Data Collection at Events

superhighways
harnessing technology for community benefit

4in10

About Superhighways....

Providing tech support to the sector for 20 years

- ✓ Tech Support
- ✓ Training
- ✓ Websites
- ✓ Strategy
- ✓ Digital inclusion
- ✓ Impact Aloud
- ✓ Digital leadership
- ✓ Datawise London

E-news sign up https://superhighways.org.uk/e-news/

What we'll cover today

- ✓ Digital data collection methods at events
- ✓ Free / affordable digital tools
- ✓ Next steps and support

Planning data collection at your event

Ways to collect data

- ✓Routine data collection
- ✓Surveys
- ✓Observations
- ✓Interviews
- ✓Creative methods

Data collection quick conversations

- Individually pause and reflect
- Join a breakout room in a pair
- Answers in chat when you come back to the main space

Questions to chat about

1. What kind of events are you planning to run in London Challenge Poverty Week?
2. What data do you want to capture from your participants??
3. What do you want to achieve with the data you collect?

Types of data

User data

Asks: demographics, characteristics, reason for coming to service

Establishes: your target audience, who you are serving

Engagement data

Asks: how people engage, frequency, why they stop

Establishes: the extent to which people use your services and how

Service data

Asks: what they liked / didn't like, why, what they would change, what is special

Establishes: whether users are satisfied and your service is working as intended

Outcome data

Asks: what has changed as a result of using the service, what have people gained

Establishes: short-term and long-term impact on people's lives

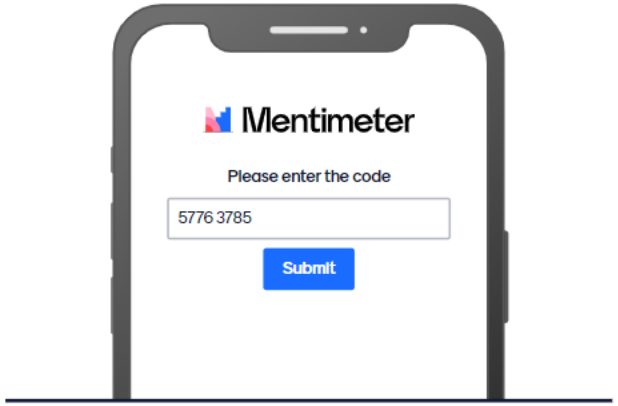
Types of outcomes

Type	Describes changes in people's….	Example
Knowledge	….understanding and awareness	Understand self
Attitude	….beliefs, values, thoughts, feelings, motivations	Belief in self
Behaviour	….actions, conduct, habits, participation, engagement	Determination to succeed
Skills	….practical, educational, interpersonal, emotional	Better self-regulation
Condition	….personal state, situation, circumstances	Non-criminal identity
Opportunity	….availability of appropriate programmes, accessibility, inclusion	Opportunities for employment (protective factor)

What one word would describe how someone might 'feel' having attended your activities?

