

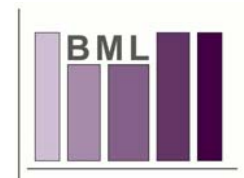
# Human Resources in Publishing

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A research study for  
The Publishing Training Centre  
conducted by BML

Summary of findings from  
Non-Publishing Students

September 2009



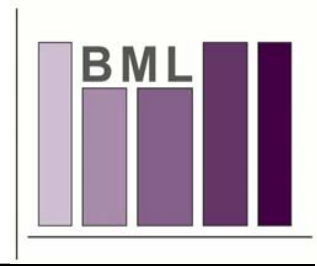
# Project background



- PTC is funding a research project to examine in detail how book and journal publishers recruit, develop and retain their staff
- backed by the Publishers Association, Independent Publishers Guild and Association of Learned and Professional Society Publishers
- working group from consumer and academic publishers to help steer the research on behalf of the wider publishing community
- Stage 1: research with HR directors
- Stage 2: research with publishing and non-publishing students, course directors, recruitment agencies
- full details of project objectives and methodology provided in Stage 1 report
- this report provides the analysis of the study among students on non-publishing courses

# Methodology

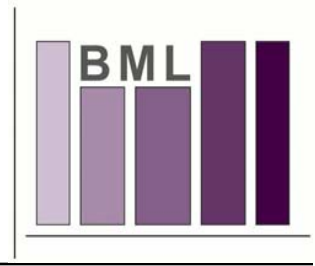
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- Online study among final year students on non-publishing courses
  - invitations to participate through OpinionPanel's student database
- A total of 503 responses received and analysed
  - sample structured to provide 70-100 students in each of 6 broad subject areas
  - book publishing students excluded

# Objectives

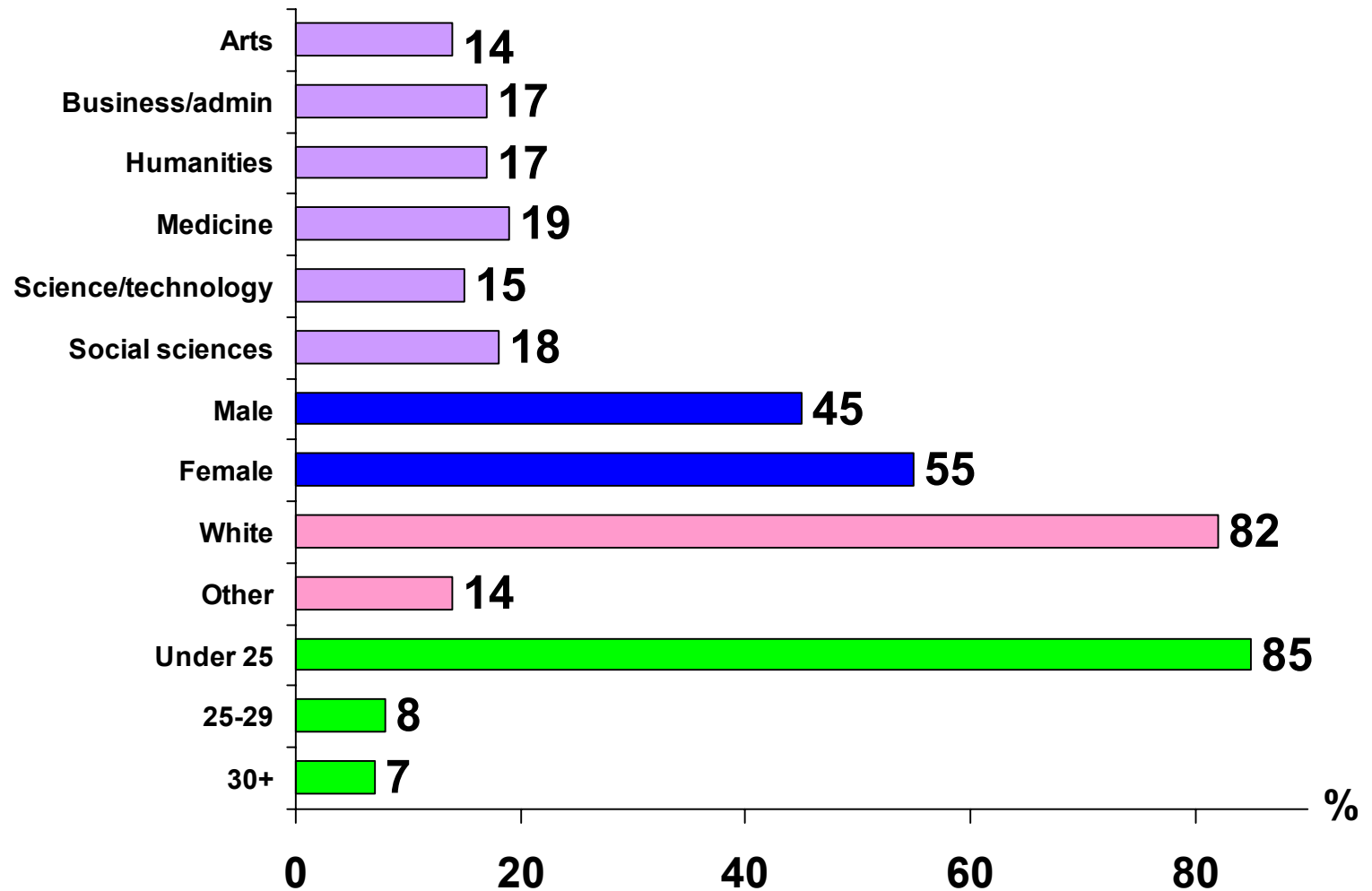
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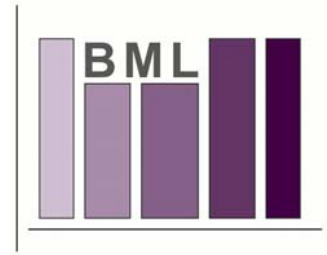
- Whether students have considered/would consider a career in book publishing
- Reasons for and against
- Image of book publishing vs other industries
- Whether and why some functions (eg editorial, digital, marketing) have more positive images than others
- Whether they feel they have skills suited to book publishing
- Sources used for finding out about jobs
- What would make book publishing more attractive as a career.

# Sample

## Subject group/sex/ethnicity/age



NB. 4% did not indicate ethnicity



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# Interest in industries

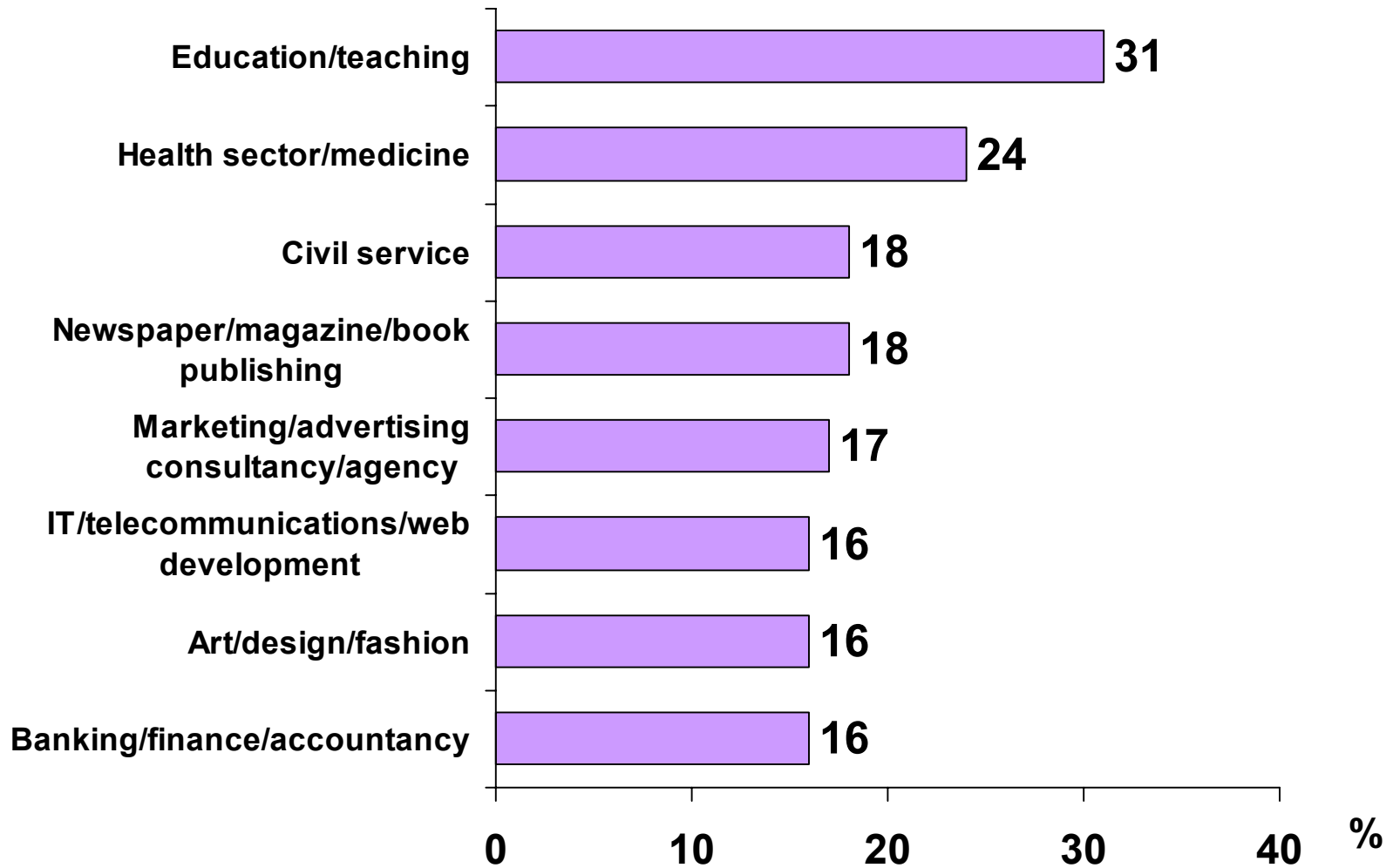
# Interest in industries



- 18% of these students have considered working in the newspaper/magazine/book publishing sector after leaving university
  - only education/teaching (31%) and health sector/medicine (24%) are more popular
  - students of humanities (35%), business (29%) and arts (27%) are most likely to have considered publishing
- When specifically asked about the book publishing industry, 24% say they have ever thought they might seek a career there
  - 54% humanities, 39% arts, 26% business
- On a scale of 1 (low) to 10 (high), 21% of students rate their interest in book publishing at 7 or above, with an average rating of 4.2
  - humanities (6.2) and arts (5.2 ) students most interested

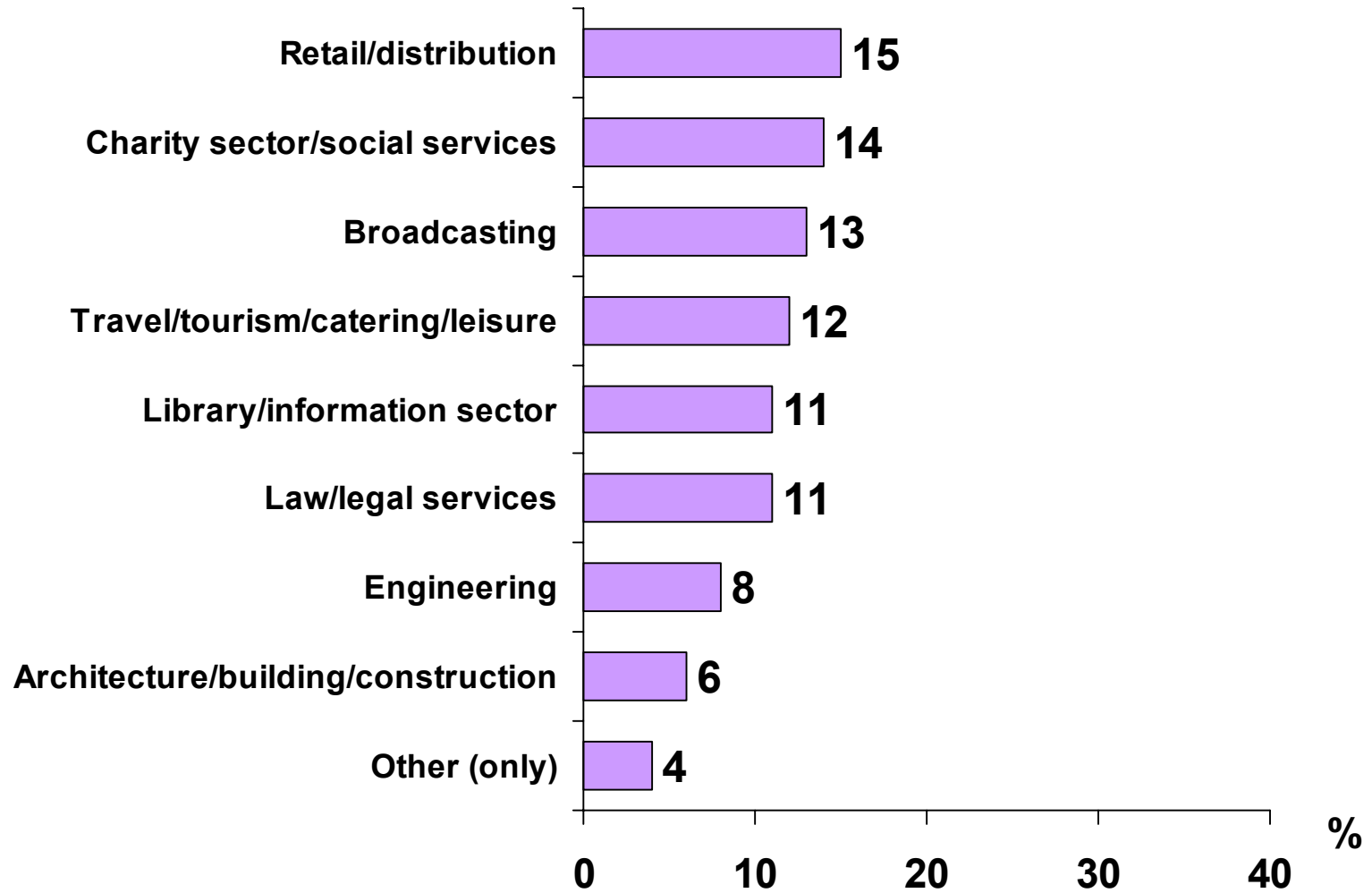
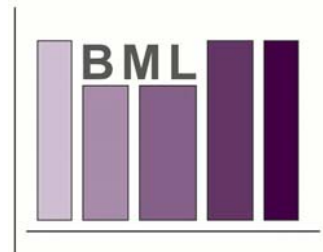
# Possible industries (1)

Which, if any, of the following industries/sectors are you considering working in after you leave university?



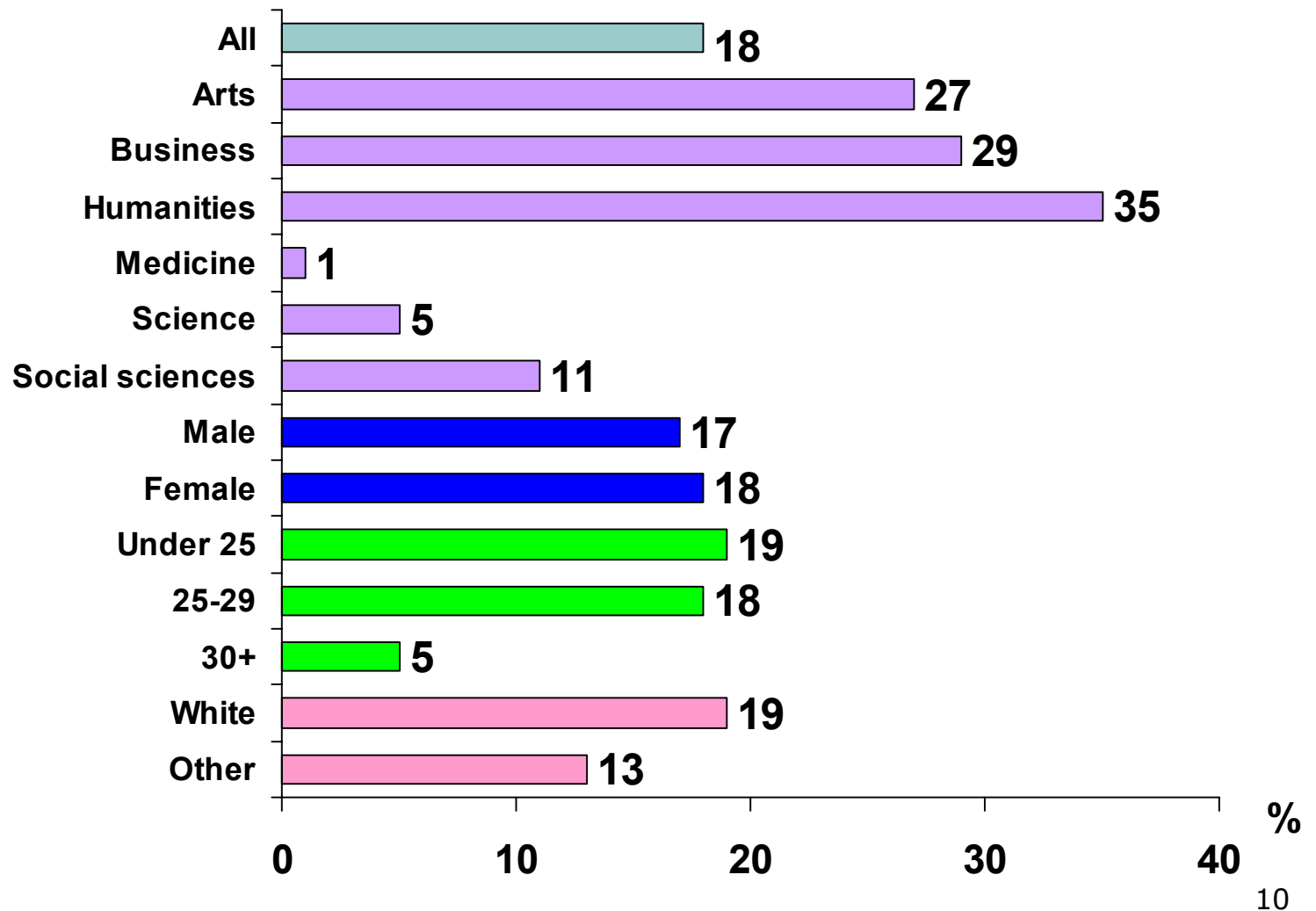
# Possible industries (2)

Which, if any, of the following industries/sectors are you considering working in after you leave university?



