e-valuation
Assessing Webinars, Social Media, & Website Usage

November 16, 2011

This material is based upon work supported by the National Science Foundation under grant number 0802245. Any opinions, findings, and conclusions or recommendations expressed in this material are those of the author(s) and do not necessarily reflect the views of the National Science Foundation.
Handout

Available from

www.evalu-ate.org/resources

Keyword search:

web
Objectives

1. Know what to look for when evaluating the quality of a webinar.
2. Understand how to assess the use of social media as a dissemination tool.
3. Use website analytics to better understand how your website is being used and your project is performing.
Evaluating Webinars

Karl Kapp
Four Aspects of Webinar Evaluation

- Pre-Webinar
- Webinar Design
- Delivery Quality
- Post Webinar
Pre-Webinar
Pre-Webinar

Is the title for the webinar topic compelling?

– Does it spark interest among the target audience?
– Does it use attention-gaining words?
Pre-Webinar

Is the event description brief, easy-to-read, and accurately portraying the content to be presented?

– Does it contain a call to action?
– Does it address a need within the field?
Has a webinar agenda been set six months in advance complete with topics, times, and event descriptions?
Pre-Webinar

Does the marketing include use of social media?

Were attendee registrations confirmed via email at proper intervals?
Pre-Webinar

Did the email confirmation contain:

– Short restatement of the value proposition
– Instructions for attending
– An electronic calendar appointment
– Sentence informing the attendee that you will send a reminder message before the event.
Pre-Webinar

Were reminders about the webinar sent?
Were questions solicited for the presenter ahead of time?
# Pre-Webinar

<table>
<thead>
<tr>
<th>Metric</th>
<th>Industry</th>
<th>ATE-Related</th>
</tr>
</thead>
<tbody>
<tr>
<td># of registrations</td>
<td>441</td>
<td></td>
</tr>
<tr>
<td># of registrations within 10 days</td>
<td>52%</td>
<td></td>
</tr>
<tr>
<td>Conversion rate: # of participants / # of registrants</td>
<td>58%</td>
<td></td>
</tr>
</tbody>
</table>
Question

What is the conversion rate of attendees?

A. 10%
B. 20%
C. 50%
D. 90%
## Pre-Webinar

<table>
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</tr>
<tr>
<td># of participants</td>
<td>58%</td>
<td>56%</td>
</tr>
<tr>
<td># of registrants</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
What percentage of registrations will occur within 25 days of the webinar?

A. 10%
B. 25%
C. 50%
D. 75%
Expect 75% of your registrations to occur with 25 days of your event.
Expect only about 1/3 of your attendees after 5 minutes of the webinar and 1/2 attending 45 minutes into the webinar.
Best Practice

- Start the process at least 4 weeks before the webinar.
- Send reminders: 1 week, 24 hours, and 1-3 hours before the event.
- Solicit questions ahead of time.
Webinar Design
Webinar Design

Content is well organized and sequenced in a logical progression

- Chronological, general to specific, top 10, helpful hints and fatal flaws, instructional model
- Moves from simple to more difficult concepts
- Provides “worked examples”
Webinar Design

Font size is 24 points or larger.

– Which font is 24 points?
Webinar Design

Webinar structure

- Gain attendees' attention
- Identify objectives
- Present information (3-5 main points)
- Ask for input and participation
- Close with a clear summary
Bookend your presentation. Have a clear beginning, middle, and end.
Quality of the Delivery
Webinar Delivery

Speaker is organized delivers content as sequenced and outlined on the slides. Speaker varies presentation speed.
Webinar Delivery

Speaker uses arrows, pens, highlights, and other items that are available for emphasizing words and images to hold attendees’ attention.
Webinar Delivery

Speaker answers questions at designated points in the webinar rather than addressing them as they occur.

Stated time commitments and agenda are strictly followed.
Question

What is a good rate of speech for a presenter?

A. 60-100 words per minute (wpm)
B. 100-140 wpm
C. 130-170 wpm
D. 200-240 wpm
The ideal rate of delivery should be between 130 and 170 words per minute.
Use the arrows, pens, and other tools to **emphasize** words and images.
When you present, **stand up** and **smile**
Post Webinar
What three things did you learn from the webinar you attended?

