## Audience Response System for Evaluation of Training

**Overview of the Audience Response System**

An audience response system, such as [**Poll Everywhere**](https://www.polleverywhere.com/), is a high-tech but straightforward evaluation tool to evaluate training workshops or other events. Audience response systems can create a dynamic setting for participants to provide feedback and stay engaged throughout the training. The quantitative nature of the audience response system complements the qualitative nature of another evaluation tool, the [Expectation Board](https://www.kmtraining.org/resources/trainer-guide-expectation-board).

An audience response system such as Poll Everywhere allows the trainer to ask the participants a question using an online tool. Participants respond to the question using the Internet on their phone, laptop, or tablet. Then the online tool automatically displays real-time results from the group through visual charts, for all participants to view and discuss. Responding via text is an option; however, respondents may incur roaming fees if they do not subscribe to a service provider in the country where the training is being held.

**Objectives of the Audience Response System**

### 1. To conduct pre- and post-tests to evaluate training participants’ gain in knowledge

### 2. To collect feedback from participants about session topics in real time

**When To Do It and How Long It Takes**

Poll Everywhere should be used before and after each training module is delivered to assess knowledge gained. Each question will take about three minutes to read, allow participants to respond to, and display results.

**Role of the Facilitator**

Someone will need to create the questions before the meeting—this could be the facilitator who will lead the participants through the Poll Everywhere activity during the training, or it could be anyone else on your training team who has familiarity with the content that will be presented to the training participants.

During the training, the facilitator will queue the questions ahead of time, explain the response process, activate each poll on the website, acknowledge responses as they come, and close the poll. We recommend embedding a timer in each question to help keep time.

**Implementing the Activity**

## *Before the Training*

1. Go to [www.polleverywhere.com](http://www.polleverywhere.com) and create an account.
2. Once you are logged into the Poll Everywhere site, click “Create Poll” in upper left hand corner.
3. Create the questions that you will display during the training workshop and choose the type of poll that best fits the question you are asking. You can choose from a variety of poll/question types, such as multiple choice, open-ended, word clouds, clickable images, and rank order. Two of the more common types of questions you might use include:

* Multiple choice: The participant chooses a response from a fixed list of choices created by the poll facilitator, for example, True or False; Yes or No; or A, B, C, or D. The participants’ answers are displayed in graph form. This is the recommended format for the training.
* Open-ended: Participants type in their free-form text responses, usually short answers. Responses can be displayed in a variety of ways. If you have a large number of participants at the training, open-ended questions are not recommended. One exception may be to include an open-ended question at the end of the training to ask participants to “describe the training in one word.” These results could be displayed as a word cloud.

1. Once the poll type has been selected, insert the answer options.
2. Click “create poll” on the bottom right.
3. Create a time limit for the poll: Once your poll has been created, hover your mouse on the bottom left-hand side of the poll. A little clock icon will appear. Type in the appropriate time (for example, 60 seconds). Once you activate your poll, the time will automatically begin. After the time limit has been reached, the poll will lock and not allow any further responses.
4. Do not activate your poll until you are ready for participants to begin responding. Only one question at a time will appear on the screen.

**Sample General Questions for Training Conclusion** (all results will be hidden)

1. Based on your participation at this training, has your level of knowledge:
   1. Greatly improved
   2. Slightly improved
   3. Remained the same
2. Regarding connections with other attendees, would you say your network has:
   1. Greatly expanded
   2. Slightly expanded
   3. Remained the same
3. What topics do you wish were discussed more?
   1. ADD SESSION TOPICS
4. What sessions did you learn the most from?
   1. ADD SESSION TOPICS
5. How do you intend to use the knowledge gained at the training in your work?

## *During the Training*

1. Activate the poll:

* Log onto polleverywhere.com
* Click “My Polls”
* Select the poll you want to activate
* Make the poll full screen

1. The facilitator will need **10 minutes** before the *first* poll to explain how the polling will work. For example, the facilitator could say:

*I am going to ask for your participation through a poll. We are going to do audience voting through the Internet on your mobile phone, laptop, or tablet. Please use the same device to answer each poll throughout the conference. I would recommend using a mobile phone if you have one, but please leave it on silent. Open a web browser and go to* ***PollEv.com/ADD USERNAME AND CODE HERE****. Answer each question as it appears on your screen and we will see everyone’s results on the slide. Your responses will be confidential so please be honest. We will start with a practice question.*

Ask participants to respond within a certain time frame (for example, 60 seconds).

1. Start with a practice poll question to let the participants get used to the format and technology. The practice poll question can be a fun icebreaker question related to pop culture, sports, or current events. For example:

**Question:** Which country has the best football team?

**Poll type:** open ended

**Question:** How far did you travel to get here?  
 **Poll type:** multiple choice

* + 0–1000 km
  + 1001–3000 km
  + 3001–5000 km
  + Over 5000 km

1. Prior to each training module, the facilitator will need to be ready to display the Poll Everywhere website and activate the poll.
2. Each poll should contain three questions. Questions with multiple-choice answers are recommended because they can accommodate a large quantity of participants and display results. These quantitative responses can be collected and displayed visually through a scrolling functionality.

**Additional Considerations**

1. Will there be more than 25 respondents? If so, you will need to purchase [an account](https://www.polleverywhere.com/plans). While Poll Everywhere does not have pricing for one-time events, they do provide access on a per-month basis. When planning to use Poll Everywhere, consider the number of attendees. For example, if you only expect between 26–100 participants, it will cost $79/month.
2. Will there be Wi-Fi at the event? Will the majority of participants have access to the Internet or text/SMS messaging through their phones, tablets, or laptops?
3. Participants should be asked to answer all of the polls using the same mobile phone, tablet, or laptop.

Poll Everywhere has [additional guidance and tips](https://www.polleverywhere.com/poll_everywhere_communications_best_practices.pdf) on its website as well as a robust [Support](https://www.polleverywhere.com/support) section with comprehensive help resources.