

# Annual Surveys of Journalism and Mass Communication

Grady College  
**THE COX  
CENTER**  
The University of Georgia

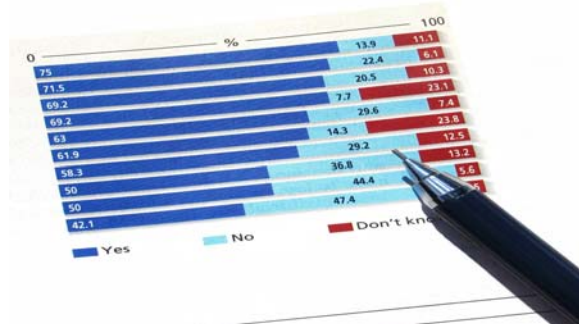


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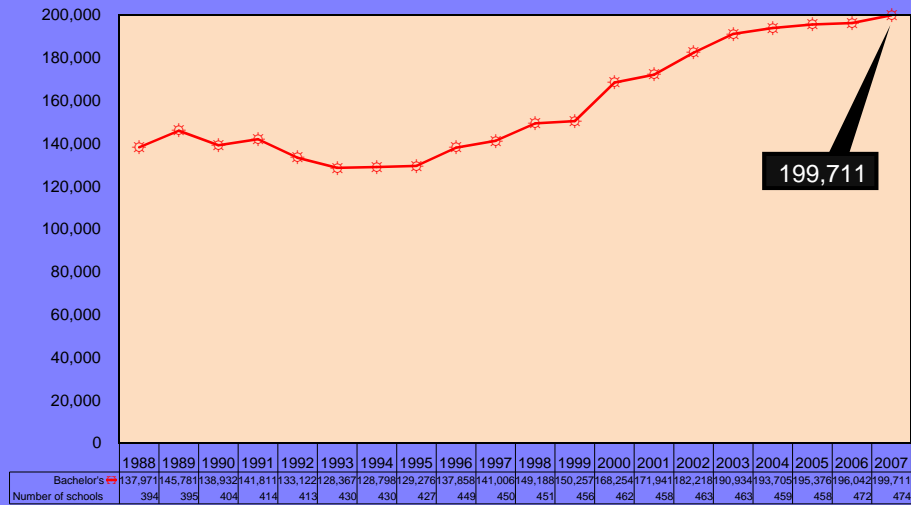
## 2007 Annual Survey of Journalism & Mass Communication Enrollments

Tudor Vlad • Lee B. Becker  
Megan Vogel • Donna Wilcox • Stephanie Hanisak



# 1. Undergraduate enrollments

Autumn undergraduate journalism and mass communication enrollments

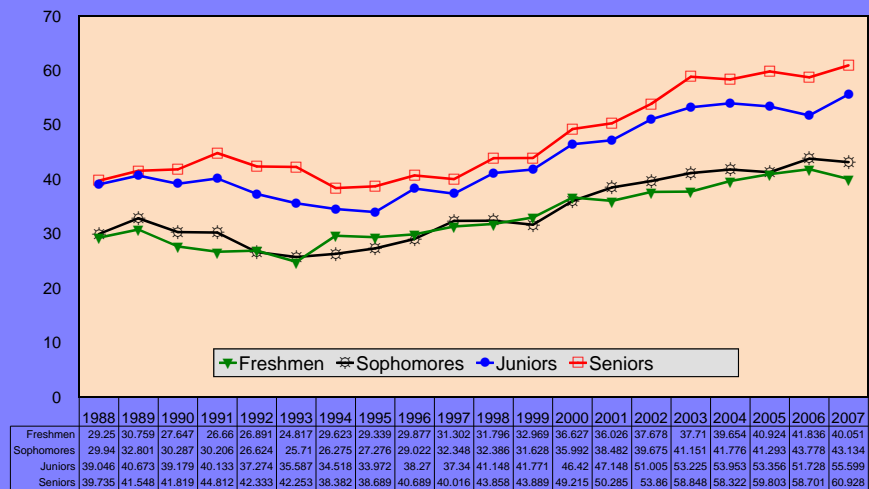


Source: Annual Survey of Journalism & Mass Communication Enrollments

# 2. Enrollments by class

Autumn journalism and mass communication undergraduate enrollments by class

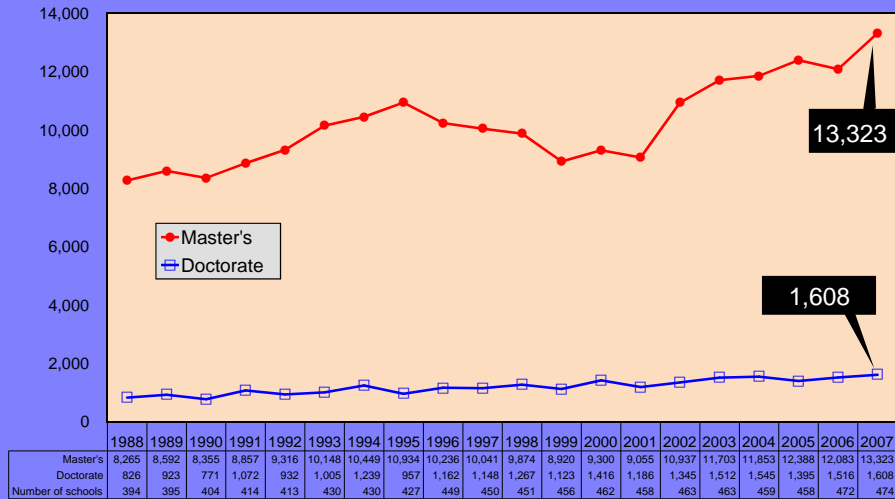
Thousands



Source: Annual Survey of Journalism & Mass Communication Enrollments

### 3. Graduate enrollments

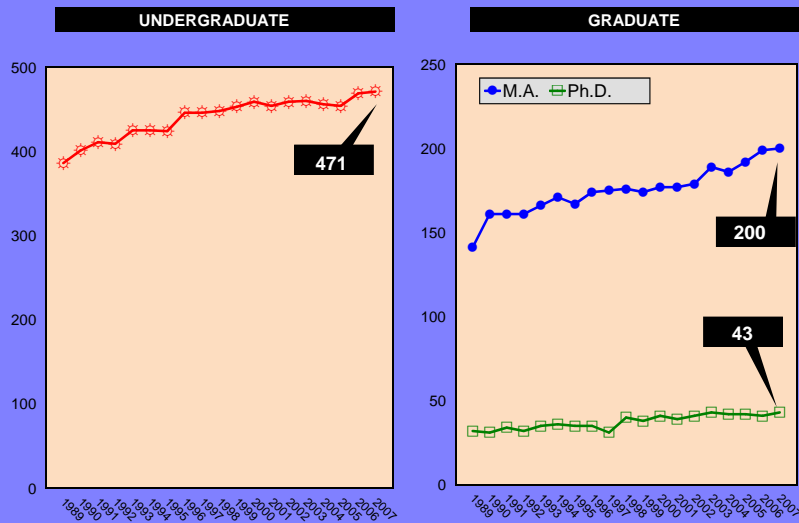
Autumn graduate journalism and mass communication enrollments



Source: Annual Survey of Journalism & Mass Communication Enrollments

### 4. Number of programs

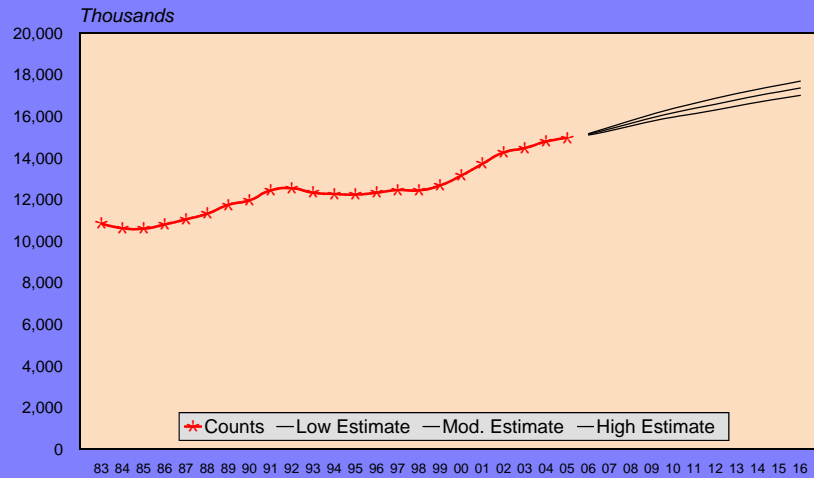
Growth in the number of undergraduate and graduate journalism and mass communication programs over the past 19 years



