

2005
Scientific and Technical Publishing Service and
ESS/GSC Bookstore

September 2005

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1. BACKGROUND

- 1.1. Scientific and Technical Publishing Services' Client Satisfaction Survey is part of the implementation of the Service Improvement Initiative, approved in May 1999, by the Treasury Board of Canada Secretariat (TBS). The survey was created in-house by Scientific and Technical Publishing Services. The Institute for Citizen-Centred Service (ICCS) Common Measuring Tool (CMT) were used as a model to establish the questionnaire.

2. OBJECTIVES

- To assess the GSC publication series
- To assess clients' awareness of our products and services
- To benchmark clients' satisfaction level
- To monitor clients' perception as to whether their requirements were met
- To conform to the ISO 9001: 2000 standard requirement.

3. CLIENTS SURVEYED

- 3.1. The targeted audience were the geoscience's community, being external clients and internal clients (ESS Programs and stakeholders) sampled through the ESS/GSC Bookstore list of sales.
- 3.2. The ESS/GSC Bookstore list of sales represents then 883 distinct email addresses. The response rate to the survey was 13% of the targeted population representing 116 responses.

4. INFORMATION ABOUT THE QUESTIONNAIRE

- 4.1. An interactive Web survey was posted on-line from May 19, 2005 to June 17, 2005. A total of 39 questions were asked in order to collect information about five aspects of our subdivision.
 - Section 1: Client background
 - Section 2: Products
 - Section 3: Services (for ESS employees only)
 - Section 4: Staff
 - Section 5: GSC publication series' feedbacks and comments.
- 4.2. The services aspect in section 3, addresses internal client only (Earth Sciences sector's employees).
- 4.3. The key measurement of the survey follows the Common Measuring Tool (CMT) model using a five-point scales. Measurable attributes such as Quality, Timeliness, Cost, Accessibility, Competence, and Courtesy were evaluated and illustrate the quantitative aspect of the data.
- 4.4. The qualitative aspect of the data was collected in section 5 of the survey to assess the GSC publication series through clients' feedbacks and comments.
- 4.5. One particularity of the survey was the use of dynamic links bringing the respondent only to specific questions based on previous answers. The questionnaire design was also created in a manner that respondents were able to rate the level of satisfaction for each product and service they received using customized generated lists. It permits us to collect very detailed information traceable to each aspect of our organization. The survey could normally be completed in less than 15 minutes.

5. IMPROVEMENT PLAN

Based on this Client Satisfaction Survey results and clients comments, Scientific and Technical Publishing Services will prepare an improvement plan. This plan will:

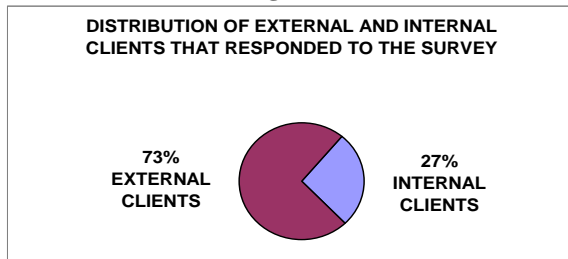
- focus on priorities;
- assigns responsibilities and time frame;
- manage unrealistic client expectation;
- communicate client survey and the improvement plan;
- create continuous improvement by setting objectives.

6. RESPONSE RATE

6.1. A total of **116** persons answered the survey. 85 respondents were external clients and 31 respondents were from Natural Resources Canada Earth Sciences Sector (internal clients).

6.2. Questions related to service delivery were responded, to internal clients only. All other questions were answered by both groups of clients, internal and external.

Figure 1



External Clients: **85**

Internal Clients: **31**

TOTAL: 116 RESPONDENTS

6.3. Out of 116 respondents, **65 (56%)** indicated they acquired one or more products in the past year.

Figure 2

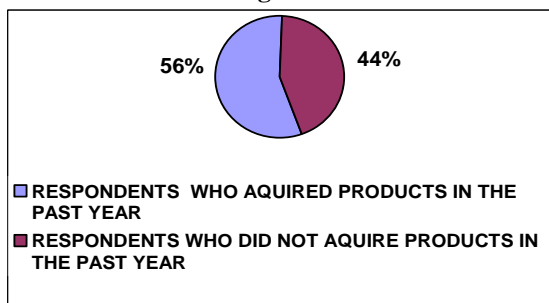
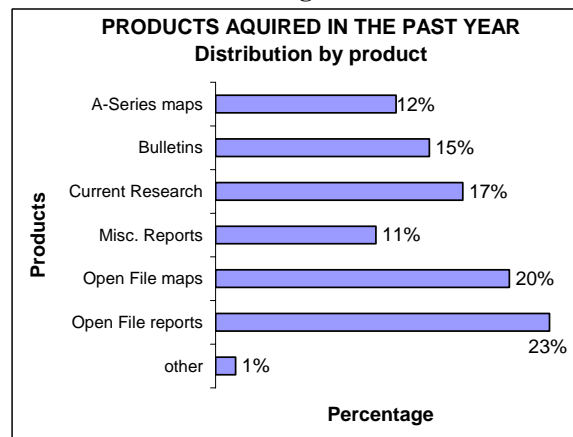


Figure 3



6.4. Out of 31 internal clients that responded to the survey, **23 (74%)** indicated they received one or more services in the past year.

Figure 4

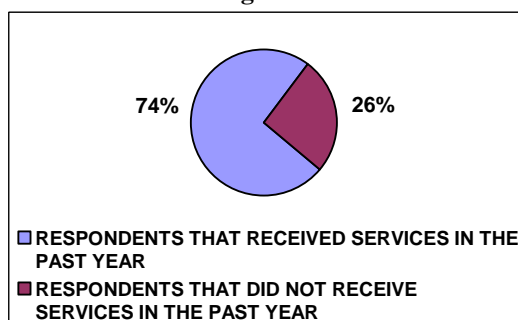
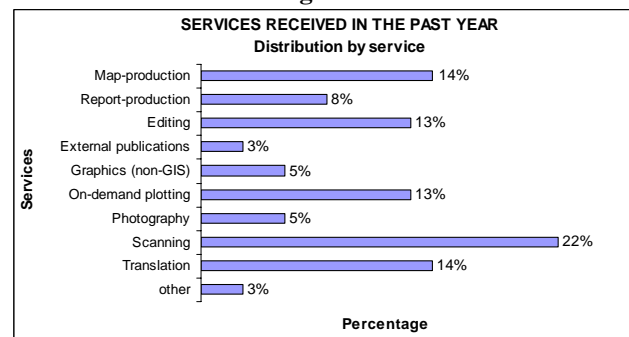


Figure 5



7. OVERALL EVALUATION AND HIGHLIGHTS

7.1. Respondents that received products and services were automatically re-directed to answer questions in order to rate their level of satisfaction for different aspects of our organization. However, a high percentage of respondents left these questions as not applicable (N/A). The breakdown percentages of respondents that indicated N/A are as followed:

- 41% of 65 potential respondents for questions related to products;
- 63% of 23 potential respondents for questions related to services;
- 79% of 78 potential respondents for questions related to staff;

7.1.1. Consequently, 38 respondents rated their satisfaction for the products, 9 for the services and 18 for our staff. These numbers were used to evaluate client satisfaction as reported in section 11 and 12 of this report. Figure 6, 7 and 8 below are averages taken from section 11 and 12.

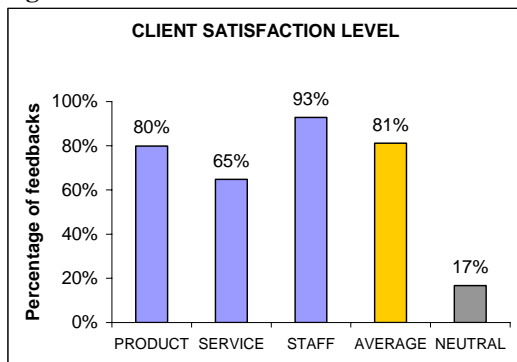
7.1.2. The high percentage of N/A shows secondary interest for the respondent to answer this type of questions (low importance). It may be interpreted that respondents are satisfied with the services offered but simply past over these questions. This issue will need to be looked at when preparing questions for future surveys.

7.2. More interest was shown by the respondents in providing comments and answering questions about the GSC Publications series and scientific publications output. 89 comments were received.

7.3. The overall client satisfaction level (products, services and staff) averages **81%**. Staff rated the highest score (93%). Services rated the lowest (65%).

