

Results of survey 2018 on WSL's magazine Diagonal

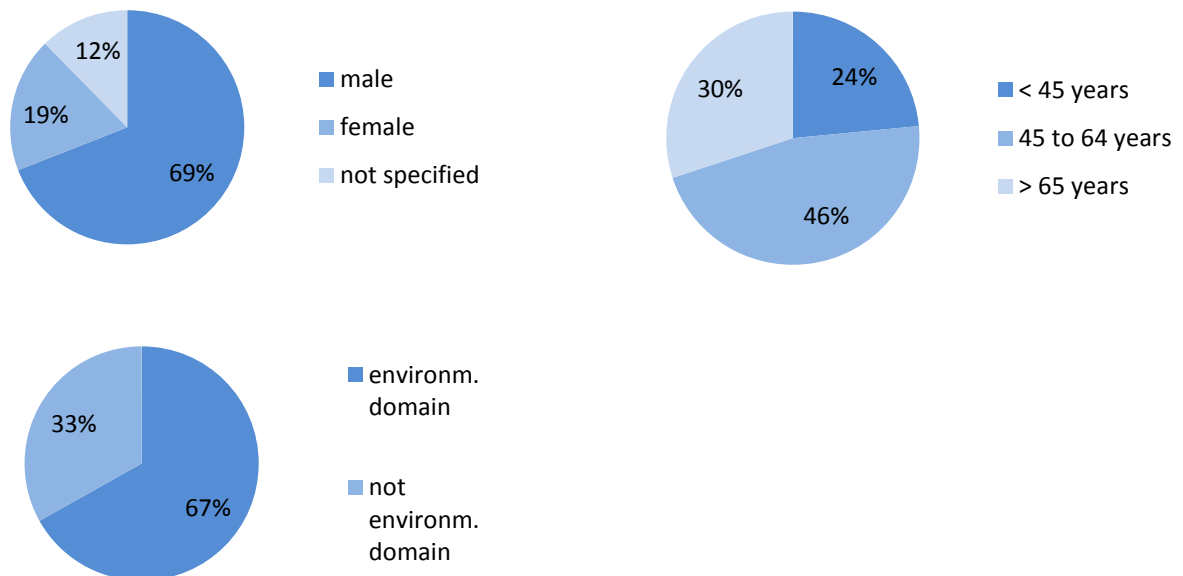
462 people took part in the survey, 139 of them WSL employees. The feedback on Diagonal is very positive overall. The scope and frequency of publication are assessed positively, the comprehensibility of the texts is regarded as very good, over 90 percent of the respondents like the design of Diagonal. The survey showed that the print version is valued and preferred to an electronic version.

There were critical voices about the layout, especially about the paper thickness of the cover. But also a lot of praise and thanks reached us via the survey.

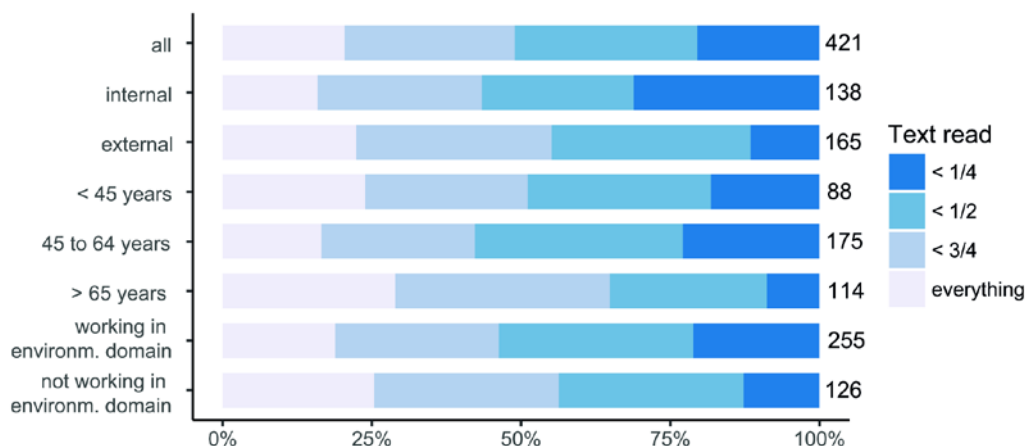
February 2019

Juliana Rivas (data evaluation, graphics) and Lisa Bose (compilation, evaluation of open questions)

