

e-ScienceTalk

REPORT ON SURVEY OF ISGTW READERS

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Abstract

This report provides results and analysis for the July 2011 *iSGTW* readership survey, in which 137 readers, 1.7% of our readership, filled in a multiple choice survey and provided comments. This number was lower than expected, however the results for key questions were similar to previous surveys, indicating we got a similar cross-section of the readership. The respondents were generally positive about the new look and layout, though less knowledgeable and more critical of the interactive features and user-generated content. This survey shows that some previous campaigns have been very successful – such as attracting media. However, it also shows that some were unsuccessful, such as attracting younger people and students. As a result of this survey, we are going to actively promote the site to younger people and students, as well as the functions of posting jobs, events and announcements.

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I. DELIVERY SLIP

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Reviewed by	Moderator: Reviewers:	Various	25/08/2011
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II. DOCUMENT LOG

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1	23/08/2011	First draft	Jacqui Hayes/CERN
2	30/08/2011	Final draft	Jacqui Hayes/CERN
3			

III. APPLICATION AREA

This document is a formal deliverable for the European Commission, applicable to all members of the e-ScienceTalk project and its beneficiaries and collaborating projects.

IV. DOCUMENT AMENDMENT PROCEDURE

Amendments, comments and suggestions should be sent to the authors.

V. PROJECT SUMMARY

Over the last 10 years, the European Commission and governments have invested substantial funds in distributed computing infrastructures. Scientists have access to state-of-the-art computational and data resources located around the world, putting European research into a leading position to address the greatest challenges facing us today, such as climate change, pandemics and sustainable energy. The advent of the European Grid Infrastructure, combined with the blurring of boundaries between grids, clouds, supercomputing networks and volunteer grids, means that a clear consistent source of information aimed at non-experts is now more important than ever, through dissemination projects that cross national boundaries.

Objectives:

- e-ScienceTalk will build on the achievements of the GridTalk project in bringing the success stories of Europe's e-Infrastructure to policy makers in government and business, to the scientific community and to the general public.
- e-ScienceTalk will work with EGI-InSPIRE and other collaborating projects to expand the scope of the existing GridTalk outputs, and to report on the interactions of grids with e-Infrastructures such as cloud computing and supercomputing.
- The project will explore options for the sustainability of e-ScienceTalk's products.
- e-ScienceTalk will produce a series of reports aimed at policy makers to disseminate key policy issues underpinning grid and e-Infrastructure development in Europe. The project will also coordinate e-concertation activities.
- The GridCafé, GridCast and GridGuide suite of websites will cover new topics and explore novel web technologies; they will integrate closely with GridPP's Real Time Monitor, combining live views of grid activity with the human aspects of computing.
- The growing weekly publication, International Science Grid This Week (iSGTW) will bring news and events to the existing and potential e-Science community.

VI. EXECUTIVE SUMMARY

This report provides results and analysis for the July 2011 *iSGTW* readership survey, in which 137 readers filled in a multiple choice survey and provided comments. This number represents only 1.7% of our readership of more than 8,000. When compared to previous response rates, which were as high as 14%, this number is very low. Though the survey was open for four weeks, the timing of the survey corresponded with the summer holidays in the US and Europe and we received more than 100 out of office responses to an email sent out to remind subscribers to take part in the survey. However, for questions that were the same across previous surveys and this one (gender, age, profession, frequency of website visits), similar responses were found, which indicates that we have a similar cross section to previous surveys.

This survey shows that some previous campaigns have been very successful – for example, the team tried to attract more media, and at 7% more respondents than ever said they were part of the media. However, other campaigns, such as attracting younger readers, have not been successful – the percentage of readers who identify as students has remained similar at 6%, but the number of readers under 30 has reached a new low at 13%, a drop of 2% from the most recent survey, continuing the trend from an initial 20% several years ago.

iSGTW recently underwent a change from covering only grid-related research to covering the research enabled by all types of e-infrastructure. For the first time, we asked readers to tell us their relationship to e-infrastructure and what kind of e-infrastructure they use. About 45% of respondents said they were a user, and only 16% did not fall into any of the categories of user, developer, program manager, project staff or site administrator. In addition, 54% of our readers said they were involved with grids, but our readers are also involved in all other distributed computing in large percentages, including clusters (47%), clouds (42%), HPC (44%) and volunteer computing (31%).

