

2012 CMM Global Survey

This survey report was created by Jesse Sostrin, PhD and Eerika Hedman. The Global Survey Project was sponsored by the CMM Institute for Personal & Social Evolution whose mission is to preserve, cultivate, and promote worldwide work based on the theory and practice of CMM, the Coordinated Management of Meaning.

Summary of Findings

Demographics:

- The community of CMM scholars, practitioners, and supporters is truly global, representing five continents.
- The community of CMM scholars, practitioners, and supporters is aging, with representation of only 5% under age 35.
- The community of CMM scholars, practitioners, and supporters can grow in its ethnic/racial diversity; nearly 89% identify as White/Caucasian.

CMM Involvement:

- The vast majority of survey respondents indicated more than one active and simultaneous CMM Affiliation (i.e. Individual Practitioner, Scholar, Educator, etc.).
- 70% of total survey respondents are focused on CMM in relation to *Organization Development, Change, and Improvement* and 53% focus on applying it with *Social Systems*.
- More than 60% of total survey respondents reference and/or use CMM in their everyday work *Often* or *Very Often*.

CMM Values & Benefits

- When asked **what value CMM brings into their life and work**, respondents shared themes such as: *expanding perspectives, clarifying challenges, seeing the structures and patterns of interaction that make our social worlds, practical ways of taking the communication perspective, a new language, a rich source of possibilities and inspiration, awareness that we create our communication and relationships, new ways of seeing and understanding organizational/community problems, and more.*

