

Unit 3: Week 7: Audience Engagement Projections¹

Audience Engagement

UNIT 3: WEEK 7
PROJECTIONS¹

Women's Magazine Mini Survey

I created a mini survey to establish if my audience read magazines, which ones, how they felt about them and if they consumed magazines online or in print.

Audience Engagement Questions

UNIT 3: WEEK 7
PROJECTIONS¹

Have you ever read women's magazines?

Yes / No

Do you currently read any of the following women's magazines

Vogue

Harper's Bazaar

Cosmopolitan

Grazia

OK

Hello

Red

Good Housekeeping

Marie Claire

None

Other

If you did read a magazine would you buy it in print or read it online or both?

Print

Digital

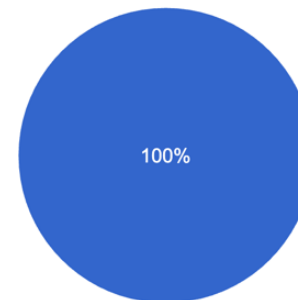
Both

What are your thoughts or feelings about, or towards, women's magazines in general?

Audience Engagement Results

UNIT 3: WEEK 7
PROJECTIONS¹

100% had read women's magazines.



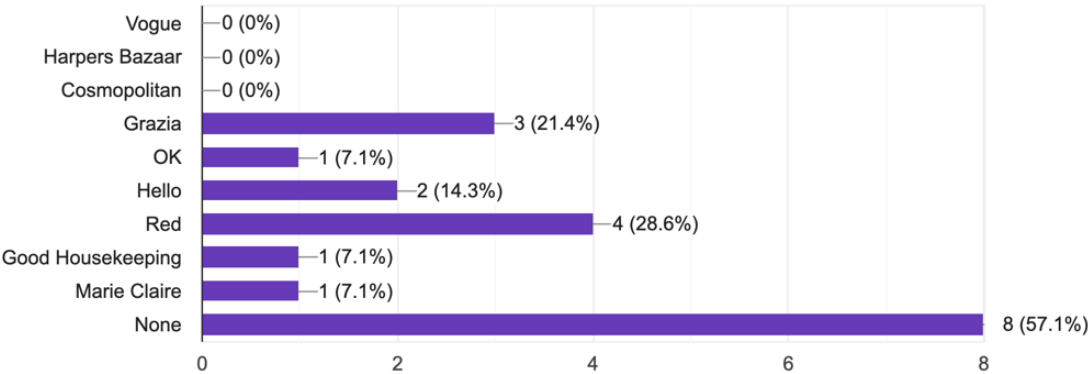
● Yes
● No

Audience Engagement Results

UNIT 3: WEEK 7
PROJECTIONS¹

Most don't currently read any magazines.

Second to this most read Grazia followed by Red



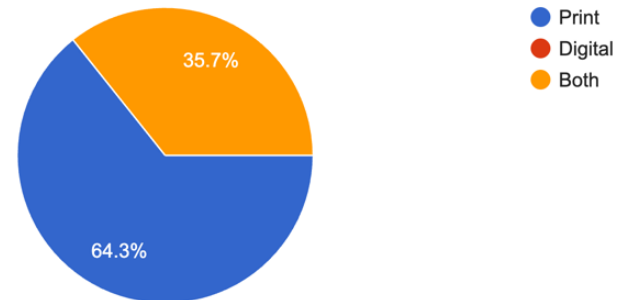
Audience Engagement Results

UNIT 3: WEEK 7
PROJECTIONS¹

61.5% read print

38.5% read both

0% read just digitally



Audience Engagement Results

UNIT 3: WEEK 7
PROJECTIONS¹

All respondents added a comment about Women's Magazines:

Positive

Can be motivational and inspire me.

Entertaining but would like broader content.

Only time I might consider them is travel/holidays....

Also like tips on keeping fit.

Negative

Personally not interested in the cliché 'fashion, gossip, cosmetics etc' and ... therefore don't get drawn to women's magazines.

I have never bought one as for me they are a waste of money and I would rather read a book.

The idea of them is better than the actual thing.

Too many ads.

Too much emphasis on what women look like.

I don't read them so much anymore as often they regurgitate the same articles.

Audience Engagement Results Evaluation

UNIT 3: WEEK 7
PROJECTIONS¹

All respondents had read women's magazines

Generally there was a disenchantment with what a 'women's magazine' is.

Seemed to be a stereotypical woman that wasn't relevant to this audience.

Audience seem to see through the construct of woman in the magazines.

Content was deemed not relevant.

Cost is a large factor in not buying a magazine.

Digital is not the preferred medium.

Speculate

These women have nostalgic attachments to magazine buying. Multiple cite holidays and travelling as moments when they would buy a magazine, a 90s lifestyle trait.