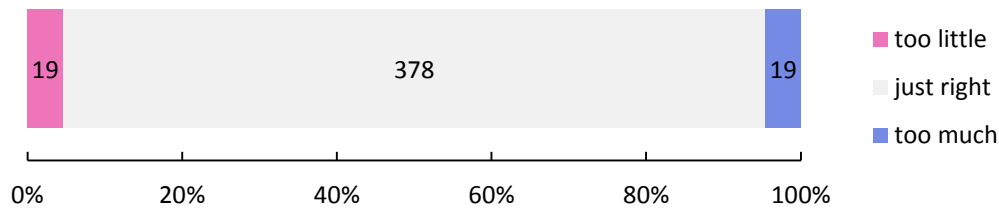
Statistical data



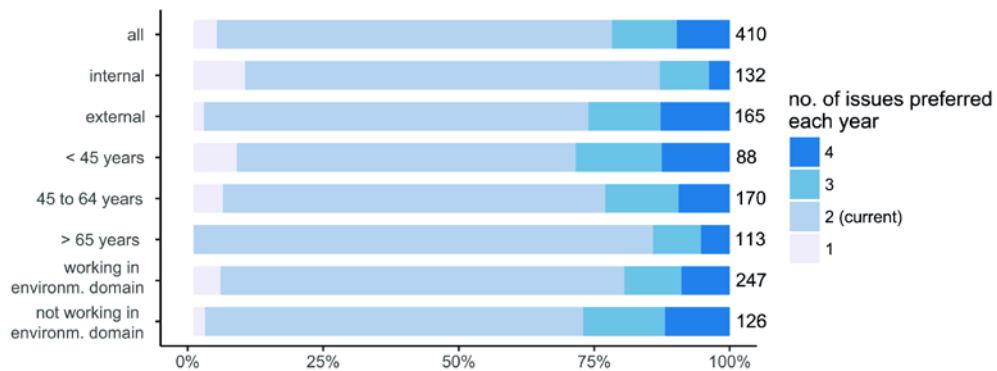
1. On average, how much of the magazine's text do you read?



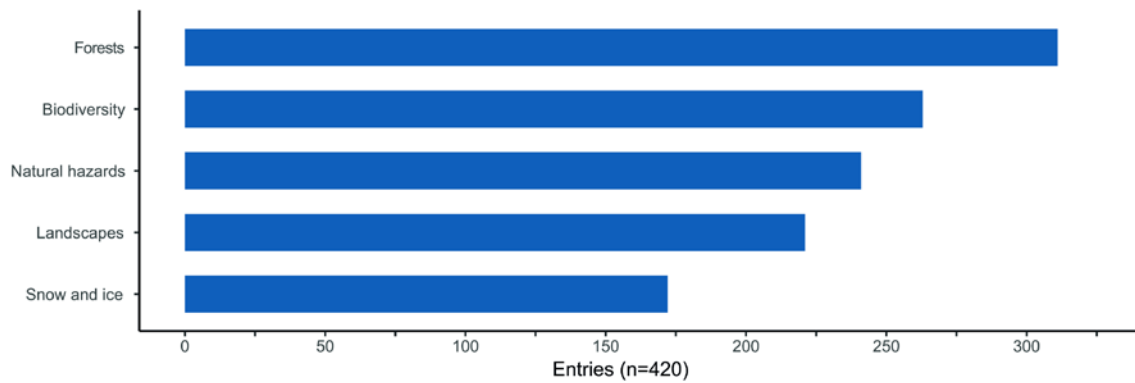
2. Do you think the amount of text in each issue is ...