In this survey, we were especially keen to seek feedback for the new *iSGTW* website that launched in January 2011. The new website is more dynamic and, with a new underlying content management system, it is easier to use for the *iSGTW* editorial team. It has a new layout and user-created content such as profiles and blogs, feedback such as comments and a rating system, and users can now upload announcements and job postings to the website. These features were addressed in question 9 and the feedback was generally positive, with 73% of respondents saying they liked the new look and 73% said they found it easy to navigate. However, only 41% of respondents agreed with the statement “I know that I can use *iSGTW* to post jobs, events and announcements” with 25% disagreeing and 28% unsure. Less than a quarter of our readers know they can create a profile and blog on our site. This indicates that we should actively promote these features if we want to increase their usage.

Future computing technology was the most popular topic for our readers; this topic was included to gauge the interest for a special issue. Of the traditional topic areas, physics and astronomy continue to be the most popular, with the humanities and social science being the least popular. Readers are still interested in technical or policy-related topics, such as standards and interoperability, though this is not the primary focus of *iSGTW*.



As a result of this survey, we are going to actively promote the site to younger people and students, as well as the functions of posting jobs, events and announcements. We will also plan future readers' surveys to solicit responses outside of the summer months. We will continue to promote our stories through social media, explore ways to address the gender balance in the readership, collaborate more often with volunteer computing and continue to use the readers' preferences on subject areas to help us choose our stories on a week-to-week basis, while identifying new target audiences for the publication. We can also promote our humanities stories to a larger audience by promoting the stories through other large projects, such as CLARIN. We will source more learning articles and/or promote other sites with learning material.

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1 INTRODUCTION

Since June 2007, iSGTW has been running surveys [R1,2,3,4]. Under the GridTalk project, half the readers were surveyed every six months (so the entire readership was polled once a year). Now, under the e-ScienceTalk project, all the readers will be surveyed once per year at the same time. All the surveys have been conducted using an online tool called Zoomerang¹. The surveys are short (10 questions this year) and many of the questions are identical year to year in order to help compare the results.

In January 2011, iSGTW relaunched with a new website – it is more interactive and dynamic for the readers and easier to use for the iSGTW team. It has a new layout and user-created content such as profiles and blogs, feedback such as comments and a rating system and users can now upload announcements and job postings to the website. To gauge our readers' response to the change we added an extra question (Q9), where respondents read several statements about the website and then said whether they agreed, disagreed or were not sure.

With the launch of the new website, e-ScienceTalk expanded its coverage of grid computing to include cloud computing, high performance computing, volunteer computing and any other type of distributed computing infrastructure. In accordance with this, we rephrased Q3 (previously, “what type of grid projects are you involved in?”) to include other types of e-infrastructure.

We removed Q7 (previously, “Mark the appropriate checkbox “little or no interest”, “some interest”, or “much interest” for each of the following categories” – categories all related to grid technology or grid policy). Instead, we asked readers for their level of engagement with the different types of infrastructure.

This survey was longer than previous surveys. In past years, the iSGTW team was worried that respondents would not complete the entire survey if it took too long and so kept the number of questions to 9 and had simpler structures to the answers. We expanded the number of questions and responses. However, there was only one partially completed survey out of 138, which was not used in the analysis here. This shows that this survey was not too long or difficult to complete and future surveys can be this length also.

Those who completed the survey were asked to enter their email address in the comment section of the last question if they wanted to go in the running to win a specially designed poster. We put a link to the readers' survey in the spotlight section of the iSGTW newsletter, then two weeks later in the visual section of the newsletter and finally we sent out a reminder email to every subscriber.