How did the webinar impact your knowledge of the topic?
Post-Webinar

Would you recommend this webinar to a friend?
Did you incorporate content from the webinar into your teaching?
What new thing did you learn from the webinar?

What percentage of the information presented in the webinar was new/valuable/applicable?
Post-Webinar

Did the information presented in the webinar change your teaching practice?

Did the content from the webinar change the information you present to your students?
Four Aspects of Webinar Evaluation

- Pre-Webinar
- Webinar Design
- Delivery Quality
- Post Webinar
That was a great Webinar!!!
Evaluating Social Media

Stephanie Evergreen
Poll!

Which of these social media platforms do you use or want to use in your work?

A. Twitter
B. Facebook
C. Blogging
D. More than one of these
E. None
Social Media Logic Model

Activities
- Lurk
- Participate
- Engage

Outcomes
- Build Relationships
- Education
- Sales
- Dissemination
- Community

Goal

Stephanie
Stephanie Lurk

Kylie Hutchinson
@EvaluationMaven
Vancouver, BC
Evaluator, consultant to non-profits, trainer, mother, wife, dog walker, full-time juggler.
http://www.communitysolutions.ca

80 Tweets  5 Following  84 Followers  5 Listed

Stephanie Evergreen
@evalu8r
Kalamazoo, MI

366 Tweets  53 Following  122 Followers  14 Listed
How long have you been on Twitter?

Enter your username to find out.

@evaluationmaven  Tell Me

EvaluationMaven (Kylio Hutchinson), you have been a member since

July 15, 2010 - 449 days

Tweet one of these - Click below

- I've been Tweeting since July 15, 2010 (449 days)
- I've been Tweeting since July 15, 2010
- I've been Tweeting for 449 days

84 followers ÷ 15 months = 5.6 followers/month

122 followers ÷ 21.4 months = 5.7 followers/month
Stephanie Lurk

# fans

72

Evaluate
Evaluation Resource Center for advanced technological education

About

Evaluate is operated by the Western Michigan University Evaluation Center,

More

-like this

Get Updates via SMS
Get Updates via RSS

Unlike

Share
Participate

Stephanie

Activities

Lurk

Participate

# retweets

# likes

# trackbacks
# subscribers
Participate

Stephanie

# retweets

Listening to Stufflebeam and Hopson discuss Program #Eval Standards. Recording and will post.
Participate

Stephanie

# likes

Daily Active Users Breakdown?

- Unique Page Views
- Post Views
- Liked a Post
- Commented on a Post
- Wall Posts

May 6
June 5
July 6
August 5
September 4
Participate

# likes

MadeIn Florida

www.usnews.com

America must become more competitive in the science, technology, engineering, and math fields.

Like · Comment · Share · September 29 at 4:22pm · 📍

Ann Wambach Blackman likes this.

Write a comment...

MadeIn Florida
case for STEM (some interesting reads/links)….here's No. 1:

Experts: STEM Education Is All About Jobs - STEM Education (usnews.com)
www.usnews.com

Experts spar about STEM education at U.S. News's Making Science Cool event.

Like · Comment · Share · September 29 at 4:21pm · 📍

MadeIn Florida
gearing up for the Fall conferences & joint displays….hope to see you some of you at STEMtech, NCNP & at ACTE!
Participate

# trackbacks

Stephanie
Engagement

Stephanie

Activities

Lurk

Participate

Engage

Relevant followers

# comments

Types of comments
Engage

Stephanie

Relevant followers

People

RWJF_PubHealth
RWJF Public-Health
RWJF’s public health program area. We want to make staying healthy less costly and improve quality of life for all Americans. http://www.NewPublicHealth.org

EasternEval
The Eastern Evaluation Research Society is a regional affiliate of the American Evaluation Association. Our 2012 conference is April 29-May 1 in NJ.

eldy_gal
Tamara Mulheirn
Evaluation/Public Health Advisor @NHSHealth Scotland, ANZSOG Graduate, Mum, feminist, curious about public sector collaboration, networks & boundary spanning.

lisacreillyca
Lisa O'Reilly
Evaluation & Strategic Planning consultant
Working, studying, and volunteering to drive change through knowledge

SmartToolkit
Smarttoolkit
The Smart Toolkit provides practical and cost-effective methods for planning, monitoring and evaluation of information projects, products and services.

