

# Micro Training: Online Research/Measurement



**BVSC**  
Bexley Voluntary Service Council  
*Strengthening voluntary and community action*



**IMPACT IN  
ACTION**



Impact In Action:  
one of BVSC's  
projects funded by  
the City of London  
Corporations' charity,  
City Bridge Trust



# Who's the Impact Officer?

- 💡 20 year's experience in the charity sector
- 💡 15 of these helping charities prove the difference they have made
- 💡 Normally working with small organisations. Most recently in Bromley and Bexley.



...but not an IT expert!  
These are my own views only.







Lots of options and you are welcome to look through even more:

<https://www.inspiringimpact.org/learn-to-measure/do/>





## For today, 10 minutes:

-  What have you got already?
-  General principles
-  Polls      Zoom, Facebook, Mentimeter
-  Surveys    Microsoft Forms, Google Forms

With the option of a more step by step training session if there is interest



# What have you got already?

Covid has resulted in an increased need for our services

**Facebook analysis** shows an increase of 70% of potential beneficiaries reaching out to us.

In 4 of the last 12 **staff meetings**, staff have agreed that the Covid and the lockdown have exacerbated feelings of helplessness amongst the beneficiaries of our service

We've seen a spike in **referrals** to our work with an increase on 30% compared to this time last year.



# General Principles on selecting online research and measurement tools

Accessibility

Proportionate amount of time

Synchronous (together)/Asynchronous

Consistency

Malleability

Data Protection

Safeguarding/Ethics





## General Issues – made more pertinent by Covid-19

<https://www.gov.uk/service-manual/user-research/conducting-user-research-while-people-must-stay-at-home-because-of-coronavirus>







# Zoom Poll

Only one type of question

Add a Poll

Testing

☐ Anonymous? [?](#)

1. I can see this poll as soon as I log on [Edit](#) [Delete](#)
2. 

Type your question here.

255

☒ Single Choice ☐ Multiple Choice

Answer 1

Answer 2

Answer 3 (Optional)



## Zoom poll

- ✓ Easy to start using, but test it yourself
- ✓ No need to leave the online meeting screen
- ✓ Free
- ❖ Finding and saving your results – **deletion after 30 days**
- ❖ Limited functionality –only single/multiple choice
- ❖ Activate polls in your settings beforehand



## Facebook poll

This has information on how to add a poll on Facebook.

<https://www.facebook.com/help/1927003077398958>



## Facebook poll

- ✓ If this is what your beneficiaries are using, uptake may be increased by using an integrated poll
- ✓ Free
- ❖ I could only access on my phone
- ❖ Need to look into how to export data





# Mentimeter

Sign in, Create a 'presentation'