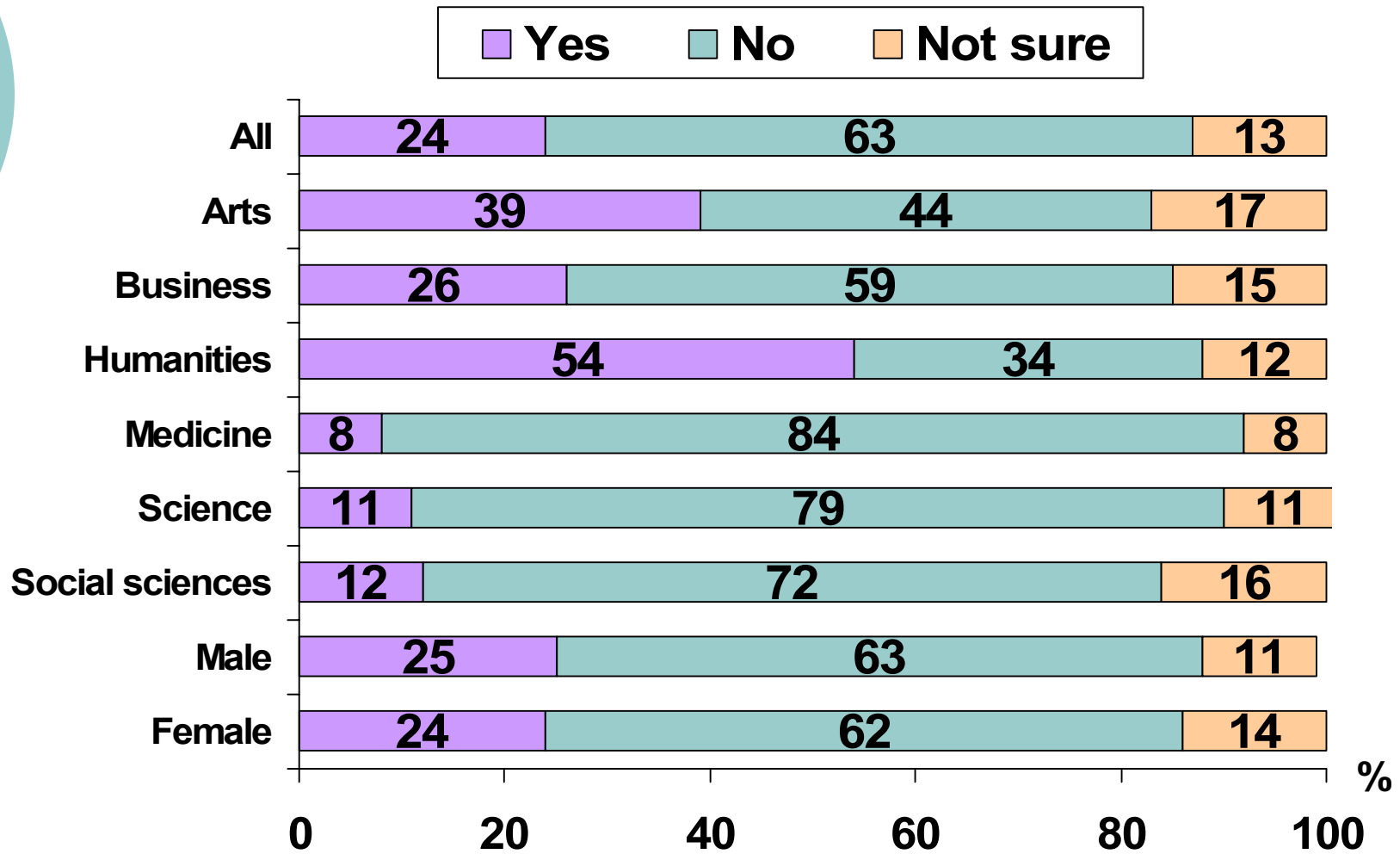
# Interest in press/books

Which, if any, of the following industries/sectors are you considering working in after you leave university?



# Ever considered book industry

Have you ever thought that you might look for a job/career in the book publishing industry when you start work?

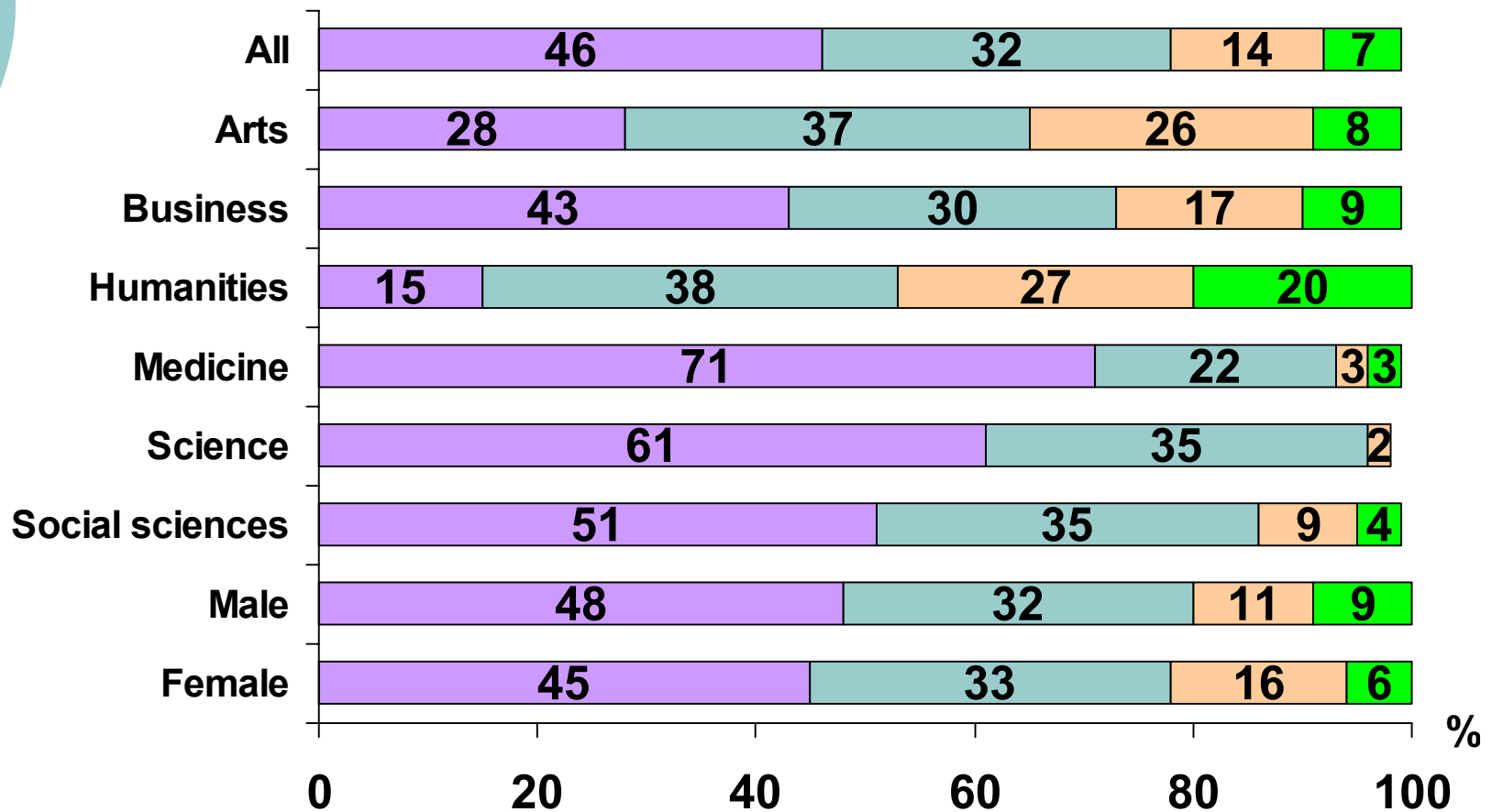


# Interest in book industry

How interested do you think you might be in a job/career in the book publishing industry when you start work? (1-10 scale)

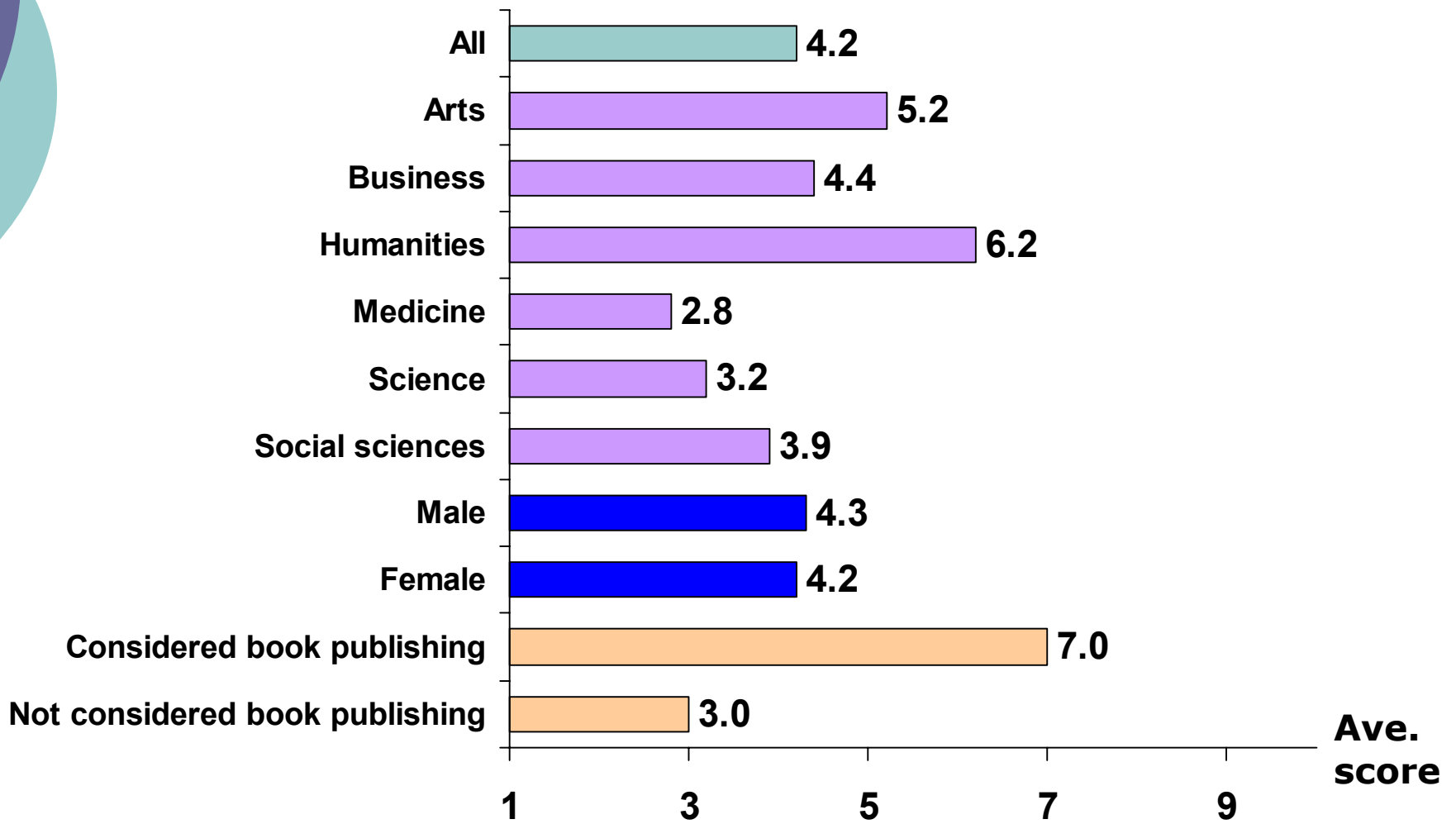


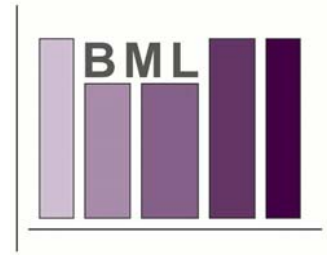
■ Little (1-3)
 ■ Some (4-6)
 ■ Fair (7,8)
 ■ High (9,10)



# Interest in book industry

How interested do you think you might be in a job/career in the book publishing industry when you start work? (1-10 scale)

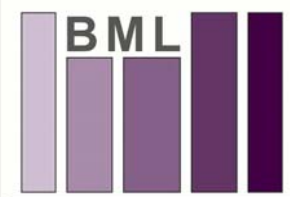




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# Attractions/detractions of the book publishing industry

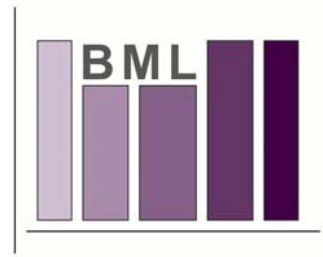
# Attractions/detractions of Book publishing industry



- The spontaneous aspect that most attracts students to the industry is their own love of books/reading (21%), followed by creativity (12%)
- When prompted, 48% mention books/reading
  - 36% mention work creatively
  - 23% say they may have suitable skills
- 20% saw no attractions to working in book publishing
  - 31% of those not considering book publishing in past
- The spontaneous aspects that most put students off the industry is the feeling it is boring/monotonous (21%), difficult to get into/too few jobs (18%) and low pay (16%)
- When prompted, 32% are more interested in other industries instead
  - 31% feel it would be difficult to get a job
  - 17-18% not interested in the work, don't have right skills, think has low pay
  - Those considering industry particularly put off by perceived difficulty of getting job (50%)

# Book industry attractions

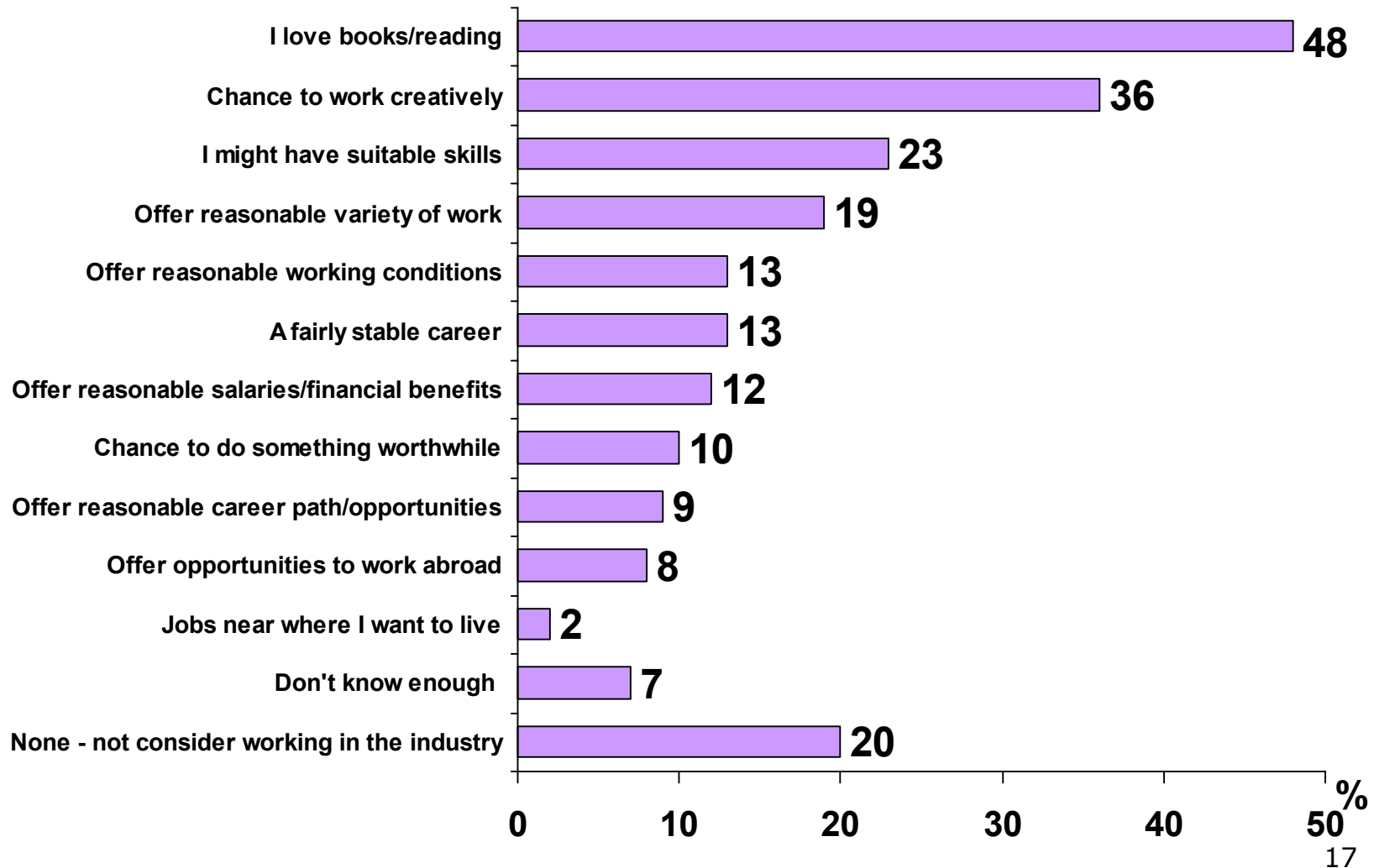
What, if anything, MOST attracts you to working in the book publishing industry? (UNPROMPTED)