¹ www.zoomerang.com

2 OVERVIEW OF QUESTION FOR JULY 2011 SURVEY

1. How often do you visit the iSGTW website?

More than once a week Once a week Once every two weeks
Once a month Hardly ever

2. What is your profession? (Select all that apply)

Student Industry Scientist/Academic IT professional Media
Funding body Other, please specify _____

3. What is your relationship to cyberinfrastructure/e-infrastructure? (Select all that apply)

- User
- Application developer
- Site administrator
- Funding program manager
- Cyberinfrastructure/e-infrastructure project staff
- Other, please specify _____

4. Age group

< 21 21 – 30 31 – 40 41 – 50 51 – 60 >60

5. Gender

Male Female

6. Would you like to see articles that are:

Longer Shorter About the same length

7. What is your level of engagement with the following types of cyberinfrastructure/e-infrastructure?

[Readers had to check “I’m involved with”; “I like to read about”; or “Not interested” for each topic]

Cluster

Volunteer Grid Computing

Grid

Cloud

High performance computing/supercomputing

8. Please mark each subject as “somewhat interested,” “interested,” or “very interested”. If you are interested in a subject not listed, please tell us in comments (Q10).

Physics and astronomy

Life sciences (including health, medical and genomics)

Earth and climate sciences
Social sciences
Future computing technology
Interoperability and standards
Parallel programming
Science gateways/portals/hubs
Workflow management

9. In January 2011, we launched a new version of the iSGTW website. Please tell us what you think of the new website:

[Readers had to check “Agree”, “Disagree”, or “Not sure” beside each of the following statements:

I like the new look

iSGTW is easy to navigate

I find the content interesting

The content is at the right technical level for me

I know that I can use the iSGTW website to post jobs, events, and announcements

I can create a user profile and blog on iSGTW

I want iSGTW to include more learning resources/article for beginners

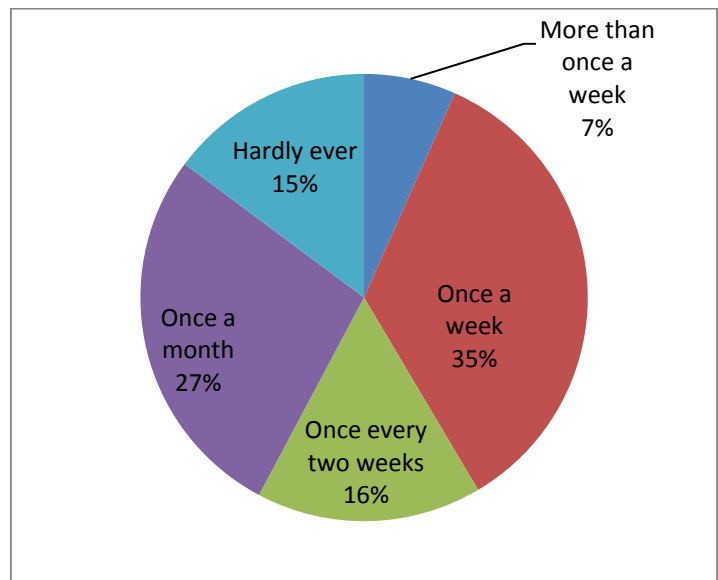
I want iSGTW to include more advanced learning resources/articles

I don't have a need to visit the website after reading the iSGTW email

10. Any further comments or suggestions? And if you would like to go into our draw for a specially designed poster, please enter your email.

3 QUESTIONS AND RESPONSES IN DETAIL

1. How often do you visit the iSGTW website?		
More than once a week	9	7%
Once a week	47	35%
Once every two weeks	22	16%
Once a month	37	27%
Hardly ever	20	15%
Total	135	100%



CONCLUSION: Most survey respondents (85%) said that they visit the *iSGTW* website on a regular basis, which is a greater proportion than previous surveys (77%). About 35% of readers said they visited the website once a week, which is consistent with previous surveys and also with the newsletter being published weekly. This trend for readers to visit the site when the newsletter is first published is also reflected in regular spikes in website traffic on Wednesday (our publishing day) as recorded in Google Analytics.

2. What is your profession? (Select all that apply)		
Student	8	6%
Industry	2	1%
Scientist/Academic	67	50%
IT professional	50	37%
Media	9	7%
Funding body	2	1%
Other, please specify	13	10%

CONCLUSION: Over the past 4 years, the percentage of readers describing themselves as “scientists” has fluctuated from 35% to 51% to 40% - in this survey, 50% of our readers have described themselves as a “scientist/academic”, and in the past it was hypothesized that the high numbers may have been due to this category being labelled “scientist/researcher” and thus accidentally scooping the readers who work in IT R&D, when we are in fact interested in scientists without expert IT knowledge.

