

Results of the survey conducted among users of the CIPRA Information Service alpMedia

Listed below is a selection of results from the questions raised in the survey concerning the areas

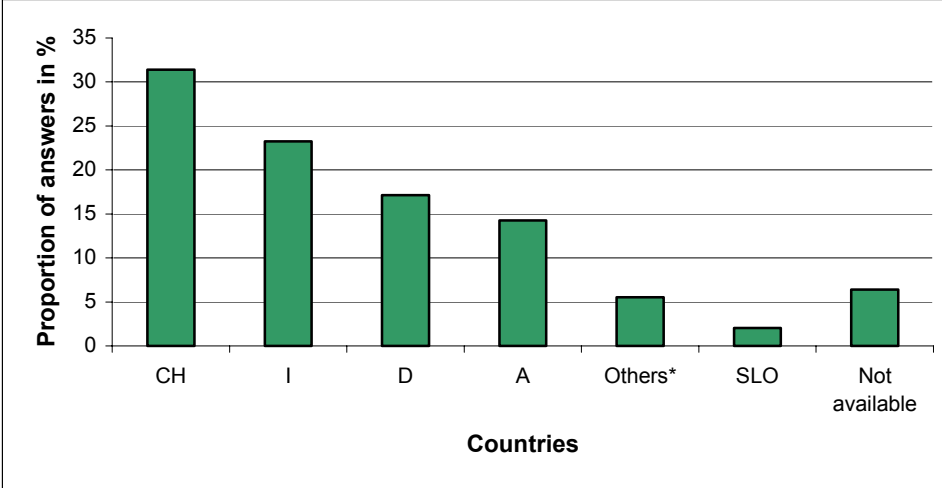
- 1. [General Questions](#)
- 2. [Assessment of the Newsletter](#)
- 3. [Assessment of the portfolios](#)
- 4. [Assessment of the alpMedia web site](#)

Please note: In each case the proportion of answers specified in the charts refers to a total number of responses of 344 = 100%

A selection of the users' remarks concerning the questions is presented in *italics*.

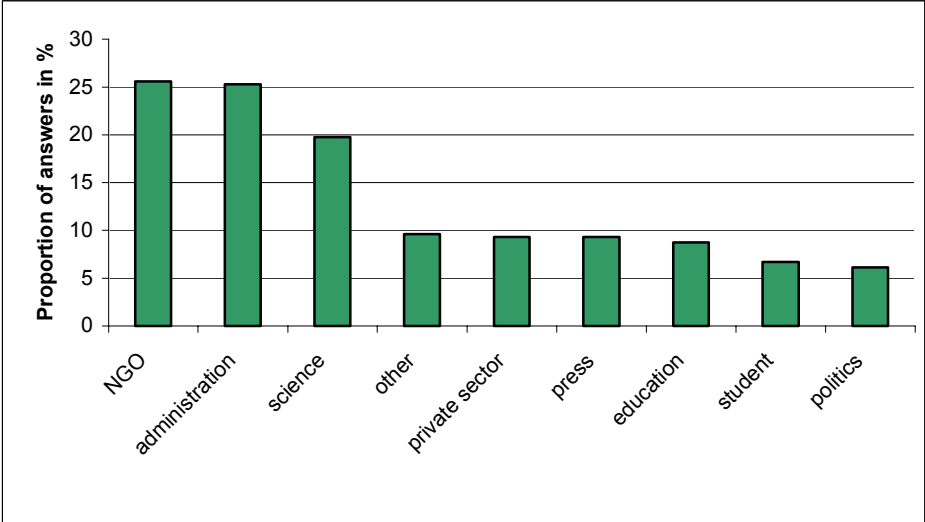
1. General Questions

What country do you live in?