Go to

www.menti.com



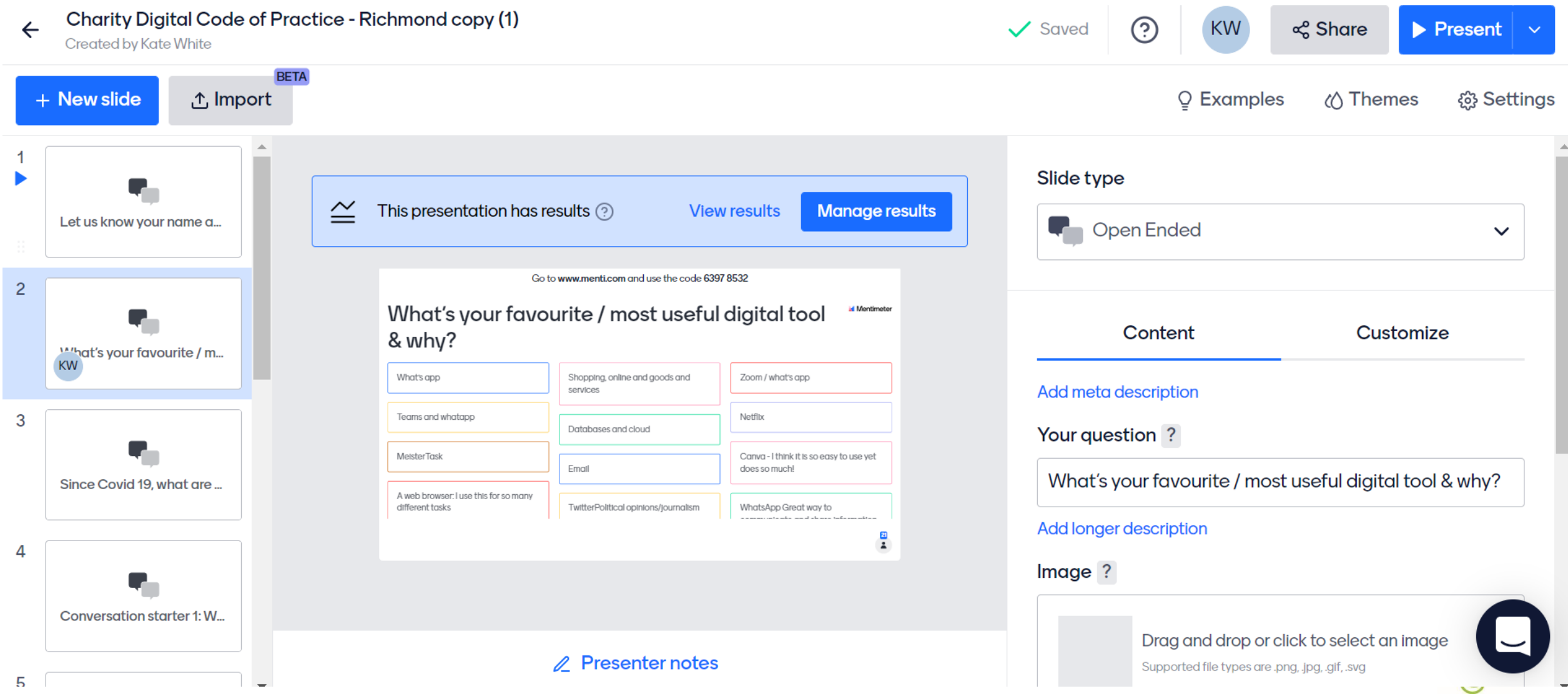
Enter the code

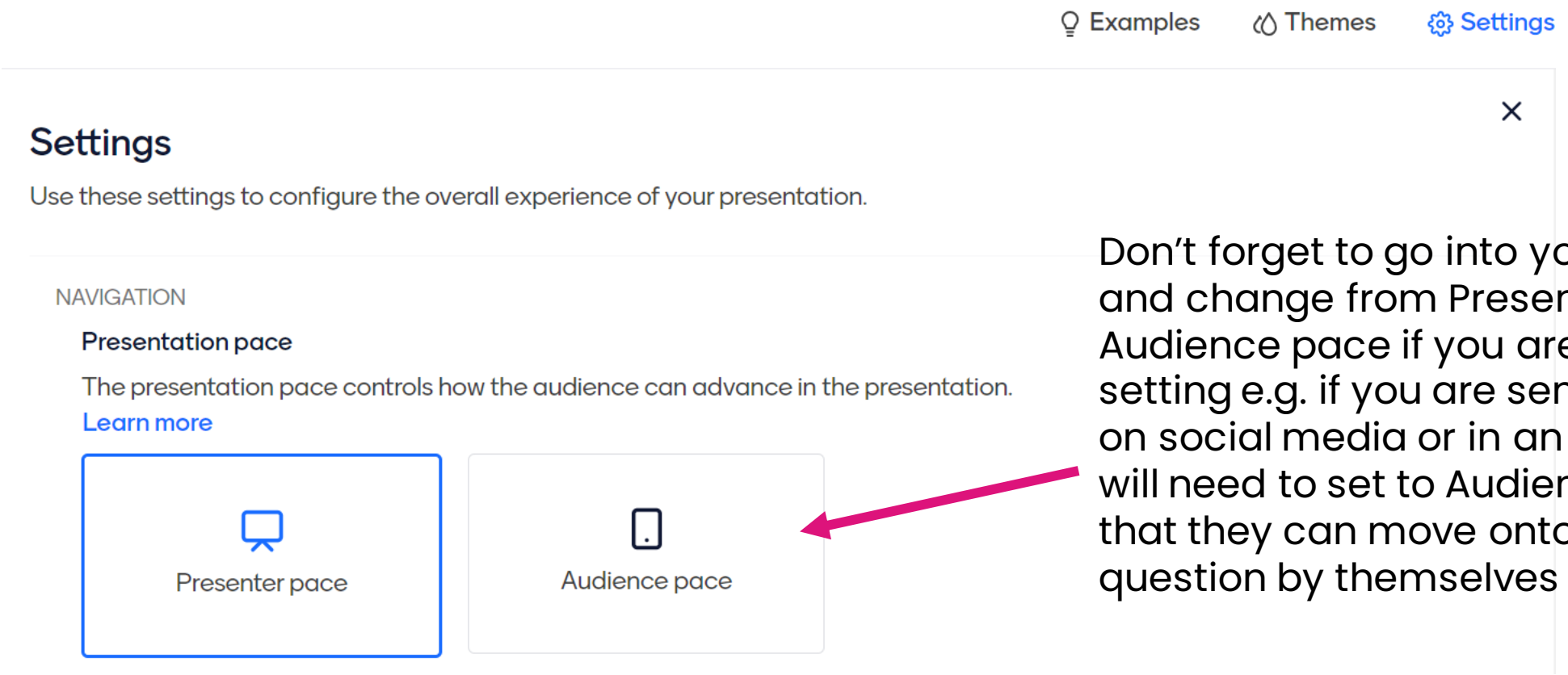
4551 5863

Click on the link in the Zoom chat

https://www.menti.com/al5w2zszq6ge

Building a Menti



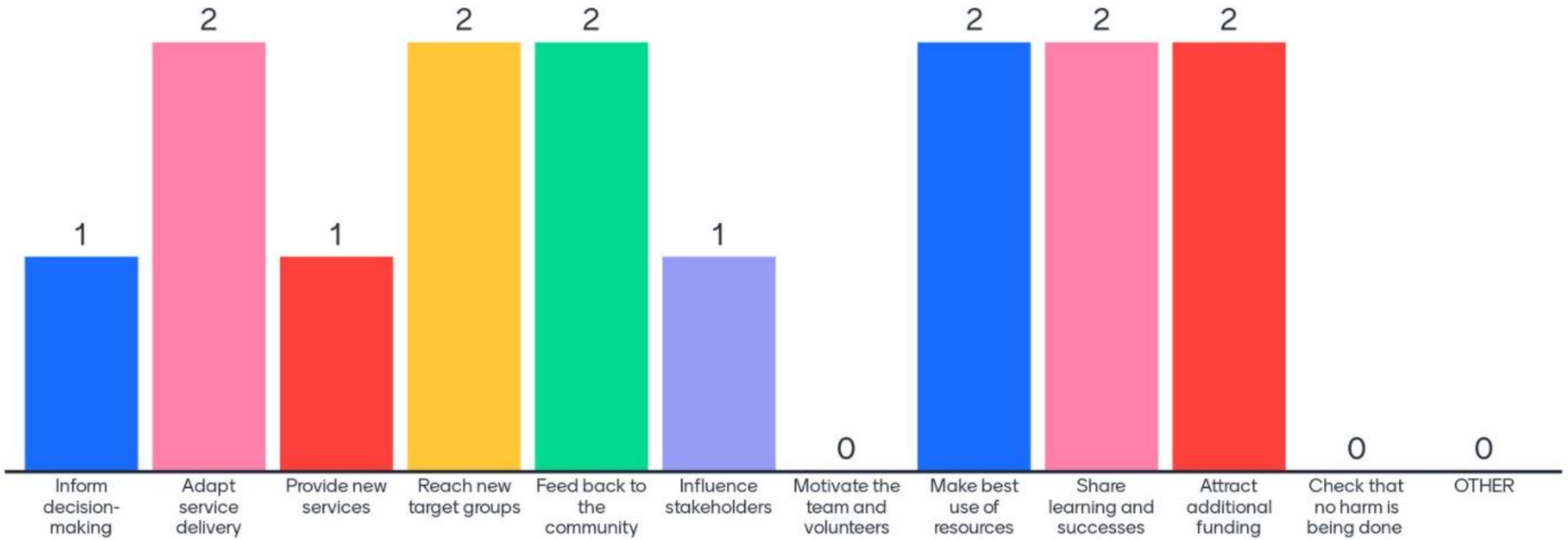


Don't forget to go into your settings and change from Presenter pace to Audience pace if you are not in a live setting e.g. if you are sending a link on social media or in an email you will need to set to Audience pace so that they can move onto the next question by themselves

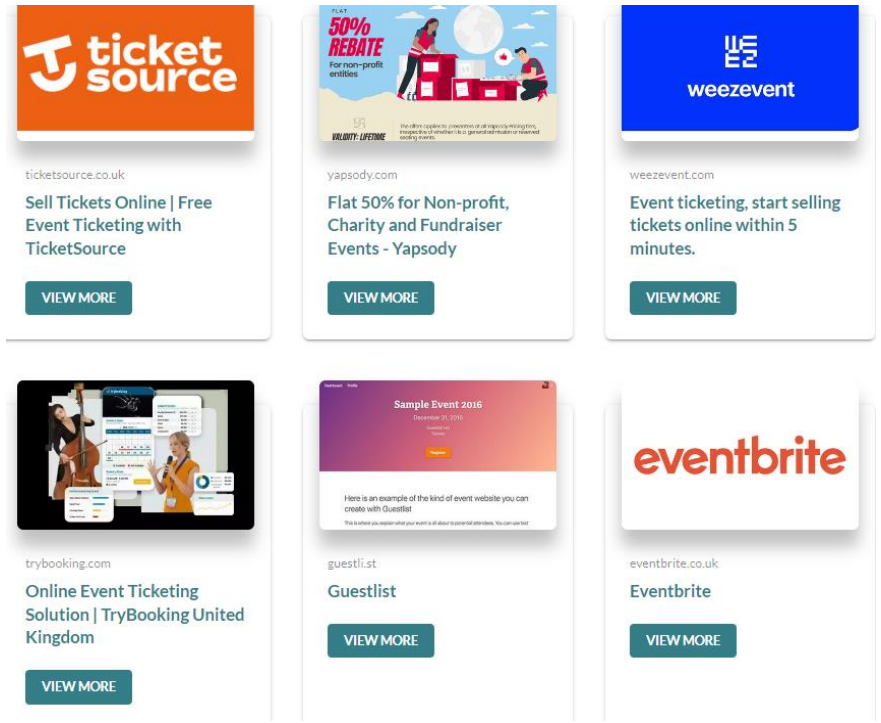
Unfortunately you will not be able to submit an entire presentation multiple times (i.e. from the same device) for the free account if you have presenter pace enabled. You can submit more than once for an individual question. So you'd need to pass the device around before clicking submit on the final question if multiple parents were using a work device. You can turn this on if parents are submitting at their own pace.

What are your top 3 reasons for collecting data?

