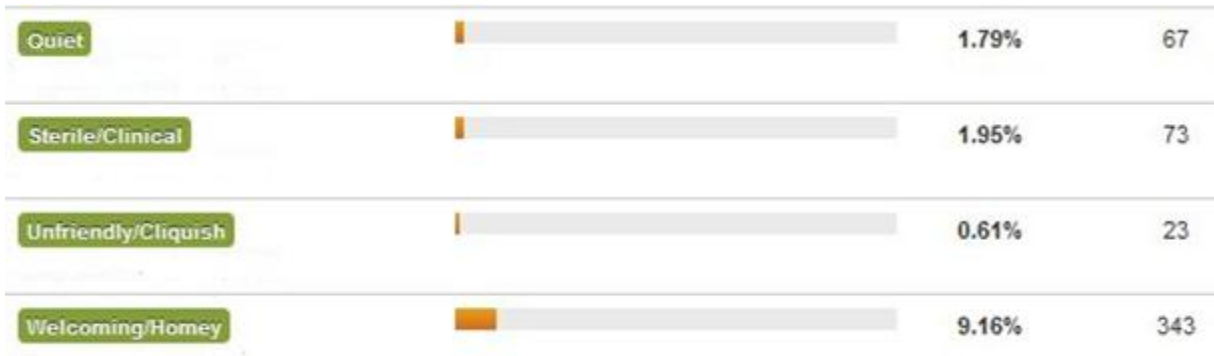
"Professional/Formal" (225 or 6.01%) answers had a minority who were not pleased with this atmosphere, as they felt it meant we were taking ourselves too seriously, or falling into the elitist category. Most were very excited to have this aspect of their lives represented in a way that felt legitimate to them.

"Quiet" (67 or 1.79%) had quite a few people who did not like this aspect in the site as they found it to be part of the problem in building community. However, the majority were answers that expressed this was a positive in a tool created to find and display fanworks.

"Sterile/Clinical" (73 or 1.95%) responses sometimes included another adjective --"dead." A few of the people specified that this response was about the look of the AO3: too much white space, in particular. Others indicated that this related to the feel of the community. Many did not give an explanation.

"Unfriendly/Cliquish" (23 or 0.61%) was a small group but relatively specific. For example some of these responses overlapped or were put into other categories such as "Distant/off-putting" or "Exclusionary/exclusive". A clue to the repeated "cliquish" comments appeared in Question 33 when a

survey taker wrote " Allow people to sign up without an invite to get rid of the cliquey feeling to it." Another user seemed unaware that they could sign up for an account themselves and did not have to ask someone else for an invitation, such as in the following: " The invites. I'm not a social person, so I don't have any friends here to invite me, and when I make up my mind to do something, I do it, or I abandon it." There were various requests for "reader only" user accounts in Question 33 as well, where it's clear that some people link the invite system with posting works, not realizing that logged in users who don't post may also be putting demands on the site that logged-out users do not. It would be advisable for the AO3 to provide an explanation for the invitation system at the time people request an account so that they understand why the system exists. While this category represents less than 1% of responses, these are strong adjectives and, again, because the survey was self-selecting, we should presume a wider range of people share this sentiment.



Graphic 50 - OTW Survey Question 31: **How would you, personally, describe the Archive's atmosphere** 3,746 respondents, 2,239 skips.

"Welcoming/Homey" (343 or 9.16%) was the third largest category in this question. Aside from using these terms, answers in this category overlapped a bit with the "Inviting" category. However "Inviting" dealt more specifically with the design of the site whereas this response dealt more with the reception people felt they got. For example, "It's a good atmosphere as i feel welcome and i know no one is going to judge me unfairly on what i create." As another interesting example of how terms can be put together and seemingly contradict one another is the following: "clean, dependable, friendly, welcoming, impersonal."

32) What is your favorite thing about the Archive, if any? write-in field

Total Number of Question Respondents: 4,207

Percentage of All Survey Respondents: 70.2%

While the nature of this question made it likely that people would be giving positive replies, many of them went straight into enthusiasm.

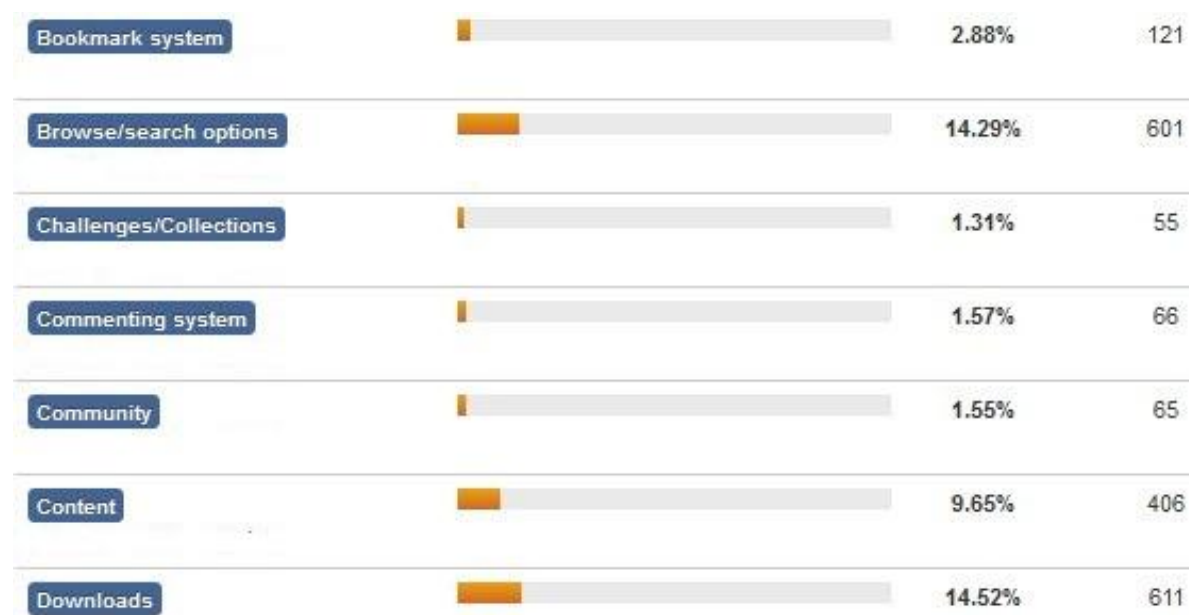
"I like the download function! Also the community, and the tags, and the HIT COUNTS AND WORD COUNTS ARE LIFESAVERS, and the orphan_account thing, and basically, I LOVE YOU, AO3, AND EVERYONE WHO BUILDS/RUNS/MAINTAINS YOU. THANK Y'ALL FOR THIS."

Nevertheless, 1,548 (26%) of survey takers intentionally skipped this question. While this was a smaller skip rate than for Question 33, which asked about making changes to the AO3, it's a fairly large number.

The responses to this question were not only quite positive (we needed to create a separate category for the number of "Everything" responses). That's not to say that they *didn't* have a lot of suggestions and complaints about the AO3, because they certainly did. But not only did a great number of people not limit themselves to citing just one thing they liked, some even apologized for being unable to do so!

A good example of how many factors could be packed into one comment is: "I love the RSS feeds I set up that post to my LJ whenever a fic for a rare fandom I like has been posted on A000. I love the layout of the fic reading page. The font is lovely. I also love the ability to filter by multiple things (like a particular fandom and "crossover" or by a character and "crossover"). Most of all, I love how safe for work/public places the look of the site is. No giant "NC-17" in the headers of fic, no rude icons, no flashy pictures. It looks like I'm reading something relevant."

The categories below will add up to more than 4,207 answers due to the number of comments which discussed more than one topic (for example, the above comment was sorted into four different categories). Overall we had 32 categories in this question, some very broad, and a few quite specific. The top three categories were "Tagging system", "One place/size" and "Browse/search options."



Graphic 51 - OTW Survey Question 32: **What is your favorite thing about the Archive, if any?** 4,207 respondents, 1,778 skips.

"Bookmark system" (121 or 2.88%) contains all comments that dealt with bookmarking, whether it was because the survey taker liked the feature, because they liked searching other people's bookmarks, because they liked how they could bookmark external sites, etc.

"Browse/search options" (601 or 14.29%) was used for comments about easily finding content, assuming the person didn't specifically mention clicking through tags. Some people mentioned tags and searching in clearly separate terms, in which case the comment was put in both categories. Some comments here also referred to browsing activities or the fandom categories page. Any comments referring to "search", "filter", "sort", appear here as well as some uses of "find".

"Challenges/Collections" (55 or 1.31%) contained references to either since there tended to be overlap in these comments. A number of people mentioned Yuletide specifically, and other comments talked about

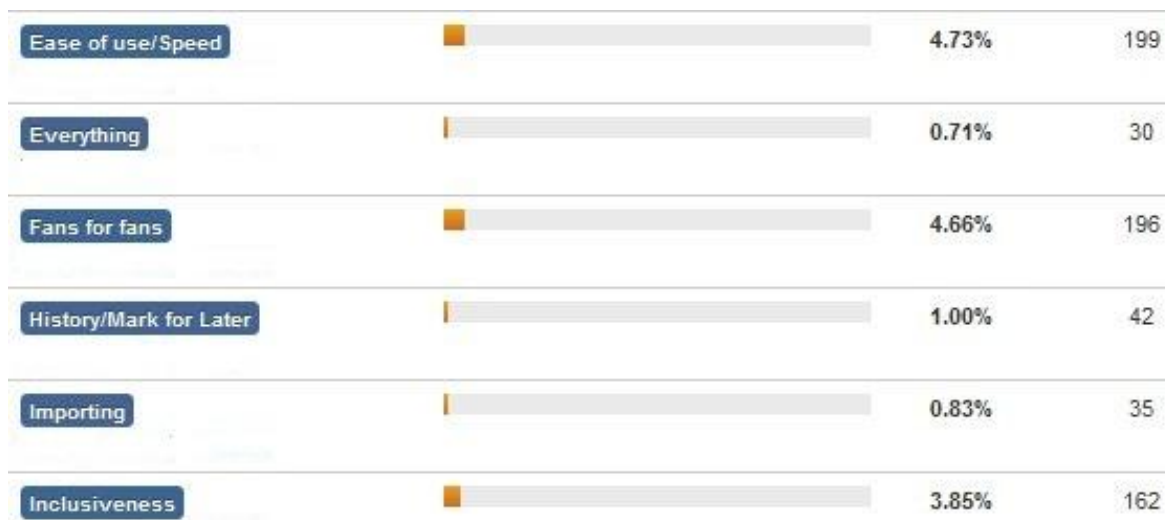
the tools for running challenges, the enjoyment of searching collections, or of having separate spaces for groups of materials.

"Commenting system" (66 or 1.57%) contained any references to comments. Kudos was not included here, although some responses mentioned the two together. People mentioned how they liked to interact with others through comments, the way that comments appeared in the site layout, or that they liked comment threading.

"Community" (65 or 1.5%) referred to specific discussions of a sense of community, positive interactions with others at the AO3, the fact that the survey taker liked the people they found at the AO3, or other references to personal interaction which was not specifically with OTW volunteers.

"Content" (406 or 9.65%) was sometimes used as a term, as was "fanfiction!", or "fandom X is there." However, most of what went into this category were references to the *quality* of work the survey taker found at AO3. These comments were often made by themselves, but were also part of longer comments that focused on other things the person liked about AO3. As the perceived quality of content is not something AO3 has any control over, it was mostly standalone comments that were placed in this category, with comments mentioning other factors being placed only in those other categories. There were also a great many comments about the quantity of work available which went into the "One place/size" category below.

"Downloads" (611 or 14.52%) were a very popular feature. "Downloads" referred to anything regarding the download feature. This category often overlapped with "Reading options" since most of the comments in that category referred specifically to the ability to see all chapters of a work on a single page.



Graphic 52- OTW Survey Question 32: **What is your favorite thing about the Archive, if any?** 4,207 respondents, 1,778 skips.

"Ease of use/Speed" (199 or 4.73%) contained mostly responses that used that phrase and only that phrase. If other features were mentioned then the response was tagged with those categories. A small number of individuals mentioned the speed of the site in returning search results and those were also included here since these two points were often combined by the survey taker.

"Everything" (30 or 0.71%) were for those answers that said this and nothing else.

"Fans for fans" (196 or 4.66%) included comments that used variations on that phrase; sentiments such as "understands fans" or "designed for fanfic users"; or the phrase "that it exists." Example: "That it exists and it's ours."

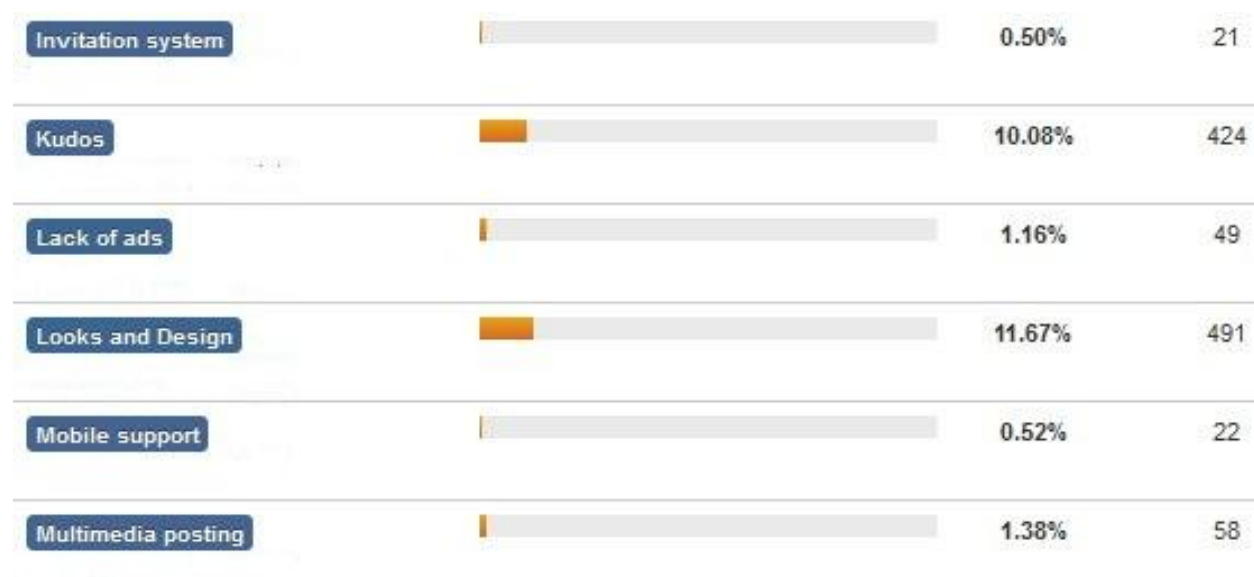
"History/Mark for Later" (42 or 1%) were for references to either of these two features.

"Importing" (35 or 0.83%) were for references to importing but not other things about adding content to the AO3.

"Inclusiveness" (162 or 3.85%) covered a variety of things. Most of the responses classified here referred to how the archive accepted all types of content regardless of genre or taste. Just as the "Content" and "One place/size" categories generally included quality or quantity oriented comments respectively, "Inclusiveness" could also be called variety. While most of the comments referred to the variety of fan content accepted for hosting at the AO3, some users also expressed their gratitude for the variety of ways in which they could engage with that content. So Inclusiveness extended to both works and people's personal needs. As one person wrote "I love that it's just for reading fan fic and such. I love my LJ friends, but sometimes I just want to read without going through all the 'social' stuff." Others went even farther saying that the need to be social in fan spaces hindered them from being involved at all, and the ability to avoid that on AO3 if they wanted to, made it a place they could use.

"Invitation system" (21 or 0.5%) is a somewhat unexpected item to crop up among people's favorite things since it was certainly among the AO3's most disliked features in Question 33. However, it reflects a recurrent belief among some fans that its purpose is to maintain exclusivity at AO3 rather than protect it from sudden influxes of use. This ended up serving both the AO3 and users in 2012 when, despite severe stress, the site stayed up as staffers worked on solutions to accommodate the surge in demand.

"Kudos" (424 or 10.08%) was among the briefest of replies to Question 32, often with an attached exclamation point. While the feature certainly has its detractors, many people clearly like it, and often explained why.



Graphic 53 - OTW Survey Question 32: What is your favorite thing about the Archive, if any? 4,207 respondents, 1,778 skips.

"Lack of ads" (49 or 1.16%) did get mentioned in conjunction with other terms such as "non-commercial", but it was even more frequently mentioned together with "clean layout" or "uncluttered."

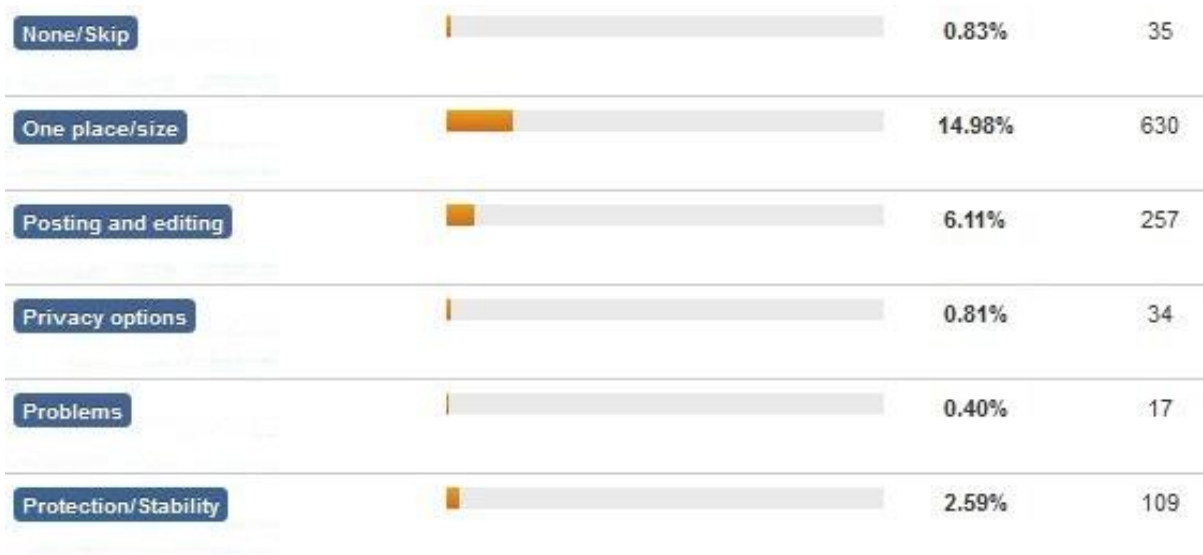
"Looks and Design" (491 or 11.67%) was probably the broadest category, in part because it was sometimes difficult to determine what, specifically, people were referring to, plus the fact that these factors might overlap. For example, a number of people used the term "accessible." However, it wasn't always clear if they meant that the AO3 was designed for people with difficulty in seeing and reading, or because they meant the site was just easy to use in some way. Since there were a number of people who did state that they had vision problems or other difficulties in reading or navigating sites, all comments regarding accessibility were placed here unless the user's intent was clearer.

Most comments that referred to "navigation" were placed here instead of the "Browse and search" category. Various miscellaneous feature references were also placed here, as were some comments that referred to how the site optimized use. Anything mentioning "user interface" or "dashboard" or the layout of posts went here.

Anything referring to the look of the site or general readability was placed here. This might range from compliments about the logo or praise for the colors, as well as general "I like how it looks" comments and discussions about readability that did not mention specific reading features.

"Mobile support" (22 or 0.52%) was used whenever people mentioned being pleased with their reading experiences on phones.

"Multimedia hosting" (58 or 1.38%) was a bit of a surprise since the AO3 has so far been unable to directly host non-text content. While some answers in this category mentioned other formats such as video or podfic, the most common response was the user's pleasure at being able to link or embed artwork into their posts.



Graphic 54 - OTW Survey Question 32: **What is your favorite thing about the Archive, if any?** 4,207 respondents, 1,778 skips.

"None/Skip" (35 or 0.83%) was used for people who either entered dashes or other non-answers in order to move past the question, or who said "Nothing", "Nothing specific" or "Don't know."

"One place/size" (630 or 14.98%) included comments that used the terms "centralized", "one place", "so many" "panfandom", "multifannish" "discover" and "quantity". These references were used in a variety of ways. For example, many people specified the convenience of being able to archive all their work in a single place, no matter the topic or fandom (these were sometimes also classified under "Inclusiveness.") Others talked about the ease of discovering new works by the way that things could be linked together across the site (specific references to tags, however, were put under that category.) People talked about the ability to search in a single place for many types of content, and were happy about fanwork abundance. Another term that generally came under this category was "small fandoms." Many people specified that they were happy to find a place that featured so many of them, and some also specified their ease in finding such fandoms even among a large collection of works.

"Posting and editing" (257 or 6.11%) included features that were part of this function such as gifts, embedding links, choosing fonts, the ability to link co-authors, the fact that works can be edited at any time, and general comments about the ease of posting.

"Privacy options" (34 or 0.81%) included references to pseudonyms, orphaning a work, the ability to leave Kudos anonymously, etc. It did not include references to being able to make Bookmarks private, however, as there were only a few who mentioned this as a Bookmarks feature. While one might expect users to be concerned about their own privacy, one comment served as a reminder that privacy might benefit other users as well: "Finding nearly anything I want, and getting anonymous feedback on stories that people don't want to own up to reading."

"Problems" (17 or 0.4%) was a category created for answers that were ambivalent about a feature they were commenting on. For example: "Search feature (now only if "use any of these tags" feature actually worked...)"

"Protection/Stability" (109 or 2.59%) contained comments that also used terms like "safety", "permanence" and "preservation." Some comments referred to the AO3 as a long-term project that they expected to stick around. A few also referred to the OTW's mission to protect fanworks.

"Reading options" (199 or 4.73%) contained mostly responses about the ability to see all chapters of a work on a single page. However general comments about the ease of reading (which did not refer specifically to the site's layout) were also placed here. Comments about the ability to link together a series were placed in "Posting and editing" instead since this is a help for readers but is actually a posting feature which is equally useful to creators.

"Share button" (4 or 0.1%) was for any comment about this feature.

"Skins" (39 or 0.93%) were for any comments people made that specifically used the word or otherwise described being able to alter the site layout or colors for their use.

"Standard icons" (62 or 1.47%) was for references to the icons that appear with every posted work denoting rating, warnings, genre, and whether or not a work is complete.

"Stats" (86 or 2.04%) contains any references to statistics or hits, whether it is because readers like to search by them or creators like to see them. It does not, however, contain passing references where the survey taker's intent was to refer to the site's layout.



Graphic 55 - OTW Survey Question 32: **What is your favorite thing about the Archive, if any?** 4,207 respondents, 1,778 skips.

"Subscriptions/Feeds" (127 or 3.02%) was any comment about these features.

"Support/ Documentation" (20 or 0.48%) contained a few references to the ease of finding explanations and help features. Most mentioned happiness with the service given by OTW volunteers (who are most likely to be in our Support Committee). A few comments that mentioned the OTW as an organization were also placed here.

"Tagging system" (839 or 19.94%) or just "tags" were the single most commonly mentioned favorite thing, being somehow discussed by at least one out of every five people who answered this question. Tags showed up even more frequently than that, but when people mentioned them only as part of the search function (such as "I can search on tags for my fandom") then that comment was categorized under "Browse/search options" instead. So the comments here focus on everything from the answers that just said "Tags!" to those which discussed their flexibility, the way that users could create categorization themselves for the site, how they enjoyed reading tags, how they could write in their own when posting work, how tags made content more visible, how people could avoid searches entirely by simply clicking through tags or bookmarking them, or even about the way they were wrangled by OTW volunteers.

Text analysis

The text analysis function shows its limitations in Question 32, probably because of the varied ways in which people described their likes. Kudos stands out because nearly every response citing it used that term. Downloading is also expressed in 4 of those answers due to the specificity of that term, although even so it doesn't capture all the ways people cited it. Some used "saving a story" or named specific file types such as epub, pdf and mobi. And one can see in this answer that none of those terms was used: "The automatic ebook generation. As a Kindle owner who loves reading long fics, this is just amazing."

Ability to Download Ability to Sort Able to Download Clean Download Function Download Options
 Ease Entire Work Fan Fiction Fan Works Fandoms Fanfic **Fic** Font High Quality
 Kudos Layout Love Organized Quality of Works Run **Stories** Subscriptions
 Tagging System Writers

Another interesting factor is that these two items -- Kudos and Downloading -- were also the most likely comments to be made as standalones. For the people who did stick to a single favorite feature, those were the most likely ones they picked.

It's also interesting to see that "Tagging system" appears whereas "tag" or "tags" does not, even though these were even more frequently used words. However those who wrote "tagging" often did add the word "system", whereas those using "tag" tended to embed that word in further description of their searching or posting practices, and combined it with various other terms. They also expressed the idea more obliquely, talking about how specific content was labeled, categorized, or organized. The failure to connect these terms in the word cloud also affects the representation of comments on ease of search, with "Ability to sort" appearing here but not other terms such as "filter", "browse", "search", "find", "see", "look" and "pick."

33) If you could change one thing about the Archive, what would it be? *write-in field*

Total Number of Question Respondents: 3,776

Percentage of All Survey Respondents: 37%

As a final note for this section, the number of people choosing not to answer (or 'skip') a question stayed fairly constant through the A03 portion of the survey, ranging from 200-300 people. However, these final three questions showed a significant jump in skips. There were 1,980 people (33%) who intentionally skipped this question. While this is 7% higher than the number who skipped Question 32, this increase should probably be attributed more to the level of difficulty in answering the question than whether or not the person had any positive or negative opinions about the A03. For example:

"The logo isn't great, but if that's my criticism, you're doing pretty well :)"

Predictably, some of the very things people liked in Question 32 were the things that people in Question 33 didn't. For example, the font and font size were a favorite of many people in the previous question. But a number of people in Question 33 shared this sentiment: "The automatic font/display choice (too big and bold, not easy to read)." Some users wanted to take away the flexibility of other users due to their own preferences. For example, in Question 32, a popular choice was the ability to make multi-chaptered stories accessible on a single page. Yet in Question 33 a survey taker said: "When having multi-chaptered works, I don't like having all the chapters are one continuous page. I prefer to have to go to another page for each new chapter. Therefore, I would take away the option to have all chapters on one page for multi-

chaptered fics." Many comments regarding tags focused on standardizing their use and expressed similar strong opinions about curtailing what other users could do.

Other responses address issues where the AO3 is unlikely to be able to provide a comprehensive solution, such as people stumbling over content they don't like. For example: "Significant improvements to the search function would be nice. Also a general purpose checkbox for 'do not show me any RPF ever'."

One thing that stood out about the results in Question 33, besides the overwhelming response regarding search, was that a number of people wanted features that already existed. For example, "I'd like to see an admin blog/news section, maybe, to keep up with site developments, but other than that, it's pretty much perfect as it is." It isn't always clear how to address these matters, since more intrusive help functions may annoy users who don't need them, while others remain frustrated in not realizing something they want to do is possible. But aside from search related issues, better ways of leading users to information, or getting them to use the Support option, would improve things for around 10% of the users in this question.

Another thing that cropped up repeatedly were comparisons to other sites, primarily Fanfiction.net and Live Journal, as in this comment: "Get rid of the tags and use simple categories like Fanfiction.net does. The tags are already out of hand. No one cares about hurt/comfort or tentacle sex in fandoms they don't know. I never search tags. I just go to the fandoms I know. Then the tags just scream what's going to happen and I end up not reading anything." While this tendency to compare to other sites was also true in Question 32, there seemed to be a slightly greater tendency in that question to focus those comments on technical features or content, whereas in Question 33 they tended to relate a bit more to user behavior.

Able to Subscribe Account Author Bookmarks Community Download Easier Fandom
Fanfiction Fic Font HTML Interface Invite Layout Little Mobile Option Search Engine Search Feature
Search Function Search Results skins Sort Stories Tagging System
Text Think

The text analysis word cloud was fairly accurate here in presenting the top categories of things that people were dissatisfied with -- such as searching or browsing features and tags. However, other terms are misleading. While over 5% of answers did involve bookmarks, this was slightly less than those which mentioned the 1,000 work limit on searches (which has since been resolved) and "Layout and Design" issues. The third biggest category in Question 33 was actually "Nothing". However, as we'll see, that doesn't mean it's because all those people were completely satisfied with the site. Part of the relatively small response rate to other features has to do with people not knowing about them to complain of, not using them, or simply because there were such a variety of things that bothered people. This question had more categories than any other in the survey -- a total of 38, and we still needed a category for "Other."



Graphic 56 - OTW Survey Question 33: **If you could change one thing about the Archive, what would it be?** 3,776 respondents, 2,209 skips.

"1000 Works limit" (215 or 5.69%) was a feature that upset a lot of people searching through large and active fandoms. This feature was an artifact of the filter system in use at the time and has since been resolved. Some people even pointed out in their replies that it wasn't an issue for small fandom searches, but the AO3 has grown significantly in its content.

"Anonymous kudos" (3 or 0.08%) was a category created early on in sorting that ended up being mentioned by few people compared to other Kudos related issues. It refers to people's desire to be able to leave feedback anonymously even while logged into an AO3 account.

"Bookmarks" (209 or 5.53%) were upsetting to people largely for two reasons. Either the person had a large collection of them and was unable to categorize or search them properly, or else they disliked the way the Bookmarks button on the AO3's main toolbar led to a bookmark results page rather than their own set of bookmarks. While the second issue is still going to be a problem for those users, there have been improvements to how people can manage their bookmarks since the survey was offered.

"Browse and Search system" (1,081 or 28.63%) was far and away the central concern for people, which ranged from simple comments such as "search" to several paragraphs of explanation about their problems or proposed solutions. While this sometimes overlapped with tag issues, unless people specifically talked about tag features or the AO3's policies on their creation and use, comments mentioning them were placed only in this category since tags are an aspect of browsing. But assuming we combine the two categories, they account for nearly a third of all responses to this question.

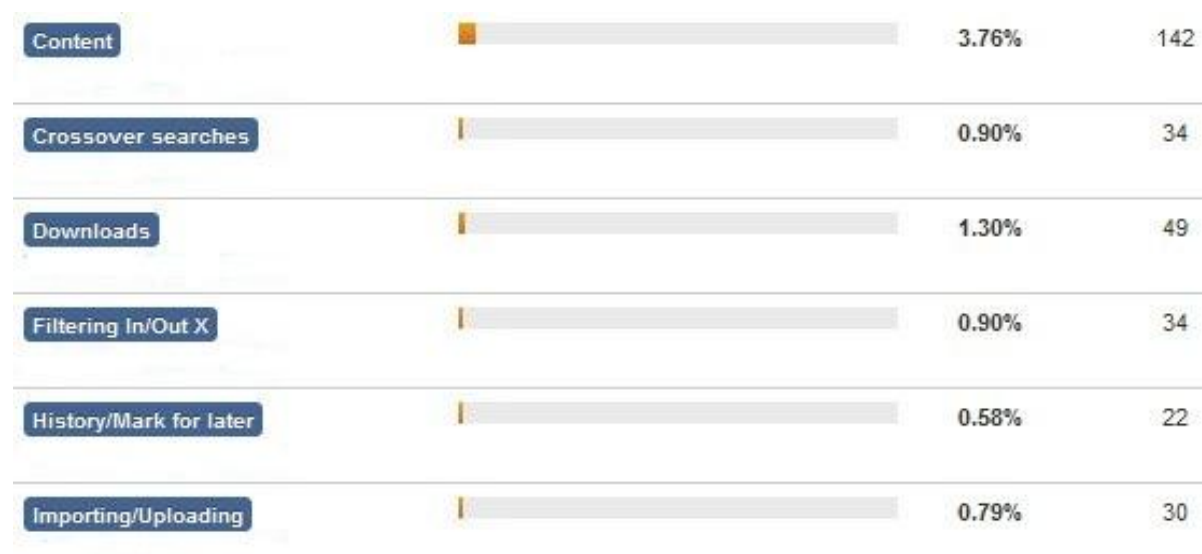
Features that bothered people included searching for authors or people; the desire for full-text searching; better Advanced Search; the ability to filter tags out of searches; an easier way to use search; drop down or checkboxes for search; search for particular features like date limiting; finding new works on popular pages; combining AND and OR searches; having a NOT search; being able to save searches; better tag browsing; and complaints about the filter sidebar. Needless to say in a category this large there were many specific requests as well.

"Challenges/Collections" (29 or 0.77%) rounded up any comments pertaining to these issues, and generally involved the difficulty of adding works to a collection or the site's tools for running a challenge.

For example: "I would make the challenges feature more robust (which I'm sure is coming) where it would be easier to find challeges in which to participate, or start one."

"Commenting system" (65 or 1.72%) involved any remarks about using comment features but not anything about the practice (or lack thereof) of leaving comments. These complaints generally focused on the difficulty of seeing comments, although some that complained about the slowness in being able to leave them were put under "Instability/bugs." Complaints here ranged from wanting to be able to turn comments off; wanting to ban anonymous comments; encouraging anonymous comments by making the email field more clearly optional; being able to have the comments field open at all times; being able to return to the top of the page easily; wanting comment previews; and email notification features such as: "It used to be that, if someone replied to a fic, I could click the "Reply to this comment" link in the notification email and it would take me directly to the comment in question. We haven't had that capability for a while, and it would be handy to have it again." Another aspect that was generally put under "Stats" had to do with wanting author replies to be left out of comment count statistics. We should note that stats pages do currently show comment thread counts instead of the number of individual comments.

"Community/Forums" (113 or 2.99%) had many comments that were variations on this answer: " Better community feel." A number of these answers also related to people's desire for more feedback on their work of other types of control on user behavior, though at least some were aware that this wasn't something the A03 could code for: "I guess we can't force people to leave comments, eh? No, I guess not." However some comments contained a specific recommendation that the A03 could consider: user forums. These were suggested as either centralized or attached to fandoms; and places where people could find betas or just socialize.



Graphic 57 - OTW Survey Question 33: **If you could change one thing about the Archive, what would it be?** 3,776 respondents, 2,209 skips.

"Content" (142 or 3.76%) was a category for comments about site content that are out of the A03's control, such as having more content in someone's favorite fandoms or making the site better known so more people would post at it. For example: "more fan fics in the areas i read in, :)". The other strand of answers had to do with wanting *less* fanfiction -- as in, the survey taker wanted to be able to set up a moderation system for their standards of quality at the archive. One type of comment that was put in "Posting and editing" however, related to a request for a spell check function.

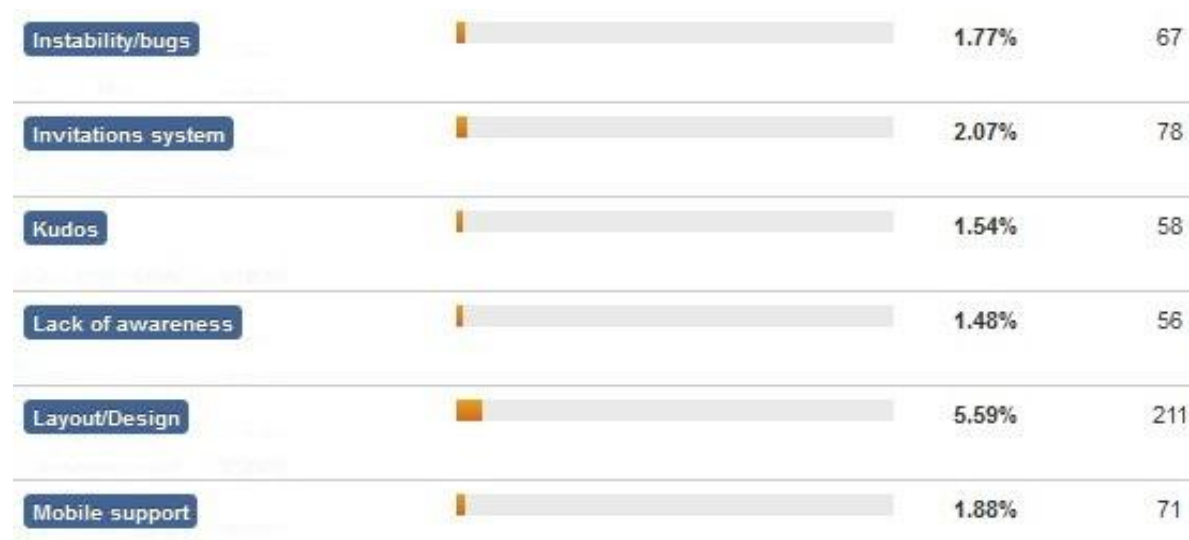
"Crossover searches" (34 or 0.9%) was a category created for any commentary about making it easier to filter in or filter out crossover content.

"Downloads" (49 or 1.3%) generally involved problems with mobi or formatting issues in the Ebooks generated, or requests for additional formats such as Word docs. There was a lot of overlap here with people wanting to download series from the archive, although these generally ended up in the "Series" category.

"Filtering In/Out X" (34 or 0.9%) was actually more prevalent than its numbers would indicate. A great many complaints about searches had to do with filtering, but this category was specifically about kinds of content that people wanted to find or exclude, such as multimedia or specific languages.

"History/Mark for Later" (22 or 0.58%) contained any references to these features, such as "I'd totally love to have either a download button right in the search results page, or perhaps the Mark for later button" or "The Mark for later function is very useful to me but i would like to see it separated from "History" and added as a function of its own."

"Importing/Uploading" (30 or 0.79%) contained comments such as "More interfacing with tumblr, other sites, etc." or "It seems like most of the glitches come up around uploading? It would be nice if that went a little more smoothly, particularly the preview function."



Graphic 58 - OTW Survey Question 33: **If you could change one thing about the Archive, what would it be?** 3,776 respondents, 2,209 skips.

"Instability/bugs" (67 or 1.77%) was a surprisingly small category given all the downtime the AO3 began to experience in 2012. Any references to maintenance periods, downtime, slowness or glitches was put here.

"Invitations system" (78 or 2.07%) was a pretty straightforward category where people wanted to abolish the system or complained about wait times. In some cases there was clearly a problem in finding their emails as a few people spoke of waiting nearly a year for an invite.

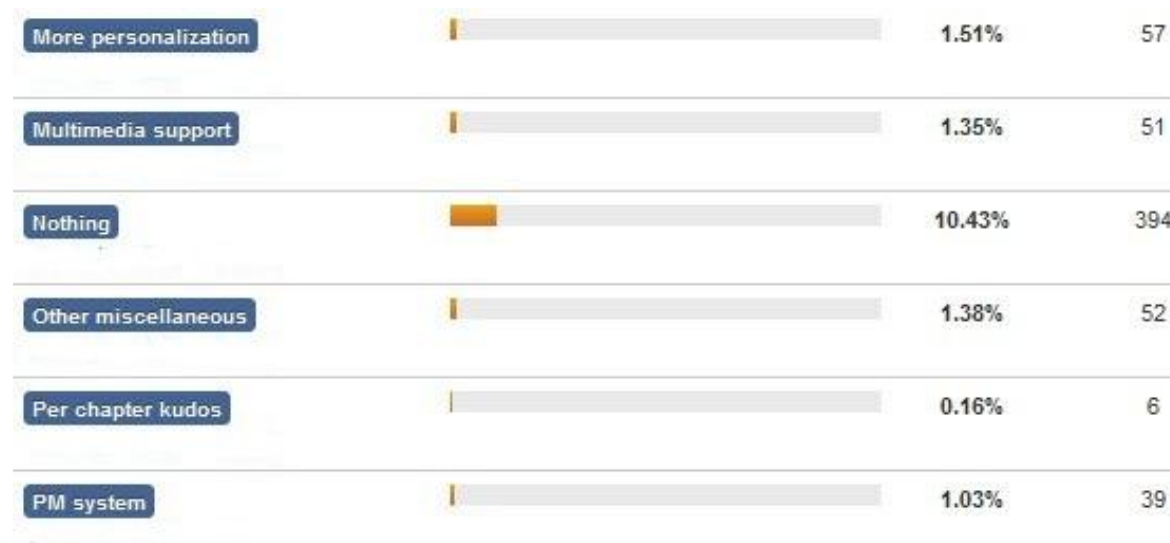
"Kudos" (58 or 1.54%) was mostly about people wishing the feature would go away, but there were people who wanted alterations to the feature such as "I'd like to see the hits and kudos per chapter." Some people also wanted more personalization such as disabling anonymous kudos or being able to thank people who left them. One request asked for such a feature to be enabled on AO3 downloads.

"Lack of awareness" (56 or 1.48%) was likely a larger category than appears here. Many of the responses in this category were of people who didn't realize there was a Subscribe function, although other topics were also included such as the following comment: "We can have challenges ON this site? We can bookmark ON this site? Why is this type of stuff not advertised?" A few asked for author profile pages (although the comments that talked about encouraging people to put something in them went into "Community/Forums"). But many other comments referencing problems that have solutions were left out of this category since it wasn't always clear if someone was asking for a function to be easier or more effective as opposed to not realizing something existed.

For example, some comments made it clear that users were not unaware of, but simply unhappy with a type of feature: "I would want to make it easier to search for works with particular lengths. I had a lot of trouble getting that function to work and it never did quite work the way I needed it to." Other survey takers said that they knew they were missing things the site provides and asked for more help in finding features (these were put in "Support").

"Layout/Design" (211 or 5.59%) mostly had to do with the look of the site, the fonts, the logo, button placement and dashboard appearance, any comments about "interface" etc. Some of these types of comments went into "Skins" when they talked more about personalization of colors and type.

"Mobile support" (71 or 1.88%) was for any comments that mentioned phone use of the AO3.



Graphic 59 - OTW Survey Question 33: **If you could change one thing about the Archive, what would it be?** 3,776 respondents, 2,209 skips.

"More personalization" (57 or 1.51%) was a category that included things like wanting more user icons; having a favorite authors or fandoms feature; being sent individualized recs; being able to set a default language for user accounts which would then apply to searches; creating special types of accounts; being able to stay logged in permanently; an account renaming option; having killfiles; being able to detect previously read works; having anonymous pseudonyms; etc.

"Multimedia support" (51 or 1.35%) had to do mostly with the desire to directly host art, podfic, videos, and other content on the AO3. Given the current discussions on making meta a work type, a few references to having meta on the site were also put here.

"Nothing" (394 or 10.43%). The answers in this category ranged from people who input dashes in order to skip through the question, to people who just couldn't think of a reply, to those who insisted: "Nothing."

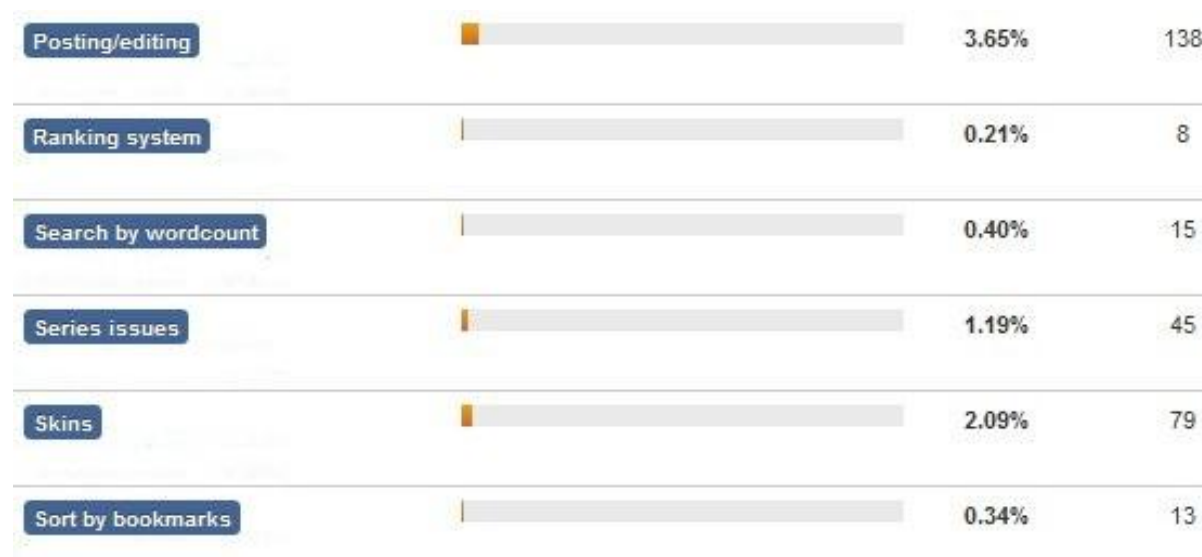
It's flawless." However, the large number of "Nothing" responses shouldn't be equated with a lack of problems. It's quite possible many people had no opinion because they weren't frequent users. For example: "There isn't anything in particular I'd change, I just only use it for challenges where I have to -- for everything else I continue to archive on my website." In other cases, the fact that users had to write in an answer affected their likelihood of providing one: "I'll get back to you on that, once I'm able to articulate it."

At least one "Nothing" response was helpful in demonstrating the thought process that might be involved in an answer: "Sometimes, the layout can be a little... wonky. And other times it's a little tough on the eyes. Overall, though, it isn't that bad. So actually, my answer would be that I wouldn't change anything, really."

"Other miscellaneous" (52 or 1.38%) holds a variety of comments, some of them off topic to the question. The most common of these had to do with donations and financial support, although some of those directly referenced problems with the banner used on the archive during the April membership drive, reminding people to donate. There were also several suggestions for hosting ads on the site. Others complained about the OTW as an organization, or complained about people complaining. We should note that as these open text questions came early in the survey, some people apparently wanted to get in their comments where they could. Other comments referenced things such as making archive content less findable through Internet searches; turning off people's user icons; supporting more languages; or removing the "character of color" tag.

"Per chapter kudos" (6 or 0.16%) referenced wanting to be able to give multiple kudos for the same work, so that each new installment posted could receive one.

"PM system" (39 or 1.03%) or having private messaging available for archive account holders, was another popular solution to the "lacking community" problem references earlier in that category.



Graphic 60 - OTW Survey Question 33: **If you could change one thing about the Archive, what would it be?** 3,776 respondents, 2,209 skips.

"Posting/editing" (138 or 3.65%) issues were a commonly cited problem, with various issues that might or might not have been site bugs, and suggestions for changes to the feature such as adding buttons or checkboxes or switching to a file upload method. An example: "The fact that it re-does bits of your coding gets really irritating. If I want to put three spaces in between a particular set of paragraphs, I should be able to. It doesn't let me - which really messes with my formatting. And the fact that it adds in

[br] and [p] in the coding - visibly, I mean - makes it much more difficult to look at the html that I put in there myself, and to figure out what's going on." Another frequent request was being able to maintain draft posts for a longer time. Various other miscellaneous comments included special post formatting, changing chapter word limits, and simply wanting more help in figuring out how to post (some of which were cross categorized under "Support").