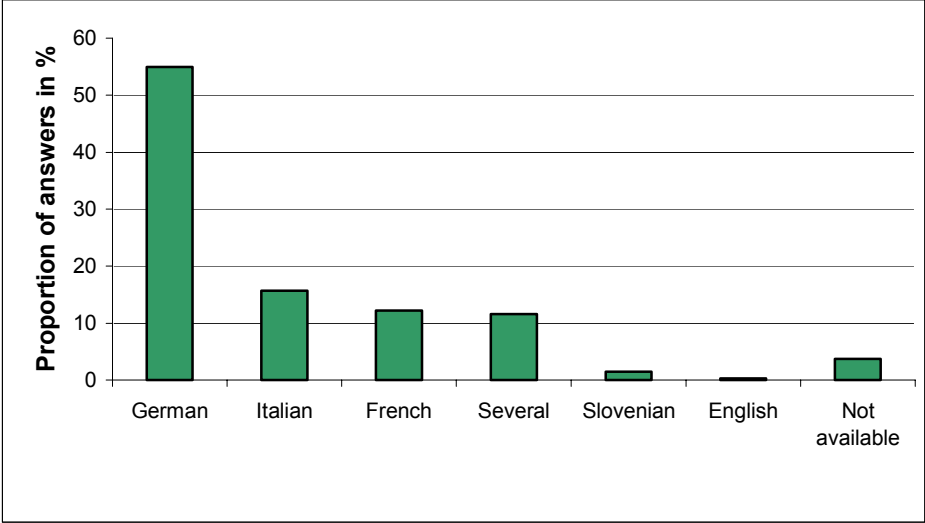
*United Kingdom, Kyrgyzstan, Liechtenstein, Luxembourg, Monaco, Netherlands, Spain, Hungary, USA

What is your field of work?



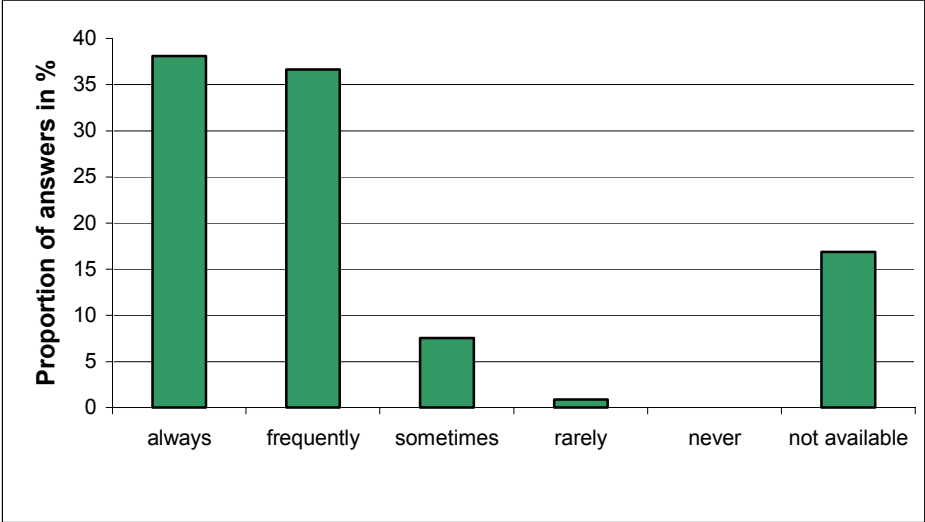
*Here the proportion of answers is based on a total number of responses of 414 = 100%

In what languages do you use alpMedia?

