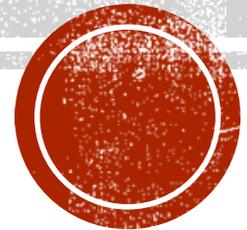


SURVEYS & POLLS:

**ENGAGING YOUR AUDIENCE AND
DEVELOPING READER LOYALTY**



DAVID BERNSTEIN



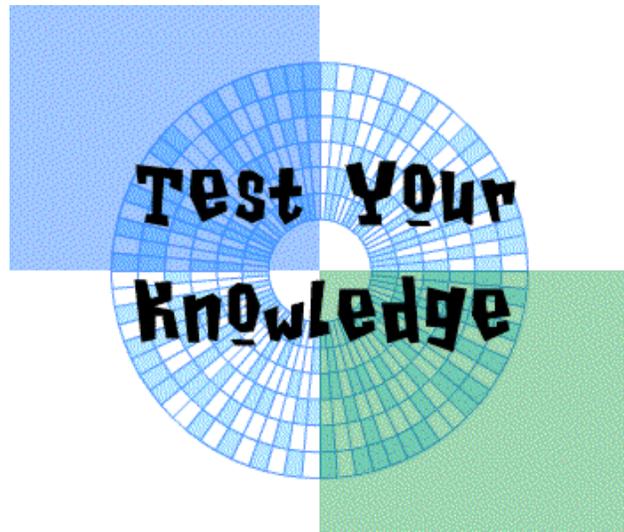
DEFINITIONS

- Polls



- Surveys

- Quiz



Institutional Support for Cloud Services Survey

Institutional information and/or digital literacy policy

6. Does your institution have a formal information/digital literacy policy?

Yes
 No
 Not sure

6a. If yes, does it cover use of Cloud services?

Yes
 No
 Not sure

Further information

6b. If yes, does it address the needs of staff and researchers who wish to continue using IT services when they leave the institution?

POLLS

- **Opinion poll**, a method for collecting information about the views or beliefs of a given group. Information from an opinion poll can shed light on and potentially allow inferences to be drawn about certain attributes of a larger population.
- Opinion polls typically involve a sample of respondents, drawn to represent a larger relevant population, who are asked a standardized series of questions in a fixed form. The results are analyzed for the entire respondent sample, as well as for specific subsamples that represent subgroups in the population. In some cases, the relevant population is well known and easily operationalized, as in the case of “adults age 18 and over residing in telephone households.” But in other cases, the relevant population has to be constructed during the course of the interview, as in the case of “likely voters.”

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QUIZZES

- A series of questions designed to test a respondent's knowledge of a particular subject or topic.
- We can also use a quiz to collect data, it is rarely used in order to project results upon a specific population.
- Generally, no demographic data is collected.
- The order of questions can be much less standardized.
- The objective is FUN.

WHY USE A POLL, SURVEY OR QUIZ?

- If the topic is right for your audience, readers will enjoy being engaged.
- These days, people like to feel that their opinion counts for something.
- We all like to feel like we part of a group or something bigger than ourselves.
- People are curious what others a thinking, doing, eating, betting paid, doing in their bedrooms, etc.
 - We generally want to be reassured we're not weird.

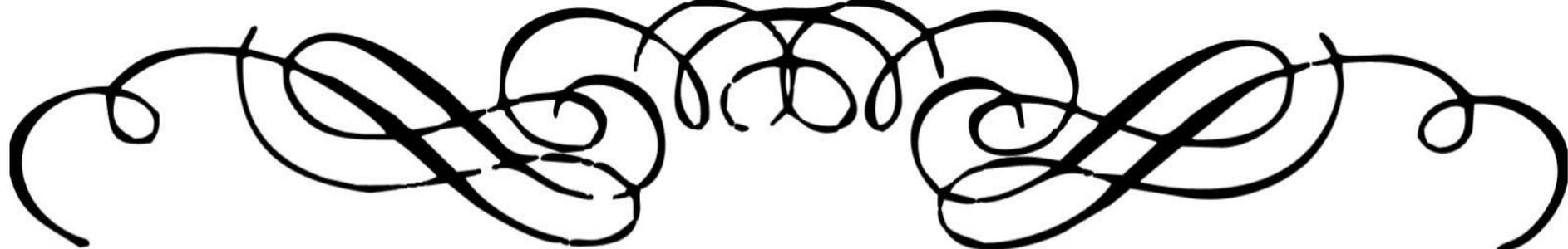
ATTRIBUTES MATRIX

| | Minimum # of Questions | Projectable | Purpose |
|---------|------------------------|-------------|------------------|
| Polls | 1 | Yes | Fun / Scientific |
| Surveys | 2+ | Yes | Scientific |
| Quizzes | 2+ | No | Fun |

BUT IF YOU ASK, YOU HAVE TO TELL

CRITICAL!

