

MSC&R survey of information sharing channels – March 2020

At present we have three different methods or tools for seeking and sharing information between members and other interested parties:

Model Interest Groups

These allow a direct approach to participating members, as opposed to waiting and hoping that someone will see their online enquiry. Furthermore they are accessible to those of us who do not, for whatever reasons, participate in the world of the internet; there are some members of one or more MIGs for whom we do not hold an email address.

The online forum

This allows members to post questions in a structured way and has the advantage that responses become a permanent searchable repository of shared knowledge. It is restricted to current and past members of the MSC&R

The MSC&R FaceBook group

It is easy to post pictures, stories and questions. There are enough active members to ensure that most questions receive a prompt answer. This too is searchable by using the "Search this group" feature. It is administered and moderated by a club member.

The survey was sent by email invitation to 443 members and by post to 20 members who are on one or more Model Interest Groups but without an email address. The only members who were not invited to respond were 20 without email addresses who were not in any Model Interest Group. There were 166 responses which is nearly 35%.

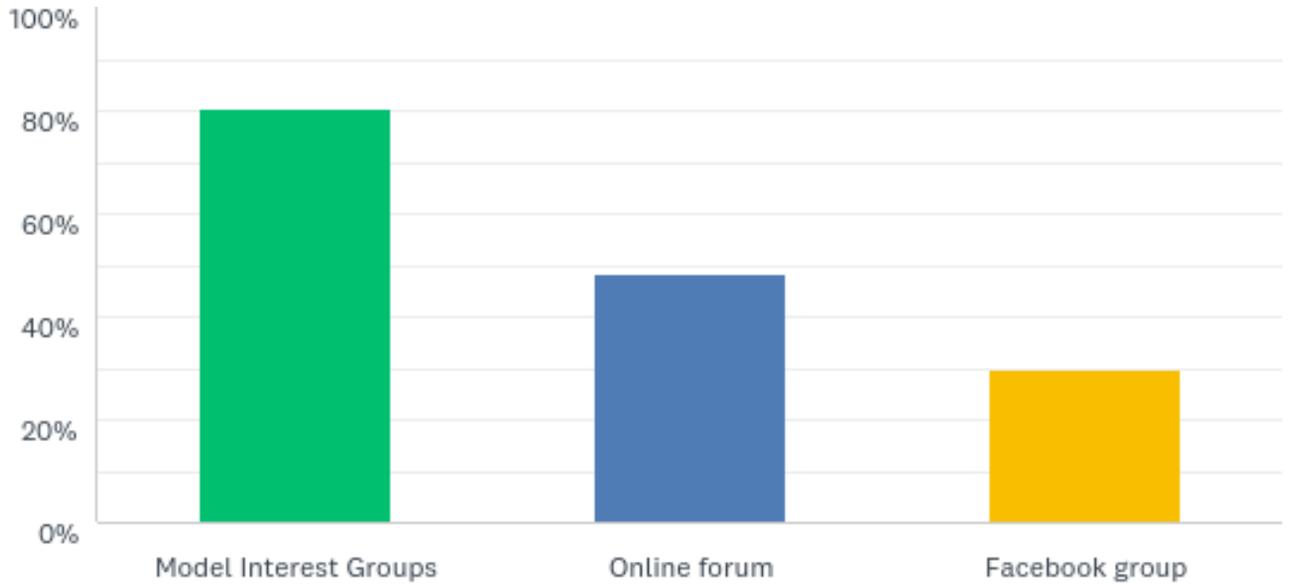
The following pages contain the full results of the survey, question by question. Each chart is shown for the full results followed by those for the postal responses. The differences are sometimes revealing. I have not included the actual figures. For each section and on the final page I have added my interpretation of the responses.

