



ENGAGING WITH QUESTIONS

using polls and surveys in GoToWebinar

Asking questions is a way to learn about the communities we seek to engage and how these stakeholders and the general public feel about our plans, projects, and programs.

As we plan and develop transportation solutions, learning about affected and interested communities helps us be responsive to their needs, concerns, and aspirations. The best way to learn about a community is through conversations, and asking questions is usually how productive conversations start and continue.

Non-scientific polls and surveys are a relatively efficient way to ask questions and get public input. When bundled with a public meeting using GoToWebinar, the process of building, distributing, collecting, and analyzing results of polls and surveys has never been easier.

WHY ASK QUESTIONS?

Start or continue a conversation

Fill knowledge gaps

Demonstrate or check for understanding

Get feedback on a proposal or activity

Show care/respect by giving everyone a voice

GOTOWEBINAR POLLS AND SURVEYS

polls



Polls consist of a single question.

Polls are a simple and quick way to engage an audience during a virtual public meeting. People tend to enjoy answering nonintrusive questions about themselves, and all participants get to learn about the audience in real time. GoToWebinar polls are anonymous.

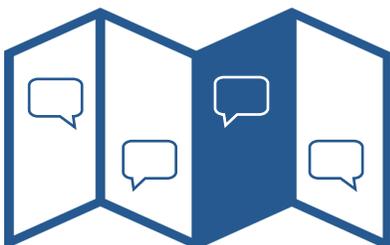
Keep polls light on text. Questions and responses should be easy to understand at-a-glance to get the most participation. GoToWebinar accommodates only multiple choice

poll questions with either one answer or multiple answers.

Up to 20 polls can be uploaded to the GoToWebinar Control Panel before or during the meeting. GoToWebinar polls are launched, answered, and reviewed during the meeting.

Online attendees view the poll on a device screen and answer using a mouse or touchscreen. After a poll is closed, the results are shown to attendees immediately or later in the meeting.

surveys



Surveys consist of multiple questions

Surveys can cover several topics and typically involve multiple questions, which may build off other questions to obtain more fine-grained details from survey takers.

Up to 25 survey questions can be uploaded during GoToWebinar setup. Available question types include:

- Multiple choice with one answer
- Multiple choice with multiple answers
- Rate on a scale (e.g., 1 to 5)
- Open ended

There are three options for launching a survey in GoToWebinar:

- Immediately after the meeting
- In the follow-up email to attendees (registered only);
- In the follow-up email to absentees (registered only)



Survey questions can also be added to fields on the GoToWebinar registration form.

ENGAGING WITH QUESTIONS *using polls and surveys in GoToWebinar (continued)*

Depending on customizations added when creating the GoToWebinar registration form, completed surveys will include details about the survey taker (name, email address, etc.).

Survey data can be exported from GoToWebinar to Excel or CSV files for detailed analysis of the responses gathered and generating charts.

Survey taking should be a quick and easy experience

Avoid too many questions.

Try to keep the number of questions to 10–12 so that survey takers do not give up before completing the survey.

Make sure questions are relevant to the audience so they care enough or are able to answer the questions.

Avoid asking the same kinds of questions over and over.

Ask for input from others.

Are all questions clear? Do the answers cover all potential responses? Is the time to complete reasonable?

WRITING TIPS FOR SURVEY AND POLL QUESTIONS

LIMIT OPEN-ENDED QUESTIONS

These questions require thought to answer. If open-ended questions are used, put them at the end of the survey so survey takers are more apt to respond to most of the questions.

KEEP A NEUTRAL TONE

Avoid adding opinion or otherwise leading information to questions that could influence survey takers to answer in a certain way.

BALANCE ANSWER CHOICES

The answer choices provided can be another potential source of bias. Be sure to cover the full spectrum

of potential responses (e.g., strongly approve to strongly disapprove).

AVOID TWO QUESTIONS IN ONE

Instead of asking survey takers to assess two different things at the same time, create two questions.

MAKE QUESTIONS DISTINCT

Vary the types of questions you ask and how you ask them. Spread out questions that look similar.

OPT FOR OPTIONAL ANSWERING

Forcing questions to be answered makes survey takers more likely to quit the survey or select an answer at random.

GOTOWEBINAR QUESTION TYPES

Survey questions can be open-ended or have a fixed set of responses to choose from, such as yes/no options, multiple choice, and rating scales.

MULTIPLE CHOICE: SINGLE ANSWER

The materials presented during the meeting were easy to understand.

- Strongly agree
 Agree
 Neutral
 Disagree
 Strongly disagree

MULTIPLE CHOICE: MULTIPLE ANSWERS

How do you prefer to get news about public meetings and events (check all that apply)?

- Letter
 Email
 Community group
 Newspaper
 Social media
 None of the above

OPEN ENDED: SHORT PHRASE

If you use social media, which do you use most?

Twitter and Facebook

CHOICE: RATE SCALE

How would you rate the effectiveness of the virtual meeting in conveying the project information (5 is best)?

- 1
 2
 3
 4
 5

OPEN ENDED: ESSAY

Provide any additional comments here:

I'm glad to see that sidewalks and bikeways are included in the project. Also, we need an easier way to cross the street by the library.