- People are curious what others are thinking, doing, eating, betting paid, watching on television, etc.
- So, you have to be willing to share the results.
- Imagine a quiz with no answer key.



SUCCESS TIP #1

You can several methods of reporting results that will work to your advantage

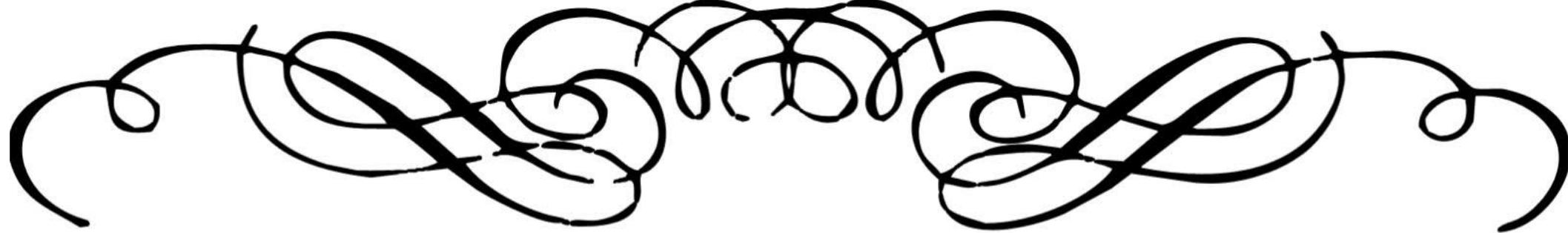
- Make them subscribe to get the results.
- Promise – and deliver the results – in a follow up post or article
 - Cliff-hanger syndrome.
- Give the answers right away, then... re-engage them with a discussion of the results.

THE VERY, VERY, VERY BASICS OF WRITING YOUR POLL OR SURVEY

- No leading questions.
 - When did you stop beating your dog?
- Must be in logical order with no repeated questions.
 - Q4: How old are you?
 - Q19: When is your birthday?
 - -----
 - Q4: Do you prefer dogs or cats as pets?
 - Q5: Do you have a pet?
- Tell them how long it is going to take.

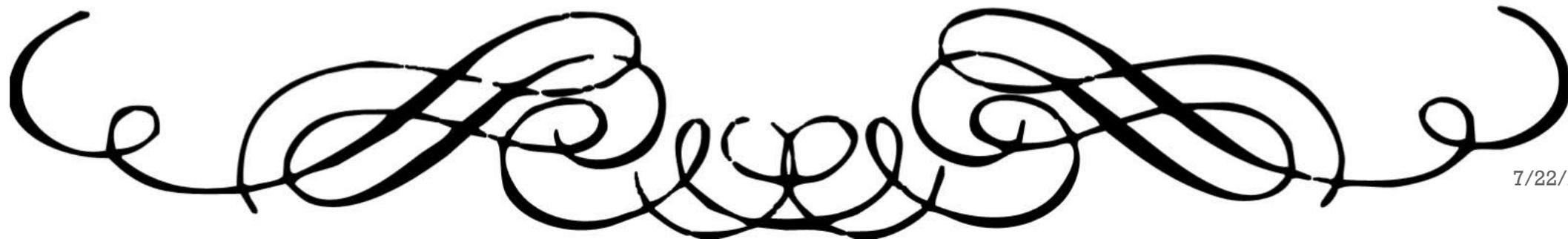
THE VERY, VERY, VERY BASICS OF WRITING YOUR POLL OR SURVEY

- Be relevant to your audience.
- Be sensitive to your audience.
- Give people the opportunity to not answer.
- Proof your survey.
- Have several people you trust go through your questions. before you publish.
- Proof your survey.
- Proof your survey.
- People do not trust surveys with typos!

A large, intricate black decorative flourish consisting of multiple overlapping loops and swirls, positioned at the top of the slide.

