IEM Readership Survey 2008

THE readership surveys were carried out in 2003, 2005 and 2008 as part of the effort to identify areas for improvement for IEM's publications, in particular, JURUTERA and Journal. In addition, the outcomes were also used to gauge the effectiveness of communication between IEM and the members in general.

The surveys sought views from the readers on the following:

1) Layout and Presentation
2) Feature Articles
3) Reports Published
4) Opinion / Editorial Pieces
5) IEM related News and Info
6) Photographic and Graphic
7) Standard of General Interest Content
8) Standard of Writing and Language
9) Standard of Technical Contents
10) Relevance and Usefulness
11) Number of Articles
12) Length of Articles
13) Amount of Technical Content
14) Amount of Non Technical Content
15) Amount of Advertisements
16) Usefulness of Knowledge gained in 12 Months
17) Helpfulness towards Work
18) Receive Regular News and Activities update via emails
19) Receive and Read online

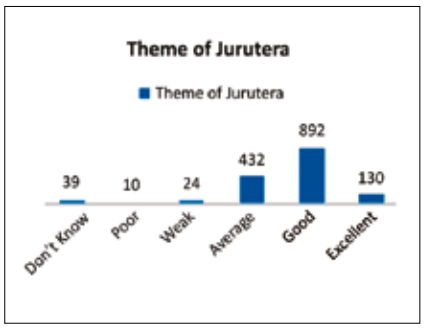
As can be seen from the charts on these pages, most of the responses fell into the Average and Good bands with a fraction in the excellent bands in almost all questions, indicating a generally satisfactory achievement. In most cases, the percentage for Good is higher than the percentage for Average. While the outcome for 2003 was not very clear cut, this may be attributed to the fact that it was the first time such an exercise was conducted. Subsequently, the questions were improved for 2005 and 2008 to give a better and clearer picture.

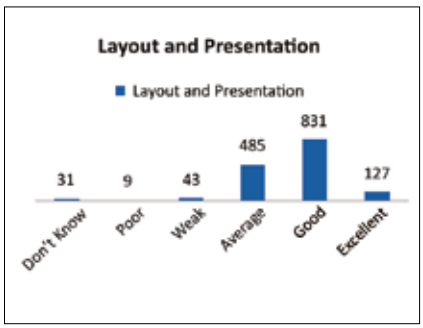
It is interesting to note that a reduction in the Average band in 2008 from 2005 was translated into an increase in the Good band for the same period. The easiest inference for this would be the improvement as viewed by the readers.

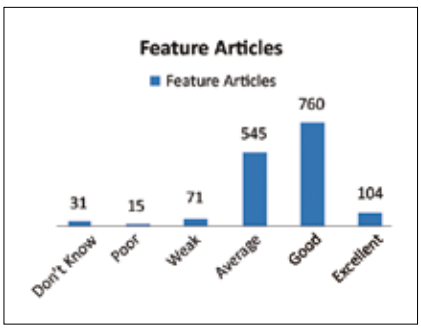
Another interesting observation is the high percentage of readers considering both the Amount of Technical and Non Technical Content as not enough, although the majority of readers considered both are just right. Similarly, those with the opinion that there were too many advertisements were twice as many as those who considered there were not enough advertisements.

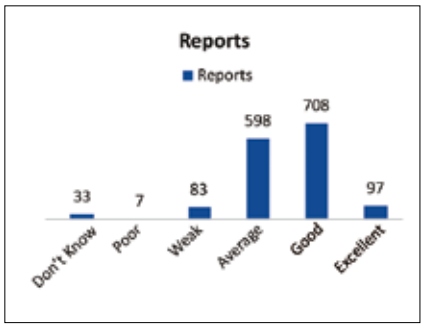
The drop in the excellent band for Opinion/Editorial pieces and IEM Related News and Info from 2003 to 2008 indicated the higher expectation of readers for issues involving members. This was in spite of the higher percentage of respondents receiving news via emails.

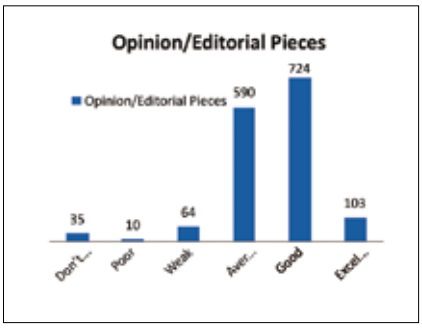
A total of 16,000 survey forms were distributed on each occasion. The number of respondents was considered low for the responses to give a reasonable profile of the readers. Taking a positive view of these low responses, most readers may have found that the JURUTERA and Journal met their expectation at the material time.