Source: Annual Survey of Journalism & Mass Communication Enrollments

## 5. National undergraduate enrollments

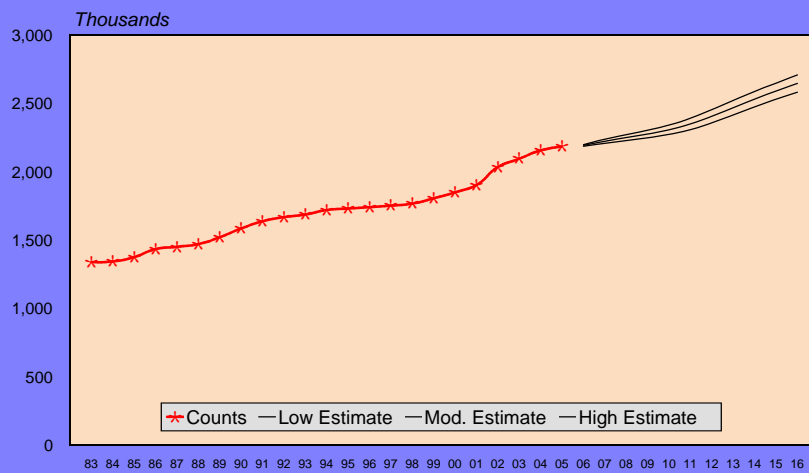
Autumn undergraduate enrollments across fields



Source: National Center for Education Statistics "Projections of Education Statistics to 2016"  
Table 19, available at [www.nces.ed.gov/edstats/](http://www.nces.ed.gov/edstats/)

## 6. National graduate enrollments

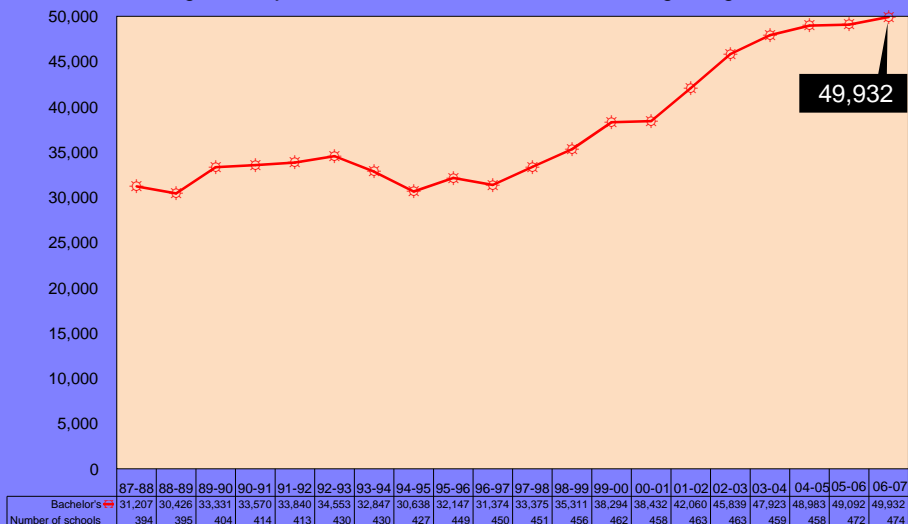
Autumn graduate enrollments across fields



Source: National Center for Education Statistics "Projections of Education Statistics to 2016"  
Table 20, available at [www.nces.ed.gov/edstats/](http://www.nces.ed.gov/edstats/)

## 7. Undergraduate degrees granted

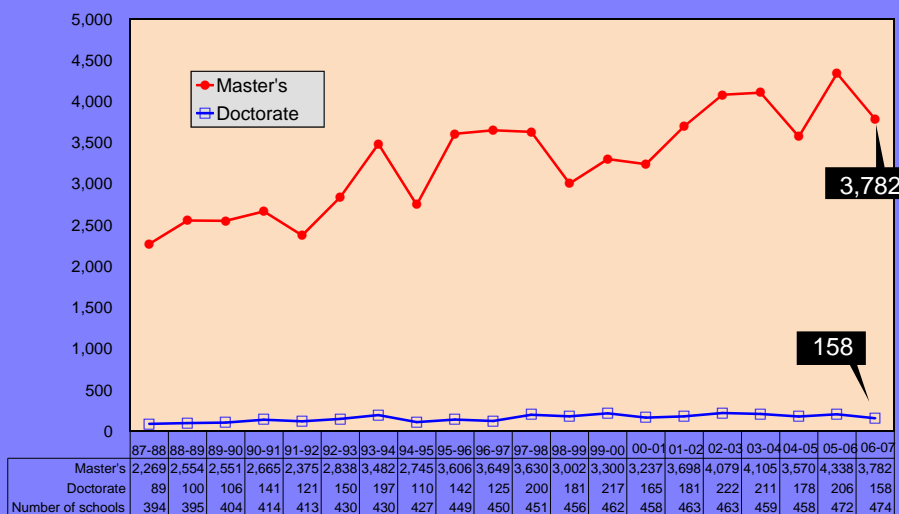
Undergraduate journalism and mass communication degrees granted



Source: Annual Survey of Journalism & Mass Communication Enrollments

## 8. Graduate degrees granted

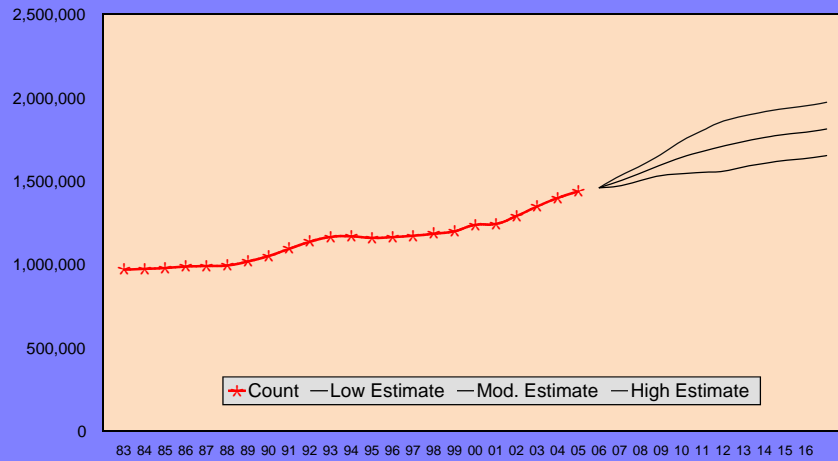
Graduate journalism and mass communication degrees granted



Source: Annual Survey of Journalism & Mass Communication Enrollments

## 9. Bachelor's degrees across fields

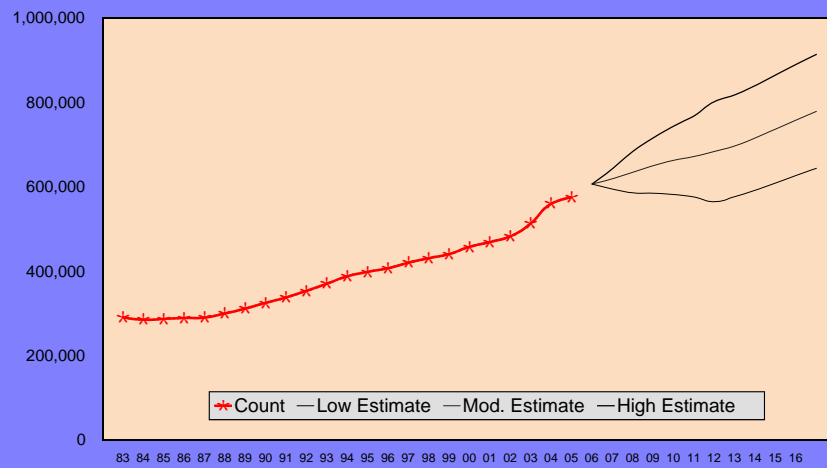
Undergraduate degrees granted nationally