Ken Jeddere-Fisher
Registrar and Membership Secretary
March 2020

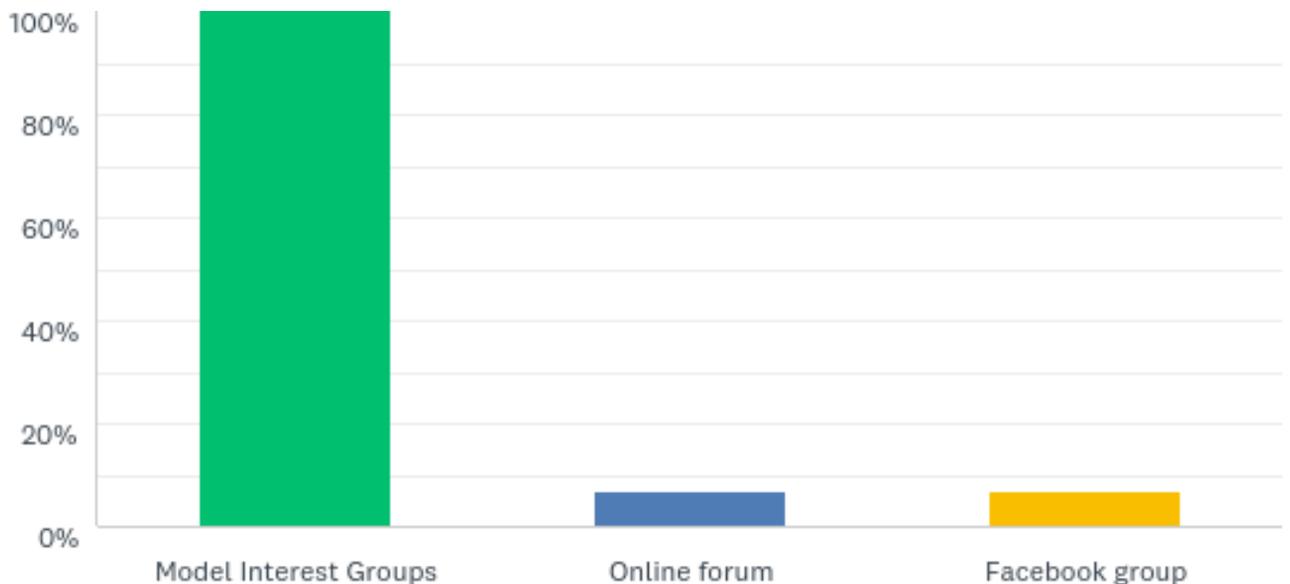
Q1: Which of the channels below have you joined - as opposed to just viewing or searching? Please tick as many boxes as apply, or none if that is the case.