Mentimeter



Managing event bookings data



- ✓Use an online booking platform for registration
- ✓Check people in so you know who attended
- ✓Use ticket types to collect different data from participant types
- ✓Export your data to Excel

Or share a QR code at your event linking to a form …

- ✓Bitly creates short links to a webpage and also a free QR code (you can upgrade to see analytics)
- ✓Office 365 Forms provide a QR Code with the form link
- ✓Canva now offers a QR code app as part of your account (so you can add a QR code to your posters and flyers)

Let's look at digital tools

- ✓Online forms, polls & surveys

SurveyMonkey · Google Forms · Microsoft Forms · ZOHO · WUFOO · Typeform · Jotform

Read our blog post...

Office 365 Forms live!

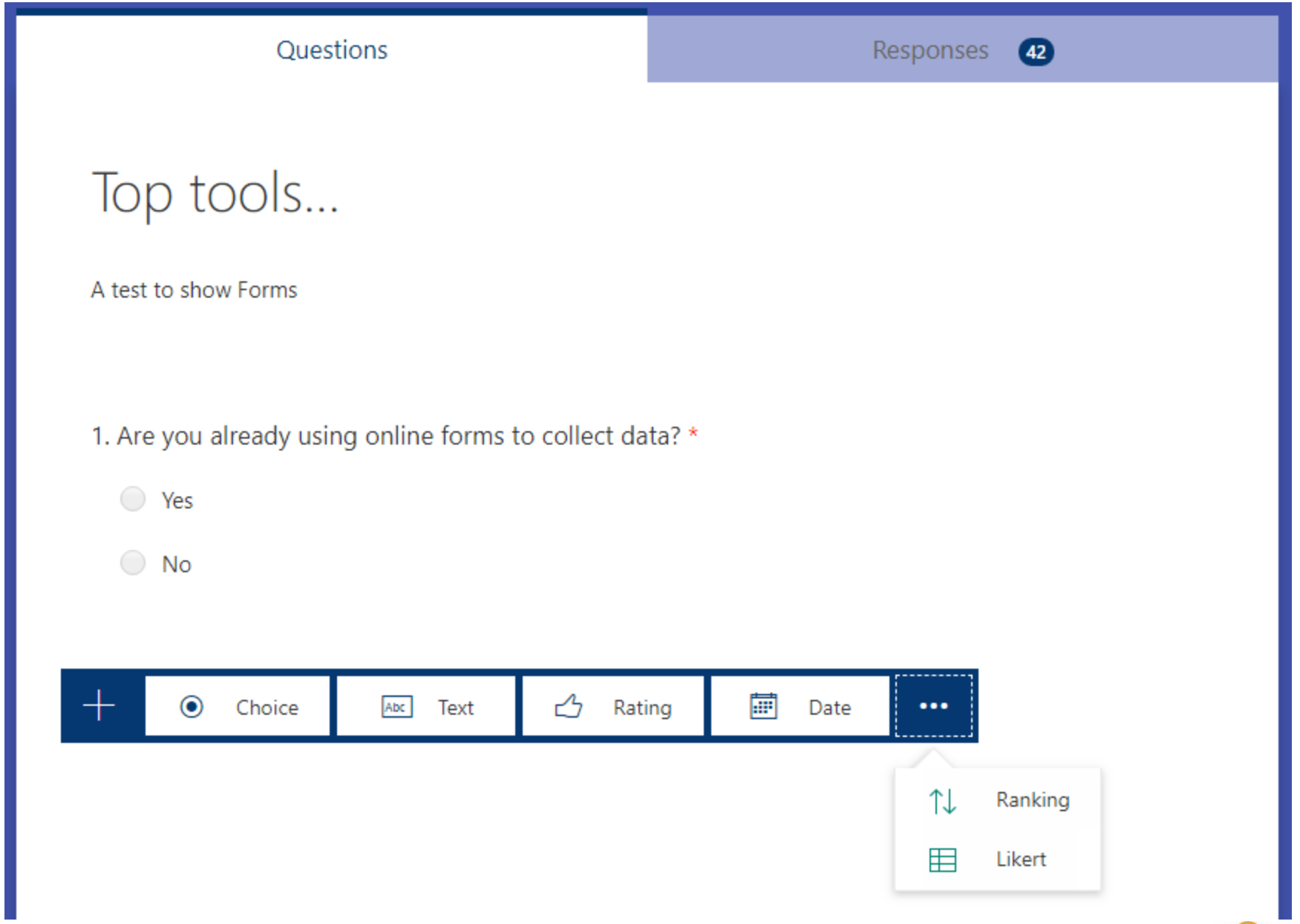
https://forms.office.com/r/y7PYYvT3fL

Setting up your survey

Forms

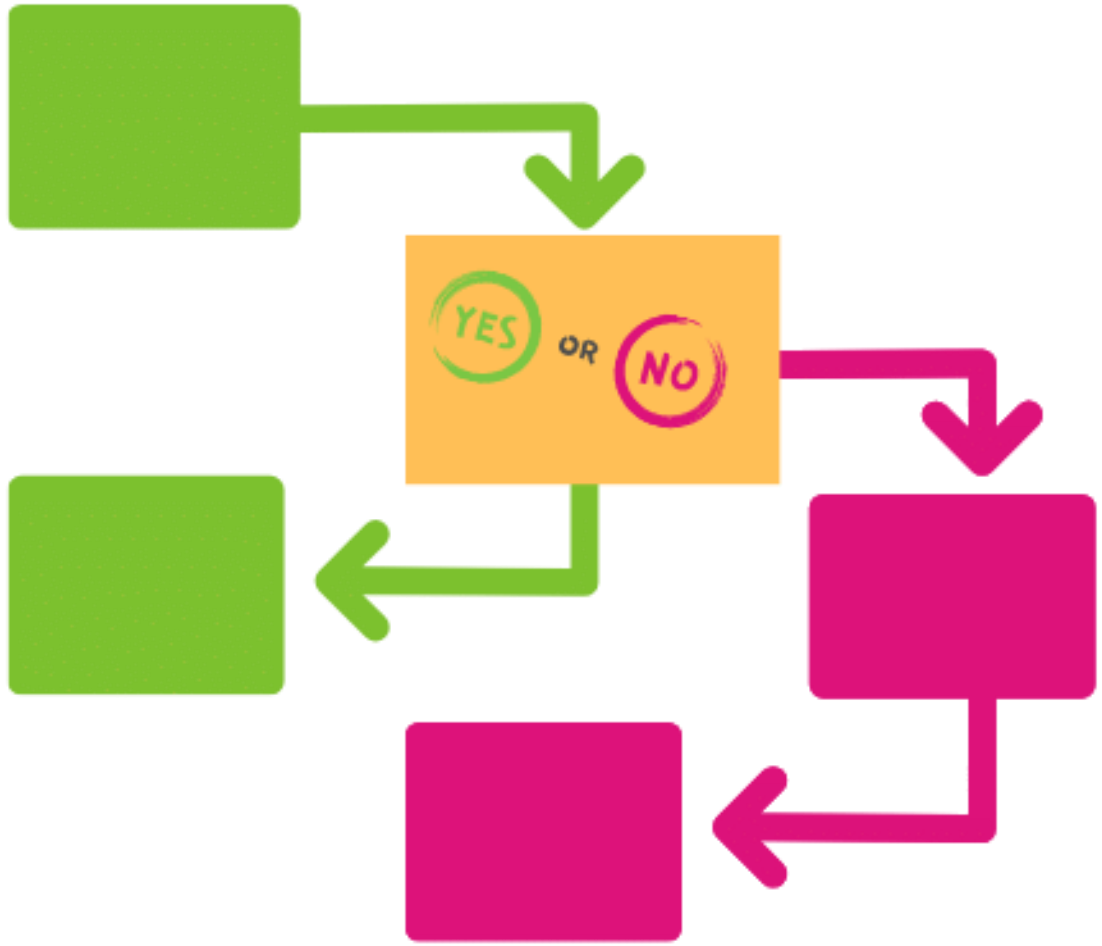
New Form

New Quiz



Branching

People should only answer what they need to. Branching can help with longer forms and surveys



Sharing your survey

Send and collect responses

Anyone with the link can respond

https://forms.office.com/Pages/Respon

Copy

Share as a template

+ Get a link to duplicate

Share to collaborate

+ Get a link to view and edit

Accessing the results

Questions

Responses 57

Top tools...