Source: National Center for Education Statistics "Projections of Education Statistics to 2016"  
Table 28, available at [www.nces.ed.gov/edstats/](http://www.nces.ed.gov/edstats/)

## 10. Master's degrees across fields

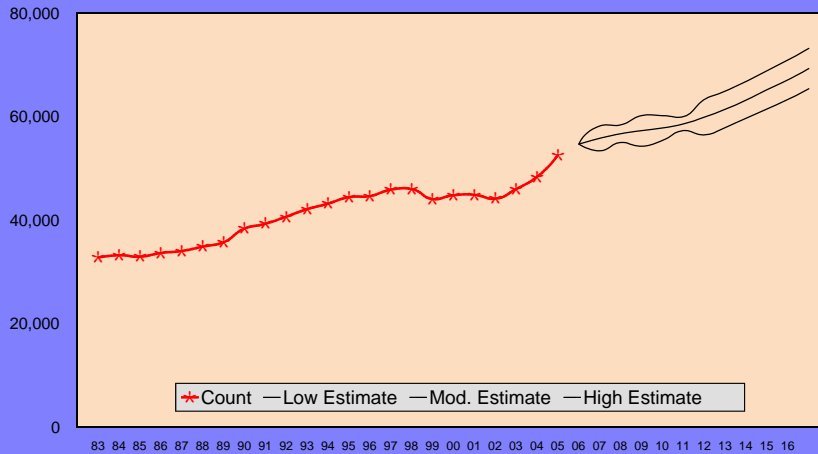
Master's degrees granted nationally



Source: National Center for Education Statistics "Projections of Education Statistics to 2016"  
Table 29, available at [www.nces.ed.gov/edstats/](http://www.nces.ed.gov/edstats/)

# 11. Doctoral degrees across fields

Doctoral degrees granted nationally

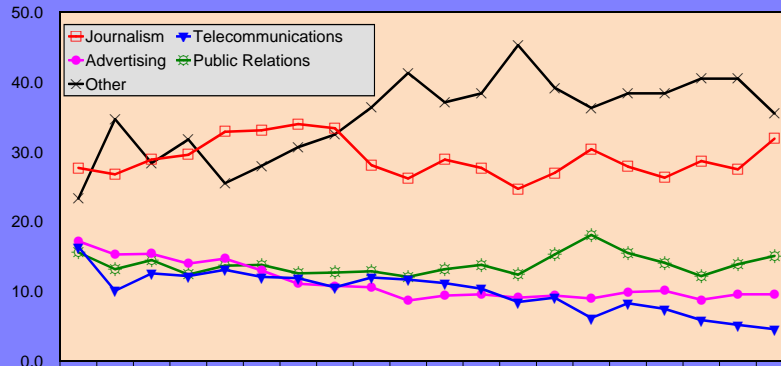


Source: National Center for Education Statistics "Projections of Education Statistics to 2016" Table 30, available at [www.nces.ed.gov/edstats/](http://www.nces.ed.gov/edstats/)

# 12. Enrollments by specialization

Undergraduate journalism and mass communication enrollments by specialization

Percent

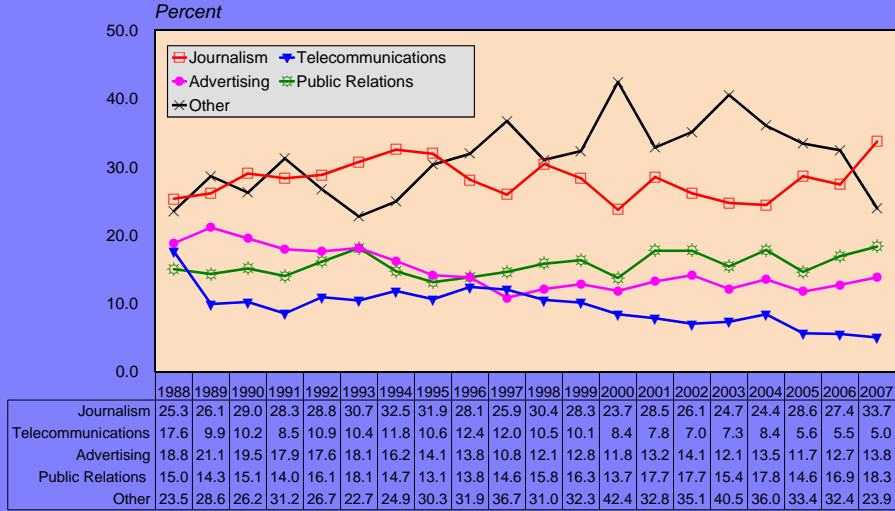


	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Journalism	27.7	26.8	28.9	29.6	32.9	33.1	34.0	33.4	28.1	26.2	28.9	27.7	24.7	27.0	30.4	27.9	26.3	28.7	27.5	31.9
Telecommunications	16.4	10.1	12.6	12.2	13.1	12.1	11.9	10.6	12.0	11.7	11.2	10.4	8.5	9.1	6.2	8.3	7.5	5.9	5.2	4.6
Advertising	17.2	15.3	15.4	14.0	14.7	13.0	11.1	10.8	10.6	8.7	9.4	9.6	9.1	9.4	9.0	9.9	10.1	8.8	9.6	9.6
Public Relations	15.6	13.2	14.5	12.4	13.7	13.8	12.6	12.7	12.9	12.1	13.2	13.8	12.4	15.3	18.1	15.5	14.1	12.2	13.9	15.1
Other	23.3	34.7	28.4	31.8	25.5	28.0	30.7	32.5	36.4	41.3	37.1	38.4	45.3	39.2	36.3	38.4	38.4	40.5	40.5	35.5

Source: Annual Survey of Journalism & Mass Communication Enrollments

# 13. Degrees by specialization

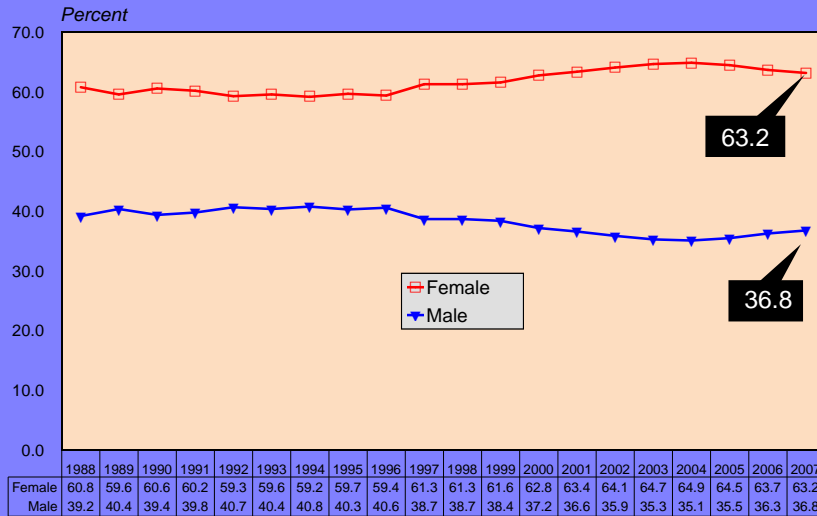
Undergraduate journalism and mass communication degrees granted by specialization