- Answered: 132 Skipped: 34

Full results



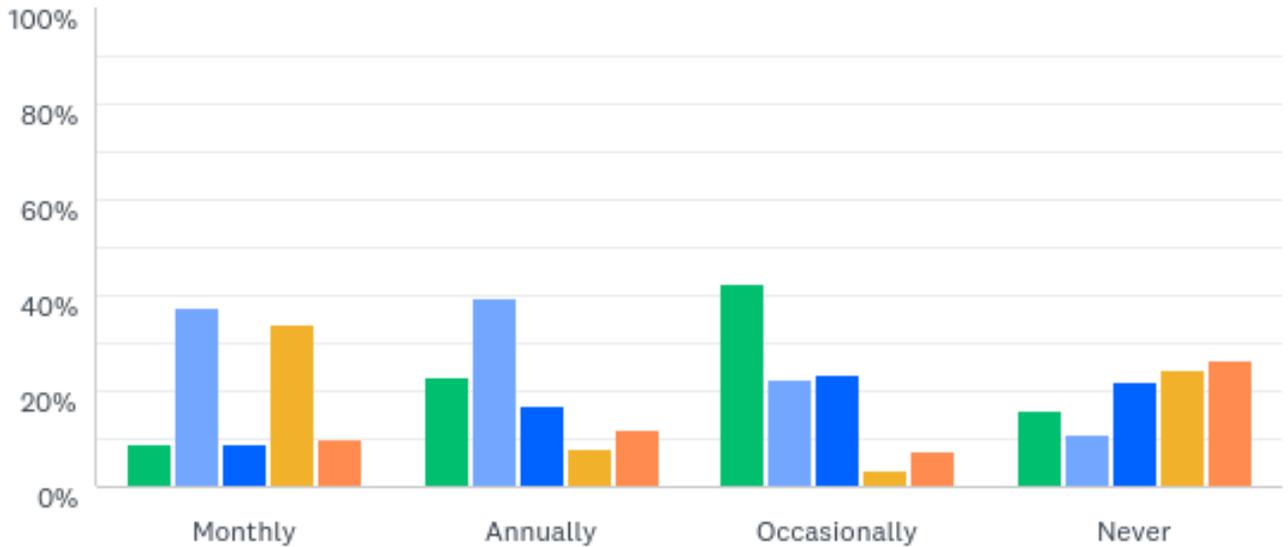
Postal responses only



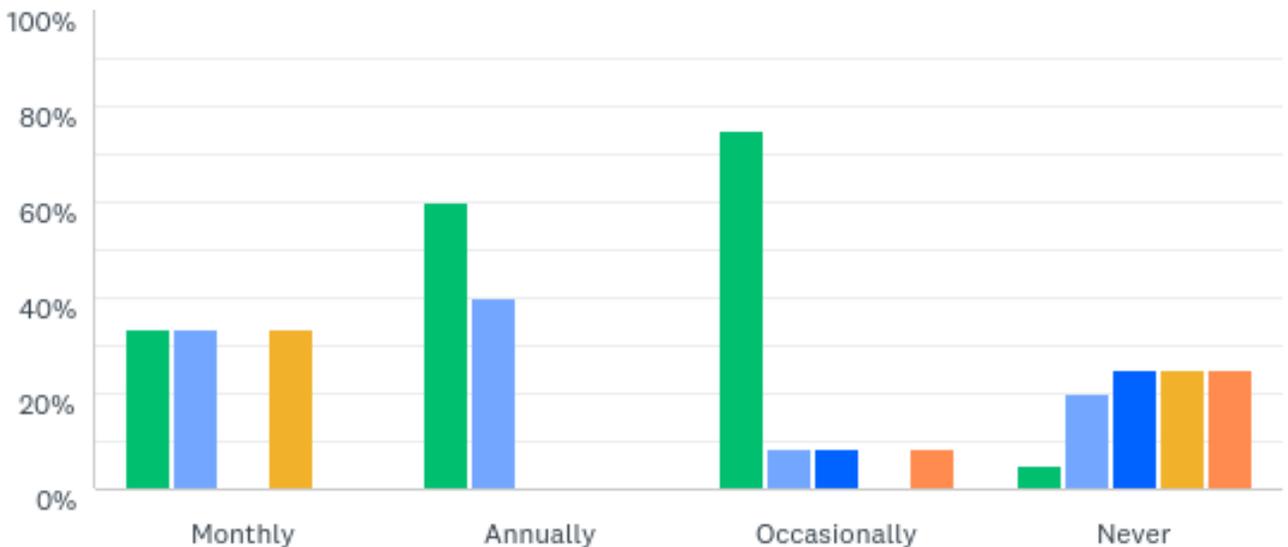
Q2: How frequently have you used each of these channels in the way described?

• Answered: 166 Skipped: 0

Full results



Postal responses only



- Key:
- Contacted one or more members via a Model Interest Group
 - Browsed or searched the MSC&R online forum
 - Posted a message on the MSC&R online forum
 - Browsed or searched the MSC&R Facebook group
 - Posted a message or image(s) on the MSC&R Facebook group