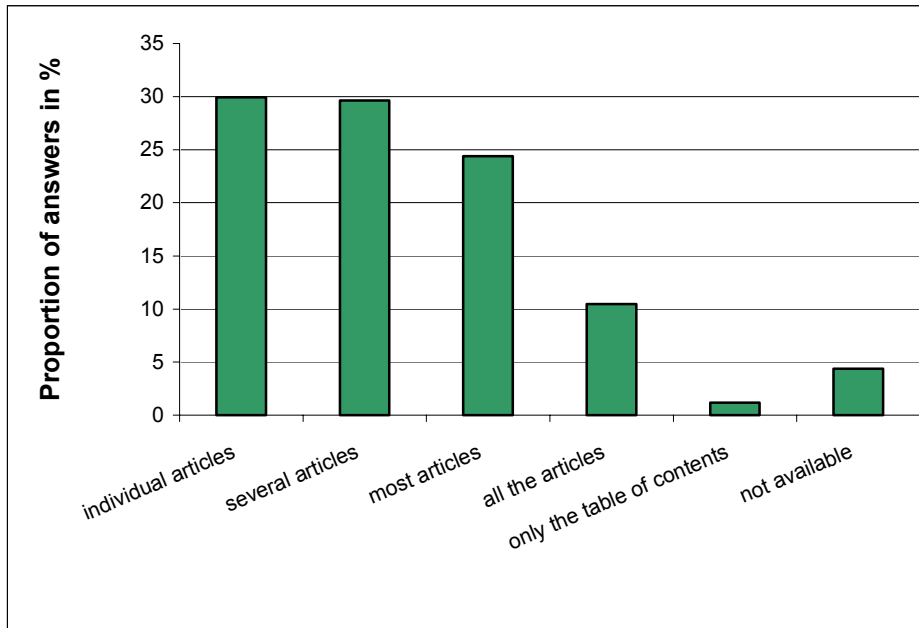


2. Assessment of the alpMedia Newsletter

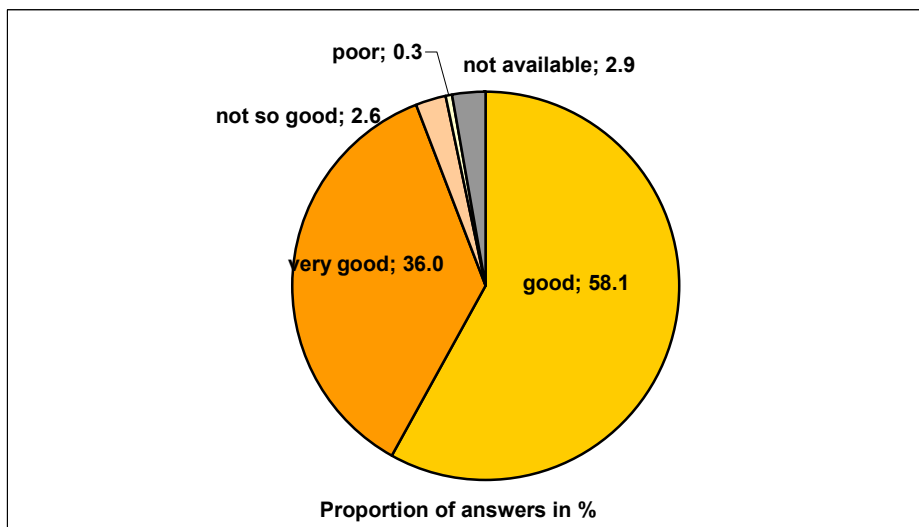
How often do you read the Newsletter?



How many articles of each Newsletter issue do you read?



How do you rate the content/technical quality of the articles?