7.4. Excluding Staff, the average client satisfaction level for products and services is **72.5%** with 52% very satisfied. An average of 17% of respondents rated 3 (neutral).

Figure 6



7.5. As shown in figure 7, client satisfaction for products was rated higher than services (80% versus 65%). Costs rated about the same for both, products and services. Accessibility and timeliness of services have the lowest scores.

Figure 7

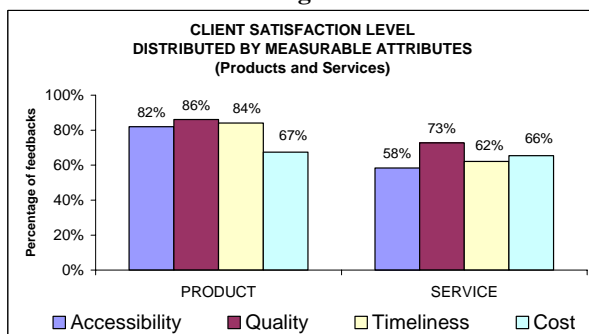
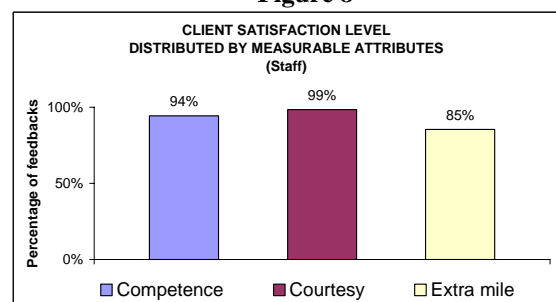


Figure 8



7.6. Staff competence and courtesy rated very high (94% and 99%). To the statement "Staff went the extra mile to make sure you received what you needed", 85% of the respondents agreed).

7.7. Outcome

7.7.1. Products: figure 9, shows that 21% of respondents received only part of the products they needed from our organization. (total of 65 potential respondents)

7.7.2. Services: if we compare figure 10 though figure 7, it shows that 91% of internal clients received what they needed even their satisfaction level rated 65% during the publishing process. (total of 23 potential respondents)

Figure 9 (Products)

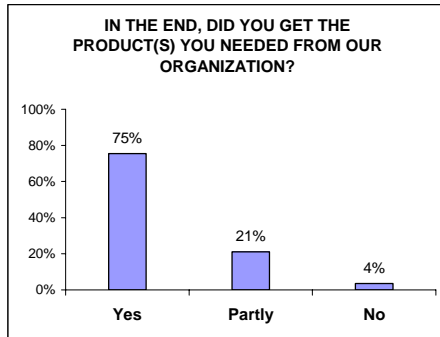
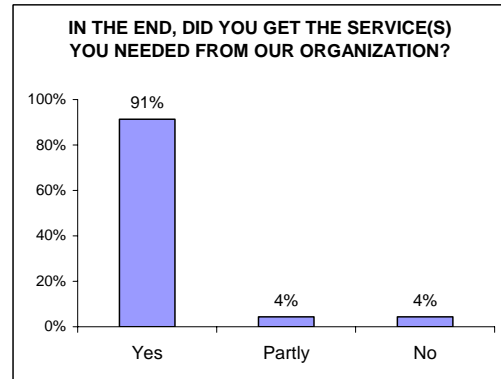


Figure 10 (Services)



- 7.8. 73% of respondents felt that GSC publications series best suit their needs for releasing scientific information.
- 7.9. 51% of respondents indicated knowing the GSC Bookstore Web site as their main source of information. 36% of respondents indicated the GSC information circular.
- 7.10. 46 % of respondents that initially needed a product did not know who to contact to get it. It is 61% for services.
- 7.11. 86% of all respondents are aware of our products. 70% of respondents rated our products as relevant, with 46% being very relevant (17% were neutral). 82% were satisfied with the products' accessibility, with 62% very satisfied (12% neutral).
- 7.12. 91% of internal clients are aware of our services. 47% of respondents rated our services as relevant, with 26% being very relevant (26% neutral). 59% were satisfied with the services' accessibility (26% neutral).
- 7.13. 61% of respondents are aware of the new digital download site GEOPUB. 73% of respondents indicated that they will use this Web site in the future.
- 7.14. Only 50% of respondents indicated they were able to find information describing our products.
- 7.15. Open files reports and maps were the most popular products (figure 3). Misc. Reports were the least.
- 7.16. Internal clients highlighted every service as being used. External Publications, Photography have a lower demand (Figure 5).
- 7.17. Client comments are included at the end of this report. Some of the topics are:
 - Availability, Accessibility of digital data. (free download, GEPUB)
 - Reduce the time it takes for the publishing process.
 - Add a new publication series between the open file and A-series maps.
 - Open files is a good way to publish in a short time period voluminous data at lower costs.

8. RESPONDENTS' BACKGROUND

8.1. Employer

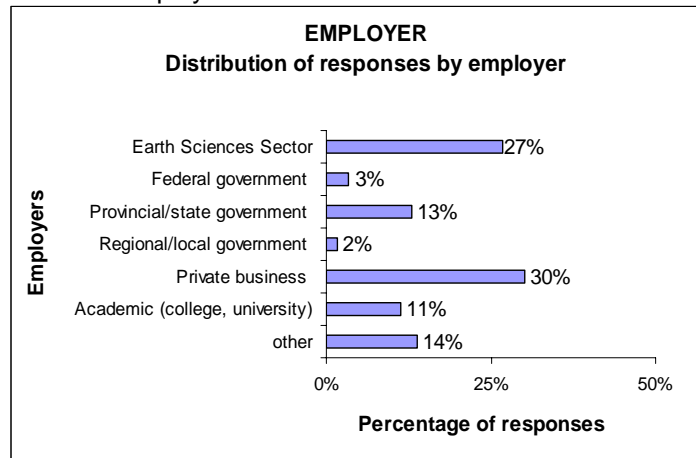


Figure 11

Other employers that were mentioned:

- Consult to UBC industry MDRU Unit, Academic
- Former provincial survey employee
- Aboriginal Organization
- British Geological Survey
- High School Teacher TCDSB
- Public mining exploration company
- Retired
- Self-employed

8.2. Primary activities

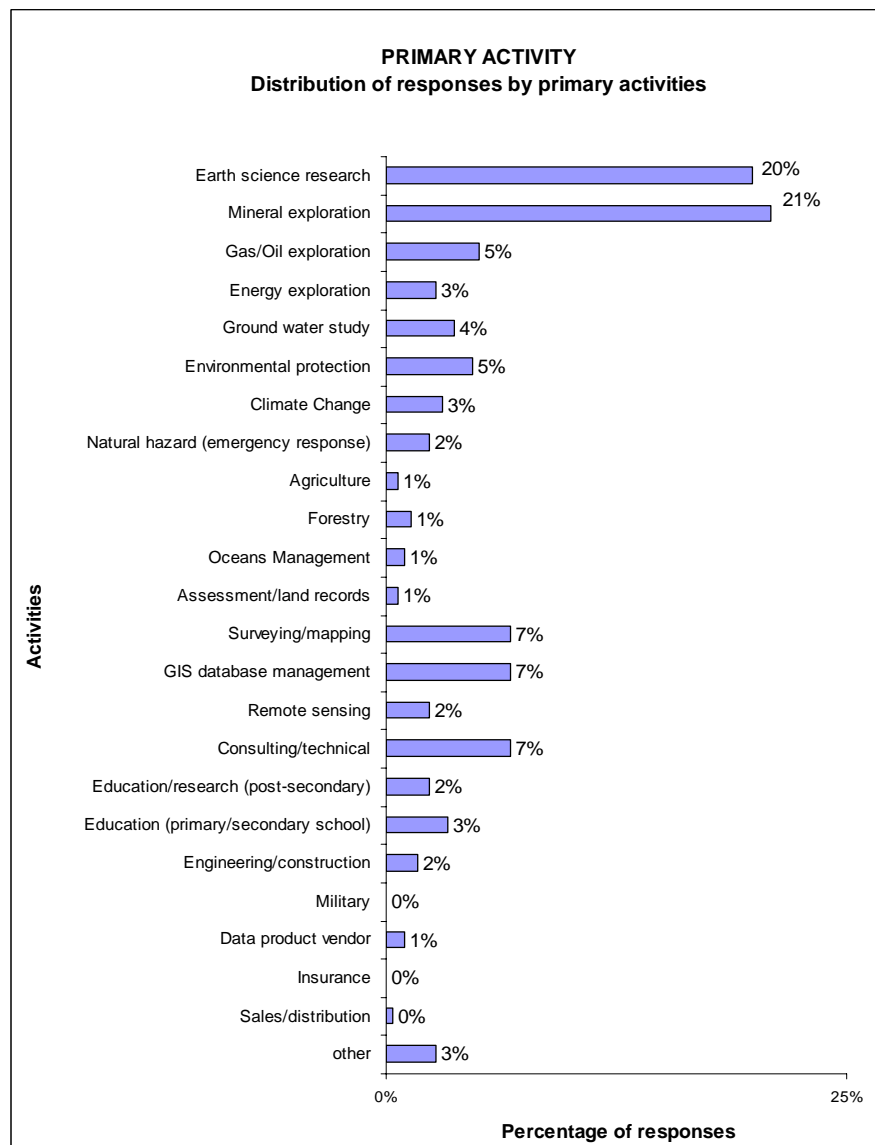


Figure 12

Other choices of activities mentioned:

- Industry awareness.. applicable exploration information and
- Curatorial/management repository facility
- Metallurgy and mine water remediation
- Analytical laboratory
- Fluvial geomorphology soils watershed condition assessment
- Cartothèque - Univesité de Sherbrooke
- Career firefighter
- Emergency Management
- Mineral rights Administration
- Provide geology/mineral info & lease out metallic & non-metallic

9. RESPONDENTS' AWARENESS (Products and Services)

9.1. Awareness level

Figure 13 (Products)

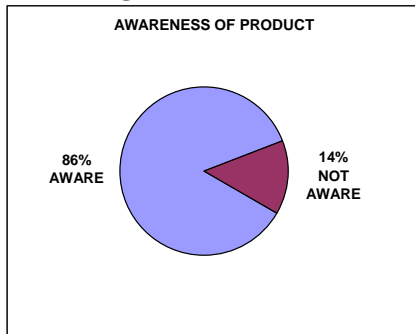


Figure 14 (Products)

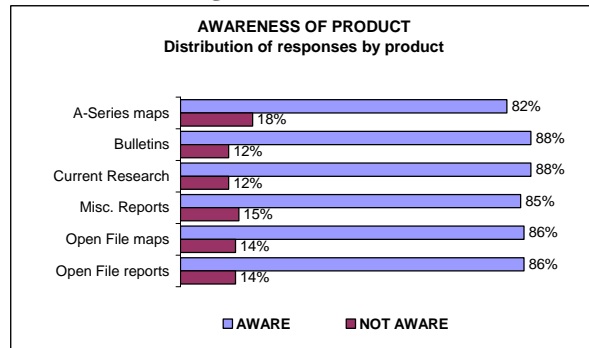


Figure 15 (Services)

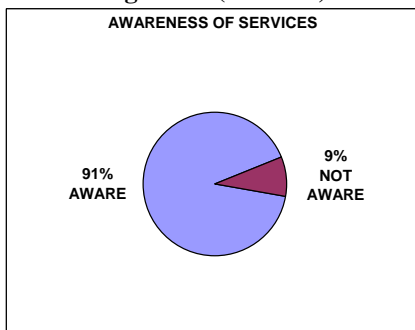
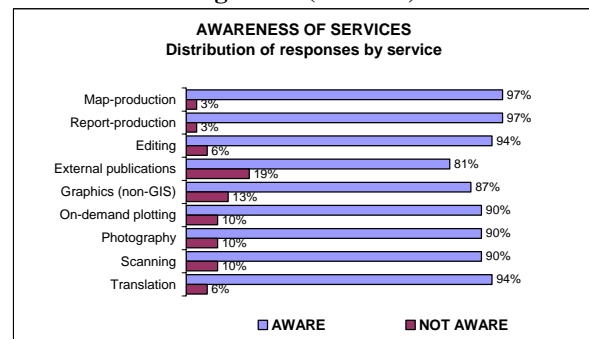


Figure 16 (Services)



9.2. Relevance (level of importance)

Figure 17 (Products)

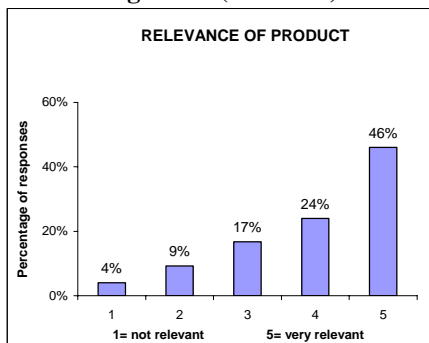


Figure 18 (Products)

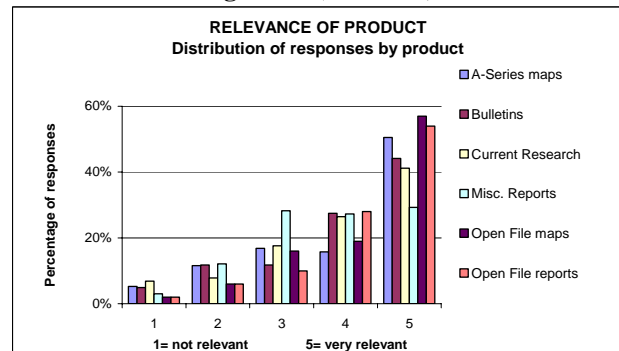


Figure 19 (Services)

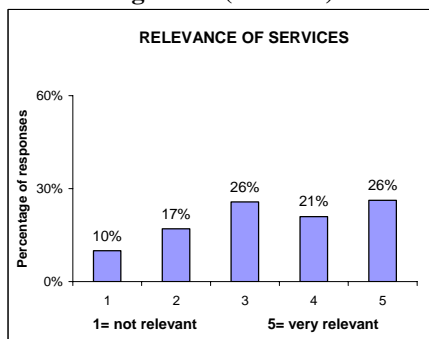
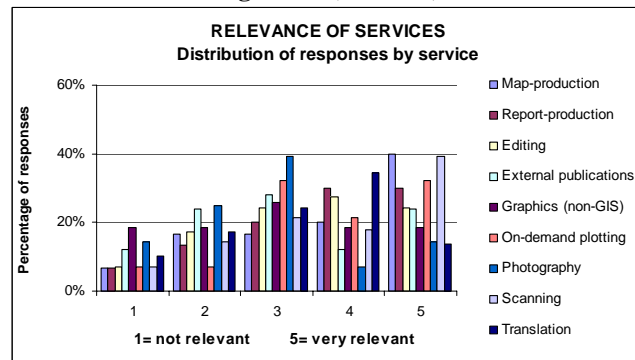


Figure 20 (Services)



10. ACCESS AND FACILITIES

10.1. Contact person

Figure 21 (Products)

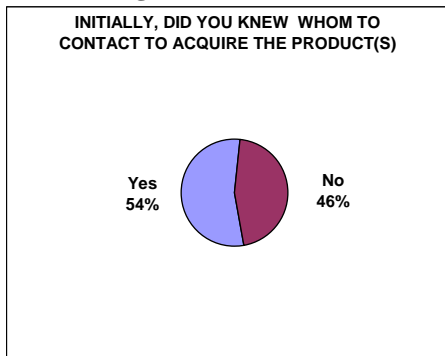


Figure 22 (Products)

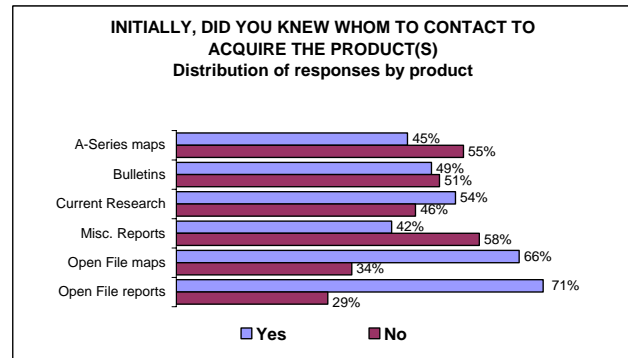


Figure 23 (Services)