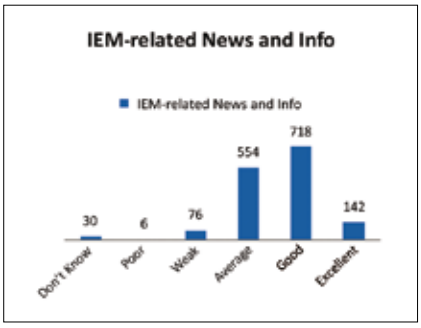












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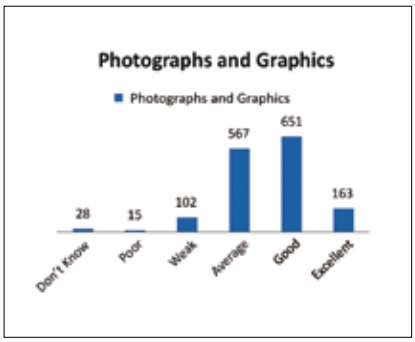

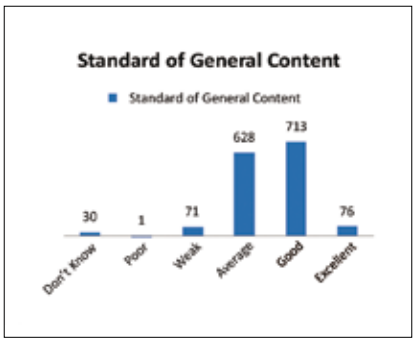

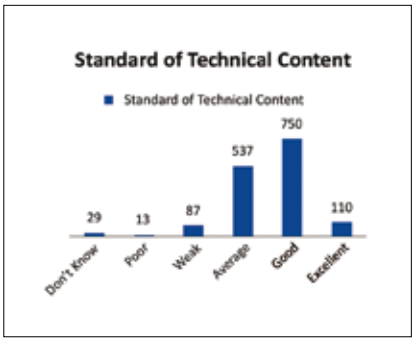

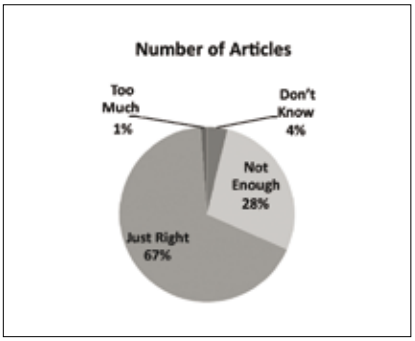

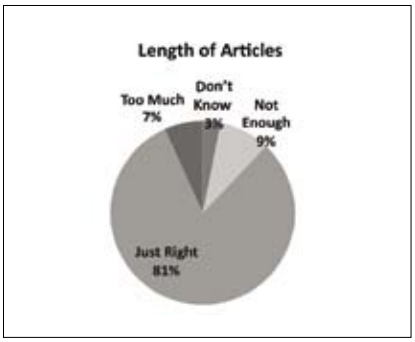

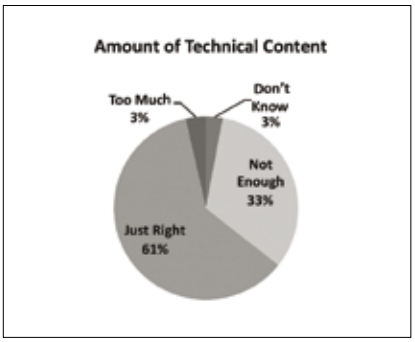

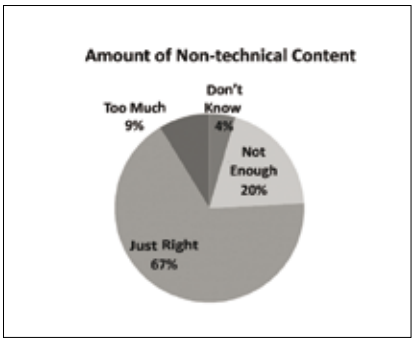

