

IEM Readership Survey 2005

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In order to serve our members better in the future, the IEM Readership Survey 2005 was conducted with survey forms published in the November 2005 issue of Jurutera Bulletin to gather information on the perception of IEM members on IEM Publications (such as the Monthly Bulletin - Jurutera and Quarterly Engineering Journal). The survey was aimed mainly at finding out the following aspects:

1. What are the readers' preferences?
2. Why do/don't they read IEM publications?
3. How could IEM Publications be useful and relevant to readers?
4. What topics interest them most, technical or general contents?

The survey were categorised into three major sections which comprised details about monthly Bulletin Jurutera (14 questions), quarterly Engineering Journal (8 questions) and general feedback on IEM publications (6 questions).

Moreover, this time, IEM has offered 'lucky draw' prizes for the survey respondents as an appreciation to their early responses. The 'lucky draw' prizes included three (3) grand prizes of 256MB Thumb Drive and ten (10) IEM Quartz Clock for the first 100 early respondents who replied by the deadline. The Institution really appreciated and wished to thank all the respondents for their kind effort and time in contributing valuable ideas on future improvements of IEM Publications.

SURVEY SAMPLE

Up to the cut-off date of January 31st, 2006, 1668 responses were received from about 16000 survey forms sent, representing a response rate of about 10.43% which is significantly higher than the 0.014% from the 2003 survey. About 237 responses were received after the closing date at the end of August 2006.

The key profiles of the survey were as follows:

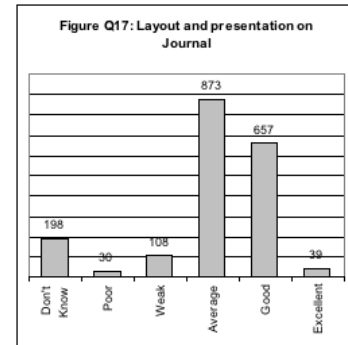
- a) layout and presentation
- b) Types of articles/reports
- c) Standards of contents
- d) Photographs and graphics
- e) Relevance and usefulness of publications

READING PATTERN

The reasons for reading IEM's monthly Bulletin, Jurutera, has been identified via few factors such as layout and presentation, type of articles such as feature articles, reports, opinion/editorial pieces, IEM related news and information, photographs and graphics, standards of general and technical contents, and the relevance and usefulness of the monthly Bulletin to the members' daily routines.

Layout and presentations

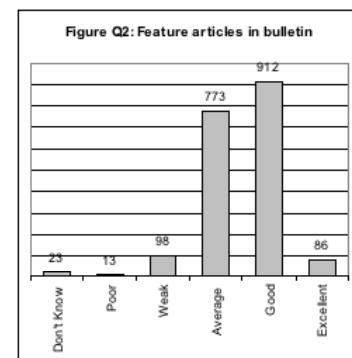
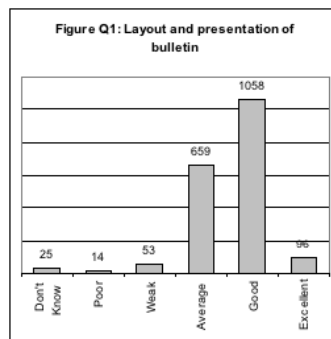
Majority of the readers, about 1058 responses (55.53%), agreed that our monthly Bulletin's layout and presentation was acceptable and good looking, whereas about 659 responses (34.59%) stated that it was just average in appearance. For future publications, IEM could look for more improvements as only 96 (5.03%) agreed as excellent in appearance from the previous publications. Meanwhile, for the quarterly Journal, 873 readers (45.83%) accepted it as average, 657 (34.49%) as "good" and only 2% recommended as excellent layout and presentation. The Figure Q1 and Figure Q17 illustrates the readers' interest in detail.