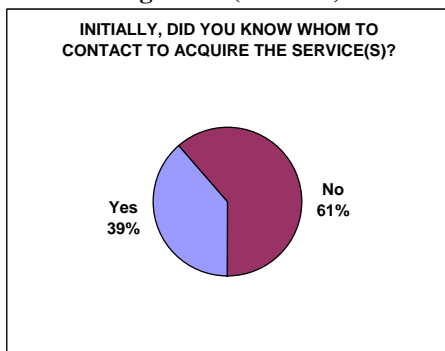
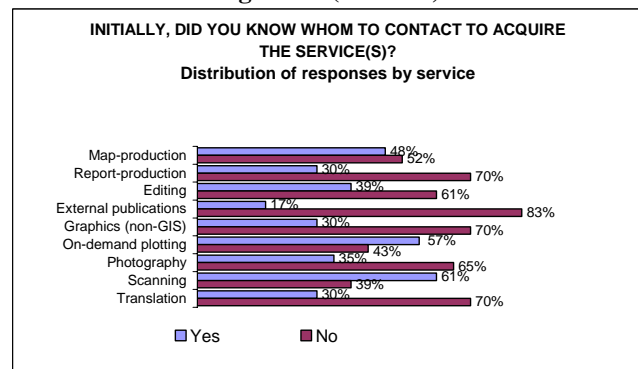


Figure 24 (Services)



10.2. Delivery channels

Figure 25 (Products)

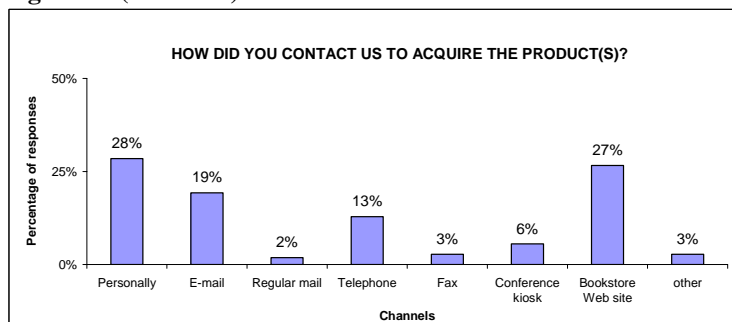


Figure 26 (Products)

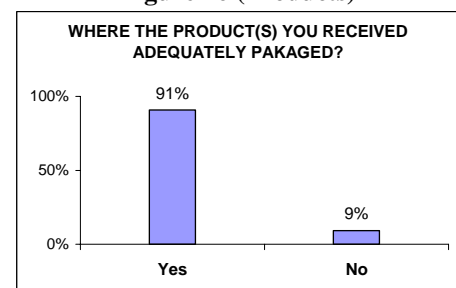


Figure 27 (Services)

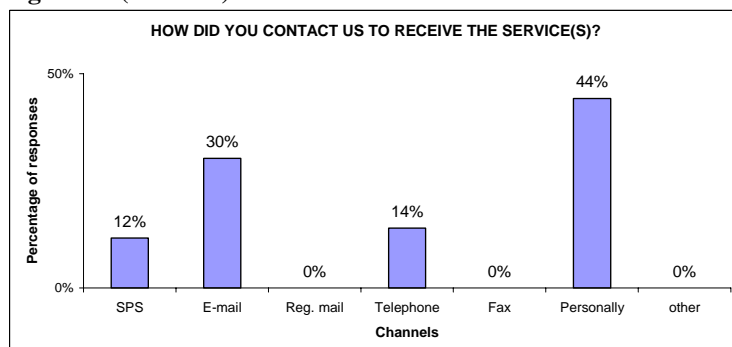
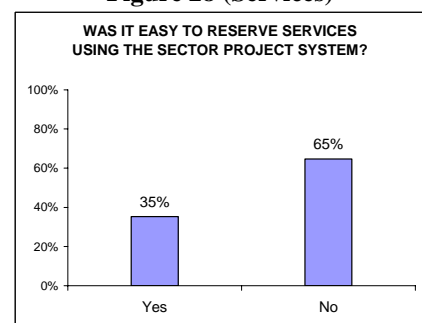


Figure 28 (Services)



11. CLIENT SATISFACTION (Products and Services)

11.1. Accessibility

Figure 29 (Products)

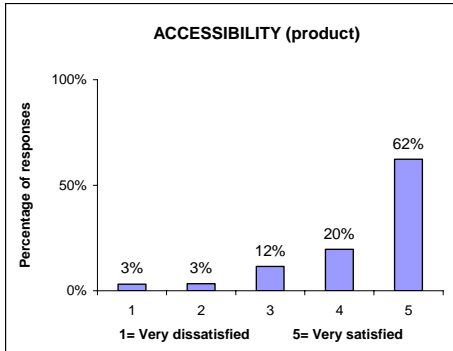


Figure 30 (Products)

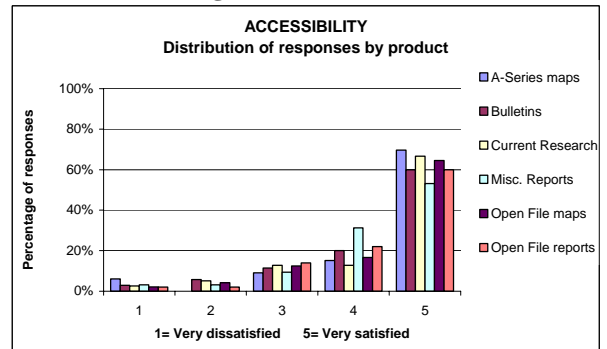


Figure 31 (Services)

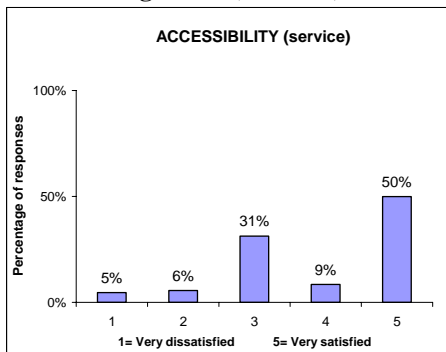
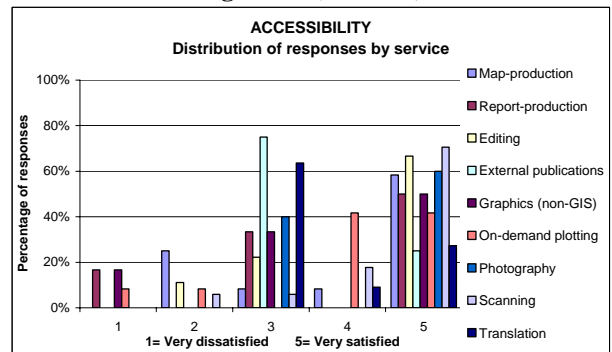


Figure 32 (Services)



11.2. Quality

Figure 33 (Products)

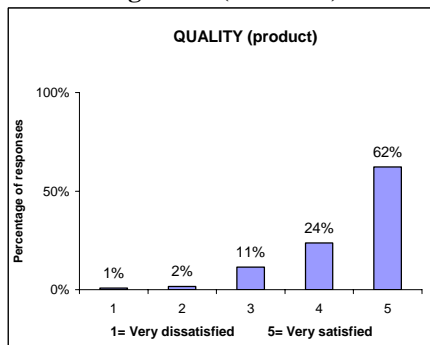


Figure 34 (Products)

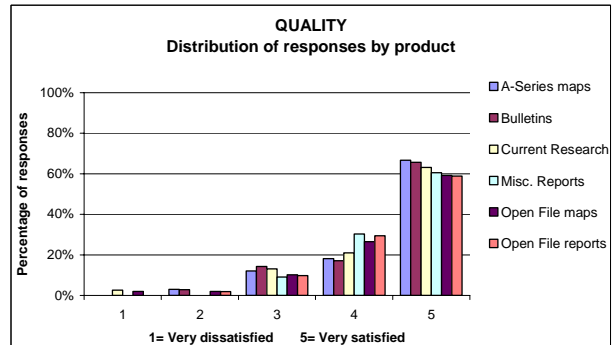


Figure 35 (Services)

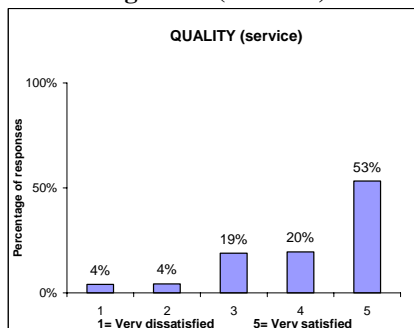
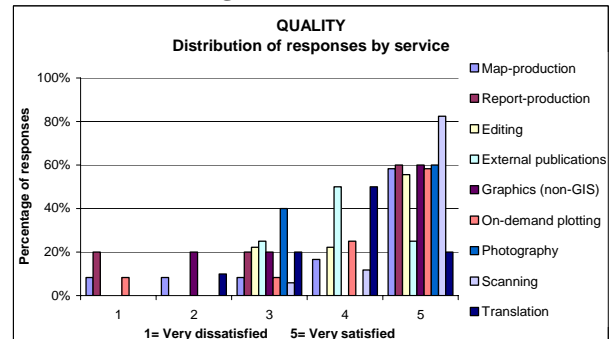