new folder

Create new presentation

Sample for Mini Training 76

exley CYP

Cancel Create presentation

t and Participation event

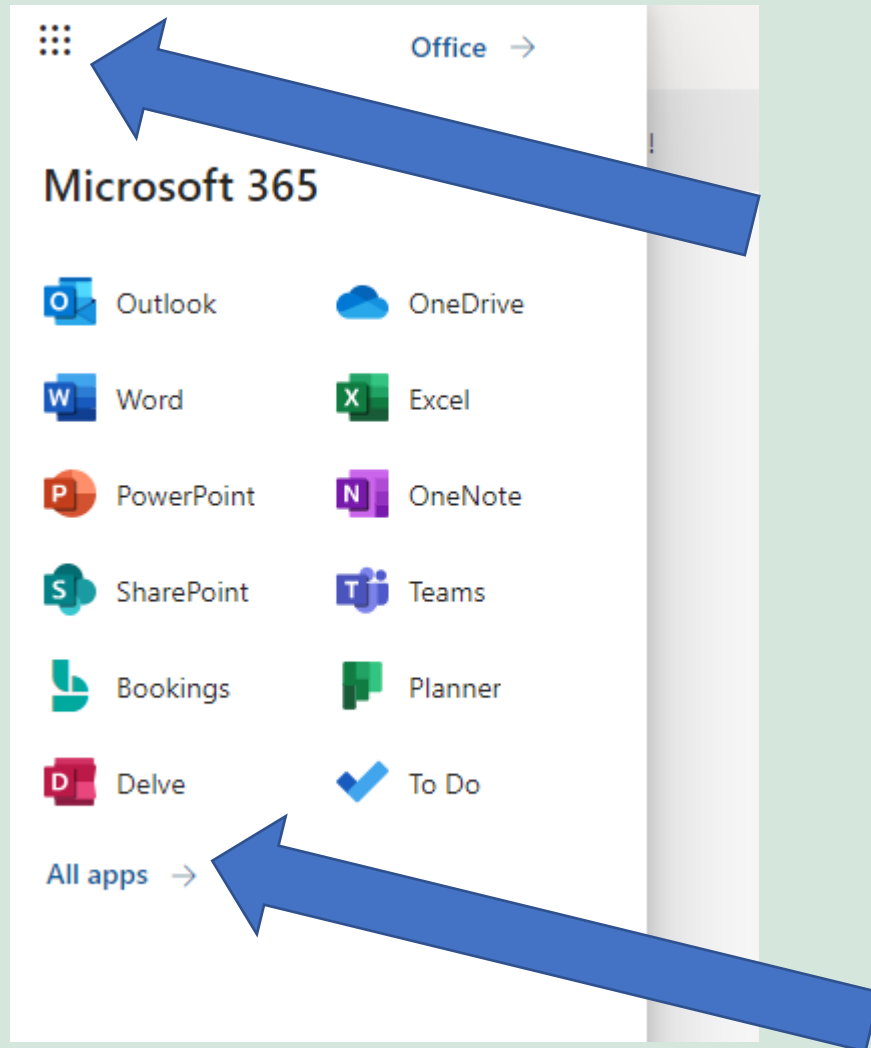


## Mentimeter - summary

- ✓ More extensive range of question types
- ✓ Get to see it live on screen - interesting
- ✓ Free, but...
- ❖ ...cost to export the data
- ❖ To set up, need to sign into it
- ❖ Need participants to go to a different page
- ❖ Have to set it up within two days of the meeting
- ❖ Practice Host moving from one page the next



# Microsoft 365 Forms



Then Create a new Form

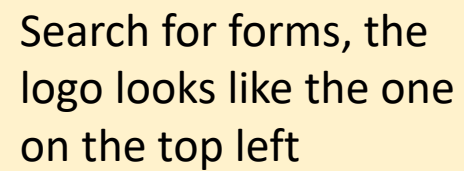
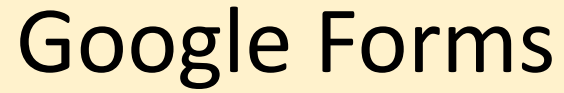


# Microsoft Forms

- ✓ Integrated into what you probably have already
  - ✓ No need for participants to sign in
  - ✓ Extensive range of question types
  - ✓ Results automatically put into pie charts etc
  - ✓ Ability to export
- 
- ❖ Need to send participants the link









## Google Forms - summary

- ✓ More extensive range of question types
- ✓ Free
- ✓ If you have a Google Account it's within what you already have
- ✓ Exports to a spreadsheet
- ✓ Can add your own logo/images
- ✓ Lots of ways to share the survey
- ✓ Participants don't need to sign in as long as you've not set it to only one response per person
- ❖ Need participants to go to a different page



## Other thoughts

Other free options, eg Survey monkey

Form within your website. For example, if you use Word Press then this might help: <https://wpforms.com/how-to-add-a-customer-feedback-form-to-your-wordpress-site/>

Superhighways - Ask the Expert series. I can't see any sessions at present, so it may be worth asking them: <https://superhighways.org.uk/get-in-touch/>



Other thoughts

Longer session on this?

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