

INTERACTIVE AUDIENCE RESPONSE SYSTEM FACULTY GUIDE

HOW IT WORKS

Each occupied seat is equipped with a small, calculator-like wireless keypad. The keypads have 12 buttons arranged like a touch-tone phone. When you pose a question to audience members, they respond by pressing the appropriate button. After a few moments, you request the results to be displayed. Approximately one second is required for results to be tabulated and displayed.

This system allows for both pre-planned and spontaneous questions to be posed to the audience.

ABOUT YOUR QUESTIONS AND ANSWERS

You may group questions at the beginning or end of your talk, it seems to work best when questions are interspersed throughout your presentation, using them to introduce or reinforce your key points. The audience's attention level is highest immediately after a question.

While you can utilize this system to test the audience's knowledge level, it is more effective to use it to ask about opinions or experiences.

The maximum number of answers for a question is 9 but it is best to confine the number of answers to 4 to 6. Avoid complicated questions and avoid those whose correct answers are "all of the above" or "none of the above." Each participant can choose only one answer to a question.

After each question is displayed, comment briefly on the result. For example:

"That's interesting. Forty-two percent of you said....However, in our experience at..., we found instead that..."

PREPARING QUESTIONS AND ANSWERS

1. Questions prepared in a clear and concise format will help avoid confusion among participants and clouded interpretations of their responses. For instance, do not ask: "Do you agree with my conclusions?" Ask instead, "Do you agree with my first conclusion, which is that all..."
2. With each question, a set of all possible answers should be provided. If that is not possible because of the nature of the question, select a few of the most likely answers and provide the option of selecting "other" as an answer. Sometimes you can rephrase the question or split it up into several questions.

Example: Question: "What is your country of origin?"

Possible Answers:

1. USA
2. Canada
3. Mexico
4. Europe
5. Other

3. The answers provided to any one question must be mutually exclusive. If that is not possible, limit the number of answers to two and add as a third choice, "Both of the above" and a fourth choice "Neither of the above." Allowing for more combinations such as "1 and 2," "2 and 3," "1 and 3" has a tendency to confuse the audience.

Example: Question: "Why did you participate in this session?"

The following might be suggested as answers:

1. Update knowledge
2. Meet opinion leaders
3. Both of the above
4. Neither of the above

4. The number of possible answers is 9, but it is generally recommended you limit the answer to 5 or 6 choices by using "other" as a choice, or by grouping the answers appropriately. Too many choices usually do not result in significant data.

Example: Question: "What is your preferred treatment for patients with...?"

The following might be suggested as answers:

1. Drug A
2. Drug B
3. Drug C
4. Combination of A and B
5. Other single agent
6. Other combination

5. If the answer to a question is quantitative in nature, it is recommended that you group all possible answers, appropriately based on the most likely average. If the responses indicate that your best guess was incorrect, you can repeat the same question with a different distribution of possible answers.

Examples: Question: "How many patients with disease X have your treated in the past 12 months?"

1. None
2. Fewer than 5
3. 6 to 10
4. More than 10

6. It may be interesting to ask a question twice. For example, before and after your presentation, particularly if you present new data.

Example: Question: "The cure rate obtained with drug X is _____ the cure rate obtained with drug Y. Please complete with:

1. Higher than
2. Similar to
3. Lower than
4. Don't know