Figure 36 (Services)



11.3. Timeliness

Figure 37 (Products)

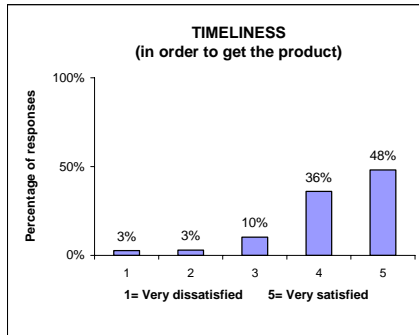


Figure 38 (Products)

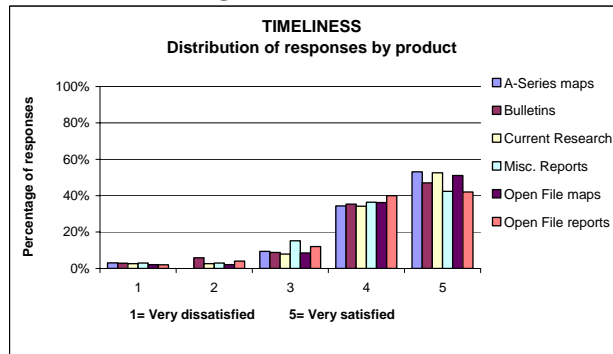


Figure 39 (Services)

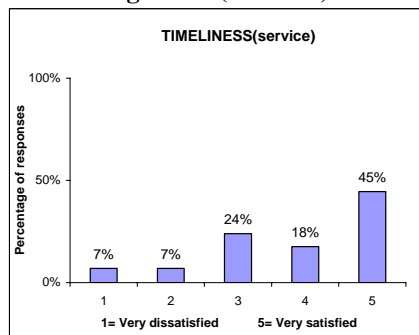
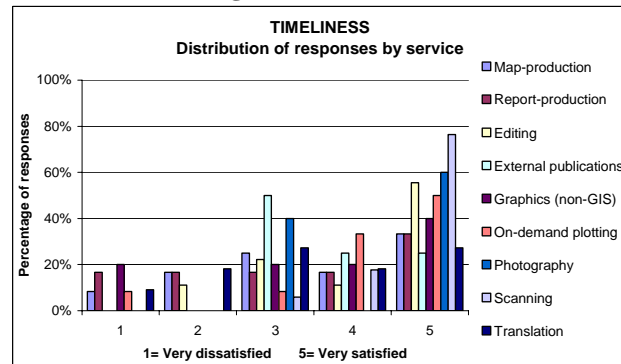


Figure 40 (Services)



11.4. Cost

Figure 41 (Products)

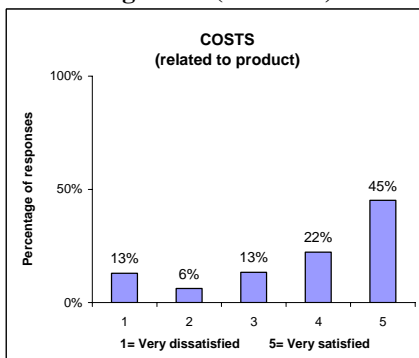


Figure 42 (Products)

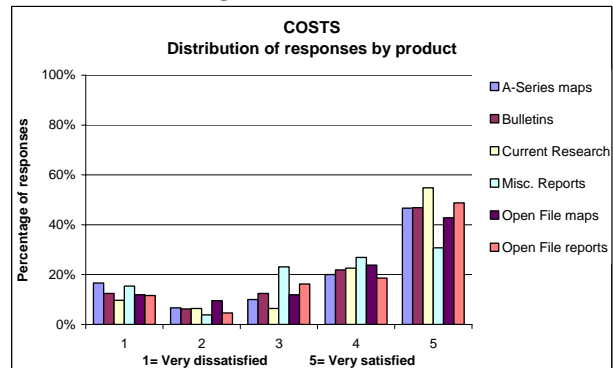


Figure 43 (Services)

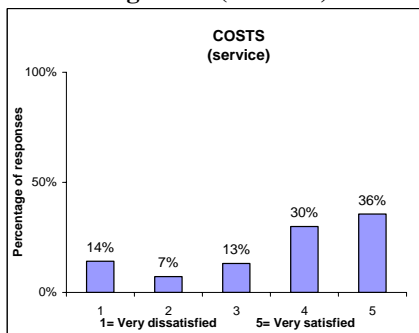
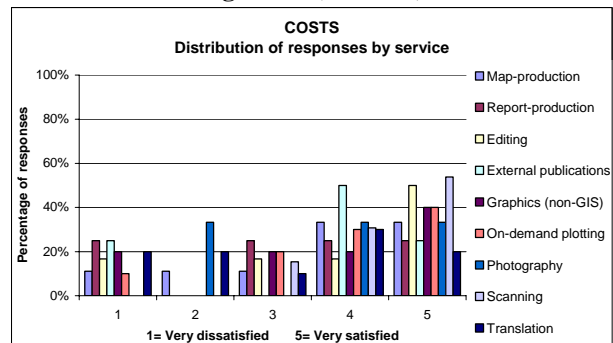


Figure 44 (Services)



12. CLIENT SATISFACTION (Staff)

12.1. Competence

Figure 45

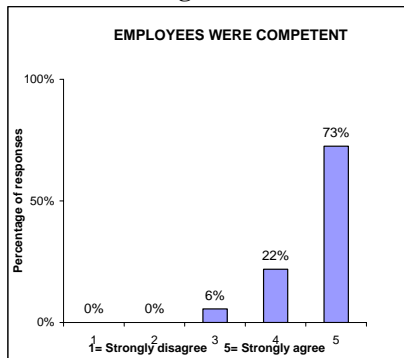
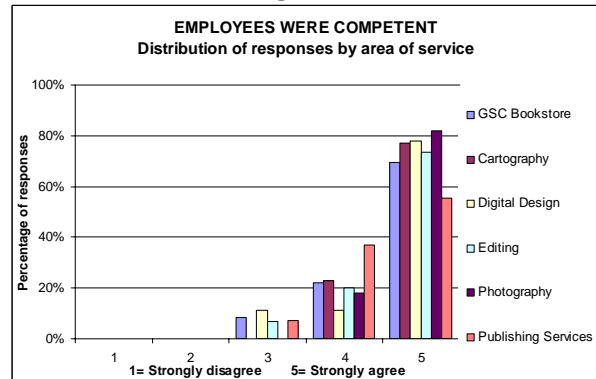


Figure 46



12.2. Courtesy

Figure 47

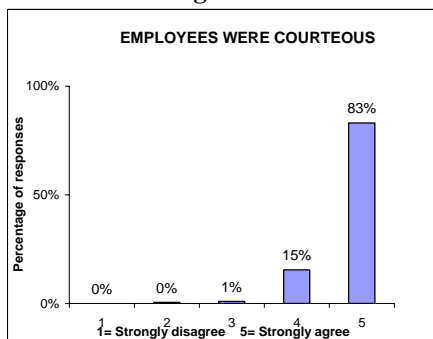
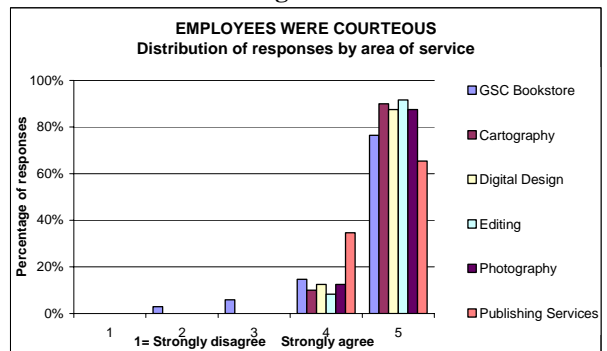