TalaDavidson
TalaDavidson
Regulated computer systems validation, 21 CFR Part 11, process improvement, Lean 6 Sigma, evaluation, gardening, old houses, bodhran, wife, stepmom

KSBUDIRAJA
install
dsfgjghjk/Ikgkj.IkbvuhjkhkIkjhhjkh
Engage

High influencers

Low influencers

Spam!
Engage

Stephanie

Relevant followers

People who like EvaluATE

Bilal Akbar
Richard L Stiles
Louise Yarnall
Cot Rngm
Michelle Calco
Missy Matt Borchardt

Make Admin
Make Admin
Make Admin
Make Admin
Make Admin

Close
Stephanie Engage

# comments

twitter.com/evalu8r

What's happening?

Tweets mentioning @evalu8r

MichaelKiella Michael Kiella @evalu8r the BEST!!
18 hours ago

txtpablo Pablo Rodriguez B. @evalu8r Congratulations! Well deserved!
20 hours ago

Who to follow - refresh - view all

VerizonWireless Verizon Wireless USA Follow

snjackson Summer N. Jackson Follow
An idealistic, inquisitive, chameleon interested in p...

phijo Philanthropy Journal Follow
Followed by @COF_ and others.
Engage

Advanced Search

Words
- All of these words
- This exact phrase
- Any of these words
- None of these words
- These hashtags
- Written in: Any Language

People
- From these accounts
- To these accounts
- Mentioning these accounts: evaluationmaven

Places
Engage

Results for @evaluationmaven include:retweets

UWNewDirections New Directions
great @aeaweb eStudy webinar today with @EvaluationMaven.
Excited to start thinking more creatively about reporting!
4 Oct
Engage

# comments

Interactions

- Post Views: 1,382 (29% decrease)
- Post Feedback: 4 (20% decrease)

Page Content Feedback:
- Likes
- Comments

Graph showing the number of comments over time from April to September 2011.
Engage

**EvaluATE**

Our next webinar - this Wednesday July 20 - is our most popular topic. Evaluation sections of ATE proposals! Are you in? Can you tell a friend who is proposing? Only 100 seats in the webinar!

225 Impressions · 1.33% Feedback
Like · Comment · Share · July 18 at 10:11am

John Kmiec likes this.

**John Kmiec** Thanks for the excellent and very timely webinar today! I'm currently serving on a grant writing team hoping to gain NSF support for an ATE Center of Excellence, and I will use the information you shared to write the evaluation portion of the proposal. Thanks for the great service you provide to ATE PIs and evaluators

July 20 at 4:18pm · Unlike · 1 person

**EvaluATE** The recording is now posted here: [http://vimeo.com/26728898](http://vimeo.com/26728898) Check it out!

**Strong Evaluation Plans = Stronger Proposals**

vimeo.com

Presented July 20, 2011 by EvaluATE staff, Norena Badway, Mike Lesiecki, & Liz T.

See More

July 27 at 8:59am · Like · Remove Preview

Write a comment...
MadeIn Florida

www.usnews.com
America must become more competitive in the science, technology, engineering, and math fields.

Like · Comment · Share · September 29 at 4:22pm ·

Ann Wambach Blackman likes this.

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Like · Comment · Share · September 29 at 4:21pm ·

MadeIn Florida
gearing up for the Fall conferences & joint displays....hope to see you some of you at STEMtech, NCPN & at ACTE!