Seem savvy to magazines constructs of being advertising heavy.

Feel there isn't trust or a relationship between women and magazines.

Audience Engagement

UNIT 3: WEEK 7
PROJECTIONS¹

The White Issue - Vogue

I shared my 'magazine' with some of the audience and sent another mini questionnaire as a follow up to assess their reaction to the 'magazine' I presented them with.

Audience Engagement Questions Post Interaction

UNIT 3: WEEK 7
PROJECTIONS¹

Did you recognise the content as Vogue content?

Did you find the images...

Interesting
Unexpected
Nonsense
Provocative
Thought Provoking
Challenging
Uncomfortable
Exciting
Connected
Disconnected
Indifferent
Othe

r

Did you find the text...

Interesting
Unexpected
Nonsense
Provocative
Thought Provoking
Challenging
Uncomfortable
Exciting
Connected
Disconnected
Indifferent
Other

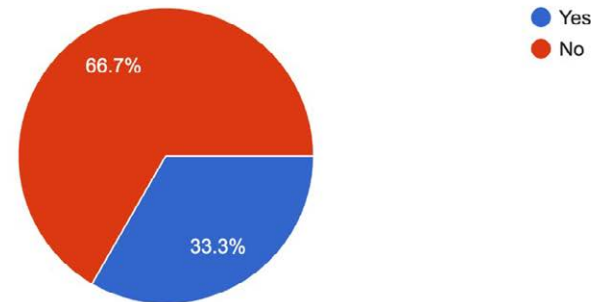
Did the image and text combinations make you think or feel anything?

Any other comments?

Audience Engagement Questions Post Interaction

UNIT 3: WEEK 7
PROJECTIONS¹

66.7% found the content unrecognisable as Vogue content.



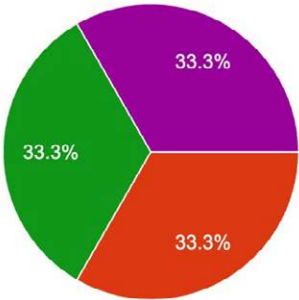
Audience Engagement Questions Post Interaction

UNIT 3: WEEK 7
PROJECTIONS¹

33% found the image thought provoking

33% found the images unexpected

33% found the images provocative or exciting



- Interesting
- Unexpected
- Nonsense
- Provocative
- Thought provoking
- Challenging
- Uncomfortable
- Exciting

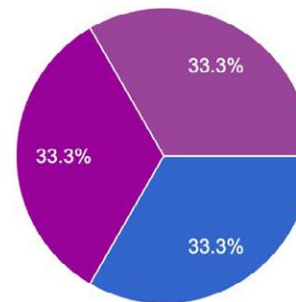
Audience Engagement Questions Post Interaction

UNIT 3: WEEK 7
PROJECTIONS¹

33% found the text thought provoking

33% found the text interesting

33% didn't notice the text



- Interesting
- Unexpected
- Nonsense
- Provocative
- Thought provoking
- Challenging
- Exciting
- Connected

Audience Engagement

Questions Post Interaction

UNIT 3: WEEK 7
PROJECTIONS¹

Did the image and text combinations make you think or feel anything?

Made me question the perception I had of Vogue as being filled with solely high fashion content. Filtering out the copious amounts of adverts allowed you to focus on the thought provoking images which has an interesting story to tell,

The last image - the 'sad' one with the text really interested me..... not sure why.

Audience Engagement Questions Post Interaction

UNIT 3: WEEK 7
PROJECTIONS¹

Other Comments

When I said I didn't recognise the content as Vogue, I meant that the subject matter didn't feel like what I would expect from Vogue but the presentation felt classy and beautifully curated which is what I expect of Vogue. I found the blank pages representing the many adverts was very powerful.

Made me want to 'discuss' them all!!!!

Audience Engagement

Results Conclusions

UNIT 3: WEEK 7
PROJECTIONS¹

All respondents found the content thought provoking or interesting

The results of the survey, after engaging with 'Vogue Reconstructed,' were deeper and more emotional than I thought they would be.

I was surprised the form was accepted as much as it was.

I felt the women connected to this content, be it intrigued, stimulated or challenged, from the past in a more engaged way than content from the present, or is that perceived content from the present?

Some didn't notice the text, this may be due to the design, or it may be due to their perception of what text is in a magazine - a column of many words as opposed to collaged words merged into an image. Highlights my presumption and bias of the word 'text' in this context and with this audience.

Speculate

The wider conversations around the magazine I presented them with was a of real disenchantment with women's magazines as a sector.

The women felt, as my project had found - that the very capitalist structures and systems that magazines operate within, have infiltrated the content – through imagery, text and I'd argue static design - to such a degree, they are alienating the very audience they are trying to engage with.

Unit 3: Week 1: Projections¹: Audience Engagement End