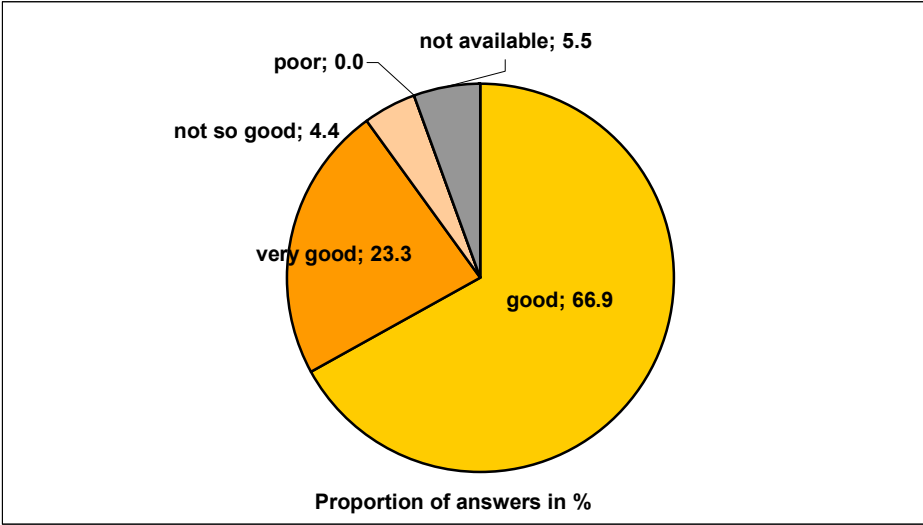
Some articles are more anecdotal than others but it does provide a cross-section of what's going on. Perhaps the articles could be sorted by order of importance or priority?

It's my only source of information about the Alps.

It might also be interesting to obtain the views of public authorities on certain issues/reports from the NGO angle.

Short and to the point, efficiently conveying information with indication of sources for further research.

How do you rate the journalistic quality of the articles?

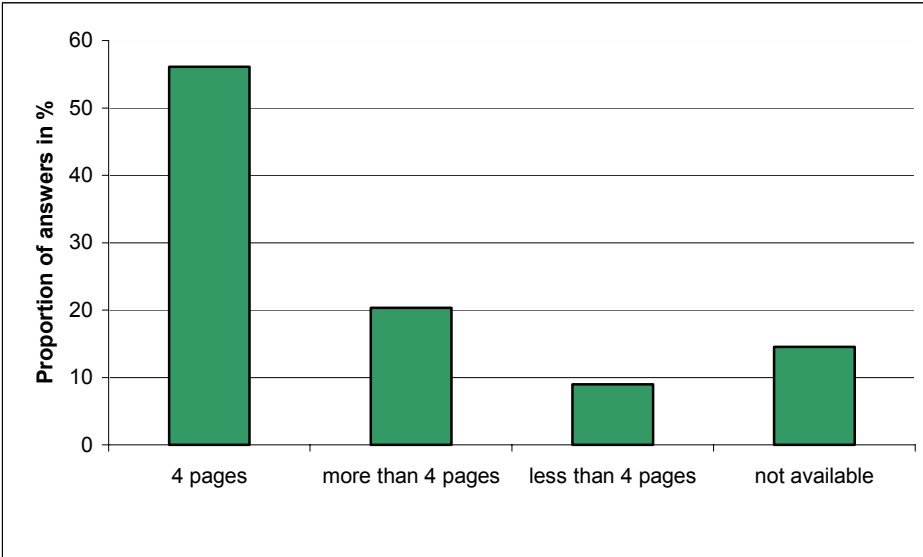


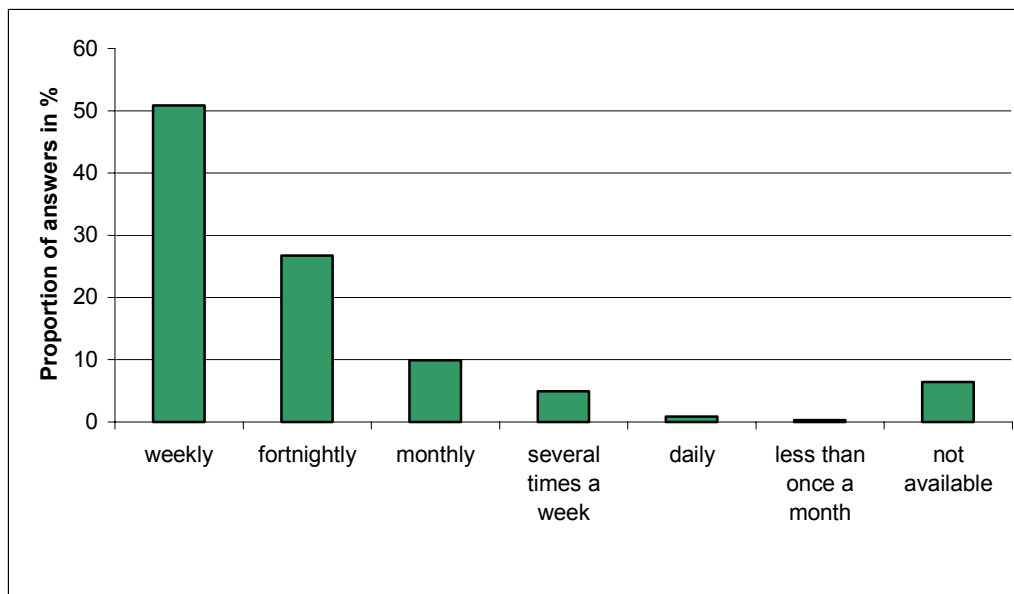
Independence and objectivity.