57
Responses

00:51
Average time to complete

Active
Status

...

View results

Open in Excel

1. Are you already using online forms to collect data?

More Details

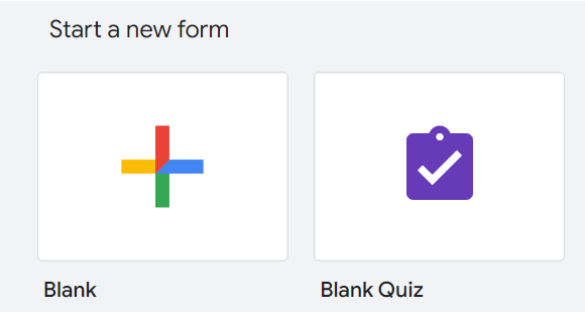
Yes 25

No 32

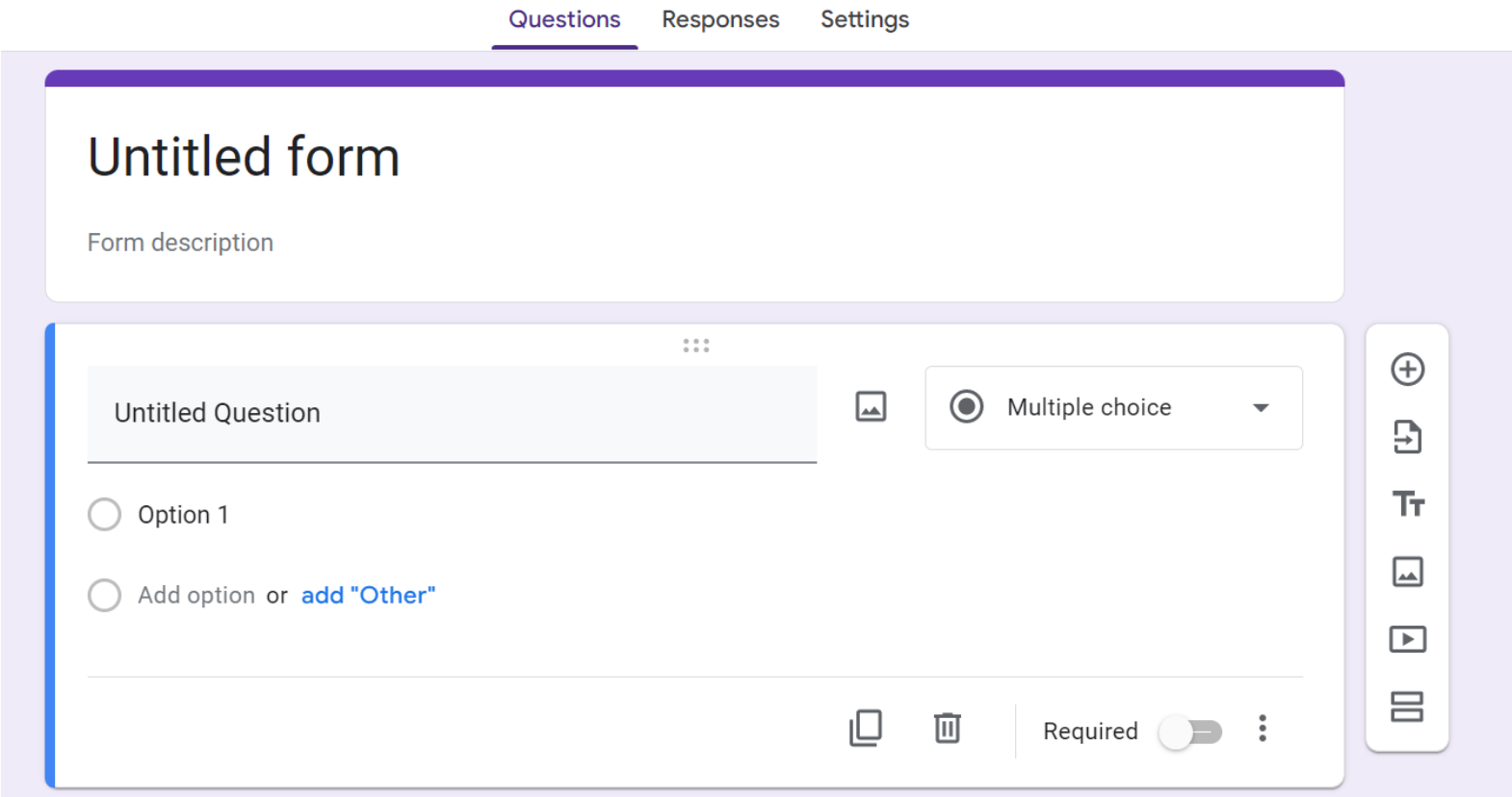
Google Forms live!