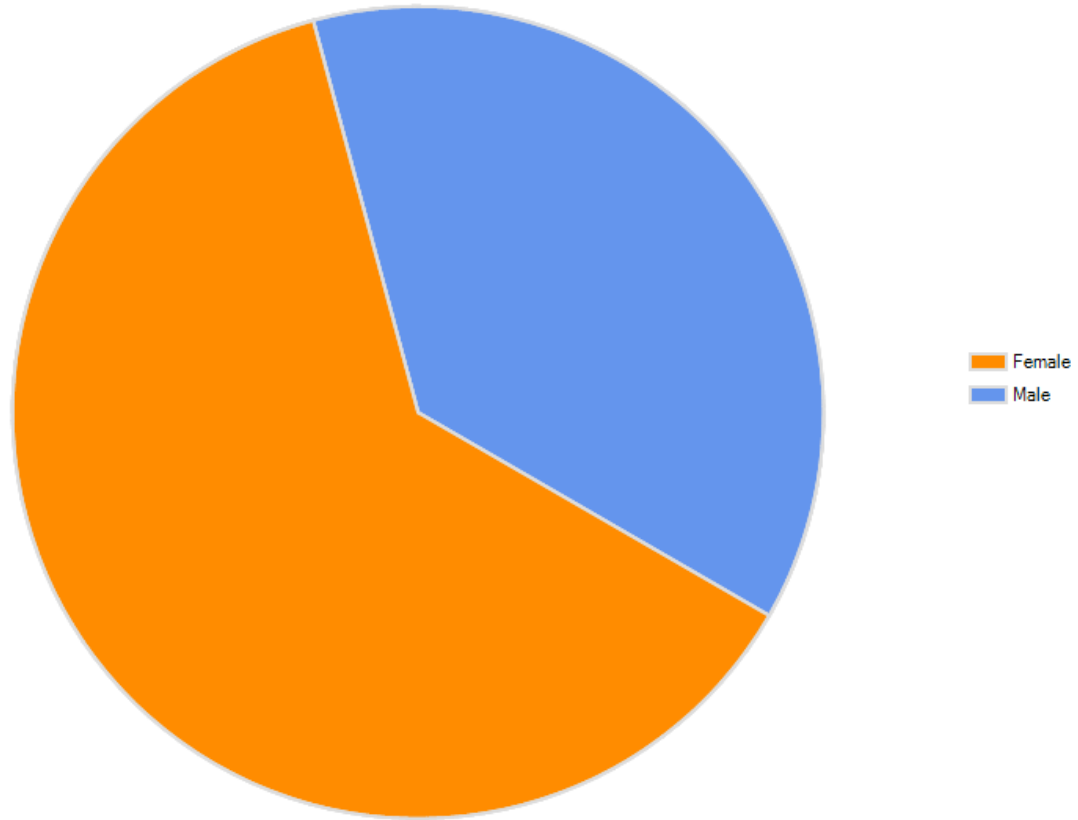
CMM Challenges

- When asked **what challenges they face using CMM**, respondents shared themes such as: *Choosing the most suitable model to share with others, sharing CMM with people outside of the communication field, getting away from the old paradigms of communication theory/research, adapting heuristics and models for groups, lack of clarity and precision about what it truly is, going beyond just talk about re-making social worlds, density of subject matter tends to jumble it all together - things need to be teased apart and simplified, CMM is not user-friendly enough, and more.*

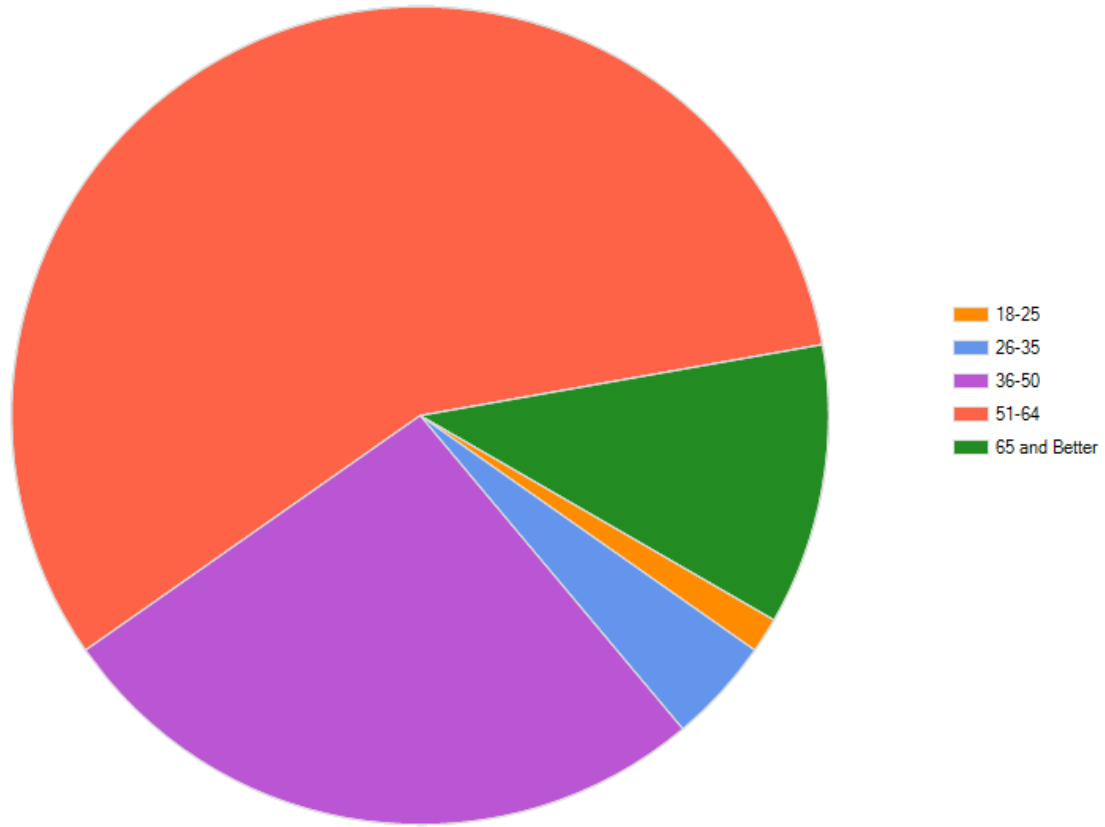
CMM Community Connections

- Over 90% of survey respondents are interested in connecting with other CMM scholars, practitioners, and supporters.