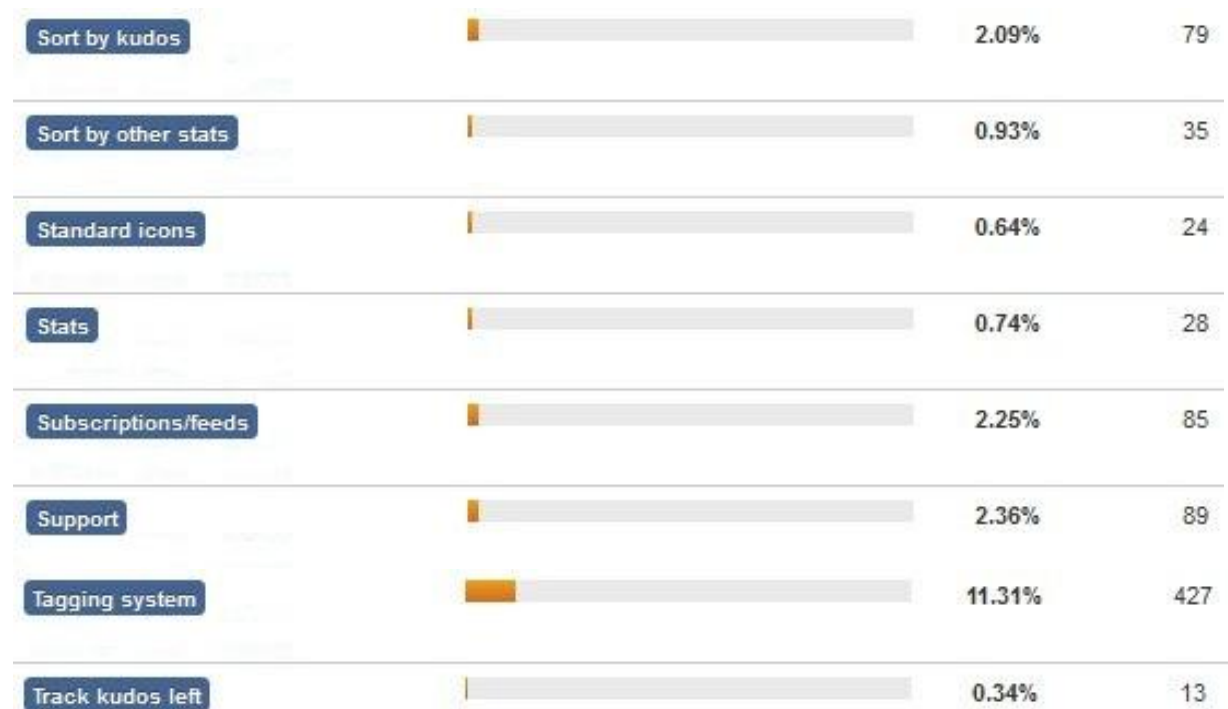
"Ranking system" (8 or 0.21%) were for comments that wanted the ability to rank stories up (or usually down) on the AO3.

"Search by word count" (15 or 0.4%) was broken out from "Lack of awareness" since, as shown in a comment earlier, it wasn't always clear if people realized this was possible versus being unsatisfied about how they had to go about doing it.

"Series issues" (45 or 1.19%) had to do with any reference to series. This primarily involved being able to download a series but also involved bookmarking, searching, subscribing and posting. Such as: "Compulsory tagging/warnings. Also, to allow subscriptions to a series of fanfictions, so you know when a new story is added to the series (at the moment you have to subscribe to the author, which is very inconvenient and inbox-clogging if they write a lot of other fanfiction)."

"Skins" (79 or 2.09%) were for either direct references to different looks for the AO3, trouble in using or creating skins, or being able to personalize site appearance.

"Sort by bookmarks" (13 or 0.34%) was sometimes spoken of as a specific search feature.



Graphic 61 - OTW Survey Question 33: **If you could change one thing about the Archive, what would it be?** 3,776 respondents, 2,209 skips.

"Sort by kudos" (79 or 2.09%) was spoken of fairly frequently as a desired search feature and this is currently possible on the site.

"Sort by other stats" (35 or 0.93%) often involved searching by hits, sorting by comments, or by when works had been updated. These are also now possible to do, although most people commenting on the different stat sorting feature mentioned more than one kind, and some appeared to want to combine various search possibilities easily such as with ticky boxes.

"Standard icons" (24 or 0.64%) referred to the icons seen accompanying every posted work. The comments related mostly to warnings but sometimes also genre and often addressed eliminating the possibility of authors not using archive warnings.

"Stats" (28 or 0.74%) mostly discussed miscellaneous things such as eliminating author comments from showing up in comment counts; letting users know who had subscribed to them; having hits and kudos reports; word count on chapters; hit locations and unique hit counts, etc.

"Subscriptions/feeds" (85 or 2.25%) were for any comments regarding this topic that did not include being able to subscribe to a series. A common one was being able to subscribe to tags or a search. Another common one was being able to subscribe to an author but only for their work in a particular fandom. Others involved varying how notifications could be received, such as: "When you subscribe to an author, have the option to have notifications show up in your AO3 inbox instead of email."

"Support" (89 or 2.36%) was a category for requests for better help functions and more documentation. One interesting suggestion was that new account holders receive a "welcome pack" that included guides for using the site as well as explaining its connection to the OTW. Another suggested that a periodic email from the site admins updating people on changes and features would be welcome. That might help this user: "I am not someone who has a lot of free time-- I tend to save all my fannish activities for a few weekends a month and I sometimes find that I miss out on new features and things. I tend to miss out on a lot of the new features, there's a lot of cool stuff that AO3 offers, can't say enough how much love this site, but as someone who is not a fandom "pro", I feel like I have to spend hours and hours pouring through the site to catch up. It can be hindering."

"Tagging system" (427 or 11.31%) was the second largest category of responses and as such could include many types of suggestions as well as many comments that simply said "Tags!" or "Tagging could be more efficient." The most common ones were eliminating "useless" tags, restricting the number of tags that could be used, eliminating the tagging feature, setting required tags, or better wrangling.

"Track kudos left" (13 or 0.34%) were comments where people wanted to be able to track where they had left kudos or where other users had left them.

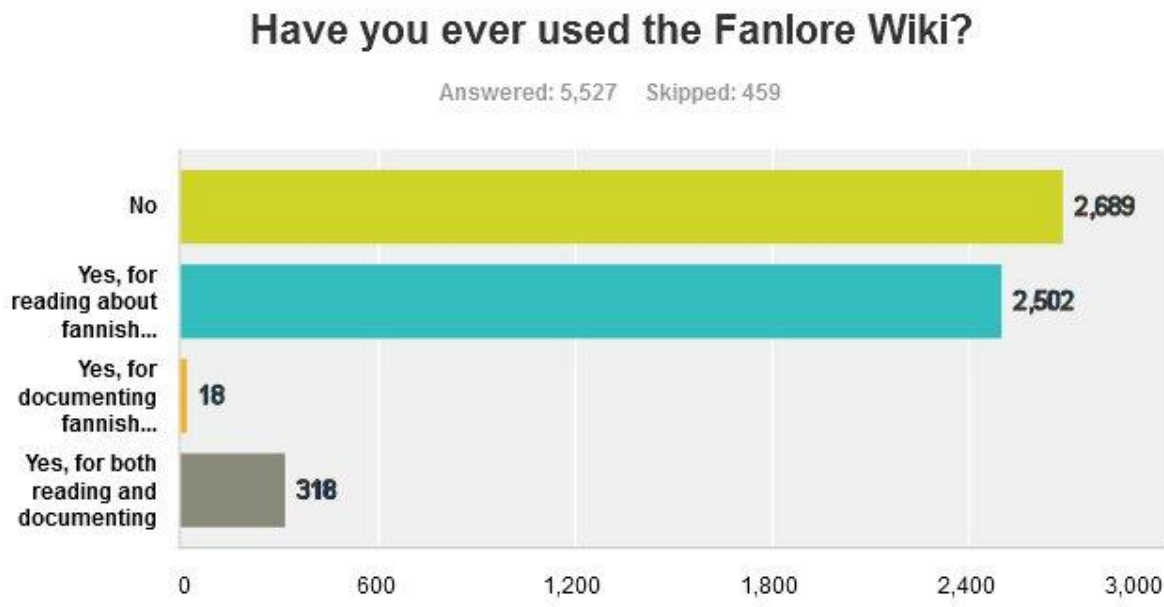
Fanlore

34) Have you ever used the Fanlore Wiki? *closed question*

Total Number of Question Respondents: 5,527

Percentage of All Survey Respondents: 92%

All survey takers were presented with this question, so there was an intentional skip by 459 (8%) people. A bare minority of respondents (2,689 or 48.65%) had not used the wiki. The majority (2,838 or 51.35%) had used Fanlore in some way; of those most had read articles (2,502 or 45.27%), some had both read and written entries for it (318 or 5.75%), and a handful had only written entries (18 or 0.33%). Anyone who answered "No" here skipped the entire Fanlore section.



Graphic 62 - OTW Survey Question 34: Have you ever used the Fanlore Wiki? 5,527 respondents, 459 skips.

35) Do you have any wiki experience apart from Fanlore? *closed question*

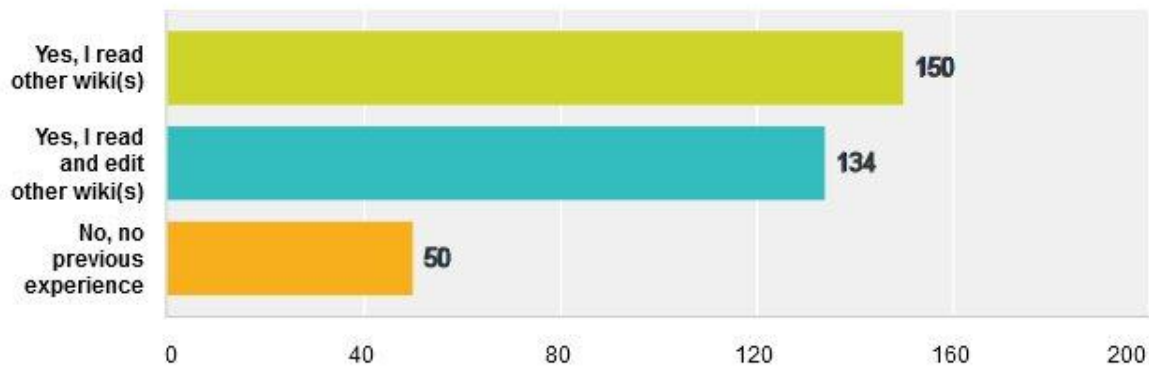
Total Number of Question Respondents: 334

Percentage of All Survey Respondents: 5.57%

The following question was designed to discover how many survey takers might feel comfortable adding Fanlore content based on previous wiki experience, and this question was offered to those survey takers who indicated that they had read and documented, or documented in Fanlore in Question 34. Most respondents had only read other wikis (150 or 45%), and 50 (15%) claimed to have never interacted with any other wiki. By contrast, 134 (40%) had both read and edited another wiki.

Do you have any wiki experience apart from Fanlore?

Answered: 334 Skipped: 5,652



Graphic 63 - OTW Survey Question 35: Do you have any wiki experience apart from Fanlore? 334 respondents, 5,652 skips.

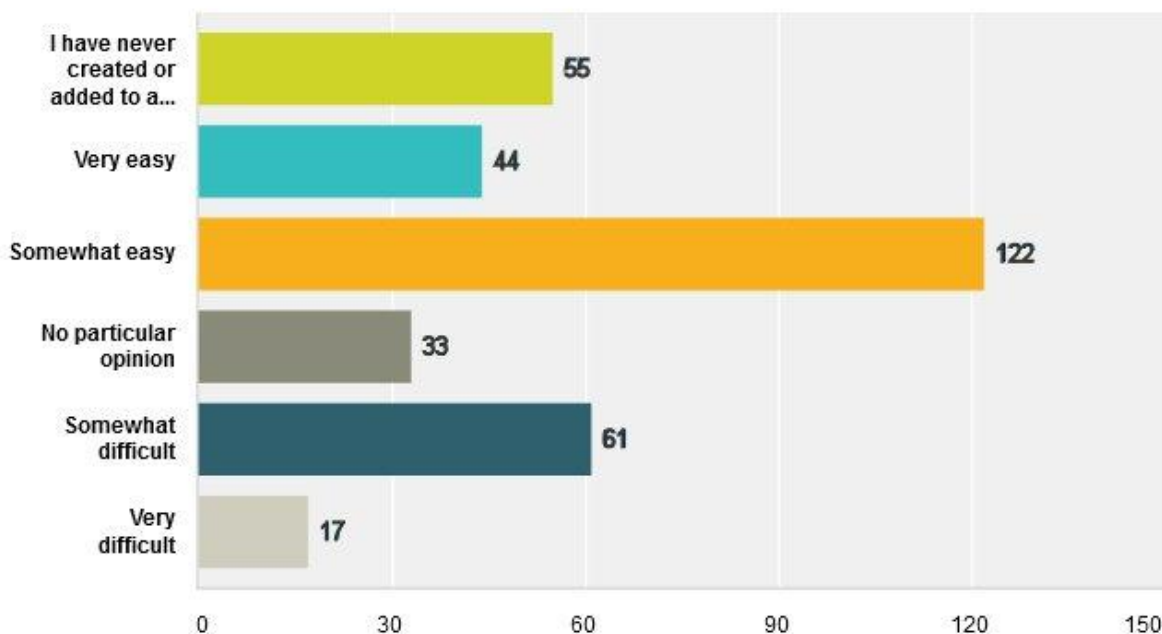
36) How easy did you find creating or adding to articles on Fanlore initially? *closed question*

Total Number of Question Respondents: 332

Percentage of All Survey Respondents: 5.5%

How easy did you find creating or adding to articles on Fanlore initially?

Answered: 332 Skipped: 5,654



Graphic 64 - OTW Survey Question 36: How easy was creating or adding to articles on Fanlore initially? 332 respondents, 5,654 skips.

Question 36 was again offered to the same group answering Question 35. This question was designed to compare how people found the experience of contributing to Fanlore compared to that of other wikis, which was the basis of Question 35. However, given the small number of people who had any basis for comparison, the end results for Question 36 are not that helpful.

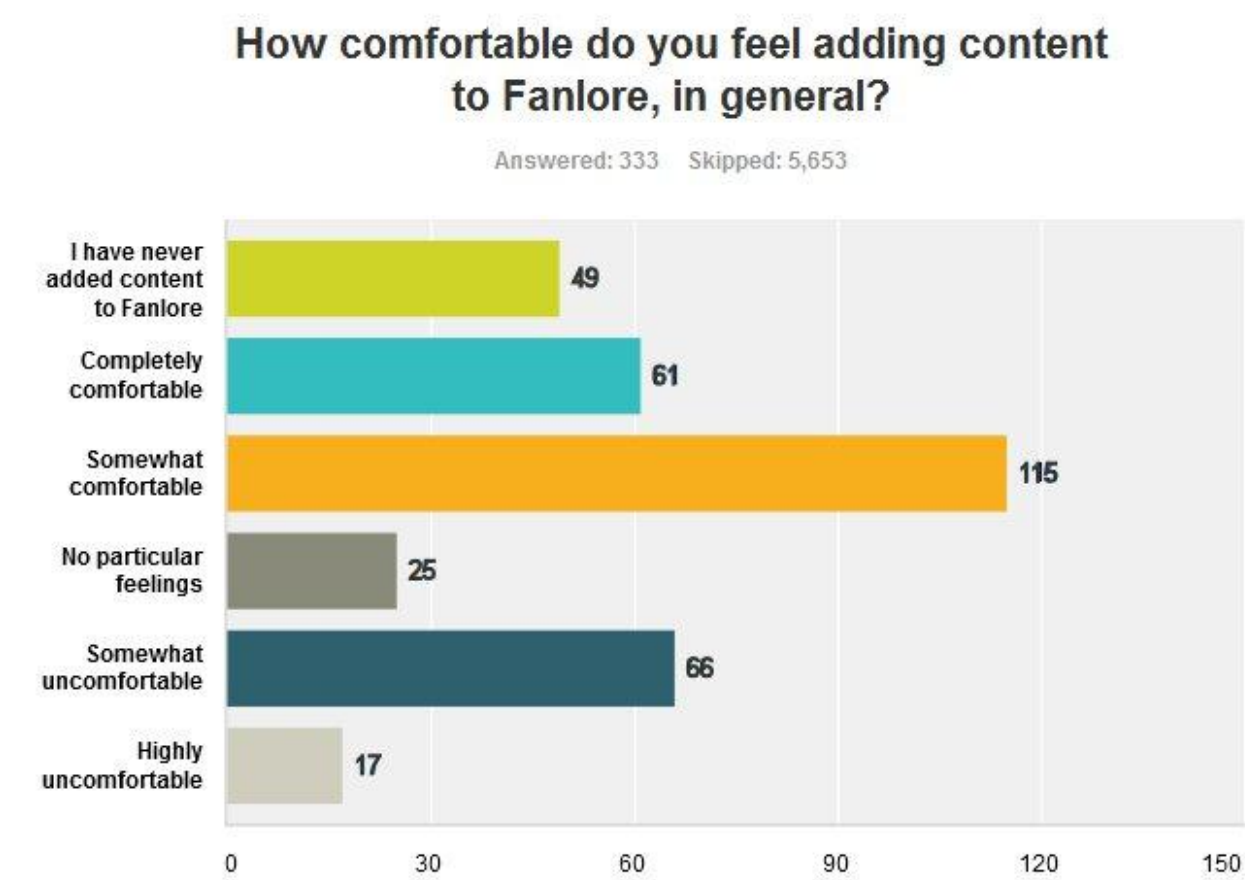
There were 55 (16.57%) who had never added to Fanlore even though they claimed to have done so in Question 34, and 33 (10%) who had "No particular opinion". Of those who presumably had, the majority found it to be "Very easy" (44 or 13.25%) or "Somewhat easy" (122 or 36.75%). This comes to 166 people, or more than those who claimed experience editing other wikis.

The remaining respondents claimed the process was "Somewhat difficult" (61 or 18.37%) or "Very difficult" (17 or 5.12%).

37) How comfortable do you feel adding content to Fanlore, in general?
closed question

Total Number of Question Respondents: 333

Percentage of All Survey Respondents: 5.5%



Graphic 65 - OTW Survey Question 37: **How comfortable do you feel adding content to Fanlore, in general?** 333 respondents, 5,653 skips.

This question continued targeting the same group of Fanlore contributors and the skip rate began growing. Although in Question 36, 55 people claimed to never have added content to Fanlore, here only 49 people (14.71%) claimed this. However some users did distinguish between comfort level and

technical difficulty, as 61 (18.32%) said they were "Completely comfortable" adding Fanlore content, and 115 (34.53%) said they were "Somewhat comfortable", with 25 (7.51%) having no particular opinion.

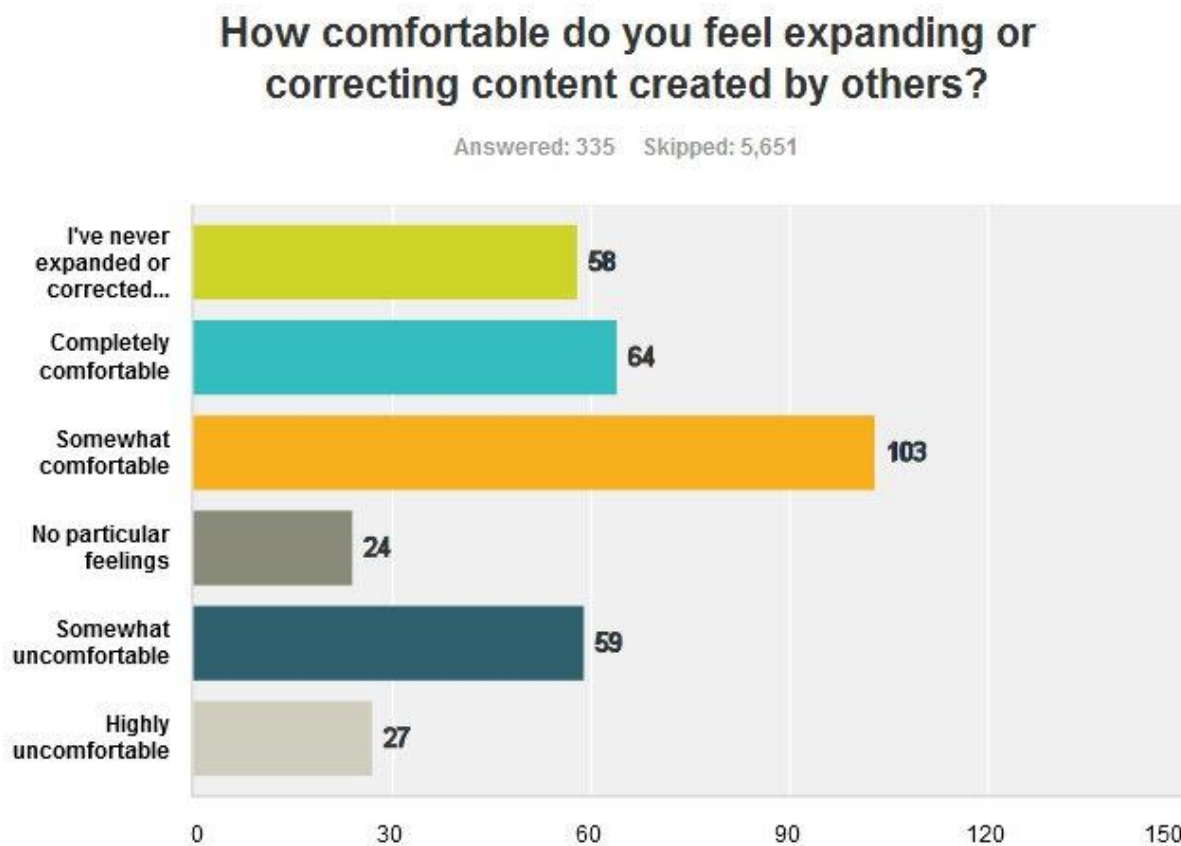
This contrasted with 66 (19.82%) being "Somewhat uncomfortable" and 17 (5.11%) being "Very uncomfortable".

38) How comfortable do you feel expanding or correcting content created by others? *closed question*

Total Number of Question Respondents: 335

Percentage of All Survey Respondents: 5.5%

This question continued being offered to the same subset of survey takers who were given Questions 35-37. This question became more specific about comfort levels in adding to Fanlore and apparently some survey takers appreciated the specificity because 58 (17.31%) now claimed to not have experience adding content to Fanlore and 24 (7.16%) had no particular opinion. There were more highly comfortable users (64 or 19.10%) but also more highly uncomfortable users (27 or 8.06%). Nevertheless, somewhat comfortable users were the largest group with 103 (30.75%) respondents, and there were 59 (17.61%) somewhat uncomfortable users.

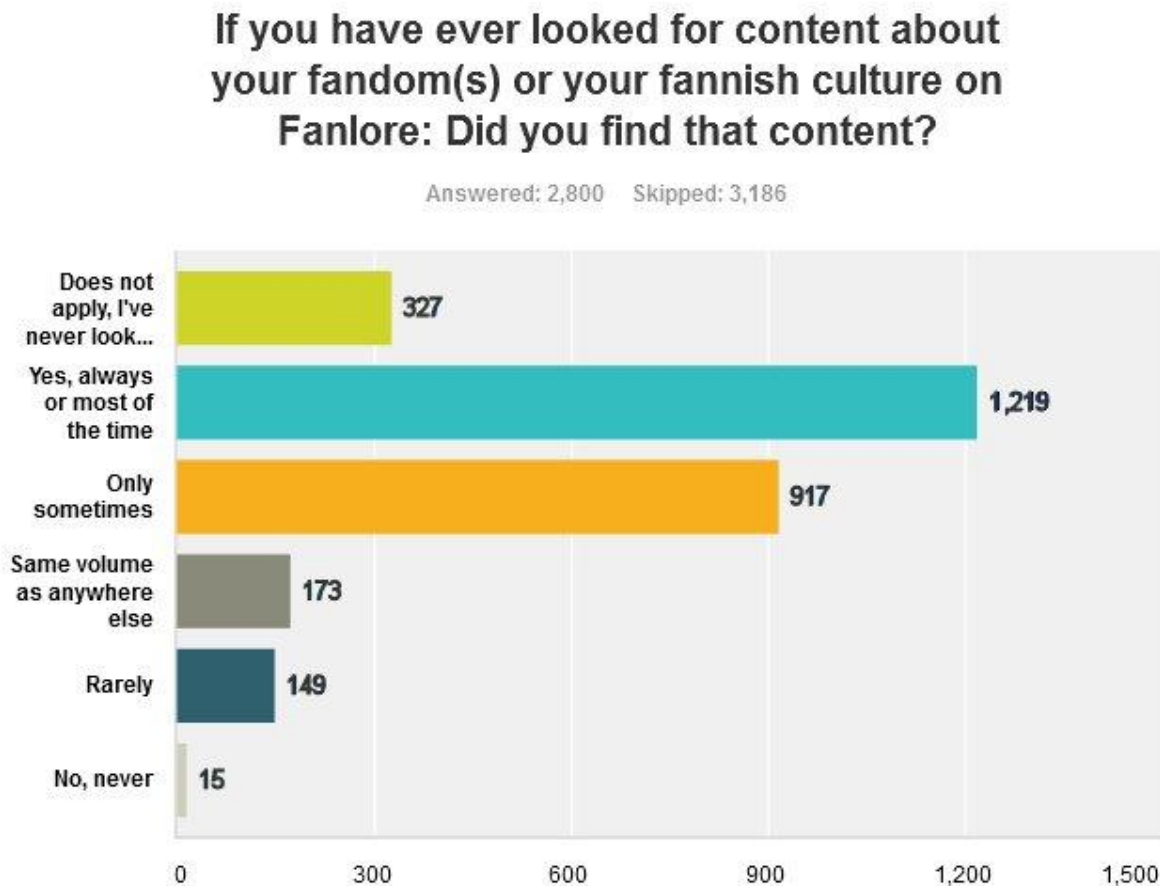


Graphic 66 - OTW Survey Question 38: How comfortable do you feel expanding or correcting content created by others? 335 respondents, 5,651 skips.

39) If you have ever looked for content about your fandom(s) or your fannish culture on Fanlore: Did you find that content? *closed question*

Total Number of Question Respondents: 2,800

Percentage of All Survey Respondents: 46.7%



Graphic 67 - OTW Survey Question 39: If you have ever looked for content about your fandom(s) or your fannish culture on Fanlore: Did you find that content? 2,800 respondents, 3,186 skips.

Questions 39-49 were offered to everyone who had claimed in Question 34 to have somehow used Fanlore (a total of 2,838 people). However 327 people (11.68%) claimed never to have used it to look for content. Most users claimed to have found content pertinent to them at least some of the time, with the majority of those (1,219 or 43.54% of overall respondents) finding it most of the time, and 917 (32.75% of overall respondents) saying that was only sometimes true. This contrasted with people who never found relevant content (15 or 0.54%) or who rarely did (149 or 5.32%). An additional 173 people (6.18%) said it was available in the same quantity as they might find elsewhere, which might indicate that they were in small fandoms or those which had few resources online.

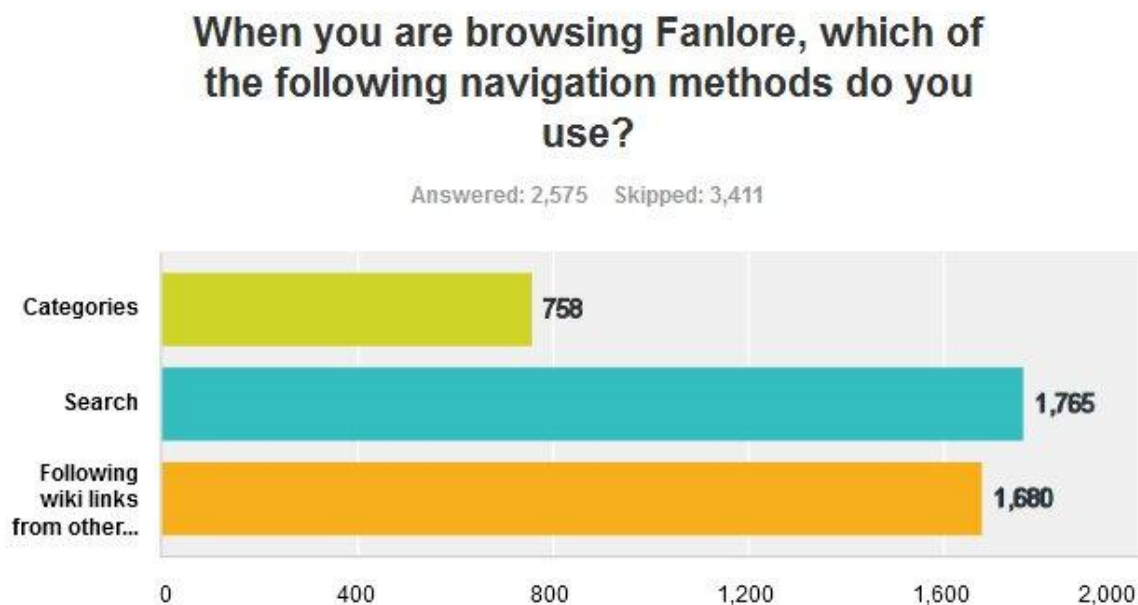
40) When you are browsing Fanlore, which of the following navigation methods do you use? *closed question + write-in field*

Total Number of Question Respondents: 2,575

Percentage of All Survey Respondents: 43%

As in the previous question, Question 40 was directed to the same group of declared Fanlore users, although there was a larger skip rate here (10%). Some reasons for this might be revealed through the write-in answers. Survey takers could choose more than one option meaning total answers added up to more than 100%.

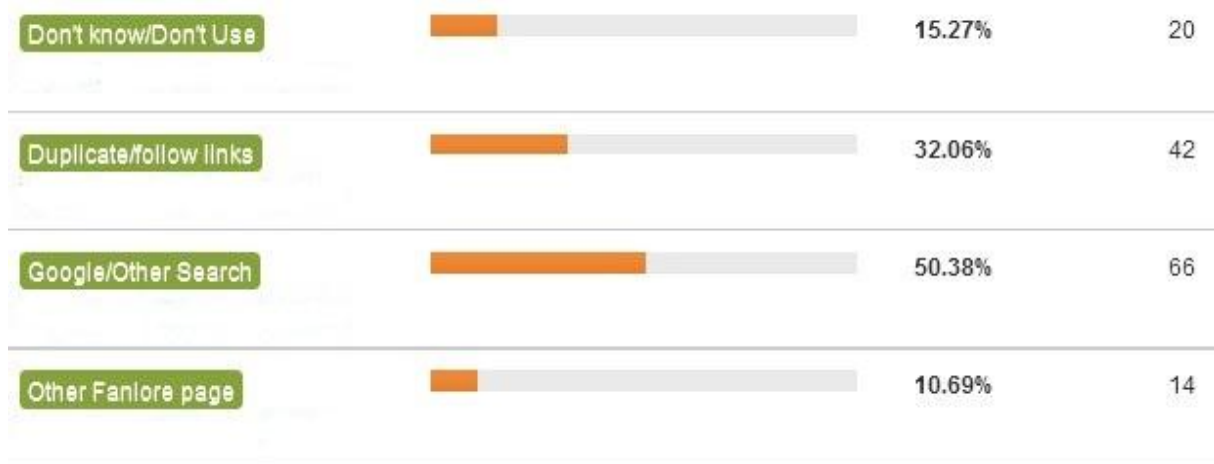
For those who chose the offered options, the majority, 1,765 (68.54%) claimed to use the search function, while 1,680 (65.24%) followed "wiki links from other pages". A minority (758 or 29.44%) used Wiki categories.



Graphic 68- OTW Survey Question 40: **When you are browsing Fanlore, which of the following navigation methods do you use?** 2,575 respondents, 3,411 skips.

One problem with the "following wiki links" option is that some people were apparently unclear about whether that meant following links from one Fanlore page to another (in other words, general browsing), or if it meant following outside links to the site.

A total of 131 people chose to write in answers. These fell into four broad categories. The simplest was the "Don't know" or "Don't really use the site" answers, of which there were 20 (15.27%). Another 14 people (10.69%) used another Fanlore page, usually the Recent Changes page. The majority of respondents (66 or 50.38%) cited using Google to arrive at Fanlore, usually because a Fanlore page showed up in Google results, or sometimes because they intentionally used Google to navigate the site. Another 42 (32.06%) either cited using all of the offered methods (search, link tracking, categories), repeated using one of those methods, or specifically cited following links from sites outside of Fanlore.

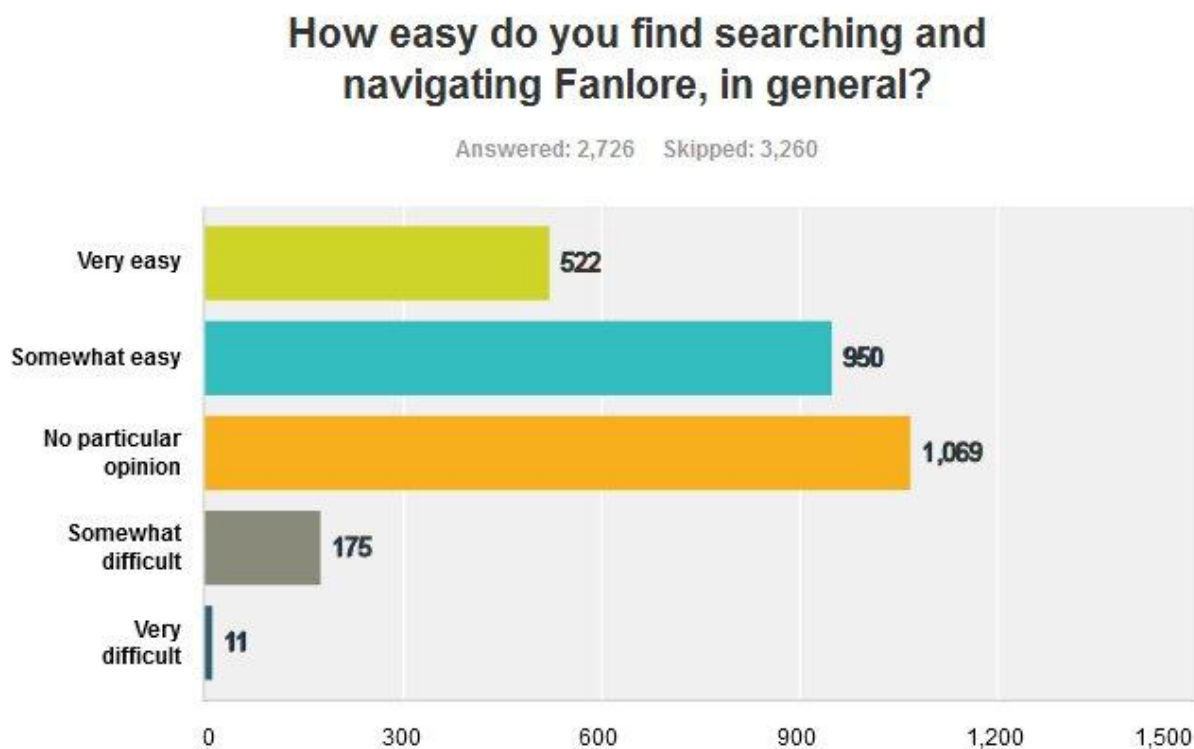


Graphic 69 - OTW Survey Question 40: Write-in responses about Fanlore navigation methods used by survey takers 131 respondents

41) How easy do you find searching and navigating Fanlore, in general? *closed question*

Total Number of Question Respondents: 2,726

Percentage of All Survey Respondents: 45.5%



Graphic 70- OTW Survey Question 41: How easy do you find searching and navigating Fanlore, in general? 2,726 respondents, 3,260 skips.

Question 41 again was offered to declared Fanlore users, now asking about the ease they had in navigating the Fanlore site. The most significant result are the 1,069 (39.21%) respondents who claim to have no opinion. Given the write-in answers in the previous question, it seems likely that this majority response is due to people having used the site only a few times, or only looking at a single page they were

linked to. The skip rate for this question is lower than that for Question 40, which asked them to choose how they found content on the site.

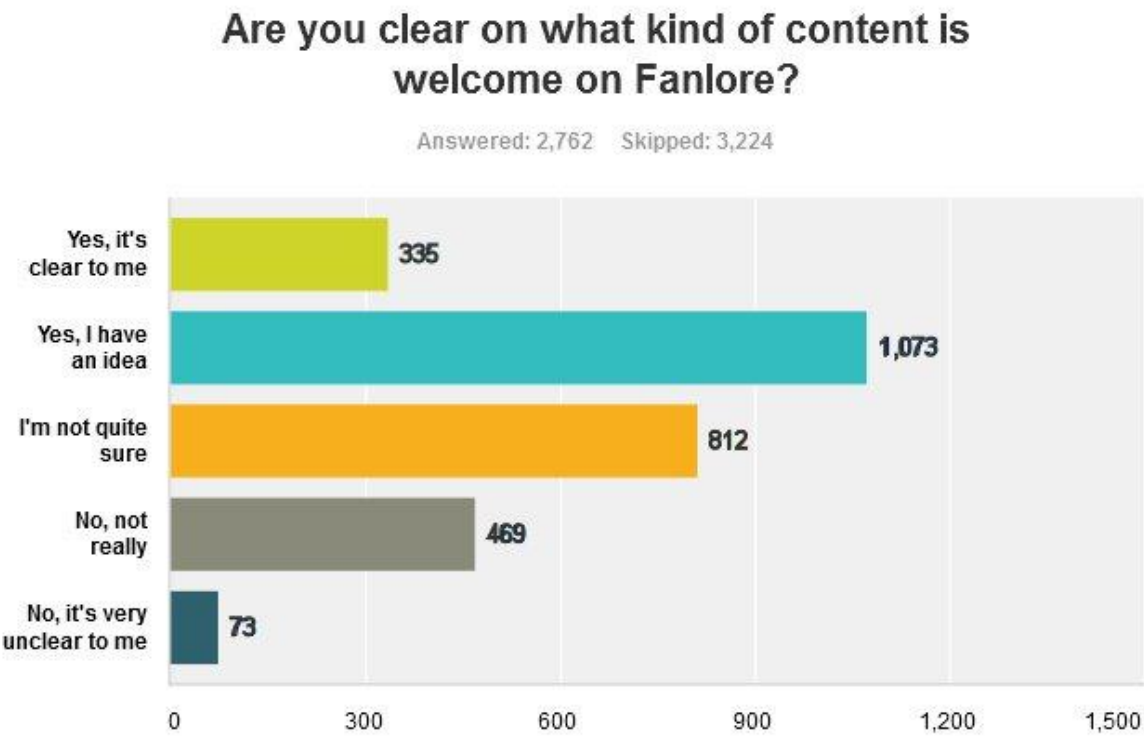
The next highest opinion was that finding, searching, and exploring was somewhat easy (950 or 34.85%) or very easy (522 or 19.15%). A handful found it very difficult (11 or 0.40%) and 175 (6.42%) users found it somewhat difficult

42) **Are you clear on what kind of content is welcome on Fanlore?** *closed question*

Total Number of Question Respondents: 2,762

Percentage of All Survey Respondents: 46%

Given the number of people with no opinion about navigating Fanlore in Question 41, it seems likely that the general confusion over acceptable Fanlore content in this question is due, at least in part, to the survey takers' infrequent use of the site. A small majority of respondents either say "Yes, it's clear" (335 or 12.1%) or "Yes, I have an idea" (1,073 or 38.8%). The remaining survey takers are either somewhat unsure (812 or 29.40%), not sure (469 or 17%) or very unclear about it (73 or 2.64%).



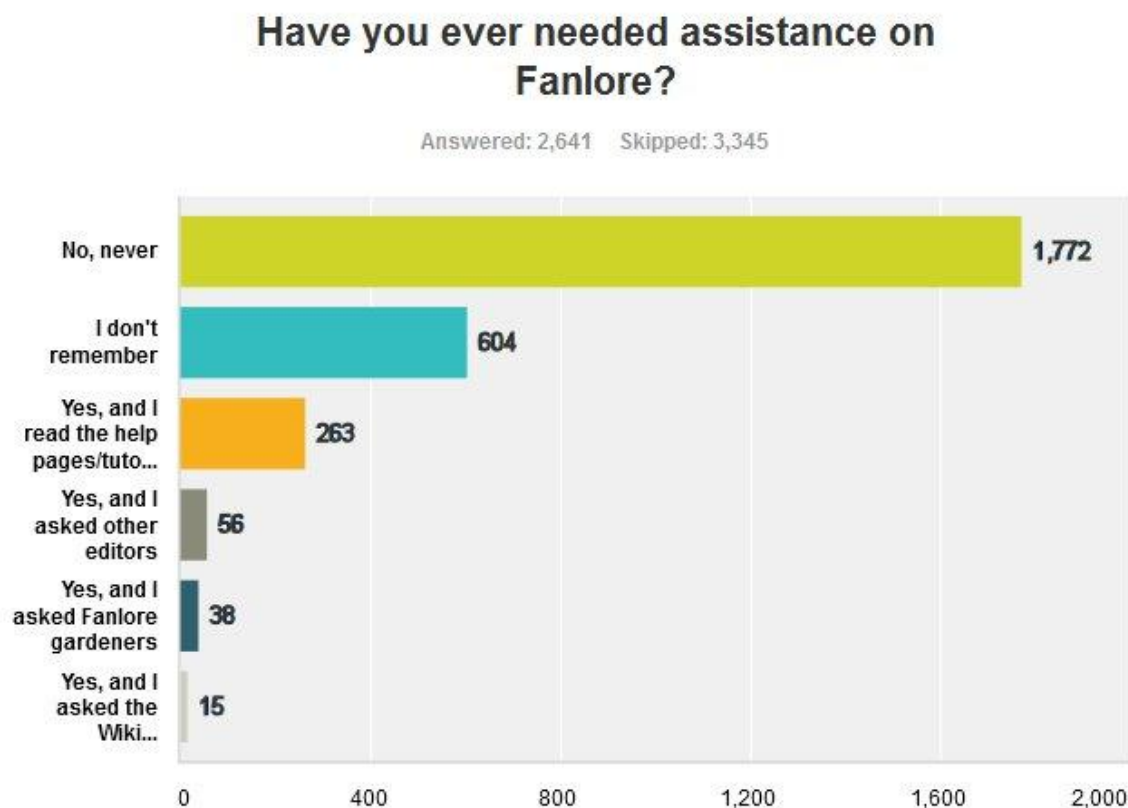
Graphic 71- OTW Survey Question 42: Are you clear on what kind of content is welcome on Fanlore? 2,762 respondents, 3,224 skips.

43) **Have you ever needed assistance on Fanlore?** *closed question + write-in field*

Total Number of Question Respondents: 2,641

Percentage of All Survey Respondents: 48%

Question 43 again looked at the issue of user difficulty in making use of Fanlore. The vast majority of users (1,722 or 67.10%) said they had never needed help using the site while another 604 (22.87%) couldn't remember. The remaining users cited using the help pages/tutorials (263 or 10%), other Fanlore editors (56 or 2.12%) or Fanlore gardeners (38 or 1.44%), with 15 people (0.57%) asking the Wiki Committee for help.



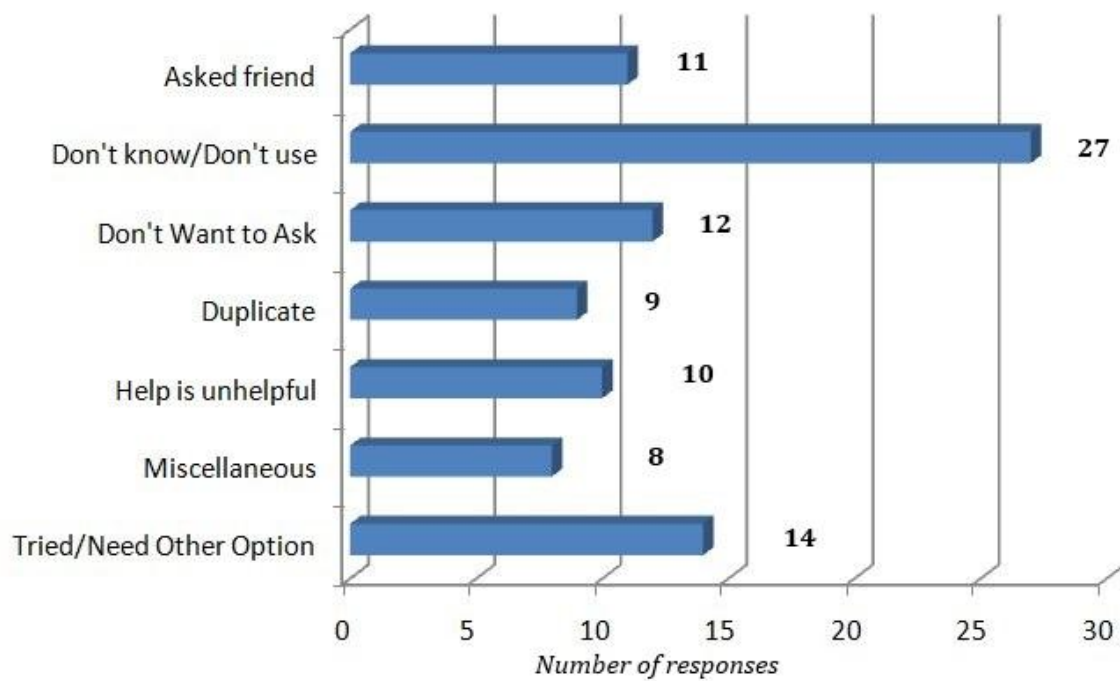
Graphic 72- OTW Survey Question 43: **Have you ever needed assistance on Fanlore?** 2,641 respondents, 3,345 skips.

The 91 write in responses to this question were particularly revealing. The largest category were 27 people (29.67% of all those with write-in responses) in "Don't know/Don't use" who said they either didn't know how to answer or they just didn't use the site often enough to need help. Another 11 people (12.09%) said they simply "Asked a friend" for help.

There were 12 (13.19%) people who either stated outright that they "Didn't want to ask" for help or indicated that they didn't seek it when they could have used it. Another 9 (9.89%) people were "Duplicate" responses already offered by the closed question options, and 8 (8.79%) people made "Miscellaneous" comments either related to Fanlore or regarding the length of the survey.

Of most concern are the 10 people (11%) who said they had asked for help or looked at the tutorial pages and found that "Help is unhelpful" -- either because Fanlore chat was empty, the person they asked wasn't helpful, or they didn't even know how to go about finding help.

A final 14 (15.38%) people searched for help in a different way, usually by searching wiki documentation elsewhere.

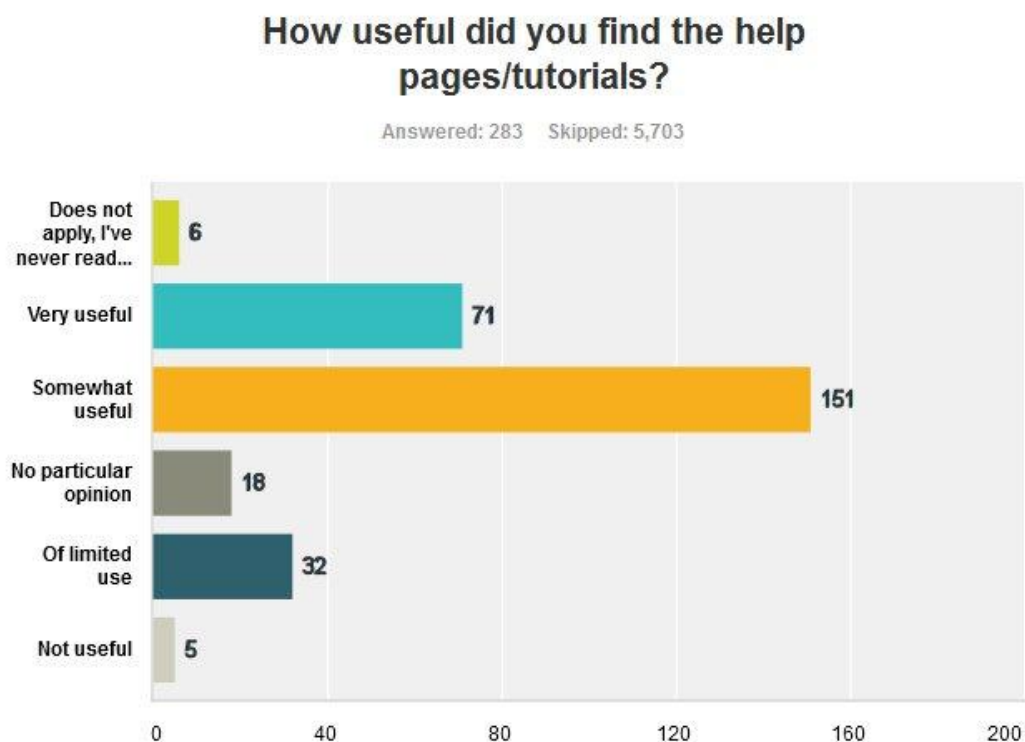


Graphic 73- OTW Survey Question 43: Write-in responses what types of help survey takers looked asked for on Fanlore? 91 respondents.