https://forms.gle/LjLqHcsCChsksbFU9

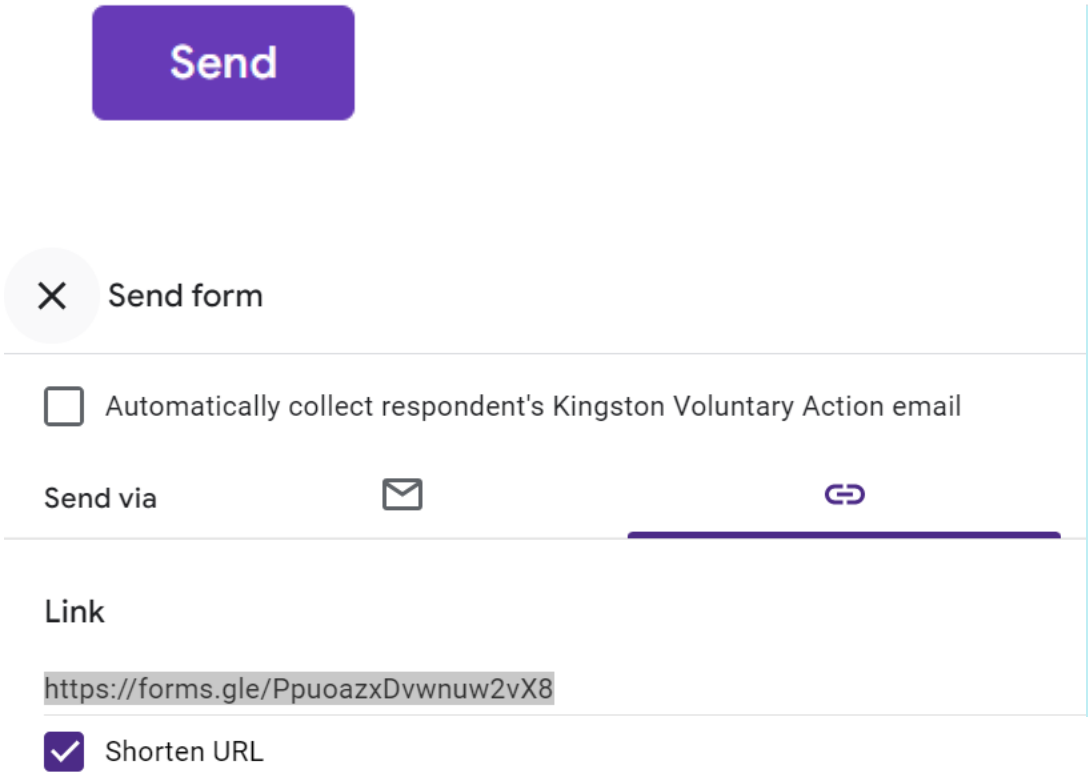
Setting up your survey



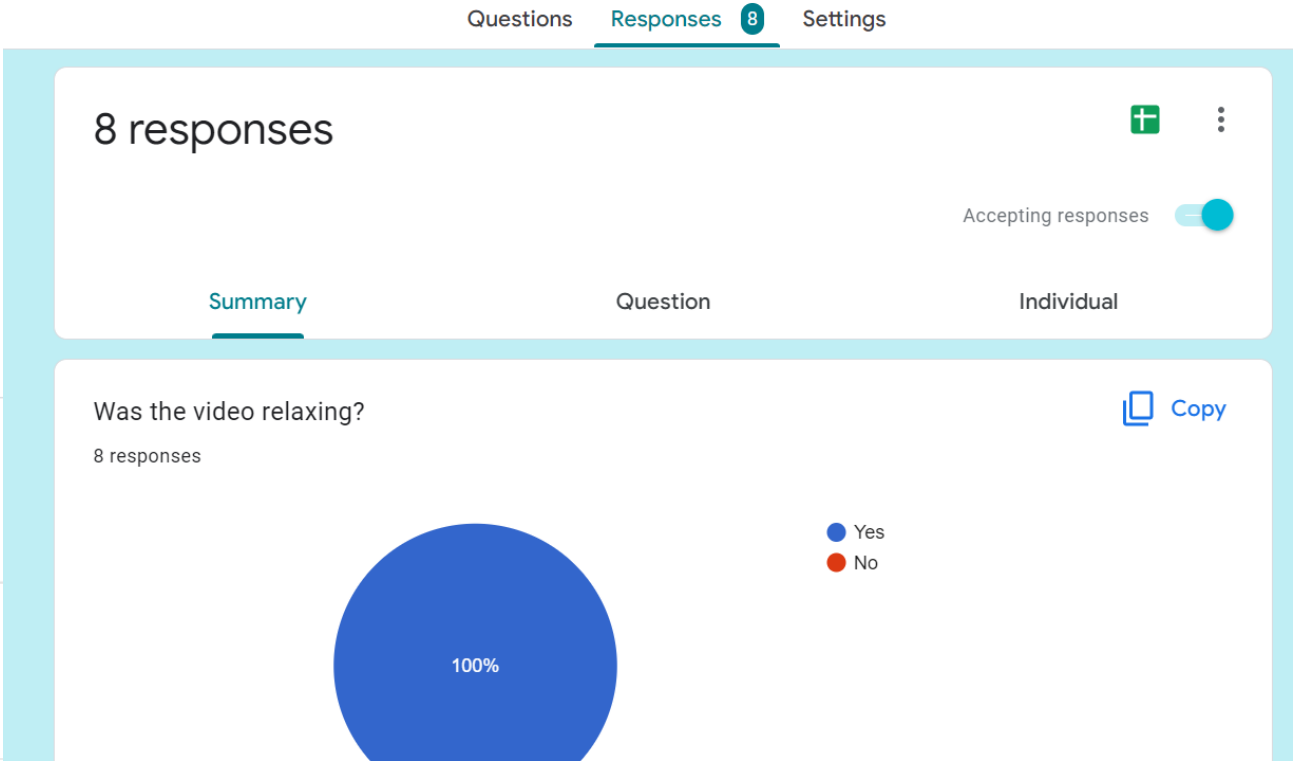
- ✓ Start a new form: blank
- ✓ Click on Untitled form to give it a title
- ✓ The + sign for more question types