- Nothing/no interest 25%
- Don't know 2%
- Love books/reading 21%
- Creativity 12%
- Working with authors 10%
- Work with creative people 8%
- Publishing important book 8%
- Discovering new talent 5%
- Money 3%

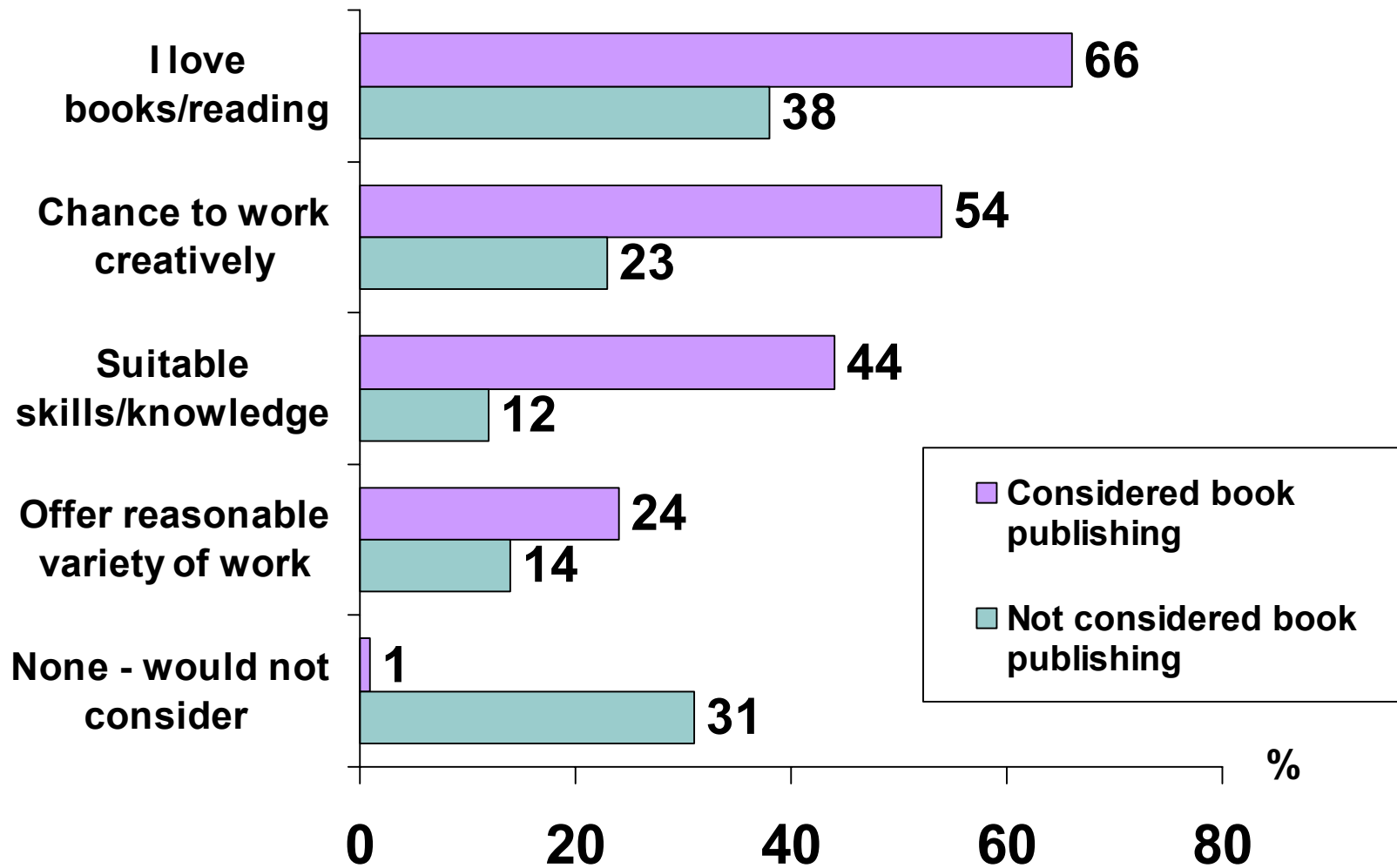
# Possible attractions

For which, if any, of the following reasons are you attracted to working in the book publishing industry? (PROMPTED)



# Possible attractions

For which, if any, of the following reasons are you attracted to working in the book publishing industry? (PROMPTED)



# Book industry detractions

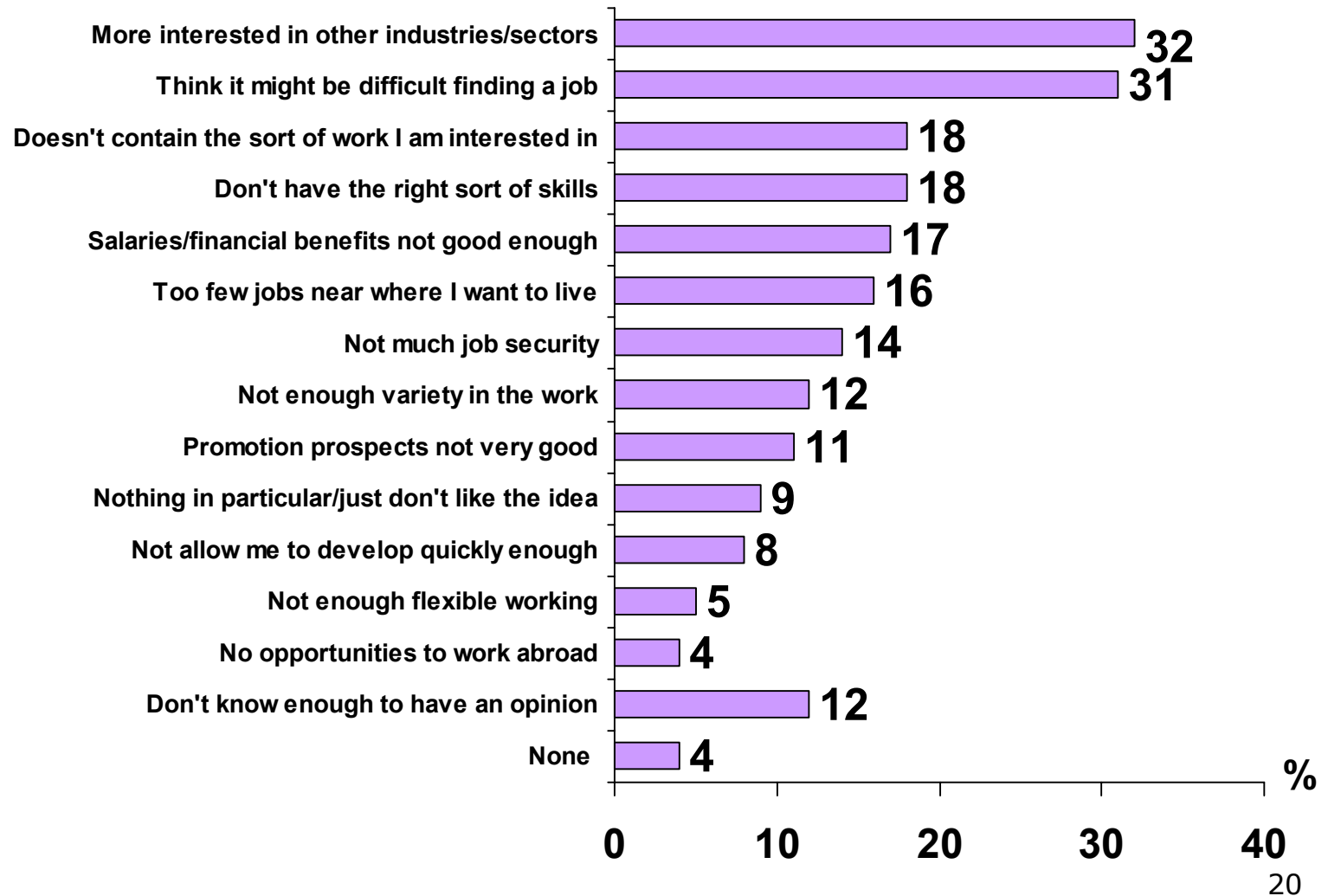
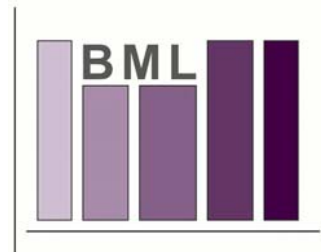
What, if anything, do you think is LEAST attractive about working in the book publishing industry? (UNPROMPTED)



- Don't know (enough) about industry 10%
- Nothing 8%
- Boring/monotonous/repetitive 21%
- Very difficult to get into/few jobs 18%
- Low pay 16%
- Long hours 12%
- Poor career prospects 11%
- Unstable/not secure 10%
- Not interested in books 9%
- No local jobs/London-based 7%
- Office-based/desk bound 7%

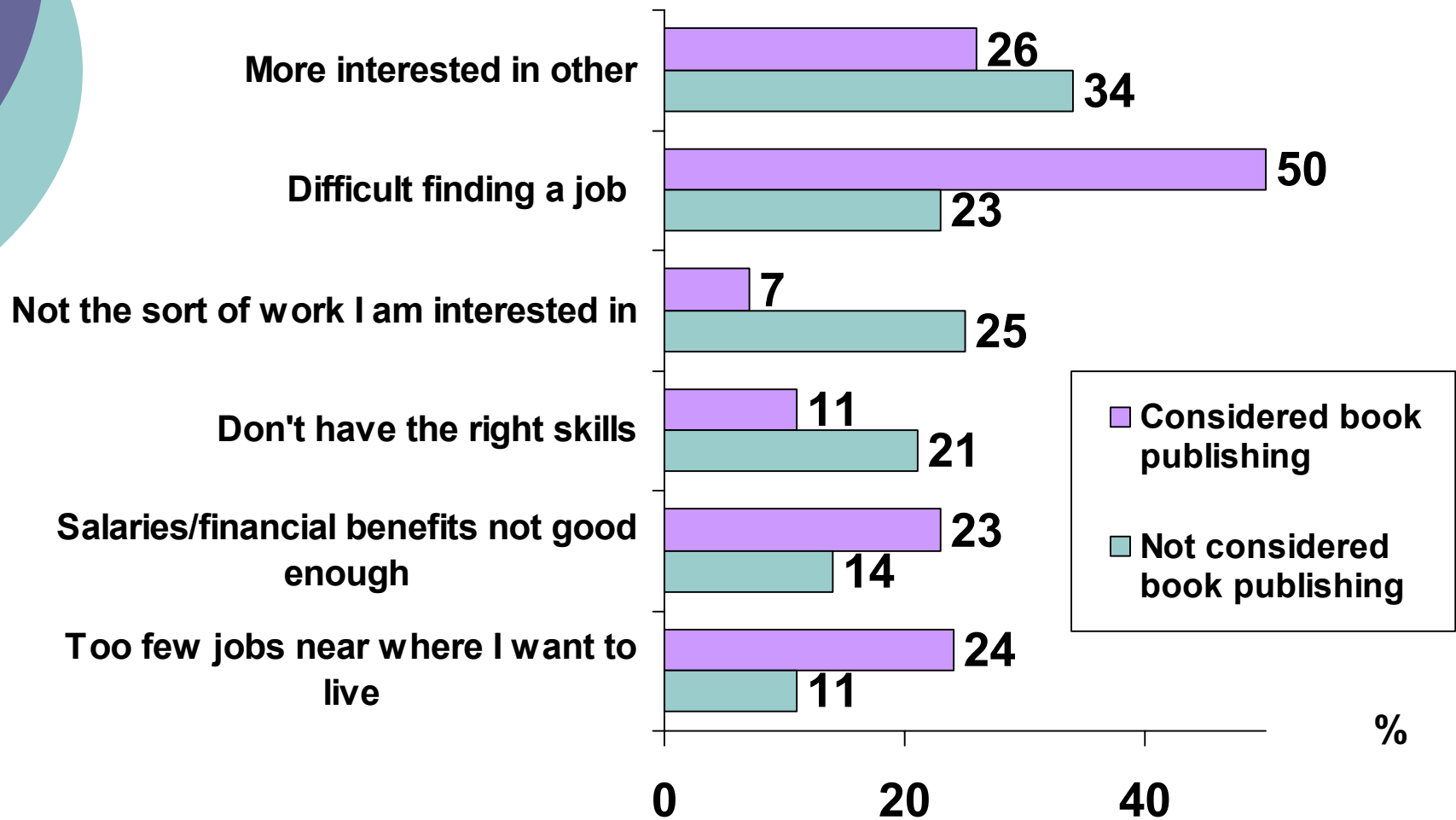
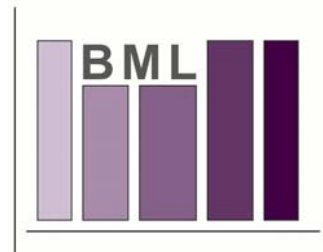
# Possible detractions

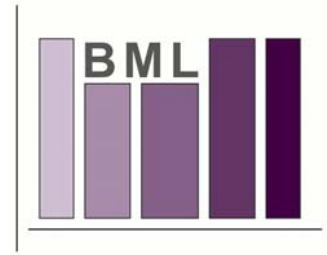
Which, if any, of the following would put you off/make you think twice about working in the book publishing industry? (PROMPTED)



# Possible detractions

Which, if any, of the following would put you off/make you think twice about working in the book publishing industry?





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# Images/descriptions of industries

# Book publishing

## Image overview



- Overall, book publishing does not appear to have a strong image, either positive or negative
- On the positive side it is seen as *creative* (41%)
- Negatively, it is seen as *difficult to progress in* (38%), *old-fashioned* (30%), and with a *white middle class* image (31%)
- Arts students have the most positive image in general, though even here no description was given by 50% or more
- Females tend to have a more positive image than males; this may also be connected to the subject studied
- Older students are more likely than younger to think book publishing is *boring*

# Industry images

## Comparison overview - 1



- Broadcasting & Art/design/fashion only industries with majority (c60%) thinking them *exciting* – even business students and males tend to think this (vs 17% for book publishing)
- Banking/etc, Retail and Civil Service all have significant (43-57%) numbers thinking them *boring* (24% for book publishing)
- Broadcasting, Art/design and IT all have 50%+ thinking them *cutting edge* (vs 11% for book publishing)
- Only Civil Service (44%) and Banking (36%) considered more *old-fashioned* than book publishing (30%)
- Banking (84%) is clearly held to be *well-paid*, as to a lesser extent are IT (50%) and Marketing/etc
- Charity/social service, Retail and to a lesser extent Education, Art/design and book publishing (17%) are seen as *poorly paid*
- Arts/design, and to a lesser extent Broadcasting, are seen as both *varied* and *difficult to progress in*; Education, Charity, Marketing and Newspapers/magazines are thought *varied* far more than book publishing