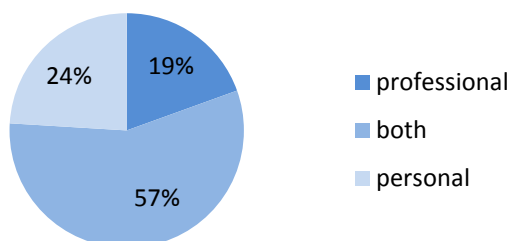
3. How many issues would you like to receive each year?



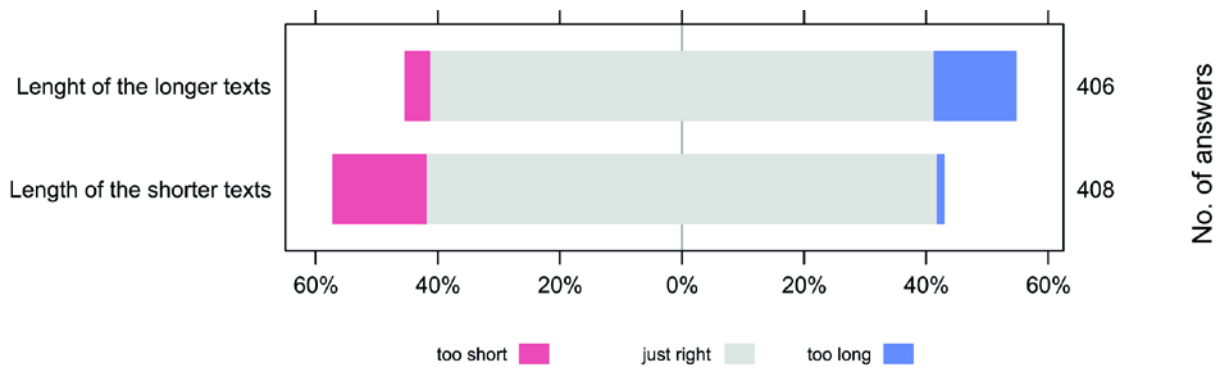
4. Which WSL research domains are of specially interested in? (multiple answers possible)



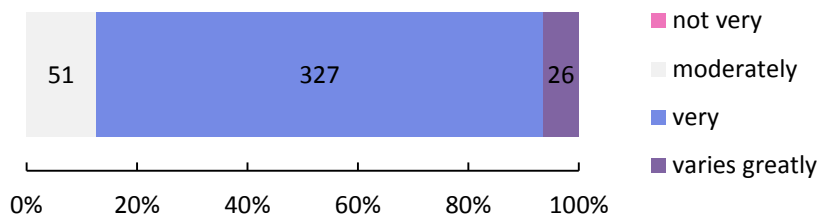
5. Do you read Diagonal out of professional or personal interest?



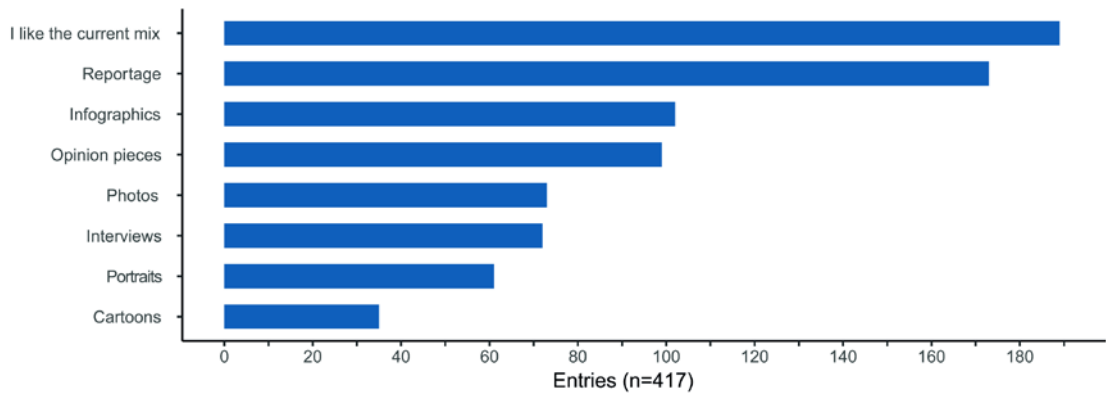
6. How do you feel about the ...