Q2: continued

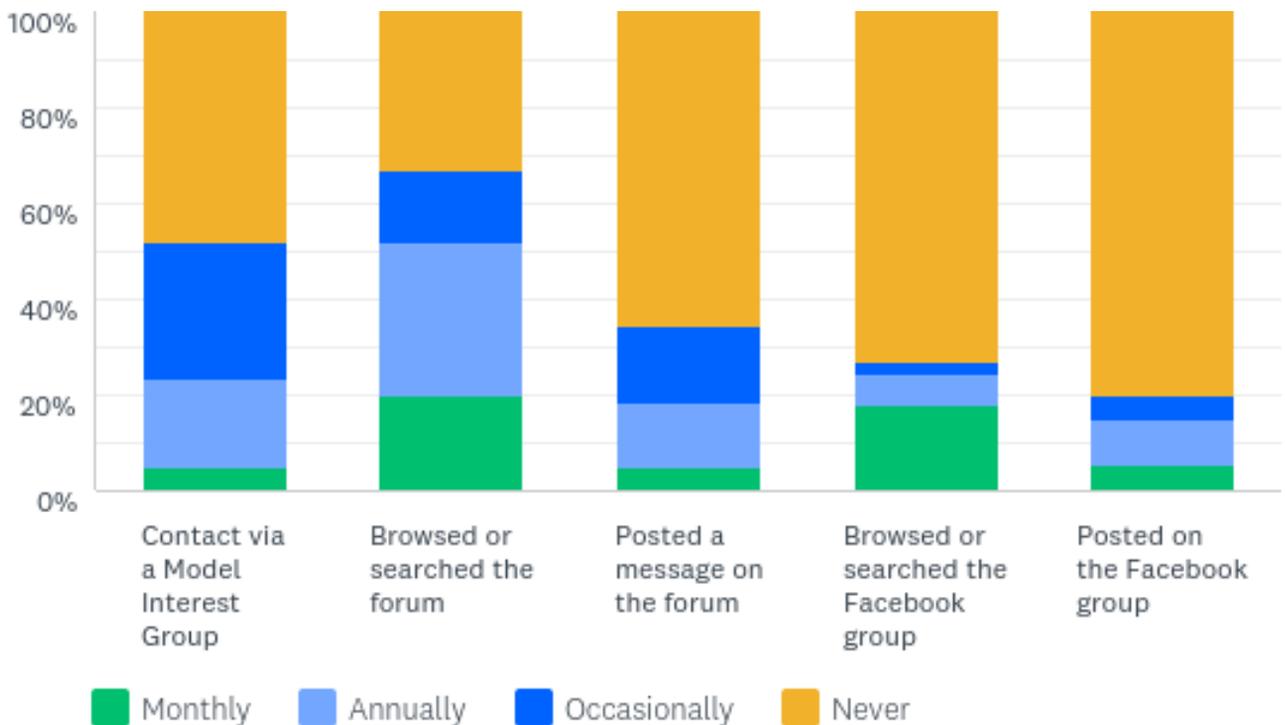
INTERPRETATION

In this section it is the “Monthly” and “Never” blocks that are most significant, although the reversal between MIGs and the forum in the middle blocks is notable.

From the stacked view below it is clear that overall use is still greatest in the forum, although for frequent browsing Facebook comes a close second. This may be a sign of a general drift from the forum towards Facebook.

Our more conservative members appear to make regular reference to both online resources but generally participate in neither.