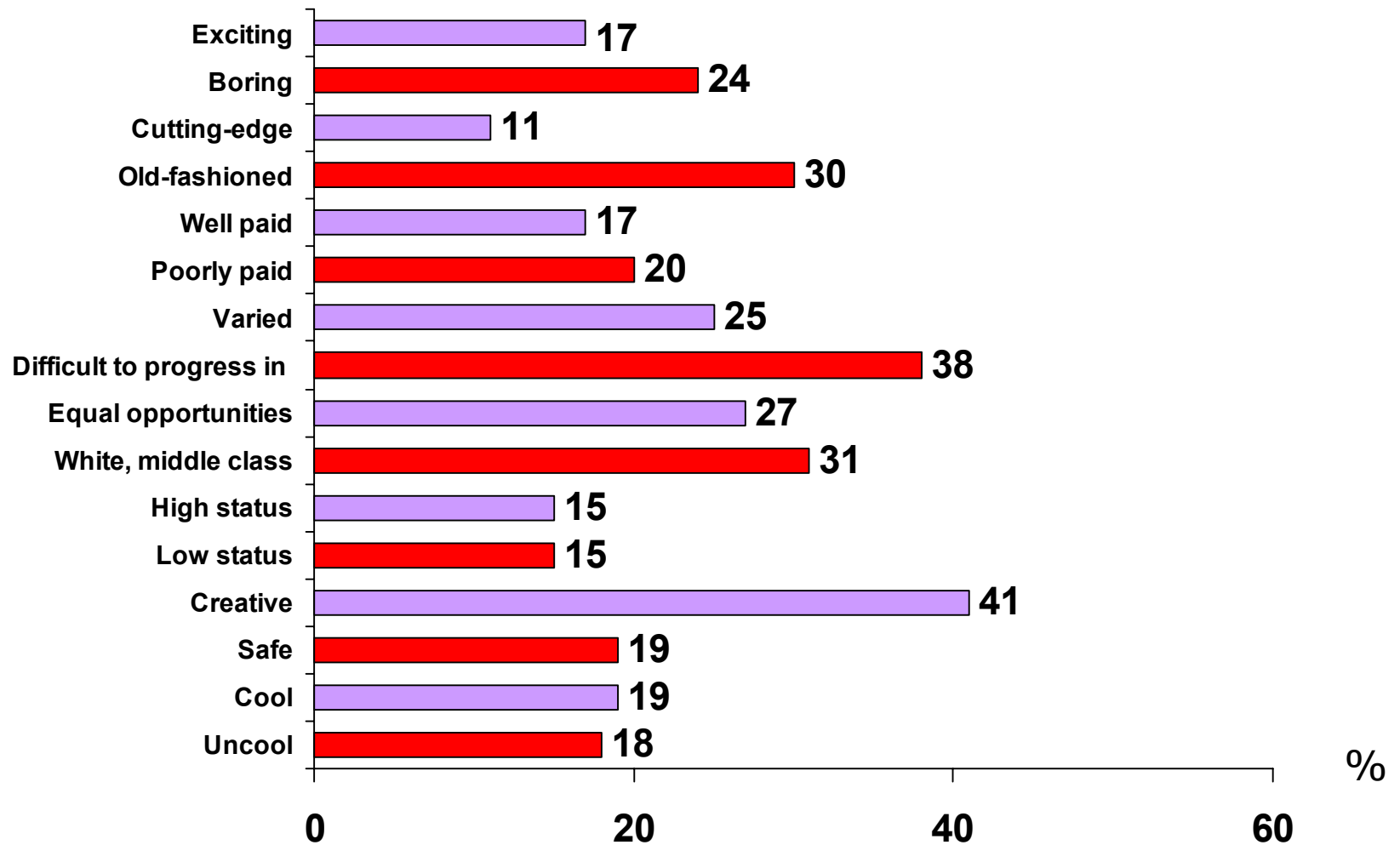
# Industry images

## Comparison overview - 2



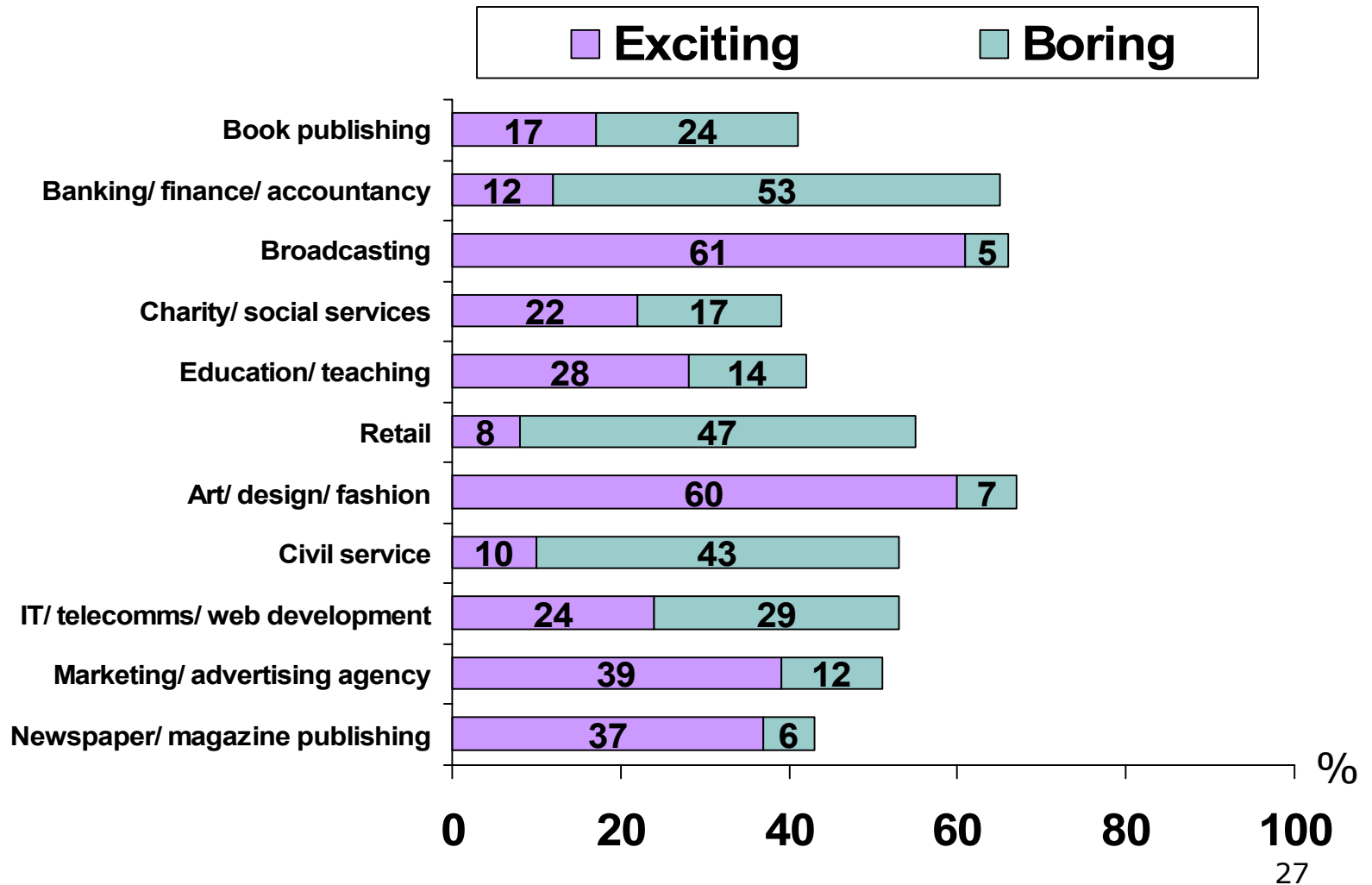
- Banking/etc and Civil Service are both *white, middle class*
- Civil Service also *equal opportunities*, as are Charity/social service and Education
- Banking and to a lesser extent Broadcasting are *high status*; Retail and Charity/etc are *low status* (book publishing considered neither one nor other)
- Art/design in particular, but also Broadcasting, Marketing, Newspapers/magazines and Education, are *creative* (all more so than book publishing)
- Civil Service and Education are seen as *safe*
- Art/design and Broadcasting (50%+), and to some extent Newspapers/magazines and Marketing/etc (c33%) are *cool* (vs 19% for book publishing)
- Only Civil service has a significant image as *uncool*

# Book publishing Summary descriptions



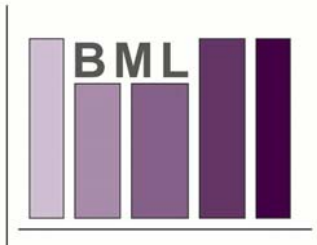
# Industry descriptions

Below are a number of descriptions of industries/sectors which some people have given. Please indicate which you think apply to each of the industries/sectors shown.

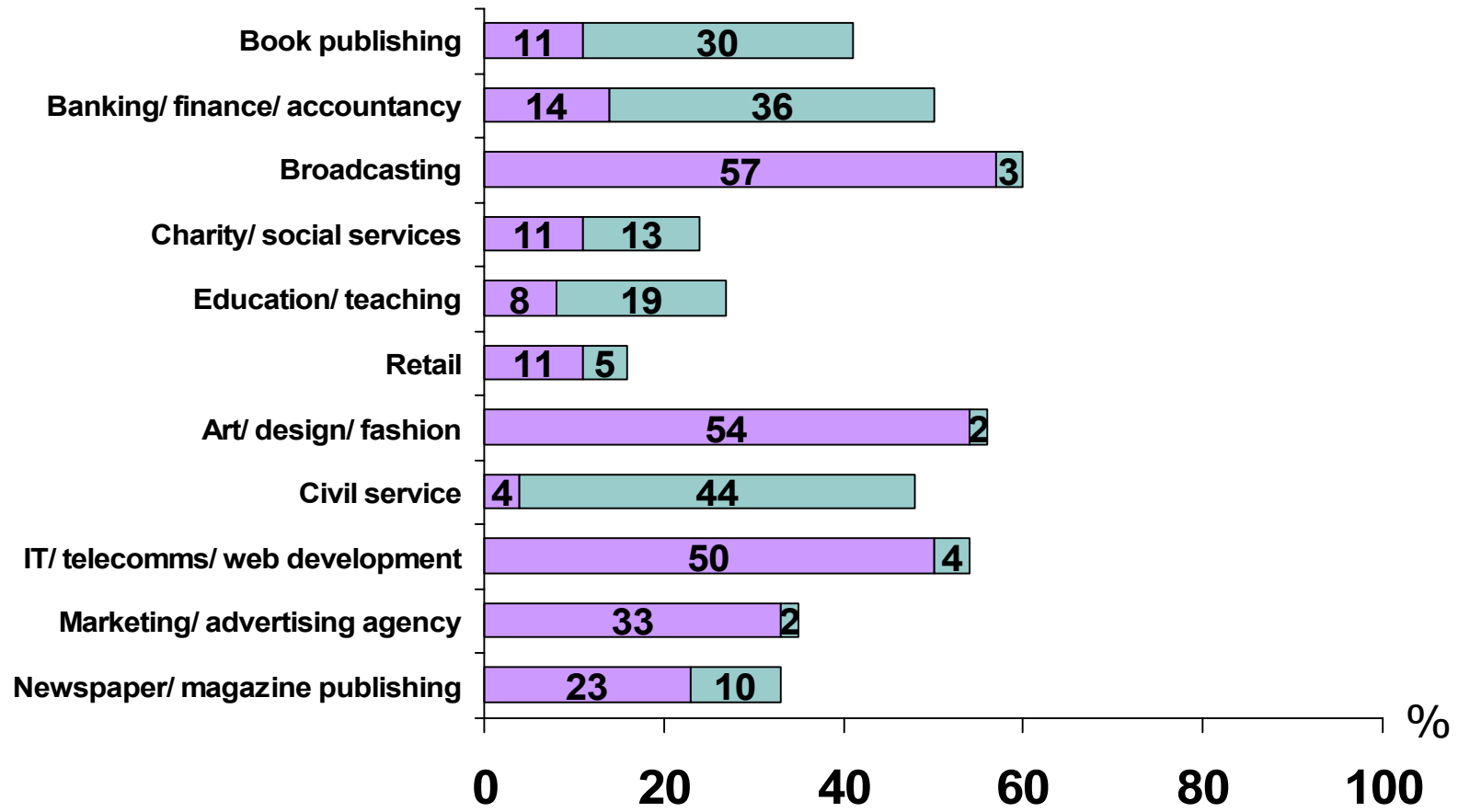


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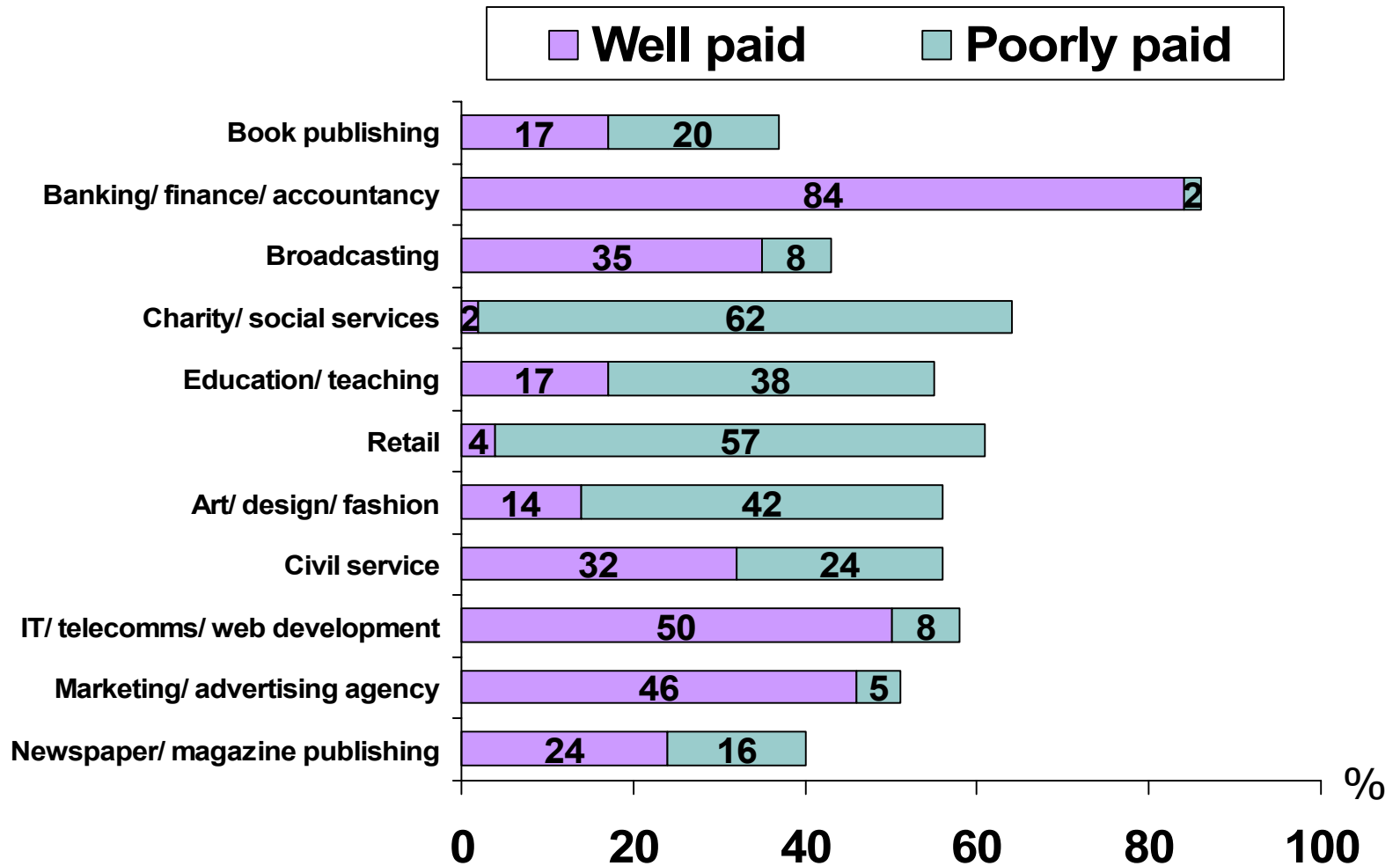
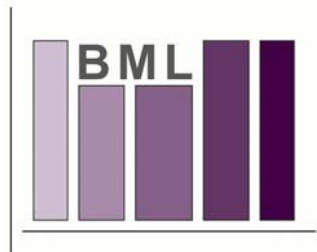


**Cutting edge**
 **Old-fashioned**



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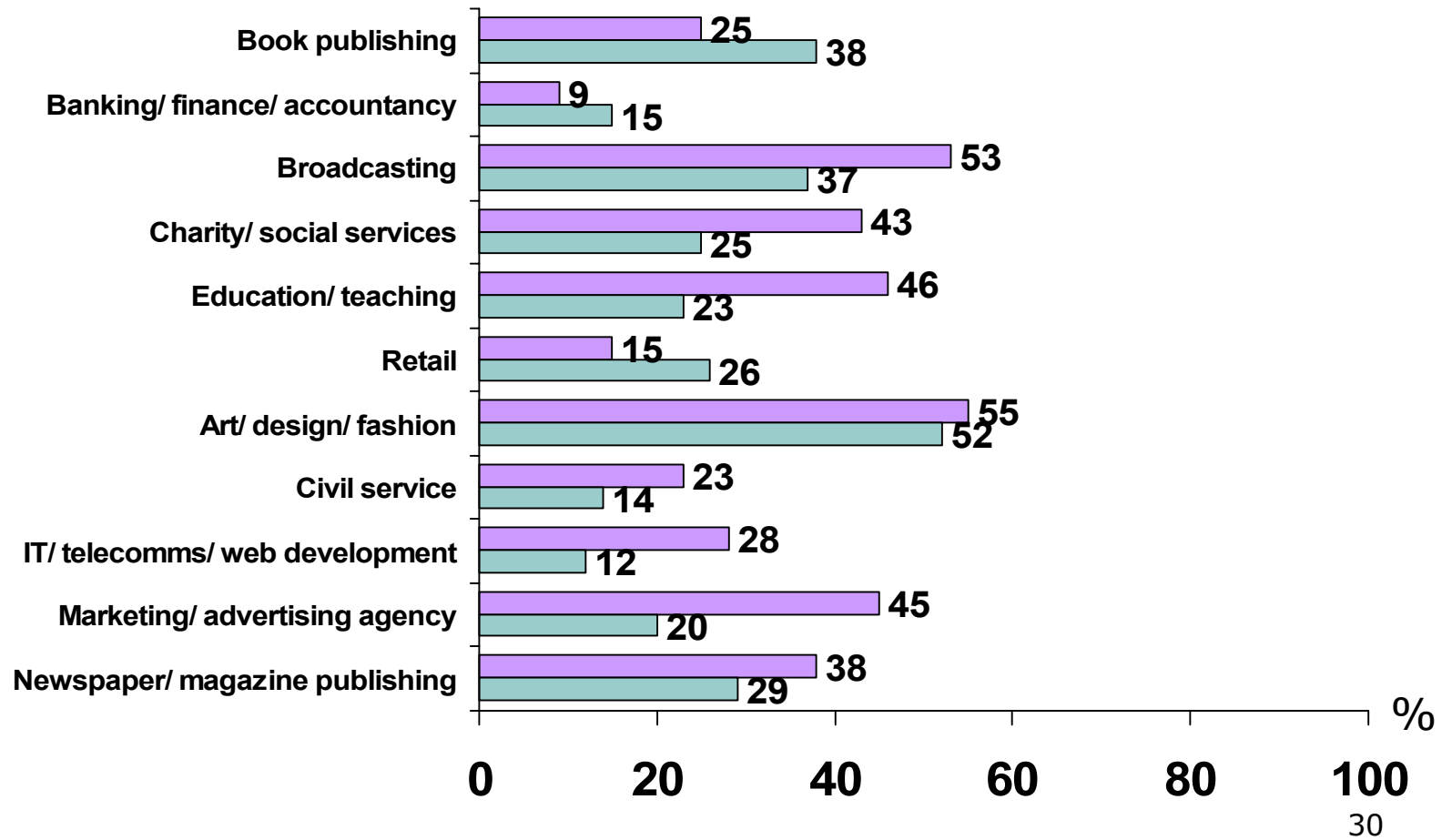


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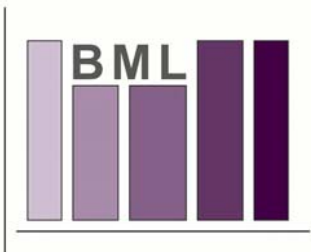