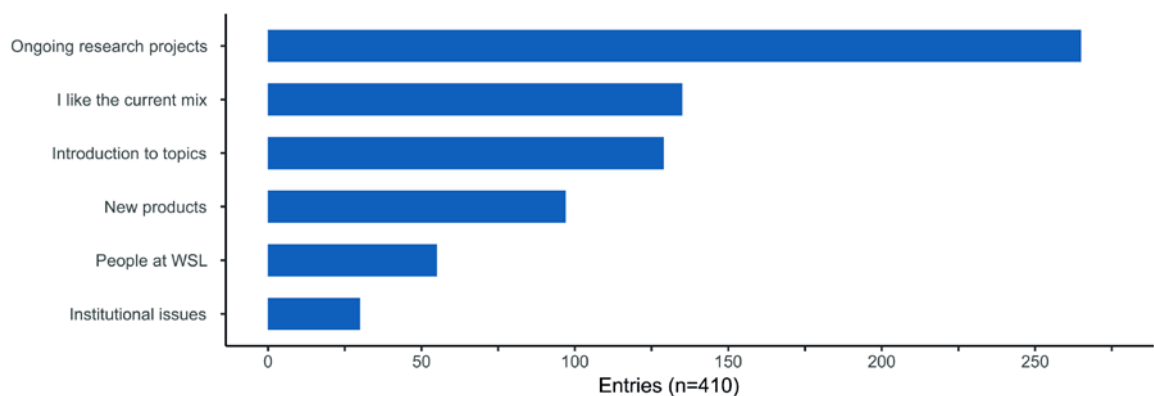
7. How understandable are the texts?



8. Which type of content would you like to see (more often)? (multiple answers possible)



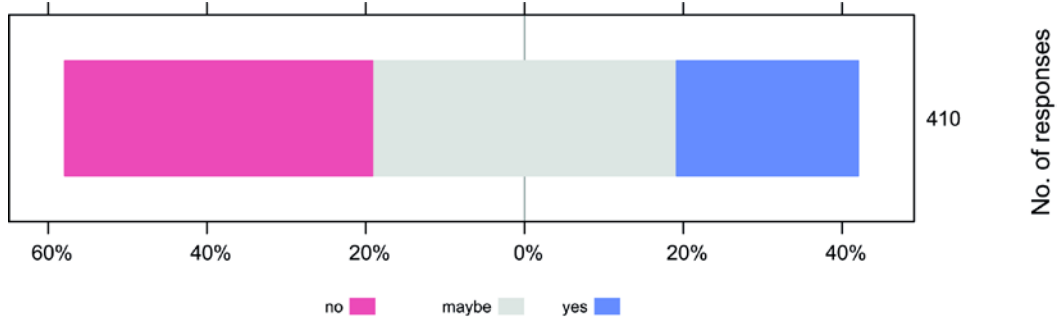
9. What would you like to read more about? (multiple answers possible)