SUCCESS TIP #2

Tell your audience how long the survey or poll is and be real.



THE VERY BASICS OF WRITING A QUIZ

- Tell how many questions there are up front.
- Give me multiple choice or at least a starting point.
 - Open-ended is very difficult.
- Be sure you know the answers... fur shue!
- Cite your sources for answers.
- Short and sweet is best. 10 is a great number.
- Make it fun.

QUESTION TYPES

- Multiple Choice
- Multiple Response
- Open-Ended (Text)
- Scales or Rankings

A large, intricate black decorative flourish consisting of multiple overlapping loops and swirls, positioned at the top of the slide.

SUCCESS TIP #3

- If it's a question you would not ask in polite company, don't ask it.



POLL IDEAS EXERCISE

10 Minutes



LET'S WRITE A SHORT SURVEY

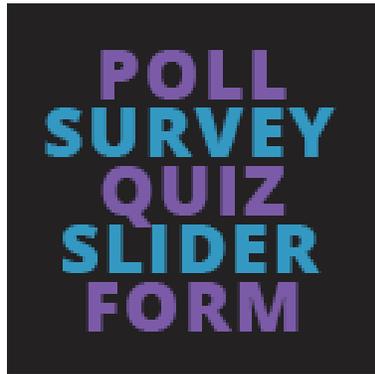
15 minutes



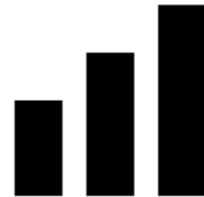
LET'S TALK SOFTWARE

WordPress Plugins

SOME PLUGIN OPTIONS



20,000+



WP-Polls

Di Lester 'GaMerZ' Chan

100,000+



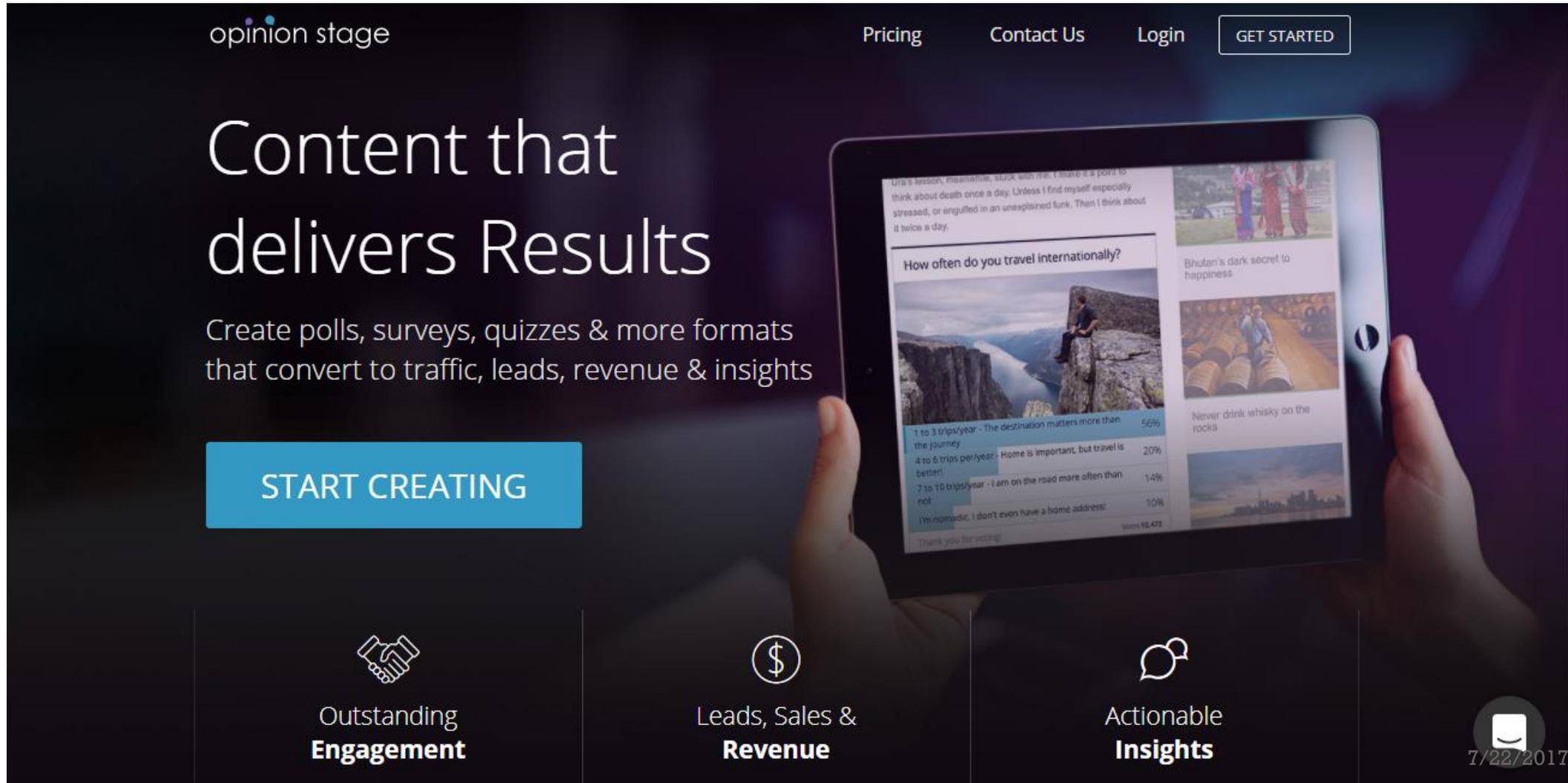
Quiz And Survey Master (Formerly Quiz Master Next)