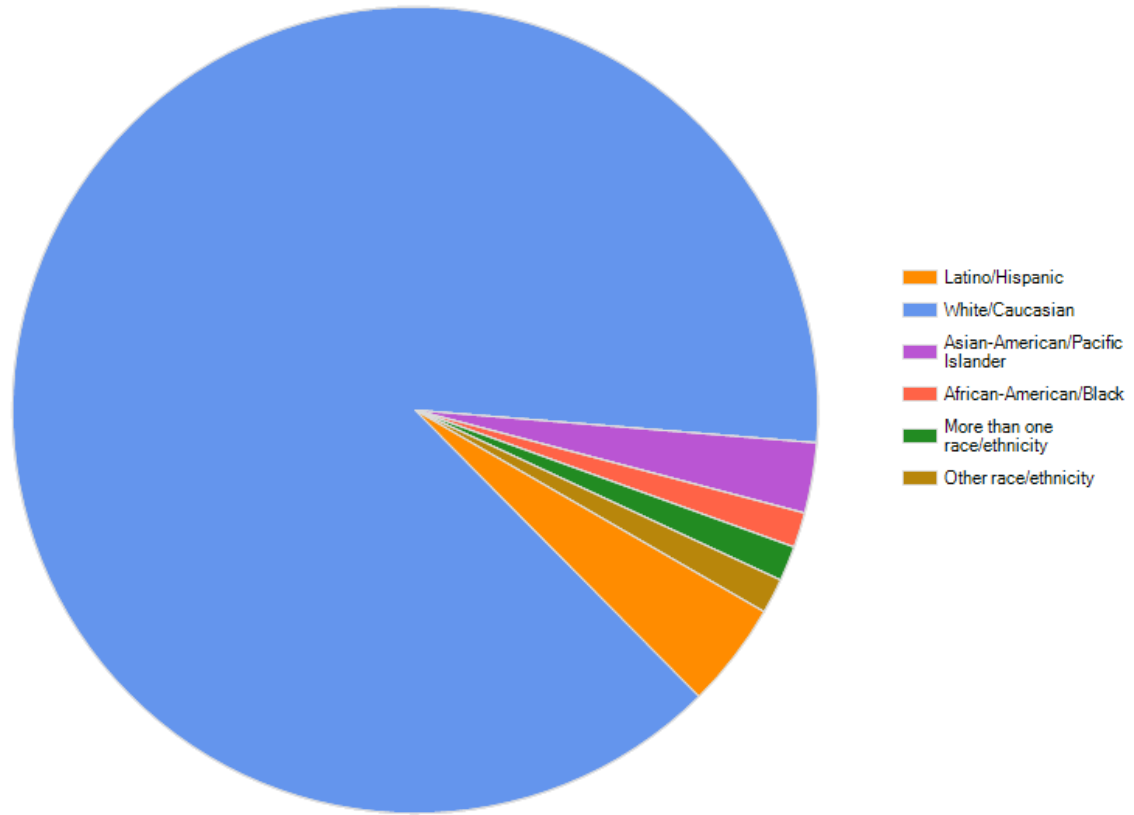
What is your gender?