44) How useful did you find the help pages/tutorials? *closed question*

Total Number of Question Respondents: 283

Percentage of All Survey Respondents: 4.73%



Graphic 74- OTW Survey Question 44: How useful did you find the help pages/tutorials? 283 respondents, 5,703 skips.

The question of how useful the help is on Fanlore was covered by Questions 44 and 45 and was shown only to those who indicated in Question 43 that they'd sought help in some way. Only 6 people (2.12%) said they hadn't used help pages and 18 (6.36%) had no particular opinion. The majority of respondents said the tutorials/help pages were either "Somewhat useful" (151 or 53.36%) or "Very useful" (71 or 25.09%).

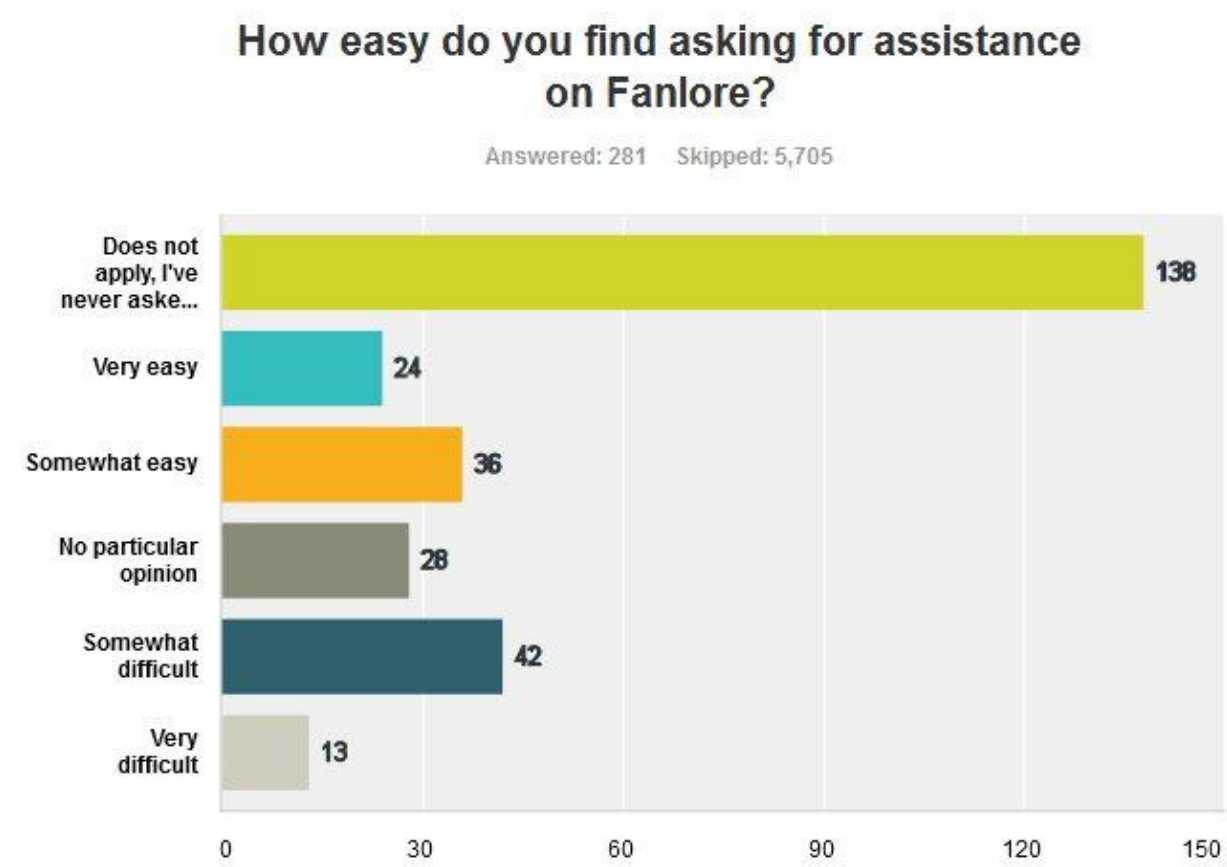
The remaining responses found the help pages "Of limited use" (32 or 11.31%) or "Not useful" (5 or 1.77%).

45) How easy do you find asking for assistance on Fanlore? *closed question*

Total Number of Question Respondents: 281

Percentage of All Survey Respondents: 4.69%

Those who had sought help were then asked how easy it was to ask for it at the site. The majority said they had never done so (138 or 49.11%), and 28 (9.96%) had no opinion. Those pleased or frustrated by their experience were more split in this answer. Those finding it very easy (24 or 8.54%) or somewhat easy (36 or 12.81%) were only slightly higher than those finding it somewhat difficult (42 or 14.95%) or very difficult (13 or 4.63%).



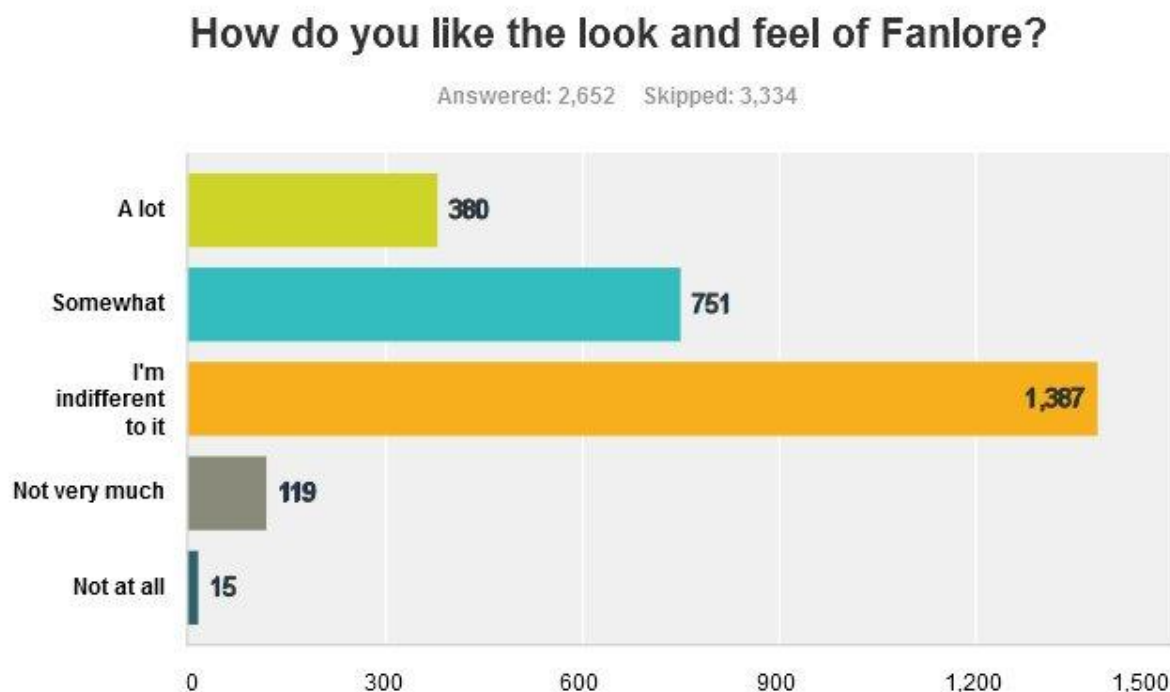
Graphic 75- OTW Survey Question 45: **How easy do you find asking for assistance on Fanlore?** 281 respondents, 5,705 skips.

46) How do you like the look and feel of Fanlore? *closed question*

Total Number of Question Respondents: 2,652

Percentage of All Survey Respondents: 44%

An enormous number of people in Question 46 (1,387 or 52.3%) essentially had no answer to this question, saying they were indifferent to the look and feel of the Fanlore site. About 5% didn't like it much (119 or 4.49%) or at all (15 or 0.57%). Of the remaining people receiving this question, 751 (28.32%) liked it somewhat and 380 (14.33%) liked it a lot.



Graphic 76- OTW Survey Question 46: **How do you like the look and feel of Fanlore?** 2,652 respondents, 3,334 skips.

47) What is your impression of the atmosphere on Fanlore? *write-in field*

Total Number of Question Respondents: 1,117

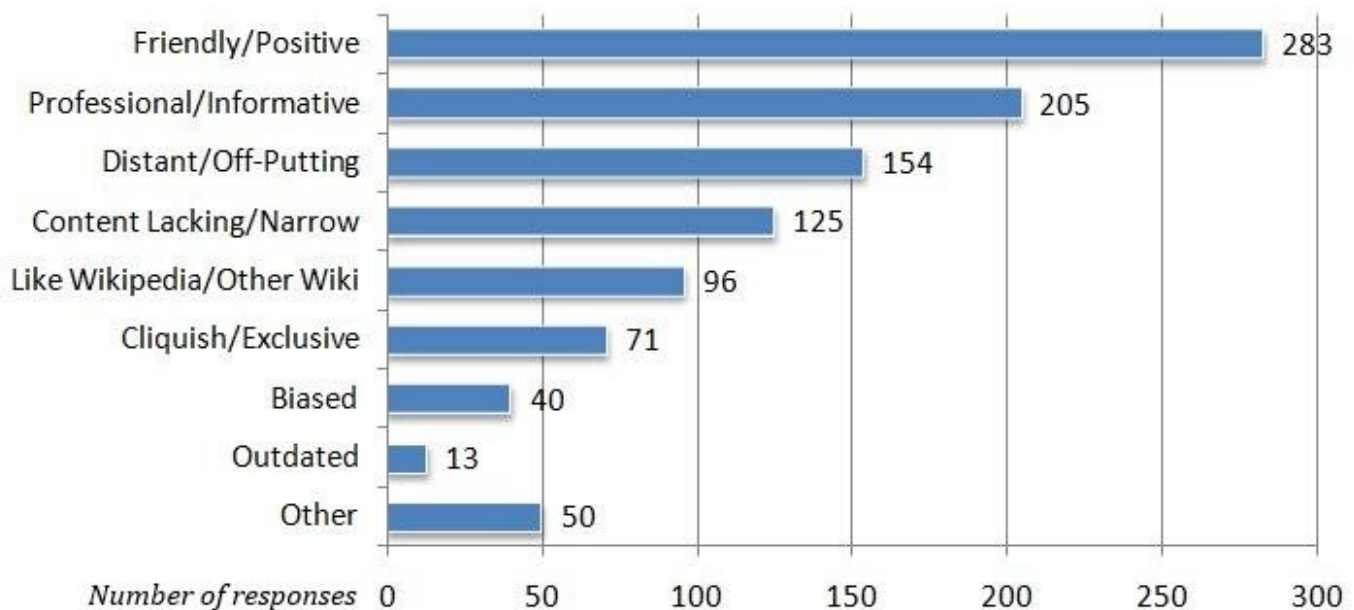
Percentage of All Survey Respondents: 20%

While only a minority (2,838 or 47%) of survey takers were offered this question, most of those skipped it. Of those filling out the write-in field, 331 (29.6%) of those answering indicated no opinion or attempted to skip through the question. Because this was such a large response and would skew the remaining answers, the graph and percentages shown below do not take the "No opinion" responses into account. Instead we focus on the 786 (70.3%) responses which did offer an opinion. These were placed into more than one category as appropriate.

The two most frequently cited descriptors for the atmosphere on Fanlore were "Friendly/Positive" (283 or 33.4%) and "Professional/Informative" (205 or 24.2%). The former included all comments that indicated a generally positive experience with the site or specifically cited a friendly atmosphere. The

latter category included all comments that discussed the professionalism, complete information, and sometimes academic nature of the site.

Question 47



Graphic 77- OTW Survey Question 47: **What is your impression of the atmosphere on Fanlore?** 1,117 respondents, 1,727 skips.

There were 154 (18.2%) responses that described Fanlore as "Distant/Off-putting". The most frequent reason for this descriptor was related to confusion on how to get involved or contribute to the site as well as problems with navigation and layout at the site. The issue of incomplete or missing content was raised by 125 (14.7%) respondents and termed the "Content Lacking/Narrow" group. Comments in this area generally fell into two categories: those who would like to see more detail in the pages that already exist, and those who would like to see content expanded to cover additional fandoms and fannish practices.

The site was also described as being "Like Wikipedia/Other Wiki" (96 or 11.3%). Some respondents cited this as a clearly positive quality while others did not indicate clearly whether they thought this was an advantage or a detriment.

A contingent of respondents referenced a feeling that Fanlore is "Cliquish/Exclusive" (71 or 8.3%). These comments were almost evenly split between those who felt a clear sense that only a select few were truly welcome to edit, and those who acknowledged that it seems only a few are willing to actively edit the site. An additional 40 (4.7%) respondents also described the atmosphere as "Biased", with some noting that this may be unintentional due to the small number of people who participate in adding and revising content.

A small number referenced the fact that Fanlore often seems "Outdated" (13 or 1.5%) when it comes to the content on the site. Lastly, 50 (5.9%) respondents referenced "Other" issues that did not clearly fit into other categories -- such as not understanding the purpose of Fanlore, making direct comparisons to the A03, or differentiating Fanlore from other fan history sites.

The text analysis word cloud below gives an idea of the terms that cropped up in the answers to this question.

Articles Atmosphere clear Cluttered Fandom Fanlore Fannish Fans
Friendly Fun Hard Idea Impression Incomplete Interesting Little Neutral Nice Occasionally
Opinion Organized Professional Remember Resource Say Welcoming Wiki wikipedia

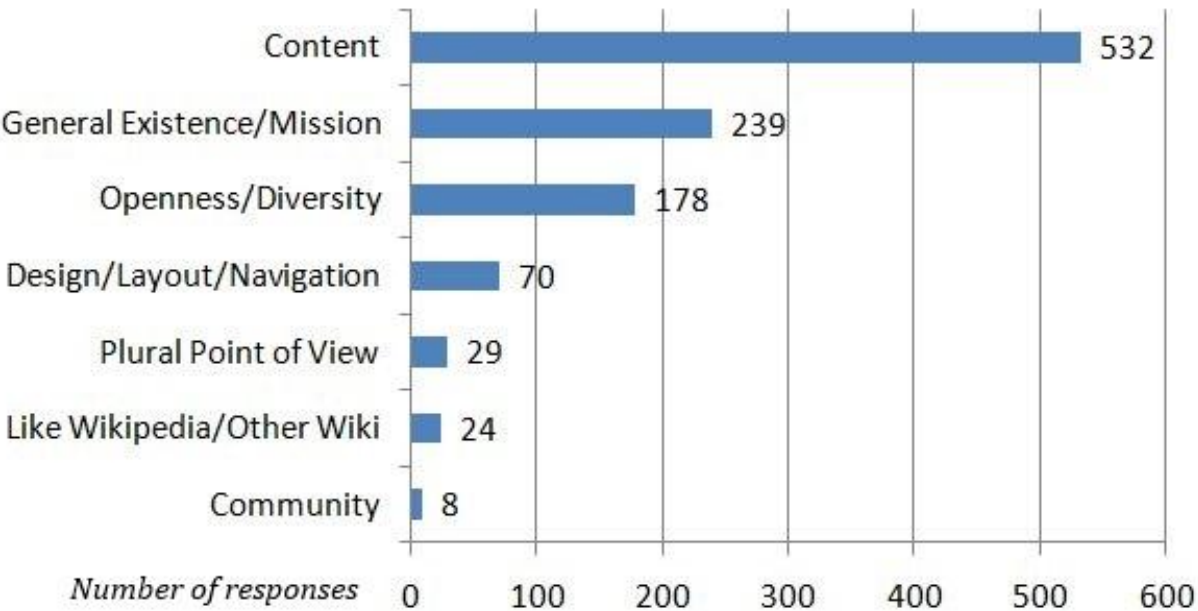
48) What is your favorite thing about Fanlore, if any? *write-in field*

Total Number of Question Respondents: 1,080

Percentage of All Survey Respondents: 18%

There was a slightly higher intentional skip rate for Question 48 with 1,080 total respondents filling out this question, though 178 (16.4%) responses indicated no opinion or did not answer the question. Of the 902 (83.5%) actual responses in answer to the question, several cited multiple ideas, and were sorted into more than one area as appropriate.

Question 48



Graphic 78 - OTW Survey Question 48: What is your favorite thing about Fanlore, if any? 1,080 respondents, 1,758 skips.

The most widely cited favorite thing about Fanlore was the "Content" (532 or 62%). Comments included appreciating the nature, completeness, and diversity of the content available through the site. Right behind that was the "General Existence/Mission" of Fanlore (239 or 28%). Support for the idea of

archiving fan history in a 'by fans, for fans' format was referenced throughout the comments in this category.

"Openness/Diversity" was cited by 178 (20.8%) respondents. These comments generally referred to the diversity of content available on Fanlore and the fact that it is open to including information on all fandoms and all fannish practices.

"Design/Layout/Navigation" was the next most popular aspect of the site (70 or 8.2%). Appreciation was expressed for the clean layout and easy-to-identify links throughout the site. "Plural Point of View" was also a favorite aspect for 29 (3.4%) respondents who praised Fanlore for attempting to capture a complete and unbiased history of events in fandom.

The fact that Fanlore is "Like Wikipedia/Other Wiki" was a favorite aspect of 24 (2.8%) respondents while 8 (0.09%) respondents indicated they enjoyed the general "Community" atmosphere of the site.

Amount Authors Concept **Content** Definitions Examples **Exists Fan Fandom**
Fannish Fanworks Favorite Favourite **Fic** Great Resource **History** Idea Interesting
Knowledge Little **Nice Opinion** Remember Say **Wiki** wikipedia

The above text analysis word cloud gives an idea of the terms that cropped up in the answers to this question.

49) If you could change one thing about Fanlore, what would it be? *write-in field*

Total Number of Question Respondents: 907

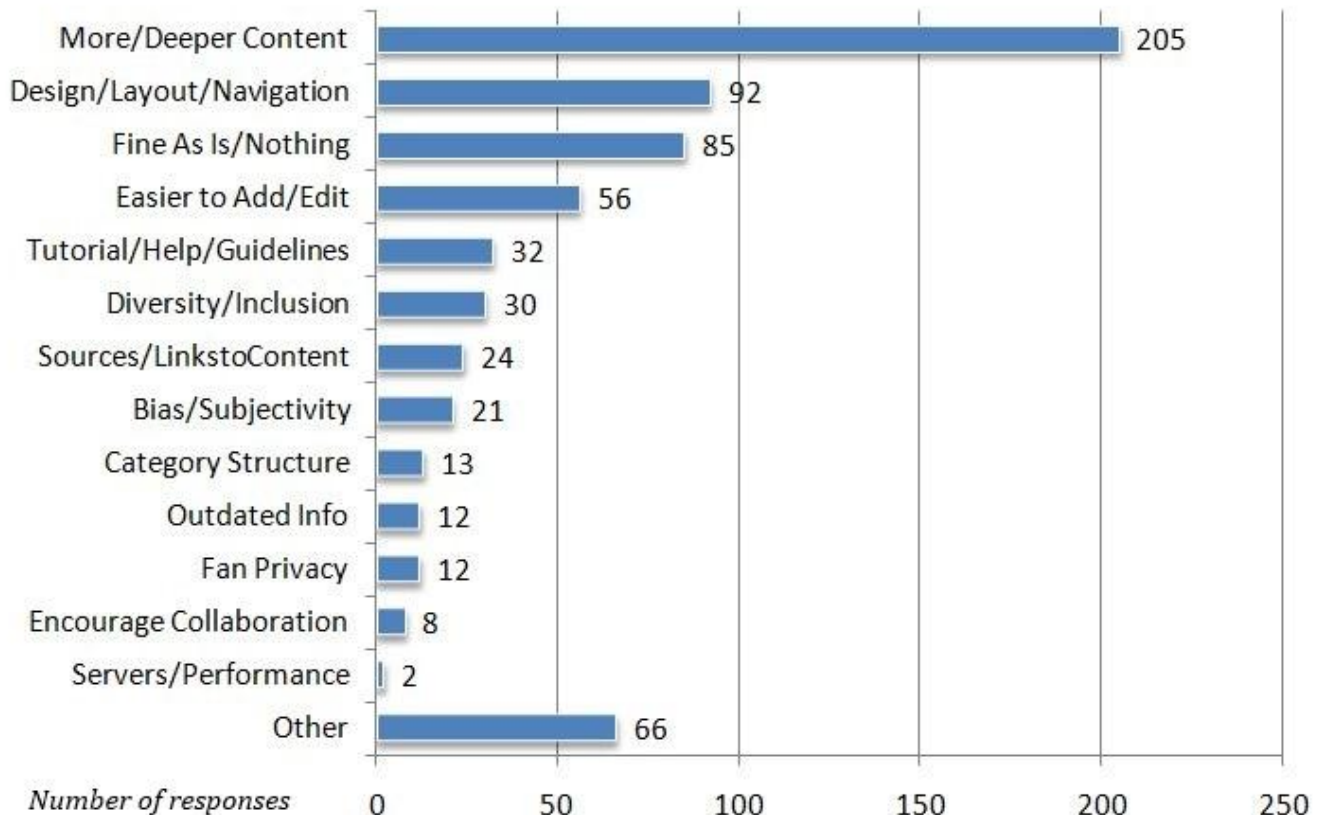
Percentage of All Survey Respondents: 15%

The skip rate increased as 907 respondents completed this question out of the 2,838 who saw it. Of those, 289 (31.8%) responses indicated no opinion or did not answer the question. That left 618 (68.1%) survey takers who may have cited multiple ideas, and were categorized into more than one area as appropriate.

The most popular aspect respondents would change about Fanlore would be to have "More/Deeper Content" (205 or 33%). Many who commented to this effect acknowledged that this isn't something the Wiki committee can easily accomplish overnight, and even mentioned that they accept some of the responsibility for the issue themselves due to a lack of participation in the site.

The second most common request for change was related to the "Design/Layout/Navigation" of the site (92 or 14.8%). The majority of these comments related to the color scheme of the site, the use of white space, and the generic feel of the default skin. An additional 13 (2%) respondents also expressed a desire for an improved and clarified "Category Structure", which may be related to improving site navigation. One can contrast these opinions to those in Question 48. Fewer people seem to find the "Design/Layout/Navigation" of Fanlore to be appealing compared to those who find it a problem.

Question 49



Graphic 79 - OTW Survey Question 49: If you could change one thing about Fanlore, what would it be? 907 respondents, 1,931 skips.

However 85 (13.7%) respondents indicated that they could not think of anything pressing they would like to see changed about Fanlore at the present time ("Fine As Is/Nothing").

In two related categories, 56 (9%) respondents asked for it to be "Easier to Add/Edit" content on Fanlore, while 32 (5.1%) respondents asked for clearer "Tutorial/Help/Guidelines" pages. Comments ranged from not knowing what types of content are appropriate on Fanlore, to not being clear on wiki coding and using the correct templates for new pages.

Concerns about narrow content areas and viewpoints represented on the site were noted by those wanting to see changes related to "Diversity/Inclusion" (30 or 4.8%) and "Bias/Subjectivity" (21 or 3.3%). A common issue cited in the area of diversity was a lack of non-Western fandom activity represented within Fanlore. Potential issues with bias were cited as related to the small numbers of individuals participating in updating the content on the site. There were 8 (1.2%) respondents who suggested that the Wiki committee find ways to "Encourage Collaboration" to make participation in editing easier and to reduce potential for bias in Fanlore content.

Richer and up-to-date information was mentioned by respondents who wanted to see more connections to source material and links to examples ("Sources/Links to Content", 24 or 3.8%) and more routine updates of pages for active fandoms ("Outdated Info", 12 or 1.9%).

There were 12 (1.9%) respondents who expressed concerns in the area of "Fan Privacy", wondering if Fanlore policies could be revised to give fans the option to request their information not be included and to allow fan artists to formally object to the archiving of their artwork.

Site performance was cited by 2 (.03%) respondents ("Servers/Performance") as something they found bothersome.

Lastly there were 66 (10.6%) respondents who offered comments that did not clearly fit into other categories ("Other") and ranged from issues such as more OTW support for Fanlore, the OTW Board not directly dictating policies for the wiki, and more active discussion with editors before making decisions about how Fanlore operates.

The text analysis word cloud gives an idea of the terms that cropped up in the answers to this question.

Answer Aren't Articles Clearer Content Contribute Easier Entries Fandoms
Fanlore Fannish Fans Fanworks Far Hard Idea Layout Little Look Mind Navigation
Opinion Particular Say Stuff Think Wiki Wish more People

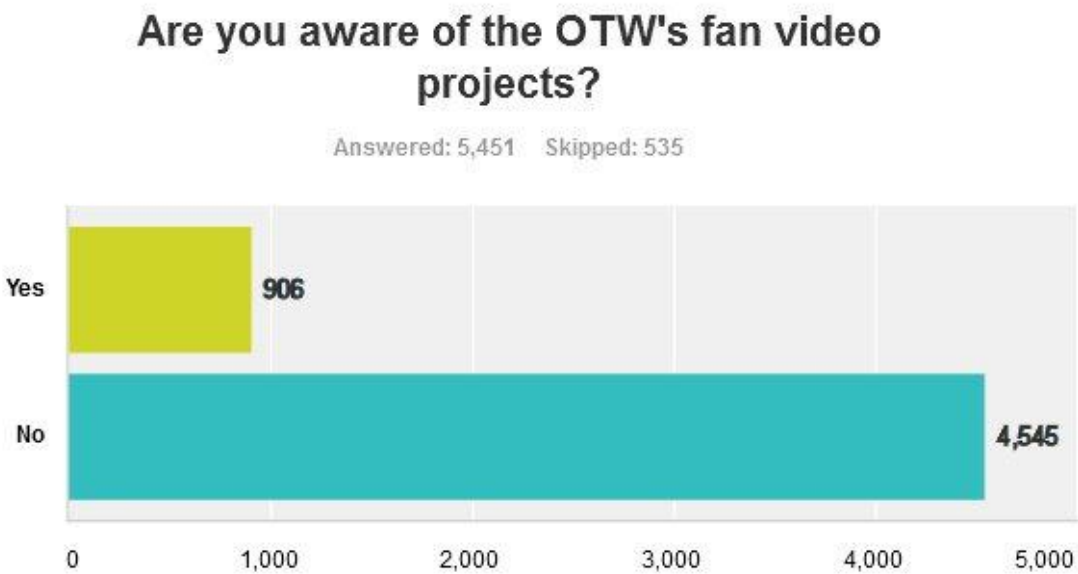
Fan Video and Multimedia Projects

50) Are you aware of the OTW's fan video projects? *closed question*

Total Number of Question Respondents: 5,451

Percentage of All Survey Respondents: 91%

All survey takers were presented with Question 50, which asked if they knew the OTW had fan video projects. The vast majority, 4,545 (83.38%) did not, with 906 (16.62%) saying yes. Those who said "No" skipped this section and were sent on to Question 54 in the TWC section.



Graphic 80 - OTW Survey Question 50: Are you aware of the OTW's fan video projects? 5,451 respondents, 535 skips.

51) Which ones have you heard of? *closed question + write-in field*

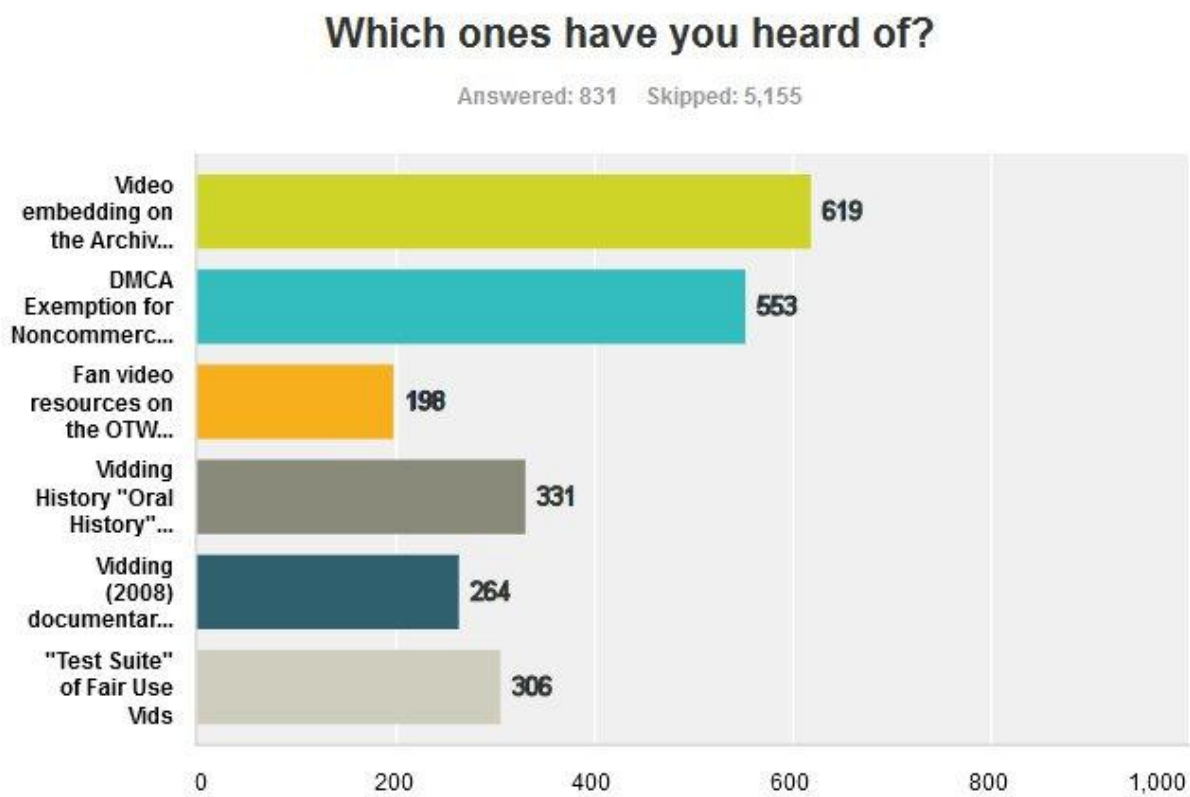
Total Number of Question Respondents: 831

Percentage of All Survey Respondents: 14%

Questions 52 and 53 were only presented to survey takers who said "Yes" to Question 51 so this question had only a 9% intentional skip rate. Asked about various vidding related documents and projects, the majority declared they'd heard about video embedding on the A03 (619 or 74.49%) and the DMCA Exemption for Noncommercial Remixers, a joint project of the Vidding Committee and the Legal Committee (553 or 66.55%).

Smaller numbers knew about the Vidding Oral History project (331 or 39.83%); the Test Suite of Fair Use Vids (306 or 36.82%) which was also tied to the DMCA case; the Vidding documentary made for MIT in 2008 (264 or 31.77%); and the vidding documents on the OTW website such as tutorials (198 or 23.83%).

In addition there were 30 write-in responses. The majority (17 or 56.67% of write-ins) either didn't know about any of the projects or only had a vague awareness. An additional 3 people duplicated responses already offered, and 3 more cited legal assistance given regarding video takedowns. There were 4 people who mentioned either the Torrent of Our Own plan for vids, or thought there were plans for a vidding-specific archive. In addition the following were mentioned by one person each; the TWC issue on vidding; the viding roadmap; and a vidding bibliography.



Graphic 81 - OTW Survey Question 51: **Which fan video projects have you heard of?** 831respondents, 5,155 skips.

52) How useful did you find these resources? *closed question*

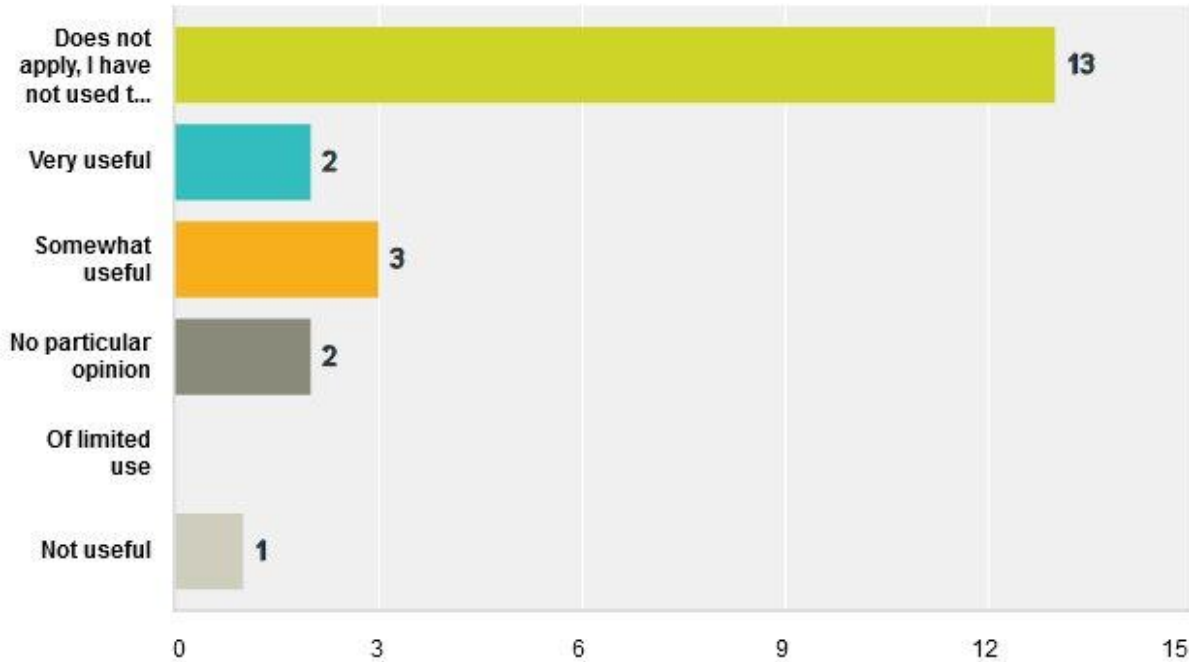
Total Number of Question Respondents: 21

Percentage of All Survey Respondents:0.03%

Question 52 proved that awareness does not equal use. This question was given only to the 198 people who said they knew of the vidding documents on the OTW website, yet 90% of those people skipped this question and the majority who did answer (13 or 62%) said they hadn't used the materials while 2 more (9.52%) said they had no particular opinion. The remaining few found them very useful (2 or 9.52%) or somewhat useful (3 or 14.29%), while 1 person (4.76%) said they were not useful.

How useful did you find these resources?

Answered: 21 Skipped: 5,965



Graphic 82 - OTW Survey Question 52: **How useful did you find these resources?** 21 respondents, 5,965 skips.

53) Why were the resources not useful to you? How could we improve them? *write-in field*

Given the few answers to the previous questions, and the general satisfaction of those who had used the vidding materials, this ended up being the only question in the survey with no response at all.

Transformative Works and Cultures

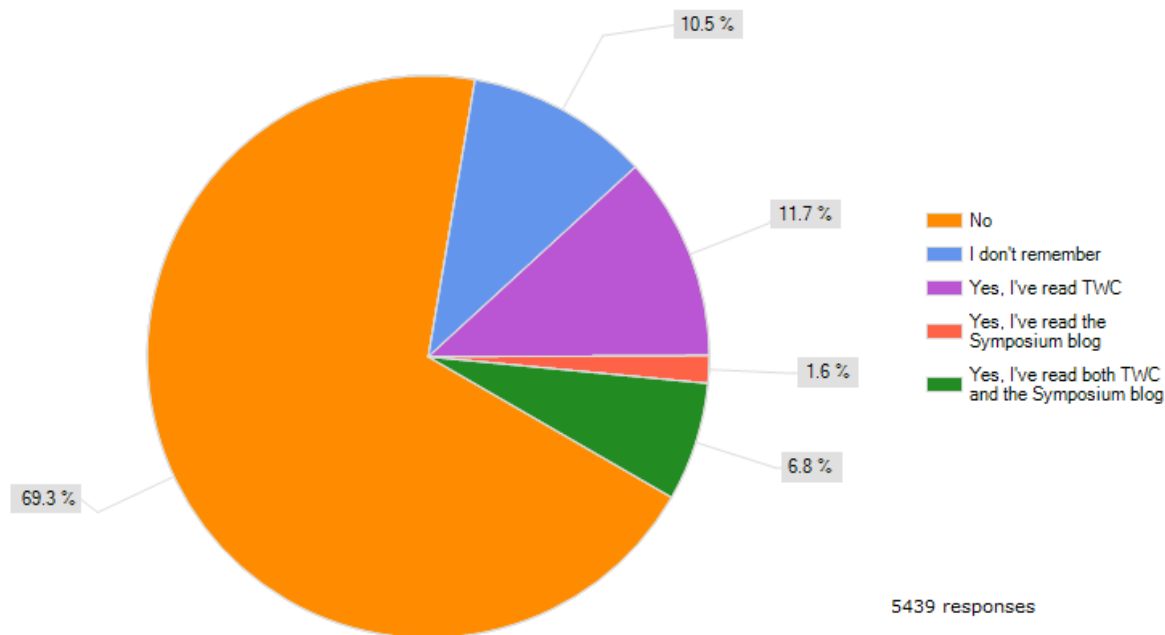
54) Have you ever read Transformative Works and Cultures (TWC) or its affiliated Symposium blog? *closed question*

Total Number of Question Respondents: 5,439

Percentage of All Survey Respondents: 91%



Have you ever read Transformative Works and Cultures (TWC) or its affiliated Symposium blog?



Graphic 83 - OTW Survey Question 54: **Have you ever read Transformative Works and Cultures (TWC) or its affiliated Symposium blog?** 5,439 respondents, 546 skips.

Our journal project was directly addressed by two questions in the survey, first asking if the respondents were readers, and second what factors might be keeping them from being contributors. All survey takers were asked Question 54 so there was a 9% intentional skip rate.

In part, the second question's answer could be seen from results to the first. Although the majority of the survey takers answered the question, 3,771 (or 69.3%) of those said they had never read TWC, while another 573 (or 10.5%) couldn't remember. There were 638 people (12%) who had read the journal,

with an additional 68 (1.6%) having read the affiliated blog, Symposium (now rebooted as Fanhackers). A core group of dedicated readers, 371 (or 6.8%), had read both.

55) If you have considered submitting an essay to TWC's Symposium section, or the Symposium blog, but hesitated to do so: What are your reasons? *closed question+ write-in field*

Total Number of Question Respondents: 995

Percentage of All Survey Respondents: 16.6%

Answer Choices	Responses	
Does not apply, I never considered submitting anything	75.18%	748
Does not apply, I have submitted something	2.61%	26
I didn't know that submissions were welcome	14.87%	148
I'm unsure of the audience or reach	12.36%	123
The requirements or editorial rules are unclear	8.14%	81
The essay would need to be written in English	1.21%	12
Publication in TWC does not count towards my resume/CV	3.12%	31
I can't list blog posts on my resume/CV	2.31%	23
Total Respondents: 995		

Graphic 84 - OTW Survey Question 55: If you have considered submitting an essay to TWC's Symposium section, or the Symposium blog, but hesitated to do so: What are your reasons? 995 respondents, 4,990 skips.

This question was given to the 1,095 survey takers who indicated they had read TWC in Question 54, meaning this question had a 9% skip rate. Another 748 people (75.18%) said the question didn't apply as they had never considered submitting anything, while 26 (2.61%) said they had already submitted. The remaining responses were scattered among the various options and there were 124 write-in responses.

Of the options offered, the biggest barrier to submission was a lack of awareness that it was welcome (148 or 14.87%). The other major reasons had to do with not understanding the audience or reach of the journal (123 or 12.36%), or being unclear about the editorial requirements (81 or 8.14%). The remaining reasons had to do with a lack of professional credit for being published (31 or 3.12%) or making a blog post (23 or 2.31%); or existence of a language barrier (12 or 1.21%).

The write-in responses fell into six broad categories. The largest category, "Feel Inadequate", with 48 respondents (38.71% of all write-in responses) had to do with the survey taker's own feelings of insecurity, or, as one person succinctly put it -- "Fear." People were afraid they had nothing of sufficient importance to say, or felt that their backgrounds did not prepare them to write at a sufficient level for the

journal. Another high personal barrier was either a lack of time or other projects ("Other priorities") that had kept the person from submitting (32 or 25.81%). A few people (7 or 5.65%) said they simply had "No topic yet."



Graphic 85 - OTW Survey Question 55: Write-in responses to why survey takers haven't submitted content to TWC or Symposium

124 respondents.

Other barriers came from outside. "Barriers from TWC" (12 or 9.68%) encompassed people who mentioned they worked for TWC and thus were prevented from submitting, as well as those who said that choices by the TWC such as their issue themes had prevented them from submitting so far. A few also mentioned specific objections to the journal.

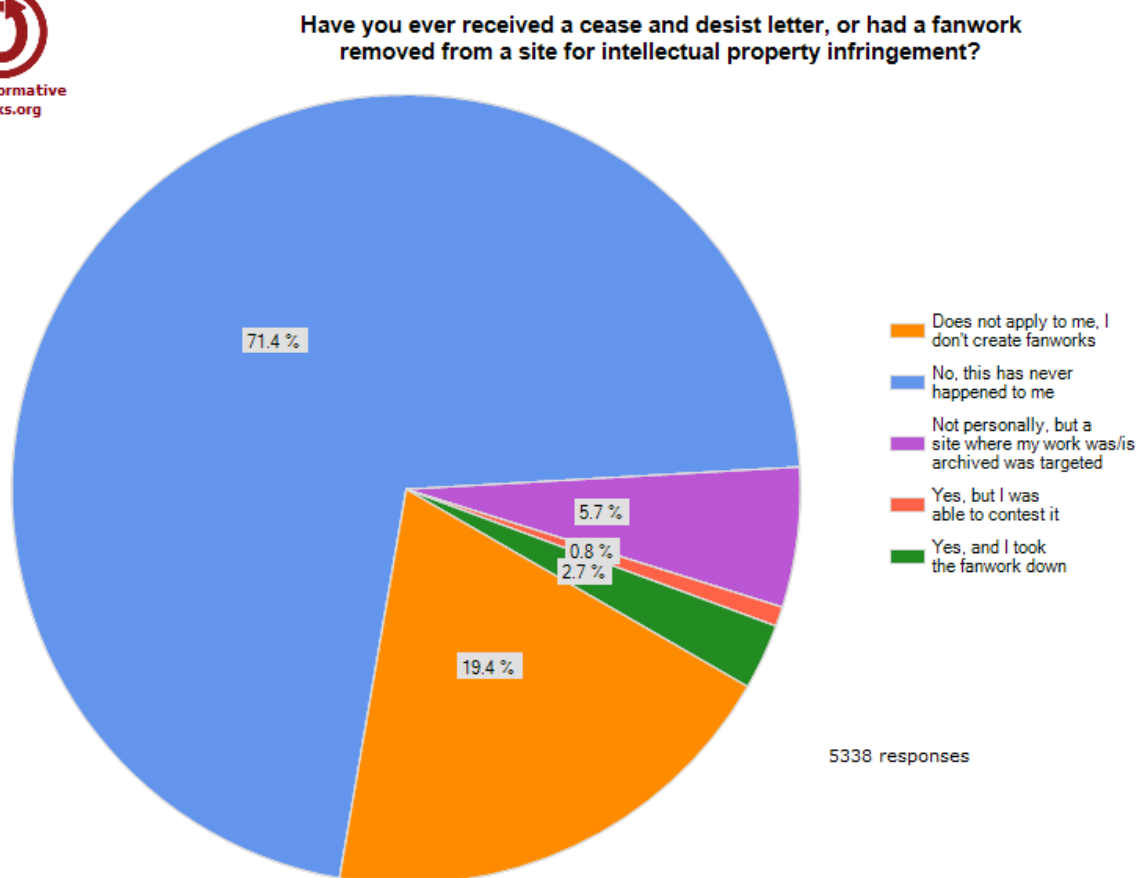
Another group was people who felt there were "Professional barriers" to their submitting a paper (15 or 12.10%). These might be due to the person's academic background, a feeling that the journal was too limited for their professional needs, and other reasons similar to a lack of credit for publishing. On the flip side there were people who felt there were "Fandom barriers" to publishing (12 or 9.68%) primarily due to losing their anonymity.

Legal Advocacy

56) Have you ever received a cease and desist letter, or had a fanwork removed from a site for intellectual property infringement?*closed question*

Total Number of Question Respondents: 5,338

Percentage of All Survey Respondents: 89%



Graphic 86 - OTW Survey Question 56: **Have you ever received a cease and desist letter, or had a fanwork removed from a site for intellectual property infringement?** 5,338 respondents, 647 skips.

Although OTW's legal advocacy project is in many ways at the heart of the organization's work, slightly fewer people answered these questions than had answered Journal's even though it was offered to all survey takers (11% skip rate). The opening question assessed how likely survey takers would be to have needed the Legal Committee's assistance. The vast majority, (3,881 or 71.4%), replied that they had never had a problem with a takedown request. Another 1,034 (19.4%) noted that they wouldn't have been affected because they did not create fanworks.

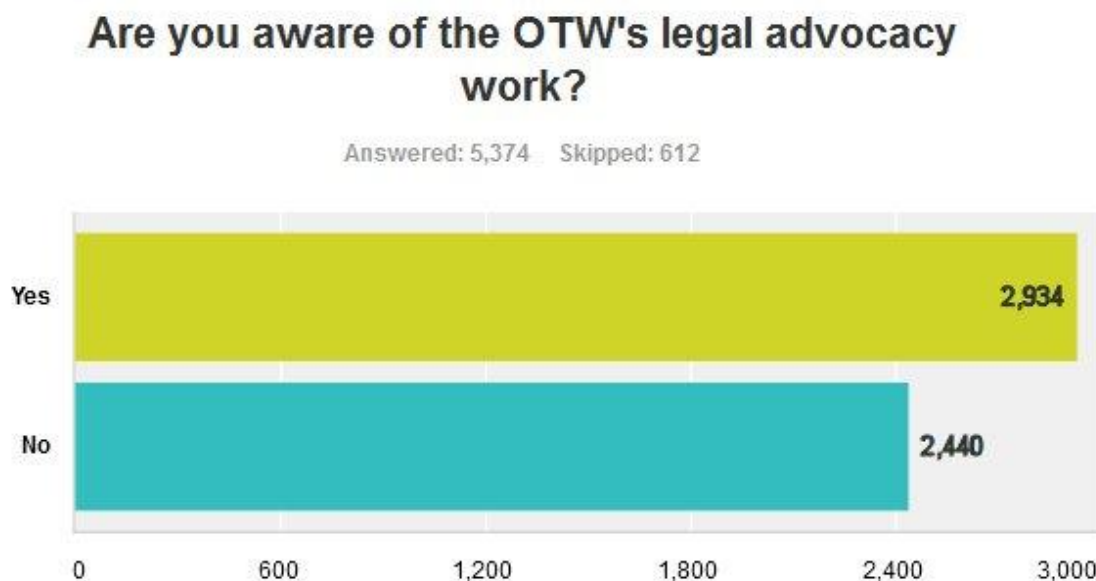
The remaining respondents had been affected in some way, with 306 (5.7%) having had work in a targeted archive, 144 (2.7%) having been contacted directly with the user removing the work themselves, and 43 (0.8%) having contested the takedown request.

57) Are you aware of the OTW's legal advocacy work? *closed question*

Total Number of Question Respondents: 5,374

Percentage of All Survey Respondents: 89%

The skip rate did not change for Question 57, which simply asked about awareness of the OTW's legal work. A majority 2,934 (54.6%) said they were aware while 2,440 (45.4%) said they were not.