Sharing your survey

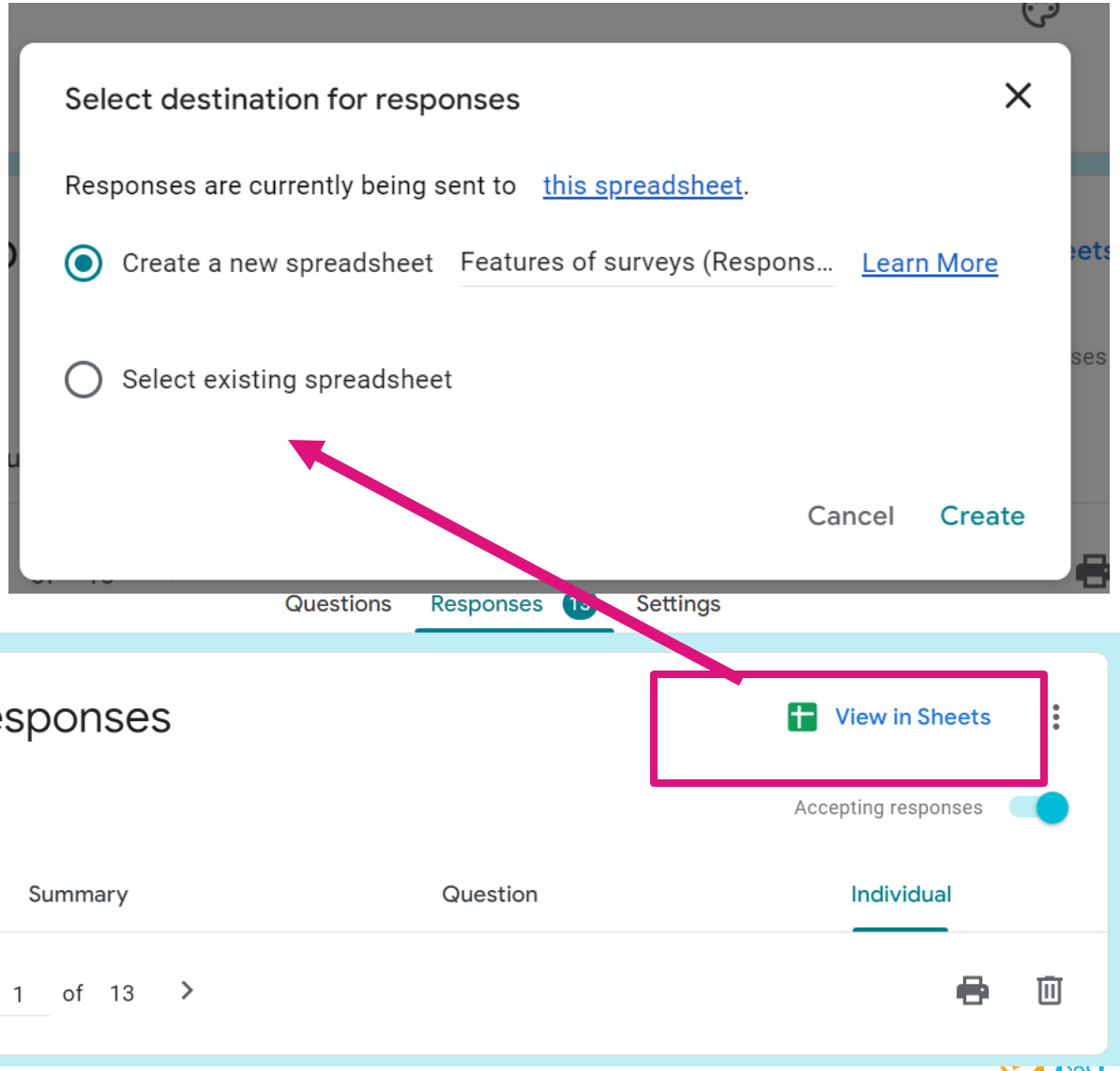


Accessing the results



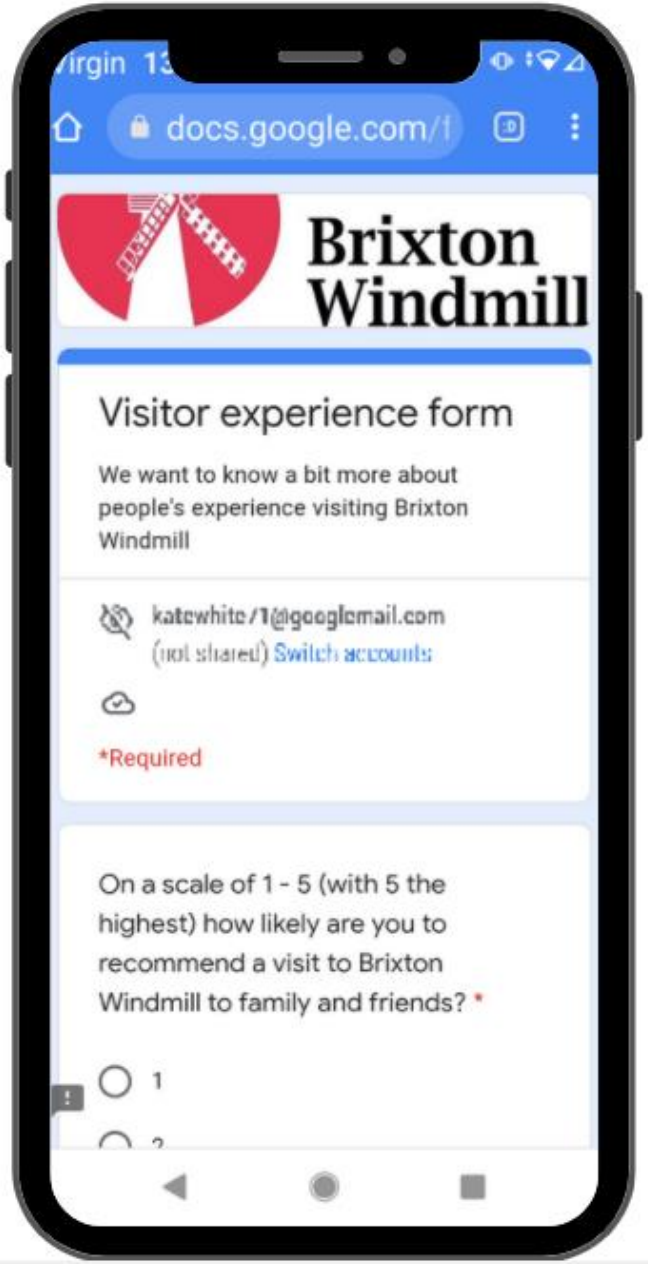
What can your form do for you?

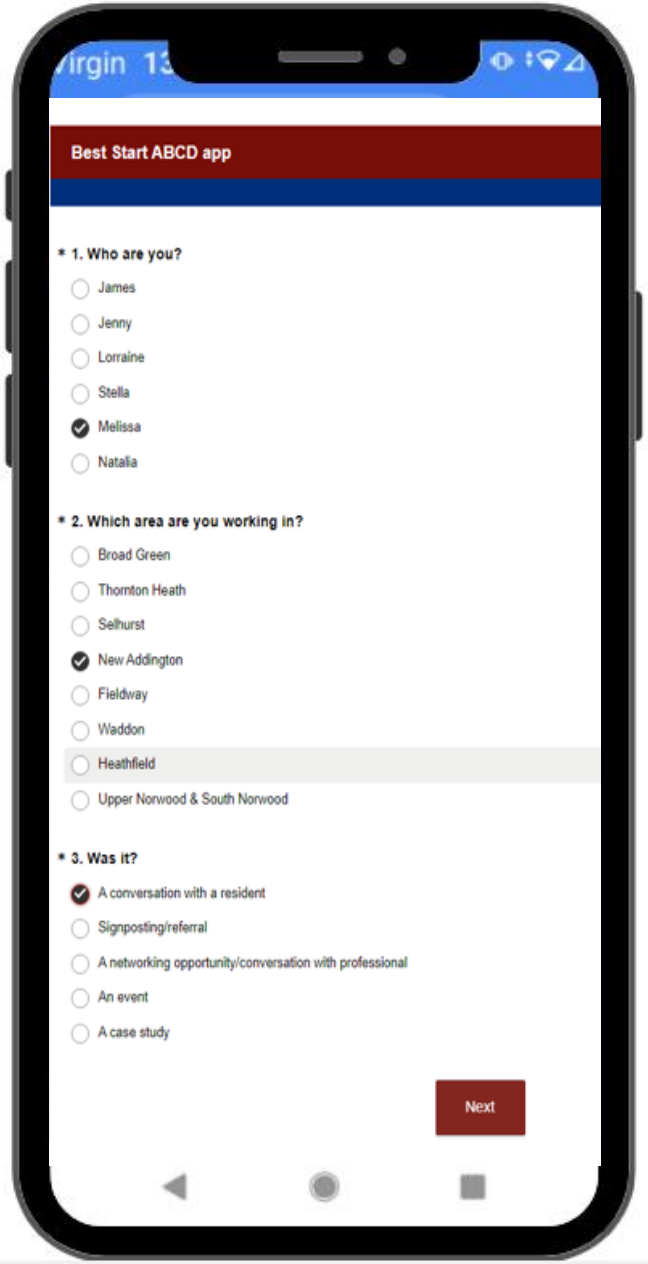
- ✓Link your data? (this is a Google Form example.
- ✓If you set up a Microsoft form in MS Teams it will also keep a live active spreadsheet so your data is all in one place



Mobile data collection

Add form shortcuts to your Homescreen...

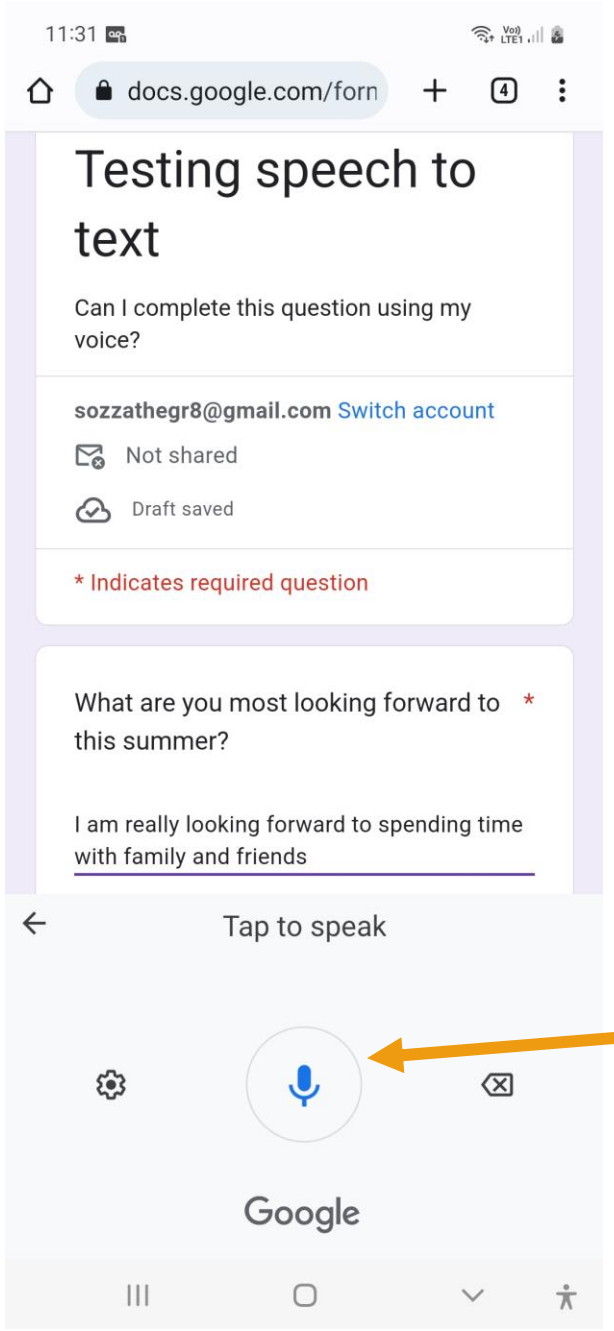




Mobile speech to text

Enable dictation in your settings so you can complete forms using voice

Turn on Dictation on iPhone or make sure you have Google Gboard (you can probably just go to your keyboard list in settings and switch on Google Voice typing



Find the microphone to speak into any text box

Free – too good to be true?