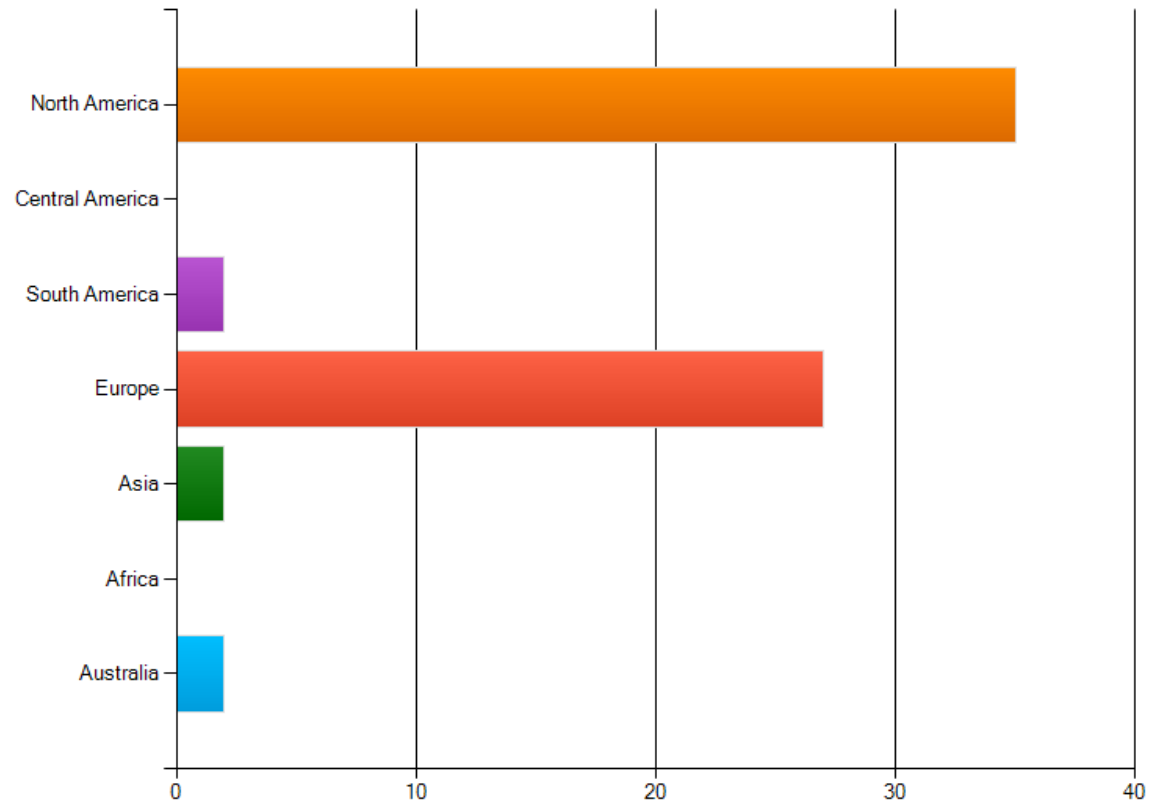
What is your age?



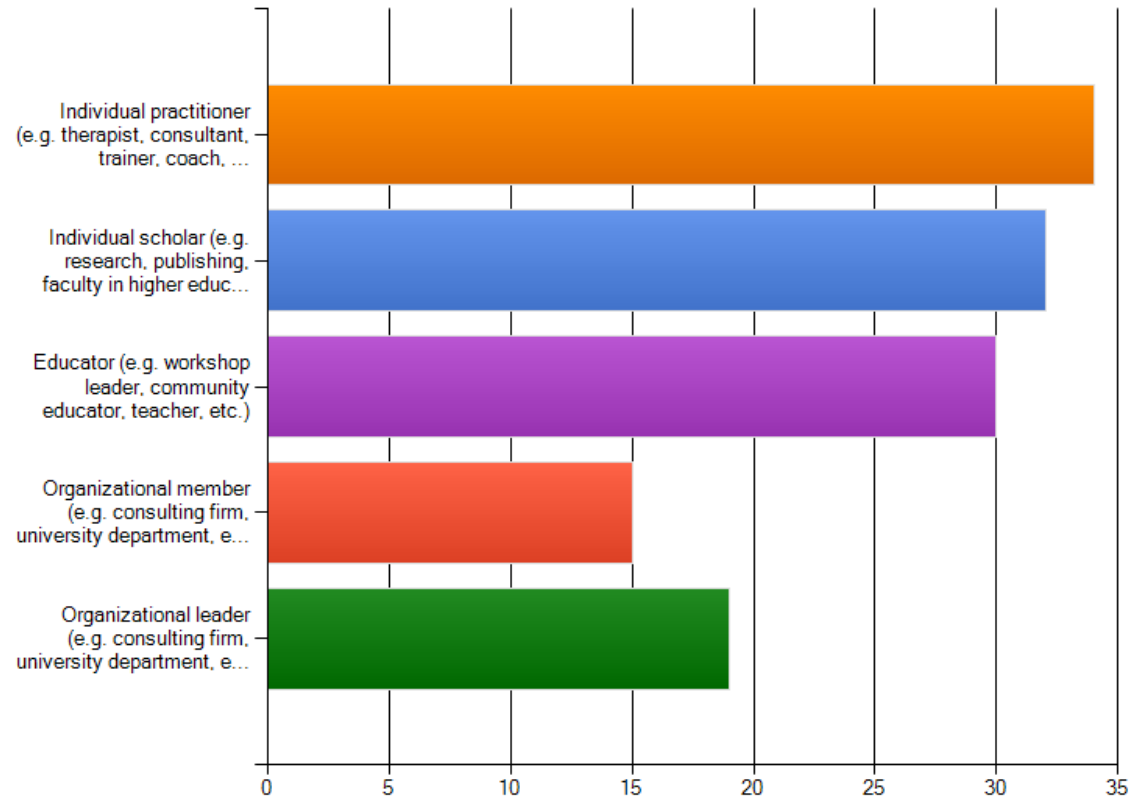
What is your race/ethnicity?