Source: Annual Survey of Journalism & Mass Communication Enrollments

# 14. Bachelor's enrollments - gender

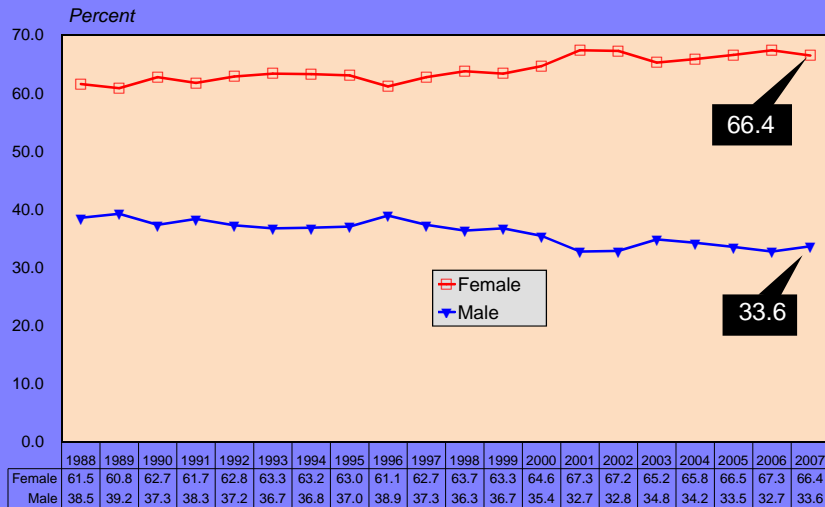
Bachelor's journalism and mass communication enrollments by gender



Source: Annual Survey of Journalism & Mass Communication Enrollments

# 15. Master's enrollments - gender

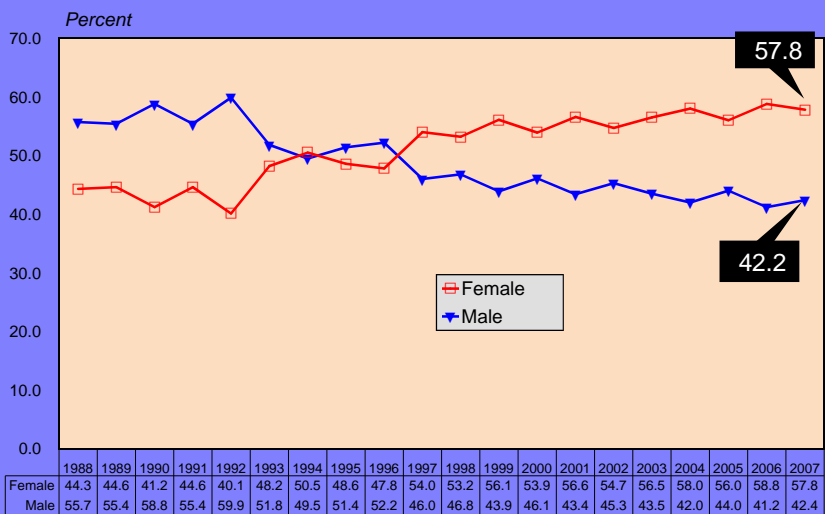
Master's journalism and mass communication enrollments by gender



Source: Annual Survey of Journalism & Mass Communication Enrollments

# 16. Doctoral enrollments - gender

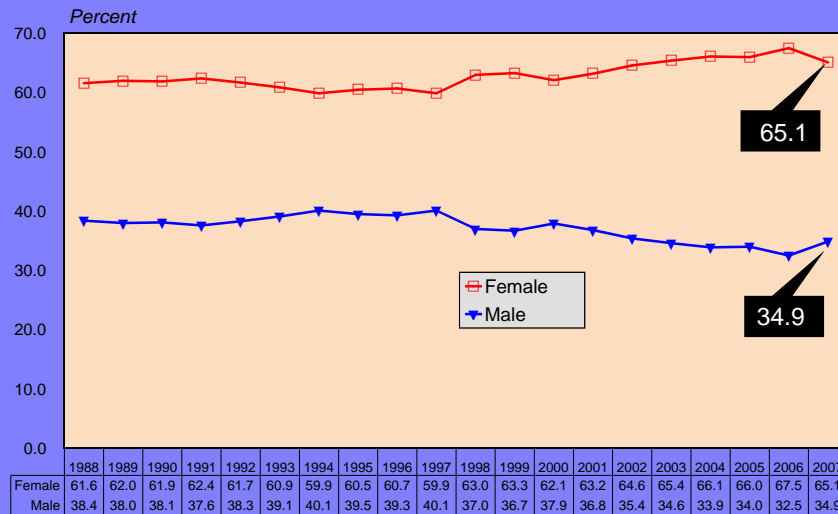
Doctoral journalism and mass communication enrollments by gender



Source: Annual Survey of Journalism & Mass Communication Enrollments

## 17. Bachelor's degrees granted - gender

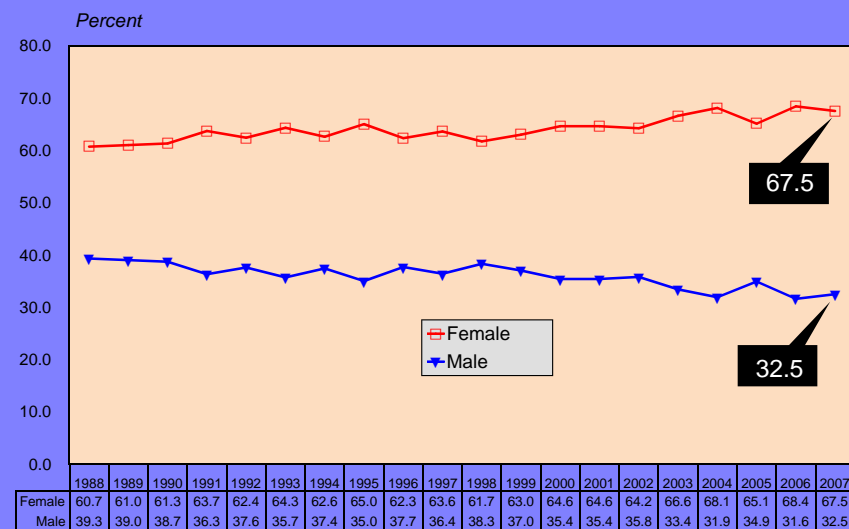
Undergraduate journalism and mass communication degrees granted by gender



Source: Annual Survey of Journalism & Mass Communication Enrollments

## 18. Master's degrees granted - gender

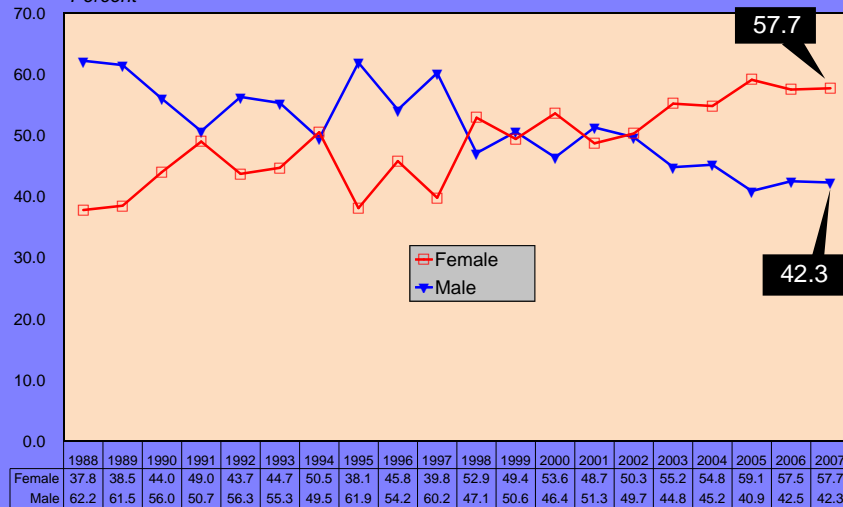
Master's journalism and mass communication degrees granted by gender