The percentage of students has remained roughly the same (6% July 2011; 5% Jan 2010) and so has the percentage of readers from funding bodies (1% July 2011; 2% Jan 2010). The percentage of readers saying they are from industry has dropped from 4% to just 1%. The only other trend in the ‘other’ category was three people who said they were retired. Thus, we are attracting a similar audience to the one we had in the past, with a strong emphasis on science.

There has been a consistent rise in the number of readers who are part of the media. In July 2009, this percentage was 3%, and in January 2010 this became 5%. Here we see another increase to 7%. In addition to this rise, two responses in the other category specified their profession as “science communications consultant” and “Public Information Officer”, which are related professions. This shows that our previous campaigns have been successful – for example, the team tried to attract more media, and more respondents than ever said they were part of the media/communications.

3. What is your relationship to cyberinfrastructure/e-infrastructure? (Select all that apply)		
User	61	45%
Application developer	39	29%
Site administrator	36	27%
Funding program manager	11	8%
Cyberinfrastructure/e-infrastructure project staff	45	33%
Other, please specify	22	16%

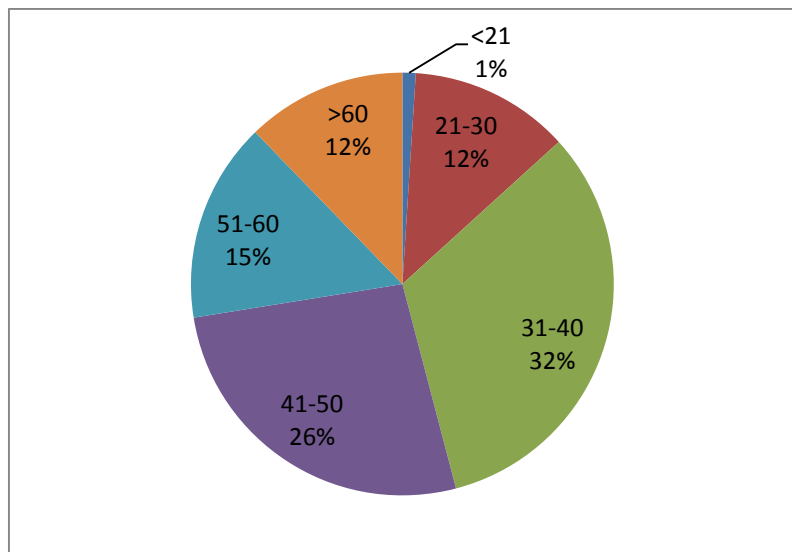
CONCLUSION: In the first iSGTW surveys, we asked readers to identify whether they worked for an individual project, such as “Open Science Grid”, and almost half would reply that they worked for European Grid for E-science (EGEE) (48%, June 2008) and 33% said they were involved in other projects. After this the wording changed to “I work for an EC-funding project/NSF-funded project/DOE-funded project”. Readers indicated they were most likely to work in a project (38% in 2009; 37% 2010).

Since 2008, at least 25% of the respondents said that they did not work in a grid-related project. When iSGTW re-launched and opened up to cover all the research enabled by all types of e-infrastructure, we changed this question to probe more about the relationship to e-infrastructure in general. Interestingly, the number of respondents who do not fall into one of the listed categories was, in this survey, at a low of 16% - and this includes the respondents who identified themselves as being part of the media in question 2 (again, they listed “journalist”, “writer”, “write about it” in the comments).

A full 16 of the 22 responses in the ‘other’ category were still related to infrastructure (eg “Researcher of cyber infrastructure/e-infrastructure”, “user engagement”, “NGI Manager”, “NGI Operations Centre Director, Director Cloud Application Services”).

By increasing the scope of the question to include other infrastructures, we have largely included all of our readers. This, in conjunction with the responses to question 2, shows that we have very few subscribers who are not involved directly in distributed computing in some way, or who are not in media/communications.