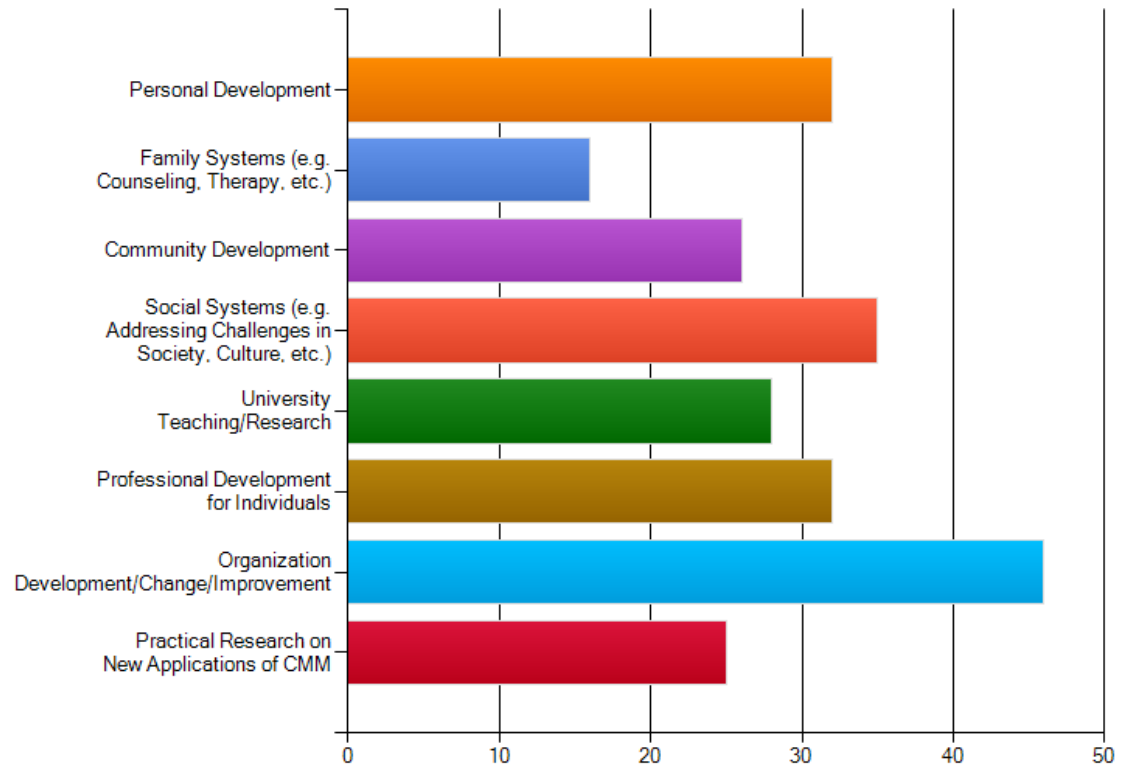
In what part of the world do you primarily live and work?