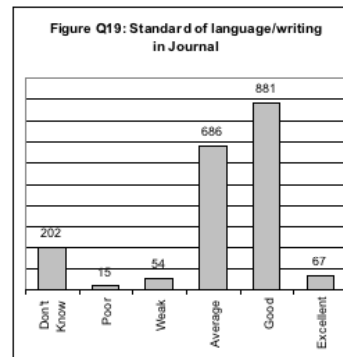
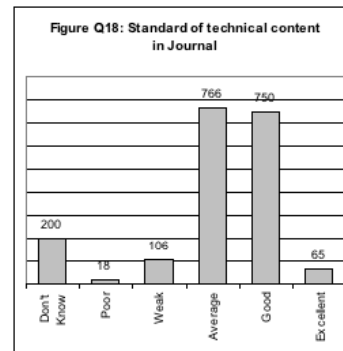
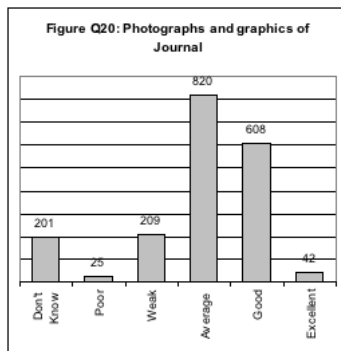
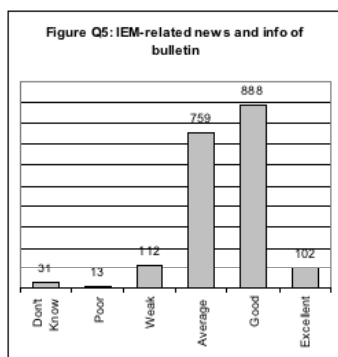
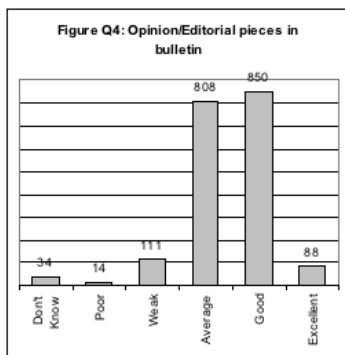
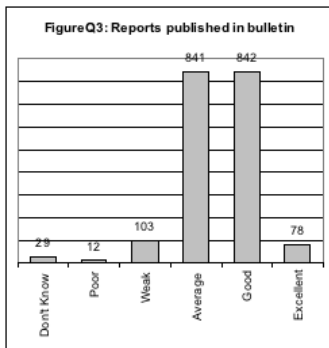


READERS PERCEPTION OF IEM PUBLICATIONS

Type of articles/reports in IEM monthly bulletin, Jurutera

There were 912 responses (47.87%) out of which 773 responses (40.57%) rated the feature articles published, in our monthly Bulletin as average and good, about 5.14% rated weak and only 4.51% rated them to be excellent for the feature articles. Besides that, readers also equally agreed that reports being published were average (841 responses, 44.15%) and good (842 responses, 44.2%) in terms of contents whilst only 103 responses (5.4%) stated that they still need improvements. When readers were asked about their ratings opinion/editorial pieces, majority (850, 44.62%) responded as good and only 125 (6.56%) requested for improvements. Also, most of the articles were viewed IEM-related news and information as good by 86.46% (759 as average and 888).





good and 38.63% rated as average. As for the quarterly Journal, 820 readers (43%) accept it as average, 608 (31.9%) accept it as good and only 42 respondents agreed as excellent graphics being published in the journal.