4. Age group		
< 21	2	1%
21 - 30	17	12%
31 - 40	44	32%
41 - 50	35	26%
51 - 60	21	15%
>60	17	12%
Total	136	100%

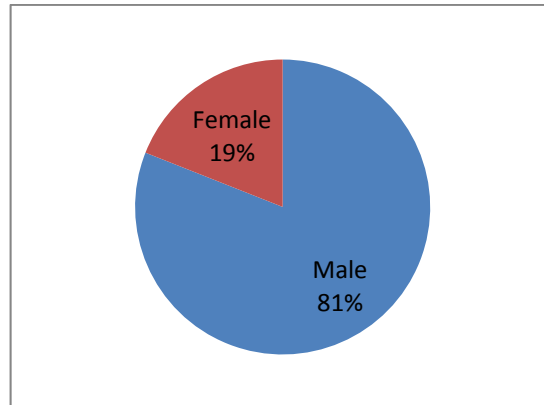


CONCLUSION: As with previous surveys, the largest group of readers is in the 31-40 years category, followed by the 41 – 50 years category. The age group at 51-60 years has grown by a few percent to 15%, following a small upward trend from previous surveys, beginning at 11% in 2008. Other categories have remained stable through the surveys.

The percentage of readers in the 21 – 30 year old band continues to drop, reaching a low of 12% in this survey. Previously, it was at 26% (2008), 17% (Jan 2009), 20% (July 2009), 14% (Jan 2010). This, in combination with the low percentage of readers under the age of 21 (1%), rejects the hypothesis previously put forward that more young people read iSGTW in the summer, during summer programs or when they are not as busy with their academic programs. Previous attempts to attract younger readers and students, therefore, have not been successful.

RECOMMENDATION: We should continue to promote our stories through social media, particularly Facebook and Twitter, and news aggregators such a Reddit and StumbleUpon, which we began in May 2011, as these sites have a high proportion of younger readers. We will continue to track the impact of these media and cross-check against the readership figures with the next readers' survey.

5. Gender		
Male	109	81%
Female	25	19%
Total	134	100%



CONCLUSION: Our readership is largely male, mirroring the gender distribution in this field. There has been variation between 76% (Oct 2007) and 85% (June 2008) in previous surveys, and this result is consistent with previous findings. These surveys paint a consistent portrait of a largely male readership. (Note that a few respondents did not fill in an answer for this question.)

In the past, there was a focus on women in grid, and there is a special section on the iSGTW website that lists stories about women's work, especially from March 2010. However, this has not had an impact on the percentage of women reading iSGTW.

RECOMMENDATION: In future surveys, we can explore the gender balance issue further by asking readers about gender balance in the publication. We can also work with projects through their gender action plans to promote the publication to women who may be interested.

6. Would you like to see articles that are:		
Longer	23	17%
Shorter	9	7%
About the same length	104	76%
Total	136	100%

CONCLUSION: Within the publication, articles differ in length from about 600 words to 2,000 words. 76% of readers said they would like articles that are about the same length, a similar percentage to the previous two surveys of 80% and 76%. More than twice as many wanted longer articles (17%) rather than shorter ones (7%). This is similar to previous surveys, and shows that we largely have articles of the correct length for our audience.

7. What is your level of engagement with the following types of cyberinfrastructure/e-infrastructure?			
	I'm involved with	I like to read about	Not interested
Cluster	63 47%	54 41%	16 12%
Volunteer grid computing	40 31%	71 55%	17 13%
Grid	72 54%	56 42%	5 4%
Cloud	54 42%	68 52%	8 6%
High-performance computing/supercomputing	58 44%	66 50%	8 6%

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

CONCLUSION: Overall, 54% percent of our respondent said they were involved with grid computing, our highest response. A large proportion of our audience is also involved with clusters (47%), High performance computing (44%), cloud computing (42%), and volunteer grid computing (31%) are also significantly represented.

The least popular type of distributed computing was volunteer computing, with 13% of our respondents saying they were “not interested” followed by 12% who said they were not interested in clusters. This is very interesting feedback, as there have been many stories in iSGTW on volunteer computing, and the volunteer computing community is potentially a very big audience. Traditionally, volunteer computing has had a different user and technical community to other forms of distributed computing, and this shows we are not reaching past the communities close to grid computing yet.