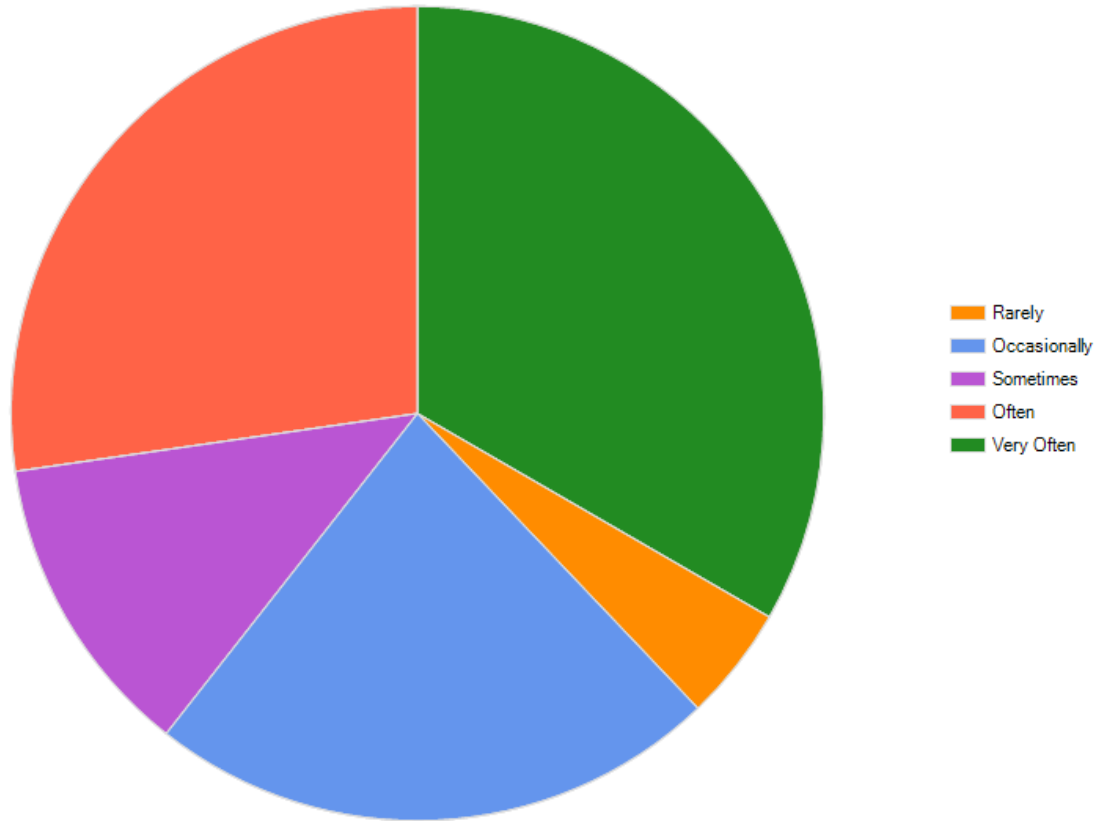
How would you describe your primary CMM affiliation(s)? (Check all that apply)



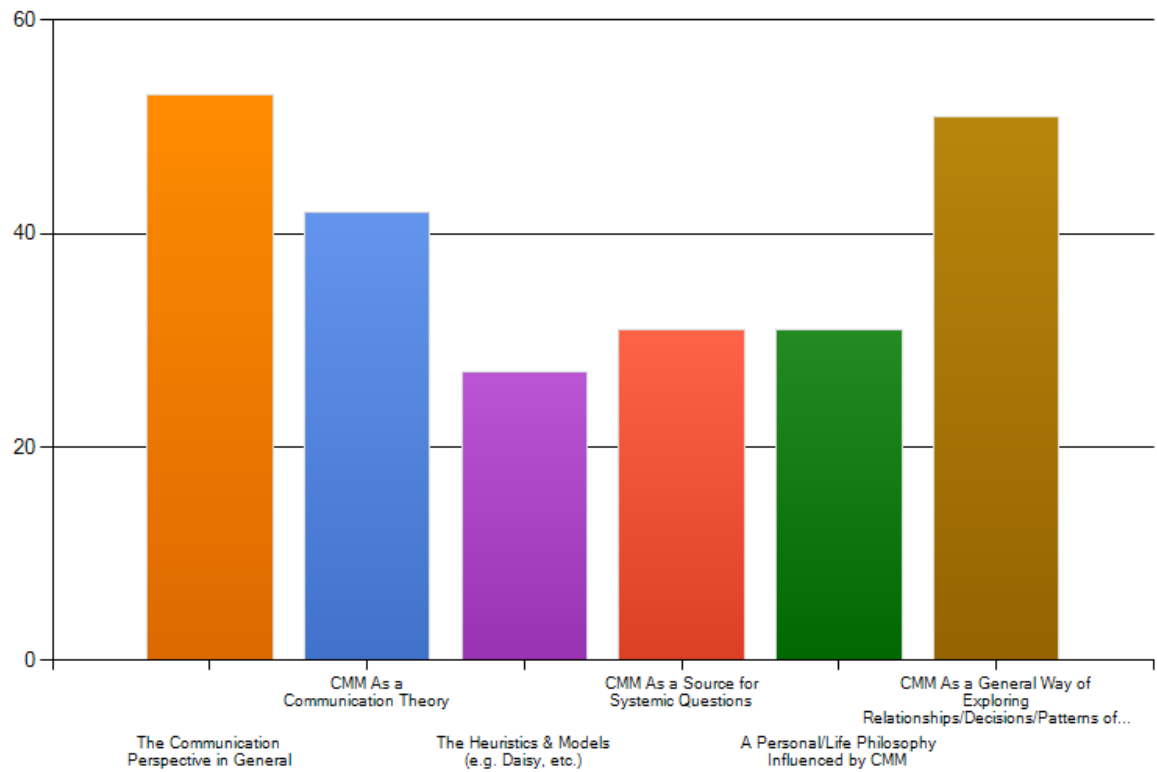
If applicable, what is your specific area of interest with your CMM-related work? (Check all that apply)