Source: Annual Survey of Journalism & Mass Communication Enrollments

## 19. Doctoral degrees granted - gender

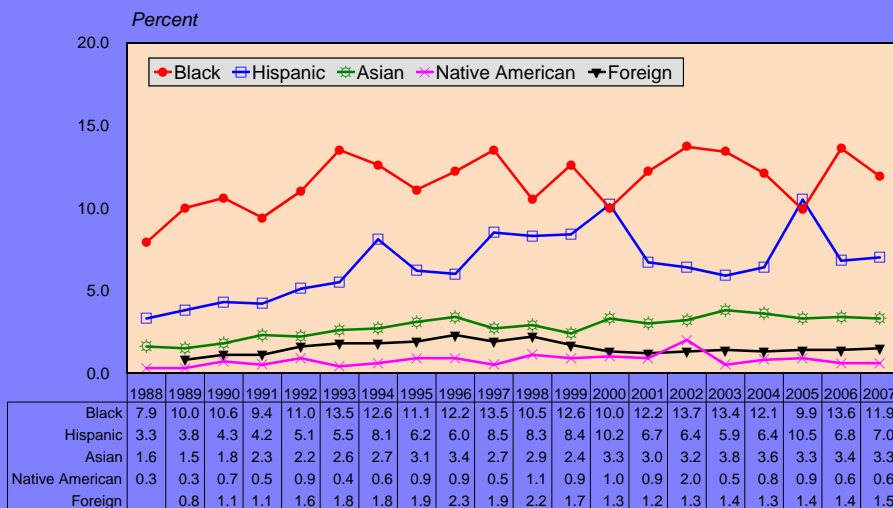
Doctoral journalism and mass communication degrees granted by gender  
Percent



Source: Annual Survey of Journalism & Mass Communication Enrollments

## 20. Bachelor's enrollments - race/ethnicity

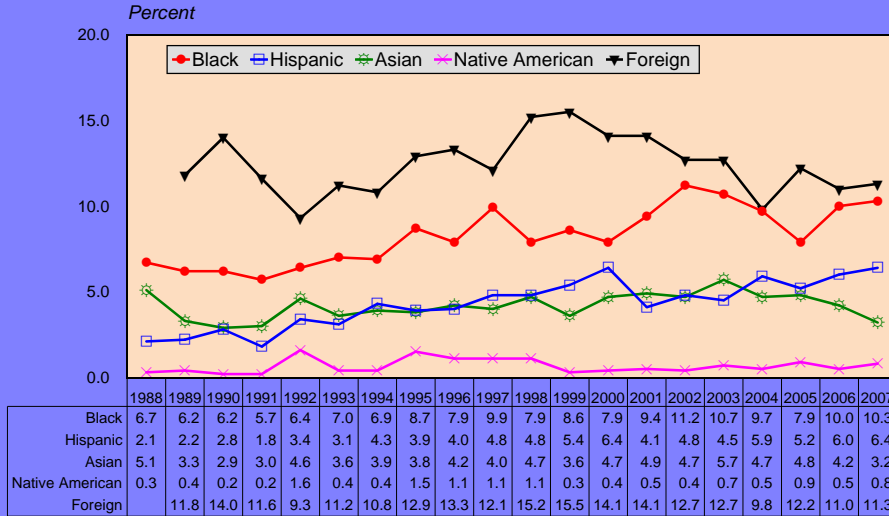
Undergraduate journalism and mass communication enrollments by racial or ethnic classification



Source: Annual Survey of Journalism & Mass Communication Enrollments

## 21. Master's enrollments - race/ethnicity

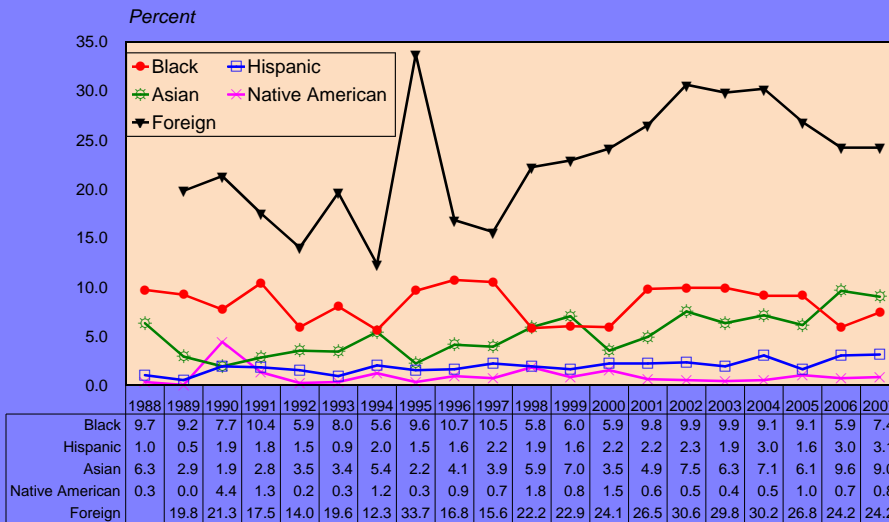
Master's journalism and mass communication enrollments by racial or ethnic classification



Source: Annual Survey of Journalism & Mass Communication Enrollments

## 22. Doctoral enrollments - race/ethnicity

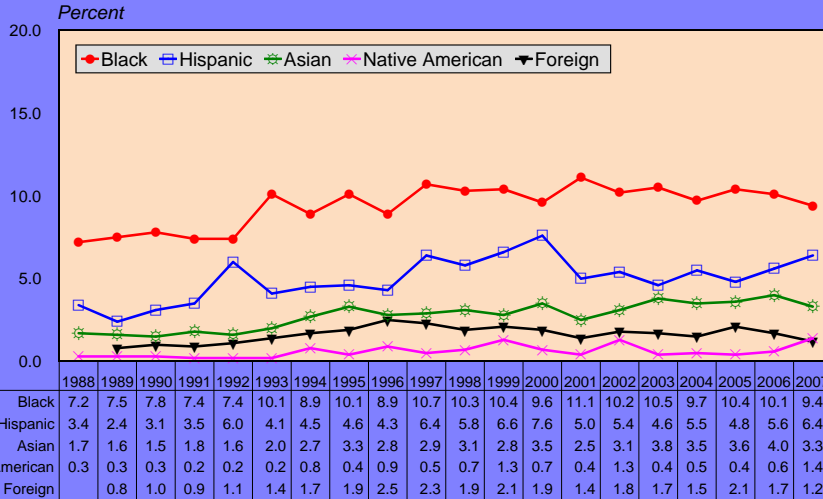
Doctoral journalism and mass communication enrollments by racial or ethnic classification



Source: Annual Survey of Journalism & Mass Communication Enrollments

## 23. Bachelor's degrees - race/ethnicity

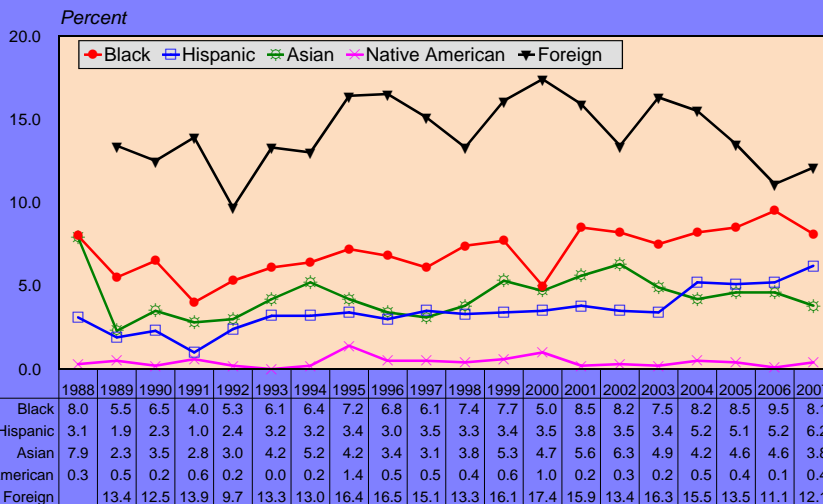
Undergraduate journalism and mass communication degrees granted by racial or ethnic classification



Source: Annual Survey of Journalism & Mass Communication Enrollments

## 24. Master's degrees - race/ethnicity

Master's journalism and mass communication degrees granted by racial or ethnic classification