Like · Comment · Share · September 20 at 12:17pm ·

MadeIn Florida
### Comments

<table>
<thead>
<tr>
<th>Author</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Greg Laudeman</strong>&lt;br&gt;68.169.137.245</td>
<td>Submitted on 2011/08/23 at 12:06 am&lt;br&gt;Just came across this post looking for some background info on the republication of Universal Traveler. I bought an amazing book. I must say, I'm curious about the &quot;super weird chain of events,&quot; but am more interested in good practice. I've gone back to it many times for techniques and tips, but my general focus is policy systems development.</td>
</tr>
<tr>
<td><strong>Stephanie Evergreen</strong>&lt;br&gt;evereval.wordpress.com x <a href="mailto:stephanie.evergreen@wmich.edu">stephanie.evergreen@wmich.edu</a>&lt;br&gt;75.40.228.154</td>
<td>Submitted on 2011/03/29 at 7:54 pm</td>
</tr>
<tr>
<td><strong>Amy Germuth</strong>&lt;br&gt;EvalWorks.com x 24.40.200.42</td>
<td>Submitted on 2011/03/29 at 6:32 pm</td>
</tr>
<tr>
<td>evereval.wordpress.com x <a href="mailto:stephanie.evergreen@wmich.edu">stephanie.evergreen@wmich.edu</a></td>
<td>Submitted on 2010/09/28 at 7:30 am</td>
</tr>
</tbody>
</table>
Engage

Types of Comments

Positive
Neutral
Negative
Types of Comments

Positive  Control
Neutral    Trust
Negative   Commitment

Satisfaction

Grunig’s Relationship Scale
Dear Karl,

thanks for that enormously helpful clarification of your stance. Especially laud your call that "Learning and development professionals MUST TAKE BACK the word" gamification, and that instead of discarding a certain approach to learning and change outright, we should be aware of knee-jerk reactions and instead have our practice be carefully informed by the existing research. And indeed, no serious researcher in the area of (intrinsic) motivation claims that extrinsic rewards are always and unilaterally a bad thing to be avoided.

Just two follow-up notes on that:

First, regarding research, your references lean heavy on the work of Eisenberger and colleagues – I understand this is because they are a good base from which to make a strong argument *for* extrinsic rewards. However, in this, the 'opposition' doesn't get a fair hearing (e.g. Richard Ryan and Edward Deci, Teresa Amabile in this context, not Dan Pink, who is with all due respect a popularizer, not a researcher ^_^). Whereas in fact their work (e.g. on the important distinction of informing vs. controlling feedback, or different types of extrinsic motivation, from external to integrated) is of high value to getting feedback design right, in games, education, or elsewhere.

Second, along those lines, what makes a reward a reward? The nice ('parsimonious', or 'tautological', depending on how you see it) thing about operant conditioning is that it just leaves out the question what

control
Evaluating Website Usage

Kurt Wilson
Webinar overview of how to access and use Google Analytics as data

Google Analytics for ATE Evaluation Handbook and Benchmarks

 URLs on handout
Using Google Analytics as evaluation data

**Strengths**
- Free
- Data on actual behavior
- Useful for testing effectiveness of different strategies
- Relatively easy access

**Limitations**
- Specific data/sometimes complex definitions
- Lots of ‘noise’
- Provides narrow view of project
- Setup details critical
Evaluation Questions

Extent and Nature of Audience Engagement

1. How many people are visiting EvaluATE’s site?
2. What is the relative usage of the various components of the site and what are the implications regarding users’ interests or relevance of the content?

Outreach Effectiveness

3. Are there any significant trends or events related to usage?
4. To what extent do EvaluATE’s various outreach activities impact the amount of traffic the site receives?
## Linking questions to data

<table>
<thead>
<tr>
<th></th>
<th>Visitors</th>
<th>Visits</th>
<th>Bounce Rate</th>
<th>Pageviews</th>
<th>Content</th>
<th>Map Overlap</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Q1. Number of visitors</strong></td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td><strong>Q2. Relative use by resource type</strong></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
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<tr>
<td><strong>Q3. Trends</strong></td>
<td>X</td>
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<td>X</td>
<td></td>
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<tr>
<td><strong>Q4. Outreach effectiveness</strong></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td>X</td>
<td></td>
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</tbody>
</table>
Q1. Number of visitors

8,962 “Unique visitors”

...but how many individuals?
Poll

In the past week, how many different devices have you used to access the Web?