Mentimeter	2 questions only (per ‘presentation’)
Typeform	10 questions, 10 responses p/m
JotForm	5 forms, 100 responses p/m, 100MB storage
SurveyMonkey	10 questions, view only, 40 responses p/m
SmartSurvey	15 questions, view only, 100 responses p/m

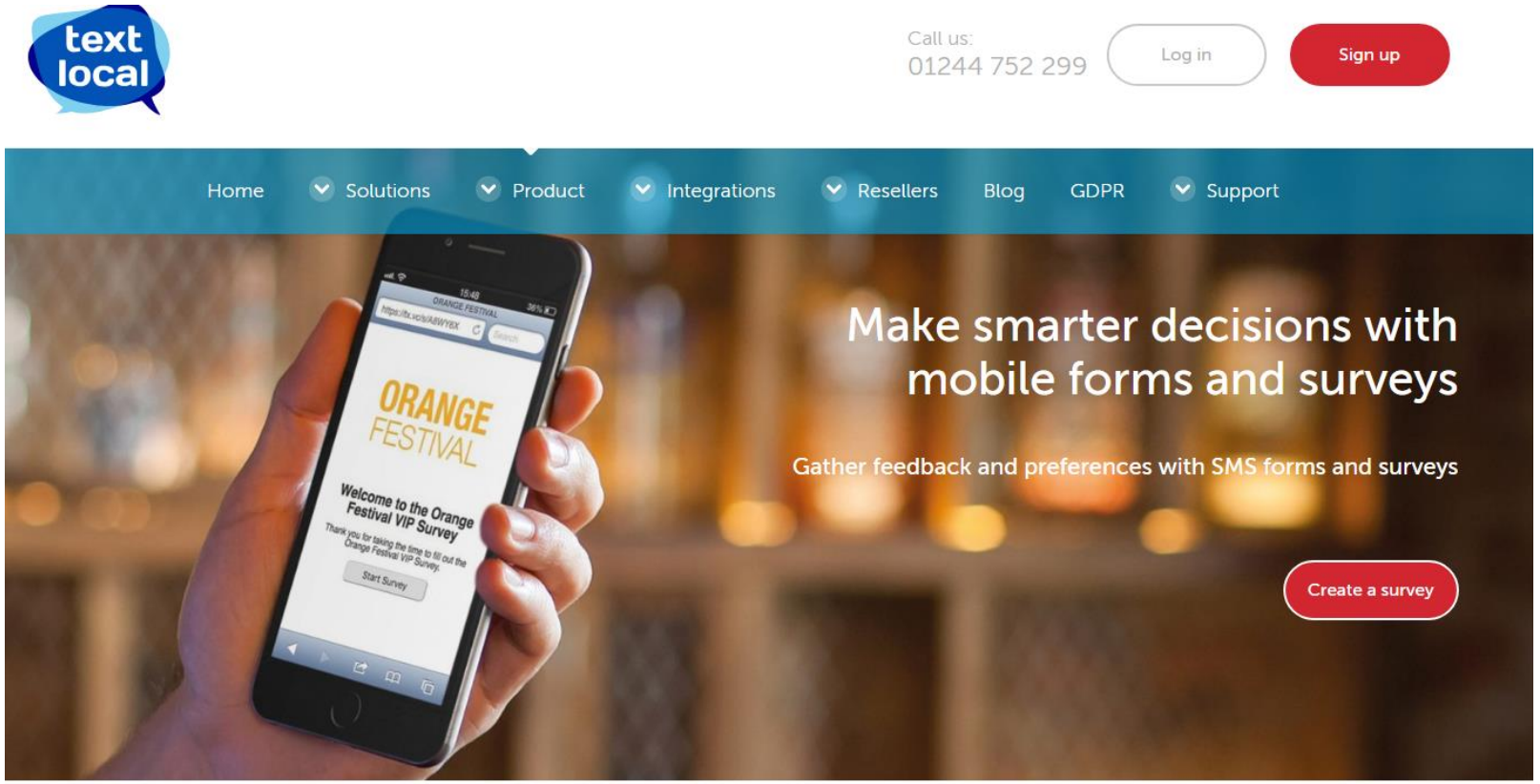
[Read our blog: How to choose a survey tool]

Break

Don't forget Zoom / Teams polls!

On a scale of 1 (low) to 10 (high), what energy level are you feeling right now?

Data capture with SMS



textanywhere

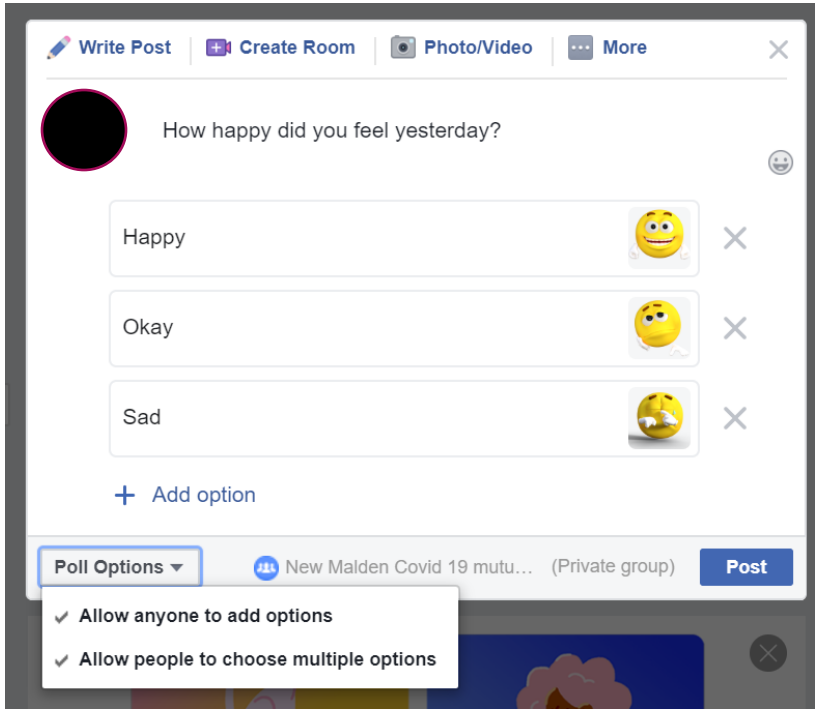
SmartSurvey

text local

SMS platform costs

- ✓You essentially buy bundles of SMS messages – most providers have a minimum bundle, costs per message decrease the bigger bundle you buy
- ✓You upload your contacts list to the platform and send bulk messages via their website
- ✓Good if you don't have work mobile phones and less time consuming / easier to manage than doing via a single device
- ✓Text Local - minimum 500 credits. Charity pricing 50% discount, so circa £14 ex VAT (2.8p per message)
- ✓Text Anywhere - minimum 250 credits. Full price £12.75 ex VAT

Who’s on social media?