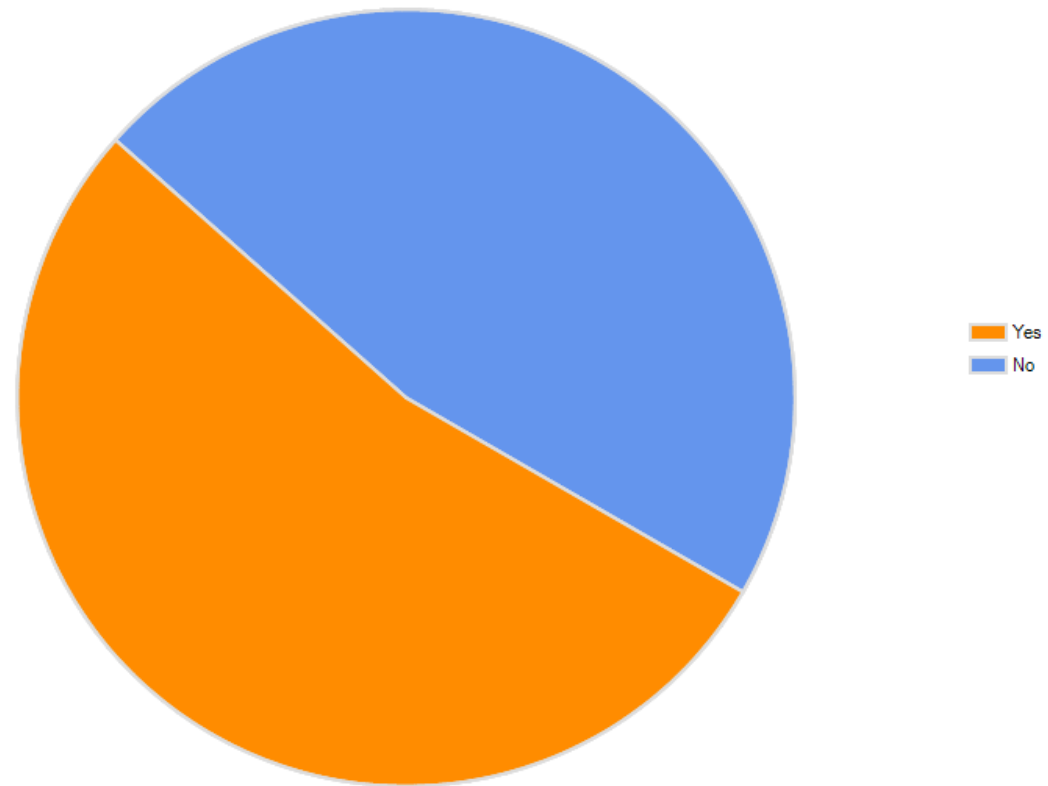
How often do you reference and/or use CMM in your everyday work?



What aspects of CMM do you use and/or refer to most often in your work? (Check all that apply)



Do you publish (articles, books, blogs, etc.) about direct or indirect themes related to CMM?



If developed, which of these CMM-related materials would you most likely purchase, use, and share with others? (Check all that apply)