Standards of contents

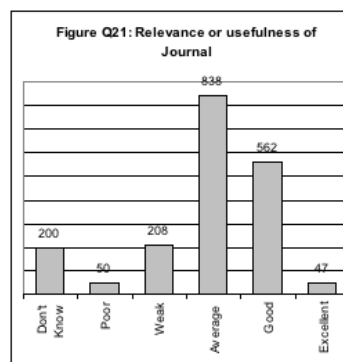
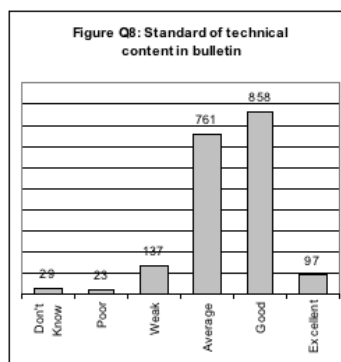
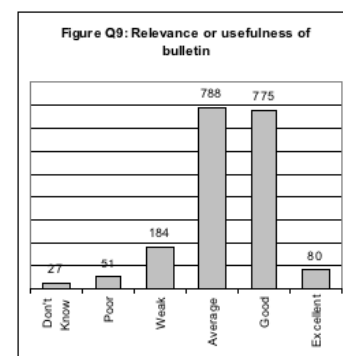
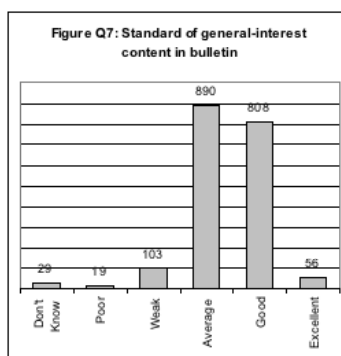
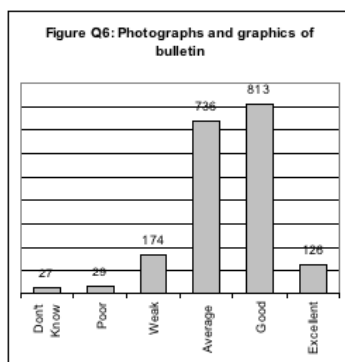
Standard of general and technical contents do play an important role in attracting the readers to choose our IEM Publications as their reading material. From the survey conducted we noticed that majority of readers were happy with both the standard of general contents (1698, 89.13%) and standard of technical contents (1619, 84.99%) for the monthly Bulletin. The standard of technical content in the quarterly Journal has been rated as moderate by 79.6% (766 rated as average and 750 rated as good). Besides that, the standard language was commented as average by 686 readers (36%) and good by 881 readers (46.2%).

Relevance and usefulness of publication

As plotted in Figure Q9, readers rated our Bulletin from the relevance and usefulness point of view where about 1563 (82%) equally agreed on relevance of the Bulletin contents where only about 13.75% were not sure on the usefulness of the Bulletin. Besides that, readers found our Journal do serve as significant and useful as shown in Figure Q21 where 838 readers (44%) found it at average level

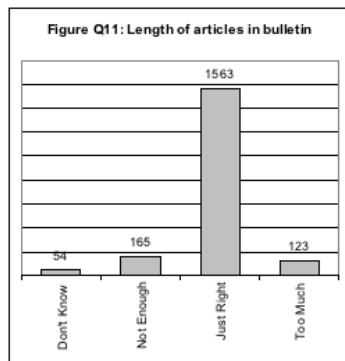
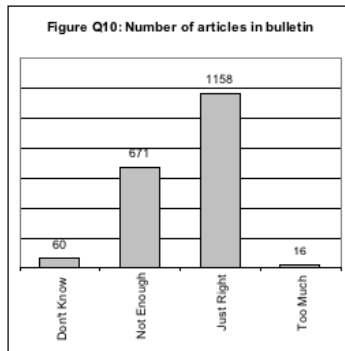
Photographs and graphics

Besides the layout and types of articles, factors such as photographs and graphics were equally important to impress our readers as shown in Figure Q6 and Figure Q20. Survey analysis on photographs and graphics in monthly Bulletin showed that only few readers (126 readers, 6.61%) obtain full satisfaction and rated the graphics as excellent, whilst 813 rated as