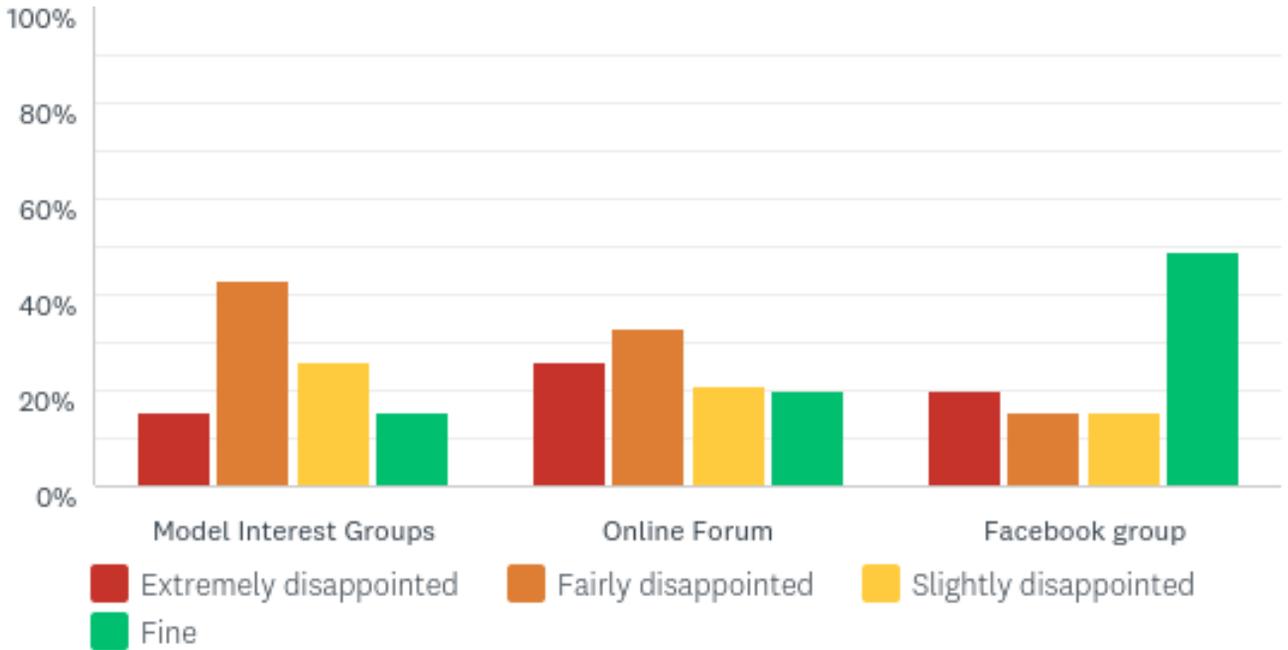
Full results – a different view



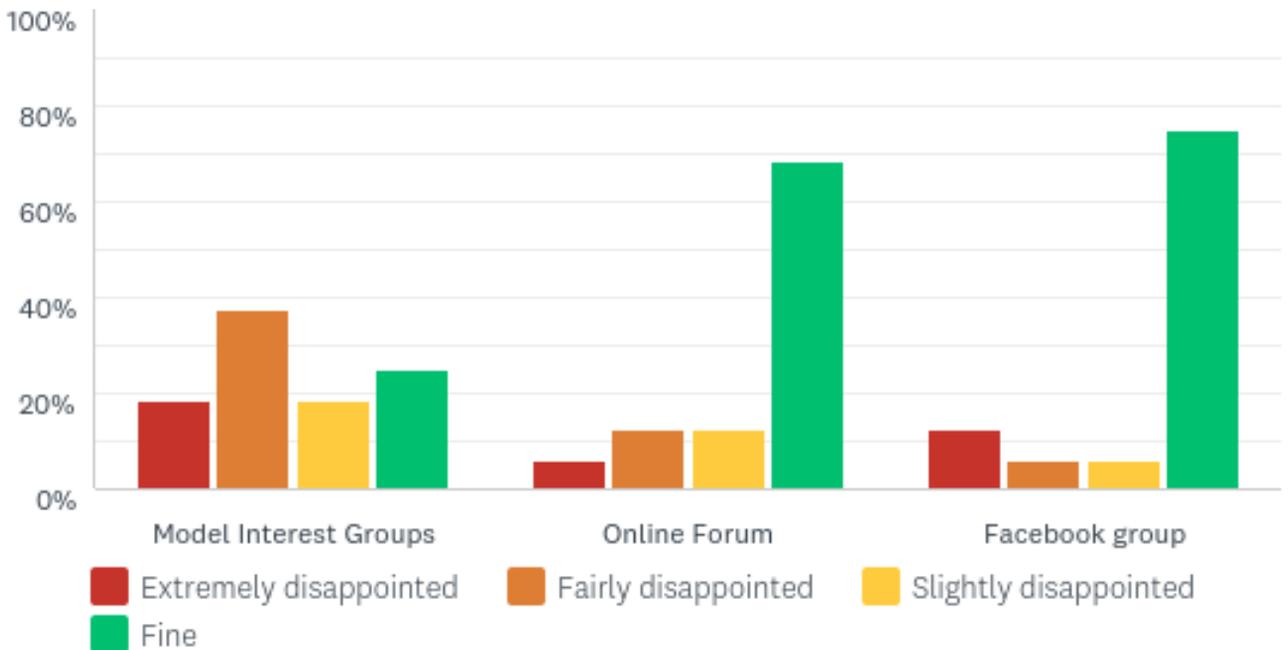
Q3: How would you feel if any of these channels were discontinued?