Graphic 87 - OTW Survey Question 57: Are you aware of the OTW's legal advocacy work? 5,374 respondents, 612 skips.

58) This is a list of Legal Advocacy's contributions. Which ones have you heard of? *closed question + write-in field*

Total Number of Question Respondents: 2,699

Percentage of All Survey Respondents: 45%

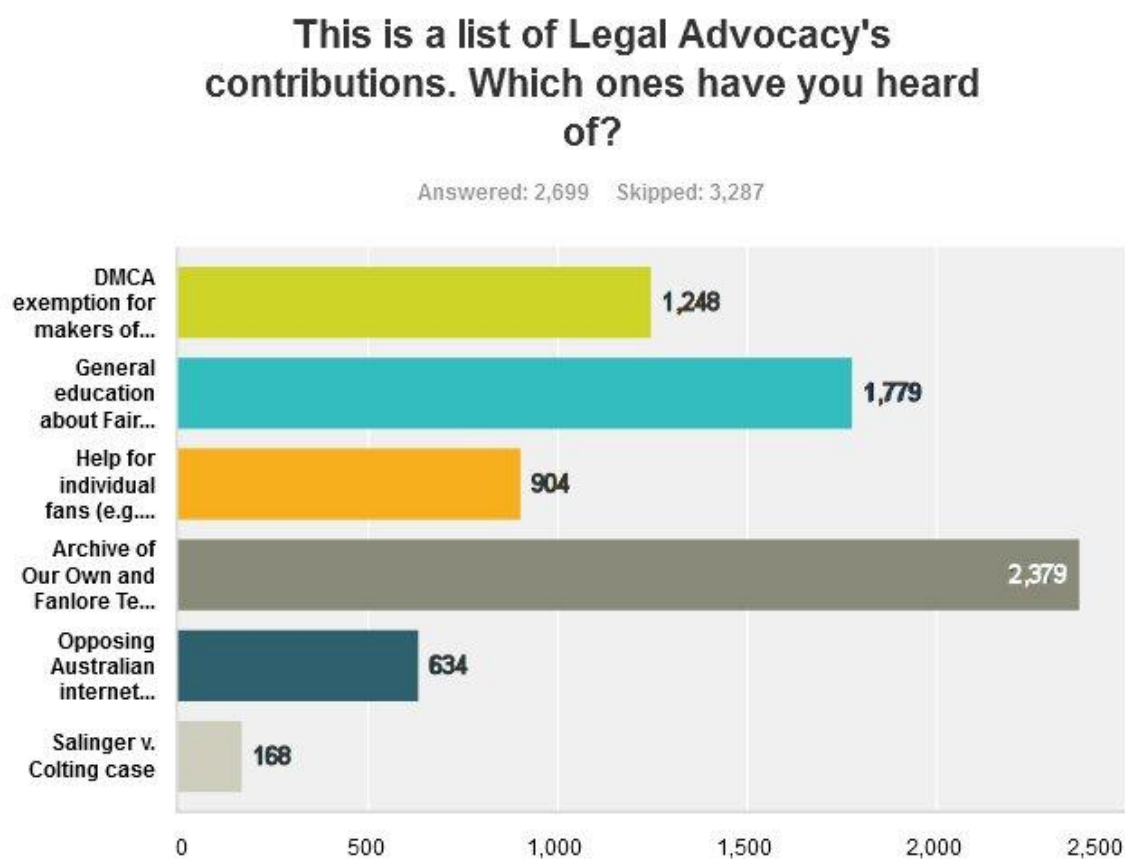
This question was shown to any user who answered Yes in Question 57 so the question had an 8% intentional skip rate. In addition to six options given to survey takers, they were able to write in additional comments.

The largest recognition rate was for the Archive of Our Own and Fanlore's Terms of Service documents (2,379 or 88.14%), though at least one write-in respondent questioned if this fell under "advocacy". Another 1,779 (66%) of respondents claimed to be aware of "General education efforts" such as blog

posts about fair use matters, and 1,248 (46.24%) were aware of the DMCA exemption for vidders that had been won in 2009. Although the exemption was secured again in 2012, at the time of the survey the hearings had not yet occurred.

Help for individual fans was also recognized by 904 users (33.49%), with significantly fewer knowing about the OTW's activity regarding Australian internet censorship (634 or 23.49%) and its amicus brief in the *Salinger v. Colting* case (168 or 6.2%).

There were only 35 write-in responses, and 15 of those (43%) were of the Not aware/Don't know variety. Another 6 (17.14%) duplicated choices offered by the question and 6 more cited opposition to SOPA/PIPA which had been in the news earlier in the year. Lastly there were 5 supportive comments, 1 reference to the amicus brief for Hart v. Electronic Arts, and 2 comments which had to do with being outside of the U.S. One merely expressed surprise at the OTW being involved with Australian legal affairs, and the other said that as they lived in a non-English speaking country, the Legal Advocacy project was irrelevant to them.



Graphic 88 - OTW Survey Question 58: **This is a list of Legal Advocacy's contributions. Which ones have you heard of?** 2,699 respondents, 3,287 skips.

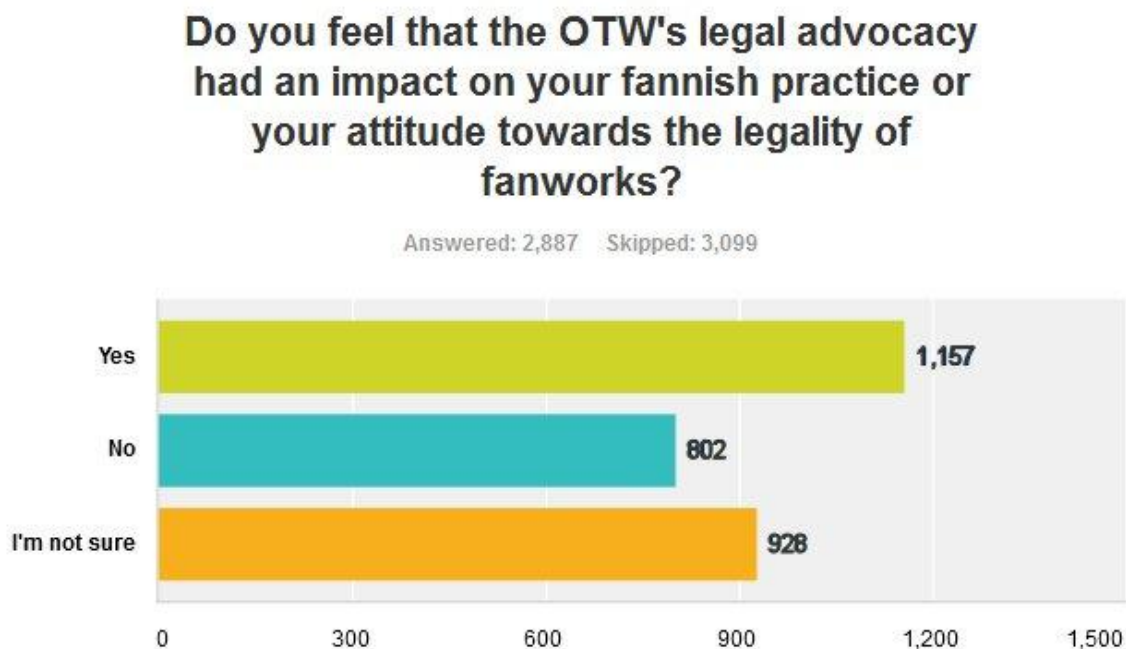
59) Do you feel that the OTW's legal advocacy had an impact on your fannish practice or your attitude towards the legality of fanworks? *closed question*

Total Number of Question Respondents: 2,887

Percentage of All Survey Respondents: 48%

This question was shown to anyone answering "Yes" to Question 57 (a total of 2,934 people) so there was only a 1.7% intentional skip rate (47 people).

The last four questions pertained to any potential influence that OTW's legal advocacy project had on fans' view of their own activities. This question asked outright if fans believed that such an influence existed. The largest group of respondents (1,157 or 40.07%) said yes, 928 (32.14%) were unsure, and 802 (27.78%) said no.



Graphic 89 - OTW Survey Question 59: Do you feel that the OTW's legal advocacy had an impact on your fannish practice or your attitude towards the legality of fanworks? 2,887 respondents, 3,099 skips.

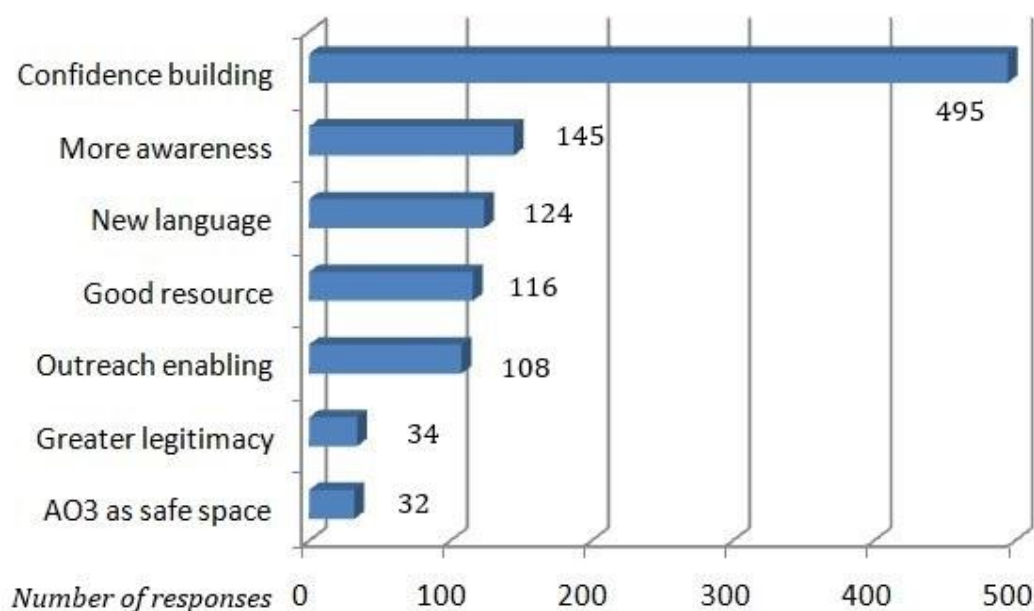
60) How has the OTW's legal advocacy work affected your fannish practice? (e.g. are you more/less confident, have you adopted terminology...) write-in field

Total Number of Question Respondents: 781

Percentage of All Survey Respondents: 13%

Questions 60 through 62 were only presented to the survey takers who said "Yes" in Question 59, so only 1,157 people saw them. Even so, this question had a larger skip rate than the next two questions, which did not require a write-in response. There were 781 answers given, so this indicated a 33% intentional

skip rate (257 people). The responses were sorted into 14 categories, with various answers expressing more than one idea, so the following results will add up to over 100%.



Graphic 90 - OTW Survey Question 60: How has the OTW's legal advocacy work affected your fannish practice? Top 7 categories 781 respondents, 3,099 skips.

The single largest answer by far was that people felt more confident. Of the 495 (56.85%) respondents who answered this way (labeled "Confidence building"), many mentioned feeling more confidence in posting fanworks, more confidence in identifying as a fan in larger communities, more confidence in reading or viewing fanworks, or even in possessing copies.

"More awareness" people (145 or 18.57%) felt that OTW advocacy had stirred them to have more awareness about the issues/problems involved with fanworks, and pursue further knowledge both through OTW's work and other informational sources.

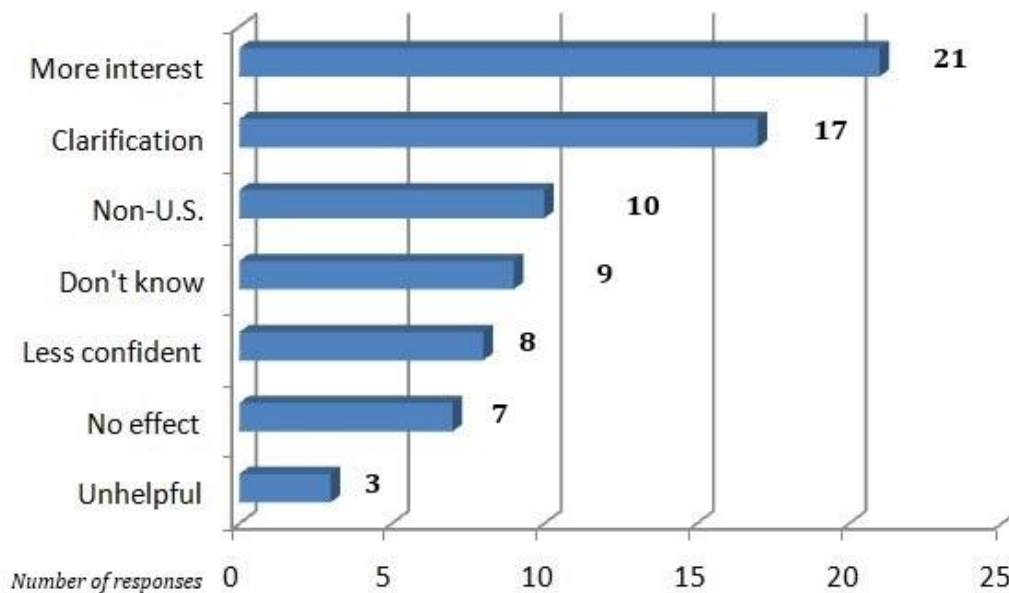
"New language" (124 or 15.88%) respondents specifically mentioned terminology or being able to take part in discussions about fanworks and the law.

The "Good resource" group (116 or 14.85%) cited the Legal Advocacy project as a good resource of some kind on the topic of legal information. This was expressed in various ways: the OTW being a place to direct others to; a place to come to themselves; a place whose assistance they had used; a voice speaking out on the topic; or even a place where they had used content for their own writing.

"Outreach enabling"(108 or 13.83%) spoke about how the OTW's presence and materials helped them discuss the subject of fandoms, fanworks or being a fan with other people, especially to those not in their fannish circles. There was considerable overlap between the "Confidence building" group and this one.

"Greater legitimacy" responses came from the 34 (4.35%) people who believed OTW's legal efforts have given this to fans and fan activities.

"AO3 as a safe space" 32 (4.1%) people used this language to connect the archive to the Legal Advocacy project.



Graphic 91 - OTW Survey Question 60: **How has the OTW's legal advocacy work affected your fannish practice?** Categories 8 to 14
781 respondents, 3,099 skips.

"More interest" was a category for 21 (2.69%) people who confessed to paying more attention to the issues since the advent of OTW's legal advocacy.

A similar group was the 17 (2.18%) who specifically used the term "Clarification" or "Clarity" about their own understanding of where their activities fell on the legal spectrum.

"Non-U.S." residents were 10 (1.28%) people who mentioned that the legal advocacy efforts don't have much direct impact on them because of where they live.

"Don't know" was for 9 (1.15%) who didn't know how to respond or how they'd been affected

"Less confident" was cited by 8 (1.02%) who felt less secure as a result of the Legal Advocacy project.

"No effect" was for 7 (0.9%) who said Legal Advocacy had had no impact on their opinions, although their opinions varied from one another.

Lastly 3 (0.38%) said the advice they had gotten had been "Unhelpful" in solving their problems.

A quick snapshot of the verbiage used by survey takers can be seen in this text cloud view:

Adopted Terminology A03 Archive **Aware** C&D Community Confident in
Explaining Definitely more Confident **Disclaimers** Educated **Fan Works** Fannish
Activities **Fannish Works** Idea Intellectual Property Learned Nice **OTW** Place Practices
Resources Safe **Safer Transformative Works** Trouble

Causes for concern

A significant number of respondents who spoke about being more confident, having more awareness, and/or using new language referred to their use of disclaimers when posting their fanworks. However, the fraction of survey respondents who felt strongly that OTW had taught them that they didn't need disclaimers was only slightly larger than that of persons who felt strongly that they now understood the importance of disclaimers. These diametrically opposed opinions reveal that there are areas where Legal Advocacy's message may lead to ambiguous interpretations. What is not clear is where, exactly, the confusion is coming from.

There were some respondents who clearly feel Legal Advocacy could use improvement. Only 1% of those answering Question 60 stated that they find Legal's/OTW's role as an openly fanworks-oriented organization threatening in the sense that it calls attention to fandom, and has made them feel less secure in posting their content. Given that the people who chose to answer the survey were self-selecting, this does suggest a larger percentage of the fan population has similar concerns. However, there is likely no way to reassure this group. Another small percentage, below 1%, responded that Legal Advocacy was unhelpful, and this opinion was tied to YouTube takedowns. One person had been unable to reverse a forcible takedown, while another person had been successful, yet was concerned that, in the long run, help from Legal Advocacy was insufficient to make much of an overall difference.

A continuing problem for the Legal Committee appeared from the 10 survey respondents who stated that while they imagined Legal Advocacy was a great thing for U.S. fan-creators and consumers, it was of no use to the international community. There were English-speaking non-Americans who hoped that perhaps the fair-use policies in the States would spread outward to other Anglophonic nations, but the majority of persons who brought this up were from civil law, non-English speaking countries. This percentage seems small, but again, the survey was self-selecting, and Legal Advocacy's work is predominantly done in English. The survey takers who see this problem are likely to represent a larger community that also sees it, and very possibly an even larger group that does not have the language skills or access to know that the Legal Committee's work exists.

In summation, the vast majority of answers were very positive, and showed that Legal Advocacy is having a profoundly good effect on those who have used the resource. The one area where it's clear that growth needs to occur is in the internationalization of the Legal Committee.

61) How would you describe your previous attitude? *closed question*

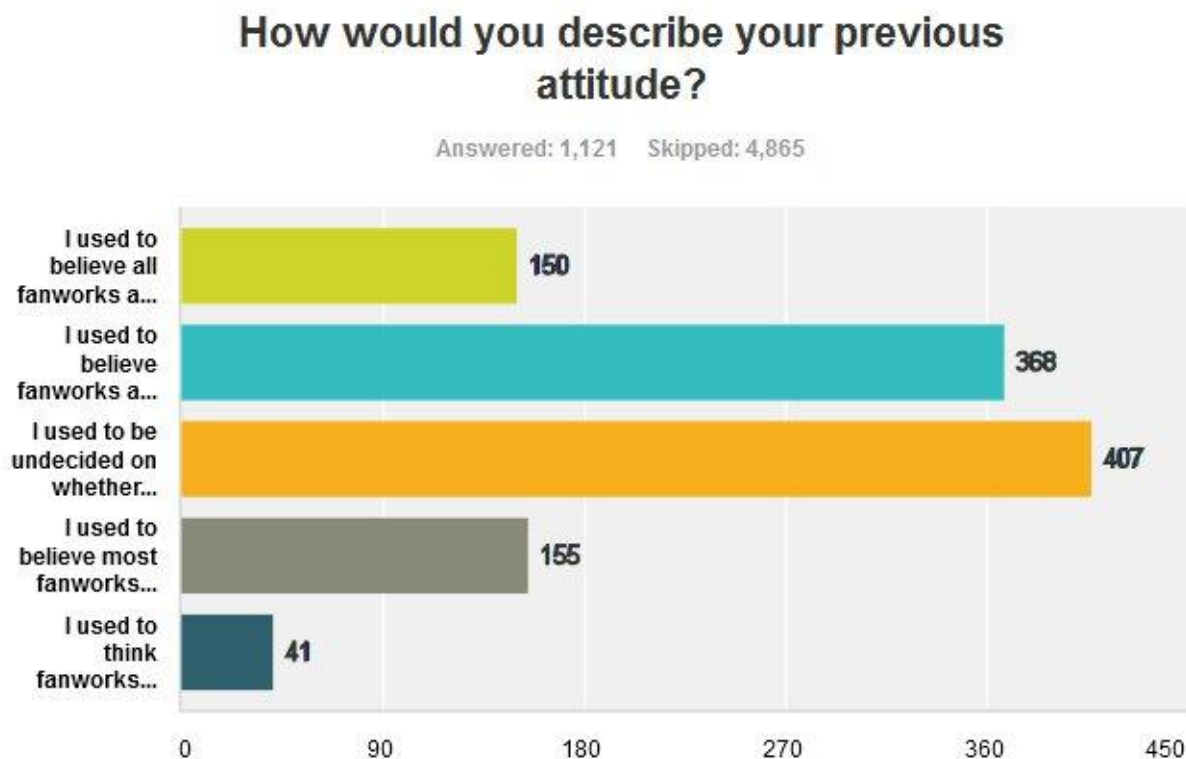
Total Number of Question Respondents: 1,121

Percentage of All Survey Respondents: 18.4%

In Question 61, fans were asked to think about earlier attitudes they might have had regarding the legality of fanworks. The question did not specify how long ago this might be and also presumed through the term "used to" that there might have been a change in attitude. Only 36 people deliberately skipped this question for a 3% intentional skip rate.

The largest group of respondents (407 or 36.31%) said they were not sure, while 368 (32.73%) said they believed fanworks were legal under certain conditions. Nearly identical numbers either said they had

believed all fanworks were legal (150 or 13.38%) or they had believed most fanworks were illegal (155 or 13.83%). A small number, 41 (3.66%), had believed all fanworks weren't legal.



Graphic 92 - OTW Survey Question 61: **How would you describe your previous attitude on the legality of fanworks?** 1,121 respondents, 4,865 skips.

62) How would you describe your current attitude? *closed question*

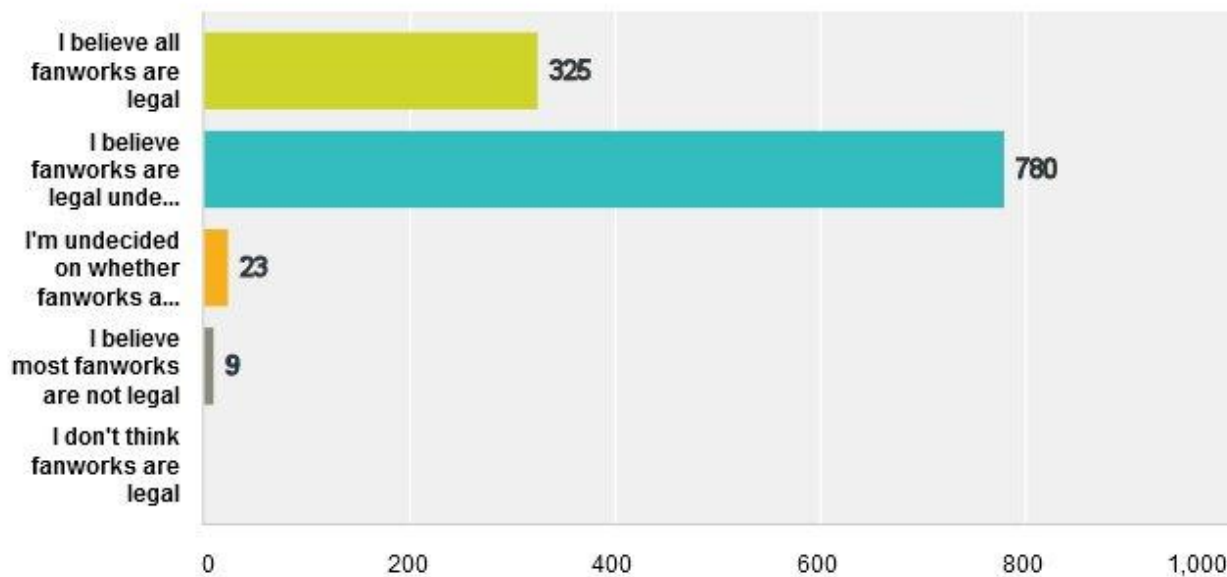
Total Number of Question Respondents: 1,137

Percentage of All Survey Respondents: 19%

Fans were then asked to think about current attitudes they have regarding the legality of fanworks. Only 23 (2.02%) still said they were not sure, while 780 (68.6%) said they believed fanworks were legal under certain conditions. Hardly any believed most fanworks were illegal (9 or 0.79%) and none believed they were all illegal. The number believing they were all legal grew to 325 (28.58%) from 150 in Question 61.

How would you describe your current attitude?

Answered: 1,137 Skipped: 4,849

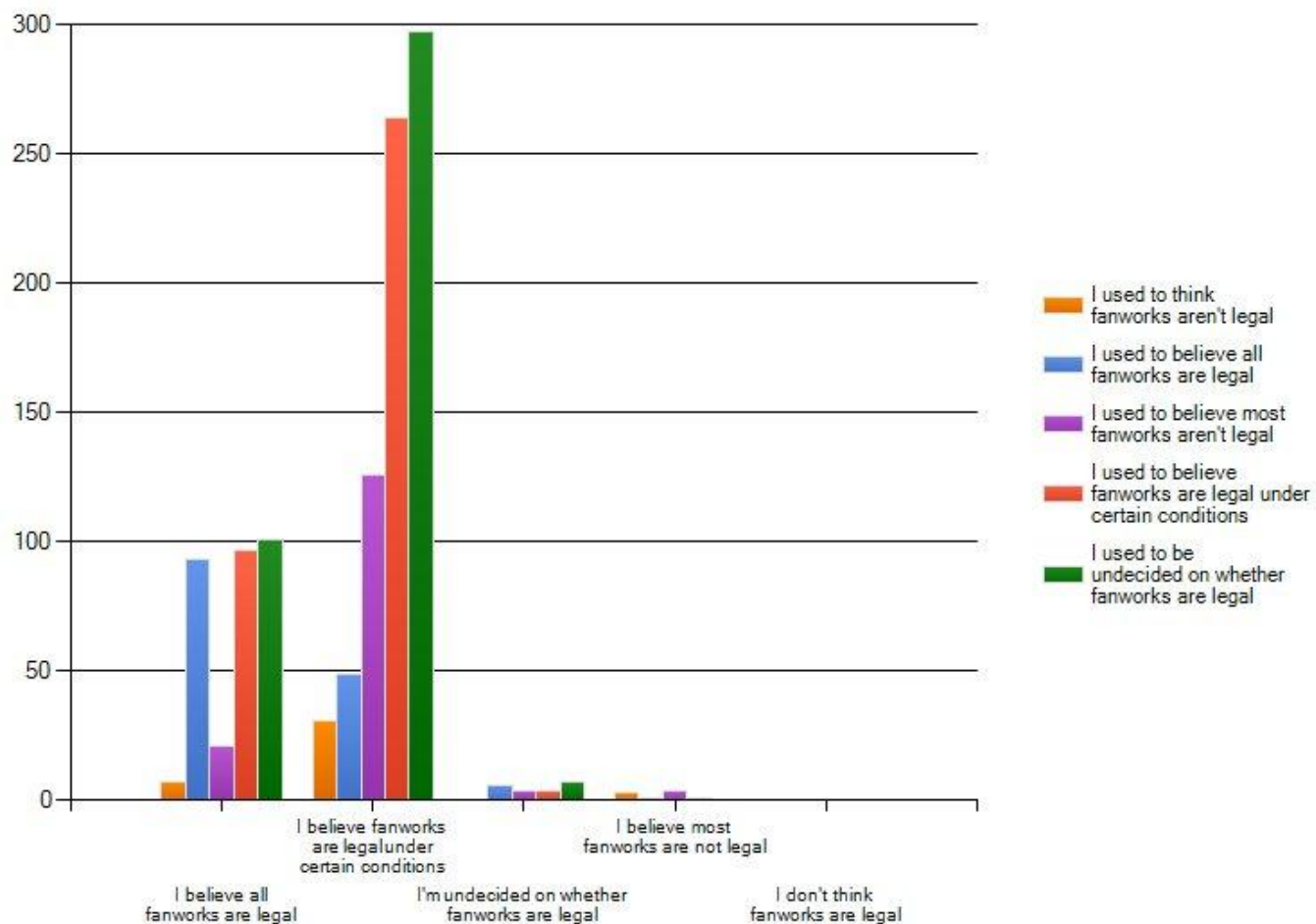


Graphic 93 - OTW Survey Question 62: **How would you describe your current attitude on the legality of fanworks?** 1,137 respondents, 4,849 skips.

The chart below looks at Question 62 through the lens of Question 61 responses. The color key on the right shows what answers people gave about their *previous* attitudes. We can then see these color bars in the chart showing what answers they then gave about their *current* attitudes. The tallest bar, in green, is of those who previously were undecided about the legality of fanworks. We can see that they are now placed primarily in the "I believe fanworks are legal under certain conditions" category, and they also make up a slight majority in the "I believe all fanworks are legal" category.

While the "Undecided" group made a noticeable shift, moving almost entirely into the two categories which believe in the legality of some or all fanworks, we can see that there was also a smaller shift of those who used to believe *all* fanworks are legal into the "certain conditions" category as well as a few becoming undecided. So looking at these various categories we can see that people's attitudes can be complex. While the most dramatic effect was in moving people who believed all fanworks were illegal into either believing they were all legal, or that they were legal in certain conditions, a greater awareness of the arguments on this topic made some people who were previously certain all were legal shift into greater uncertainty.

How would you describe your current attitude?



Graphic 94 - OTW Survey Questions 61 & 62: Current and previous attitudes about the legality of fanworks 1,116 respondents

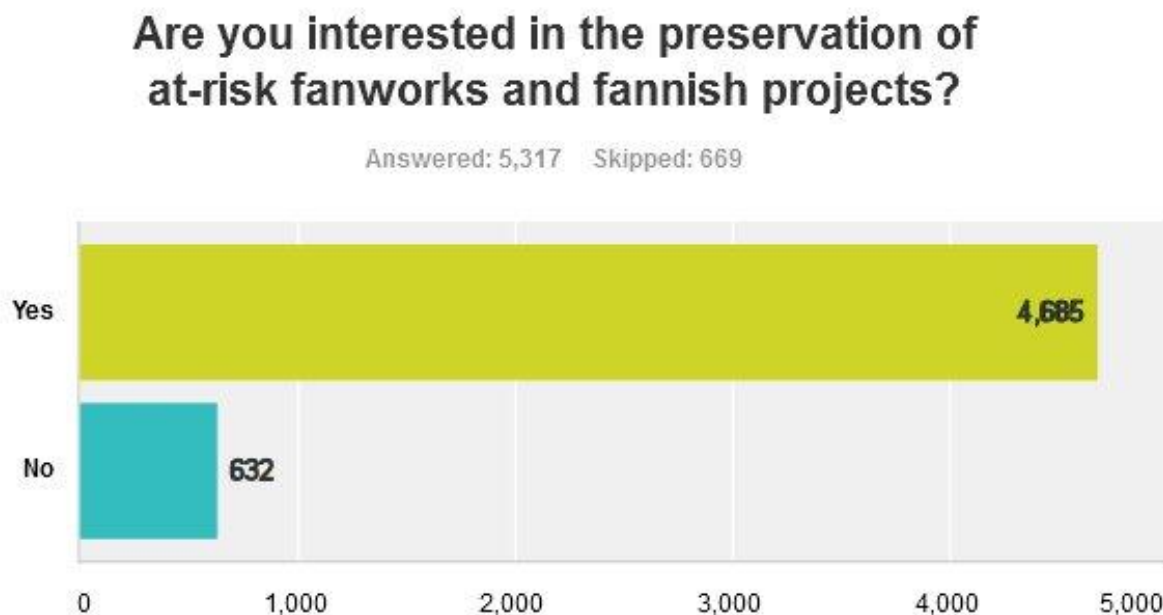
Open Doors and Preservation

63) Are you interested in the preservation of at-risk fanworks and fannish projects? *closed question*

Total Number of Question Respondents: 5,317

Percentage of All Survey Respondents: 89%

All survey takers were presented with Question 63, which began the Open Doors section by asking about their interest in preservation. The majority, 4,658 (88.11%), agreed they were interested and only 632 (11.89%) said they were not. Those who answered "No" were skipped to Question 70 in the OTW Membership section.



Graphic 95 - OTW Survey Question 63: Are you interested in the preservation of at-risk fanworks and fannish projects? 5,317 respondents, 669 skips.

64) Are you aware of the option to "orphan" a fanwork on the Archive of Our Own? *closed question*

Total Number of Question Respondents: 4,673

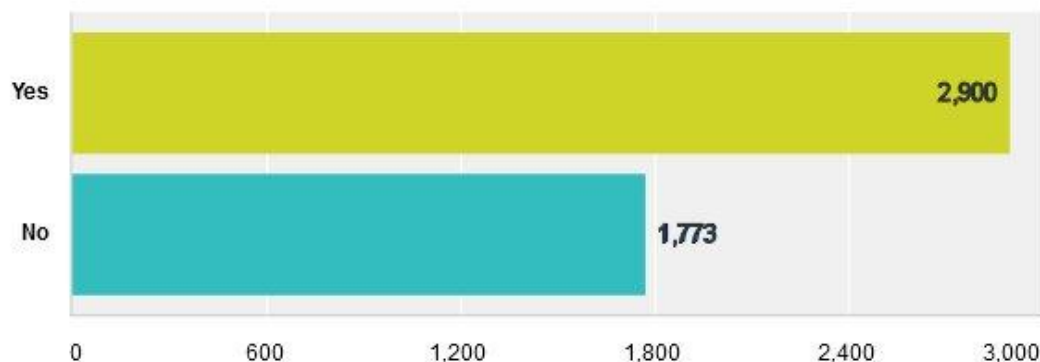
Percentage of All Survey Respondents: 78%

All survey takers who answered "Yes" to Question 63 were then shown Questions 64, 65, 67, and 68. This question thus had an intentional skip rate of under 1% and this section as a whole had a very marginal skip rate. Question 64 asked about awareness of the A03 option to orphan fanworks, which preserves

access while anonymizing the author. Most respondents agreed they were aware of this service with 2,900 (62.06%) saying yes, and 1,773 (37.94%) saying no.

Are you aware of the option to "orphan" a fanwork on the Archive of Our Own?
"Orphaning" means anonymizing and giving up control of your fanwork while still leaving it available for other fans.

Answered: 4,673 Skipped: 1,313



Graphic 96 - OTW Survey Question 64: Are you aware of the option to "orphan" a fanwork on the A03? 4,673 respondents, 1,313 skips.

65) Have you designated someone as your "fannish next of kin" using the OTW's process? *closed question*

Total Number of Question Respondents: 4,662

Percentage of All Survey Respondents: 78%

Have you designated someone as your "fannish next of kin" using the OTW's process?

Answered: 4,662 Skipped: 1,324



Graphic 97 - OTW Survey Question 65: Have you designated someone as your "fannish next of kin"? 4,662 respondents, 1,324 skips.

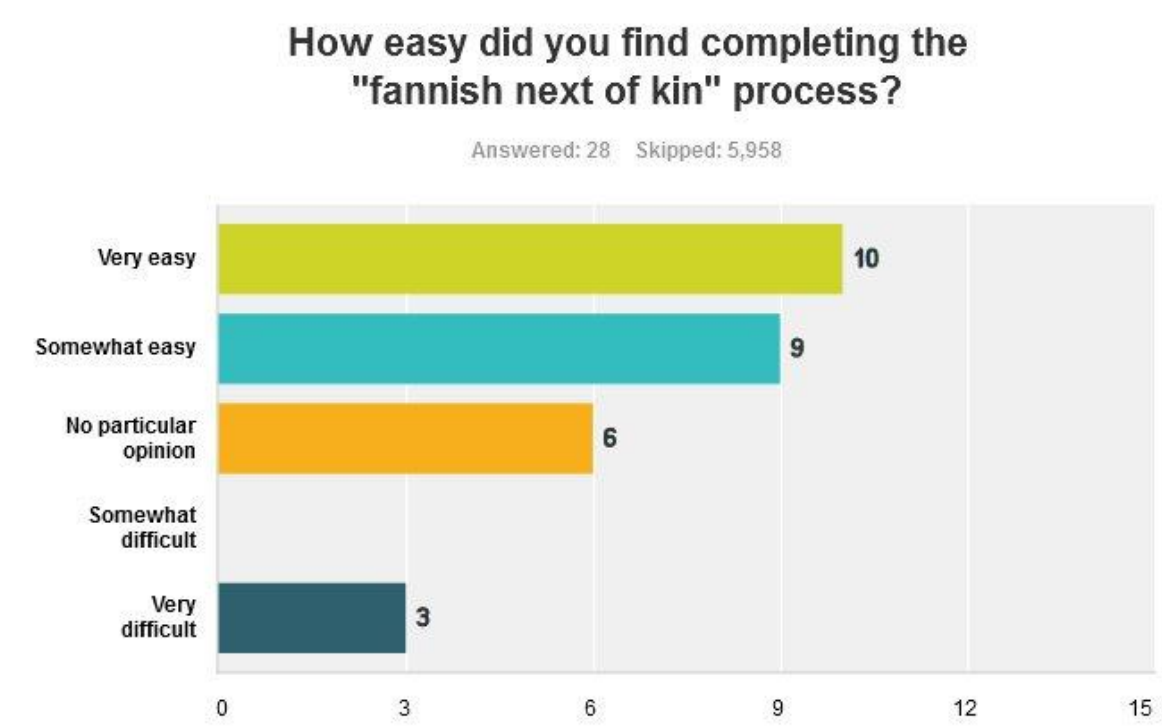
Survey takers were next asked about a longer term preservation issue, that of individuals whose deaths might leave their work either untended or made unavailable. The majority of respondents had not heard of the next-of-kin process offered by the OTW (3,440 or 73.79%), and an additional 1,195 people (25.63%) had not actually undertaken it. A small number, 27 (0.58%) said that they had designated someone.

66) How easy did you find completing the "fannish next of kin" process?
closed question

Total Number of Question Respondents: 28

Percentage of All Survey Respondents: 0.04%

Because only those people who indicated in Question 65 that they had undertaken of the fannish next of kin process were offered this question, the number of respondents was very low. Of those who answered, most people either found the process very easy (10 or 36%) or somewhat easy (9 or 32%). There were 6 (21%) who had no opinion and 3 (11%) who found the process very difficult. No one found it "Somewhat difficult."



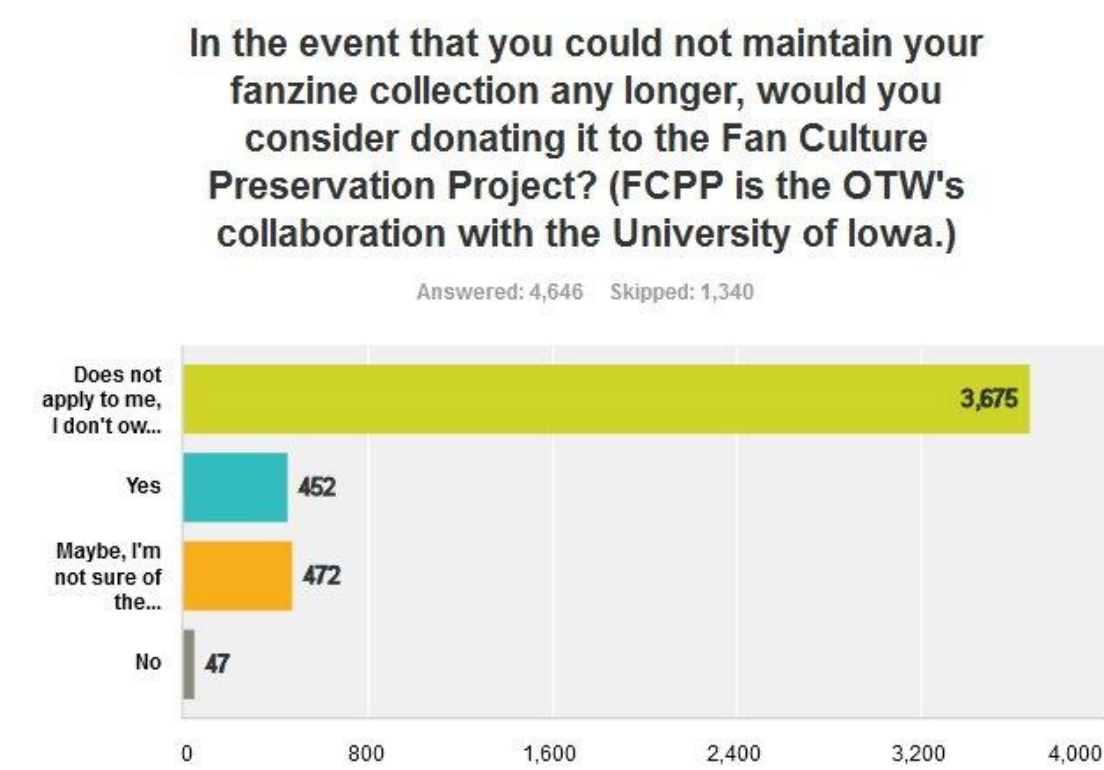
Graphic 98 - OTW Survey Question 66: How easy did you find completing the "fannish next of kin" process? 28 respondents, 5,958 skips.

67) In the event that you could not maintain your fanzine collection any longer, would you consider donating it to the Fan Culture Preservation Project? *closed question*

Total Number of Question Respondents: 4,646

Percentage of All Survey Respondents: 77.6%

Question 67 asked all survey takers interested in fanwork preservation about the potential disposition of their fanzine collections if they had one. The majority did not find it applied to them (3,675 or 79.10%), and a slightly higher skip rate in this question suggests that some of those who passed on answering were among their number.



Graphic 99 - OTW Survey Question 67: **How easy did you find completing the "fannish next of kin" process?** 28 respondents, 5,958 skips.

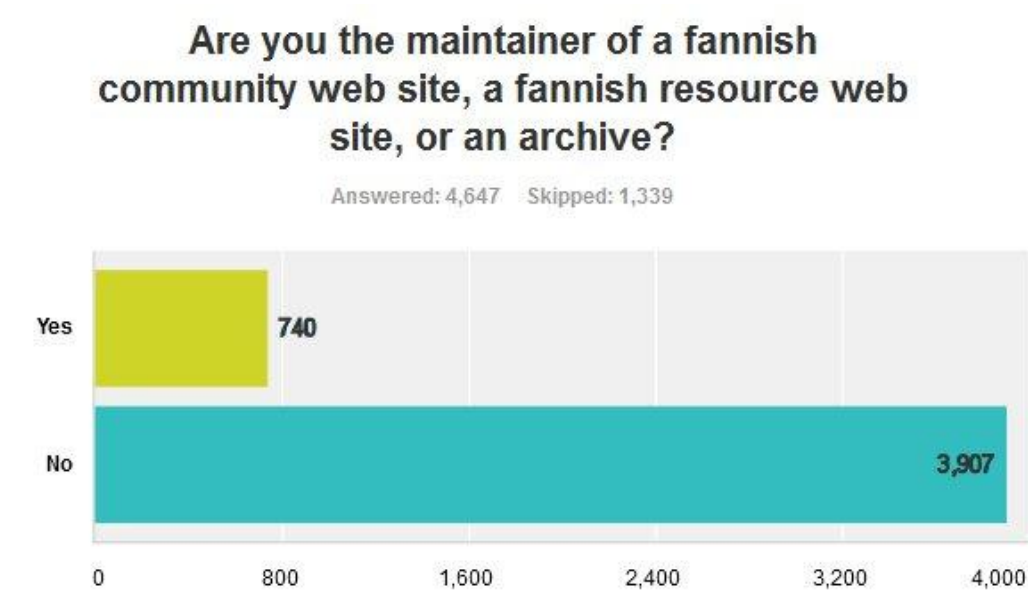
Of those who did have fanzines, nearly equal numbers agreed they would consider donating the collection to Open Doors' Fan Culture Preservation Project, (452 or 9.73%) or were unsure about donating (472 or 10.16%). Only 47 (1.01%) said they definitely would not consider donating their fanzine collection.

68) Are you the maintainer of a fannish community web site, a fannish resource web site, or an archive? *closed question*

Total Number of Question Respondents: 4,647

Percentage of All Survey Respondents: 77.6%

Question 68 then targeted owners of digital content collections. The majority of survey takers were not maintainers of a fannish community site, resource website, or archive (3,907 or 84.08%) whereas 740 (15.92%) were.



Graphic 100 - OTW Survey Question 68: Are you the maintainer of a fannish community web site, a fannish resource web site, or an archive? 4,647 respondents, 1,339 skips.

69) If you were unable to continue to maintain or preserve your site, would you consider asking Open Doors to help you preserve the site's content and history? *closed question + write-in field*

Total Number of Question Respondents: 680

Percentage of All Survey Respondents: 11.3%

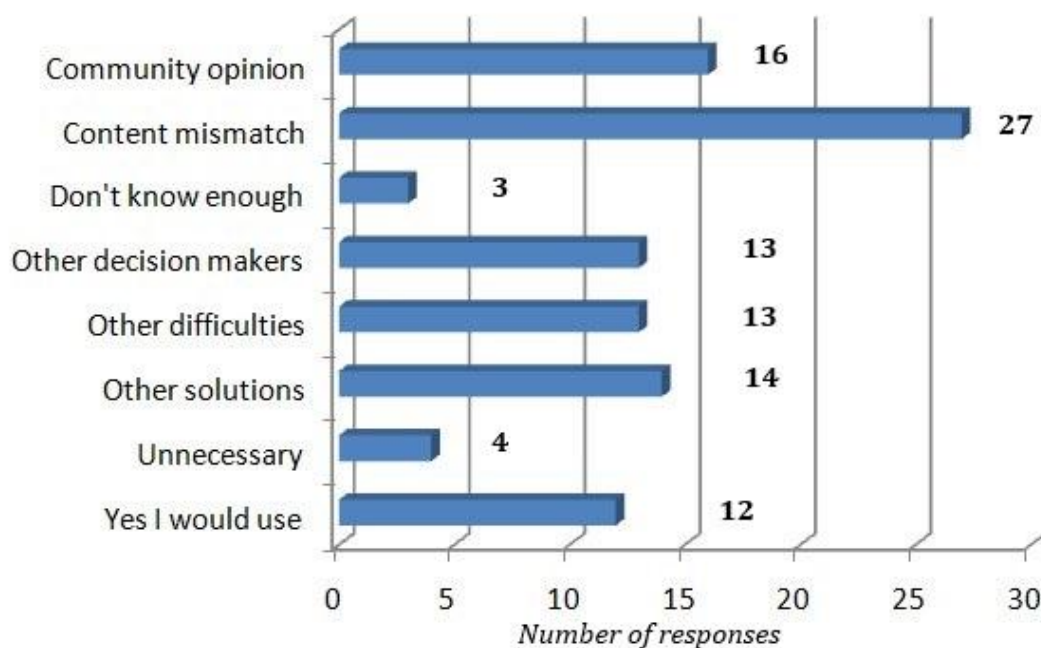
Answer Choices	Responses	
Yes, I'd contact Open Doors	37.06%	252
Not sure, I haven't formed an opinion on the project yet	49.12%	334
I wouldn't want the OTW to host the works	0.74%	5
I don't want the works hosted on Archive of Our Own	0.15%	1
I'd like to, but my site does not conform to Archive/OTW content policy	3.82%	26
No, I don't think contributors would agree to this	4.85%	33
No, I would look for a different solution	4.26%	29
Total	680	

Graphic 101 - OTW Survey Question 69: If you were unable to continue to maintain or preserve your site, would you consider asking Open Doors to help you preserve the site's content and history? 680 respondents, 5,305 skips.

Those saying "Yes" to Question 68 were then given this question, which had a 9% intentional skip rate. Those digital resource owners were asked if they would consider asking Open Doors for preservation help should they become unable to continue maintaining their sites. The results were largely positive. Although the largest group said they were unsure (334 or 49.12%), a sizable number (252 or 37%) said they would and another 26 (3.82%) said they would like to but their site content did not fit AO3 content policy.

The remaining respondents had varied reasons for their lack of interest. A small number did not want the OTW to host the work (5 or 0.74%) or place it on the AO3 (1 or 0.15%), and a larger number felt their contributors would not want that option taken (33 or 4.85%). Another 29 (4.26%) said they would find another preservation option for their site in those circumstances.