Unlike the Newsletter by the sadly departed "Alpinus" Richter the Alpmedia articles are not sufficiently pointed in my opinion, i.e. the significance of many reports is not emphasised clearly enough; they merely give the facts. It might be an idea to differentiate between a section with news reports and a section with editorial comments.

Brief and concise.

The alpMedia Newsletter is published weekly, and consists of four pages. How do you feel it should be published in future?





What topic areas do you feel are featured too often in the Newsletter?

Ecological issues.

Balanced.

Traffic, but that's determined by events (road-to-rail, Mont Blanc, ...).

Given that alpMedia reflects current events, topics cannot be featured too much or too little. It depends on each particular Newsletter issue.

Very regional topics.

Local/regional events.

Environmental protection.

Tourism.

What topic areas do you feel are not featured often enough in the Newsletter?

Agriculture.

Architecture.

Non-alpine topics.

Mountaineering and the environment.

Population & culture.

Bio-diversity.

Climate change.

Research findings, research topics.

Good practice, examples at different levels (national, regional, communal).

Landscape planning, regional planning.

Activities by environmental protection organisations.

Nature preservation.

Sustainable tourism.

In your opinion how well are the following topics featured in the Newsletter?

It would be interesting to feature cross-border initiatives/strategies from time to time (even if they are not triggered by any particular news event).

What's important for me is that the Newsletter carries whatever is topical at the time (politically/socially).

What do you like best about the Newsletter?

Up to date, specific to alpine regions, international.

Topical.

Topicality and direct reference to other current events, decisions; links to articles.

Broad spectrum of topics.

Finding out about experiences that have been made elsewhere with issues that concern us daily; hearing about technological innovations; and sensing the level of commitment in the environmental sector.

The fact that I obtain a clearly structured, up-to-date compilation of news on the alpine region, which I would otherwise have to painstakingly piece together or not be able to find in the first place.

The broad range of topics and the cross-border approach, the possibility of getting information quickly and of "benefiting" from others (investigations, etc.).

Although they are short, the texts contain an enormous amount of information on the individual topic areas.

Brief and concise information on the key events taking place in the Alps!

The summary aspect.

What do you like the least about the Newsletter?

Some of the smaller items are too localised, concerning sometimes only one village.

The presentation is relatively unclear (it should for example be structured according to topic headings and/or date).