By Frank Corso

10,000+

OPINION STAGE

POLL
SURVEY
QUIZ
SLIDER
FORM



The screenshot shows the Opinion Stage website interface. At the top, there is a navigation bar with links for 'Pricing', 'Contact Us', 'Login', and a 'GET STARTED' button. The main heading reads 'Content that delivers Results'. Below this, a sub-headline states 'Create polls, surveys, quizzes & more formats that convert to traffic, leads, revenue & insights'. A prominent blue button says 'START CREATING'. The central focus is a tablet displaying a poll titled 'How often do you travel internationally?'. The poll results are as follows:

| Response | Percentage |
|---|------------|
| 1 to 3 trips/year - The destination matters more than the journey | 56% |
| 4 to 6 trips per/year - Home is important, but travel is better! | 20% |
| 7 to 10 trips/year - I am on the road more often than not | 14% |
| I'm nomadic, I don't even have a home address! | 10% |

Other content on the tablet includes a quote: 'Use a lesson, the mistake, stick with it. I think it's a pain to think about death once a day. Unless I find myself especially stressed, or anguished in an unexplained funk. Then I think about it twice a day.' and an article snippet: 'Bhutan's dark secret to happiness'. At the bottom of the tablet screen, it says 'Thank you for voting!' and 'www.98.473'. Below the tablet, three key benefits are listed with icons: 'Outstanding Engagement' (handshake icon), 'Leads, Sales & Revenue' (dollar sign icon), and 'Actionable Insights' (speech bubble icon). A date stamp '7/22/2017' is visible in the bottom right corner of the interface.

OPINION STAGE



Business Referral Connections Website 2 1 + New 1 Howdy, BRC Administrator

Media
Pages
Comments 1
Poll, Survey, Quiz, Slider & Form
Calendars
News Tickers
FAQ
Appearance
Plugins
Users
Tools
Settings
SEO 1
Member Directory
Visual Form Builder
Meta Slider

Content

[VIEW MY CONTENT](#)

| | | |
|--|--|------------------------|
| | Poll e.g. What's your favorite color? | CREATE |
| | Survey e.g. Help us improve our site | CREATE |
| | Trivia Quiz e.g. How well do you know dogs? | CREATE |
| | Outcome Quiz e.g. What's your most dominant trait? | CREATE |
| | Slideshow e.g. Browse the most watched TV series | CREATE |
| | Contact Form e.g. Collect email addresses | CREATE |
| | List e.g. Top 10 movies of all times | CREATE |

Placements

Popup
Add a content popup to your site [EDIT CONTENT](#)

Article
Add a content section to all posts [EDIT CONTENT](#)

Sidebar Widget
[Add widget to your sidebar](#) [EDIT CONTENT](#)

7/22/2017

REPORTING RESULTS

- If you told them how and when they will get the results, you better stick to it. They will not forget nor forgive.
- Keep it simple.
- Pictures are better than lots of words.
- Don't make broad statements unless you are sure you can.
 - Do you have enough data to draw conclusions? (N=50)

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