There were also 96 write-in responses to this question, some of which fell into more than one category. Most of the respondents duplicated the answer options along with some clarifications. This was most often answers of the "does not conform to...content policy" variety (27 or 28%), which we classified as "Content Mismatch." These were sometimes offered with no details, but when they were the survey taker had usually made an accurate assessment: "I'm not sure my site's contents is something that OTW would want to preserve. One is a massive canon compendium, the other a massive tagging page for all fiction in a particular large fandom." Two of the respondents expressed that their non-English community would fit poorly at the AO3.



Graphic 102 - OTW Survey Question 69: Write-in responses asking survey takers if they'd consider asking Open Doors to help preserve their site's content and history 96 respondents.

The group termed "Community Opinion" noted that they would need to consult their community, and that the answer option assumed only a negative opinion, whereas the survey takers simply might not know what community opinion would be (16 or 16.67%). A few of these respondents also said that they didn't feel they were in a position to make the decision on a move, and that it rested with their contributors.

The "Don't know enough" group (3 or 3.13%) didn't feel they could answer because they knew too little about the Open Doors project.

We termed one group "Other Decision Makers" (13 or 13.54%) because respondents said that they were not the sole maintainers of their site, and thus expected others to take over it should the need arise. Some also critiqued the question's wording, saying that there was a difference between "maintainer" and "owner" and thus the decision for the site's future would not necessarily rest with them.

A different group, titled "Other Difficulties" (13 or 13.58%), specified various issues not covered by Question 69. Most expressed that their site simply wasn't worth preserving. One individual was concerned about the visibility of their content on the A03 in terms of potential legal challenges. A few people mentioned technical problems including lost passwords or an inability to contact authors any longer due to the age of the site. Lastly, one individual noted that they had contacted Open Doors for assistance but had never received a reply.

The "Other Solutions" (14 or 14.58% %) response indicated that the survey taker would first try offering the site to its contributors or to other moderators before considering Open Doors, or in place of considering Open Doors. A few noted that they had some kind of crisis/move plan in place.

Interestingly, although Question 49 offered the suggestion that contributors might object to a site's move to A03, one respondent claimed that they had decided to shut down their site because the users themselves had already transferred content to the A03, and three others also noted that much of their content was also already on the A03 making preservation "Unnecessary" (4 or 4.17%).

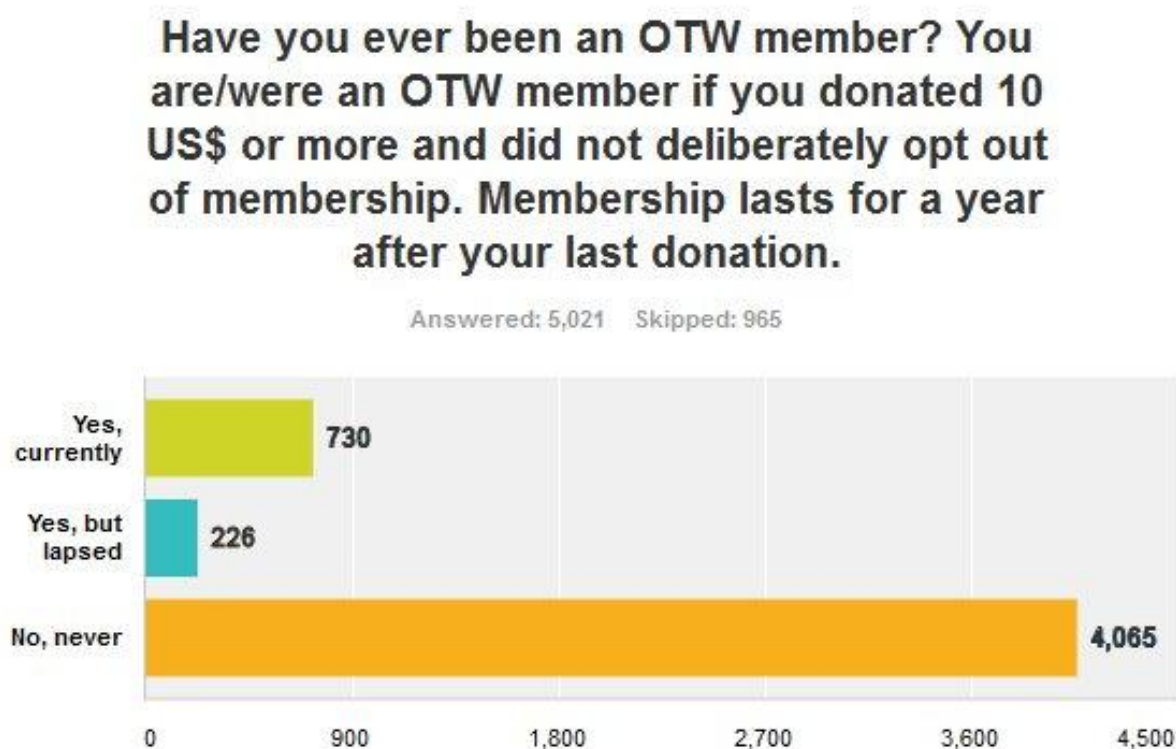
A final group termed "Yes would use" simply said they would use Open Doors, had used Open Doors, were in the process of working with them, or would choose that as an option provided other barriers did not exist (12 or 12.5%).

OTW Membership

70) Have you ever been an OTW member? *closed question*

Total Number of Question Respondents: 5,021

Percentage of All Survey Respondents: 84%



Graphic 103 - OTW Survey Question 70: **Have you ever been an OTW member?** 5,021 respondents, 965 skips.

All survey takers received this question, resulting in a 16% intentional skip rate which is a jump from the lower skip rates through the Legal and Open Doors sections preceding it. Of the 5,021 respondents, 730 (14.5%) were currently OTW members and proceeded to answer Questions 71 and 72, but skipped questions 73 and 74.

The 226 (4.5%) respondents who had let their membership lapse instead got question 73, "What made you stop being a member?", followed up by Question 74, "What might make you choose to be a member in the future?". This was also the question that the 4,065 (81%) respondents were routed to who answered that they had never been members.

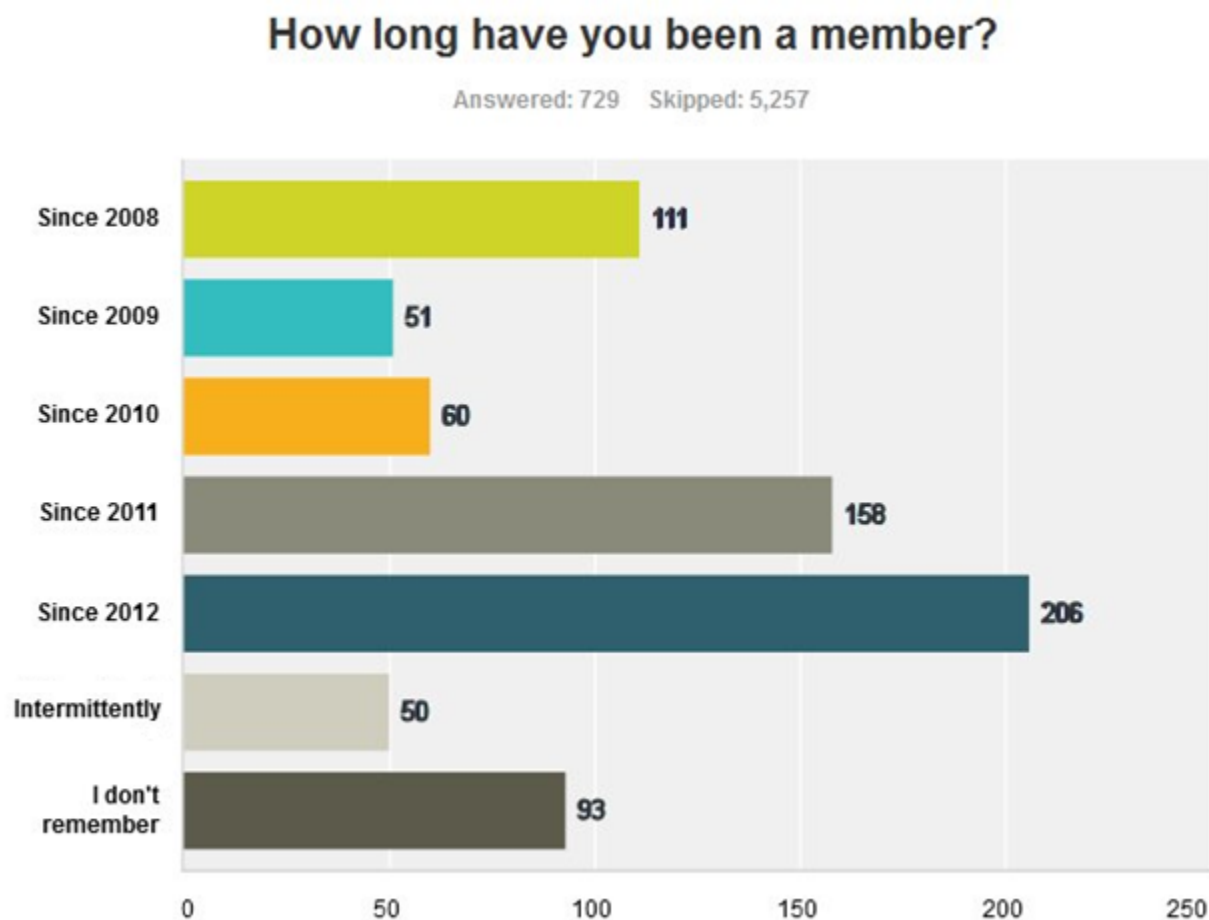
71) How long have you been a member? *closed question*

Total Number of Question Respondents: 729

Percentage of All Survey Respondents: 12%

All those in Question 70 who claimed to be current members of the OTW were then asked this question, asking them how long they had been members. Some survey takers didn't remember (93 or 12.76%) or had been members "Intermittently" (50 or 6.86%). But of those who were current members, the largest groups of survey takers

had either just joined in 2012, (206 or 28.26%), or 2011 (158 or 21.67%). Only 60 (8.23%) had joined in 2010 and even fewer (51 or 7%) in 2009. Significantly more people, 111 (15.23%) had joined in 2008.



Graphic 104 - OTW Survey Question 71: **Have long have you been an OTW member?** 729 respondents, 5,257 skips.

72) What was your main reason for becoming a member? *closed question + write-in field*

Total Number of Question Respondents: 715

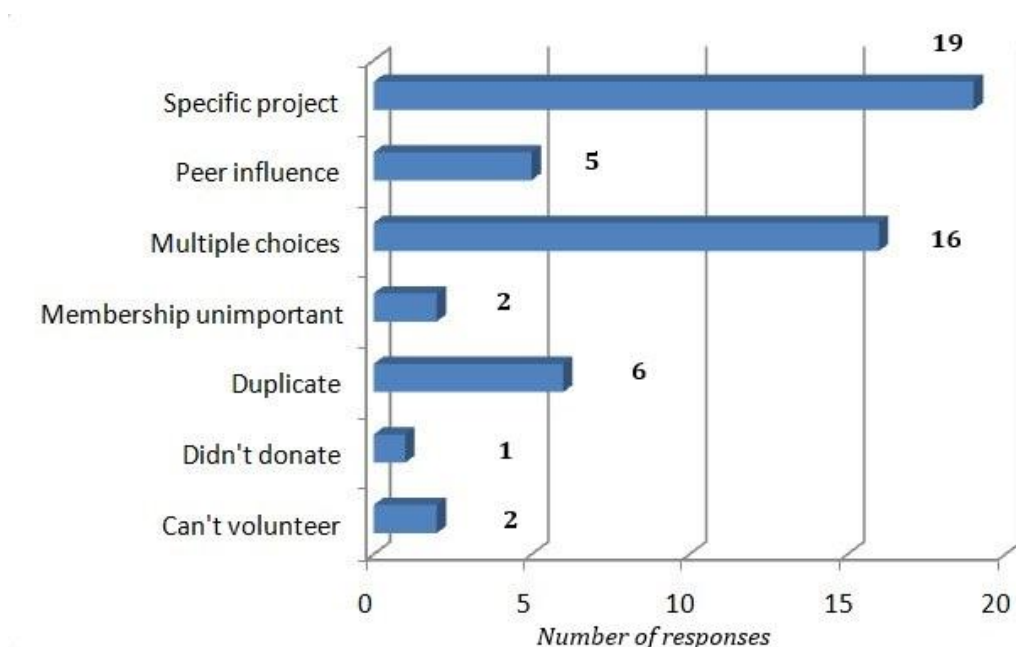
Percentage of All Survey Respondents: 12%

The main motivation for respondents in choosing to donate to the OTW is "Support," either financially (343 or 48%) or in a general way (314 or 44%). In addition, 52 (7.3%) people specifically wanted the right to vote in OTW elections, and 5 (.7%) individuals specified the example of friends who were already OTW members. Only 1 (.1%) individual donated specifically to gain OTW merchandise, which is not available for direct purchase at this time.

72. What was your main reason for becoming a member?			
		Response Percent	Response Count
I wanted the right to vote in the elections		7.3%	52
I wanted to support the organization financially		48.0%	343
I wanted to show my general support for the organization		43.9%	314
I joined because my friends are also members		0.7%	5
I liked the incentive merchandise		0.1%	1
Other (please specify)			50
answered question			715

Graphic 105 - OTW Survey Question 72: **What was your main reason for becoming an OTW member?** 715 respondents, 5,271 skips.

The question also received 50 write-in responses. In the open response portion of the question, a number of recurring themes emerged.



Graphic 106 - OTW Survey Question 72: **Write-in responses to "What was your main reason for becoming an OTW member?"** 50 respondents

Two of the largest response categories covered omissions in the question response options. The most significant, "Multiple choices" was for users who wanted to choose some or even all of the options offered, but the question had forced them to choose only one (16 or 32%). The largest group (19 or 38%) wanted to cite support for a "Specific project" or several of the OTW projects. A few people (5 or 10%) also cited "Peer influence" in encouraging contributions to the OTW.

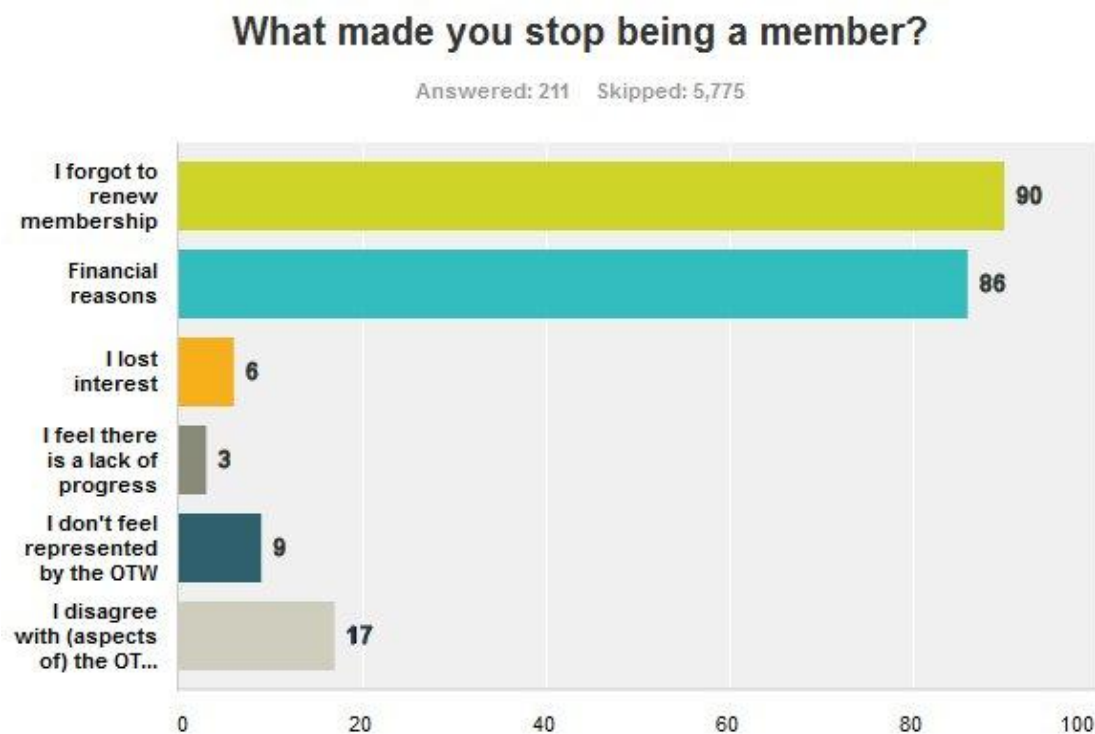
Some other issues mentioned were people who gave donations because they "Can't volunteer" (2 or 4%), or the desire to donate financially while finding "Membership unimportant" (2 or 4%). One person somehow got the question despite not having become a member, and an additional 6 (12%) duplicated one of the answers already provided by the question.

73) What made you stop being a member? *closed question + write-in field*

Total Number of Question Respondents: 211

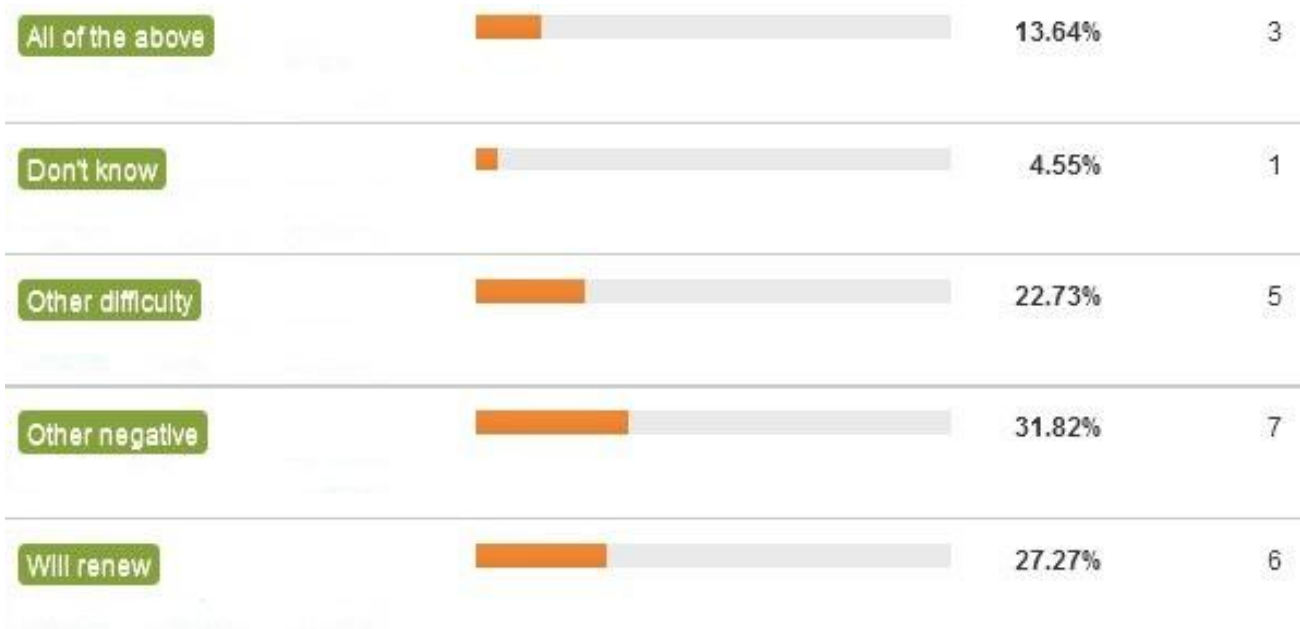
Percentage of All Survey Respondents: 3.5%

It's important to remember that when this survey was designed, we included this question because we realize that acknowledging former member dissatisfaction is crucial to learning how to increase membership renewal. It's heartening to know that 90 people (42.7%) simply forgot to renew their membership, and unfortunate that a good portion of users are not currently in a financial position to contribute (86 or 41%). This is also cited in Question 74 as a major obstacle. But we also care about the 13-17% of former members who had negative or ambivalent experiences with the OTW after they donated to it. We appreciate these respondents, both for their initial memberships, and for taking the time to share their experiences as members with us.



Graphic 107 - OTW Survey Question 73: What made you stop being an OTW member? 211 respondents, 5,775 skips.

In addition to the 6 (2.8%) people who had lost interest in being members, the 17 (8.1%) who cited disagreement with OTW policies, 9 (4.3%) who don't feel represented by the OTW, and 3 (1.4%) who are disappointed with a lack of organizational progress, there were 22 write-in responses which added to information about lapsed membership.



Graphic 108 - OTW Survey Question 73:Write-in responses to "What made you stop being an OTW member?" 22 respondents.

There were 3 (13.64%) people who again cited the question's structure in not allowing users to choose multiple options, and 1 (4.55%) person who was unsure. Some replies echoed the question choices with 6 (27.27%) expressing that they would renew their membership, and 5 people who had some "Other difficulty" in becoming a member. These difficulties were generally tied to financial barriers of some kind, but one person worried about a potential loss of anonymity if they contributed (something the OTW has strong policies in place to prevent).

Of most concern were the 7 (31.82%) people who had varied negative opinions of the OTW which they cited as the reason that their membership had lapsed. These were largely former volunteers who had been discouraged by their experiences in the organization, with a few others voicing objections about organizational transparency, Open Doors, and one person who didn't like the A03 Kudos option.

74) What might make you choose to be a member in the future? *closed question + write-in field*

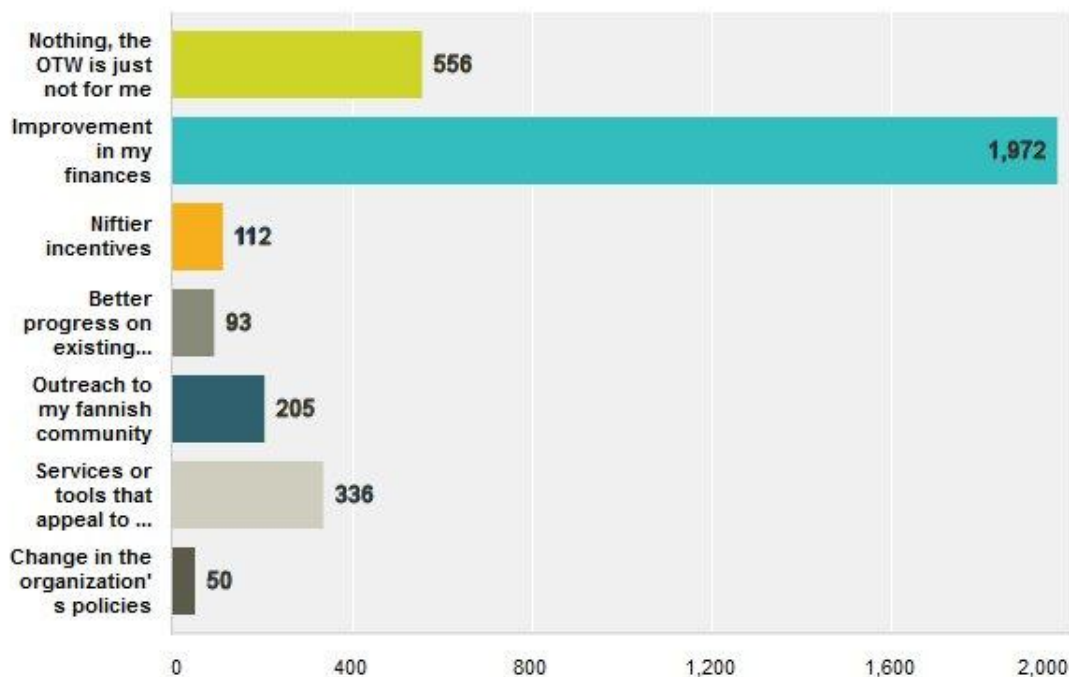
Total Number of Question Respondents: 3,324

Percentage of All Survey Respondents: 55.5%

Question 74 should have appeared to all but the 750 survey takers who claimed a current membership, thus indicating a 32% intentional skip rate, a high number for this section of the survey.

What might make you choose to be a member in the future?

Answered: 3,324 Skipped: 2,662

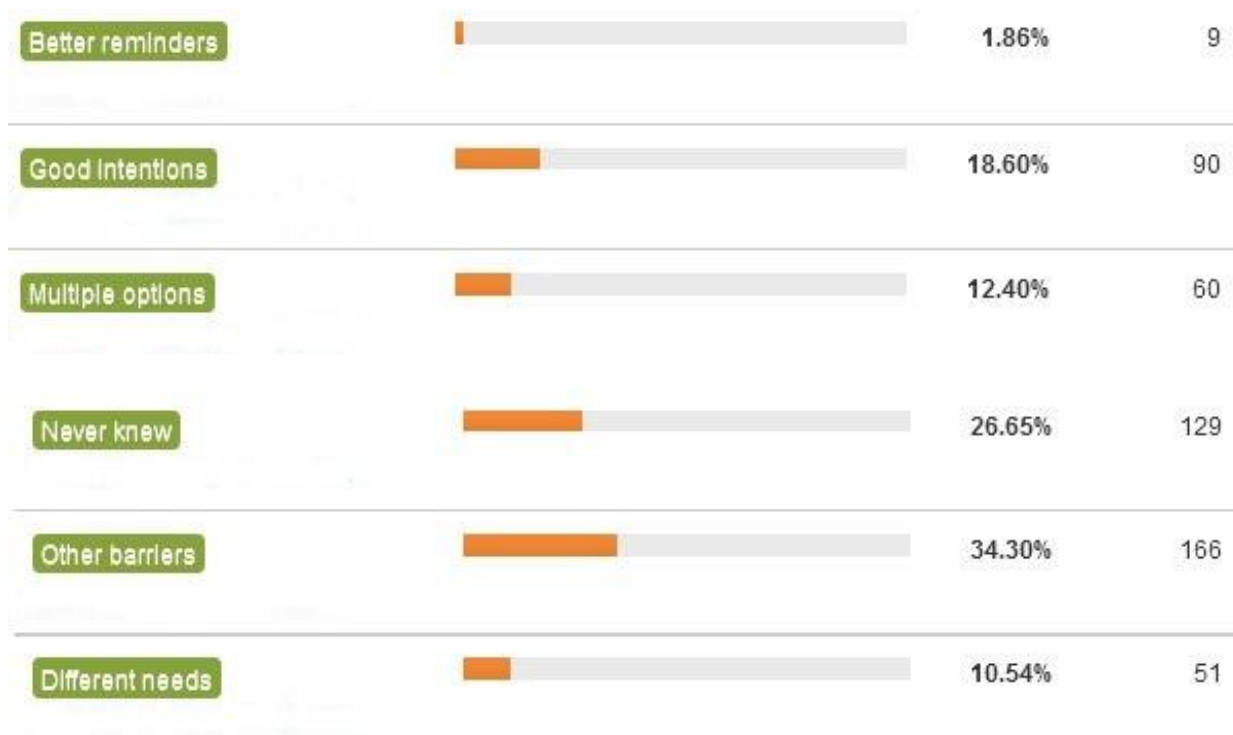


Graphic 109 - OTW Survey Question 74: What might make you choose to be an OTW member in the future? 3,324 respondents, 2,662 skips.

The overriding reason for a lack of membership in the OTW, cited by both the write-in respondents and those who chose one of the question options, was unconnected to the OTW as it required an improvement in their finances (1,972 or 59.3%). Some more neutral reasons were chosen by 336 (10%) people who haven't yet seen services or tools offered by the OTW that appealed to them, and 112 (3.4%) who would just like more interesting OTW merchandise.

The remaining replies indicate dissatisfaction with the organization in some way -- the 556 (16.73%) who say that nothing the organization does will make them take an interest, as well as the 93 (2.8%) who want to see progress on existing projects, the 205 (6.2%) who want better outreach to their area of fandom, and the 50 (1.5%) who cite a need for change in the OTW's policies. There were also 484 people (14.5%) who gave specific written reasons, some of which fell into more than one category.

A few people (9 or 1.86% of all write-in respondents) specifically cited better or more frequent reminders to contribute. They probably have a point because the 90 (18.6%) people grouped under "Good intentions" indicated that they planned to donate, were donating immediately, or intended to donate once their financial situation improved. Most of the 60 (12.40%) people classified under "Multiple Options" also cited financial reasons for their lack of donation but did not state outright that they planned to donate. As this was already an option in Question 74, they were put together with individuals who cited other existing question options or who pointed out that the question should have permitted multiple choices.



Graphic 110 - OTW Survey Question 74: **Write-in responses to "What might make you choose to be an OTW member in the future?"** 484 respondents

The remaining three categories all indicate problems that the OTW needs to address. The clearest is that of getting information to users about what the OTW does, what membership is, and even that the organization exists. Many among the 129 (26.65%) people in the "Never knew" group said they were hearing about the OTW for the first time as a result of the survey. Some of these people also said that they wanted to read more about the OTW, learn about membership, or find more information before they could decide on donating.

The largest group (166 or 34.3%), aggregated under "Other barriers", cited various obstacles to donation and membership not covered in the question options. Among these were practical problems, such as being outside of the U.S., which made the existing payment process troublesome for some. A few people also said that they had tried donating but had been timed out or had other technical difficulties. However there seemed to be complete confusion over whether or not PayPal could be used to donate, since some people said they would donate if only they had that option, while others stated they would donate if only there were alternative options to PayPal.

Information barriers also appeared regarding membership, as a number of people seemed to believe it required a time commitment on their part, or some sort of social demand. It's possible that some respondents confused "membership" with "volunteering", particularly as volunteering was mentioned often during the membership drive that accompanied the survey period. Combined with other respondents in the "Never knew" category who said they'd never heard of membership before, or didn't know what that meant, the OTW may need to think about how this issue is linked with financial contributions and how that affects the organization.

For example, some people in the "Other barriers" group also cited the desire to donate without membership, wondered why membership was needed, or said that the \$10 minimum payment or inability to spread payments out through monthly charges affected their willingness to donate.

Another concern expressed by multiple individuals had to do with a fear of losing anonymity, or of having others in their household knowing about their donation. Some of these people stated that they were underage, and others said they were concerned about giving real names to the OTW or of having anyone in their private life aware of their fandom activities.

Still other people in this group discussed competing priorities for their donation dollars among other non-profits or even other fandom sites. One person pointed out that they preferred to volunteer rather than donate. Many of the rest blamed themselves for their lack of donation (or as one person put it, "it's me, not you"). Some of them stated they were "disorganized" or "lazy", others mentioned that they had too remote a connection with fandom to become involved, or that they lacked a sense of personal investment in whether or not the OTW could be of any help to them. At least two people indicated that it depended on whether or not they were feeling charitable that day.

The final category, on the other hand, definitely believed "it's you, not me." The 51 (10.54%) people grouped under "Different needs" expressed anything from dissatisfaction to outright hostility regarding the OTW's policies or projects. Some topics were matters of frustration at the pace of development -- such as improving multiple language access to the A03, improving search, tagging or bookmarking on the archive, or having the archive host multimedia fanworks. In other cases the individual just didn't seem to find much value in the OTW's projects.

The reasons were often quite personal to the respondent, having to do with a feeling that their fandom or type of fanwork was not a priority for the OTW, or irritation at not being able to acquire an invite to the A03 in a timely manner (although the survey took place before the months-long queue to get an A03 user account began). Other people demanded such changes as replacing all the board members, a look at all the OTW's financial records, or that the OTW cease to champion fanworks' right to exist as legitimate and transformative creative expressions. Some stated that they were turned off by what they perceived to be personal infighting within the organization, or wished to support only some OTW projects but not others.

The text analysis word cloud for this question shows the overall emphasis on financial issues that emerged in both the closed option responses as well as the write-in ones:

Ability to Contribute **A03 Credit Card** Decide Disposable Income **Donate** Fandom
Finances Financial Situation **Idea** Involved **Join** Legal Look Meaning **Membership**
Money Never Heard Next Payday Not Aware Organization **OTW** Pay Payment Point Say
Student Understand

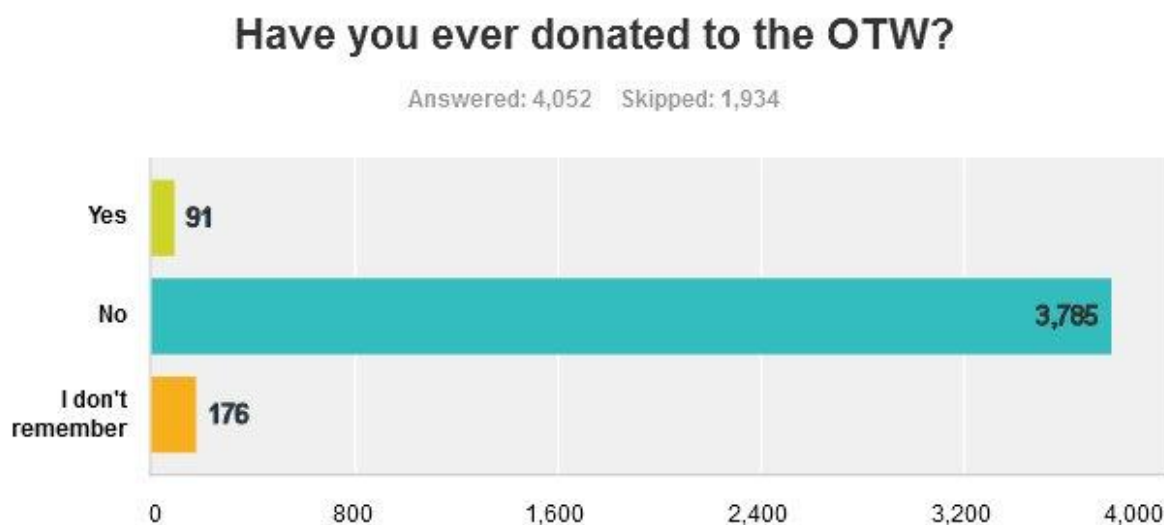
75) Have you ever donated to the OTW? *closed question*

Total Number of Question Respondents: 4,052

Percentage of All Survey Respondents: 67.6%

As in Question 74, this question was offered to all survey takers, indicating an intentional skip rate of 32.4%. This could be, in part, because the question appears to duplicate Question 70. The purpose of the question was to focus on the donation process itself by leading anyone answering "Yes" into Question 76. However, the skip logic designed to do so was not turned on for this question until partway through the survey's open period. As a result, a good portion of users went on to Question 76 regardless of their answer here.

Question 75 showed that few people had ever financially supported the organization (91 or 2.25%), while 176 (4.34%) couldn't remember if they had. The majority, 3,785 (93.41%), had not.



Graphic 111 - OTW Survey Question 75: **Have you ever donated to the OTW?** 4,052 respondents, 1,934 skips.

76) How easy did you find the donation process? *closed question*

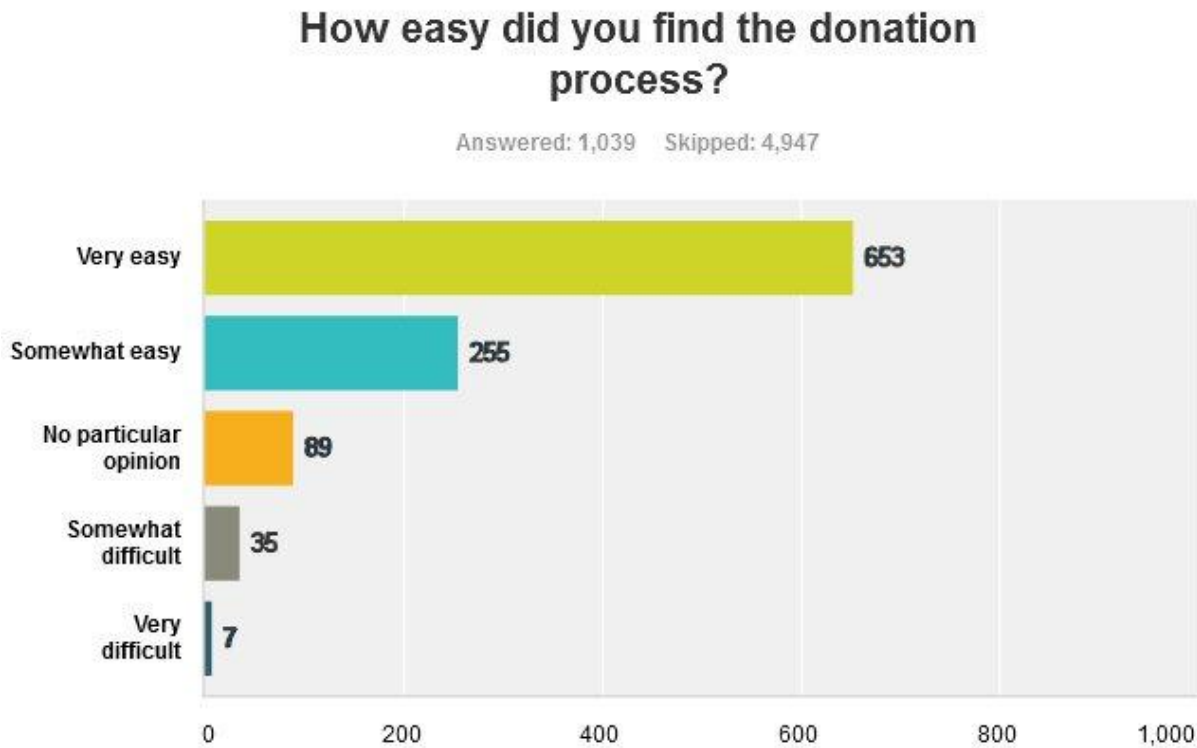
Total Number of Question Respondents: 1,039

Percentage of All Survey Respondents: 17.3%

Question 76 was offered to an undetermined number of users due to the survey's skip logic not being activated on Question 75 until partway through the survey's open period. As a result it's impossible to know what the intentional skip rate for this question may have been.

One also has to question the results shown here since in Question 75 only 91 people would have remembered the process well enough to offer any comment on it. It's possible that some people replying here, citing the process as "Somewhat difficult" (35 or 3.37%) or "Very difficult" (7 or 0.67%) attempted to donate and then did not complete their donation, whereas the 89 (8.57%) and some people may have chosen "No particular opinion" since they hadn't gone through the process. Because the question had

been intended to go only to those who had donated, there was no "Does not apply" option, but we appreciate the positive individuals who told us the process was "Very easy" (653 or 62.85%) or "Somewhat easy" (255 or 24.54%)!



Graphic 112 - OTW Survey Question 76: **How easy did you find the OTW donation process?** 1,039 respondents, 4,947 skips.

OTW Awareness

77) How did you first hear about the OTW? *closed question*

Total Number of Question Respondents: 1,066

Percentage of All Survey Respondents: 18%

Readers may notice that this set of questions has a very high rate of people skipping the questions compared to other questions in the survey. Survey fatigue likely accounts for some of the skips appearing in the "awareness" set of questions. However the final questions about the OTW website actually had fewer people skipping them, and 36% of all survey takers took the time to write in answers for the final survey question, so this is probably not the primary reason.

One of the responses to that final question pointed out that the survey should have included more "not sure/don't remember" options so, as will be seen later in discussion of Question 83, a good many of the skips likely indicated that the respondent simply wasn't sure of their answer. Furthermore "skip logic" was in play for several of these questions.



Graphic 113 - OTW Survey Question 77: How did you first hear about the OTW? 1,066 respondents, 4,920 skips.

Most of the respondents who skipped Question 77 (4,920 or 82%) did so primarily because they had been redirected to Question 79. Question 75 had asked if the survey taker had ever donated to the OTW. If they said "No" or "I don't remember", they automatically went to Question 79. People who skipped Question 75 also ended up being directed straight to Question 79.

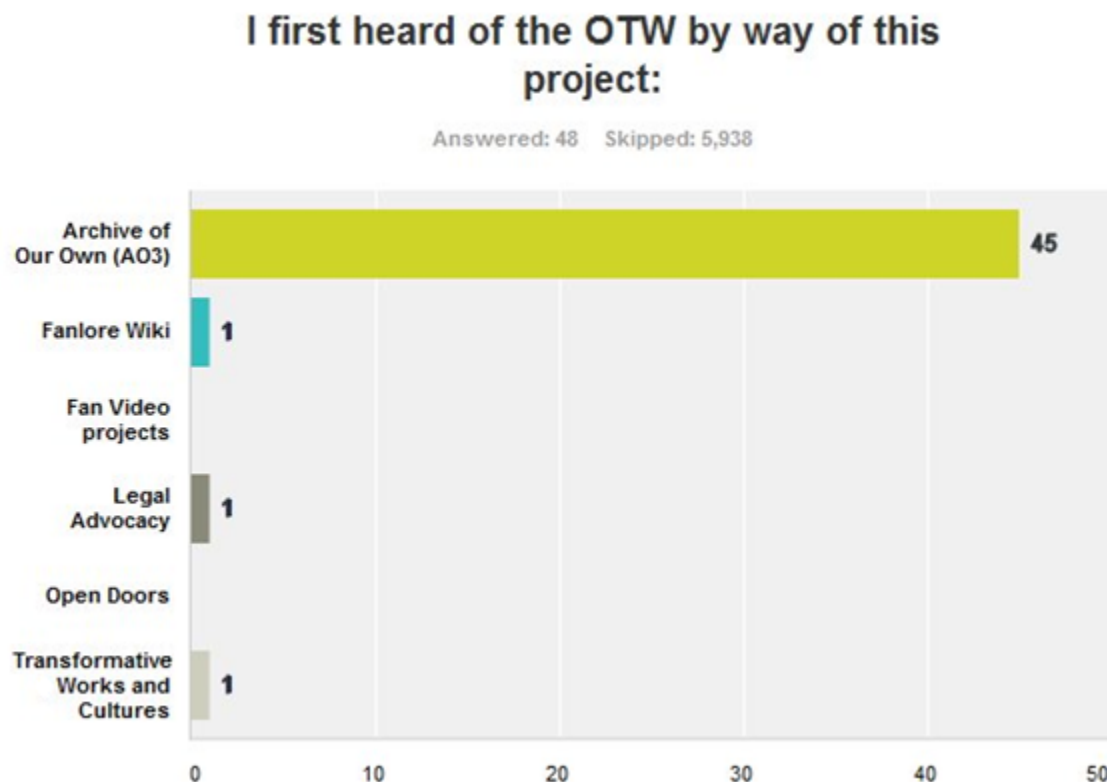
Question 77 had a "Don't remember" option, but it was only chosen by 84 people (7.9%). Nearly equal numbers of respondents chose either a fandom community (453 or 42.5%) as their first site of OTW awareness, or word-of-mouth (444 or 41.7%). Very small numbers of people chose "An OTW Project" (48 or 4.5%), "Panel discussion at a fannish convention" (24 or 2.3%) or "Panel discussion at an academic conference" (4 or 0.4%). Particularly negligible were mentions of the OTW in the general media (9 or 0.8%).

The survey questions to come suggest that another major reason for the skips to this question is that many survey respondents had never heard of the OTW before taking the survey, and the option "Only heard of it today" was not available.

78) I first heard of the OTW by way of this project: *closed question*

Total Number of Question Respondents: 48

Percentage of All Survey Respondents: 0.008%



Graphic 114 - OTW Survey Question 78: **I first heard of the OTW by way of this project** 48 respondents, 5,938 skips.

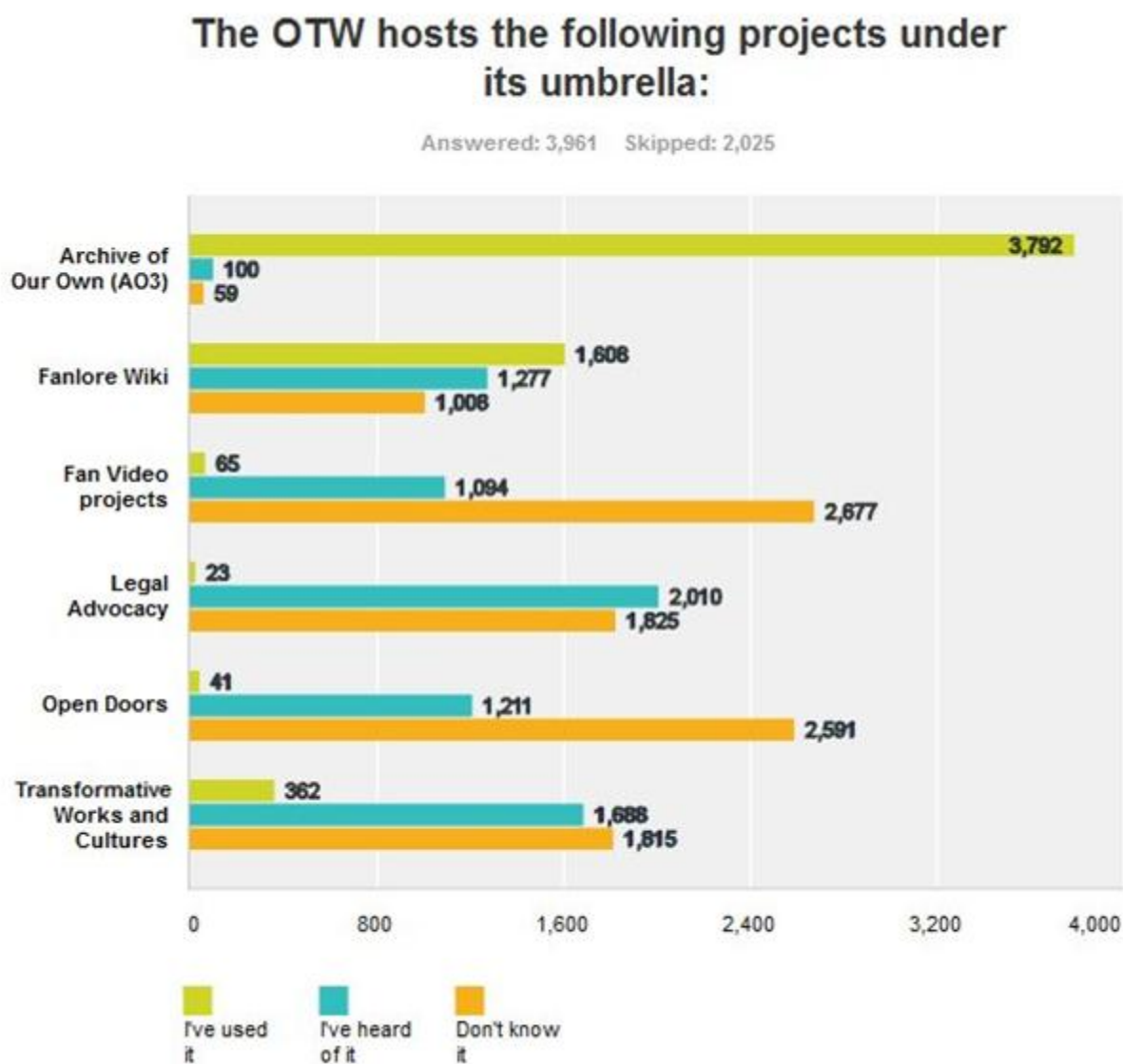
Question 78 had an enormous number of skips because only the 48 people who answered "Through an OTW project" in the previous question were offered this question. Not surprisingly, the AO3 accounted

for almost all the responses, 45 or 93.8%. The remaining 3 respondents selected Fanlore, Transformative Works & Cultures (TWC), or Legal Advocacy.

79) The OTW hosts the following projects under its umbrella (do you use it/have you heard of it/don't know it): *closed question*

Total Number of Question Respondents: 3,961

Percentage of All Survey Respondents: 66%



Graphic 115 - OTW Survey Question 79: **How familiar are survey takers with OTW projects?** 3,961 respondents, 2,025 skips.

Question 79, however, offered all survey takers a chance to express their familiarity with OTW projects. A list of six projects were presented and survey takers were asked to say, for each one, if they'd used it, heard of it, or didn't know of it. A large number of people still skipped this question (2,025 or 34%).

