

Fig 3 – Pentland (2014), Primary research question 2

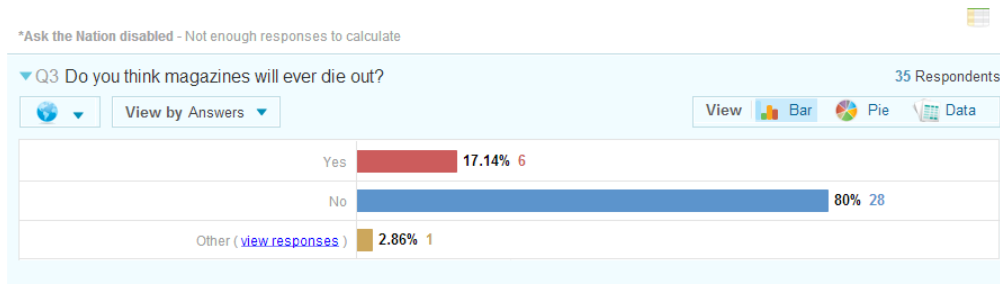


Fig 4 – Pentland (2014), Primary research question 3

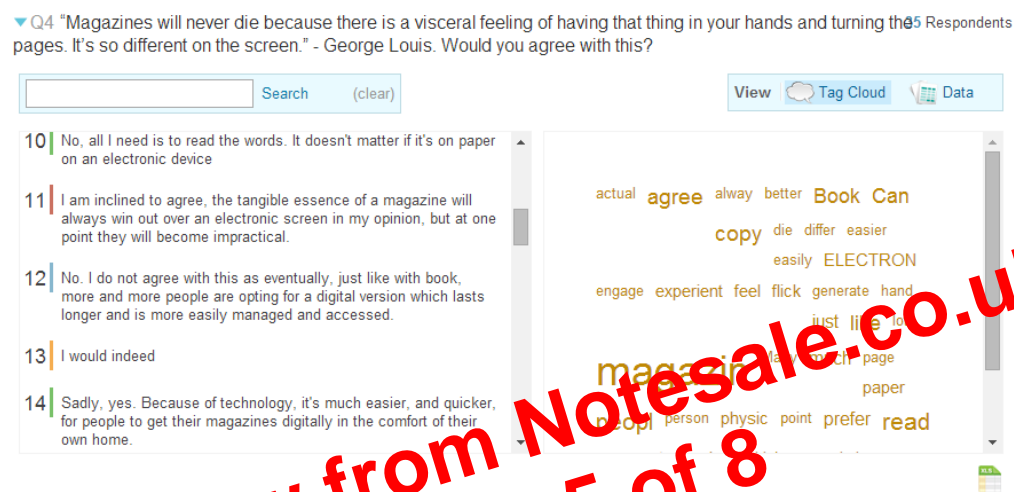


Fig 5 – Pentland (2014), Primary research question 4

One of the 35 written answers stood out in question 4. It read:

“With advancing technology and companies leaning towards development of websites I can see magazines becoming less prominent in the future. For example; Kindles are gradually replacing books, although there are many who still prefer to hold the actual book rather than an electronic device. I can see magazines fading, but never totally dying out as there will always be a market for hard copies. Some people enjoy reading a magazine and having a cup of tea etc, so I find it hard to believe there will ever be a point when companies can realistically cut off magazine production.” (Pentland, 2014).