Figure 48



12.3. Extra mile

Figure 49

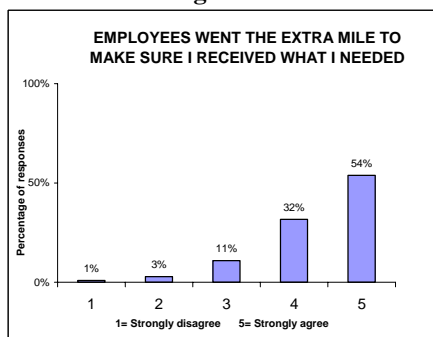
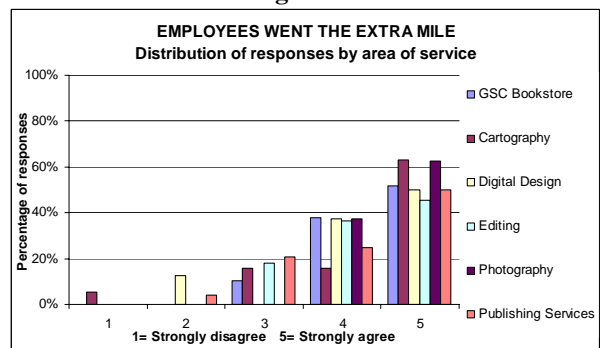
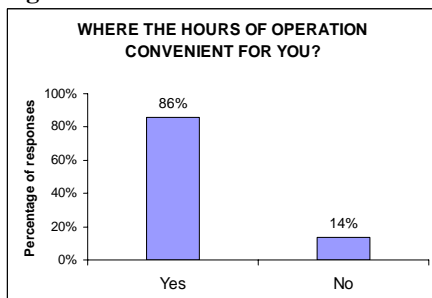


Figure 50



12.4. Hours of operation

Figure 51



13. INFORMATION (related to products and services description)

13.1. Accessibility

Figure 52 (Products)

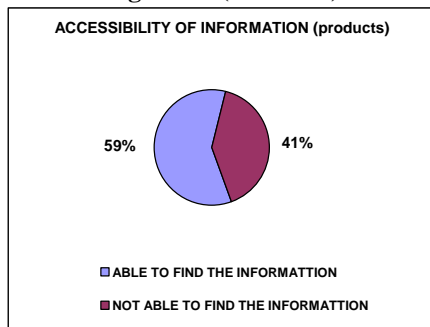


Figure 53 (Products)

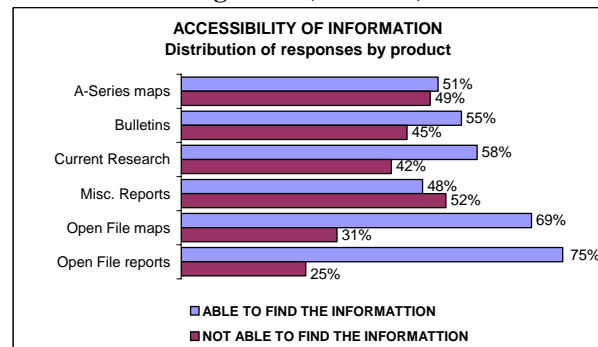


Figure 54 (Services)

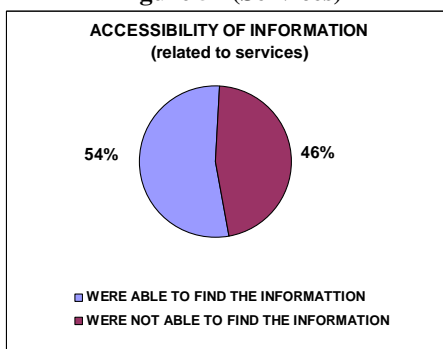
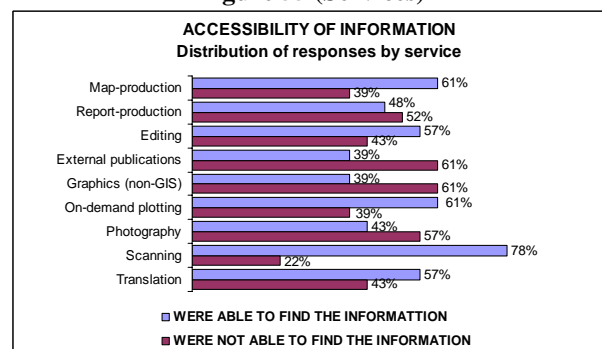


Figure 55 (Services)



13.2. Usefulness (level of importance)

Figure 56 (Products)

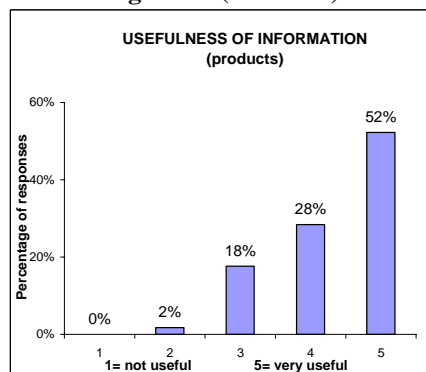


Figure 57 (Products)

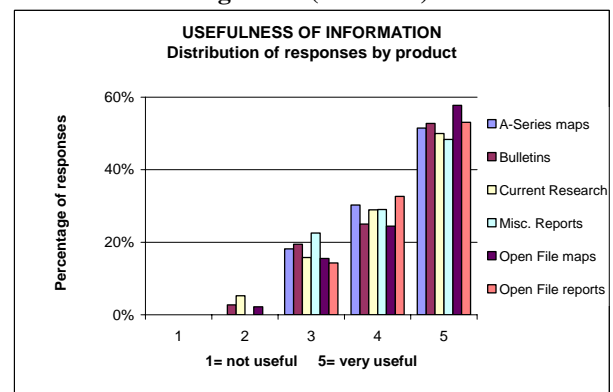


Figure 58 (Services)

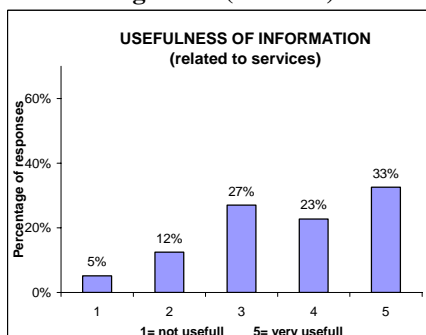
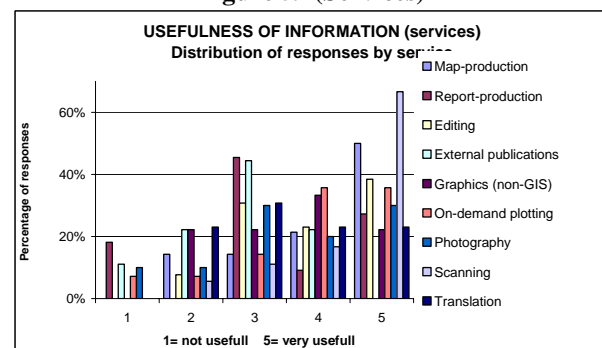


Figure 59 (Services)