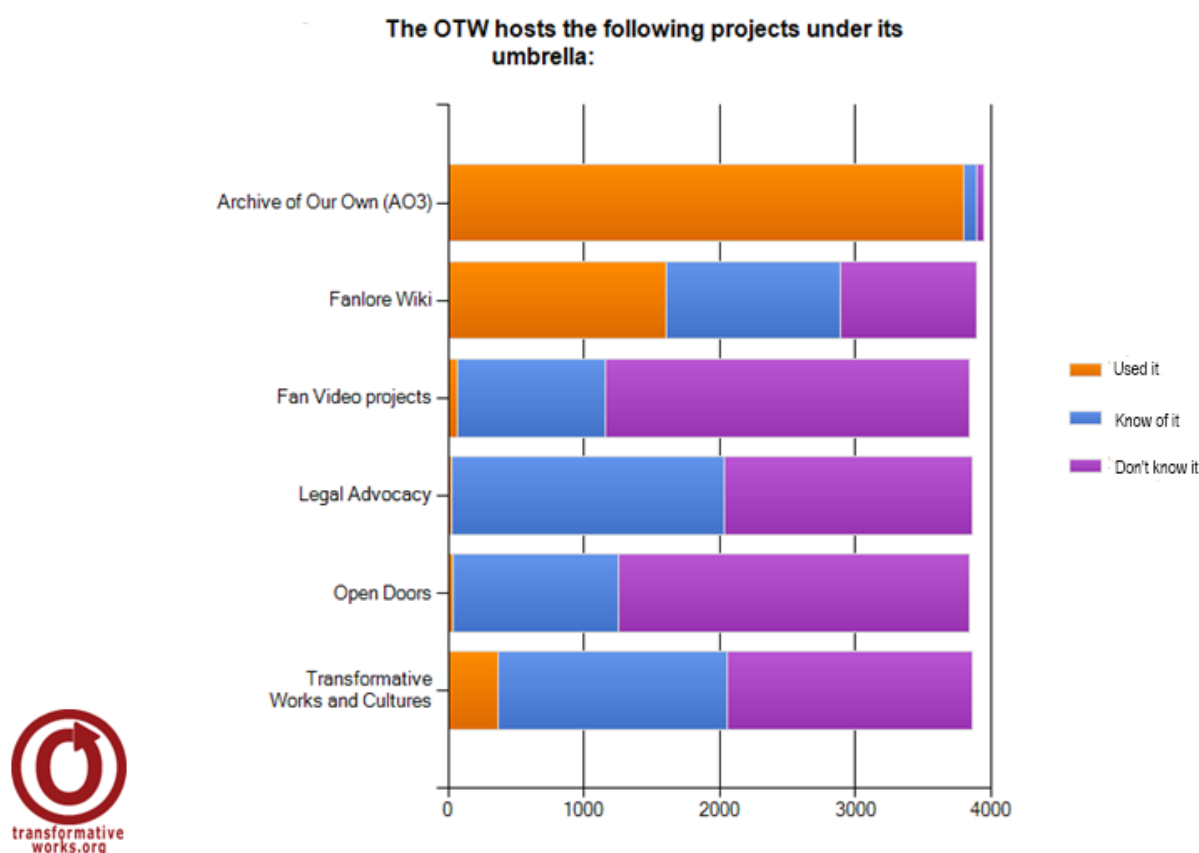
Given the familiarity shown with the AO3 in most of the survey, it is perhaps more surprising that there were any respondents who had never heard of it (59 or 1.5%) than with the vast majority having used it

(3,792 or 96%) or knowing about it (100 or 2.53%). While a significant number of people had not heard of Fanlore (1,008 or 25.9%), many more either had (1,277 or 32.8%) or were users (1,608 or 41.3%). While there were fewer users of the TWC (362 or 9.4%), there were still a good many survey takers who had heard of it (1,688 or 43.7%), with 1,815 (47%) not having heard of it.

There was a huge drop-off when it came to use of the OTW's other projects; however this was largely due to the restricted circumstances under which someone would do so. For example, while 2,010 (52.1%) people knew of the OTW's Legal Advocacy efforts, only 23 (0.6%) claimed to have directly benefited from them. Similarly, 1,211 (31.5%) survey takers knew of Open Doors, though only 41 (1.1%) had used it. The OTW had just completed its first import, from the Smallville Slash Archive, the month before.

The Fan Video projects prompted the least recognition with 2,677 (69.8%) respondents unaware of it and only 65 (1.7%) having used it. However, given that fans were most likely to know of the project (1,095 or 28.5%) if they were vidders, or heard of it through fans involved in making fan videos, this still seems like a fairly high level of awareness. In Question 5 of this survey only 618 people had declared themselves to be fan video makers.

Another way to visualize the responses to this Question is presented here in Graphic 112.



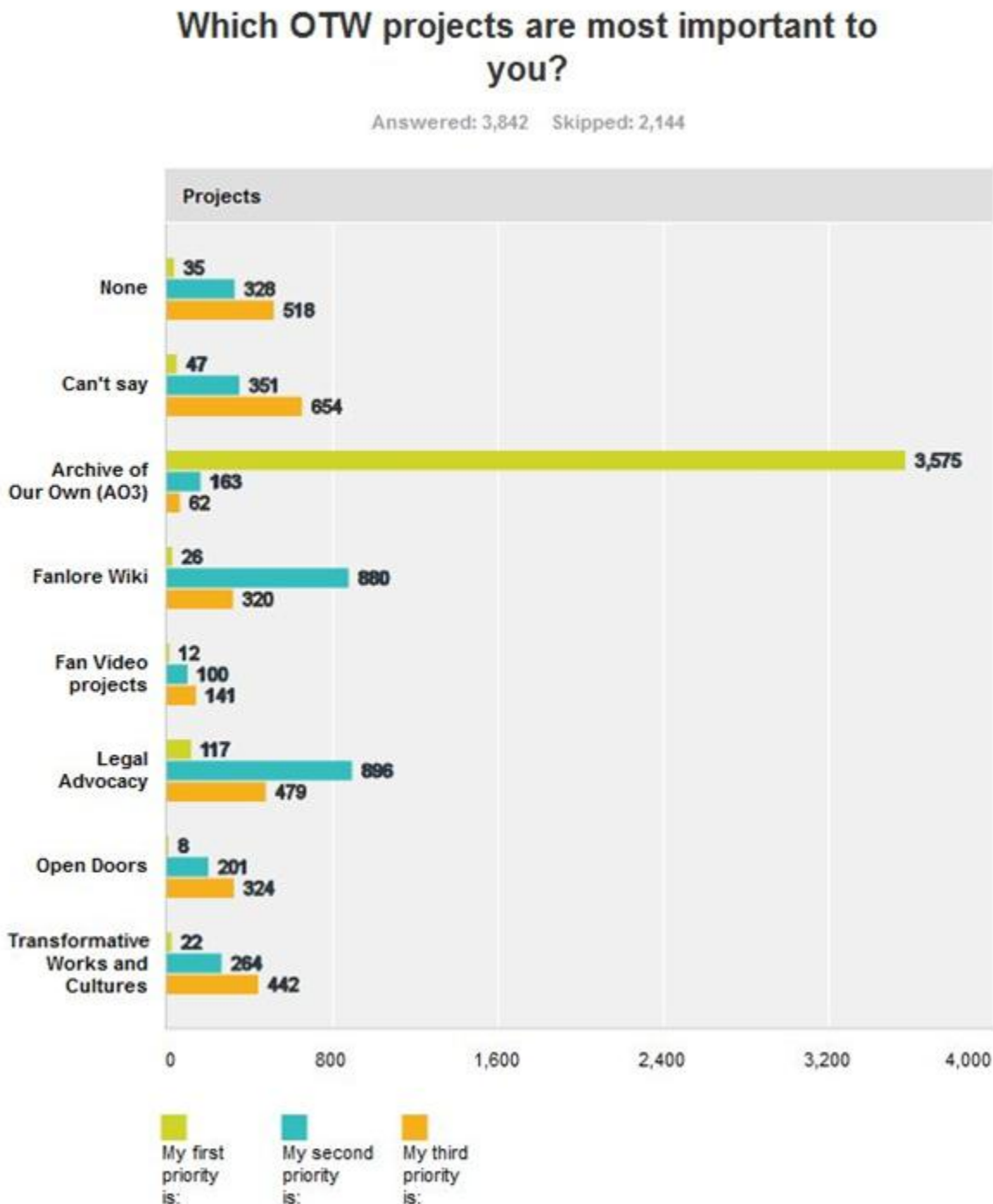
Graphic 116 - OTW Survey Question 79: **How familiar are survey takers with OTW projects?** 3,961 respondents, 2,025 skips.

The large number of skips in this question may have been prompted both by the added time (forcing people to give several responses instead of just one) and the fact that this question duplicated questions survey takers had already answered earlier in the survey. Unlike Question 80, which asked people to rank their interest in the various projects, this one did not add new information.

80) Which OTW projects are most important to you? *closed question*

Total Number of Question Respondents: 3,842

Percentage of All Survey Respondents: 64%



Graphic 117 - OTW Survey Question 80: **Which OTW projects are most important to you?** 3,842 respondents, 2,144 skips.

Question 80 took a different tack by asking not about people's knowledge or use, but about their level of interest in OTW projects. Slightly more people skipped this question (2,144 or 36%) and most chose the AO3 with 3,575 or 93.1% of respondents. Legal Advocacy barely edged out Fanlore as the second priority

project with 896 (28.1%) choosing it and 880 (27.6%) choosing Fanlore. Legal support for fans was also the top third choice, with 479 (16.3%) choosing it and 117 (3%) making it their first choice.

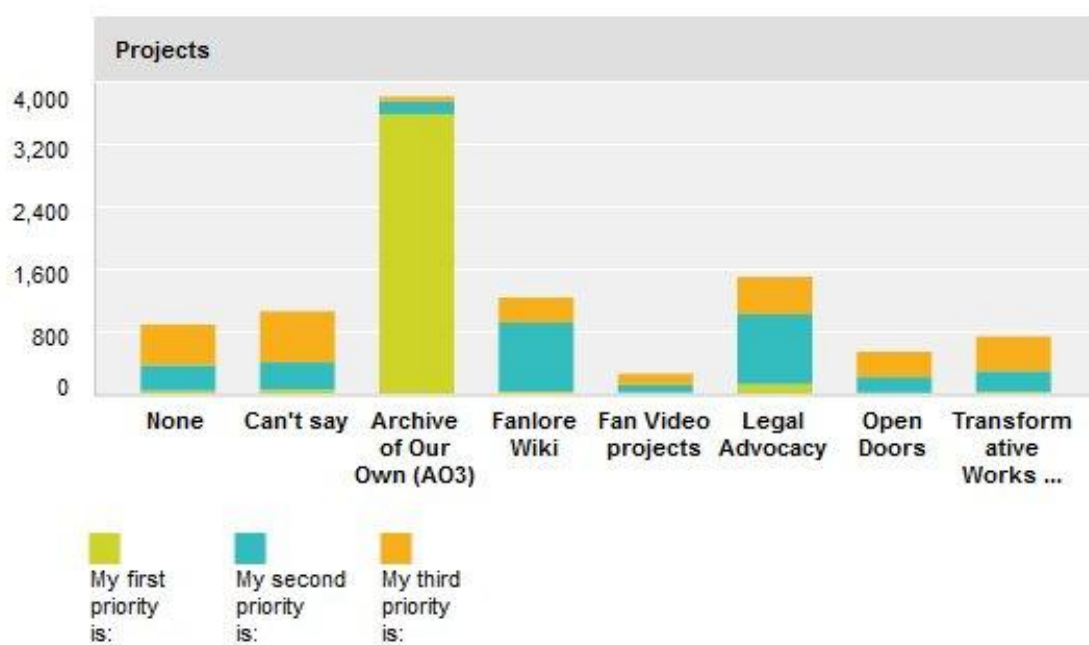
Given the general lack of knowledge about Fan Video projects in Question 79 it's not surprising that this choice came in last as one of the top three options (6.5%) with about double the remaining people choosing Open Doors for one of those slots (532 or 14%).

Also of interest are the 35 people (0.9%) who didn't find any of the OTW projects of importance to them, and the 842 (22%) people who had no second or third choices. An additional 1,005 people (26%) found they couldn't decide on a second or third choice.

A different view of the results can be seen in Graphic 114 below. We can see that, besides the AO3, Legal Advocacy was the next highest first priority for survey takers and nearly equal to Fanlore as a second choice, as well as the highest third choice for those survey takers who selected one.

Which OTW projects are most important to you?

Answered: 3,842 Skipped: 2,144



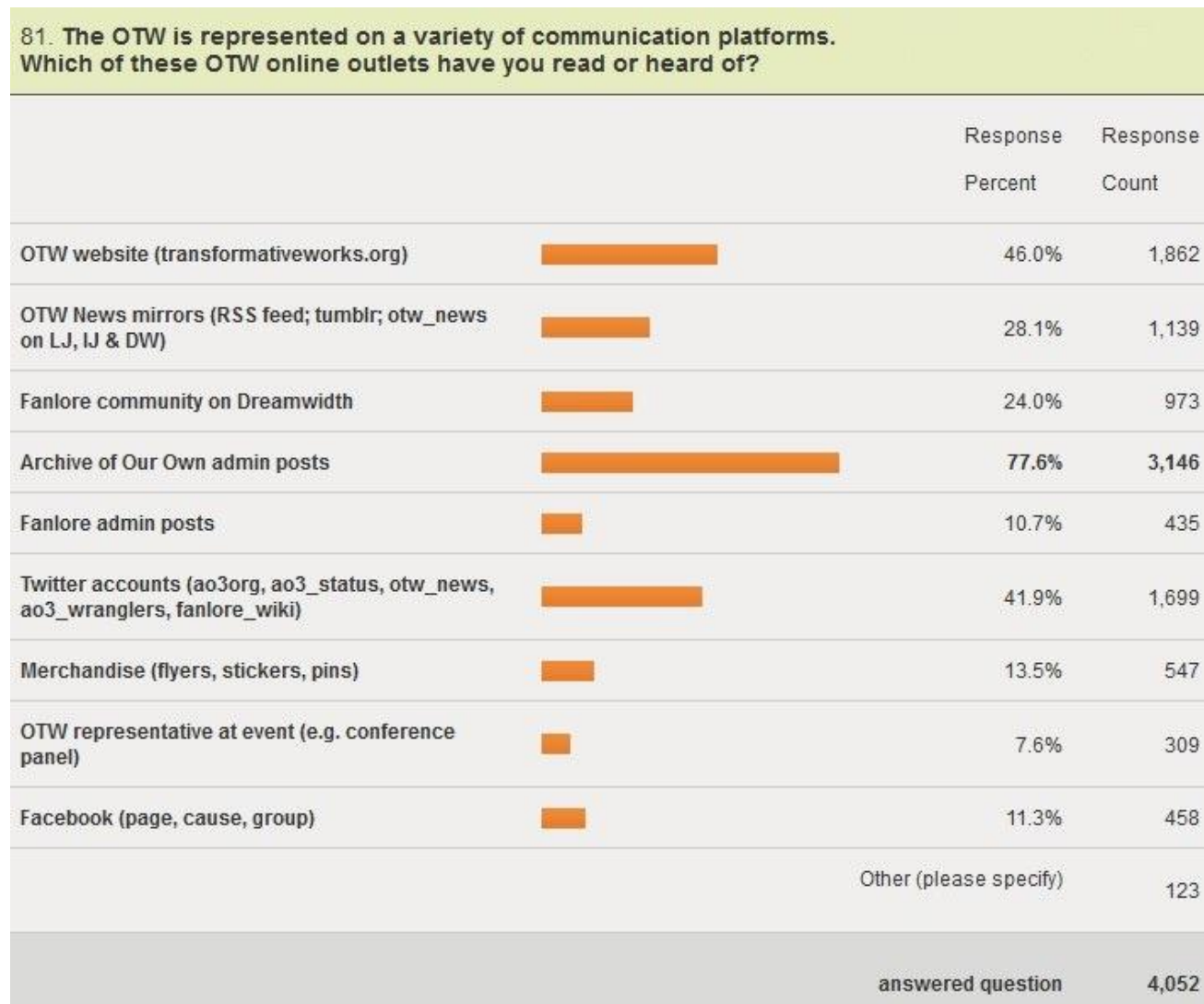
Graphic 118 - OTW Survey Question 80: Which OTW projects are most important to you? Color block view 3,842 respondents, 2,144 skips.

81) The OTW is represented on a variety of communication platforms. Which of these OTW online outlets have you read or heard of? *closed question + write-in field*

Total Number of Question Respondents: 4,052

Percentage of All Survey Respondents: 67.6%

Questions 81 and 82, which dealt with OTW news and information, had high rates of people skipping the question. Question 81 was skipped by 32% of survey takers.



Graphic 119 - OTW Survey Question 81: **Which of these OTW online outlets have you read or heard of?** 4,052 respondents, 1,934 skips.

Question 81 asks about which of 9 distribution/communication platforms respondents either used or were aware of. Of the 4,052 (67%) people who did answer, the highest response was for AO3 administrative posts, with 3,146 (77.6%) claiming to be aware of it. This outlet was listed separately from the OTW's various Twitter accounts, which includes AO3_Status and ao3org, and had the third highest response, 1,699 (41.9%). Chances are that many more people are now aware of the Twitter accounts and the admin posts due to the archive slowdowns during 2012. Over one weekend, over 1,000 additional people began following AO3_Status, which is by far the most followed of any of the OTW news outlets with, at last count, 11,024 readers. The fact that this represents fewer than 1 of 10 AO3 users, however shows the gap between project users and those aware of or using news outlets.

The second highest response in Question 81 was to the OTW website with 1,862 (46%). This number was largely consistent with those responding to Question 84 where 1,772 (35.7%) claimed to have read the website before (a difference of only 90 people).

Other high responses were the OTW News mirrors at fannish sites such as LiveJournal or personal RSS feeds for 1,139 people (28.1%), the Fanlore community on Dreamwidth at 973(24%), and 547 people (13.5%) who listed OTW gift merchandise as a point of organizational awareness.

Interestingly, there were more people aware of the Fanlore Dreamwidth community than aware of the Fanlore administrative posts on the site (435 or 10.7%). Remaining responses were awareness of the OTW's Facebook presence (458 or 11.3%) and meeting an OTW representative at an event such as fan conventions (309 or 7.6%).

There were various problems with this question in the way choices were divided and, as in the case of the OTW website, duplicated, since all users were about to be asked about the website in the final set of survey questions. For example, there was no reason to separate out the OTW News outlet on Facebook from the other OTW News mirrors, whereas the Twitter question lumped together all org twitter accounts regardless of project.

82) We post the following types of content to our OTW online outlets. Which ones are you interested in, generally speaking? *closed question*

Total Number of Question Respondents: 3,944

Percentage of All Survey Respondents: 66%






Question 82 also had a high skip rate, with 2,042 or 34% of people not answering what sort of news they were interested in. Of the 3,944 people who did answer, 3,396 or 86.1% claimed to be interested in news about the AO3 through its updates. This number is slightly higher than the people who answered in Question 81 that they were aware of AO3 administrative posts. This suggests that Question 81 either split people who were following news on the AO3 site vs. its Twitter accounts, or else people previously unaware that such news existed were now interested in receiving it.

The second highest news of interest was about specific topics or alerts on matters such as copyright legislation (2,360 or 59.8%). The third and fourth highest response rates were very close, with 1,722 people (43.7%) interested in the fandom Links Roundup posts (now called OTW Fannews), and 1,684 (42.7%) interested in project activity announcements other than those for the AO3.

At the bottom of the news interest scale was information about the inner workings of the OTW. The OTW Newsletter had 1,316 or 33.4% following it. There was then a steep drop for posts about volunteer activity, of interest to 750 or 19%, and OTW Committee Spotlights with 505 (12.8%).

Overall, Questions 81 and 82 suggest that at least a third of respondents are either uninterested in or completely unaware of news related to the OTW and its projects, and that the greatest interest is for information of changes and updates to the AO3. Of more significance for the overall survey results, and OTW Communications strategy, is that despite the varied communication outlets the OTW maintains, the footprint of people it reaches is relatively small, at least if the news is related to things other than the archive.

82. We post the following types of content to our OTW online outlets. Which ones are you interested in, generally speaking?

		Response Percent	Response Count
OTW Committee spotlights		12.8%	505
Link Roundups about fandom, broadly conceived		43.7%	1,722
OTW Newsletter		33.4%	1,316
Archive of Our Own updates		86.1%	3,396
"Day in the life" posts from volunteers and staff		19.0%	750
Project activity announcements (e.g. Open Doors imports)		42.7%	1,684
Alerts and posts on topics of interest (e.g. copyright legislation)		59.8%	2,360
answered question			3,944

Graphic 120 - OTW Survey Question 82: **What news content are you interested in on OTW outlets?** 3,944 respondents, 2,042 skips.

What is also useful to see in this question is how closely the levels of interest expressed by the survey takers match the statistics data gathered about readership on OTW News sites. In general, news about the A03 usually ranks high, though not to this same degree since there is often significant interest in other project announcements as well. In 2012 some of the highest read news stories had to do with legal/copyright issues. But as is also shown in Question 82 , OTW Fannews posts (previously called Link Roundups) generally get twice the readership of organizational news, such as committee spotlights or other posts about internal activity. As in the results for this question, the most highly read posts about internal activities are often the monthly newsletters.

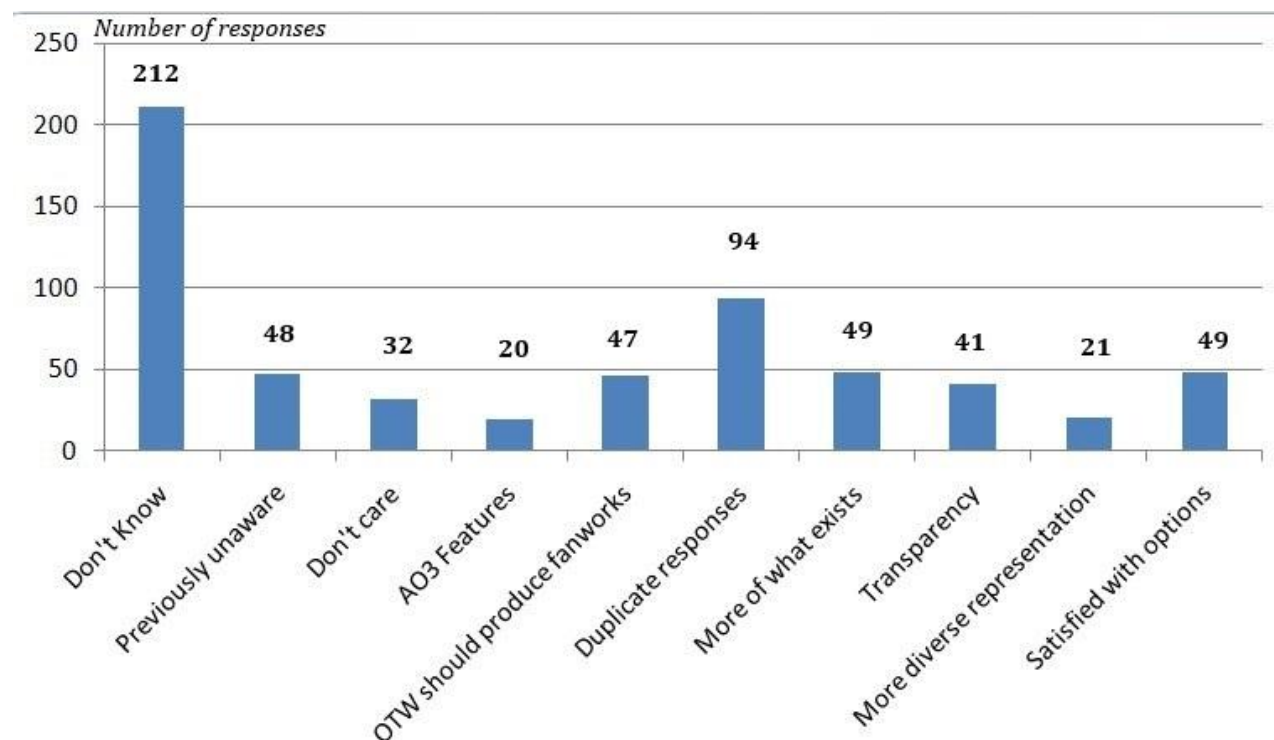
83) What type of content would you like to see (more of) on the OTW online outlets? *write-in field*

Total Number of Question Respondents: 614

Percentage of All Survey Respondents: 10%

The final question in this OTW awareness section asked survey takers what type of news content they'd like to see or get more of. Only 614 people answered this, resulting in a skip rate of 90%, among the highest in the entire survey since it was offered to all survey takers. In fact, very few people had any kind of opinion on this matter since over a third of those who *did* answer the question said "Don't know" or used random characters to create a response (212 or 34%). Although at least one of the "Don't knows" was such a dedicated survey taker that they commented about how they would have felt guilty in leaving the question blank!

An additional group of respondents, 48 (8%) mentioned that prior to taking the survey they had been "Previously unaware" of the OTW or of its news outlets so they didn't feel qualified to offer any suggestions. Some people were quite interested in finding out more once they realized this, with one respondent suggesting that the OTW run another survey in a year's time as they would be interested in taking it again once they could sufficiently answer more of its questions. Others, though, declared that they "Don't care" about OTW news or any of the org's other aspects as they were interested solely in utilizing the AO3 (32 or 5.2%).



Graphic 121 - OTW Survey Question 83: **What type of content would you like to see more of on OTW outlets?** 614 respondents, 5,371 skips

Of the people who did offer specific suggestions, the responses were quite varied and indicated that people took this question to mean a variety of things. Despite the fact that Question 83 followed a question listing examples of what news content the OTW produces, some fans seemed to take "its outlets" to mean "things posted on the archive." For example, the category "AO3 Features" had 20 people (3.2%) asking for "how to" types of information, most of it focusing on features of the AO3, although some of it was in regards to information about volunteering. Another 47 people (7.6%) in "OTW should produce fanworks" suggested that the OTW should highlight specific fanworks, fans, or fan groups, host fanwork contests, post fanfic recommendations, etc. Some suggested that it should revive metafiction, a non-OTW fannish newsletter which linked to fandom meta posts hosted on LiveJournal (and later for a time, Dreamwidth) or, indeed, produce its own meta posts.

A group of people who made specific suggestions for content the OTW already produces (94 or 15%) was categorized as "Duplicate responses". A few of these people were expressing support for particular types of content that they liked. In other cases they seemed to be unaware that things they wanted were already available. This could be expected given how many users made it clear that they were either somewhat or very unfamiliar with the OTW and were previously unaware of any of its news outlets. An exception was a few requests for an outlet at Tumblr. While the OTW had had a blog registered there

since 2011, the Tumblr outlet was only officially launched a month after the survey closed. (Hopefully those fans have now found us!)

In other cases the unfamiliarity was likely due to the variety of projects and outlets the OTW has which people simply have not come across. In regards to the request for meta posts, the OTW's academic journal *Transformative Works & Cultures* (TWC) hosts a blog (now known as Fanhackers) and is continually seeking new contributors to it, whether they make recurring or one-time posts. Similarly, some people asked for "academic articles" or "research about fans" which is the purview of the TWC; links to news about fans, which occurs weekly in OTW Fannews posts; OTW newsletters, which go out once a month; or information about the organization, which can be found at the OTW website.

This group of respondents, however, was considered separately from people who asked for "More of what exists" (49 or 8.4%). The largest group of these answers focused on legal matters, requesting more information about cases affecting fans, or activities of the OTW's Legal Committee. Open Doors was also a project cited several times, with an interest about fannish preservation. Other people asked for more news about specific volunteers (which have occasionally been made as "A Day in the Life" posts), about specific committees, for more frequent and detailed information about technical developments at the AO3, etc.

Another set of answers, which we grouped under the term "Transparency", targeted more news about either OTW finances or its governance (41 or 6.6%). Another set of requests asked for "More diverse representation" of fans outside of western media fandoms, or of fans in non-English speaking countries (21 or 3.4%).

And lastly, 49 people (8.4%) declared themselves "Satisfied" with what the OTW was producing in the way of news and information.

In total, if we exclude the people who declare themselves satisfied or disinterested in news produced by the OTW, we are left with 225 people, or 36.6% of those who answered the question. In most cases, this set of people wants more of the news we already produce. OTW News production did increase in 2012, with a total of 286 posts made, 225 of them written by the Communications Committee. In 2013 news continues to go out, on average, every other day on either project sites or the OTW News outlets.

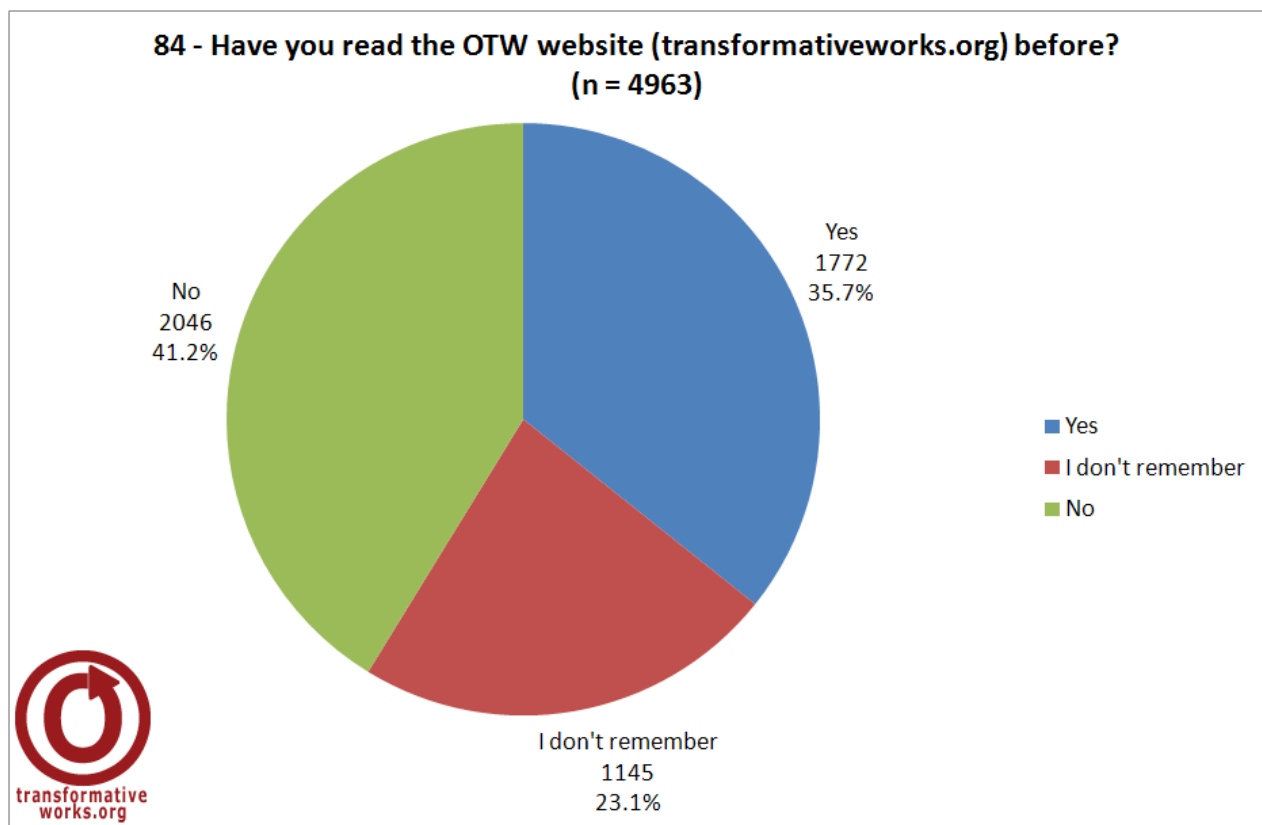
The larger problem for the organization appears to be the fact that so few of the people who might find news and information helpful are aware of how to receive it. In that sense, the survey itself has proven a large step forward in raising awareness of both available news and OTW activity and should be considered an important outreach tool for the organization.

OTW Website

84) Have you read the OTW website (transformativeworks.org) before? *closed question*

Total Number of Question Respondents: 4,963

Percentage of All Survey Respondents: 83%



Graphic 122 - OTW Survey Question 84: Have you read the OTW website? 4,963 respondents, 1,023 skips

As this question was presented to all survey takers the skip rate was 17%. People who answered either "I don't remember" or "No" were immediately redirected to the final question in the survey (Question 89), while people who skipped this question, or answered "Yes", were directed to the following questions about the transformativeworks.org site.

Only 1,172 (35.7%) people who answered this question chose "Yes", indicating that they had read the OTW website, with 2,046 (41.2%) saying "No", and 1,145 (23.1%) saying they didn't remember.

85) Based on your previous visits to the OTW website (transformativeworks.org), how strongly do you agree or disagree with the following statements? *closed question*

Total Number of Question Respondents: 1,707

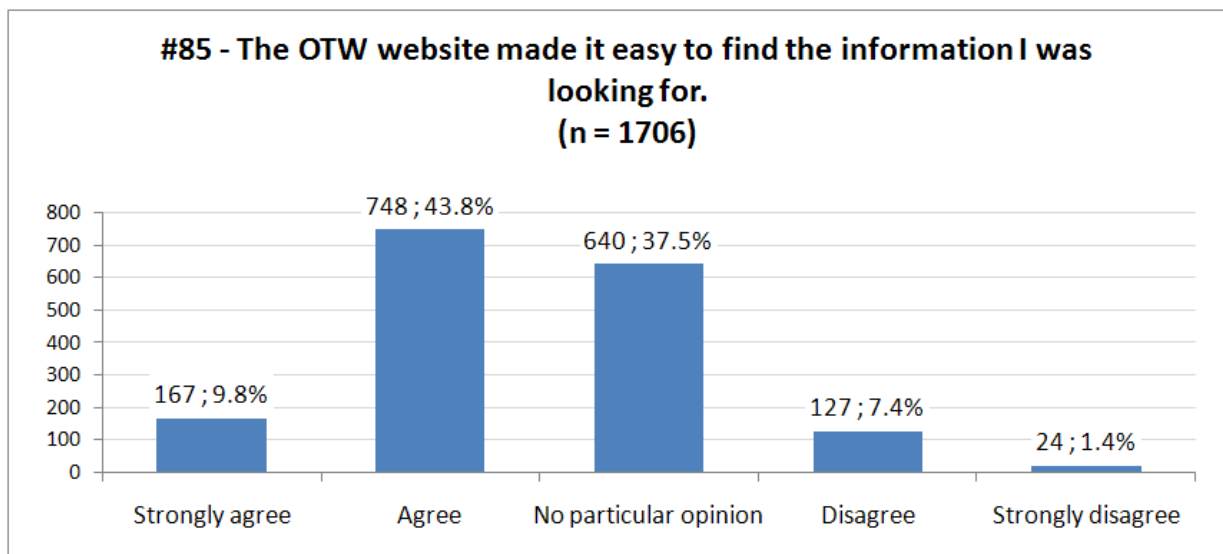
Percentage of All Survey Respondents: 28.5%

Answer Options	Strongly agree	Agree	No particular opinion	Disagree	Strongly disagree	Response Count
The OTW website made it easy to find the information I was looking for.	167	748	640	127	24	1,706
The OTW website is easy to navigate.	178	776	600	126	22	1,702
The OTW website met my expectations as a user.	185	766	648	79	18	1,696

Graphic 123 - OTW Survey Question 85: Evaluations of the OTW website's ease of use 1,707 respondents, 4,279 skips

Only 1,707 (28.5%) survey respondents gave an opinion on at least one of the above three statements. Of the 4,279 people who skipped this question, 3,191 did so automatically by answering "No" or "I don't remember" to Question 84. Although 1,772 people who answered "Yes" to Question 84 plus 1,023 who skipped it would have bypassed this question, the intentional skip rate was still 38.9%, quite high in the overall survey.

In general, response count for each statement was nearly identical and the opinions expressed had few variations. Given that the statements are related (particularly "easy to navigate" and "made it easy to find the information I was looking for" - the third option being more ambiguous), this is not overly surprising.

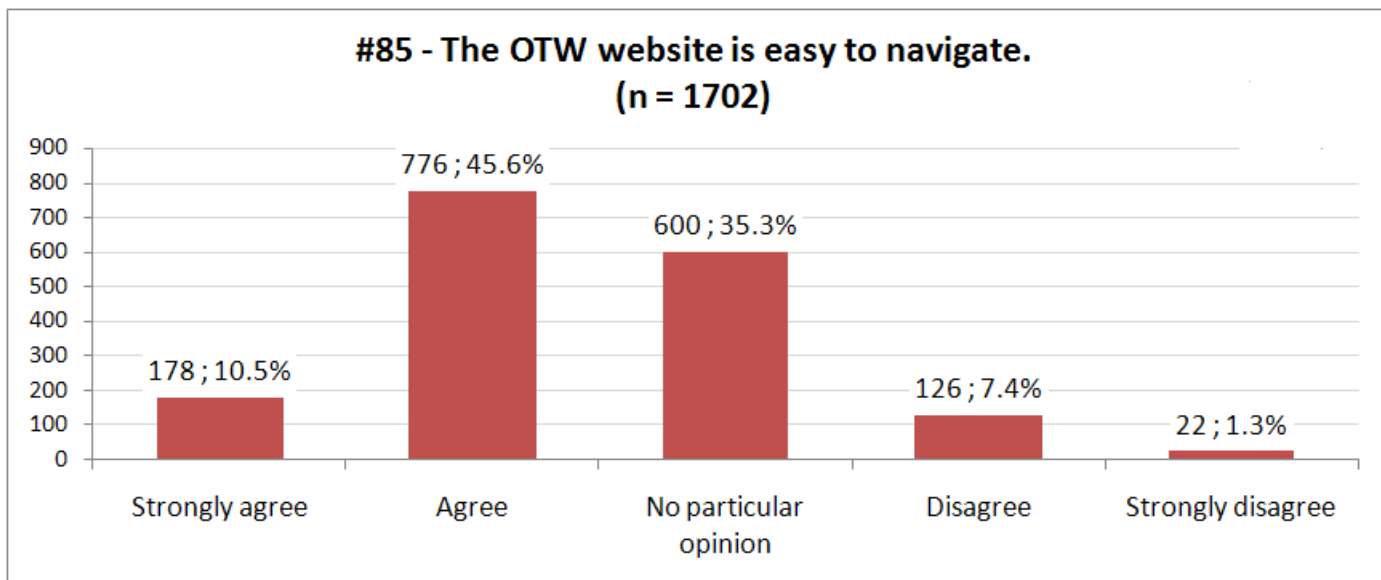


Graphic 124 - OTW Survey Question 85: The OTW website made it easy to find the information I was looking for 1,706 respondents, 4,280 skips

Below we'll analyze each statement separately.

The first statement about the ease of finding information had 1,706 people giving an opinion, almost 100% of the people who answered any part of Question 85. Of these 748 (43.8%) agreed or agreed strongly (167 or 9.8%) that the website was easy to find information on. A significant number (640 or 37.5%) expressed neutrality by choosing "No particular opinion", and 127 (7.4%) disagreed, with 24 (1.8%) of them disagreeing strongly.

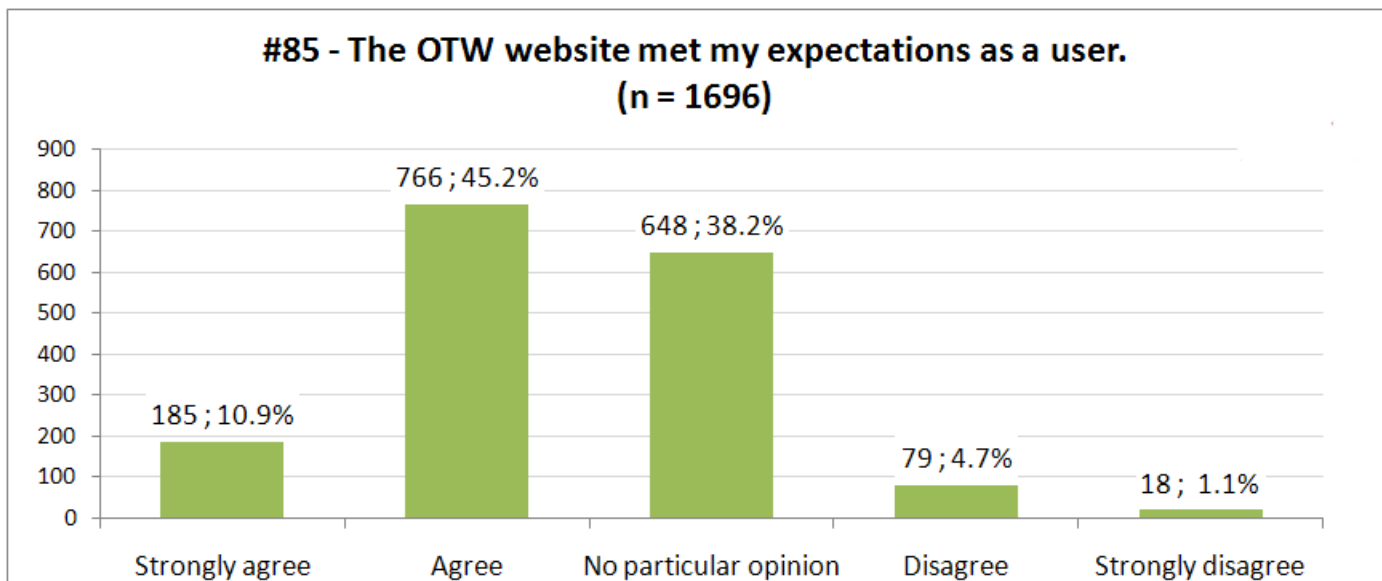
The second option had fewer people answering 1,702 or 99.7% of the people who answered any part of Question 85. There were next to no changes in general opinion about the website's ease of navigation, with 954 (53.1%) agreeing in some manner that it was easy, 600 (35.3%) expressing neutrality by choosing the "No particular opinion" option, and 148 (8.7%) disagreeing in some manner (whether strongly or not).



Graphic 125 - OTW Survey Question 85: **The OTW website is easy to navigate** 1,702 respondents, 4,284 skips

More people skipped answering the third statement, about how the website met their expectations, with only 1,696 (99.4%) people answering this part out of all people answering Question 85.

Nonetheless the responses remained favorable with 951 (56.1%) agreeing in some manner (whether strongly or not), 648 (38.2%) expressing neutrality by choosing the "no particular opinion" option, and 97 (5.8%) disagreeing in some manner (whether strongly or not).

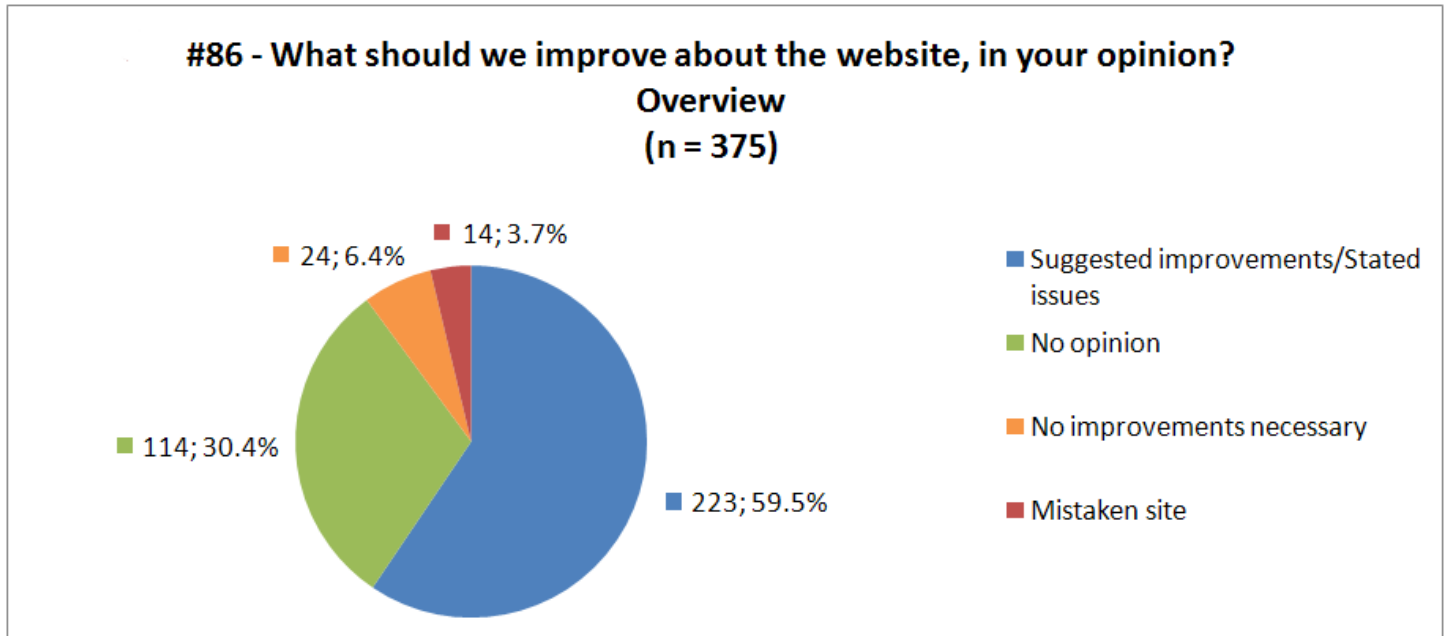


Graphic 126 - OTW Survey Question 85: The OTW website met my expectations as a user 1,696 respondents, 4,289 skips

86) What should we improve about the website, in your opinion? *write-in field*

Total Number of Question Respondents: 375

Percentage of All Survey Respondents: 6%



Graphic 127 - OTW Survey Question 86: What should we improve about the OTW website? - Overview 375 respondents, 5,610 skips

Question 86 was the first of 3 open-text questions in the OTW website section, and used the same skipping logic as Question 85. Thus, only 2,795 people saw them. Out of this number only 375 (13.42% of those who saw it) answered Question 86 resulting in an 86% intentional skip rate, which grew further in Question 87.

Open text questions obviously require more time and labor to answer than ones with limited choices. This fact, along with the skipping logic, the fact that these questions were at the end of a long survey, and possibly a lack of awareness of the OTW website, likely contributed to these questions having a small number of answers compared to the rest of the survey.

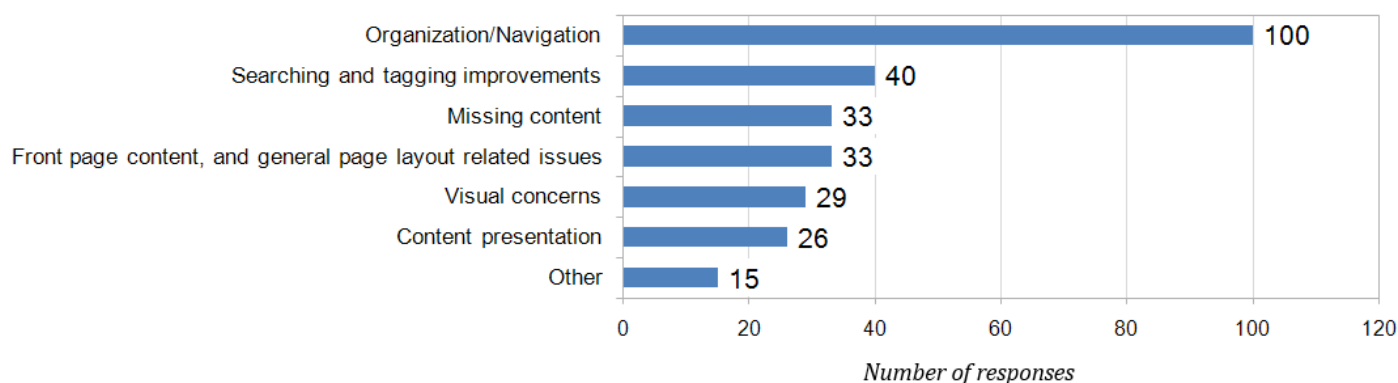
Many categories thus represented the opinions of only a very small portion of the respondent pool, and of those nearly a third (114 or 30.4%) had no opinion to offer. An additional 14 (3.7%) gave feedback for a different site (often A03), 24 (6.4%) stated that no improvements were necessary and that the site was fine the way it was, and 223 (59.5%) pointed out issues with the site or offered suggestions to make it better.