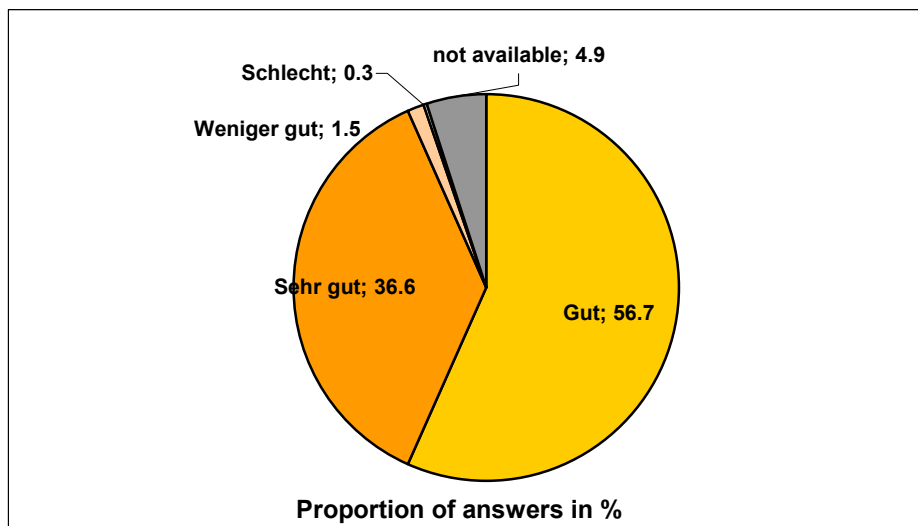
Disproportionate amount of information from the German-speaking countries.

Graphic presentation.

Some of the articles seem to be a little too superficial.

Focuses too much on environmental issues.

How do you rate the Newsletter overall?

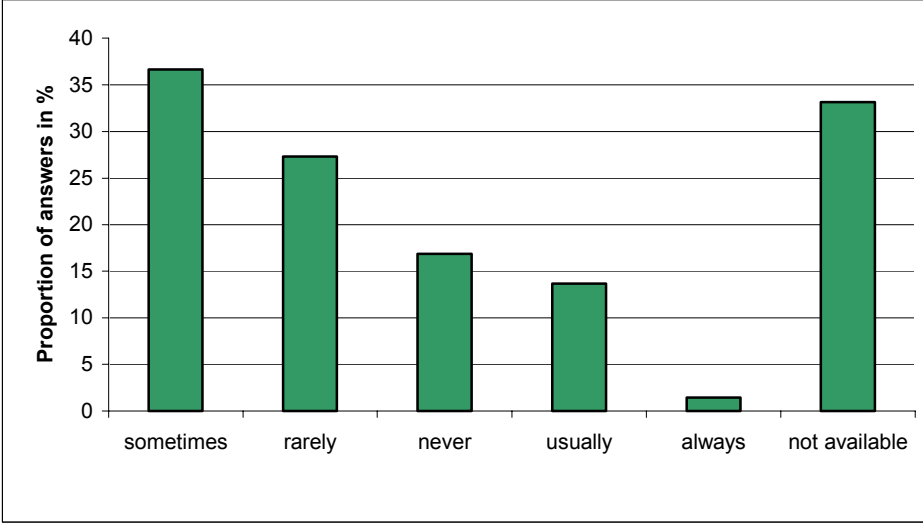


A worthy successor to its predecessor, the "Alpinus" information service.

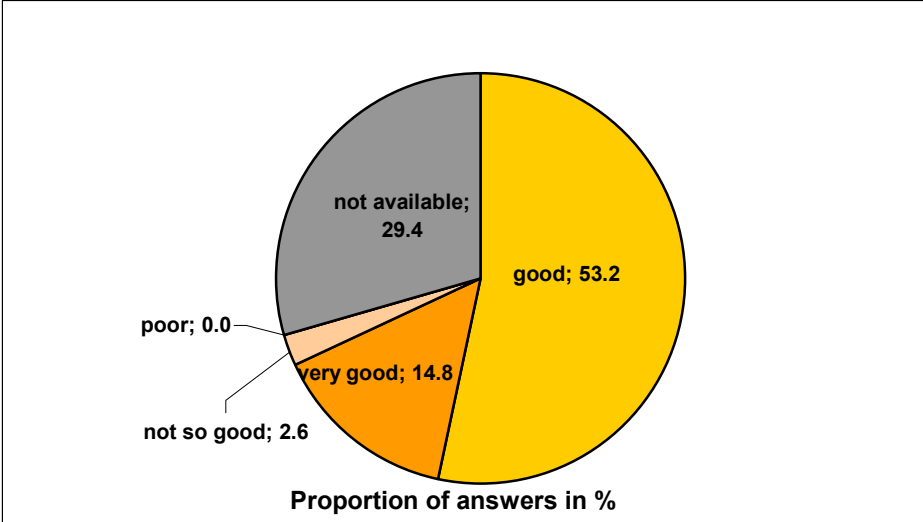
Has filled a big gap!