**Varied**
 **Difficult to progress in**

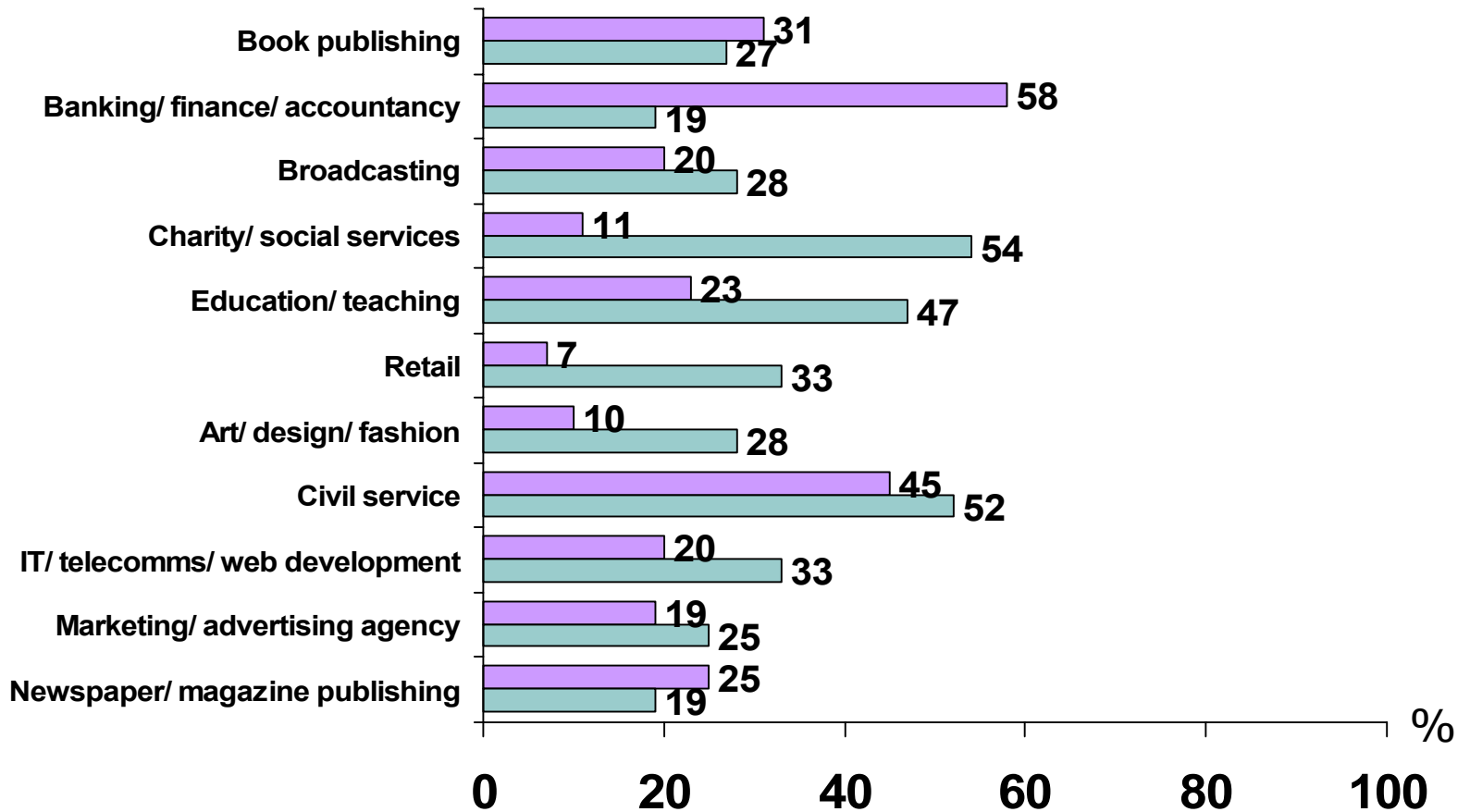


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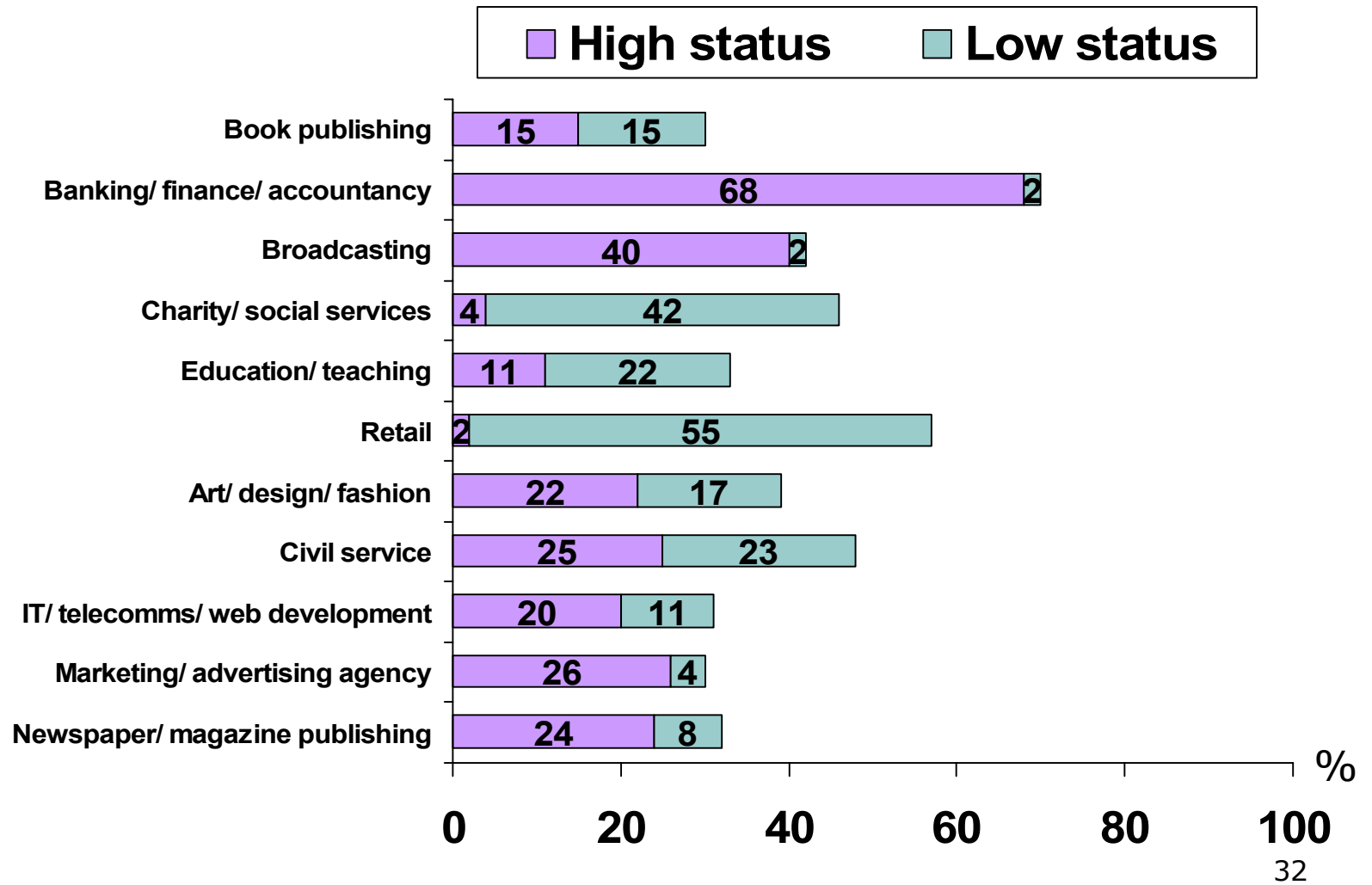
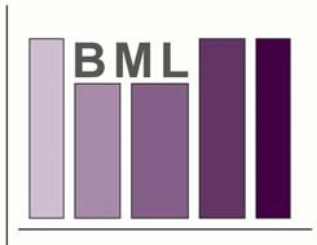


■ **White, middle class**
■ **Equal opportunities**



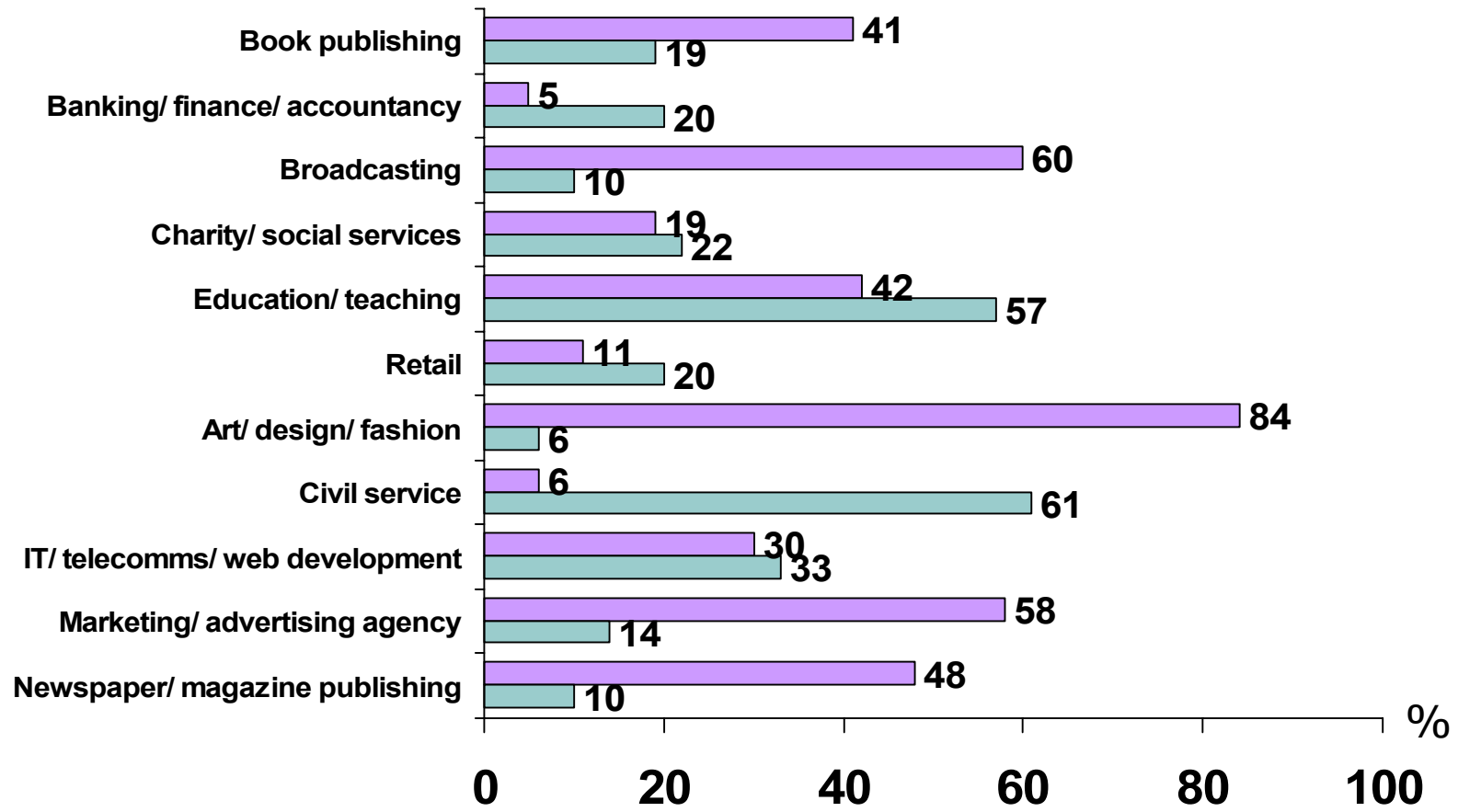
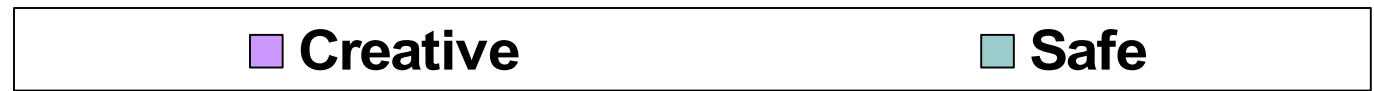
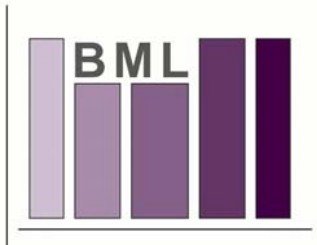
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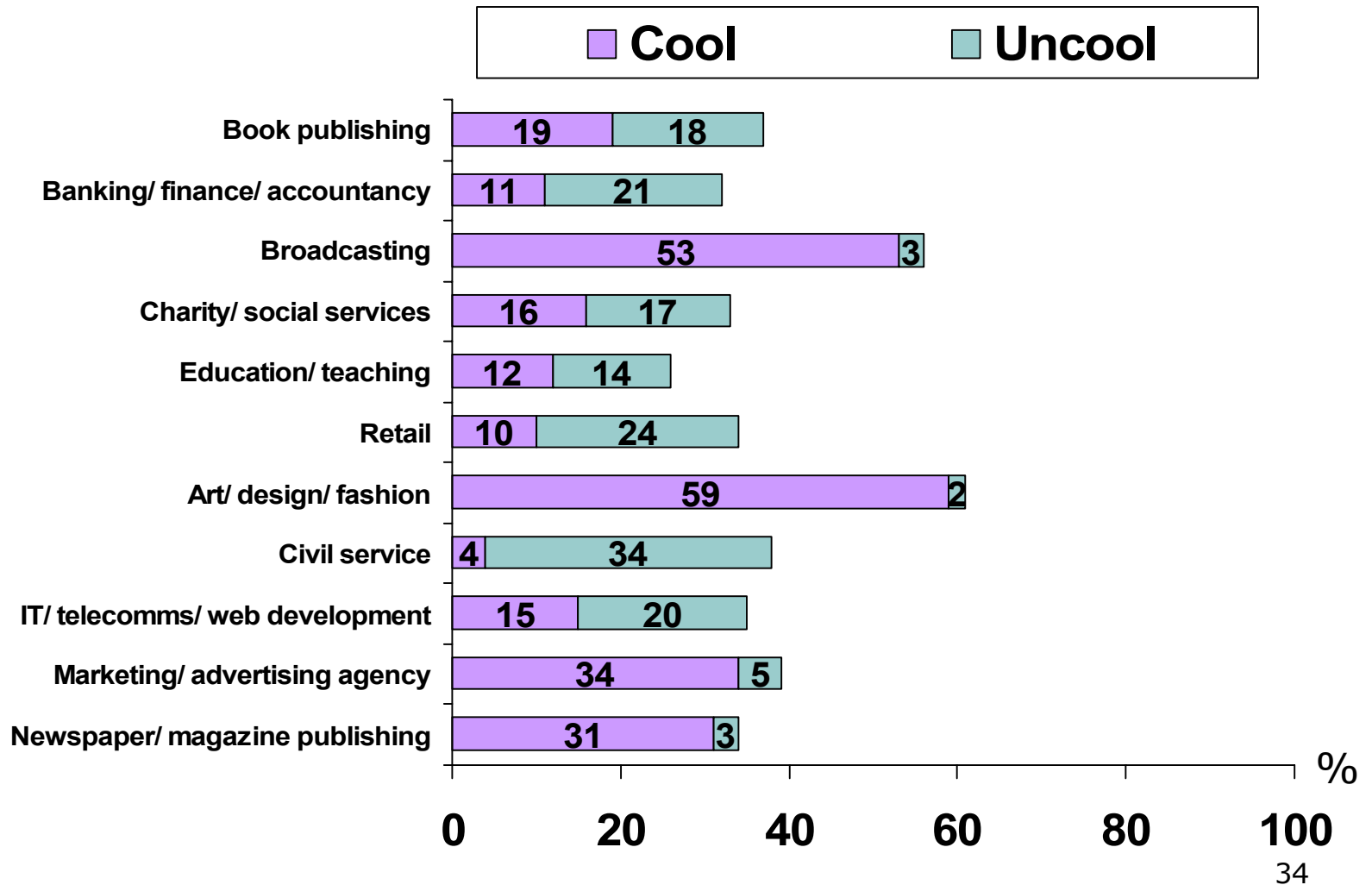
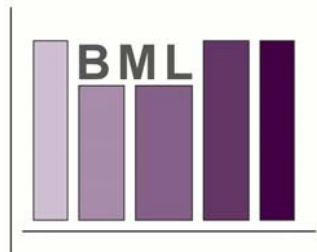
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# Book publishing industry functions