We will thus be focusing on this last category to identify the different ideas, suggestions, and concerns offered.

Some comments were quite lengthy and included several concepts. For this reason, the number of answers in each category will often add up to more than the 223 individuals who gave them and the percentages listed will correspond to these 223 answers, not the overall number of people who answered this question.

Suggested Improvements

#86 - What should we improve about the website, in your opinion?
Issues identified
(n = 223)



Graphic 128 - OTW Survey Question 86: **What should we improve about the OTW website?** - 7 categories 223 respondents

The largest number of comments involved the overall "Organization/Navigation" of the site (100 or 44.8%) and "Searching/tagging improvements" of the blog (40 or 18%). Users expressed frustration with not being able to find the content they were looking for, even though that content is present on the site. Some users were only able to find the information after a Google search of the site, others said they reached it in ways they did not expect, or that they wouldn't have found the content if they didn't know it was there in first place. There were several suggestions that information on volunteering should be made easier to access and find, and that the tagging of posts should be improved (Note: the survey took place while a re-tagging project was in progress and the OTW added a Pinboard account a few months later).

Another common theme was the organization of the front page and the "General layout" (33 or 14.8%). Here one of the biggest points was users not seeing the search box. Some users noted it was hard to find, others asked for a search box, having overlooked it. Other frequent topics included adding some static information in addition to the blog and making the path to access project links and information shorter.

A third common type of feedback was requests for improvements to "Visual" aspects of the site (29 or 13%). These fell into two main themes. The most frequent request was a review of the color scheme of the site both for accessibility and aesthetic reasons. Others requested that the OTW website layout be more lively, with images.

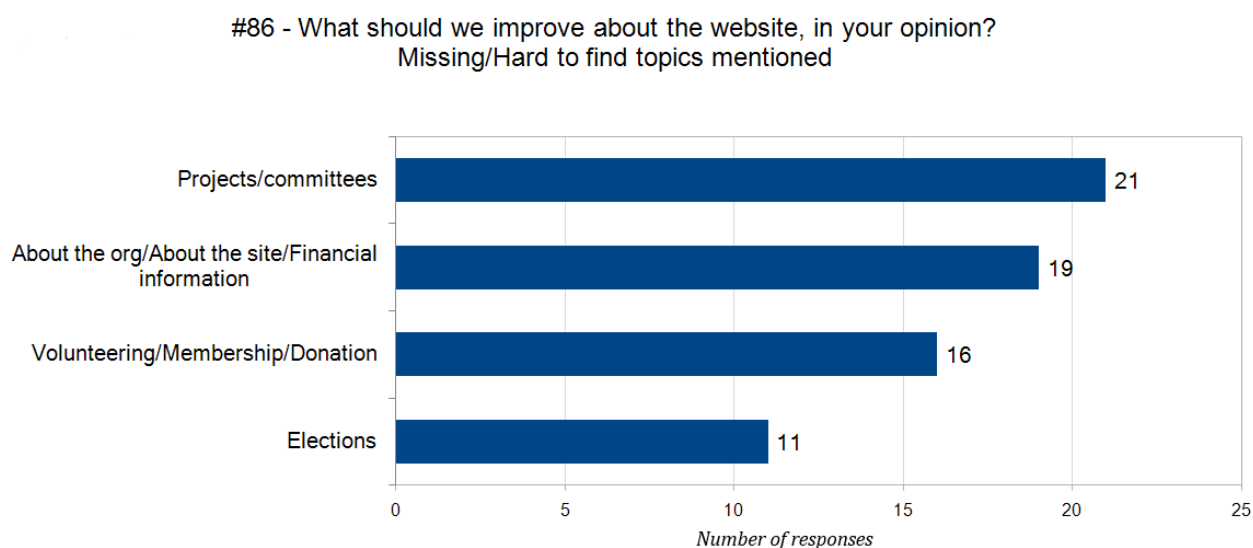
A fourth common topic included "Missing content". The 33 (14.8%) comments involved content being either missing or considered to be missing by the survey taker, including information about the OTW, its projects and committees, and its finances, as well as information about helping the OTW by volunteering, joining, or donating. Note that some users identified multiple types of missing content.

There were 26 (11.6%) comments related to "Content Presentation." Within the content presentation feedback two frequent issues mentioned were language clarity on the textual content, and a request for more charts, videos, pictures and general visual cues to make the content more appealing and easier to read.

The remaining 15 (6.7%) "Other" comments covered a variety of topics not mentioned above, such as improvements to the calendar feature, performance issues, search engine optimization, and accessibility.

Breakdown of missing/hard to find content mentioned

While Question 87 was about to ask people what information they had failed to find on the OTW website, 67 people offered information about that in this question. The most commonly mentioned content was information on projects and committees (21 answers), information about the OTW as a whole, such as general structure and finances (19 answers), information on volunteering, donating and membership (16 answers) and elections (11 answers).

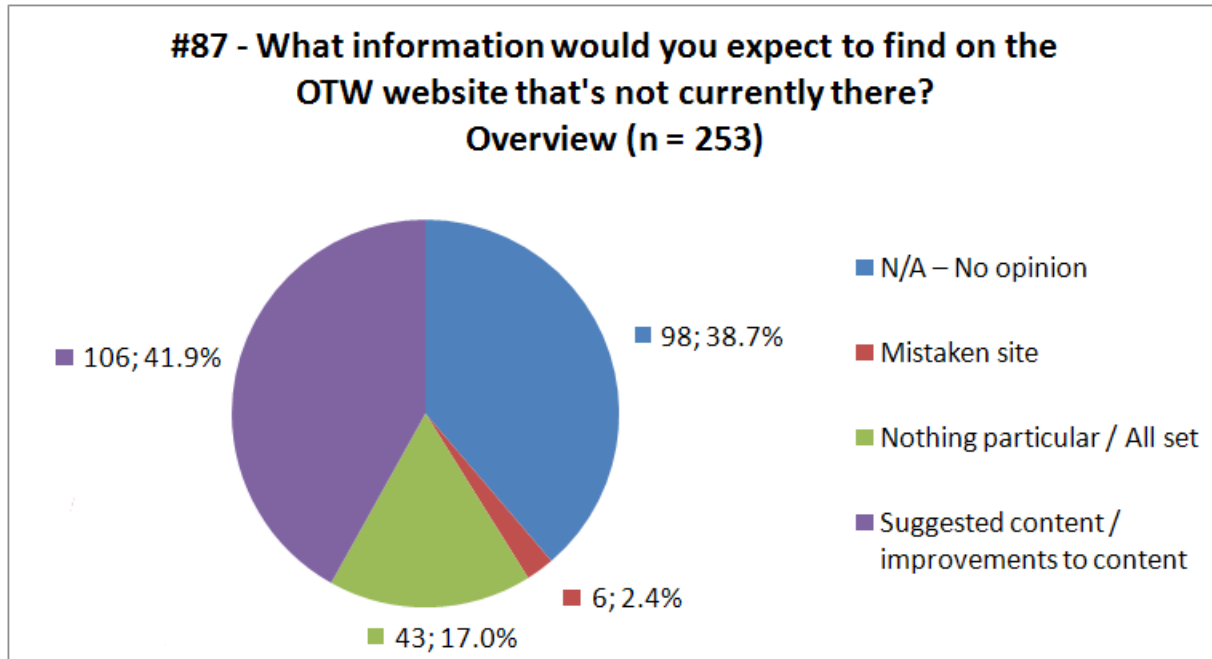


Graphic 129 - OTW Survey Question 86: **Missing/hard to find topics on the OTW website** 67 respondents

87) What information would you expect to find on the OTW website that's not currently there? *write-in field*

Total Number of Question Respondents: 253

Percentage of All Survey Respondents: 4%



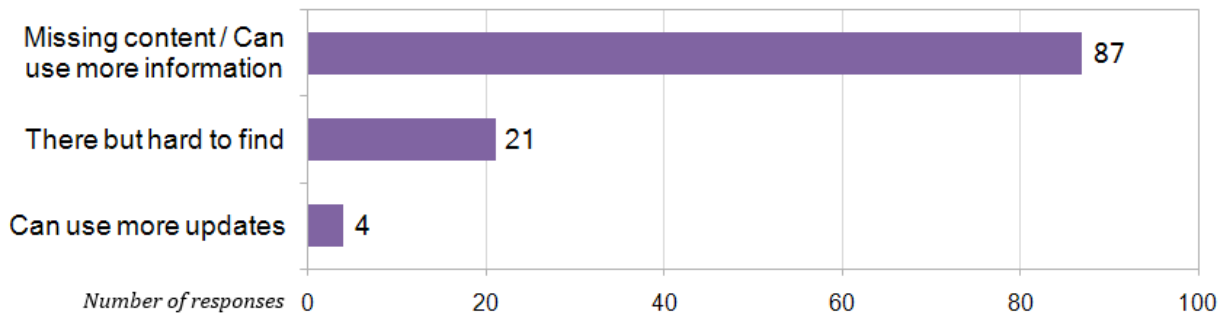
Graphic 130 - OTW Survey Question 87: What information would you expect to find on the OTW website that's not currently there? - Overview 253 respondents, 5,732 skips

Question 87 used the same skipping logic as Questions 85 and 86; thus, only 2,795 people saw this question. Of those only 253 (9%) of them decided to answer it, resulting in a 91% skip rate.

Of these 253 people, 98 (38.7%) answered to clarify they had no opinion on the topic, 6 (2.4%) mistakenly gave feedback on specific OTW projects (often A03), and 43 (17%) answered that they didn't think anything in particular was missing. The remaining 106 (41.9%) answers contained suggestions to add new or improve existing content. Again, as we look more closely at these replies, people may have offered more than one opinion or statement so there are more of them than the 106 people responding.

Although the question was specifically asking about missing content, the responses covered a variety of concerns. Of the 106 respondents, 87 answers mentioned missing content or asked for more detailed content, and 4 answers asked for more frequent updates to particular content. The remaining 21 respondents stated that the information they were looking for was there but hard to find.

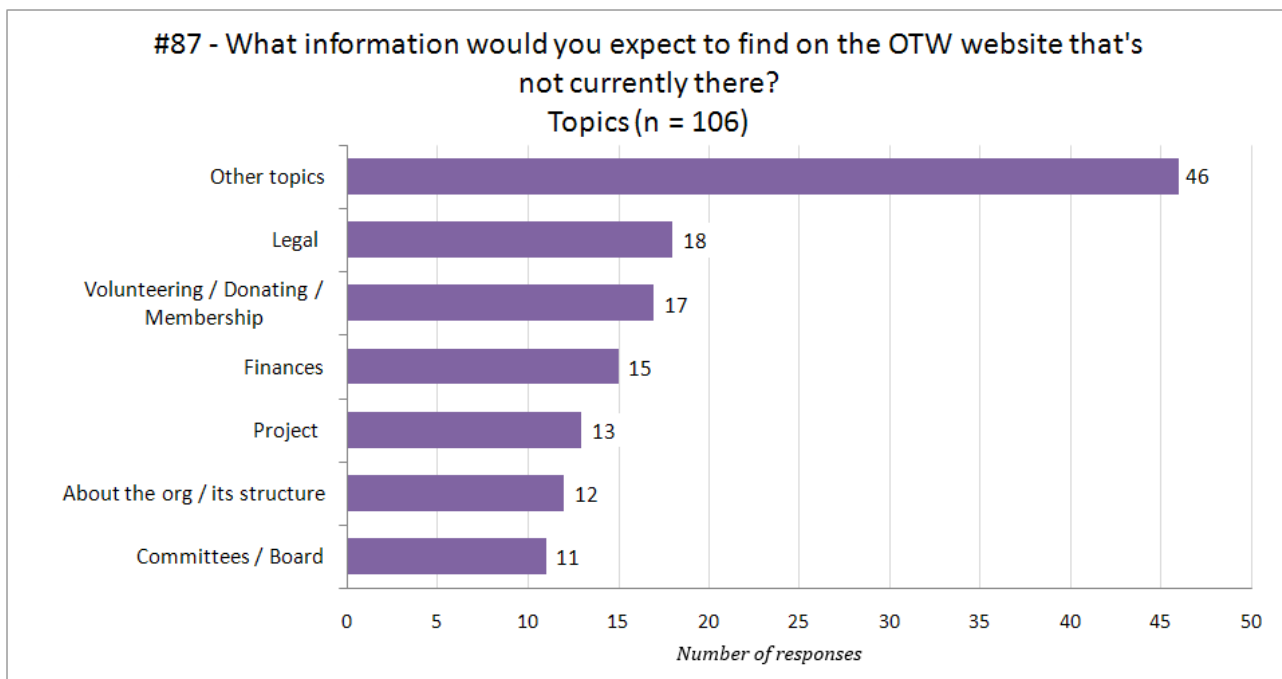
#87 - What information would you expect to find on the OTW website that's not currently there?
Nature of the suggestions (n = 106)



Graphic 131 - OTW Survey Question 87: What information would you expect to find on the OTW website that's not currently there? - 3 categories 106 respondents

The topic with the greatest number of requests for more information had to do with "Legal" information on the legality of fandom or previous legal cases (18 of 106, or 17%). It is important to note that half of these (9 answers) were specifically requesting information on legal issues with an international scope. The second most frequent request on information was from users looking for more information on "Volunteering/Donating/Memberships" (17 or 16%). Specific requests included more current and detailed information on what types of volunteers are needed, what new volunteers should expect, and what is the difference between becoming a member, volunteering, and donating. (Note: this same issue was revealed in the earlier survey section on OTW membership).

Breakdown by type of expected information not found



Graphic 132 - OTW Survey Question 87: What information would you expect to find on the OTW website that's not currently there? - Answers listed by topic 106 respondents

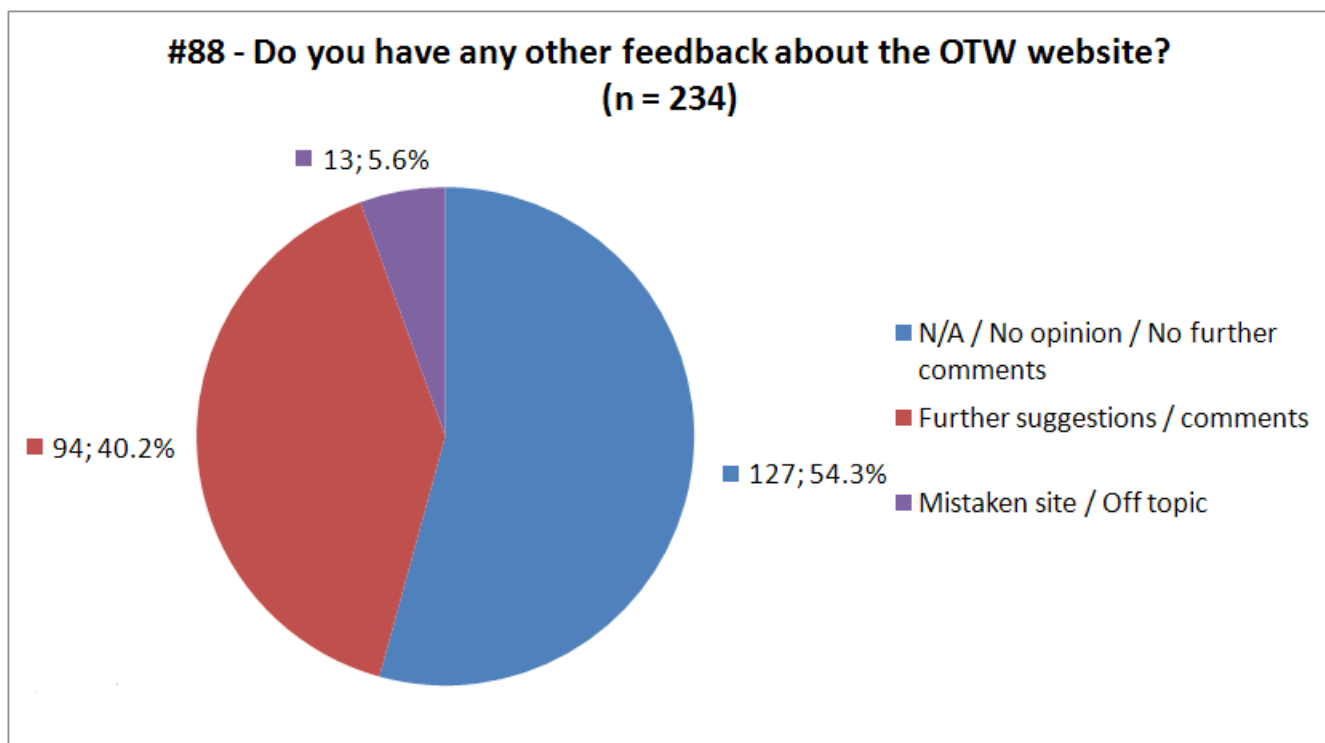
Other common requests were more detailed information on OTW "Finances" and how donations are put to use (15 or 14%), more detailed and up to date information on a "Project" (13 or 12%), more information "About the org or its structure" (12 or 11%), and information on "Committees/ Board" (11 or 10%).

The remaining answers (46 or 43%) contained a variety of content requests such as more information on staffers and volunteers as people, FAQs, translations, resources for existing volunteers, or better access/merging of information originating from various OTW communications outlets.

88) Do you have any other feedback about the OTW website? *write-in field*

Total Number of Question Respondents: 234

Percentage of All Survey Respondents: 18%



Graphic 133 - OTW Survey Question 88: Do you have any other feedback about the OTW website? 234 respondents, 5,751 skips

Question 88 asked for additional comments on the OTW website on topics that weren't covered by the previous two questions. Since the question was under the same skipping logic as Questions 85 through 87, only 2,795 people saw it. Out of these, only 234 (8.3%) chose to answer this question, resulting in a 91.7% skip rate, the highest in the survey.

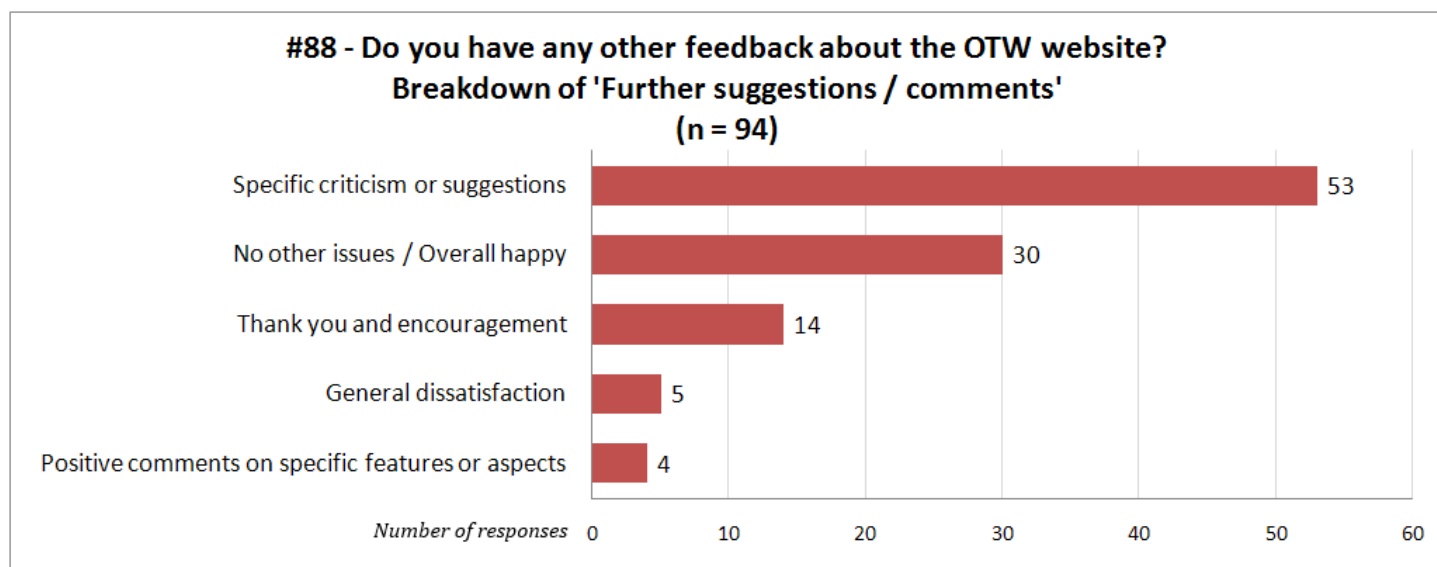
Of these answers, more than half (127 or 54.3%) were to state that the respondent had no further comment or that they had no opinion. Answers that only referred to previous questions by number (e.g., "what I said in Question 86") with no further comments were also categorized here.

Again, 13 (5.6%) of the comments were feedback on other OTW projects, general commentary on the OTW, or other off topic content such as frustration with the length of the survey (as they still had one more question to go).

The remaining 94 (40.2%) people included further suggestions or general comments on the website, and may have offered more than one opinion.

The most common type of feedback given in response to this question was "Specific criticism or suggestions" (53 or 56%). The most common topics mentioned for improvement were organization and issues about the look of the website.

Another 30 (32%) used this space to state that regardless of their previous suggestions or comments they had "No other issues" and were overall happy with the site. There were 14 (15%) who gave a "Thank you and encouragement" to the website team, 5 (5.3%) contained non-specific "General dissatisfaction" with the site as a whole, and 4 (4.2%) included "Positive comments" on particular aspects of the site that worked well for the survey taker.



Graphic 134 - OTW Survey Question 88: Do you have any other feedback about the OTW website? - Breakdown of further suggestions
94 respondents

Open Ended Feedback

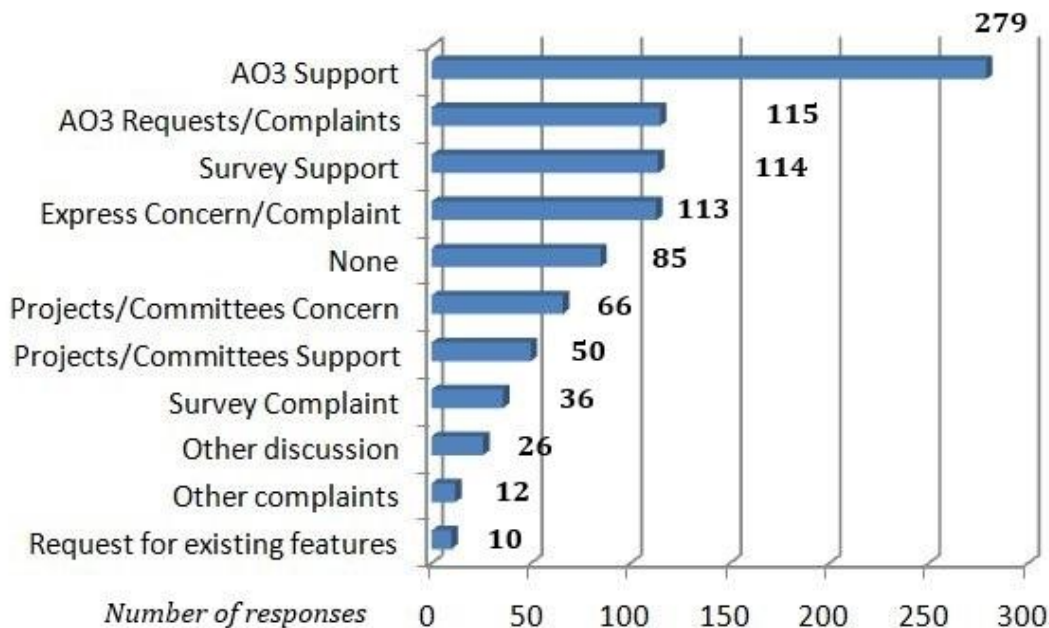
89) Anything else you'd like to tell us? *write-in field*

Total Number of Question Respondents: 1,603

Percentage of All Survey Respondents: 26.8%

All users were given the final question, allowing them to provide whatever feedback they wished. Over a quarter of all survey takers did. There were 12 categories overall which are as follows (some comments were put in more than one category):

Because the top response, "Express Support" was so much larger than the other categories, it was left out of the summary graph below so as to allow easier comparison of the other responses.



Graphic 135 - OTW Survey Question 89: **Anything else you'd like to tell us? 12 categories minus "Express Support"** 1,603 respondents, 4,302 skips

1) The comments placed in the general **"Express Support"** (839 or 52.3%) category may have been intended for one or more projects, but either the individual specified the OTW *and* other projects (in which case it was put in two categories), or else there was just a general supportive comment without specifying a project or activity. When a project was mentioned, it was usually the AO3. The majority of users had very supportive comments despite the length of the survey and the confusion many had experienced trying to answer questions about subjects they apparently didn't know much about. Some of these comments were quite brief -- for example 11 people simply wrote in ASCII heart symbols (<3).

2) The second highest group of answers were "**A03 Support**" (279 or 17.4%). This category could be summed up by these two comments (which, just happened to follow one another in the survey):

"A03 is a brilliant website. Please never change it."

"A03 is a fantastic site but it could improve in some areas."

3) "**A03 Requests/Complaints**" was the third largest category, with 115 (7.1%) people expressing a desire for changes at the site. The most common complaint about A03 related to its search feature. All other topics such as Kudos, the invitation system, etc. had their supporters and detractors, and many comments in this category weren't complaints so much as wishes for future development. Some people left detailed suggestions for improvements, which often had to do with the desire to customize features for their individual use. More information about these topics can be found in Question 33 of the survey.

4) The "**Survey Support**" (114 or 7%) category came in the fourth highest and contained mostly comments saying how useful the survey was in providing the survey taker with more information about the OTW and its projects. There was often an expression of how the person would seek out more information. Some examples:

"Taking this survey has convinced me to make a donation to become a member."

"This has been very informative. I'm going to check out a few of the projects I didn't know existed before the survey. Thanks!"

In some cases the survey takers also meant they were glad the OTW was reaching out for input from its users and watchers, or even that the user was glad they could offer their answers since they couldn't offer a financial donation. A few people explicitly asked that the survey be a recurring effort by the OTW.

5) "**Express Concern/Complaint**" responses (113 or 7%) came in fifth and included a variety of concerns, with a minority of comments being intentionally hostile. Many of the "concern/complaint" comments came together with an expression of support, or sometimes apology. For example, some people wanted the OTW to know that despite the complaints or negativity they expressed about particular issues in the survey, they still appreciated the organization's work and its efforts. The most common concern people had was that the OTW did not do sufficient or effective outreach to some part of fandom or type of fanwork creator. In other cases there was a clear conflict at work about the OTW's varied efforts.

"I don't really believe in fannish pride. I'm mostly ashamed of being in fandom. I don't like the A03's outreach and attempts to legitimise or publicise what we do, but I love your dedication to preserving fanworks and providing a long-term home for them."

"You guys are totally a bunch of self-aggrandizing blowhards, but in a good way, I guess."

One recurrent source of anger was the Yuletide festival which was perceived by a number of these survey takers as an unofficial project or a source of problems for the OTW.

6) The "**None**" (85 or 5.2%) category compiled answers that expressed no opinion or were left blank.

7) Because projects other than the AO3 were rarely mentioned by name, the "**Projects/Committees Concern or Complaint**" (66 or 4.1%) category was slightly larger than the supportive comments category, since it contained topics specific to groups within the org who work for *all* our projects as well as major projects such as Fanlore or TWC. So there were comments about volunteering, donation incentive gifts, or website design included here. The most common recurring complaint had to do with the donation process, which duplicated the comments and problems already raised in Question 74.

The other most common complaint was that the OTW did not promote its own work "more aggressively" or make its projects easier to stumble upon:

"I was vaguely aware that AO3 was associated with another organization, but never grasped the full extent. I'm sure I'm not alone. Greater visibility to the larger organization on the AO3 homepage might encourage greater awareness, participation, and support."

An interesting dichotomy was that some survey respondents critiqued the tone of OTW communications, either suggesting that they weren't professional enough, or that they were too professional and didn't make the organization seem "like a fun place." A few people had also experienced a lack of reply from some part of the OTW to a request or offer they'd made.

8) "**Projects/Committees Support**" (50 or 3.1%) comments were similar to those given in support of the AO3, with people expressing happiness or support of OTW projects such as TWC, Open Doors, or Legal Advocacy.

9) The "**Survey Complaint**" category (36 or 2.2%) was about the length of the survey, or the way it was structured or worded.

10) "**Other discussion**" (26 or 1.6%) was a category for comments that had to do with the user, sometimes about their own experience in fandom, which was unconnected to the OTW or its projects.

11) "**Other complaints**" (12 or 0.07%) covered topics that the OTW has no control over, such as whether people feel the urge to leave comments on fanwork posts or are supportive of particular kinds of works.

12) Lastly, there were (10 or 0.06%) "**Requests for existing features**" where people asked for things the OTW or AO3 already provided at the time of the survey. Some other comments are rather interesting in light of developments since the survey closed:

"*psst* consider a meta section for Ao3"

"You should be able to filter out meta on Ao3."

"Ever thought about creating a google+ page?"

"You guys have a tumblr? Umm, maybe put that on the front page of AO3 and Fan Lore, they're the gateways to this place in many ways."

Finally, one comment was particularly appreciated by anyone working on the survey data:

"I'd like to extend a big thank you. As a marginal participant (reader, not really writer, not really theorist or activist) I think I'm probably getting a lot more out of fandom than I put in. I realize that there are

some devoted souls (hey I'm talking to you - reading this after your workday, in 9 pt font in a google spreadsheet cell, while the cat tromps on your keyboard. Yeah you!) who are putting a huge amount of energy into legitimizing fannishness and its role in our larger culture. So thank you. A whole heck of a lot."

A quick look at the overall response to Question 89 can be seen from the following text analysis word cloud:

A03 Archive of Our Own Authors **Awesome** Fact **Fan Works Fandom**
Forward Good Idea Good Luck **Good Work Great Work Guys Hard Work Heard Job**
Kudos Nope **OTW** Rock **Survey** Thank You for Existing **Thanks for Doing Wish**

Cross-Tabulated Responses

A good deal of potentially helpful information about OTW users and their involvement with OTW projects could not be correlated, due both to the mix of open and closed questions in the survey, and the disparity in user groups shown in some questions. For example, given that nearly every survey taker was also an AO3 user, and given that the level of use varied greatly between one OTW project and another, it would be difficult to cross compare users of the projects to reveal any notable differences. Since there was no question asked that allowed us to distinguish a user's level of interaction with any particular project, what "a user" meant also might vary greatly between one project and another. Similarly, the number of OTW members is so small compared to non-members that it is difficult to run very useful comparisons in behavior.

In other cases, aspects such as country of residence, language used, length of time spent in fandom, or favorite fannish platforms couldn't be used due to their open-text response format and our inability to sort those groups out to compare them to closed question categories.

However, there was one user-oriented question that did have potentially useful comparison groups -- Question 8.

Questions 7 and 8 were very similar. Question 8 asked survey takers whether they, themselves, created fanworks, and if so, what kinds? Although there were a number of write-in answers, this question also had a closed component which identified the following 7 areas of activity: fanfiction writers, fan artists, fan video makers, fannish arts and crafts makers, fannish audio producers, and fannish game content creators, as well as a category for None.

While one person might potentially create all of these works (and some did!) there was much more limited overlap in these categories in Question 8 versus Question 7, which asked what fanworks users *consumed* or took part in. Another problem is that Question 7 did not offer "arts and crafts" as part of the closed question options, meaning that these two questions were not equivalent. Question 8 had a 94.6% response rate, which was high, allowing us to include most of the survey takers in the cross-tabulation. Fanfiction was written by the majority of people answering that question, but 18% of respondents didn't create any fanworks, giving us a sizable group for comparison. What's more, the creators of other fanworks in Question 8 showed only a 10% or so difference among their groups. This allowed us to create a second set of relatively balanced comparison groups.

Reporting the differences

Therefore Question 8 offered possibilities in seeing how user behavior and interaction with OTW projects might vary based on (1) Whether or not they produced fanworks, or (2) What kinds of fanwork they produced.

In the following two sections we will report on which questions showed differences of at least 8% among these groups in how they answered. This number was chosen due to the visibility of unreliable self-reporting in some questions (which will be pointed out when it appears). As a result, smaller differences among groups were considered to be due more to this variation in reporting than because of a truly significant difference in behavior or opinion among the groups being compared.

All the results in this "Cross-Tabulated Responses" section will be reported in percentages only, since the number of people answering from one question to the next varied throughout the survey. It was felt that reporting those shifting numbers was more likely to be confusing to the reader than enlightening.

Fanwork creators vs. non-creators

As previously mentioned in this report, an enormous number of all survey takers (74.8%) answered that they wrote fanfiction (although a small number clarified in a write-in response that they either rarely did so, or were simply intending to do so). This is a rather large group to compare to non-fanwork producers (18%). However, as fanfiction was the most common form of fanwork created by survey takers we thought it the most useful category to use as a contrast to those who did not. These two categories could thus present two potentially different ways of "doing fandom", and how each would interact with fanwork-related projects was worth investigating.

We used these two groups to filter results from the rest of the OTW survey, looking for any questions where they differed noticeably in their responses. We found 16 questions where this was the case.

It should be noted that there are some questions in the survey where the answers these two groups gave differed significantly, yet these differences were clearly connected to the fact that one group did not produce fanworks whereas the other did. For example, Question 64 asks whether the survey taker knew about the process to orphan a fanwork on the AO3. Fanfic writers were 23% more likely to say yes. However, this issue wouldn't be very pertinent to someone who didn't produce fanworks and (as we'll see) was also less likely to have an AO3 account in the first place.

Question 4

The two groups - **Fanficcercs and Nones**, as they will be referred to throughout this section - did differ a bit in Question 4, which asked if the survey taker considered themselves to be a fan. One might have expected that anyone who saw the OTW survey request, and then proceeded to take it, would indeed be a fan. But while this was overwhelmingly the case, it was not unanimous.

4. Do you consider yourself fannish / a fan?			
	Do you create fanworks?		Response Totals
	I write fanfiction	No	
Yes	97.4% (4,123)	90.3% (927)	96.0% (5,041)
No	0.4% (17)	1.2% (12)	0.6% (29)
Not sure	2.2% (92)	8.6% (88)	3.4% (179)
answered question		4,232	5,249

Graphic 136 - OTW Survey Question4: **Do you consider yourself fannish/a fan? Fannicers vs. Nones** 5,249 respondents

While we set an 8% response difference as a cutoff for reporting results in this section, and the differences here fell just under that, we still thought it was significant to point out in light of the response to later questions in the survey. It was interesting to see, even this early in the survey when respondents had only been asked about their locations and languages, that a small percentage was already unsure about their own status as fans, with a handful declaring themselves not to be fans at all. While both Fannicers and Nones had "No" or "Not sure" responses, they were minimal for Fannicers (0.4% and 2.2%) but more noticeable for Nones (1.2% and 8.6%).

Question 7

In Question 7 the two groups showed almost no difference in their use of fanfiction. However, there the similarities ended. Fannicers were far more likely to consume every other kind of fanwork -- fan videos, fanart, fannish audio, and fannish game content. These differences ranged from 15.2% for fanart to 14.5% for video, 12.3% for audio, and 8.4% for game content. A miniscule number of people -- 0.1% of Fannicers and 0.6% of Nones -- said they did not consume any fanworks.

This difference is worth consideration, since there is nothing barring someone who doesn't create fanworks from enjoying them were they available. And certainly significant numbers of Nones did. Even though fannish audio and game content was low on the list, over half reported watching fan videos or viewing fanart. However, combined with Question 4 and later responses, it may speak to how Nones in this survey may have different interests, or perhaps less available time, when it comes to taking part in fannish activities.

7. Do you consume (watch, play, read...) fanworks?			
	Do you create fanworks?		Response Totals
	I write fanfiction	No	
I read fanfiction	99.7% (4,225)	98.9% (1,016)	99.6% (5,231)
I watch fannish video (e.g. AMV, vids, machinima...)	70.5% (2,988)	56.0% (575)	67.7% (3,558)
I view fanart (e.g. drawings, digital art, manips...)	87.5% (3,706)	72.3% (743)	84.5% (4,442)
I listen to fannish audio (e.g. filk, podfic, soundtracks...)	46.8% (1,984)	34.5% (354)	44.4% (2,332)
I play fan-made game content (e.g. addons, mods, stand-alone games...)	15.2% (646)	6.8% (70)	13.6% (716)
No	0.1% (5)	0.6% (6)	0.2% (10)
Other (please specify)	326 replies	24 replies	350
answered question	4,237	1,027	5,254

Graphic 137- OTW Survey Question 7: **What kind of fanworks do you consume? Fanficcrrs vs. Nones** 5,254 respondents

Question 11

Given that reading fanfiction was an activity that Fanficcrrs and Nones shared in nearly equal numbers, one might expect that their use of AO3 would be very similar as well, and the two groups did show similar levels of awareness of the archive. However, when it came to taking action in terms of securing an account, there was a noticeable difference of 34% -- only 56.5% of Nones had an account versus 90.1% of Fanficcrrs.

Nones were more likely to be waiting on an invitation as well (5% compared to 2.8%). While at the time of the survey there was a significant delay in receiving invitations, it had not yet become the months-long wait that occurred later in the year. The fact that the Nones reported waiting on an account indicated that at least some were trying for an account. But well over a third said they were not.

11. Do you have an account at the Archive of Our Own?			
	Do you create fanworks?		Response Totals
	I write fanfiction	No	
Yes	90.1% (3,683)	56.5% (540)	83.7% (4,216)
No	7.1% (290)	38.5% (368)	13.0% (657)
I'm waiting for an invite	2.8% (116)	5.0% (48)	3.2% (163)
answered question	4,089	956	5,036

Graphic 138 - OTW Survey Question 11: **Do you have an account at the AO3? Fanficc vs. Nones** 5,036 respondents

Even in 2013 when invitations have become quick and easy to receive, there seems to be a hesitation on the part of some who only read fanfiction in asking for an account. This may be due to the idea that there is a scarcity of invitations (rather than a shifting delay), and that available invitations should thus go to fanwork producers instead of consumers. Many users may also be satisfied with the functionality of the AO3, even without the particular options available to account holders such as bookmarks, collections, and personal histories. But even though the AO3 has long had a significant body of users who are not using the site to post, this question suggests that a good chunk of those account holders actually do produce fanworks -- they simply haven't chosen to place them at the AO3 yet.

Another possibility is that Fanficc were far more likely to have secured an AO3 account early in the site's development, when such invites came relatively quickly. This might have been because they planned to use it for their work later on, because they wanted to wait and see how the AO3 developed, or simply because they had become aware of it earlier than the Nones. This would connect to a later question in the survey, Question 77, which asked how the survey takers had first heard of the OTW or its projects. Although the difference was not large, Nones were most likely to have "first heard" through a fannish community, whereas Fanficc were most likely to have learned through friends and individuals. This response contributes evidence that our sample of Nones was less likely than the Fanficc in this survey to know people connected to or interested in the OTW.

Many questions in the AO3 section did show significant differences between the two groups, but they can't be separated out from the differences caused by having an account versus not having one. For example, if one does not have an account, one can't bookmark, post a work, or take part in a challenge.

Questions 18 and 19

Not having an AO3 account does not affect the ability to leave Kudos, however. In this respect there was a difference worth noting in Question 18. While further questions about Kudos asked about the reasons for the reader's answer, these were either write-in questions, which did not allow us to sort out our groups' responses, or these showed no significant differences between the groups.

18. Do you leave Kudos on works you like?			
	Do you create fanworks?		Response Totals
	I write fanfiction	No	
Yes	74.3% (3,024)	61.9% (587)	72.0% (3,605)
Sometimes	21.0% (855)	23.5% (223)	21.5% (1,076)
No	4.7% (190)	14.6% (139)	6.5% (328)
answered question		4,069	949 5,009

Graphic 139 - OTW Survey Question 18: Do you leave Kudos on works you like? Fanficc vs. Nones 5,009 respondents

Thus we can only speculate about the gap between Fanficc and Nones regarding how often they gave Kudos. While there was a very minor difference between the two groups in whether they "Sometimes" leave Kudos for works they like, Fanficc were 12% more likely to say "Yes", they left Kudos for works they liked.

Since the later questions showed that both groups found it equally easy to leave feedback, the problem was clearly not a technical one. Also, although a number of people expressed concerns about anonymity in leaving feedback on the AO3, giving kudos while one is not logged into the archive is completely anonymous (and Nones were more likely not to have AO3 accounts).

This tends to suggest that the reason has more to do with either an inability to interact easily (such as time pressures or difficulties with online access) or an unwillingness to do so. It is easy to believe that fanfic writers who themselves want to receive feedback for their work, are more willing to make an effort to respond to someone else's work. And a clear majority of Nones make this effort as well (62%). They are simply more likely not to do so.

This difference is seen again in the answers to Question 19, which asks if the survey takers leave comments on work they like. Fanficc were more than twice as likely as Nones to say yes (20% to 8.3%). They were also far more likely to "Sometimes" leave comments (68.2% to 52.2%). While, again, we have no way of distinguishing between these two groups in later questions where people write in reasons for why they don't offer feedback, the growing gap between these two groups in Questions 18 and 19 suggests that the greater the effort the user has to make to interact with others, the less likely the Nones are to do so.

19. Do you leave comments on works you like?			
	Do you create fanworks?		Response Totals
	I write fanfiction	No	
Yes	19.9% (811)	8.3% (79)	17.7% (888)
Sometimes	68.2% (2,774)	52.2% (495)	65.2% (3,264)
No	11.9% (484)	39.5% (375)	17.1% (857)
answered question		4,069	949 5,009

Graphic 140 - OTW Survey Question 19: Do you leave comments on works you like? Fanficc vs. Nones 5,009 respondents

Question 36

What's interesting about the Fanlore questions is that through most of them there was no great difference in terms of Fanlore use or general opinion about Fanlore features. The most significant difference had to do with whether or not the survey taker had ever *created* anything on Fanlore. Any other differences spotted among the Fanlore set of questions had as much to do with this difference in behavior as any difference of opinion between the two groups.

So in Question 36, which asks specifically about creating a Fanlore entry, Nones are more than twice as likely as Fanficc to say they have never created *or* added to a Fanlore article (37.5% to 14.6%). Fanficc were also more than twice as likely to say they found the process "Somewhat easy" compared to Nones. So whether or not the barrier seemed too high for Nones so that they didn't try at all, or that they found the process too difficult if they did, the end result was that over a third of them who had used Fanlore did not go on to add to its content compared to only 14.6% of Fanficc.

36. How easy did you find creating or adding to articles on Fanlore initially?

	Do you create fanworks?		Response Totals
	I write fanfiction	No	
I have never created or added to a Fanlore article	14.6% (41)	37.5% (6)	15.9% (47)
Very easy	14.6% (41)	12.5% (2)	14.5% (43)
Somewhat easy	38.6% (108)	18.8% (3)	37.5% (111)
No particular opinion	9.3% (26)	12.5% (2)	9.5% (28)
Somewhat difficult	17.5% (49)	12.5% (2)	17.2% (51)
Very difficult	5.4% (15)	6.3% (1)	5.4% (16)
answered question	280	16	296

Graphic 141 - OTW Survey Question 36: **How easy did you find creating or adding to articles on Fanlore initially?** Fanficcors vs. Nones
296 respondents

Question 39

While earlier questions seemed to indicate that Nones were unlikely to stray out of their comfort zones when it came to interacting with others or creating things, Question 39 showed a curious difference between Fanficcors and Nones. Given that in Question 7, Fanficcors were more likely to consume a variety of fanworks, one might have expected that in this question, where users are asked if they found content about their fandoms "or your fannish culture" on Fanlore, that Nones would be more likely to say "No" since they might not be as interested in those fandoms. And yet the opposite was true.

Nones were 10% more likely than Fanficcors to say "Yes, always or most of the time" and half as likely to say "Rarely" as Fanficcors. There may be various explanations for this difference. One possibility would emerge from how *often* or how *widely* someone is using the site. If, for example, a Fanficcor is multifannish and likely to be looking for a variety of content, they may encounter more problems in finding it the more often they search. Fanlore's content growth has been steady since its inception, but there are still many gaps in discussing fannish events, smaller fandoms, and particular areas of fandom. The greater the number of topics one searches on, the more likely one is to notice these absences.

However we can only speculate about the reasons for this difference since there were no further questions allowing for an explanation, and we are unable to use other parts of the survey to determine

how multifannish the Ficcers and Nones respondents might be, or how long they might have been involved in any particular fandom or, indeed, in fannish activities as a whole. Future surveys that allow for further data such as frequency of particular activities, or for cross-correlation of length of experience engaging in fannish pursuits, would likely be helpful on a number of fronts.

39. If you have ever looked for content about your fandom(s) or your fannish culture on Fanlore: Did you find that content?			
	Do you create fanworks?		Response Totals
	I write fanfiction	No	
Does not apply, I've never looked for my own fandoms/culture on Fanlore	12.3% (256)	9.3% (42)	11.8% (298)
Yes, always or most of the time	41.3% (858)	51.1% (232)	43.0% (1,087)
Only sometimes	33.3% (693)	31.3% (142)	32.9% (832)
Same volume as anywhere else	6.3% (132)	5.1% (23)	6.1% (153)
Rarely	6.3% (130)	2.9% (13)	5.7% (143)
No, never	0.6% (12)	0.4% (2)	0.6% (14)
answered question	2,080	454	2,527

Graphic 142 - OTW Survey Question 39: Did you find content about your fandom(s) or your fannish culture on Fanlore?

Ficcers vs. Nones 2,527 respondents

Question 51

This question came from the Vidding projects section of the survey and asked which ones the survey takers were aware of. There had been no significant differences between the two groups in terms of general awareness of the committee. But when it came to awareness about *particular* activities, there were differences between the groups on all of them. Most of these were small, but two stood out as being significant. The most notable was the Vidding project's most advertised victory, obtaining a DMCA Exemption for Noncommercial Remixers, which they did by working with the OTW's legal team. At the time of the survey, the OTW had succeeded only once -- its second victory came later in 2012. But Ficcers were 9.8% more likely to have heard of it.

The connected matter of a "Test Suite" of Fair Use Vids (which had been assembled as part of that DMCA case) was another where Fanficcres were more aware -- 37.6% to the Nones' 28.6%, and the 2008 Vidding documentary made for MIT, also showed a 9% gap in awareness between the two groups.

However given the answers in Question 7, where Nones were distinctly less likely to have watched fan videos in the first place, their smaller responses here are not very surprising. The fact that so many were aware of the DMCA Exemption at all (58%) is probably more notable.

51. Which ones have you heard of?			
	Do you create fanworks?		Response Totals
	I write fanfiction	No	
Video embedding on the Archive of Our Own	75.9% (476)	69.6% (78)	74.9% (553)
DMCA Exemption for Noncommercial Remixers	67.8% (425)	58.0% (65)	66.3% (489)
Fan video resources on the OTW website (e.g. subtitles tutorial)	25.2% (158)	18.8% (21)	24.3% (179)
Vidding History "Oral History" Project	40.2% (252)	34.8% (39)	39.4% (291)
Vidding (2008) documentary made for MIT	32.1% (201)	23.2% (26)	30.8% (227)
"Test Suite" of Fair Use Vids	37.6% (236)	28.6% (32)	36.3% (268)
Other (please specify)	21 replies	4 replies	25
answered question	627	112	738

Graphic 143 - OTW Survey Question 51: Which OTW created Vidding resources have you heard of? Fanficcres vs. Nones 738 respondents

Question 54

This question asked about readership of the OTW's academic journal, Transformative Works and Cultures, or its Symposium blog (now Fanhackers). Fanficcres were almost 10% more likely to have done so than Nones, with only 67.7% saying "No" compared to Nones' 77.2%. There were no significant differences between the two groups in terms of which of the two sites they had read or if they remembered doing so.