• Answered: 166 Skipped: 0

Full results



Postal responses only

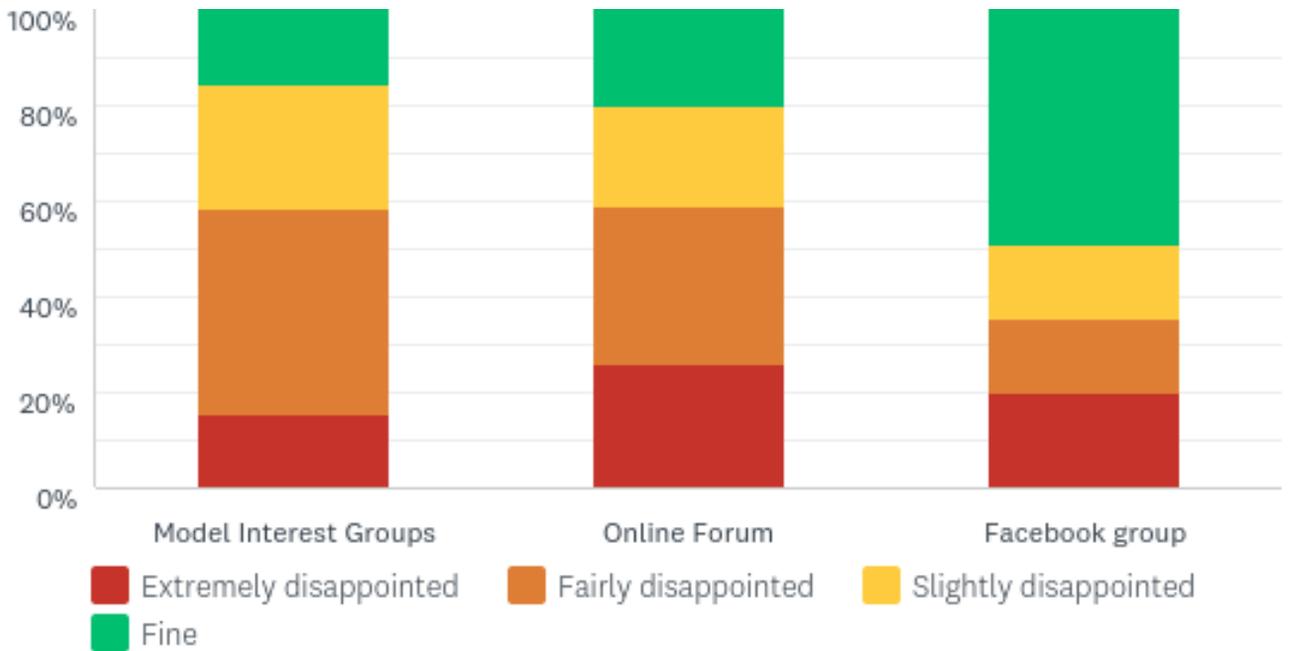


Q3: continued

INTERPRETATION

The messages here seem fairly clear. If we add the first two levels of disappointment, the MIGs and the forum come out well above Facebook, and it is the forum that would be most missed if it were lost.

Full results – a different view



Thank you for completing this survey. Please add any other comment here.