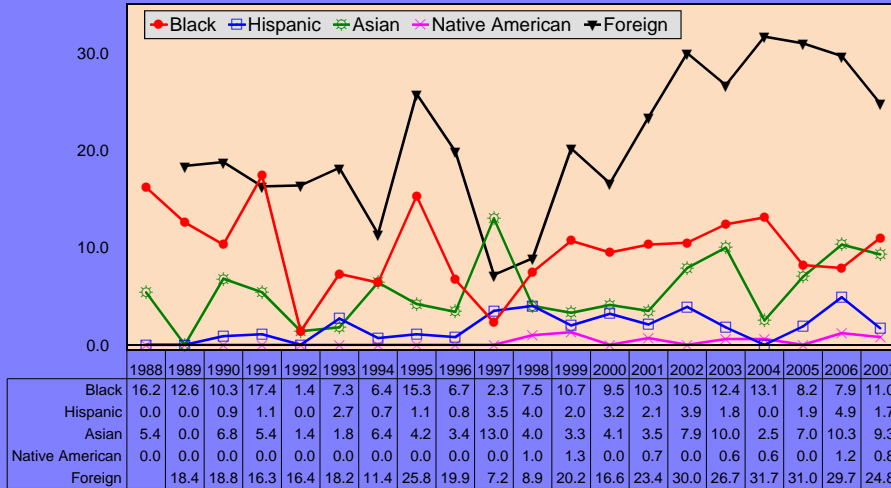


Source: Annual Survey of Journalism & Mass Communication Enrollments

## 25. Doctoral degrees - race/ethnicity

Doctoral journalism and mass communication degrees granted by racial or ethnic classification

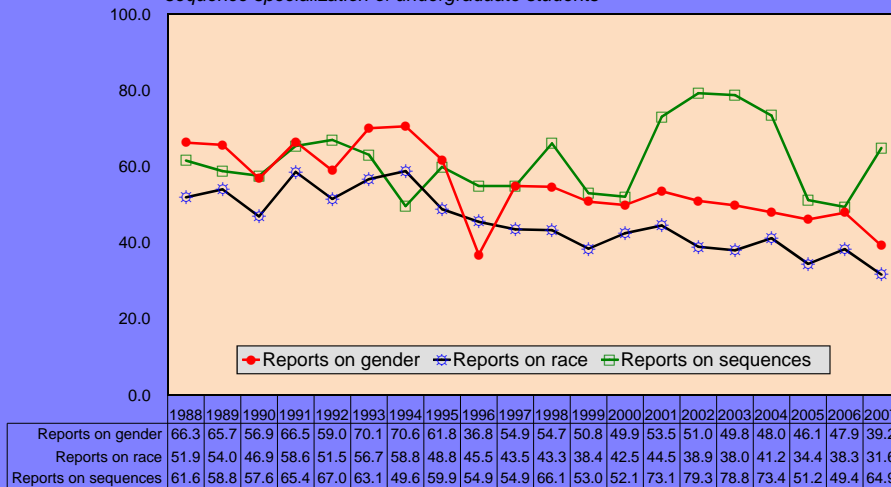
Percent



Source: Annual Survey of Journalism & Mass Communication Enrollments

## 26. Reports on student characteristics

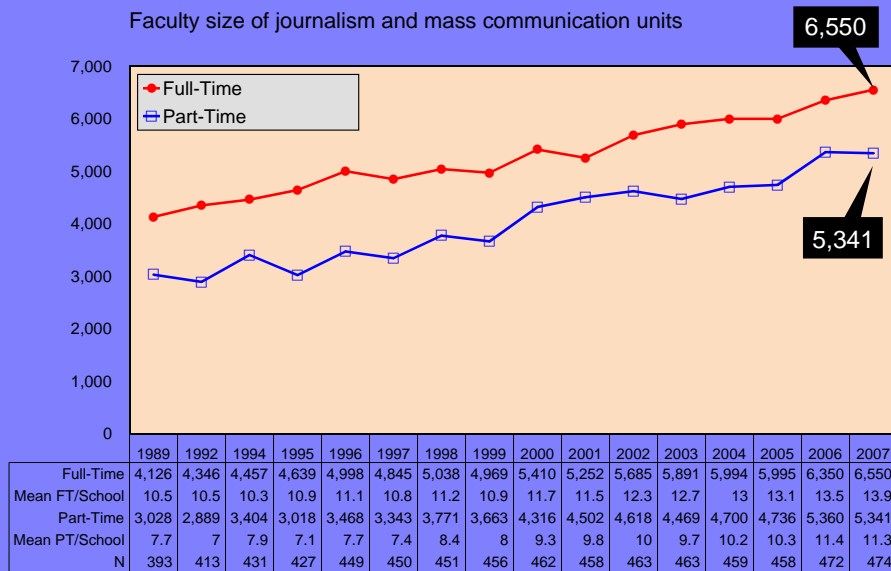
Percentage of units reporting on race/ethnicity, gender, and sequence specialization of undergraduate students



Source: Annual Survey of Journalism & Mass Communication Enrollments

## 27. Faculty size

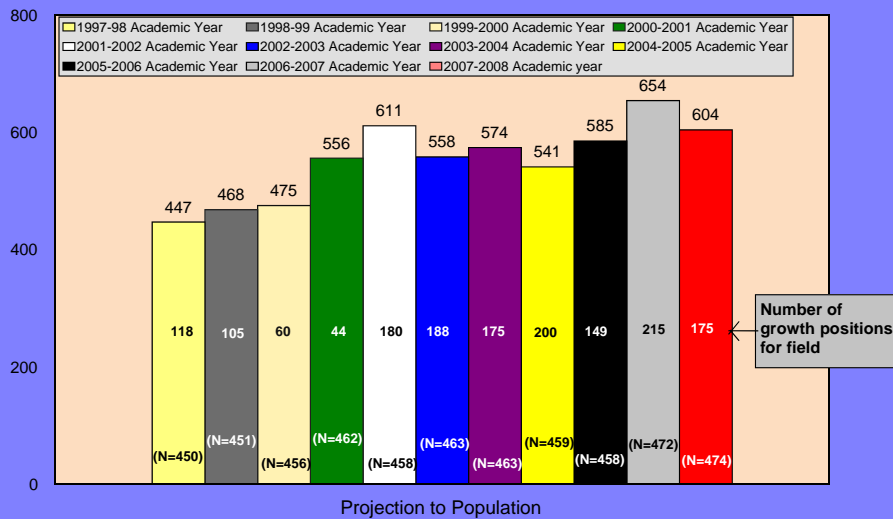
Faculty size of journalism and mass communication units



Source: Annual Survey of Journalism & Mass Communication Enrollments

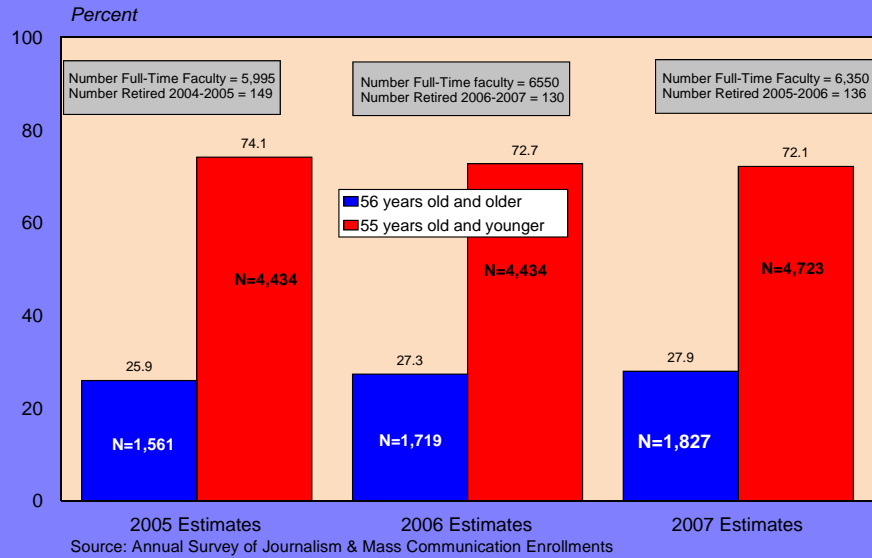
## 28. Hiring of full-time faculty

Journalism and mass communication faculty hiring in full-time positions; For 1997-1998 through 2007-2008