14. COMMENTS AND FEEDBACKS

A TOTAL OF 89 FEEDBACKS/COMMENTS WERE RECEIVED

Figure 60

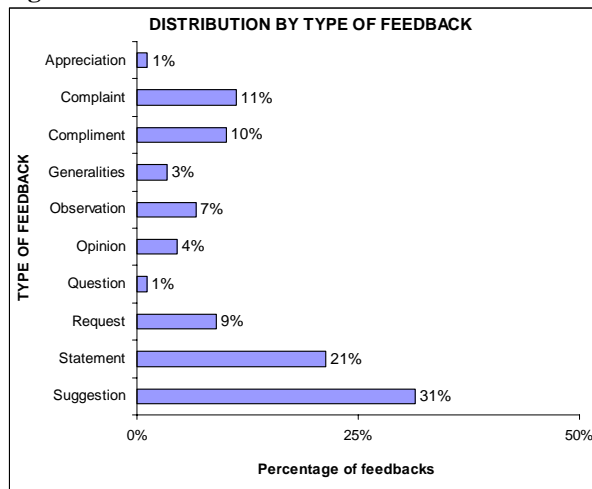


Figure 61

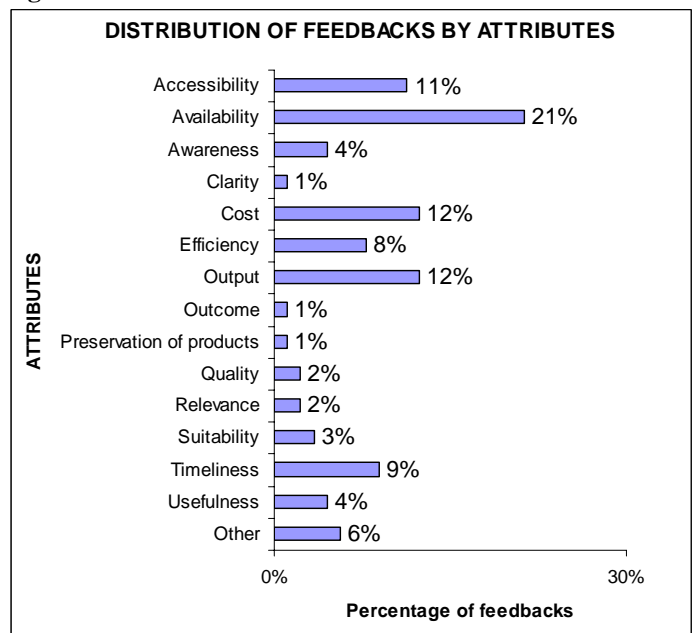


Figure 62

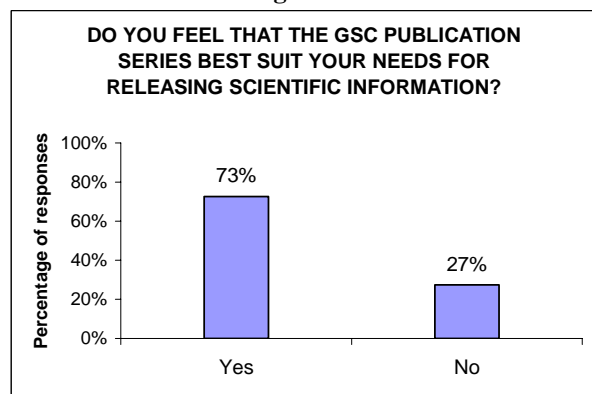
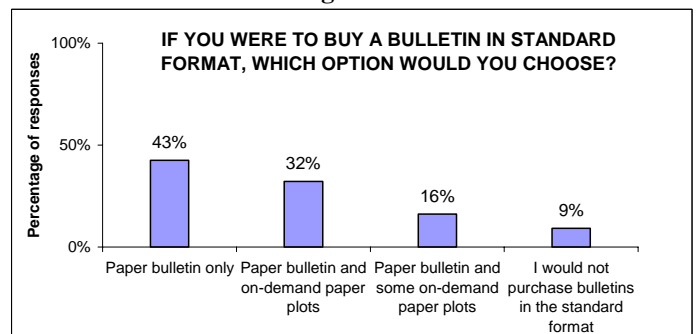


Figure 63



NOTE: Comments below were not translated and appear as submitted by respondents.

QUESTION: Do you have any suggestions for a more relevant series to present scientific data or ways to improve the GSC Publication series?

- 1) Stop the so called "cost recovery" mode of operation. Small companies like ourselves often find we cannot afford the cost of certain satellite items. So we are blocked from that venue.
- 2) The SPS system and costing of GSC publications is inadequate for the production of GSC Bulletin-type publications. Costing is locked into the FY system but the submission of the Bulletin operates in a 'real' world time frame which means submission commonly will be late. The two systems are not compatible.
- 3) Looking for support material to deliver Earth Science course for students in Canadian Geography
- 4) GSC is one source of scientific information

- 5) Much of the research will sit not be reused. A larger portion of what the GSC does should relate to what is happening in the Canadian Geology scene - be it the diamond rush base metals gold coal oil - and focus a larger % of project dollars where
- 6) In the old formats yes but in the up-coming digital forms not always.
- 7) Good for some but not all. Like partnerships.
- 8) We use the Open File series to quickly release data to the mineral and hydrocarbon exploration industry although the data are typically finalized. We are happy to continue using this series to release aeromagnetic data as long as it is understood a
- 9) Current Research has become almost invisible and Bulletins are generally too costly for programs. Placing a stronger emphasis on links to CR and OF from Program web sites might help but I am not sure what would make for the most effective strategy.
- 10) Though now retired and an emeritus scientist I was a research Scientist. When it came to promotion GSC publications did not count as much as external peer-reviewed Journal publications so I never published a lot through the GSC. What were very useful were the Open File series to get voluminous data and information out; Current Research for getting a short important note out fast in the public domain; and Bulletins for getting final extensive reports out that were too big for external Journal publication.
- 11) I need old out of print GSC bulletins
- 12) less costly bulletins (SPS)
- 13) For me this is not just a yes/no question.
- 14) None at this time
- 15) Quicker data releases are essential - too much data is sitting in file cabinets...
- 16) more on-line downloadable documents should be made available
- 17) old annual report style but digital
- 18) Current research is too short to explain complex geological problems need a in-depth report or final report to discuss final results also need to be able to access digital versions of older reports
- 19) introduire quelques sujet sur exploration e exploitation de diamant.
- 20) should be a clearer distinction between preliminary map publications (original intention for open file maps?) and publication of finalized maps should be mandatory A series release or bulletin
- 21) Add e-series
- 22) Il faudrait établir un type de publication similaire au "Paper" que nous avons avant.
- 23) Need a paper series between bulletin and open file so that open file can return to a real "preliminary" status
- 24) Entre dossiers publics et Bulletins; preliminary dataset release
- 25) Improve the peer-review process to outside journal standards to address uneven scientific quality.
- 26) Faster turn around time for current info

QUESTION: Do you have any suggestions as to a more effective method of release for Bulletins?

- 27) Stop thinking that you are publishers and sellers. You are doing a really bad and not doubt costly job at it. Government's responsibility undertake that which 1) will benefit the nation as a whole and 2) cannot at the time be reasonably expected to be provided by the private sector. Your responsibility should be to insure the quality of research and timely availability of same. Don't waste another sheet of paper on open reports the author is doing everything on computer - put it on-line as is at the earliest possible and encourage feedback (open review). As for final products content is the important thing not form that may have been state of the art 50 years ago. Again Everything on line. I have a client who barely two years ago would not use the internet for fear viruses would almost certainly steel/destroy her company's data (she's paranoid). CCRA's embracing of e-everything (with a good touch also of making the old options more inconvenient) has left her wondering her ever found the time to do things the old way (still paranoid -it's into the site get or fill out the form and get off asap). Stop fostering inefficiency. As for maps freely publish the data and develop as set of standards for accuracy of graphic publication/presentation by private sector initiative. As an example of tools available I have a great GIS package called Manifold that cost \$245.00US. Under \$100.00 more for a colour printer. That's pocket change to your local nimby group (assuming they can find a gis geek). Add a decent plotter for few thousand and even a small consulting firm will be able to produce what you provide now; and do it faster with more potential flexibility and little if any more cost. I'm an active user of government on-line technical material. That my two cents worth.
- 28) Does the CD-ROM also include a digital version of the report or just the oversized items?
- 29) no paper version - just CD-ROM or DVD
- 30) CD only (PDF .xls .arc etc.)
- 31) as downloadable PDFs on your web site
- 32) I would prefer to download immediately and print at our location. We can print large maps. Free is better.
- 33) I would purchase digital only version if this were available in Question 34.
- 34) Although still like reading hard copy versions of reports and maps digital versions(.pdf?); release maps data etc. as geotiffs (map face only)
- 35) Je ne comprend pas pourquoi la vérification des Cartes de Série-A prend autant de temps spécialement lorsqu'elles sont faites par du personnel de ESS-Info.
- 36) yes release all your data primarily as digital products. such an archaic format as a bulletin and concentrate on getting the info out FASTER! By the time GSC gets around to publishing anything it's usually so old that no one is particular
- 37) The whole thing paper copy and oversized items on a cd rom or for download on the internet
- 38) go back to paper or at least something where accompanying maps can be downloaded in common office environment
- 39) add straight cdrom or on-line downloads
- 40) as pdf files downloaded through the web site
- 41) Available for free (or nominal cost) downloads
- 42) I think making it available and not charging for it makes it more accessible globally if you have a web delivery system set up. After all you are trying to encourage Geosciences and Mineral activities - not a revenue generating business - if that was the
- 43) Co-publication with specialized society relevant to the subject.
- 44) Paper copies and copies of all oversized figures printed at the highest quality are essential for long-term archival purposes and for distribution to university and industrial libraries.
- 45) Il faudrait accélérer le processus de révision à l'interne. Il est présentement beaucoup trop lent. Certains chercheurs(euses) optent pour un autre type de publication en raison des long délais associés à la publication d'un bulletin de la CGC.

QUESTION: Do you foresee using the new digital download site in the future?