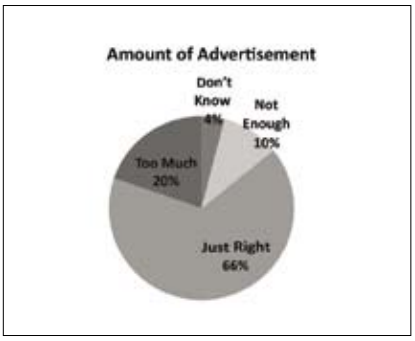

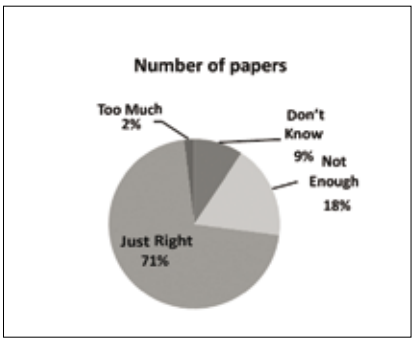

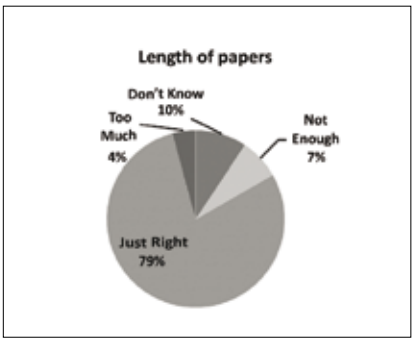

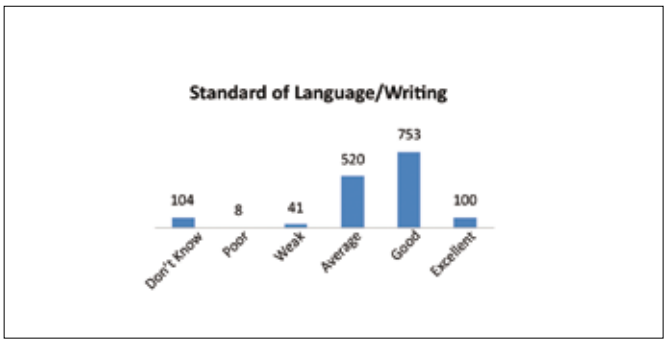

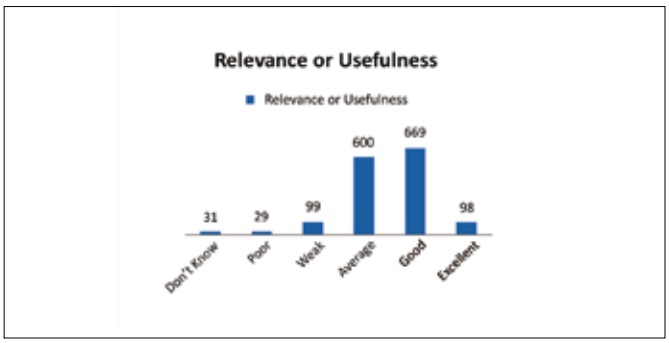

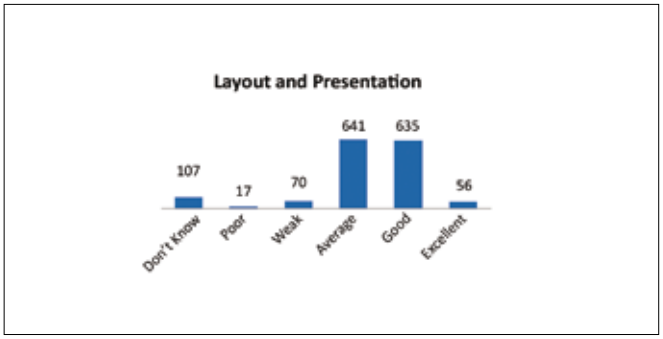

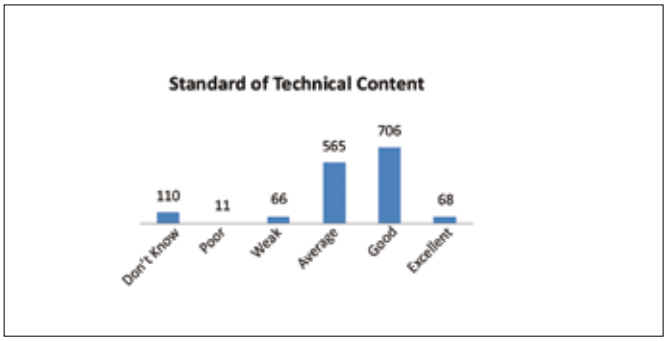

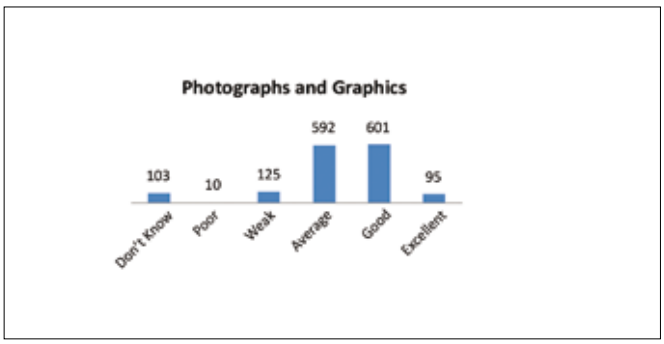

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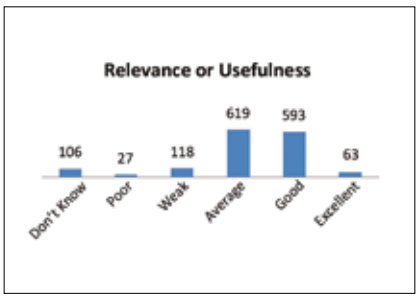