A. 1
B. 2
C. 3
D. 4 or more
Q1. Number of visitors

8,962 “Unique visitors”

3*

*based on research by Scout Analytics™
Q1. Number of visitors

8,962 “Unique visitors” = 2,987 individuals

*based on research by Scout Analytics™
Q1. Number of visitors

Comparison with size of target audience

2,987 Estimated individual visitors
550 People in EvaluATE’s primary target audience

About 5 times as many people use evalu-ate.org than have been targeted by the resource center.
Q1. Number of visitors

Comparison with location of target audience

Location of ATE grant
(map generated by ATECentral.net)

*Originations of visits are consistent with geographic distribution of ATE projects and centers*
Q1. Number of visitors

Comparison with peers

472 Benchmark average visitors/month (8 ATE Centers’ participants)

431 EvaluATE’s visitors/month in same date range

EvaluATE had 8.7% fewer visitors per month than the average ATE center in the sample
Q1. Number of visitors

Comparison over time (number of visits)

Use of the site has remained steady—no significant growth (or decline) over time
Q2. Relative use by resource type

- Webinar
- Resource
- ATE Program Eval.
- Survey
- Newsletter
- Other
- Workshop
Q2. Relative use by resource type

- Webinar & “resource” content overlap significantly
- Greatest return on investment in these areas

- Webinar: 36%
- Resource: 32%
- ATE Program Eval.
- Survey
- Newsletter
- Other
- Workshop
Q2. Relative use by resource type

- Archived reports from ATE program evaluation ('00-'08) still being accessed
- No cost to maintain
- Demonstrates sustainable impact of prior grants
Q2. Relative use by resource type

- Webinar
- Resource
- ATE Program Eval.
- Survey
- Newsletter
- Other
- Workshop

Low access of survey-related products may indicate need to review resource allocation.
Q2. Relative use by resource type

- Webinar: 35%
- Resource: 30%
- ATE Program Eval.: 16%
- Survey: 11%
- Newsletter: 6%
- Other: 3%
- Workshop: 2%

Newsletters are directly mailed, so online access may not be a good measure of their value.
Q2. Relative use by resource type

- Workshops are more about face-to-face learning interaction
- Yet more could be done to recycle/promote workshop materials
Q3. Trends

- Changed website platforms
- Added Evaluator Directory
- Reorganized content
- ATE PI conference—major marketing effort

Pageviews for all visitors
Dec 1, 2009 - Oct 31, 2011
Q3. Trends

Number of visits in 2010 & 2011

**Question:** What do you think is causing these spikes in activity on EvaluATE’s website at the same times each year?

—*type your answer in the chat box*
Q4. Outreach effectiveness

Number of visits in 2010 & 2011

Webinars are a highly effective means for engaging EvaluATE’s audience
Q4. Outreach effectiveness

Resource: *Project Mapping Template*
(February - November 2011)

- Added to resource library
- Featured in Spring 2011 newsletter

141 unique pageviews
Q4. Outreach effectiveness

For a better test of newsletter impact...

1. Add resource to library
2. Introduce resource in newsletter
3. Monitor resource access
Key Findings

1. EvaluATE website usage is adequate, but hasn’t grown. Ideas for growth: getting referenced on AEA blogs, more webinars or events, etc.

2. It seems that people do read newsletters (people check out featured resources), but need to do a real experiment on this.

3. To ensure full picture of resource use, make one of two changes: Send links to digital library entries or add tracking code to PDFs upon upload.

4. Webinars are an effective means for engaging people—work further to maximize benefit and/or cross-promote resources.
Summary

1. Mountain of FREE data...with limitations

2. Careful analysis can provide useful management information

3. Use benchmark comparisons and ‘interrupted time series’ design for interpretation
Coming Attractions

January 18
ATE Survey Orientation: How to Get Good Information Into and Out of the Survey

Register at
www.evalu-ate.org/events
Coffee Break Webinar Series

December 15
An Evaluator's Quick Start Guide to Usability Testing

January 12
Choosing the Optimal Survey Mode: A Comparison of Web, Phone, Mail or In-Person Surveys

Get more information/join at www.eval.org
www.evalu-ate.org

ATE Evaluation Listserv

Conduit Newsletters

ATE Evaluator Directory

Digital Resource Library

Events
Thank You