RECOMMENDATIONS: We will aim to collaborate more often with volunteer computing communities, such as the Citizen Cyberscience Centre at CERN and BOINC, and develop our relationship with them. This can be done by covering important stories in a timely and accurate way (which was achieved in July 2011 with a story on the LHC@Home 2.0²), and also by making links to social media sites such as Twitter and Facebook.

² <http://www.isgtw.org/feature/virtual-atom-smasher-lhchome-20>

8. Please mark each subject as “somewhat interested,” “interested,” or “very interested”. If you are interested in a subject not listed, please tell us in comments (Q10).

	somewhat interested	interested	very interested
physics and astronomy	30 23%	40 30%	63 47%
life sciences (including health, medical and genomics)	22 17%	63 48%	46 35%
humanities	56 43%	51 39%	23 18%
Earth and climate sciences	32 24%	64 48%	38 28%
social sciences	52 42%	54 43%	19 15%
future computing technology	10 7%	40 30%	84 63%
interoperability and standards	32 25%	53 41%	45 35%
parallel programming	36 28%	60 46%	34 26%
science gateways/portals/hubs	37 28%	56 43%	38 29%
workflow management	44 34%	62 47%	25 19%

NB: Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

CONCLUSION: The topics are split into two categories, the academic topics (physics and astronomy, humanities, etc) and the infrastructure-related topics (workflow management, interoperability and standards, etc). The most popular topic is future computing technology, which was included because the editors have been considering a special issue on the topic and wanted to gauge the levels of interest of our readers, with 63% of respondents saying they were “very interested”, and only 7% saying they were only “somewhat interested”.

Of the academic topics, the most popular category is physics and astronomy, followed by the life sciences (including health, medical and genomics), and then Earth and climate sciences. Humanities and social sciences were not popular, with only 18% and 15% of respondents saying they were “very interested” and greater than 40% saying they were only “somewhat interested”. These two topics are less interesting to our current readers than any of the infrastructure-related topics.

Of the infrastructure-related topics, the one with the most interest is interoperability and standards, followed by science gateways/portals/hubs and parallel programming, which have similar interest levels for our readers, with the least interesting topic being workflow management.

RECOMMENDATIONS: We will continue to use this feedback about ranking subject areas to help us choose our stories on a week-to-week basis and to identify new target audiences for the publication. We can also promote our humanities stories to a larger audience by promoting the stories through collaboration with other large humanities projects, such as CLARIN (Common Language Resources and Technology Infrastructure).

9. In January 2011, we launched a new version of the iSGTW website. Please tell us what you think of the new website:			
	Agree	Disagree	Not sure
I like the new look	98 73%	9 7%	27 20%
iSGTW is easy to navigate	103 77%	7 5%	23 17%
I find the content interesting	110 82%	6 4%	18 13%
The content is written at the right technical level for me	102 77%	12 9%	18 14%
I know that I can use the iSGTW website to post jobs, events, and announcements	54 41%	37 28%	40 31%
I can create a user profile and blog on iSGTW	30 23%	39 30%	62 47%
I want iSGTW to include more learning resources/articles for beginners	63 47%	33 25%	37 28%
I want iSGTW to include more advanced learning resources/articles	85 64%	19 14%	29 22%
I don't have a need to visit the website after reading the iSGTW email	25 19%	76 58%	29 22%

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

CONCLUSION: In January 2011, iSGTW relaunched with a new website – it is more dynamic and easier to use for the iSGTW team. It has a new layout and user-created content such as profiles and blogs, feedback such as comments and a rating system and users can now upload announcements and job postings to the website. This was the first readers’ survey since the relaunch, so we were particularly interested in getting feedback on the new aspects of the website. These questions were addressed in question 9 and the feedback was generally positive, with 73% of respondents saying they liked the new look and 73% said they found it easy to navigate.

However, only 41% of respondents agreed with the statement “I know that i can use iSGTW to post jobs, events and announcements” with 25% disagreeing and 28% unsure. Part of this might be that announcements look as though they may be an iSGTW feature – that is, while they say “announcement” on them, there was no author or organisational information. This feature has already been added to the website since the readers’ survey was taken. We should also begin promoting these features of our website in new ways.