Online responses (57)

Despite belonging to several MIGs there is negligible traffic. I don't think I have had a question answered despite a number of very knowledgeable names on the lists! I have tried to help others where I can. A search of the Forum a while ago only came up with "fake news" but this hadn't been challenged (and I haven't had the time). Perhaps my search was inadequate. So it seems detailed technical info can be hard to obtain. Would this be solved if I joined Facebook?? Or simply write to the magazine with the consequent delay..... Regret I don't have any answers. I expect most don't appreciate the tyranny of distance suffered by us in the Antipodes.

TRIED TO BUY FROM SHOP MANY TIMES BUT NEVER SUCCESSFUL

I didn't know there was a Facebook page!

Although I haven't used any of these channels owing to a lack of time and other commitments I do plan to make use of them when I start to do something with my model 8.

I think that all these options are probably useful to younger/more active members. I think that 'Beaming is the most important/enduring channel of communication.

Enjoy reading about Sunbeams getting past riding motorcycles still enjoy my two sunbeams

I think that the Model Interest Groups are a good thing for the club to have, although I have never participated. In my experience online forums cannot be relied upon for sound advice, and are often the blind leading the blind. I regard Facebook as a thing to be avoided, and I would never use anything that depended upon it!

I'm not on Facebook, so that aspect doesn't matter to me, although I appreciate that others may benefit from it.

I have not at present used any of the channels described, this is not to say that I won't in the future. I am a bit of a technophobe!!

My only Sunbeam is a '28 model 5 in bits, and in Cape Town. It's a project on the back burner, and I haven't managed to fully engage with the MSC&R yet, my fault, sorry.

I only joined the MSC & R because I bought an original 1927 TT90. As I have quite a few veterans and other vintage bikes my other clubs are the SMCC Ltd, BSA Gold Star Club, New Imp Association and the VMCC Ltd. Not enough time to do everything properly, thus I haven't been an active MSC & R member, but I do enjoy the magazine and did attend one day of last year's rally

best regards from germany all fine

As a member of 10+ clubs the use of abbreviations made it difficult to work out who the request email was from.

I want to say a big thank you to those who have added these features and developed the register in recent years. Since my move to the Pyrenees three years ago there has been virtually no time to devote to riding my much cherished Model 6 & 9 let alone new projects. I am hoping that is going to happen again soon and my use of all the features in this survey will increase. Thanks again. Mike

Though I personally don't use them, I think it's great that all exist should to connect members in as many ways as possible.

Great club with an informative magazine and access to rare spares

The MIG was very useful when I first joined but less used now I have the confidence to use the Forum.

i see no name as to who i am dealing with, it would have been commonly respectful to identify who you are don't you think? like a name

I haven't had need to use the resources available as yet but would hope they would there when needed

Comments continued

Only interested in Bicycles now

Many members may not be users of any social media - or online services of any sort.

Some of the greatest sources of knowledge and experience are in their eighties and may not use the online forum or Facebook. Fortunately the journal captures some of this knowledge.

Wasn't aware of the model interest group. Will look into this now.

I have previously contacted Geoff for tech. info. & Chris for engine info.

Was not aware of the online Forum or Facebook Group. Not big on Facebook but use Forums quite a bit.

I'm basically analogue, like my bikes!

I joined Facebook for about 5 minutes and then left when all the fuss was being made about it! I now avoid Social Media!

Was not aware there was an the group. Going to search now!!

Have not needed to contact anyone in the Model Group before but could change!

I am a recent new member and my veiws will reflect this.

I just joined the FB group. Never knew it existed :-) I've had one question on the online forum years ago, with no answer, so did not bothered further.

I'm a non user. Stick to phone calls. It's good for e buffs, I like the personal touch. Cheers

Against the down side of dilution resulting from multiple channels is the need to support members with different inclinations, and selective use of all channels depending on need can offer the best of all worlds (or three of them at any rate).

Not a Facebook user. Forum very helpful. So far, no use made of model interest group, but am here to help if possible.

I don't get the impression that the MSC&R Forum is used as much as the Facebook page and so I tend to use FB for general chat and questions. I think the forum could be a useful long-term repository of information and will not be subject to the whims of FB in the future.

I tend to be able to nut out problems myself and information in the journal has been most helpful.