Source: Annual Survey of Journalism & Mass Communication Enrollments

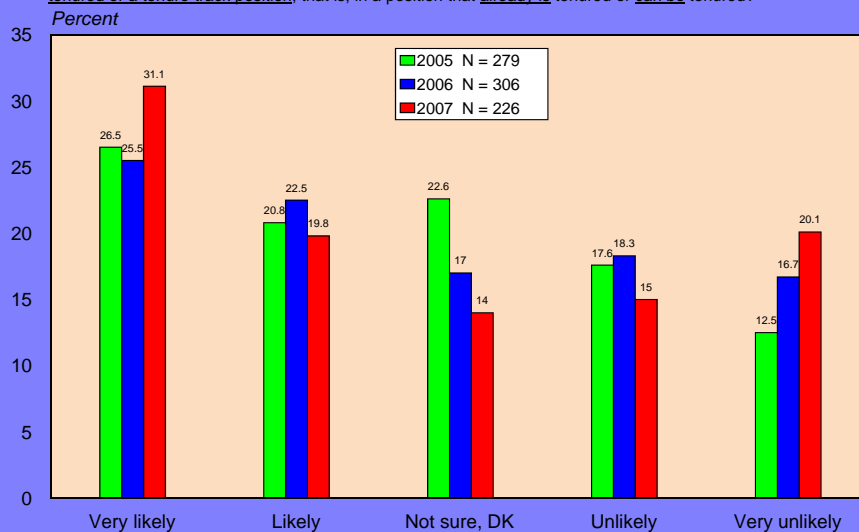
## 29. Age of full-time journalism and mass communication faculty



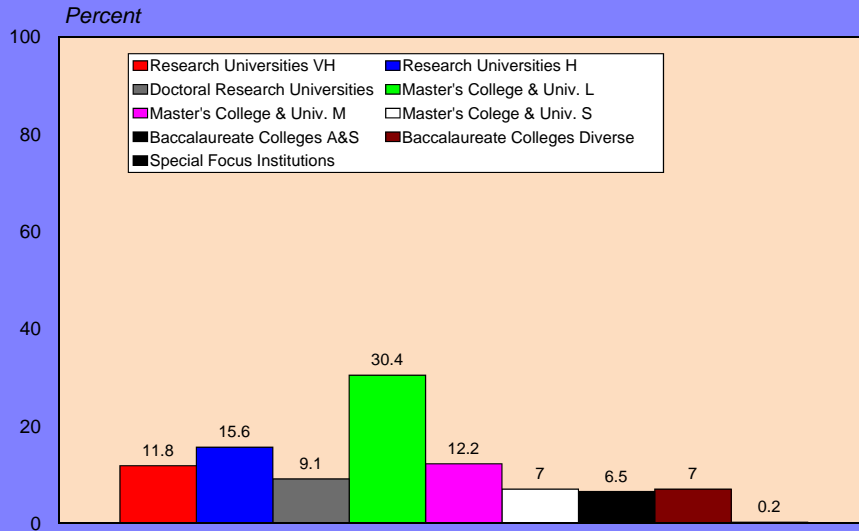
## 30. Hiring faculty without a Ph.D.

Q (2006): How likely is that a full-time faculty member without an earned doctorate will be hired in this unit in the future?

Q (2007): How likely is that someone without an earned doctorate will be hired in this unit in the future for a tenured or a tenure-track position, that is, in a position that already is tenured or can be tenured?

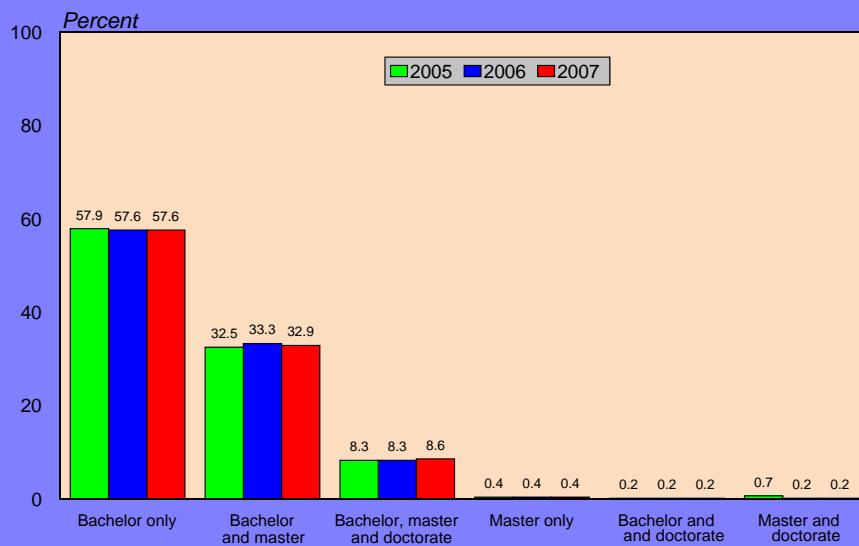


### 31. Carnegie classification (2005) of journalism and mass communication programs



Source: Annual Survey of Journalism & Mass Communication Enrollments

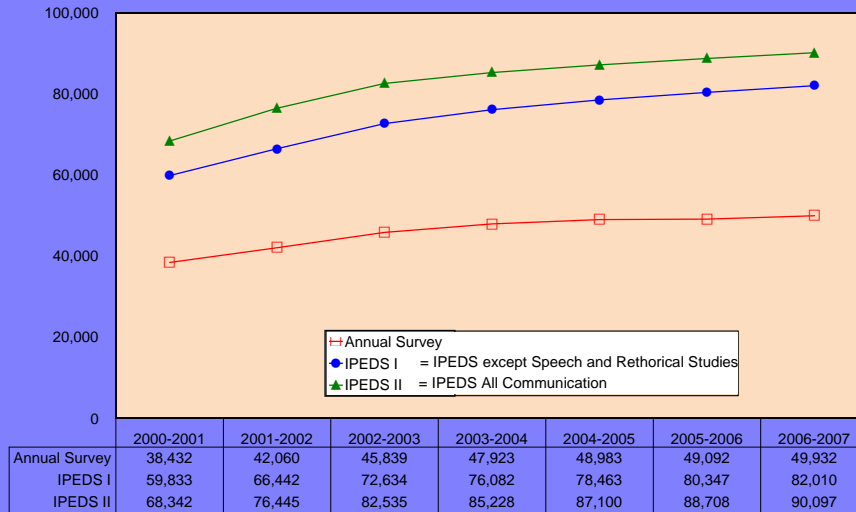
### 32. Programs classified by journalism degrees granted



Source: Annual Survey of Journalism & Mass Communication Enrollments

### 33. Bachelor's degree granted: 2000-2007

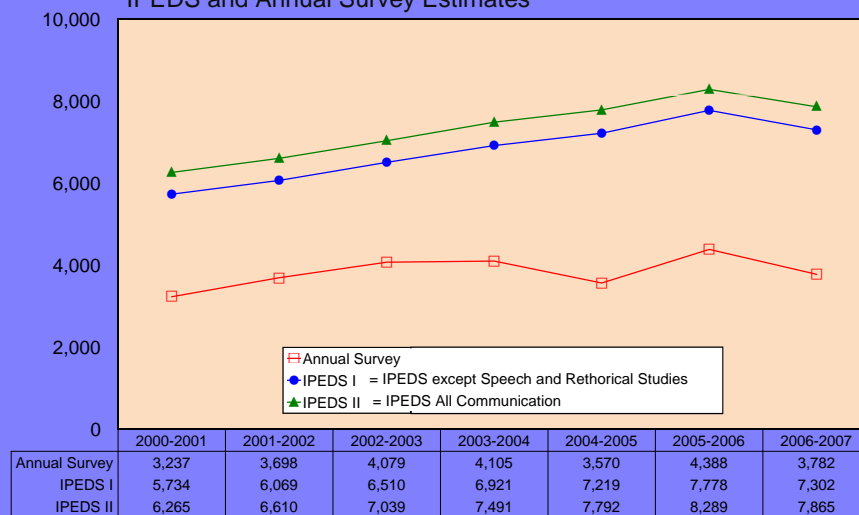
IPEDS and Annual Survey Estimates



Source: Annual Survey of Journalism & Mass Communication Enrollments  
Institute of Education Sciences, National Center for Education Statistics

