

A pompous word salad? Guardian online readers don't like change either

 blogs.lse.ac.uk/polis/2007/05/11/a-pompous-word-salad-online-readers-dont-like-change-either/

2007-5-11

The British Guardian's new look [website](#) has brought [protest](#) from a lot of readers but the digital managers at Farringdon Road are quite rightly ignoring them. In a very non-interactive way Online Editor Emily Bell dismisses criticism as unrepresentative. She assumes that only people with negative reactions will bother to post. She's right, of course, but

it's hardly the democratic dream of citizen journalism is it? The redesign is interesting but familiar. It reminds me of the [FT's](#) recent makeover described on this [blog](#) by designer [Ryan Bowman](#). It is more classical, more spacey and less geeky. But the FT is a physical newspaper and GU is a website. It's also reminiscent of the London [Times'](#) new web design. The old site seemed somehow more functional with more on the opening page. However, the new design looks good and scrolls very clearly. And at least Emily Bell's exchange with those conservative Guardian readers brought a delicious new insult to the world's attention. One irate [Guardianista](#) described Bell's explanation of the design changes as a "pompous word salad". Proof that the Guardian has the bitterest and most literate readers.

- Copyright © 2014 London School of Economics and Political Science