Hello togeter, Iam not so a big friend of facebook and have no smartphone. But the time stand not still.. Think to have all three channels is the best. Many thanks for your work. Regards C#####

FaecesBook and other 'Social Media' have no interest whatsoever for me. Specific Forums and Interest groups are perfect for me.

I do not get regular updates from the MSC&R model interest group nor from the MSC&R online forum . i.e. no notifications

A very new member so have not used these sites but will in the future.

I've found searching the online forum difficult eg advice on lining a rusty petrol tank

I do not use Facebook. Any enquiries I have made have been either by talking on a phone or through the pages of the journal

Keep up the good work!

I am used to use the information and parts for maintaining my mod. 9, and am highly appreciated the activities of MSRC&R for maintaining my motorcycles as various resources I need.

Comments continued

The technical information supplied by the MSC&R needs to be in a structured format, like a workshop manual presents information. The information needs to be of proven quality and not an opinion as is often the case on any forum. A good example of a web site providing verified information is www.rudge-whitworth.com; the information is supplied in the form of "Remedies" which are live documents that can be up-dated in the light of the users experiences and have initially be written by people with experience of the repair / resolution with a proven positive result to the procedure described.

I find all is good and people always willing to help

The Special Interest Groups are an invaluable asset for members who own and ride these machines.

Very happy with the effort that members and organisers put into the club, it provides essential detail for those occasions when you do need it. Only sorry there is no club branch closer to where I live (south NOTTS)

Sorry, I don't use any of these much/at all. Maybe best if there were fewer channels eg. either forum or facebook group to avoid duplication?

Im sure these channels for info may work for some people and good. But personally I don't work like that.

I don't particularly like the way users are exploited on Facebook, so post on it almost 'under duress' when I need to. I have no such qualms regarding the online forum.

I have not participated in any of the above forums as my Sunbeam restoration project is not at the stage where assistance may be required, and I am not a Facebook member at present, however both situations will most likely change in the future and access to member assistance in some form would be greatly appreciated at that time I am sure

I am a very new member

I struggle with my computer so I have not used the forums available. I should get my finger out and learn. Thank you

There is a risk of duplication in the 3 areas, however the Model Interest Groups and the online forum should be better to gain more detailed technical information with the Facebook page a more social thing and a good way to attract new members.

All good resources. Feel there should be permanent links to forum and models on the Facebook page, which is easy to use.

Hi Ken. This is my response G#####

Comments continued

Postal responses (9)

I am not into modern technology, if I require help I phone the technical adviser who is very helpful.

Il am afraid that I can not answer the other questions as I am not on line.

As I am restoring my Model 9 currently, the model interest group is very helpful. Otherwise I am unable to take part online.

I got my Sunbeam Model 90 1930 in 1961. No 2 a Model 7 1926 in 1967. No computer. All the very best.

Whilst I might accept that the on line forum could be useful, I feel that my incompetence with computers makes it inaccessible, so I cannot judge its worth. I prefer the ability to make personal, individual contacts, written or verbal, which are facilitated by the MIGs. I think this is very valuable. Facebook's reputation would make it completely unacceptable, even if I were able to access it.

I am a bit isolated as I have no internet and do not want it! However I am known to a circle of riders and am in frequent contact by phone and maade to help quite a few who often ring me when thy have problems. Best wishes A###

Keep up the good work please. The club is very helpful.

As a new member I look forward to my 'Beaming mag. I find it very helpful.

Must get out more often!

INTERPRETATION

The two things that stand out from the comments section are the need to support those who do not use social media and the more general point that multiple channels are a good thing, whether an individual has a preference for a particular one or uses all and likes to choose the best for a particular purpose. Not surprisingly that conclusion is also supported by the responses to the specific questions about participation and value.

Another theme is some scepticism about the quality of advice found on any social media platform. This is true of any open form of communication and needs to be borne in mind when interpreting the content thereof.

Some have commented on the need for a coherent source of technical information. The Club is looking at ways to bring the best of such information and advice as is available together into an easily accessible format.