Figure 64

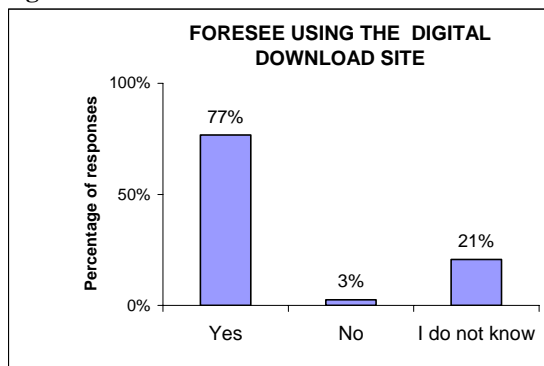
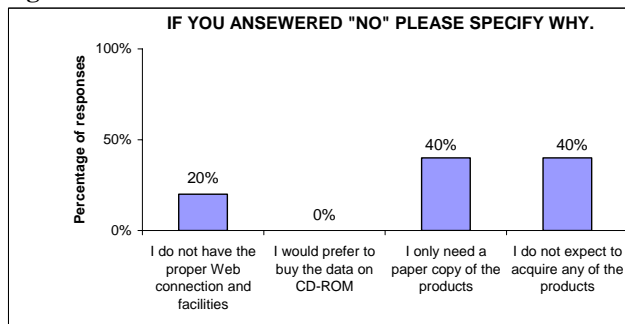
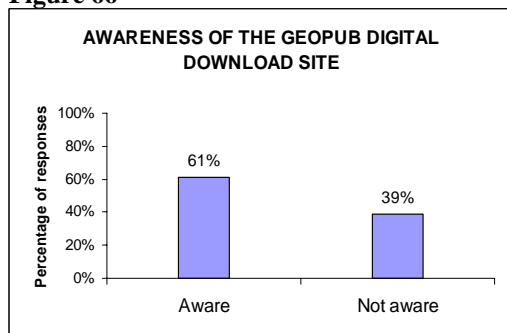


Figure 65



Note that only 3% of respondents answered No (refer to figure 64)

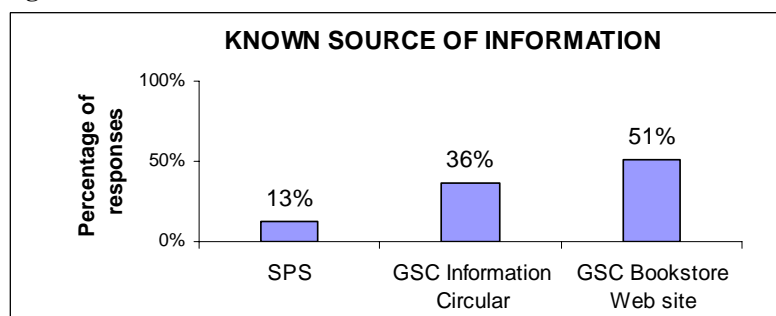
Figure 66



- 46) I am having trouble with the ftp connection timing out be
- 47) you need to have them accessible from the main NRCan website not buried down 8 layers. And not go through geoscan when the order number is known.

QUESTION: Which of the following sources of product information are you aware of?

Figure 67



- 48) May be accessing SPS pages but do not recognize the name.
- 49) SPS is useless
- 50) personal contacts
- 51) Working relationship with Cartographic Section and ESS Publication
- 52) GEOScan database

QUESTION: We would appreciate any feedback or comments you have regarding our products/services.

- 53) Overall I am very satisfied with the products of scientific research published by the Department
- 54) I have a lot of calls from people outside the govt who can't access our products from the existing website. This really has to change.
- 55) Geoscan is very user-UNfriendly and so is the Mirage database. It is very difficult to call up the products you are looking for unless you already know the product number and therefore don't need the database. There seems to be a lack of commitment to customer service in the production stream particularly with poor communication between editorial staff in Ottawa and the scientists. There is a lack of capacity in production especially in the regional offices.

- 56) Instead of promoting people based on the number of peer-reviewed publications which still appears to be the perception on which decisions of they type are made you should reward and promote people based on the amount of data that they release to the pub
- 57) L'information n'est pas toujours facile à trouver sur le site web de SST.
- 58) Essential to have better management of producing sections such that publications are mmore timely and that the data behind the publications gets out.
- 59) STOP selling products! there is no economic justification for selling geological reports and maps - you can't recover any project costs and it only costs you more to maintain a selling organization. Give your data/reports/maps away as digital products and
- 60) The GSC seems to be 10 years behind industry and the Canadian Geoscience scene. Projects are so academic and there is a lot of arrogance with many GSC Geoscientists and they act like they know it all when entering a new area where others have been activ
- 61) The GSC website has progressed well in the last year. Keep up the great service. I really like the ability to download material off the internet - it is more time and cost efficient for all involved - especially when free. The GSC website is very good and one of the better ones out there now however the DIAND NORMIN website is currently in my opinion the best site for accessing data - I think it is an excellent idea that if you want a cd copy you pay for it but if you can download it it is free; almost everything is downloadable - some files are a bit too large to do so - however they have broken up these reports so you can download it in smaller sections.
- 62) The new digital download service is a very useful initiative and should be encouraged
- 63) Excellent products & services. A valuable Canadian information source. Keep up the good work!
- 64) I think within the budget constraints .. you are provding well.
- 65) I have always found the bookstore staff helpful on the relatively few occassions I use the bookstore
- 66) You guys are fantastic. Keep up the great work.
- 67) I have very high regard for cartography and photography services and also editing and translation.
- 68) The digital download of data is extemely convenient especially for in house clients.
- 69) Merci beaucoup très bon service surtout si on réussit à uniformiser le tout à travers le Canada.
- 70) Iam a hobby novice rock hound just looking for information
- 71) I am interested in what similar agencies provide. That is how I used your site. Thank you.
- 72) The constant pressure of cost-effectiveness must be weighed against the long-term (5-10 years and longer) value of GSC publications. Obviously the cheapest approach is to publish nothing but there can then be no benefit for the costs of research and support. The proportion of total costs spent on publication and distribution are out of balance (they are too small) in comparison to salaries research costs and support services. If we do not spend enough on quality control (scientific and technical) dissemination and distribution then we are wasting efforts made at the research end.
- 73) i received two very large maps rolled up in a cardboard tube but the postal system managed to bend the tube in several places with the result that the maps took on permanent wrinkles and "stretch marks". A sturdier tube is required.
- 74) Je suis Angolais quelles sons les methodes de payment et comment rejoindre vos produits.
- 75) I may not be completely informed about the Sector Project System. I thought the results of the projects were published through 2 and 3 in query 38?
- 76) this survey is too detailed for an occasional user like me -- I'm just searching for a few back issues (from the 1960's to 80's) of GSC bulletin
- 77) As an emeritus scientist I tend to use the library services rather than aquire publications
- 78) Digital acquisition in PDF format is very convenient. I use the library for obtaining hard copy when necessary.
- 79) I haven't fully taken advantage of your products in recent years but I anticipate that in the near future I will.

- 80) Some of questions e.g. Question 7 are obtuse. Very little idea what the intent of it is.
- 81) the cost of operating the gsc does not vary very much with the quantity of product shipped. paper costs are low as are CD blanks/prints. satellite costs are huge but they are fixed and if you try to pay for the satellite at \$3000/image you will get a sm
- 82) Although I rarely find anything of specific interest (much of your products are of general interest) I do like to be informed of your new releases on a regular basis. I have bought some data from provincial surveys. I envy your data prices (free to a few
- 83) I stumbled upon the web-site by chance. On thing that I would recommend is an list of the publications that one could view as at times I know the general vicinity in British Columbia but not authors. My name searches (by lake for example) often come up with no results. If I could actually see what publications could be downloaded that would be of help. Thank you
- 84) I believe the downloads at download sites should be free for all aspects of data collection salaries and production have been previously paid for by tax payers.
- 85) It would be good to have all out of print bulletins maps etc scanned and available as .pdf documents I think you may have that process underway already.
- 86) Publishing digitally is the way to go!!!! After 20+ years in engineering my office is overfull with paper copies of reports I rarely refer to anymore. Having them digitally is environemtnally friendly and saves space in my office. Alos easier to find on
- 87) The move to free downloadable documents on the web is great. Keep it up and expand it. Check out what the USGS has done; you can download "classic" reports from the past (e.g. 1920s to present). On-demand printing (with various options for oversize fi
- 88) It would be of greatist utility if the organization would provide project funding so that we could use the publishing services.
- 89) I often use the USGS website because there is so much information that is free to download. There is abundant groundwater information on the USGS site. But I would read more information if is was free and easy to download and relevant to my field- ground.