3. Assessment of the portfolios

Do you read the new background reports that are also published?

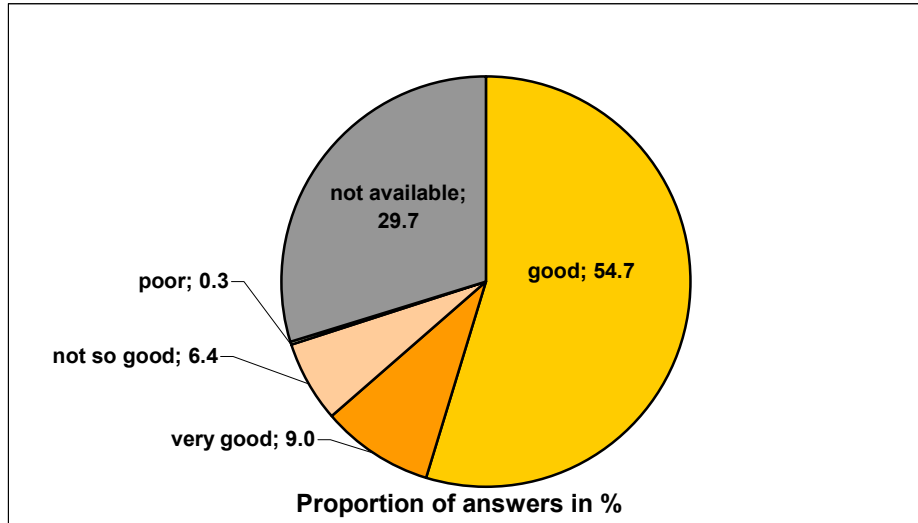


How do you rate the content/technical quality of the background reports?



*They provide an initial look at a topic.
Are they sufficiently proof-read by experts? If not, they're exposed to attack!*

How do you rate the journalistic quality of the background reports?



How do you rate the quality of the other information in the portfolio?

Useful links to additional information, the main reason why I read it.

It would be appropriate to provide information on all the alpine countries.

Could be expanded further.

On what topic areas would you like to see portfolios in future?

Something on the diversity of typical crops in the Alps.

Alpine Convention, landscape planning, fashionable sports.

Transit, environmental protection.

Alpine economy.

Growing old in the Alps.

Cross-border initiatives – what is it that unites and separates the alpine regions?

Culture.

Examples of citizens action or new governance.

Naturalness of the waters.

Regional planning/European regional development.

Results of the International Year of the Mountains 2002. The objectives, what was and was not achieved.

About the situation and the safeguarding of language minorities in the Alps, particularly in the western part.

What do you like best about the portfolios?

Condensed information, facts and figures for other work.

Compact information on topical issues.

Information on the other countries.

Variety of information, links.

What do you like the least about the portfolios?