In a similar vein, only 23% of respondents knew they could create a user profile and blog. Since this feature on the website still involves further development and costs and so far has only generated spam accounts, we should carefully consider if and how we are going to proceed with this. One possible way to proceed would be to recommend joining by invitation only.

In the free form comment question (Q10), three respondents criticised aspects of the new website. One wrote, “I think the content is great. I have got used to the new look, but I think that the old look, especially of the email, was more effective.” The second one wrote: “I liked the old version of iSGTW because it was compact with a nice look and feel. The new one, in my view, contains a little bit too much content, too many links. Sometimes I find it difficult to enjoy as it deserves.” The third one wrote: “I really hate the bar that drops down at the top of the page”

There were no comments directly about the new look, however, this question shows the comments above are in the minority. However, we will consider other ways of getting further feedback at events about the new site.

A large proportion, 82% of respondents, said they found the content interesting, and only 4% said they disagreed. Similarly 77% of the respondents said they thought the content was written at the right technical level for them, with 9% disagreeing. Historically, the US contributions, which make up half of the features in iSGTW, have tended to include more technical information than the European contributions. However, since this survey was conducted, the US side is aiming to provide more science oriented articles, and fewer technology oriented articles. e-ScienceTalk will monitor the result of this change on the feedback from readers on the website and in future surveys.

In this question we also address a missing piece of information in our metrics. We use a website called Simple News to count which subscribers open the newsletter (13-16% per newsletter, or 1,000 to 1,300 of our subscribers), and we can see how many subscribers are clicking through to the website to read at least one article (4% to 8% - which is less than or approximately half the readers who open the newsletter). However, we are unclear about why there are always readers who open an email newsletter without clicking through to the website – is it because we have readers who regularly open the newsletter and read it, and by doing so they feel well informed and up to date? Or something else?

In this question, 19% of readers agreed with the statement “I don't have a need to visit the website after reading the iSGTW email” – which affirms our assumption that we have many subscribers who merely want a quick overview of what's going on and do not need the full article to feel as though iSGTW is a useful resource for them. A further 22% were neither affirmative nor negative on this question, while 58% disagreed, indicating they needed to read more of the article than the short snippet in the email. Since about 50% of people who open the newsletter click through to an article, this is consistent with what we expected to find.

A large number, 65% of respondents, agreed with the statement “I want iSGTW to include more advanced learning resources/articles”. A number of learning articles were set up at the start of iSGTW over the course of six months, and are now available on the website. What we learn from this is that these resources might not be prominent enough on the website or easy to find for those who want them.

RECOMMENDATIONS: We need to actively promote the ability to post jobs, events and announcements by putting a feature in an iSGTW newsletter and by contacting the press liaison officers who send us press releases and informing them about our uploading procedure. We should carefully consider if and how we are going to proceed with the development of profiles and blogs on iSGTW. We will source more learning articles and/or promote other sites with learning material. Lastly, we will continue to monitor feedback from readers about whether content is pitched at the technical level as the US side begins to produce more science-oriented pieces as opposed to technical pieces.

10. Any further comments or suggestions? And if you would like to go into our draw for a specially designed poster, please enter your email address here.

CONCLUSION: We had 48 responses in total, most of which were simply an email address to go into the draw to win the specially designed poster we had marketed as a prize. However, there were also 18 comments ranging from compliments and jokes to suggestions and criticisms.

Two criticisms were about the calendar and event listings:

“Some mechanism must be provided to know about the events which will be held in future. Some times when i saw the details of any event the deadlines are already passed.”

“In the calendar, it would be great if deadlines for CfPs would be announced prior to the events.”

Our web development company, Xenomedia in Chicago, continually dedicates a few hours a week to modifying the website and providing support. There are several small bugs with our calendar system that we are working through, such as hyperlinking events to every day they run instead of just the starting date. At this stage, we are considering attaching our announcements and calendar items to other organisations' RSS feeds so that those organisations do not have to upload their announcement to our website every time. This might help us to publish information in a more timely fashion. We will continue to work on addressing these issues.