### 34. Master's degree granted: 2000-2007

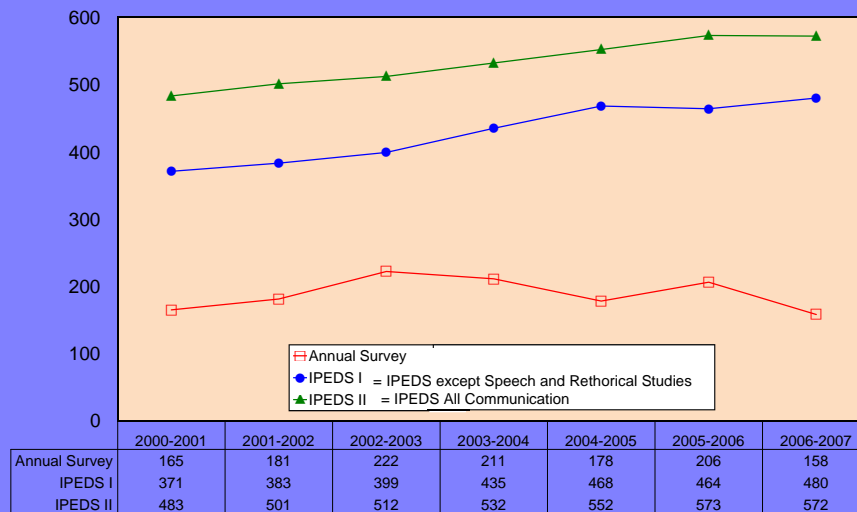
IPEDS and Annual Survey Estimates



Source: Annual Survey of Journalism & Mass Communication Enrollments  
Institute of Education Sciences, National Center for Education Statistics

## 35. Doctoral degree granted: 2000-2007

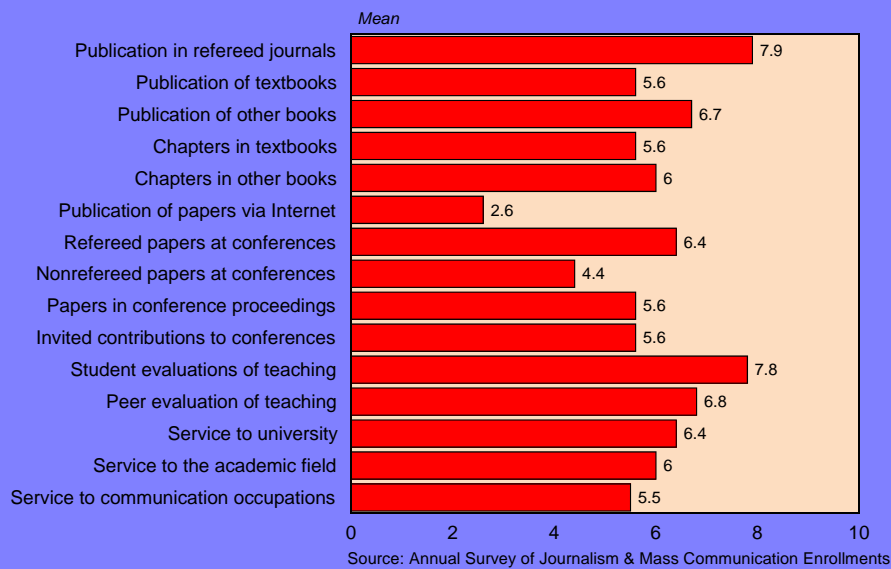
IPEDS and Annual Survey Estimates



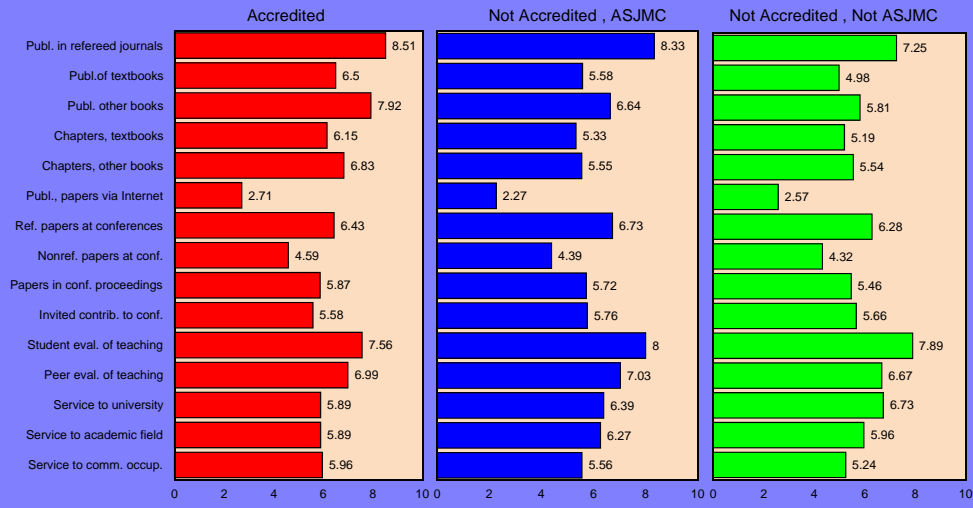
Source: Annual Survey of Journalism & Mass Communication Enrollments  
Institute of Education Sciences, National Center for Education Statistics

## 36. Criteria for faculty promotion decisions

Importance - at the university level - of criteria for decisions about promotion from 1 ("not very important") to 10 ("very important")

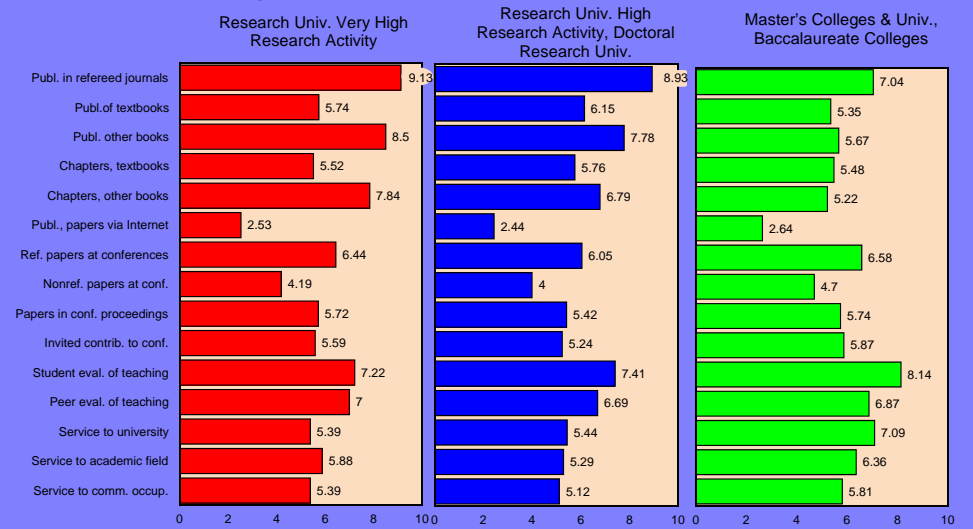


### 37. Criteria for faculty promotion decisions by accreditation



Source: Annual Survey of Journalism & Mass Communication Enrollments

### 38. Criteria for faculty promotion decisions by Carnegie classification



Source: Annual Survey of Journalism & Mass Communication Enrollments