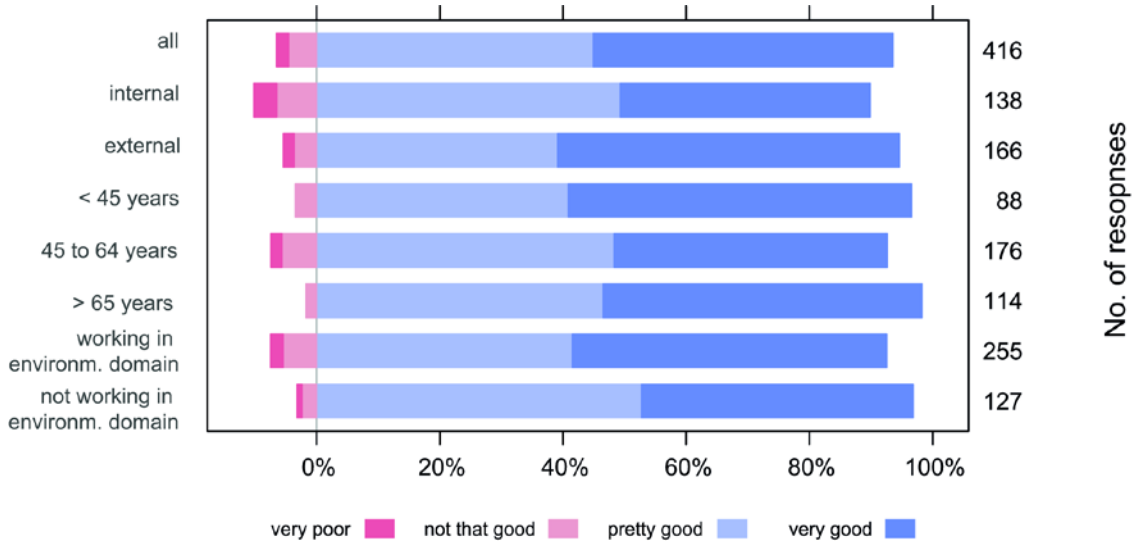
10. Which format of Diagonal do you read?

405 answers: Printed 397, PDF file 6, online 3

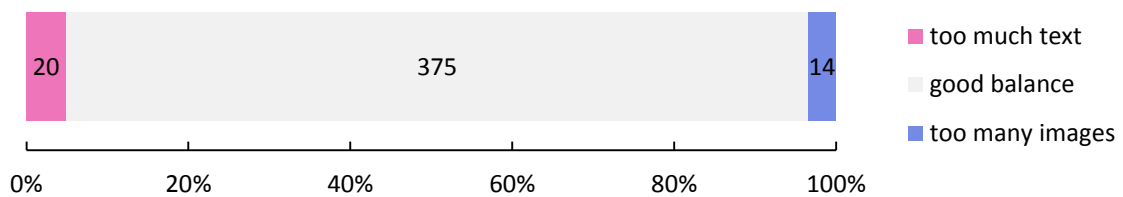
11. Would you read Diagonal if it was only available electronically?



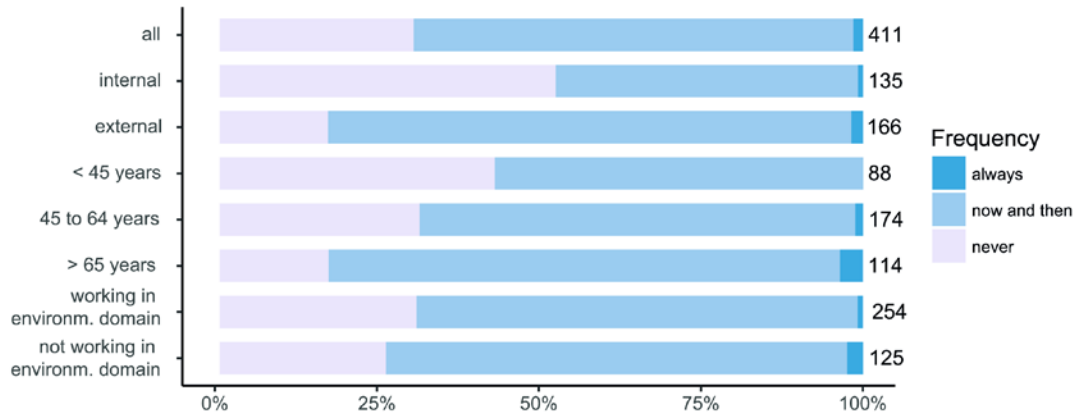
12. What do you think of the design/layout of Diagonal?



13. How do you find the image:text ratio?



14. How often do you follow the links cited in the articles?



15. Would you like more multimedia offerings to complement Diagonal?