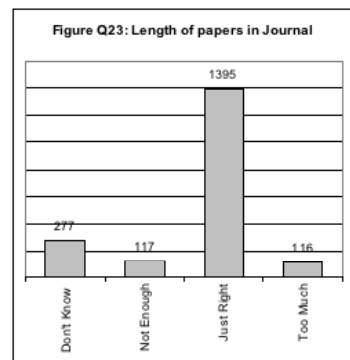
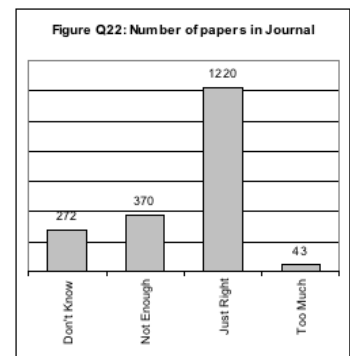
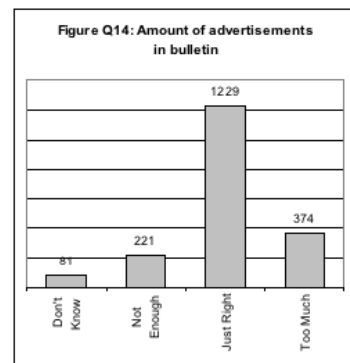
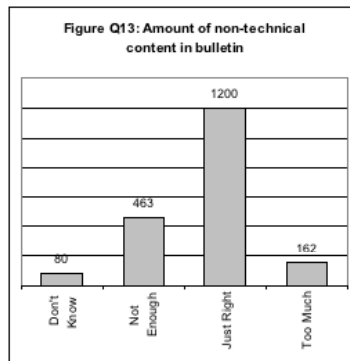
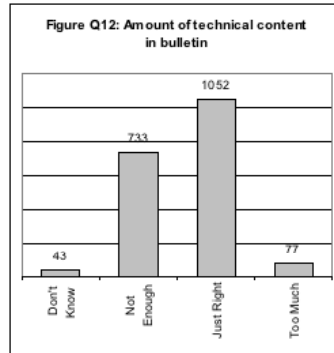
and 562 readers (29.5%) as good. There were 2.46% of responses who agreed that it served the excellent relevance to them.

In addition to that, most Bulletin readers (60.78%) agreed that number of articles were “just right”. The others, about 0.8% saying it was too much and 671 (35%) responses required more articles to be published. Meanwhile, about 82% agreed that the length of articles was as expected and to be maintained whilst 733 (38.47%) respondents were not satisfied with amount of technical content. However, contents in term of non-technical and advertisements were acceptable and to be maintained in a moderate level where as 1200 and 1229 agreed as just right respectively. This could be seen in Figures Q10 to Q14 in detail.



However, most Journal readers, about 1220 (64%) suggested that the number of technical papers were to be maintained whilst only 370 readers (19.4%) felt that there were papers insufficient. Meanwhile, the length of papers being published in Journal were acceptable by most readers (1395, 73.2%) which could be seen in Figure Q22 and Figure Q23.

As an overall feedback, most readers suggested that IEM can improve on the publications through review on other regional magazines from other engineering



institutions overseas and should be more on global views in monthly Bulletin and quarterly Journals. Besides that readers would also preferred to improve the Bulletin publications by including the latest technology, research and development issues and more on technical reports which could make improvements in terms of articles/reports and technical papers.

READERS VIEW ON PUBLICATIONS IN GENERAL CONTENTS

The survey analysis (as in Figure Q25) also showed that majority readers (931, 48.9%) read our monthly Bulletin every month whilst 539 (28.3%) read it quite often and only 393 (20.6%) read it occasionally.

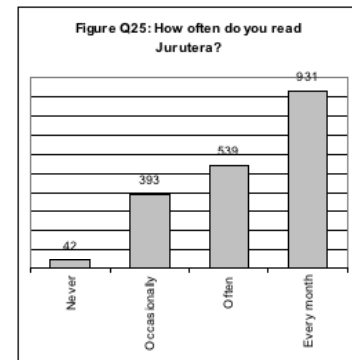


Figure Q26 to Q29 illustrated in details on how the readers could gain knowledge from IEM publications. Survey analysis was plotted as given by in Figure Q9 and Figure Q21. About 85% of the readers agreed that they have gained useful knowledge from reading our monthly bulletin for the past 12 months whilst 56.9% agreed that Jurutera has helped in their engineering related works. As most of us preferred to be more on virtual environment, most readers (1442, 75.7%) preferred to receive IEM news and activities updates via email. Meanwhile, 1055 (55.4%) of readers would like to receive and read Jurutera online and the rest about 848 (44.62%) choose to receive the bulletin as current arrangement.

There were few suggestions to further the interests of IEM and its members. They include articles and papers on exposure to latest technology developed globally, technical papers on all the engineering fields, articles on management, and reports based on site visit and research on related fields of engineering. ■