54. Have you ever read Transformative Works and Cultures (TWC) or its affiliated Symposium blog?			
	Do you create fanworks?		Response Totals
	I write fanfiction	No	
No	67.7% (2,709)	77.2% (730)	69.6% (3,434)
I don't remember	11.1% (443)	7.9% (75)	10.5% (516)
Yes, I've read TWC	12.4% (495)	8.9% (84)	11.7% (578)
Yes, I've read the Symposium blog	1.7% (69)	1.1% (10)	1.6% (79)
Yes, I've read both TWC and the Symposium blog	7.1% (284)	5.0% (47)	6.7% (330)
answered question	4,000	946	4,937

Graphic 144 - OTW Survey Question 54: **Have you ever read TWC or its Symposium blog? Fanficcrrs vs. Nones** 4,937 respondents

Question 61

This question came from the Legal Advocacy section of the survey and asked about the survey takers' beliefs regarding the legality of fanworks before they had encountered the OTW's advocacy projects.

While there were no significant differences between the two groups in terms of current opinion on the topic, there was a distinct difference about "previous attitude". Most of these were small differences but one response showed a 10% gap -- "I used to be undecided on whether fanworks are legal." There were 44.7% of Nones who believed this compared to 34.3% of Fanficcrrs.

One might have expected more distinct gaps on all the question options between these two groups, since a belief that an activity was illegal might inhibit one in taking part in it. Thus Nones, people who did not create fanworks, might well not do so partly because they believed there was something wrong about it. Yet those who did or didn't think so differed little from those who wrote fanfiction. Rather, it was the "undecided" group that was noticeably larger.

Thus while the Legal section of the OTW survey showed a heartening overall increase in confidence among fanwork creators and users about the legal aspects of the activity, a side benefit may have been in bringing the issue to Nones' attention.

61. How would you describe your <u>previous</u> attitude?			
	Do you create fanworks?		
	I write fanfiction	No	Response Totals
I used to believe all fanworks are legal	13.3% (115)	10.5% (16)	12.9% (131)
I used to believe fanworks are legal under certain conditions	33.7% (292)	27.0% (41)	32.6% (332)
I used to be undecided on whether fanworks are legal	34.3% (297)	44.7% (68)	35.9% (365)
I used to believe most fanworks aren't legal	14.2% (123)	17.1% (26)	14.6% (148)
I used to think fanworks aren't legal	4.6% (40)	0.7% (1)	4.0% (41)
answered question	867	152	1,017

Graphic 145 - OTW Survey Question 61: **How would you describe your previous attitude about the legality of fanworks? Fanficcors vs. Nones** 1,017 respondents

Question 67

67. In the event that you could not maintain your fanzine collection any longer, would you consider donating it to the Fan Culture Preservation Project ? (FCPP is the OTW's collaboration with the University of Iowa.)			
	Do you create fanworks?		
	I write fanfiction	No	Response Totals
Does not apply to me, I don't own any zines	76.7% (2,642)	88.6% (686)	78.9% (3,322)
Yes	10.8% (373)	5.2% (40)	9.8% (412)
Maybe, I'm not sure of the conditions	11.4% (393)	5.7% (44)	10.4% (436)
No	1.0% (36)	0.5% (4)	1.0% (40)
answered question	3,444	774	4,210

Graphic 146 - OTW Survey Question 67: **Would you consider donating your fanzine collection to the Fan Culture Preservation Project? Fanficcors vs. Nones** 4,210 respondents

In earlier questions it seemed possible that Nones might have spent less time engaged in fannish activities than Fanficcers. While fanzines continue to be produced and purchased, people with zine collections may be likely to have spent a longer time in fandom than those who do not have them, since a great deal of fandom activity is now conducted online which could previously only be shared through physical formats. So, if this is true, it might explain why Nones were 11.9% more likely to say that they did not own any zines, and thus Question 67, which asked how interested they were in donating their collection, did not apply to them.

Question 68

There was a vast gap between the two groups in Question 68, which asked whether the survey takers were "the maintainer of a fannish community web site, a fannish resource web site, or an archive?" This question was part of the Open Doors survey section, one where the two groups otherwise differed little in terms of their interest in fanwork preservation. Instead, what this question shed light on was on the level of activity Fanficcers and Nones' had in terms of organizational rather than creative activities. Fanficcers said "Yes" (19.6%) here *six times* more often than Nones' (3.3%).

Two things need to be examined here. The first is that there was skip logic involved at the start of the Open Doors section, as there generally was at the start of every survey section. Both Nones and Fanficcers had very similar responses to Question 63, which determined whether or not they'd see Question 68 -- 88.6% of Fanficcers said "Yes" and 85% of Nones said "Yes" they were interested in the preservation of fanworks and fannish projects. So there were slightly more Fanficcers answering here than Nones. However, this alone can't account for the difference in response.

68. Are you the maintainer of a fannish community web site, a fannish resource web site, or an archive?			
	Do you create fanworks?		Response Totals
	I write fanfiction	No	
Yes	19.6% (674)	3.3% (26)	16.6% (699)
No	80.4% (2,770)	96.7% (752)	83.4% (3,515)
answered question		3,444	778 4,214

Graphic 147 - OTW Survey Question 68: Are you the maintainer of a fannish community website, resource web site or archive? Fanficcers vs. Nones 4,214 respondents

Another issue may be the nature of the question. There were a number of people in the write-in portion of Question 64 who said that they had taken the word "maintainer" to be someone who participated in the maintenance of a community but weren't necessarily the owners or sole owners of that site. As such they didn't feel able to say outright whether or not they might turn to Open Doors at some point in the

future since the decision wouldn't rest with them or solely with them. So it's also possible that many of the Nones in this question did participate in organizational activities in their fandom(s) but interpreted the term "maintainer" more narrowly than the Fanficcers and thus said "No."

While there may be many reasons why someone does not create fanworks, those reasons don't necessarily have much to do with why the same person could not do other types of fan activities, such as moderating a community or creating a web page. Yet the notable difference in this question between those who do and don't do so in each group may shed some light on other questions in this survey where we can see a difference between these two groups.

Questions 71 and 72

71. How long have you been a member?			
	Do you create fanworks?		Response Totals
	I write fanfiction	No	
Since 2008	15.3% (83)	14.0% (17)	15.1% (100)
Since 2009	7.2% (39)	6.6% (8)	7.1% (47)
Since 2010	8.6% (47)	5.8% (7)	8.0% (53)
Since 2011	21.7% (118)	22.3% (27)	21.9% (145)
Since 2012	27.0% (147)	37.2% (45)	28.8% (191)
Intermittently	7.0% (38)	3.3% (4)	6.3% (42)
I don't remember	13.2% (72)	10.7% (13)	12.8% (85)
answered question		544	121
			663

Graphic 148 - OTW Survey Question 71: **How long have you been an OTW member? Fanficcers vs. Nones** 663 respondents

Questions 71 and 72 dealt with the important issue of OTW support by the survey takers. There was no significant difference between the two groups in who was or wasn't a member, however there were some differences that had to do with length of time and reasons for doing so.

In looking at these differences, we must keep in mind that the number of people in the survey who were or had been members of the OTW were small compared to the overall group, and they are smaller still when filtering for fanwork activity. So the percentages are somewhat less meaningful in pointing out differences in behavior.

Question 71 asked how long the survey taker had been a member of the OTW. The majority of respondents in both groups had done so recently (possibly even since the survey had appeared), as they answered "Since 2012." However, Nones were 10% more likely to have only just become members.

While we were not able to correlate Question 6, which asked about the length of time spent in fandom, with any other questions, Question 71 provides at least a suggestion about how long someone had been active in fandom. It also calls back to mind Question 11, where we speculated that Nones might be less likely to have an AO3 account because they were not among the groups who had heard about the site early on in its development, and Question 67 which asked about fanzine collections, which might indicate how long ago someone had interacted with fanworks. But while there's no significant difference in Question 71 between Fanficcers and Nones in terms of how many had been members since 2008, Nones were slightly less likely to be members "Intermittently" and more likely to just be new to giving the OTW financial support. As with Question 61, which suggested that Nones were simply less aware, overall, about fannish issues, this may also be the case when it comes to donating to the OTW. It might be that the sampled Nones in this survey have been less aware of the OTW as a parent organization of the AO3, or in how it relies on donations to continue its services.

72. What was your main reason for becoming a member?			
	Do you create fanworks?		Response Totals
	I write fanfiction	No	
I wanted the right to vote in the elections	7.9% (42)	6.6% (8)	7.7% (50)
I wanted to support the organization financially	45.1% (239)	56.2% (68)	47.1% (306)
I wanted to show my general support for the organization	45.8% (243)	37.2% (45)	44.2% (287)
I joined because my friends are also members	0.9% (5)	0.0% (0)	0.8% (5)
I liked the incentive merchandise	0.2% (1)	0.0% (0)	0.2% (1)
Other (please specify)	38 replies	8 replies	46
answered question	530	121	649

Graphic 149 - OTW Survey Question 72: What was your main reason for becoming an OTW member? Fanficcers vs. Nones respondents 649

In Question 72, for example, we see some evidence for this explanation. Given 5 options (and a write-in box) to explain what their main reason was for becoming a member, Nones are 11% more likely to say they wanted to offer the OTW financial support than are Fanficcres (who split equally between that option and "I wanted to show my general support for the organization"). While the numbers listing the influence of friends is insignificant, it's interesting to see that no Nones listed this as a central reason for donating.

On the face of it, this difference in how the OTW is valued between these two groups makes sense. Fanwork creators have a variety of reasons to find the OTW's work useful -- primarily the organization's stated mission to offer Legal Advocacy to them, as well as their concern about preserving their work and culture. All the survey questions about Fanlore, Legal, and Open Doors preceded this question in the survey, perhaps reminding Fanficcres that the OTW does more than simply offer a space for fanfic hosting. However, those factors might be of less direct benefit to Nones, who do not create fanworks and are largely interested only in reading fanfiction. In that case, financial support so that they could continue to do so might be of more importance than expressing support for the organization's overall mission.

Question 74

74. What might make you choose to be a member in the future?			
	Do you create fanworks?		Response Totals
	I write fanfiction	No	
Nothing, the OTW is just not for me	14.5% (352)	23.8% (139)	16.3% (489)
Improvement in my finances	59.9% (1,451)	59.1% (346)	59.8% (1,794)
Niftier incentives	3.4% (83)	2.9% (17)	3.3% (100)
Better progress on existing projects	3.0% (72)	1.5% (9)	2.7% (81)
Outreach to my fannish community	6.5% (158)	5.0% (29)	6.2% (187)
Services or tools that appeal to me or my fannish community	10.9% (265)	7.0% (41)	10.2% (305)
Change in the organization's policies	1.7% (42)	0.7% (4)	1.5% (46)
Other (please specify)	379 replies	66 replies	445
answered question	2,423	585	3,002

Graphic 150 - OTW Survey Question 74: What might make you become an OTW member in the future? Fanficcres vs. Nones 4,486 respondents

Given the OTW's focus on fanwork preservation through its various projects, it may not be surprising that when it comes to supporting the organization Nones are 9.3% more likely than Fanficcres to say that "The OTW is not for me."

Question 74 offered six options of things that might incentivize current non-members to become members in the future (and the question also had a write-in option). There were no significant differences on these other choices between the two groups although, as a whole, Fanficcres were slightly more concerned about action on the part of the OTW in terms of policies, services and tools, project progress, and outreach. However, that might be expected given that they were more likely to consider that the OTW was an organization relevant to their needs or interests.

Question 84

84. Have you read the OTW website (transformativeworks.org) before?			
	Do you create fanworks?		Response Totals
	I write fanfiction	No	
Yes	37.6% (1,362)	28.3% (246)	35.8% (1,605)
I don't remember	23.4% (848)	22.7% (197)	23.2% (1,042)
No	39.1% (1,416)	49.0% (425)	41.0% (1,839)
answered question		3,626	868 4,486

Graphic 151 - OTW Survey Question 84: Have you read the OTW website before? Fanficcres vs. Nones 4,486 respondents

The final question where these two groups showed differences had to do with the OTW's website. Fanficcres were 9% more likely than Nones to have looked at it before (37.6% to 28.3%), while virtually identical numbers didn't remember if they'd done so. This response again suggests that Nones might, as a group, be more likely to have known little about the OTW prior to the survey -- in which case they were indeed less likely to have visited the A03's parent organization website.

Given that a Fanficcer was more likely to have used the OTW website, one might also expect their larger numbers (as a group) to agree with the majority opinion in the survey, that the website was easy to use. However, the opposite was true. While there were small differences in the statement "The OTW website made it easy to find the information I was looking for," there were notable differences in the following two statements; the Nones were 11% more likely to "Agree" that "The OTW website is easy to navigate" and "The OTW website met my expectations as a user."

Conclusion

Throughout this section Nones have shown some interesting differences from Fanficcers, as a group, in terms of their behavior. Due to limitations in the survey structure and data it is impossible to draw any conclusive results as to what these differences may signify. What is certain is that Nones are a population for which it would be useful to have a larger sample size so that we could learn more about their activities and interests. Since the OTW values this audience, perhaps by doing so we could reduce the difference between Fanficcers and Nones when it comes to the statement that "The OTW is not for me."

Different kinds of fanwork production

A second cross-tabulated comparison was run among different kinds of fanwork producers. Their numbers from Question 8 broke down as follows

- 1) Fannish video – 618 – 10.9%
- 2) Visual fanart – 1,575 – 27.8%
- 3) Arts and crafts – 911 – 16.1%
- 4) Fannish audio – 595 – 10.5%

Those who created fannish game content were left out due to the comparatively small size of that group (1.6%), and fanfiction writers were left out due to their comparatively large size (74%). While these groups are more balanced, it should be noted that, individually, these groups are small within the overall survey and become much smaller in certain questions that had high skip rates. So both the results and conclusions of this comparison have to be considered in light of a limited sample size.

This quartet of self-defined categories was then used to filter results from the rest of the OTW survey, looking for any cases where these four groups differed noticeably in their responses. We found 16 questions where this was the case.

Question 7

One of the first questions in which there were notable differences was Question 7, which asked about consumption of other fanworks. There were distinct differences in what people created versus what they took part in/consumed.

7. Do you consume (watch, play, read...) fanworks?					
	Do you create fanworks?				
	I create fannish video (e.g. AMV, vids, machinima...)	I create visual fanart (e.g. drawings, digital art, manips...)	I create fannish arts&crafts (e.g. knitting, replicas, cosplay...)	I create fannish audio (e.g. filk, podfic, soundtracks...)	Response Totals
I read fanfiction	99.2% (613)	99.7% (1,571)	99.5% (906)	100.0% (595)	99.6% (2,483)
I watch fannish video (e.g. AMV, vids, machinima...)	96.8% (598)	76.2% (1,200)	78.5% (715)	84.4% (502)	78.5% (1,955)
I view fanart (e.g. drawings, digital art, manips...)	93.5% (578)	97.5% (1,535)	94.5% (861)	92.9% (553)	94.3% (2,350)
I listen to fannish audio (e.g. filk, podfic, soundtracks...)	57.9% (358)	54.2% (854)	61.0% (556)	89.7% (534)	57.5% (1,432)
I play fan-made game content (e.g. addons, mods, stand-alone games...)	22.7% (140)	21.9% (345)	28.9% (263)	18.3% (109)	20.3% (505)
No	0.0% (0)	0.1% (1)	0.2% (2)	0.0% (0)	0.1% (3)
Other (please specify)	58 replies	129 replies	103 replies	62 replies	352
answered question	618	1,575	911	595	2,492

Graphic 152 - OTW Survey Question 7: **Do you consume fanworks? Fanwork creators** 2,492 respondents

In Question 7 the four groups - referred to throughout this section as **Vidders, Artists, Crafters, and Audios** - showed almost no difference in their use of fanfiction. There was also little difference in how many among the groups viewed fanart, although Artists were more likely to do so (yet not 100% of them do!)

However, Audios were the most likely (besides Vidders) to view fannish video (84.4%) and Artists the least likely (76.2%).

Artists were also the least likely to listen to fannish audio (54.2%) although only 89.7% of Audios claimed to do so either.

Audios were the least likely to play fan-made game content (18.3%), whereas Crafters were the most likely (28.9%).

Question 11

11. Do you have an account at the Archive of Our Own?					
	Do you create fanworks?				Response Totals
	I create fannish video (e.g. AMV, vids, machinima...)	I create visual fanart (e.g. drawings, digital art, manip...)	I create fannish arts&crafts (e.g. knitting, replicas, cosplay...)	I create fannish audio (e.g. filk, podfic, soundtracks...)	
Yes	90.6% (539)	84.8% (1,286)	86.5% (756)	93.7% (549)	86.8% (2,082)
No	7.2% (43)	11.5% (174)	9.5% (83)	4.9% (29)	10.1% (242)
I'm waiting for an invite	2.2% (13)	3.8% (57)	4.0% (35)	1.4% (8)	3.1% (74)
answered question		595	1,517	874	586
					2,398

Graphic 153 - OTW Survey Question 11: **Do you have an account at the A03? Fanwork creators** 2,398 respondents

Question 11 asked about whether the survey taker had an account at A03. Artists were the least likely to have one (86.5%) whereas Audios were the most likely (93.7%). However it should be noted that Crafters were more than twice as likely as audios to be waiting on an invite (4% compared to 1.4%).

Question 27

Most of the questions involving A03 in the survey showed little difference among these four groups. However, the collections question did have a surprising difference. Audios and Vidders were the most likely groups to know about collections, and Artists and Crafters the least, differing by as much as 12%. Artists were also the group most likely to have said "No" (23%).

Audios were the most likely to have added works to a collection (36.5%) while Artists were, predictably, the least (22%). Also of interest was that while there were small differences among the four groups in terms of the percentage who had created their own collection, Audios were significantly more likely to have used collections to find fanworks (40%) compared to Vidders (34%), Crafters (33%) and Artists (26.6%).

27. Have you used the collections feature of the Archive?

	Do you create fanworks?				Response Totals
	I create fannish video (e.g. AMV, vids, machinima...)	I create visual fanart (e.g. drawings, digital art, manip...)	I create fannish arts&crafts (e.g. knitting, replicas, cosplay...)	I create fannish audio (e.g. filk, podfic, soundtracks...)	
I don't know the collections feature	27.3% (159)	36.2% (534)	32.2% (275)	24.9% (144)	33.1% (774)
No	18.2% (106)	23.1% (340)	20.1% (172)	17.3% (100)	20.6% (483)
I don't remember	5.0% (29)	5.1% (75)	5.0% (43)	4.3% (25)	4.7% (111)
Yes, I have added works to an existing collection	31.6% (184)	22.0% (325)	23.0% (197)	36.5% (211)	24.9% (583)
Yes, for finding fanworks	34.0% (198)	26.6% (393)	33.3% (285)	40.3% (233)	31.3% (732)
Yes, I have created a collection myself	12.7% (74)	7.9% (117)	7.8% (67)	11.6% (67)	8.3% (194)
answered question	582	1,475	855	578	2,340

Graphic 154 - OTW Survey Question 27: Have you used the collections feature at the AO3? Fanwork creators 2,340 respondents

Questions 34 and 35

All questions regarding Fanlore showed slight differences among the groups, most significantly between the Crafters and Audios, but only Questions 34 and 35 were particularly notable.

Asked if they had ever used Fanlore, Artists were the most likely to say "No" (50.8%), and Audios the least likely (30.9%).

34. Have you ever used the Fanlore Wiki?

	Do you create fanworks?				Response Totals
	I create fannish video (e.g. AMV, vids, machinima...)	I create visual fanart (e.g. drawings, digital art, manip...)	I create fannish arts&crafts (e.g. knitting, replicas, cosplay...)	I create fannish audio (e.g. filk, podfic, soundtracks...)	
No	34.8% (204)	50.8% (764)	49.0% (425)	30.9% (177)	46.0% (1,094)
Yes, for reading about fannish terms, history, or practice	51.4% (302)	41.8% (628)	42.9% (372)	55.5% (318)	45.6% (1,083)
Yes, for documenting fannish terms, history, or practice	0.3% (2)	0.5% (8)	0.8% (7)	0.3% (2)	0.5% (12)
Yes, for both reading and documenting	13.5% (79)	6.9% (103)	7.3% (63)	13.3% (76)	7.9% (188)
answered question	587	1,503	867	573	2,377

Graphic 155 - OTW Survey Question 34: **Have you ever used the Fanlore wiki? Fanwork creators** 2,377 respondents

Then Question 35 asked if the survey taker had experience with other wikis besides Fanlore. Crafters were the most likely to say "Yes" *and* they had edited other wikis (62.7%) and Audios were the least likely (41.8%).

35. Do you have any wiki experience apart from Fanlore?					
	Do you create fanworks?				Response Totals
	I create fannish video (e.g. AMV, vids, machinima...)	I create visual fanart (e.g. drawings, digital art, manip...)	I create fannish arts&crafts (e.g. knitting, replicas, cosplay...)	I create fannish audio (e.g. filk, podfic, soundtracks...)	
Yes, I read other wiki(s)	35.0% (28)	37.3% (41)	29.9% (20)	45.6% (36)	40.4% (80)
Yes, I read and edit other wiki(s)	48.8% (39)	49.1% (54)	62.7% (42)	41.8% (33)	44.9% (89)
No, no previous experience	16.3% (13)	13.6% (15)	7.5% (5)	12.7% (10)	14.6% (29)
answered question	80	110	67	79	198

Graphic 156 - OTW Survey Question 35: Do you have any wiki experience apart from Fanlore? Fanwork creators 198 respondents

Question 50

Question 50 asked survey takers if they were aware of the OTW's fan video projects. As one might expect, Vidders were the most likely to say yes (31.6%). However, Audios had relatively high awareness (26.6%) compared to Artists (15.6%) and Crafters (17.5%).

50. Are you aware of the OTW's fan video projects?					
	Do you create fanworks?				Response Totals
	I create fannish video (e.g. AMV, vids, machinima...)	I create visual fanart (e.g. drawings, digital art, manip...)	I create fannish arts&crafts (e.g. knitting, replicas, cosplay...)	I create fannish audio (e.g. filk, podfic, soundtracks...)	
Yes	31.6% (181)	15.6% (231)	17.5% (149)	26.6% (151)	19.0% (445)
No	68.4% (391)	84.4% (1,250)	82.5% (703)	73.4% (416)	81.0% (1,896)
answered question	572	1,481	852	567	2,341

Graphic 157 - OTW Survey Question 50: Are you aware of the OTW's fan video projects? Fanwork creators 2,341 respondents

Question 54

Question 54 asked whether the survey taker had ever read TWC or its Symposium blog. Artists were the most likely to say "No" (69%), whereas there was no difference between Audios and Vidders (58%) as the least likely.

54. Have you ever read Transformative Works and Cultures (TWC) or its affiliated Symposium blog?					
	Do you create fanworks?				Response Totals
	I create fannish video (e.g. AMV, vids, machinima...)	I create visual fanart (e.g. drawings, digital art, manip...)	I create fannish arts&crafts (e.g. knitting, replicas, cosplay...)	I create fannish audio (e.g. filk, podfic, soundtracks...)	
No	58.1% (333)	69.0% (1,019)	65.0% (554)	58.2% (330)	65.7% (1,532)
I don't remember	11.9% (68)	12.3% (182)	11.9% (101)	9.7% (55)	11.4% (267)
Yes, I've read TWC	17.3% (99)	10.7% (158)	12.2% (104)	17.1% (97)	12.8% (298)
Yes, I've read the Symposium blog	1.9% (11)	1.4% (20)	1.4% (12)	2.8% (16)	1.8% (41)
Yes, I've read both TWC and the Symposium blog	10.8% (62)	6.6% (98)	9.5% (81)	12.2% (69)	8.4% (195)
answered question	573	1,477	852	567	2,333

Graphic 158 - OTW Survey Question 54: **Have you ever read TWC or its Symposium blog? Fanwork creators** 2,333 respondents

Question 56

Question 56 asked whether the survey taker had ever received a C&D letter or had fanwork removed from a site due to a copyright claim. There were several notable answers in this question.

The most significant replies affecting the cross-tabulation analysis as a whole were the number of people who, having previously claimed in Question 8 that they created *specific* kinds of fanworks, then said in Question 56 that the question did not apply to them because they *didn't* create any fanworks. Their numbers were small compared to their overall groups (ranging from 11 out of 565 Vidders to 68 out of 1,446 Artists). However, their percentages ranged from under 2% to nearly 7% of respondents in this

question. It is for this reason that 8% was considered a cutoff for reporting cross-group differences in this section of the survey report. It's quite possible that this portion of survey takers had created at least a few fanworks in the past but either the length of time that had passed, or the rarity of their activity, made them feel that Question 56 was irrelevant to them.

In terms of the other answers to this question, anecdotal evidence suggests that Vidders are most likely to have experienced a takedown request or action, and the survey results bear this out. Only 68% of them say that such a thing has never occurred to them, compared to 81% of Artists. Given that fan artists are very likely to be manipulating visual images just as vidders do, this difference in experience probably speaks to the limited number of online spaces where fan videos can be hosted, and thus the facility that copyright enforcement agents have in locating them and running automated checks for infringement. Fan art, on the other hand, is exceedingly common and found in an enormous number of diverse online locations -- from an individual fan webpage to the millions of fannish icons/avatars in online message boards and blogging sites.

While Vidders claimed to have more experience contesting the takedown request/action, they were also the most likely to have complied with the request -- 15.6% compared to Crafters 3.7%.

56. Have you ever received a cease and desist letter, or had a fanwork removed from a site for intellectual property infringement?					
	Do you create fanworks?				
	I create fannish video (e.g. AMV, vids, machinima...)	I create visual fanart (e.g. drawings, digital art, manips...)	I create fannish arts&crafts (e.g. knitting, replicas, cosplay...)	I create fannish audio (e.g. filk, podfic, soundtracks...)	Response Totals
Does not apply to me, I don't create fanworks	1.9% (11)	4.7% (68)	6.9% (58)	2.3% (13)	5.1% (118)
No, this has never happened to me	68.0% (384)	80.9% (1,170)	77.6% (653)	80.1% (451)	79.3% (1,821)
Not personally, but a site where my work was/is archived was targeted	10.1% (57)	8.2% (119)	10.7% (90)	11.4% (64)	8.6% (198)
Yes, but I was able to contest it	4.4% (25)	1.2% (17)	1.2% (10)	0.9% (5)	1.4% (33)
Yes, and I took the fanwork down	15.6% (88)	5.0% (72)	3.7% (31)	5.3% (30)	5.4% (125)
answered question	565	1,446	842	563	2,295

Graphic 159 - OTW Survey Question 56: Have you ever read TWC or its Symposium blog? Fanwork creators 2,333 respondents

Question 57

Given the difference in experiences cited in Question 56, you might expect Vidders to have the most awareness of OTW's legal advocacy work, particularly given that its most visible successes involved DMCA exemptions for this group. However, this wasn't the case. While Vidders did have a higher awareness (63%) than Artists (52.3%) or Crafters (59.2%), it was actually Audios who had the highest awareness of legal advocacy work *in general*, at 70.4%.

57. Are you aware of the OTW's legal advocacy work?					
	Do you create fanworks?				Response Totals
	I create fannish video (e.g. AMV, vids, machinima...)	I create visual fanart (e.g. drawings, digital art, manip...)	I create fannish arts&crafts (e.g. knitting, replicas, cosplay...)	I create fannish audio (e.g. filk, podfic, soundtracks...)	
Yes	63.1% (358)	52.3% (761)	59.2% (500)	70.4% (398)	57.7% (1,331)
No	36.9% (209)	47.7% (694)	40.8% (344)	29.6% (167)	42.3% (976)
answered question	567	1,455	844	565	2,307

Graphic 160 - OTW Survey Question 57: Are you aware of the OTW's legal advocacy work? Fanwork creators 2,307 respondents

Question 58

Question 57 looks different though when viewed together with the responses to Question 58. Of those who are aware of the OTW's Legal Advocacy work *at all*, it is in fact Vidders who are the most likely to be aware of the DMCA exemptions gained by the OTW's efforts -- 63% compared to Audios' 58% and Artists' and Crafters' 49%. They're even more likely to have heard of the Fair Use Test Suite assembled for testimony before the Copyright Office (74.3%), although even the Artists group shows a high awareness of this, at 65.3%. Other than those two responses, there were no significant differences in awareness among the 4 groups on the other Legal Advocacy activities.

58. This is a list of Legal Advocacy's contributions. Which ones have you heard of?

	Do you create fanworks?				Response Totals
	I create fannish video (e.g. AMV, vids, machinima...)	I create visual fanart (e.g. drawings, digital art, manip...)	I create fannish arts&crafts (e.g. knitting, replicas, cosplay...)	I create fannish audio (e.g. filk, podfic, soundtracks...)	
DMCA exemption for makers of noncommercial remix video	63.1% (214)	49.4% (347)	49.2% (228)	58.0% (221)	51.4% (640)
General education about Fair Use (e.g. Vid Test Suite, blog posts, conference talks)	74.3% (252)	65.3% (459)	68.5% (317)	70.6% (269)	67.5% (840)
Help for individual fans (e.g. Glockgal's Zazzle store takedown)	41.9% (142)	32.3% (227)	36.5% (169)	40.7% (155)	35.2% (438)
Archive of Our Own and Fanlore Terms of Service	85.5% (290)	87.5% (615)	88.3% (409)	86.4% (329)	87.4% (1,088)
Opposing Australian internet censorship	24.8% (84)	24.8% (174)	28.3% (131)	24.4% (93)	24.3% (302)
Salinger v. Colting case	8.0% (27)	6.3% (44)	8.2% (38)	8.4% (32)	6.7% (84)
Other (please specify)	5 replies	8 replies	7 replies	4 replies	24
answered question	339	703	463	381	1,245

Graphic 161 - OTW Survey Question 58: Which legal advocacy contributions have you heard of? Fanwork creators 1,245 respondents

Question 64

There were no real differences among the groups when it came to the survey set of questions about the Open Doors project. The only one that stood out was Question 64, which asked the survey taker how aware they were that a work on the AO3 could be orphaned. There was significantly more likelihood for Audios to be aware of this (77.7%) than Artists (64.5%), suggesting that overall Artists may have less posting experience at the AO3 or have taken part in fewer challenges or collections where the practice of hiding the creator's name (temporarily) is a common occurrence.

64. Are you aware of the option to "orphan" a fanwork on the Archive of Our Own?

"Orphaning" means anonymizing and giving up control of your fanwork while still leaving it available for other fans.

	Do you create fanworks?				Response Totals
	I create fannish video (e.g. AMV, vids, machinima...)	I create visual fanart (e.g. drawings, digital art, manip...)	I create fannish arts&crafts (e.g. knitting, replicas, cosplay...)	I create fannish audio (e.g. filk, podfic, soundtracks...)	
Yes	70.7% (365)	64.5% (836)	66.7% (508)	77.7% (405)	66.9% (1,384)
No	29.3% (151)	35.5% (461)	33.3% (254)	22.3% (116)	33.1% (685)
answered question	516	1,297	762	521	2,069

Graphic 162 - OTW Survey Question 64: Awareness of the option to "orphan" a fanwork on A03 by Fanwork creators 1,245 respondents

Questions 70 and 73

Question 70 and its related question about financial donations to the organization were particularly critical ones in the survey, given that all the OTW's projects' depend on user support - something that stood out more strongly than ever in 2012 with surging user demand and larger expenses to meet them.

Although the number of donors revealed in the survey was a small group, there were some differences in *who* was a donor. Audios (21.2%) and Vidders (20%) were significantly more likely than Artists (11.4%) and Crafters (12%) to have been members at some point.

While the significance of Question 73's results are harder to discern, there was a definite split in the reasons given by the four groups as to why they let their membership lapse. It should be noted that the number of people answering this question was exceedingly small, with under 50 in each group, so that any one person's answer held a greater weight in the overall results. However Artists and Audios were more likely to say that they did not donate again due to financial constraints, than Vidders and Crafters (who merely forgot). This might mean that it is simply harder to reach Vidders and Crafters as groups with membership renewal reminders, or that Artists and Audios may have some significant demographic aspect that makes it more difficult for them to have funds to donate. In the write-in responses to the donation questions in the survey, a number of people discussed being students or being underage as a reason why they were not able to donate, so it's possible that relative youth is a factor in these two groups of fanwork creators

70. Have you ever been an OTW member?

You are/were an OTW member if you donated 10 US\$ or more and did not deliberately opt out of membership. Membership lasts for a year after your last donation.

	Do you create fanworks?				Response Totals
	I create fannish video (e.g. AMV, vids, machinima...)	I create visual fanart (e.g. drawings, digital art, manip...)	I create fannish arts&crafts (e.g. knitting, replicas, cosplay...)	I create fannish audio (e.g. filk, podfic, soundtracks...)	
Yes, currently	20.1% (108)	11.4% (157)	12.1% (97)	21.2% (113)	14.2% (309)
Yes, but lapsed	4.7% (25)	3.3% (46)	4.9% (39)	6.6% (35)	4.5% (98)
No, never	75.2% (404)	85.3% (1,175)	83.0% (665)	72.3% (386)	81.3% (1,769)
answered question	537	1,378	801	534	2,176

Graphic 163 - OTW Survey Question 70: Have you ever been an OTW member? Fanwork creators 2,176 respondents

It should be noted that some question options didn't even get any responses among these groups, so small was the sample. So the number of Vidders who cited opposition to OTW policies or development as a reason for non-renewal has no statistical significance compared to the other group members.

73. What made you stop being a member?					
	Do you create fanworks?				Response Totals
	I create fannish video (e.g. AMV, vids, machinima...)	I create visual fanart (e.g. drawings, digital art, manips...)	I create fannish arts&crafts (e.g. knitting, replicas, cosplay...)	I create fannish audio (e.g. filk, podfic, soundtracks...)	
I forgot to renew membership	41.7% (10)	27.9% (12)	40.0% (14)	29.4% (10)	35.9% (33)
Financial reasons	29.2% (7)	60.5% (26)	37.1% (13)	52.9% (18)	47.8% (44)
I lost interest	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
I feel there is a lack of progress	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
I don't feel represented by the OTW	4.2% (1)	7.0% (3)	8.6% (3)	0.0% (0)	5.4% (5)
I disagree with (aspects of) the OTW's policies or their development	25.0% (6)	4.7% (2)	14.3% (5)	17.6% (6)	10.9% (10)
Other (please specify)	2 replies	9 replies	5 replies	5 replies	21
answered question	24	43	35	34	92

Graphic 164 - OTW Survey Question 73: What made you stop being an OTW member? Fanwork creators 92 respondents

Questions 81 and 82

Question 81 asked about survey takers' awareness of ways to get information about the organization or its projects. Most of the responses showed no real differences, although one could see correlation in the answers given here and the differences shown in other questions about project awareness. For example, Audios were most likely to know about Fanlore's Dreamwidth community (34.2%), and Artists the least (23%). Artists were also the least likely to know about the OTW website (43.8%) and Audios were the most (58.5%).

81. The OTW is represented on a variety of communication platforms. Which of these OTW online outlets have you read or heard of?

	Do you create fanworks?				Response Totals
	I create fannish video (e.g. AMV, vids, machinima...)	I create visual fanart (e.g. drawings, digital art, manip...)	I create fannish arts&crafts (e.g. knitting, replicas, cosplay...)	I create fannish audio (e.g. filk, podfic, soundtracks...)	
OTW website (transformativeworks.org)	57.4% (261)	43.8% (487)	49.9% (334)	58.5% (272)	49.2% (887)
OTW News mirrors (RSS feed; tumblr; otw_news on LJ, IJ & DW)	33.8% (154)	29.0% (323)	30.4% (204)	39.6% (184)	31.2% (563)
Fanlore community on Dreamwidth	33.0% (150)	23.1% (257)	24.2% (162)	34.2% (159)	25.4% (459)
Archive of Our Own admin posts	80.2% (365)	80.6% (897)	77.5% (519)	81.7% (380)	80.2% (1,446)
Fanlore admin posts	15.4% (70)	11.0% (122)	13.0% (87)	12.7% (59)	11.9% (214)
Twitter accounts (ao3org, ao3_status, otw_news, ao3_wranglers, fanlore_wiki)	49.0% (223)	40.5% (451)	45.5% (305)	52.3% (243)	44.5% (803)
Merchandise (flyers, stickers, pins)	22.9% (104)	13.3% (148)	16.9% (113)	23.4% (109)	15.9% (287)
OTW representative at event (e.g. conference panel)	13.2% (60)	7.5% (84)	7.5% (50)	10.8% (50)	8.6% (155)
Facebook (page, cause, group)	14.5% (66)	12.8% (142)	13.3% (89)	9.9% (46)	12.7% (229)

Graphic 165 - OTW Survey Question 81: What online OTW news outlets have you heard of? Fanwork creators 1,804 respondents

Of greatest concern to the OTW in terms of user education/awareness efforts however, is the way that Artists are particularly likely not to have heard of *any* of the outreach efforts, whether it was merchandise (only 13.3%) or the OTW News service (29%). The differences for OTW News are of particular significance since both project-specific and general organization information goes out on these channels and there's a 10% difference shown between their group and the most aware, the Audios (39.6%). Other than official project sites such as A03 News on the A03 website, or the OTW's own webpage, the social media site ranking highest in awareness was Twitter. Yet Artists continue to show a wide gap in awareness there, with only 40.5% of Artists aware of the org's Twitter accounts and Audios showing 52.3% awareness. It should be noted that the highest subscription rate to any communication outlet we

have with users is AO3_Status on Twitter, which currently has over 11,000 subscribers. It isn't possible to measure how many people may be tracking project or OTW news through RSS feeds, bookmarks, or direct visits, but subscriptions do make it more likely a person will be able to receive any news that they consider important.

This lack of awareness among Artists seems to correlate to a general lack of interest. In Question 82, survey takers are asked what kind of news would be interesting to them. The Artists' group lack of interest is demonstrated in everything from somewhat bureaucratic/volunteering type of posts, such as OTW Committee spotlights (13.4% compared to Audios' 19%) to more general fandom news in the Links Roundups (44.2% compared to Audios' 54.3%). It is only in response to AO3 news that their interest is indistinguishable from that of other groups.

82. We post the following types of content to our OTW online outlets. Which ones are you interested in, generally speaking?					
	Do you create fanworks?				Response Totals
	I create fannish video (e.g. AMV, vids, machinima...)	I create visual fanart (e.g. drawings, digital art, manip...)	I create fannish arts&crafts (e.g. knitting, replicas, cosplay...)	I create fannish audio (e.g. filk, podfic, soundtracks...)	
OTW Committee spotlights	16.6% (74)	13.4% (148)	14.7% (98)	19.1% (85)	14.4% (256)
Link Roundups about fandom, broadly conceived	48.9% (218)	44.2% (487)	45.6% (304)	54.3% (242)	46.1% (821)
OTW Newsletter	41.5% (185)	31.6% (348)	35.2% (235)	41.5% (185)	35.0% (624)
Archive of Our Own updates	86.8% (387)	85.9% (948)	85.9% (573)	86.1% (384)	86.0% (1,532)
"Day in the life" posts from volunteers and staff	22.2% (99)	19.2% (212)	19.6% (131)	24.2% (108)	19.9% (355)
Project activity announcements (e.g. Open Doors imports)	51.6% (230)	43.2% (477)	49.5% (330)	55.8% (249)	46.4% (826)
Alerts and posts on topics of interest (e.g. copyright legislation)	67.3% (300)	63.1% (696)	66.6% (444)	68.4% (305)	64.5% (1,150)
answered question	446	1,103	667	446	1,782

Graphic 166 - OTW Survey Question 82: What OTW news content are your interested in? Fanwork creators 1,804 respondents

It should be noted that Crafters showed no real difference from Artists in terms of interest in different news content. But at least in Question 81 they do show slightly more awareness of OTW news platforms (particularly the OTW website).

Questions 84

On the topic of the OTW website, this is the final question where the groups showed some differences. As seen in Question 81, there was again a significant difference reported among Artists and other groups when it came to having seen the OTW website. Audios and Vidders showed no difference in awareness, each having 49% saying "Yes" they had used the site, and virtually identical numbers across groups saying they didn't remember if they had. But Artists stood out with the lowest awareness with 35.9% having read the site while Crafters came in at 40.3%.

84. Have you read the OTW website (transformativeworks.org) before?						
	Do you create fanworks?				Response Totals	
	I create	I create	I create	I create		
	fannish video	visual	fannish	fannish audio		
	(e.g. AMV, vids,	fanart (e.g. drawings,	arts&crafts (e.g. knitting,	(e.g. filk, podfic,		
	machinima...)	digital art, manip...)	replicas, cosplay...)	soundtracks...)		
Yes	49.2% (262)	35.9% (489)	40.3% (323)	49.6% (264)	40.3% (869)	
I don't remember	20.1% (107)	21.7% (295)	23.8% (191)	22.2% (118)	22.2% (478)	
No	30.6% (163)	42.4% (578)	35.8% (287)	28.2% (150)	37.5% (809)	
answered question		532	1,362	801	532	2,156

Graphic 167 - OTW Survey Question 84: Have you read the OTW website before? Fanwork creators 2,156 respondents

Conclusion

Throughout this section Artists have typically been the group to show less involvement or awareness of the OTW or its projects, even though numerically they are the largest group of the four being compared, with well over 1,000 respondents compared to the 800 or so for Crafters and 500 or so for Vidders and Audios. Why might this be the case?

There seem to be several possibilities. Question 8 did not ask how active users were in creating the fanworks they had made. Indeed, some people wrote in to clarify that they had rarely done so, or even intended on doing so in the future. While those comments were virtually all connected to writing fanfiction, it does raise the possibility that a larger part of those who had created fanart did so in a limited or less consistent fashion. For example, anyone who had created their own icon or avatar using a fandom-oriented screencap could say they had created fan art -- and there are millions of such works online in blogging spaces and posting boards.

Another possibility is that this group was more likely to contain newer fans who had spent a shorter time doing fannish things. In Question 6, 21% of all respondents said they'd been involved in fandom for 5 years or less, the same time during which the OTW had been in existence. It is hard to overlook the rapid, and recent, growth of Tumblr as a hotbed of fannish activity. Tumblr is a site focused on visual content. Unlike other major platforms for fanart, such as DeviantArt, the sort of visual-oriented fanworks on Tumblr are quite likely to be created by manipulating existing images or photos so as to be original fannish artworks. The technical barriers to adding text or cropping and altering photos has dropped considerably in the past 10 years, meaning that many more people can now easily create visual fan art, and do so regularly as part of their fan activity. In fact it may be an even lower barrier to creating fanworks than fanfiction has been in the past, so future surveys might see an even larger number of people claiming to be involved in this kind of fanwork.

A further issue is related to what the OTW's largest project, the AO3, can currently offer Artists. As shown throughout the survey, awareness of the AO3 was nearly universal among the survey takers and was cited as the most likely project through which survey takers first heard about the OTW. However, we were unable to distinguish level of use among groups. Thus if we consider the expectations of Artists compared to some of the other groups in this section, their more limited awareness of and interest in the OTW may seem logical. For example, those creating videos or audio recordings are accustomed to using limited sites for hosting but various sites for promotion. Thus the limitations they currently experience in direct hosting at the AO3 may not be significantly different for them than what they experience on other fannish platforms. By comparison, many artists are used to being able to not only embed but host content at sites used by fans for interaction -- such as LiveJournal, DeviantArt, or Tumblr. This could also explain some similar levels of response in this section by the Crafters group, who might also rely heavily on hosting photographs for their fannish interaction and thus don't find that the site fits their needs particularly well.

Another difference that was seen repeatedly in this section was a higher awareness and use of OTW projects by Audios. It could be that many in this group use the Audiofic Archive as a hosting location, and it has had ties to OTW personnel. Thus informal discussion and news distribution may have spread more easily throughout this group.

Final Thoughts

In this Cross-Tabulated section, we were looking for differences among groups of fanwork creators, and between some creators and non-creators, in terms of their awareness and use of OTW projects, and in terms of their overall involvement with the OTW or aspects of fandom.

Some of the differences shown in these two sections -- that of Fanficcors and Nones, or of Vidders, Artists, Crafters, and Audios -- confirmed assumptions many fans might have from their own experience or anecdotal evidence. Some might also seem quite expected -- such as that Fanficcors are more likely than Nones to have an A03 account.

The conclusion we reached may also be obvious -- that the more involved people are in fandoms, the longer they have been involved, and the greater the number of fanworks they create, the more likely they are to be aware of and interested in the OTW and its projects. But at least in looking at these groups and their responses to a lengthy series of questions in this survey, the organization does have some evidence about the usefulness of its current outreach efforts, and what steps they may need to take in the future to create greater awareness among all groups of fans.

Concluding Remarks

This survey, which took considerable time and effort on the part of OTW volunteers to create and process, as well as that of survey takers to respond to, offers both rewarding signs on the organization's progress to date and areas that need improvement for the future. The information provided here can serve a valuable function to the OTW in both its efforts in strategic planning and as guideposts for annual development on the part of individual committees and projects.

It also provides considerable help in planning for the next effort at a general community survey. This project has been a learning experience for the OTW, both in terms of anticipating future response rates as well as confronting issues surrounding how data is evaluated and how distribution should be scheduled. There are three key issues made clear by both comments from the survey takers as well as the experiences of OTW volunteers in collating those responses.

1) Future surveys need to take place

The survey results are evidence of the remarkable goodwill shown by thousands of people in responding to a long and detailed survey by an organization whose work is of interest or value to them. Surveys provide both the OTW and its watchers, users, and supporters with a way to provide one another with important information -- information that might not be successfully transmitted in any other way. Repeated efforts to maintain this dialogue can be both rewarding and a responsible action on the part of the organization and should probably be done on a 2-3 year cycle.

2) Future surveys need to be shorter

Future all-org surveys should probably not exceed a maximum of 50 questions for anyone answering all sections and should focus more on general knowledge and awareness than feedback for specific features and activities. An exception would be the donation process which would otherwise be difficult to gauge on a large scale. (This would be especially useful if future surveys accompany one of the semiannual membership drives).

We would recommend that individual OTW projects conduct their own "mini-surveys" on particular features or plans as part of their general user outreach and planning efforts -- occasional polls of no more than 10 questions which will be simple to plan and process.

3) Future surveys should be structured differently

One thing that became clear is that the prevalence of write-in *only* questions were difficult for both the survey takers and the Survey volunteers. While we would recommend that there always be a final open question for any topic the survey taker wants to discuss, remaining questions should employ both more options within a closed question format (such as ticky boxes as opposed to only radio buttons) as well as more closed *plus* write-in questions. Closed format options provide more guidance to survey users who may otherwise struggle with the question language, or be less inclined to answer at all if they have to formulate something in their own words. For people with limited time, they also allow survey users to answer more quickly and make taking the survey more painless.

Another important change will be to assume that a good number of survey takers will not be aware of something they are being asked about, and thus provide them with a button to say so. A sizable number of write-in responses simply said "don't know", "no opinion", "wasn't aware", etc. These took time for the survey taker to write (repeatedly) and for Survey volunteers to process with nothing gained by either side. This should be an option made simpler for everyone.

Write-in responses are always valuable in finding things the question failed to account for; for differences in opinion among survey takers; for greater detail about an answer; or information that may have changed during the time the survey was developed. But these are equally valuable benefits when provided in conjunction with at least some preselected options, as opposed to none at all.

A further complication to write-in only responses is the way they hamper the OTW's ability to compare factors across questions or survey sections, because responses from numerous questions can't be used to filter other responses. This makes the potential survey results more limited instead of a source of discovery. For questions that have write-in components, the closed options can still provide a useful measure of comparison.



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