# Interest in functions

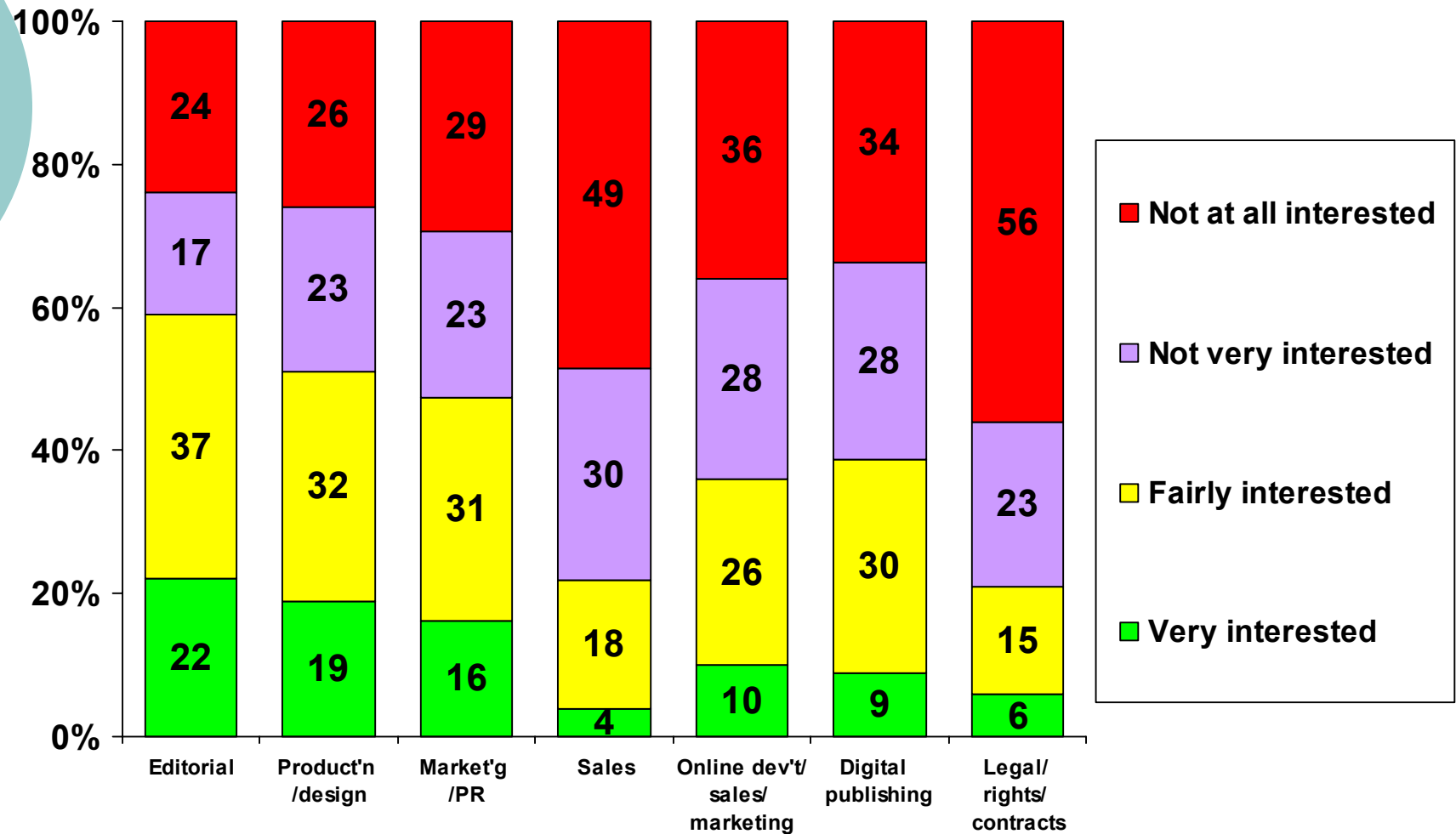
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- Only with editorial (59%) and production/design (51%) is there a majority of students showing any interest
  - 47% show some interest in marketing/PR
  - sales and legal/etc have the lowest interest

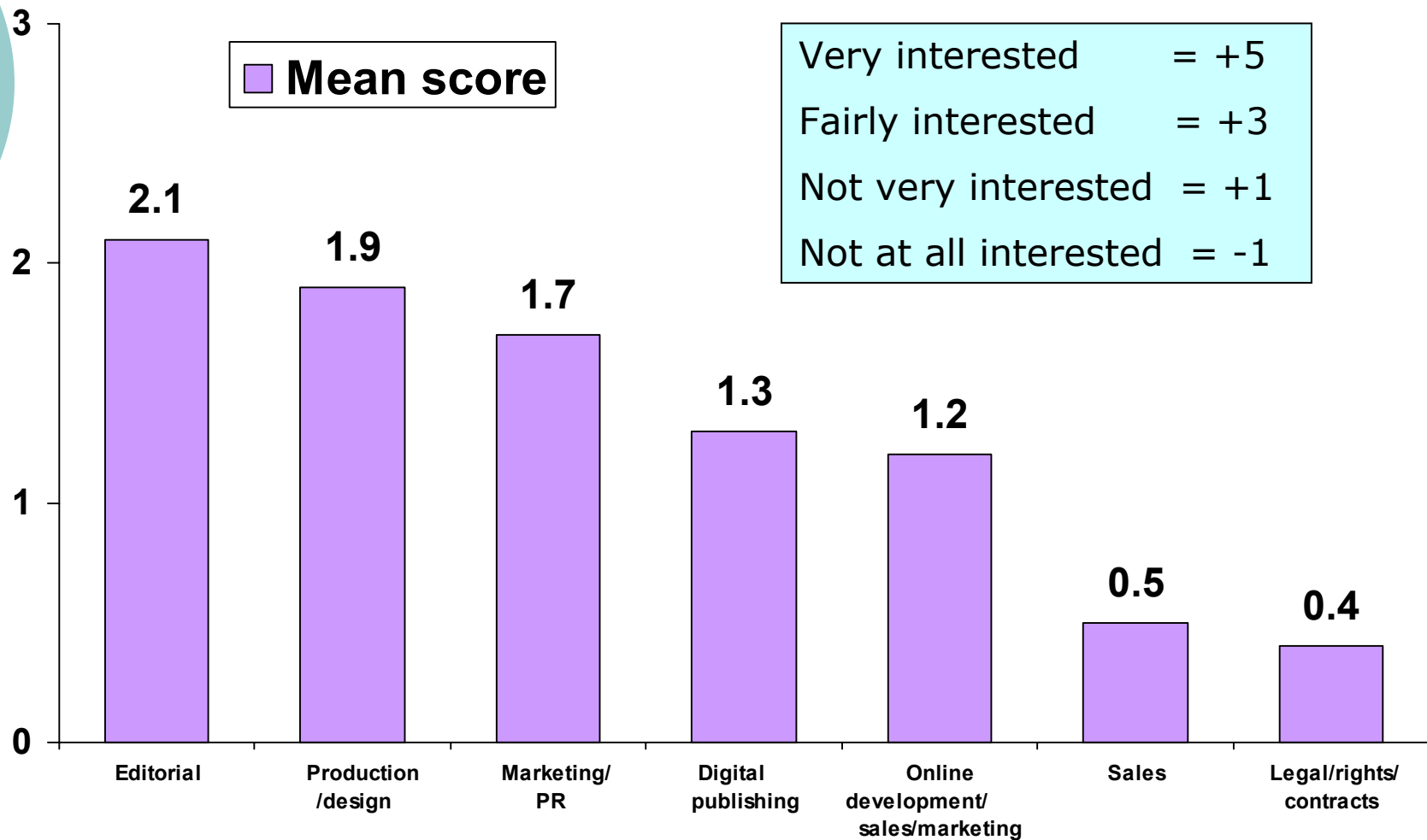
# Interest in functions

How interested do you think you might be in working in these areas within the book publishing industry?



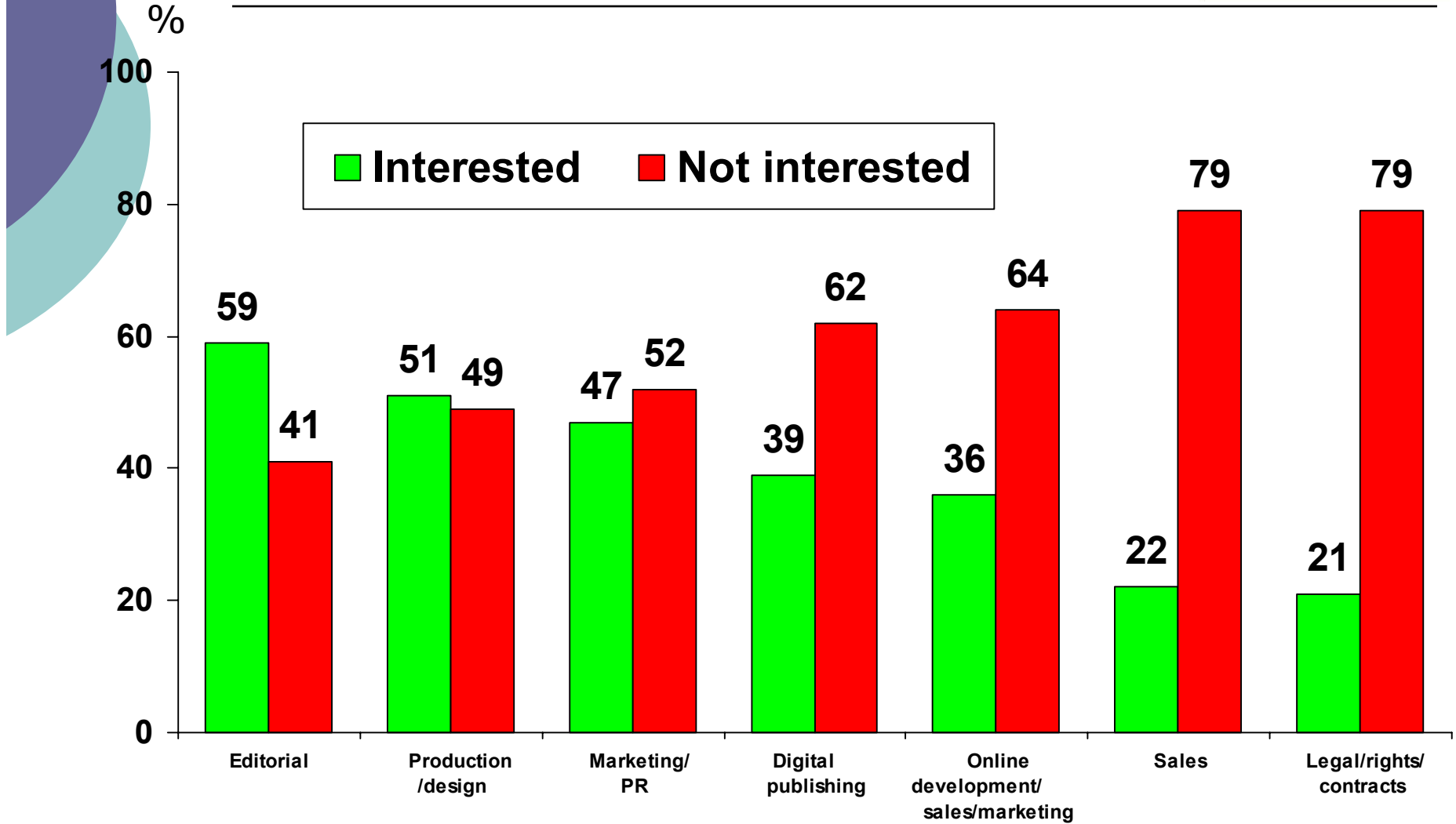
# Interest in functions

How interested do you think you might be in working in these areas within the book publishing industry?



# Interest in functions

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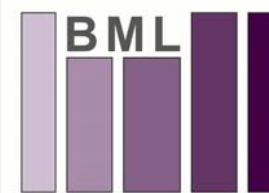


# Variations in interest in functions



- Interest in function varies mainly by subject, not by demographic
- Men are somewhat more interested than women in:
  - digital publishing (1.7 vs 0.9)
  - online aspects (1.5 vs 0.9)
- No significant differences by age
- Humanities, Arts and Business tend to be more interested
- Medicine and Science generally less interested

# Interest in functions: most & least interested

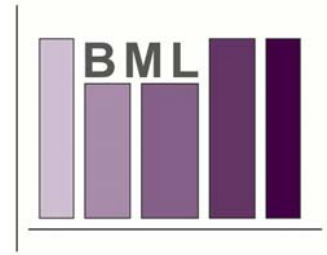


Function	Group	Score	% Interested	% Not interested
Editorial 2.1 59%:41%	Humanities	3.5	82	18
	Medicine	1.4	45	55
Prod <sup>n</sup> /Des 1.9 51%:49%	Arts	3.3	78	23
	Medicine	1.0	36	64
Market/PR 1.7 57%:42%	Business	3.0	73	27
	Science	0.4	21	79
Digital 1.3 39%:62%	Arts	1.9	47	52
	Medicine	0.4	21	79

# Interest in functions: most and least interested



Function	Group	Score	% Interested	% Not interested
Online 1.2 36%:64%	Business	2.1	58	43
	Medicine	0.4	22	78
Sales 0.5 22%:79%	Business	1.2	39	61
	Science	-0.1	11	88
Legal 0.4 21%:79%	Soc Sci	1.5	44	55
	Medicine	-0.2	11	90



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# Book publishing industry skills

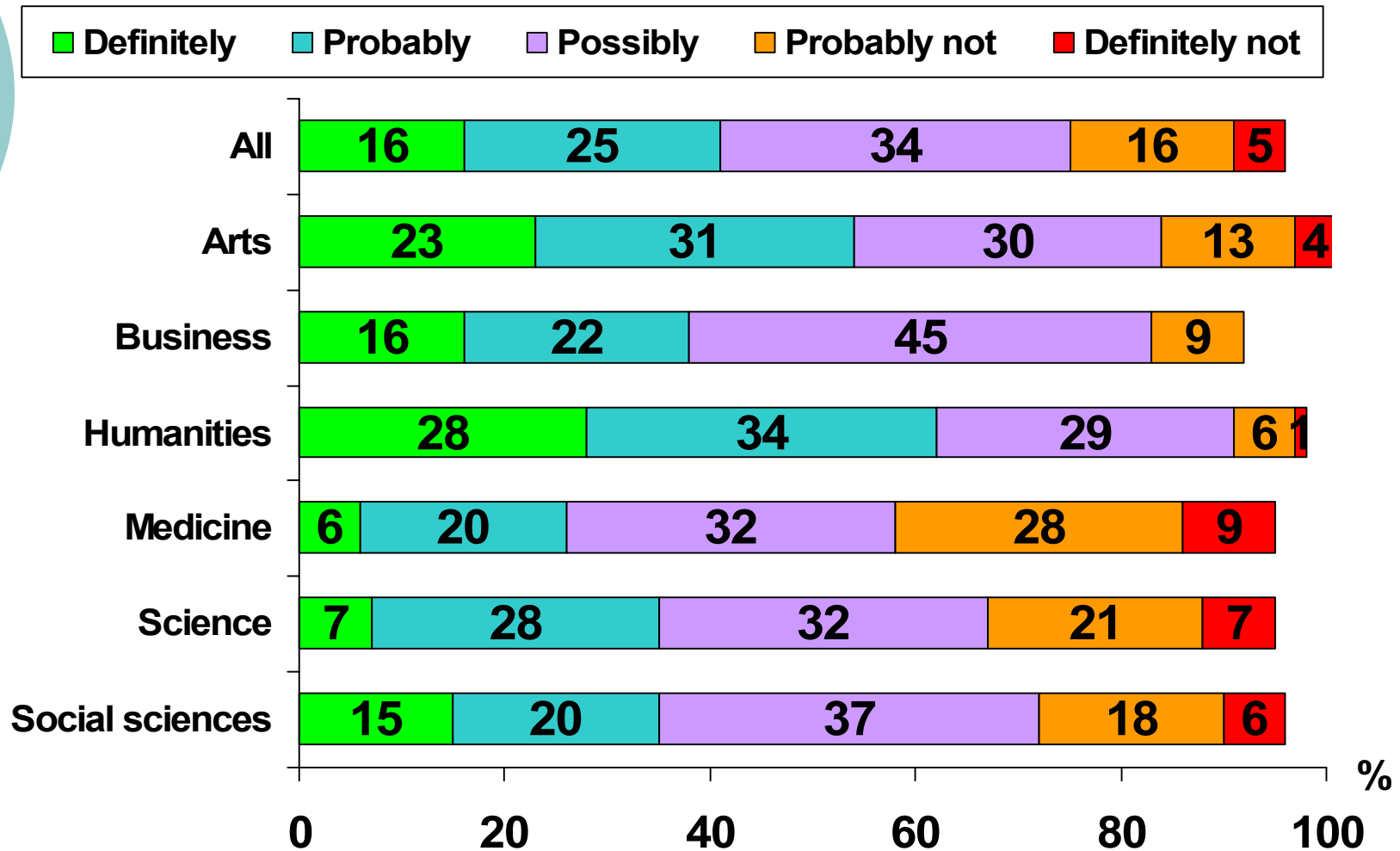
# Skill levels



- 41% of students feel they probably/definitely have skills suitable for the industry, with further 34% possibly
  - Humanities students: 62% and 29% respectively
  - Arts students: 54% and 30% respectively
  - Medical students feel least suitable, though even here 26% think probably have skills (32% possibly)
- Students are most likely to think their skills suitable for editorial functions, followed by production/design and marketing/PR
  - their abilities are felt to be least suitable for legal and digital
  - Suitability links to subjects: editorial with humanities, production/design with arts, sales/marketing with business, online/digital with business or sciences
- Around one in six of these students feel they have communication skills and creativity which could be of use in the industry

# Suitable skills: Book industry

Do you feel you have skills which could be used in the book publishing industry?