One suggestion was to have a special version of iSGTW for smart phones: “A proper mobile version (which doesn't automatically redirect back to the standard one) of the iSGTW would be nice.” At the moment, this would be costly to develop, when our site works well on smart phone browsers. When the new website was being designed, careful consideration was taken to make sure the new version displayed acceptably on the most popular types of smart phones. Though there is not a special mobile version, the website can be loaded and the newsletter renders correctly. Since the relaunch we have seen an enormous increase in the number of readers who visit the iSGTW website using a mobile device. From January until August 2011, more than 5,400 visits have come from a mobile device. During the same time frame in 2010, there were about 1,300 visits. That's an increase of about 300%. This is most likely due to increased usage in the population (for example, there was a more pronounced increase in readers who use an Android phone than in readers using an iPhone, which reflects wider population uptake of technology.)

One reader offered the following suggestion: “Integrate the Google +1 button on articles so I can let my friends know what articles I like.” This point is currently being addressed by Xenomedia, our development team in Chicago.

Here are the comments not mentioned thus far reproduced in full, including two criticisms that will be taken into consideration with our choice of stories and/or promotion:

Compliments:

“Best paper in the business, only one with a variety of science stories”

“I loved and still love the selection of topics, the level, the extremely good qualities of the articles. It is by far the most interesting online scientific resource for the grid world. It is by far the most interesting online scientific resource for the grid world. Thanks for the excellent job!!!!!!”

“iSGTW is great newsletter which link together the technology and science. Well done”

“Most articles are interesting and short enough to find the time to read them, thanks.”

“Exciting in all respects”

“Keep up the good work.”

Suggestions:

“You may create a print 2012 calendar with the main posters”

“New topic for consideration Neural Engineering Advances with impact on iSGTW”

Criticisms:

“Articles are often too physics/LHC centric or focus on researchers that I'm simply not interested in. You don't seem to find the really smart people a little off the beaten track - you either talk about big wigs or minions in their groups. And the projects seem like the same old same old. A bigger focus on data issues (as opposed to compute) would also be worthwhile.”

“I was told one year you only cover grid computing, and the next year that that had changed and you cover HPC, and now again that you only cover grid computing. It's hard to know what material is appropriate to submit to your editors.”

Informative

“We use ISGTW also for leads for possible articles for NUANCE, our e-newsletter”

“addendum question 9: I mostly visit the website using the links from the iSGTW email”

4 CONCLUSION AND RECOMMENDATIONS

As a result of this survey, we have identified a number of trends in the responses, and some actions for PY2. In PY2, we will plan the readers' survey to open in the late Spring in order to solicit responses outside of the summer months, to improve the number of returns.

We should continue to promote our stories through social media, particularly Facebook and Twitter, and news aggregators such as Reddit and StumbleUpon, as these sites have a high proportion of younger readers. We will continue to track the success with these media and check with the next readers' survey.

In future surveys, we can explore the gender balance issue further by asking readers about gender balance in the publication. We can also work with projects through their gender action plans to promote the publication to women who may be interested.

We will aim to collaborate more often with volunteer computing communities, such as the Citizen Cyberscience Centre at CERN and BOINC, and develop our relationship with them. This can be done by covering important stories in a timely and accurate way and also by making links on social media sites such as Twitter and Facebook.

We will continue to use the readers' preferences on subject areas to help us choose our stories on a week-to-week basis and to identify new target audiences for the publication. We can also promote our humanities stories to a larger audience by promoting the stories through other large projects, such as CLARIN.

We need to actively promote the ability to post jobs, events and announcements and we should carefully consider if and how we are going to proceed with the development of profiles and blogs on iSGTW. We will source more learning articles and/or promote other sites with learning material. We will continue to monitor feedback from readers about whether content is pitched at the technical level as the US side begins to produce more science-oriented pieces as opposed to technical pieces.

5 REFERENCES

R 1	e-ScienceTalk iSGTW Readership Survey July 2008 https://documents.egi.eu/document/754
R 2	e-ScienceTalk iSGTW Readership Survey December 2008 https://documents.egi.eu/document/753
R 3	e-ScienceTalk iSGTW Readership Survey July 2009 https://documents.egi.eu/document/755
R 4	e-ScienceTalk iSGTW Readership Survey January 2010 https://documents.egi.eu/document/752