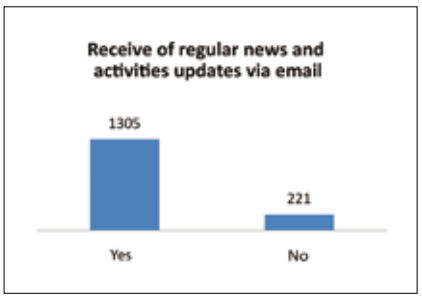

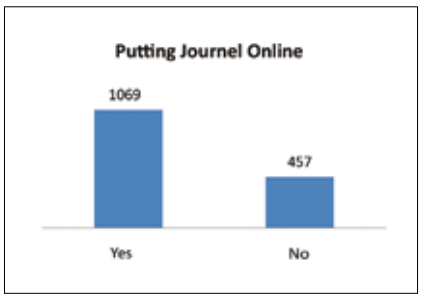

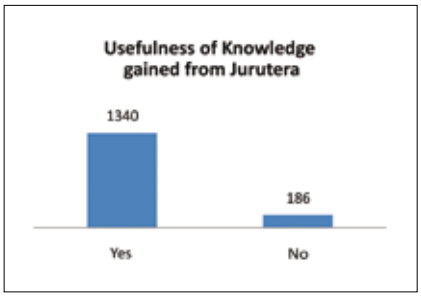

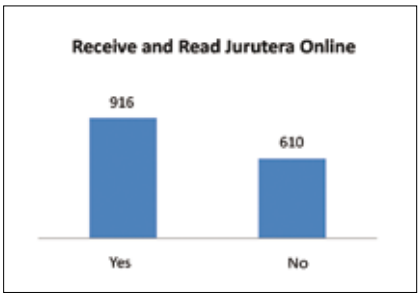

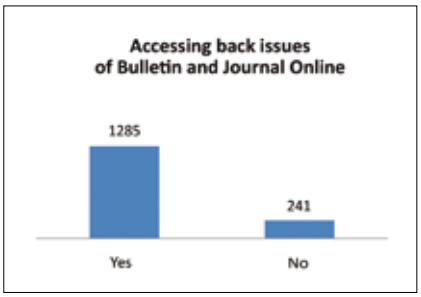

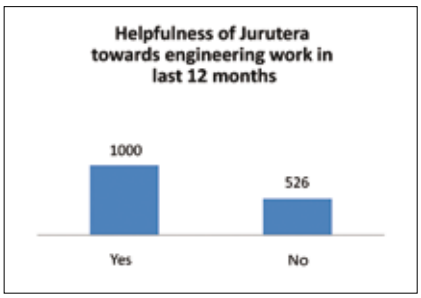

In conclusion, the surveys were able to highlight certain aspects of the publication from the readers' perspective. It is, therefore, imperative for the publication committee to take cognisant of this to further improve the scope and quality of IEM's publications. Indeed, the hungry readers ought to be served with appropriately delicious food for thought consistently. Conversely, the readers may jointly make this possible by continuously supplying the right materials in the form of ideas, suggestions, news, articles and so on. ■

IEM's Coffee-Table Book "Engineering Heritage of Malaysia"

SOLICITING FOR PHOTOGRAPHS

IEM is in the process of publishing a coffee-table book entitled "Engineering Heritage of Malaysia" with the following specifications:
No. of pages : 120 inclusive of cover and end paper Size : 225 x 300 mm

The contents of the book will be as follows:

01) Bridges, 10 pages
02) Roads, 10 pages
03) Railways, 5 pages
04) Ports, 5 pages
05) Airports, 5 pages
06) Drainage and irrigation schemes, 5 pages
07) Others: tunnels, dams, *etc.*, 10 pages
08) Public and commercial buildings, 13 pages
09) Places of worship, 13 pages
10) Other structures: railway stations, lighthouses, clock towers, telecommunications towers, old palaces, *etc.*, 14 pages
11) The national grid and power stations, 5 pages
12) The first oil rig in Miri, *etc.*, 5 pages
13) Others: the Penang ferries, the Penang funicular railway, *etc.*, 5 pages
14) A brief history of IEM, 5 pages

Members of IEM are hereby requested to contribute photographs related to the above subjects, bearing in mind that by "Engineering Heritage of Malaysia", we mean buildings, structures, schemes, monuments, *etc.*, designed by engineers that are of significant historical and cultural value and have been inherited by us from past generations and are worthy of preservation for the future. Intellectual properties such as theories that have contributed significantly to the understanding and advancement of engineering science are included in this definition.

Good quality photographs, preferably digitised with a minimum file size of 1MB, bearing an appropriate caption and the photographer's full name and contact details, should reach the IEM Secretariat by **31 July 2010**.

Due credit will be given for all photographs used in the coffee-table book.