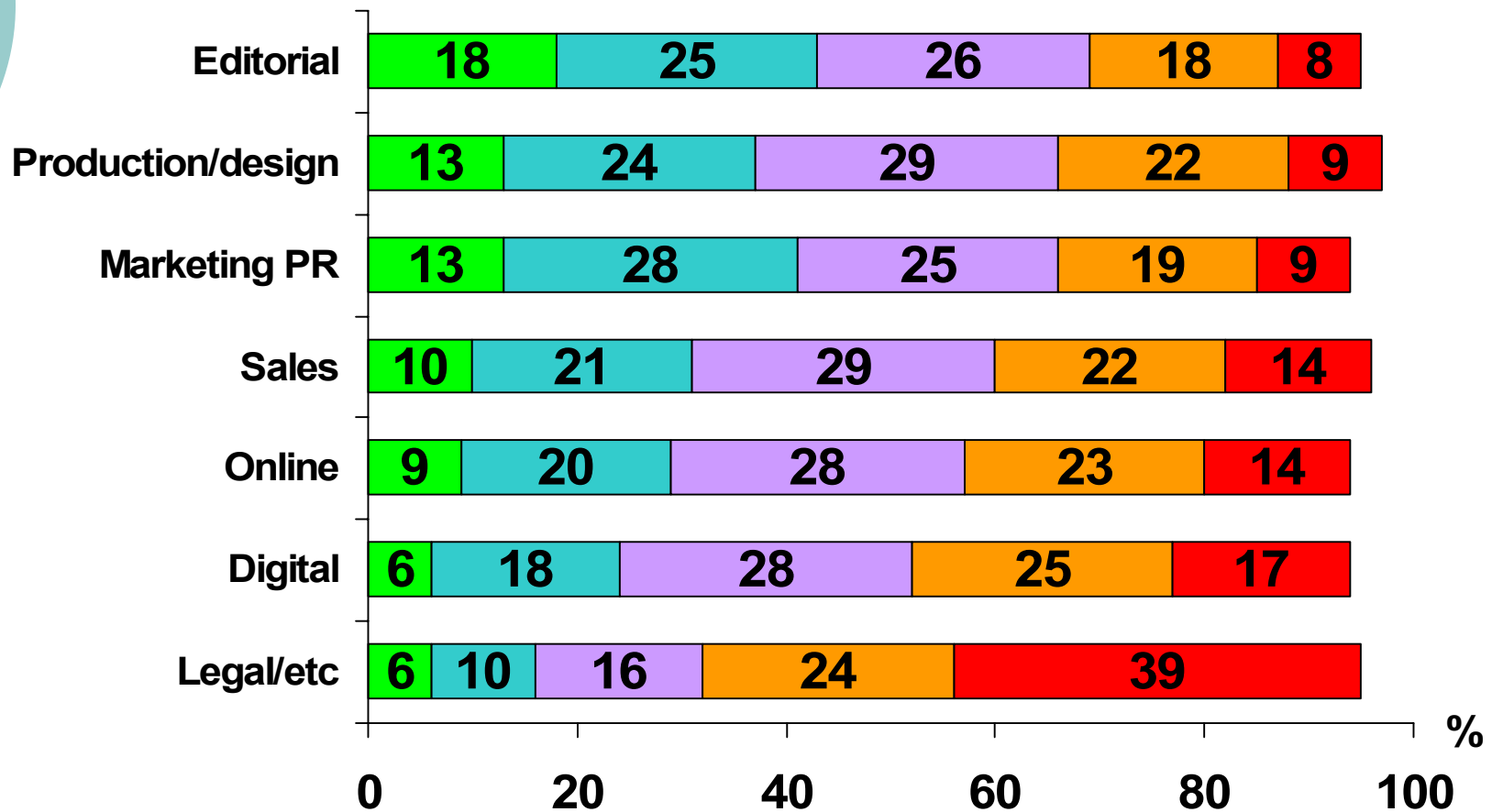


# Suitable skills: Functions

Do you feel you have skills which could be used in the following functions in the book publishing industry?

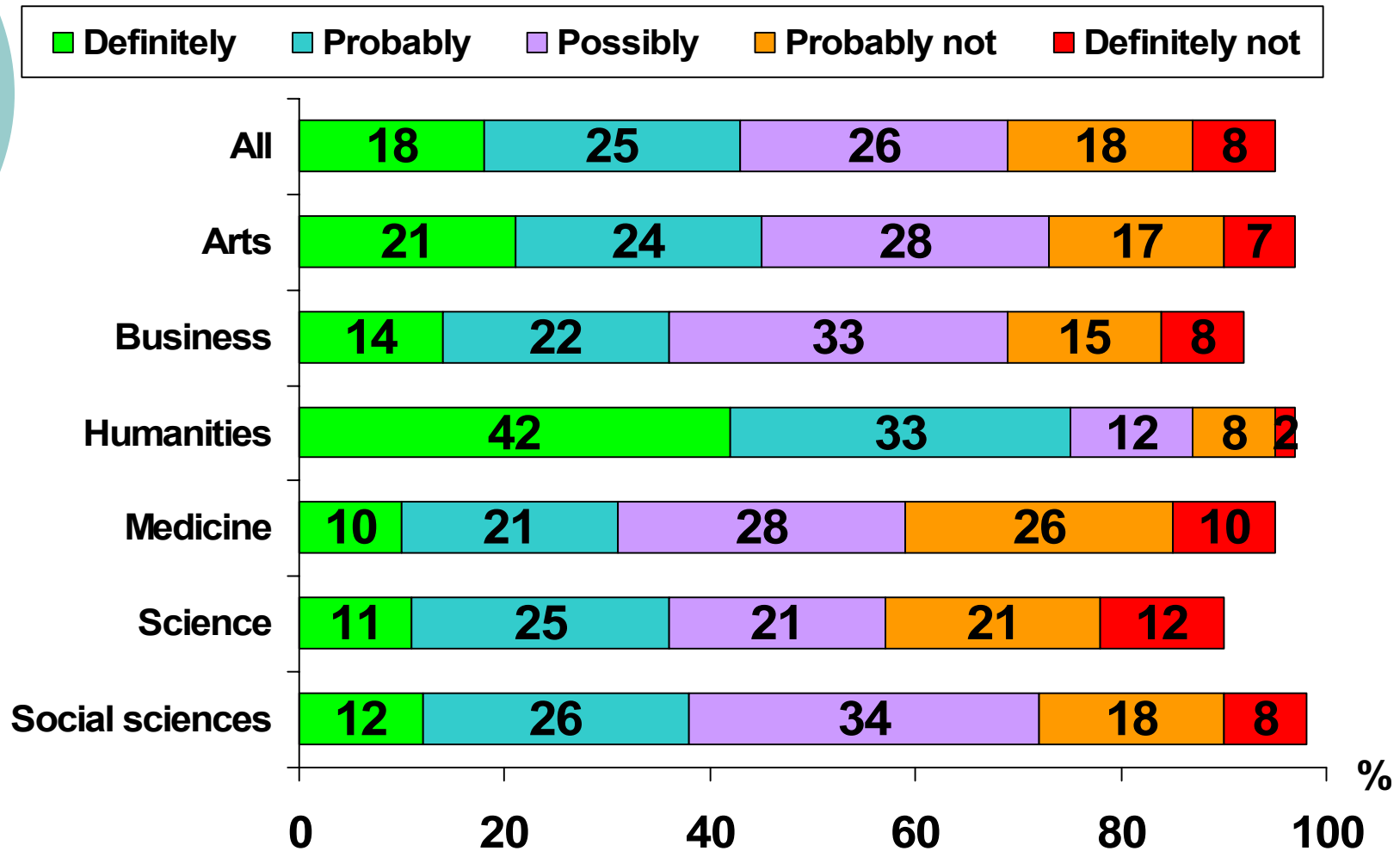


■ Definitely   ■ Probably   ■ Possibly   ■ Probably not   ■ Definitely not



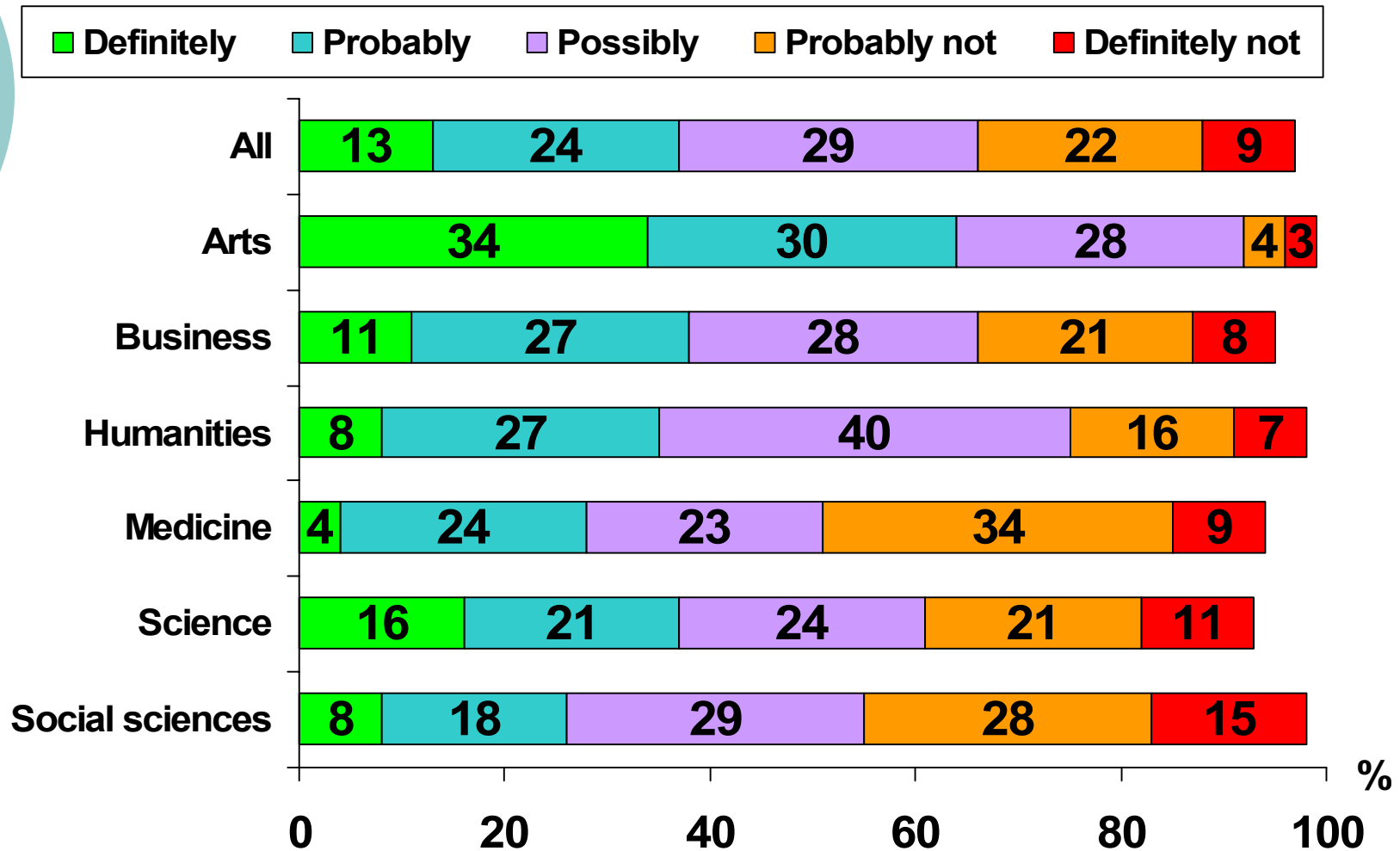
# Suitable skills: Editorial

Do you feel you have skills which could be used in the following functions in the book publishing industry?



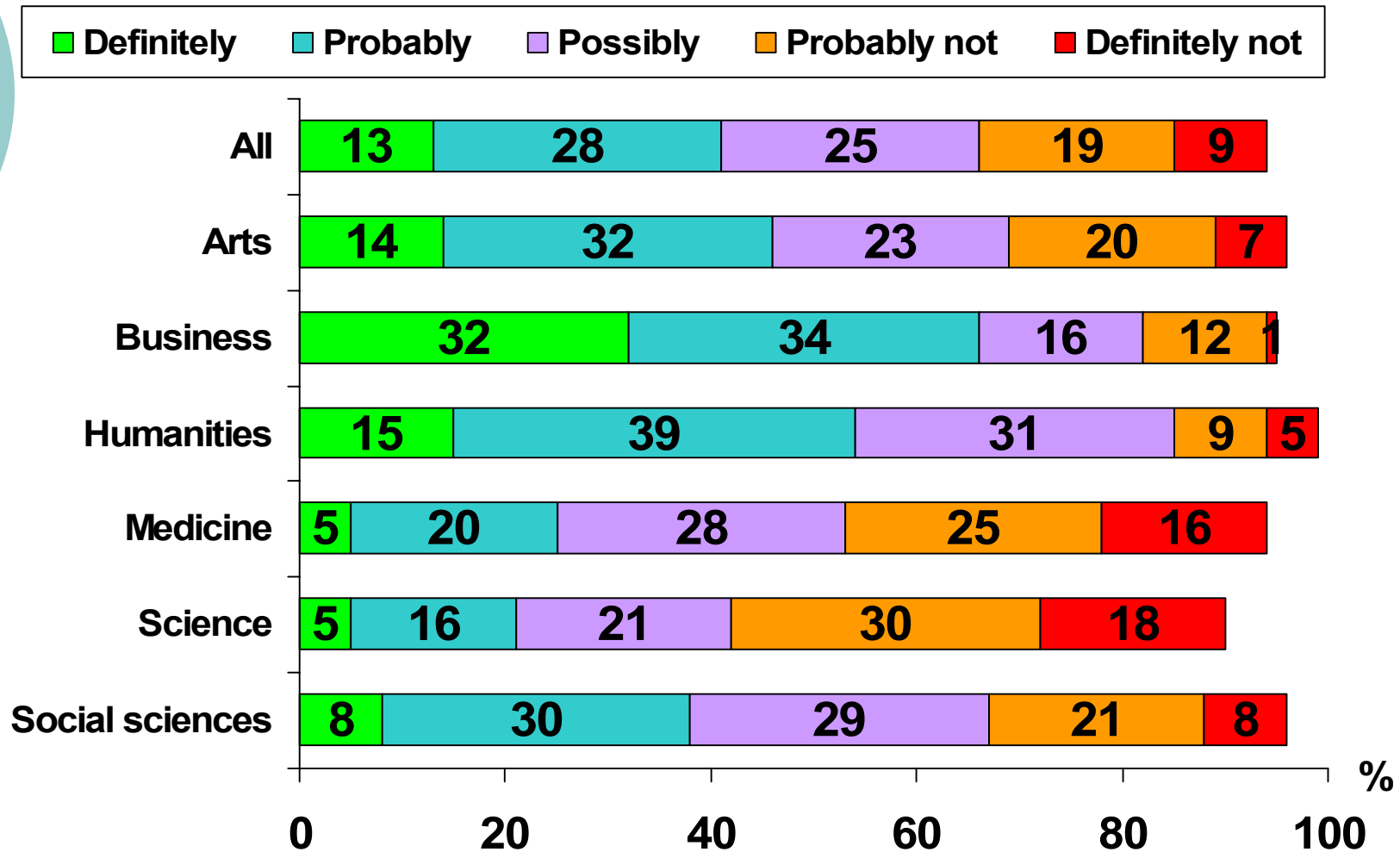
# Suitable skills: Prod<sup>n</sup>/design

Do you feel you have skills which could be used in the following functions in the book publishing industry?



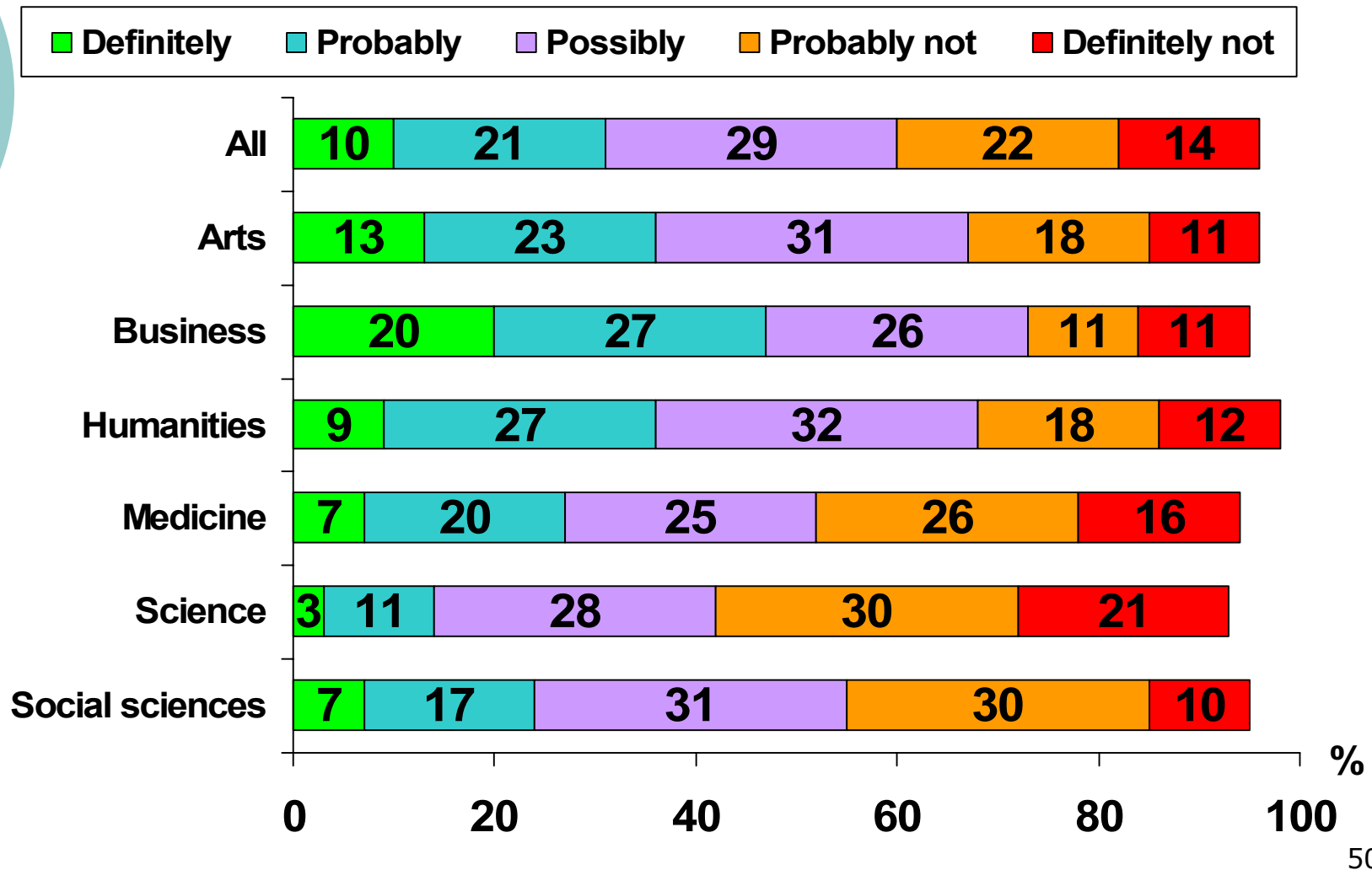
# Suitable skills: Marketing/PR

Do you feel you have skills which could be used in the following functions in the book publishing industry?