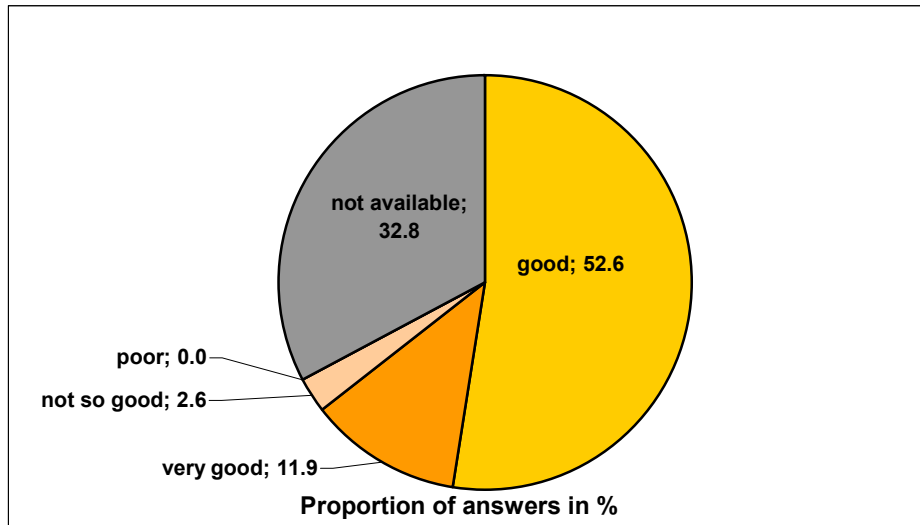
Disparate data on the individual alpine countries.

Risk of becoming too technical and as a result not easily accessible.

More positive examples, more proposals for measures.

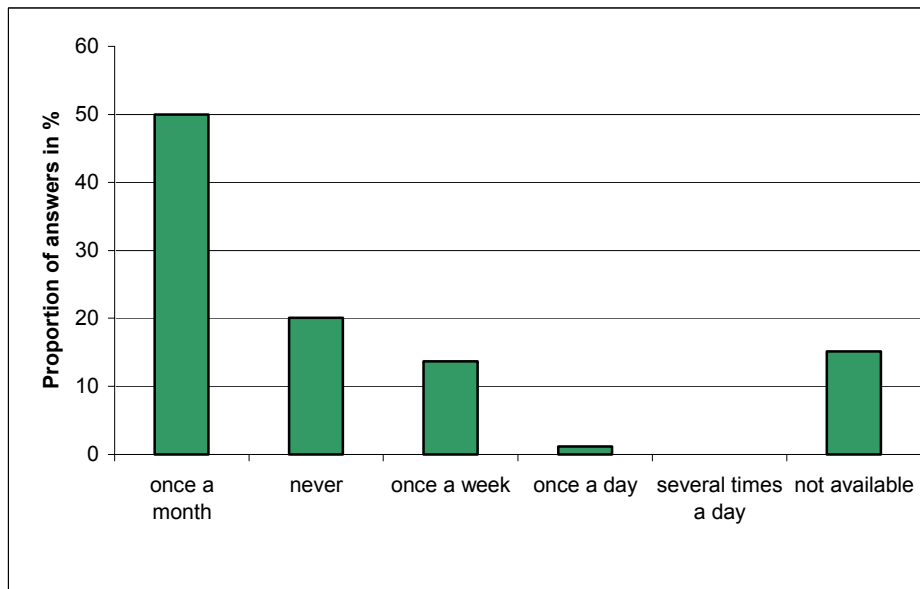
Not scientific enough.

How do you rate the portfolios overall?



4. Assessment of the alpMedia web site

On average how often do you visit the alpMedia web site?



What information do you think is lacking on alpMedia?

Is there a "Letters from our Readers" item?

It could also be used more for "CIPRA's own" activities (community network, alpine town of the year, etc.)!

Perhaps more information on people involved in the alpine sector so they could be contacted directly.

Historical aspects of the Alps.

Comparative reports on similar mountain problems all over the world.

What do you like best about the web site?

Balanced, attractive presentation, diversity.

The fact that the web site is available in different languages.

The fact that it's new every week and is an excellent help for journalistic work.

Simple presentation, quick.

A unique position (idea).

Going through the archives. The Newsletter shows what's topical. The archives provide a means of finding the information again.

No. 1 on the issue of the Alps as a natural and cultural region.

How do you rate the alpMedia web site overall?