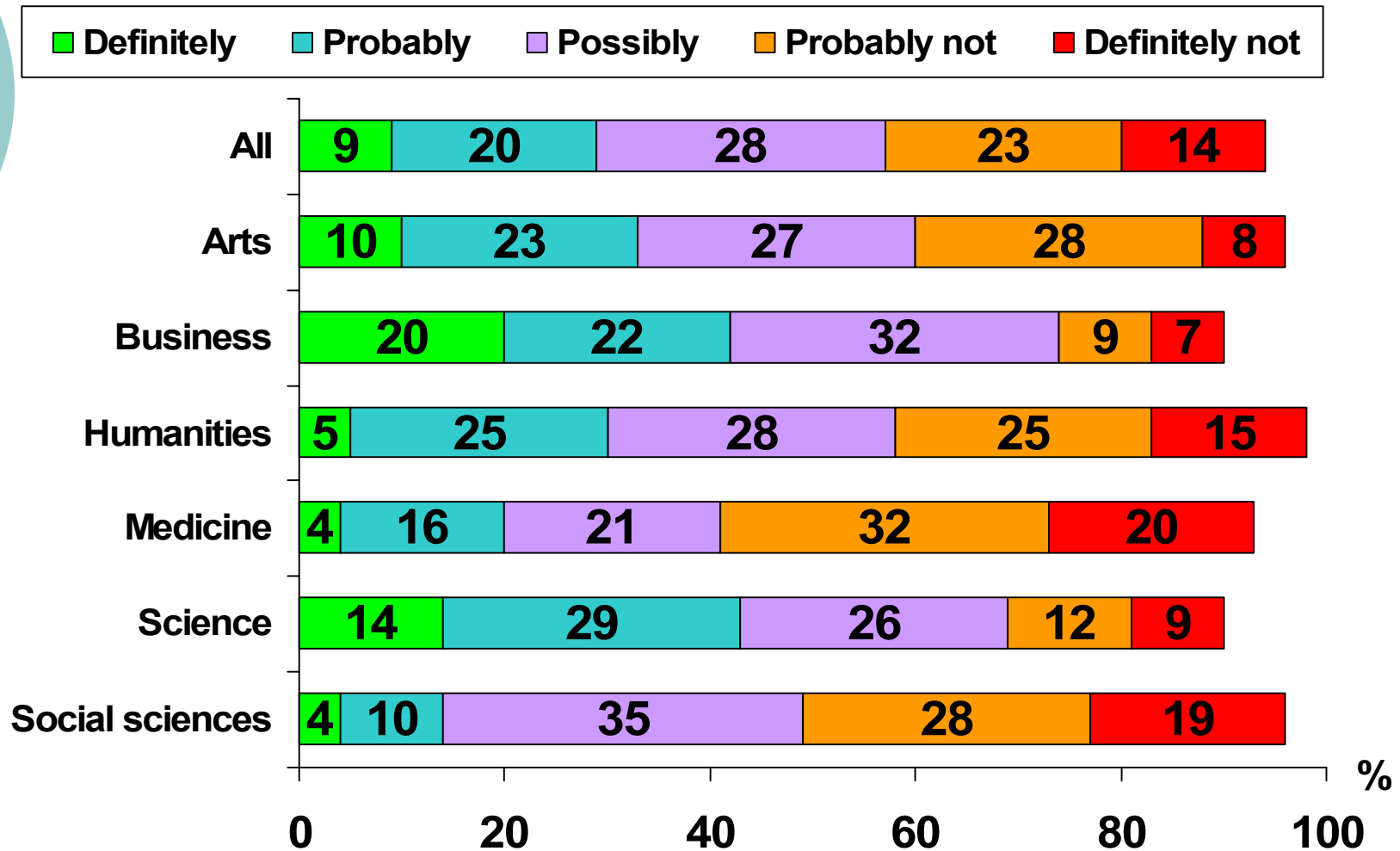
# Suitable skills: Sales

Do you feel you have skills which could be used in the following functions in the book publishing industry?



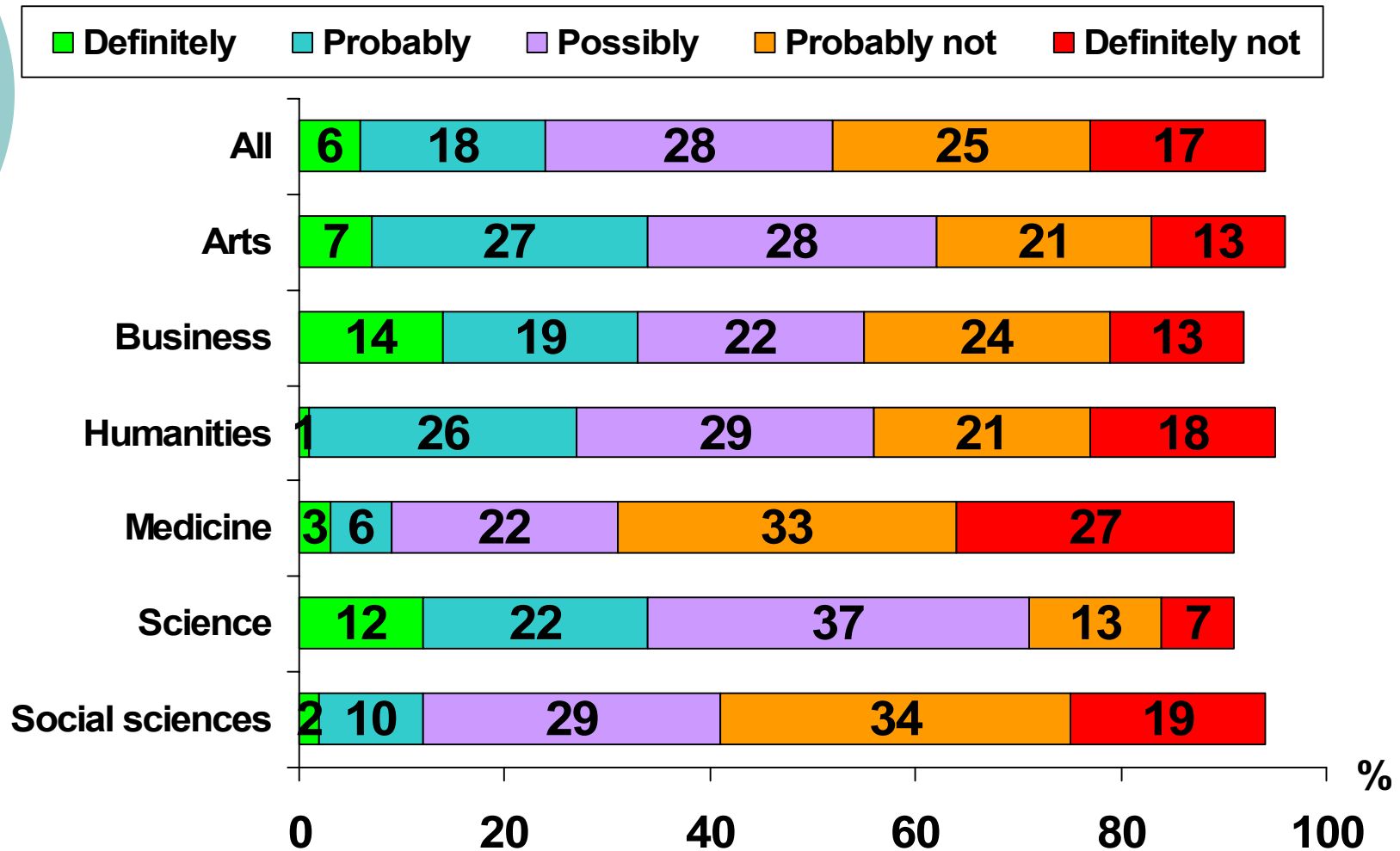
# Suitable skills: Online

Do you feel you have skills which could be used in the following functions in the book publishing industry?



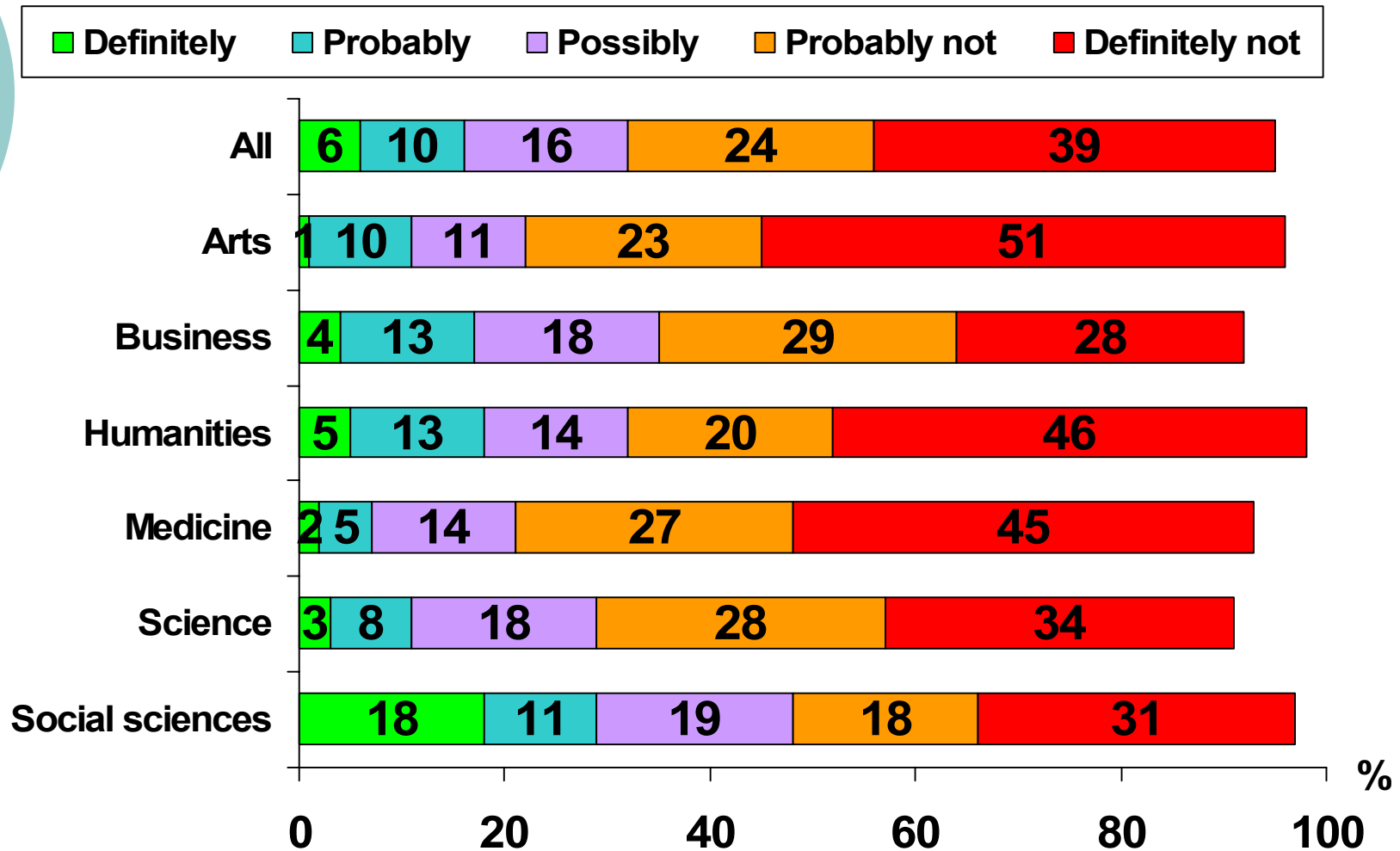
# Suitable skills: Digital publishing

Do you feel you have skills which could be used in the following functions in the book publishing industry?



# Suitable skills: Legal/etc

Do you feel you have skills which could be used in the following functions in the book publishing industry?

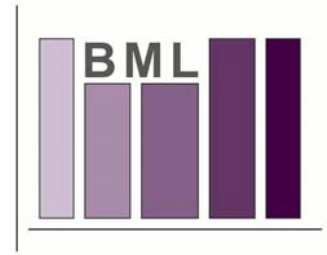


# Other skills

What, if any, other skills do you have which you feel could be used in the book publishing industry? (UNPROMPTED)



• Don't know	19%
• <u>Nothing</u>	15%
• Communication skills	17%
• <u>Creativity</u>	16%
• Hardworking/conscientious	13%
• <u>Analytical</u>	11%
• Language skills	10%
• <u>Eye for detail/thorough</u>	9%
• Love of books/literature	8%
• <u>Organised/efficient</u>	7%
• IT	7%
• <u>People skills</u>	5%
• Honesty/loyalty/etc	5%



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# Sources for jobs

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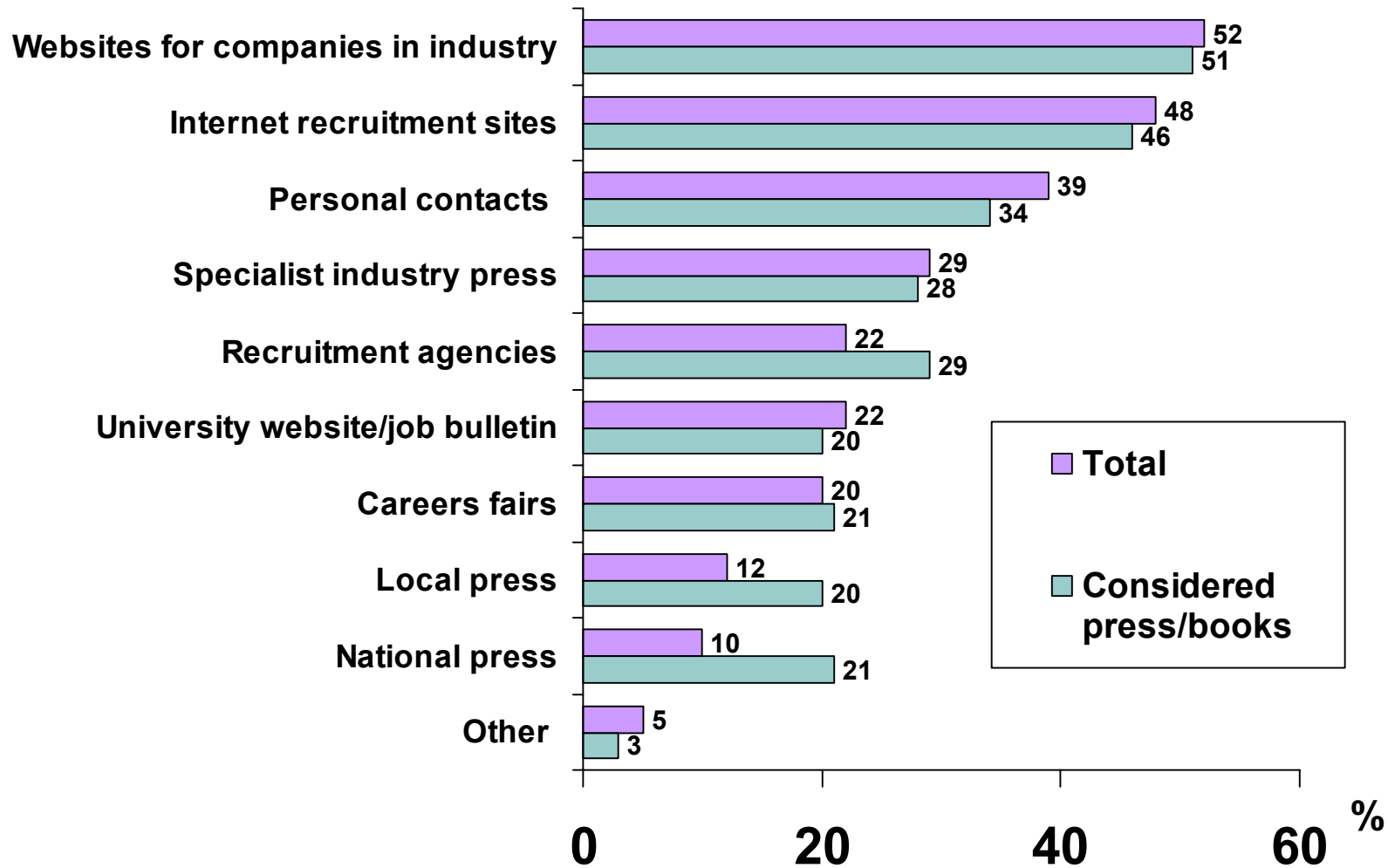
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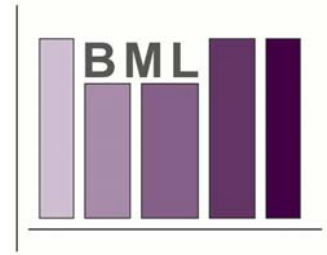


- Students are clearly looking firstly to online sources for jobs
  - Company websites (52%), internet recruitment (48%)
- Those considering press/book publishing industries more likely than average to use other sources
  - 29% vs 20% recruitment agencies; 20-21% vs 10-12% local/national press

# Sources for jobs

Which of the following do you think you will use MOST to help you find the kind of jobs you are interested in? (MAX 3 CHOICES)





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# Making book publishing more attractive as a career

# How to attract

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- These students give 3 principal ways in which the book publishing industry might be made more attractive as a career:
  - advertise more/widely (36%)
  - offer better pay/conditions (27%)
  - provide more jobs locally/regionally (15%)

# How to attract

What could the book publishing industry do to make it a more attractive career option for you? (UNPROMPTED)



- Don't know 9%
- Nothing 5%
- Nothing – not interested 5%
- Advertise more/widely/etc 36%
  - advertise generally 21%
  - more information 13%
  - careers fairs/etc 7%
- Better pay/conditions/benefits 27%
  - More money 24%
  - Working hours/job shares 6%
- More jobs locally 15%
- Specify skills required 9%
- Work experience/internships 7%
- Make it easier to enter 5%
- Clearer career progressions 5%