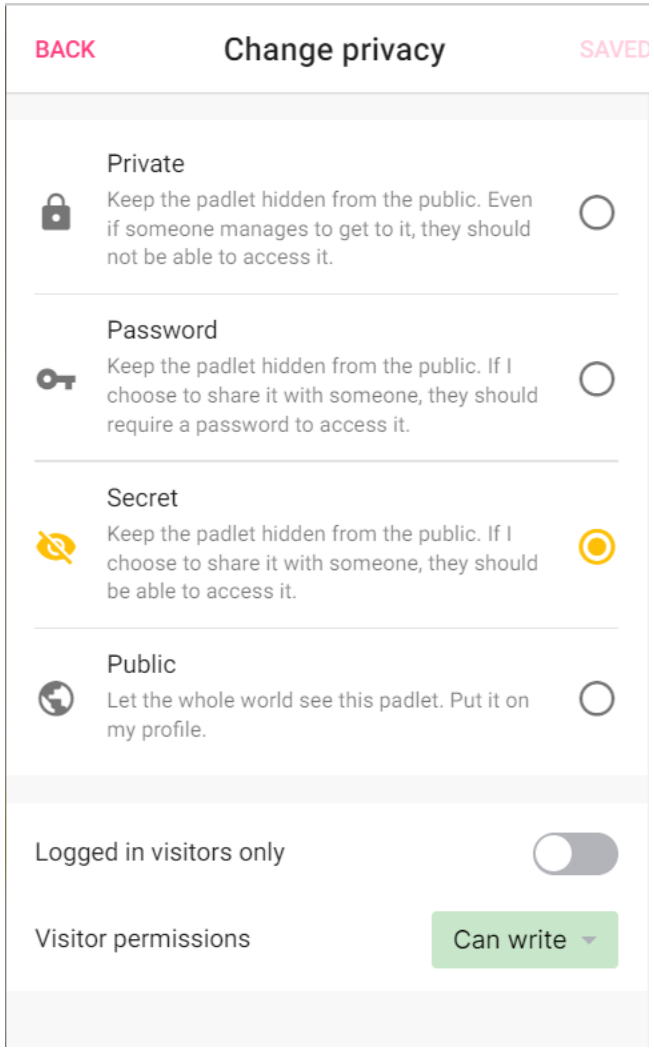
“no numbers without stories, no stories without numbers”

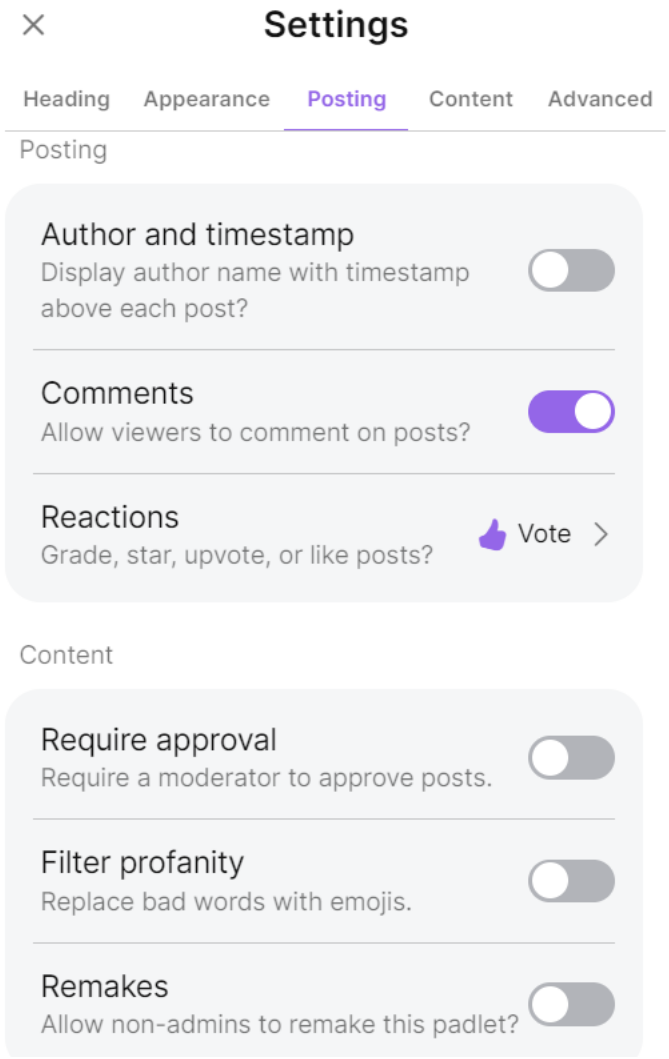
Stories and Numbers: Collecting the right impact data, New Philanthropy Capital

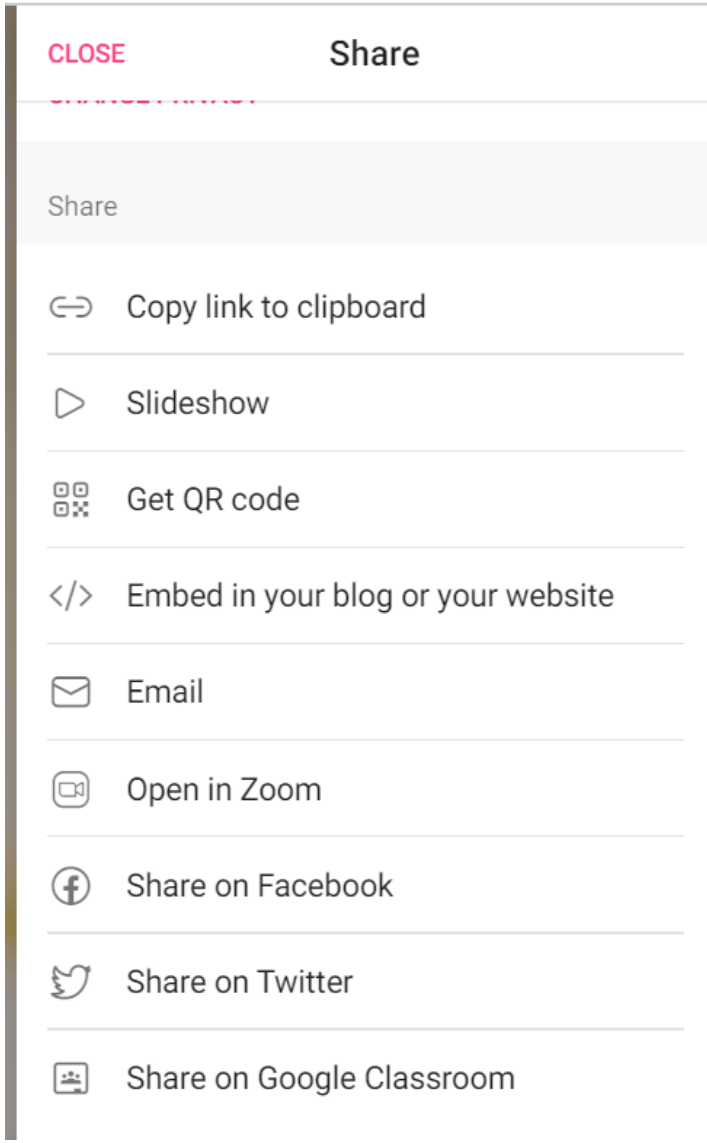
Creative story gathering

Using Padlet for audio, visual and diary story capture

Lots of options with Padlet







Giving people a voice

audioBoom

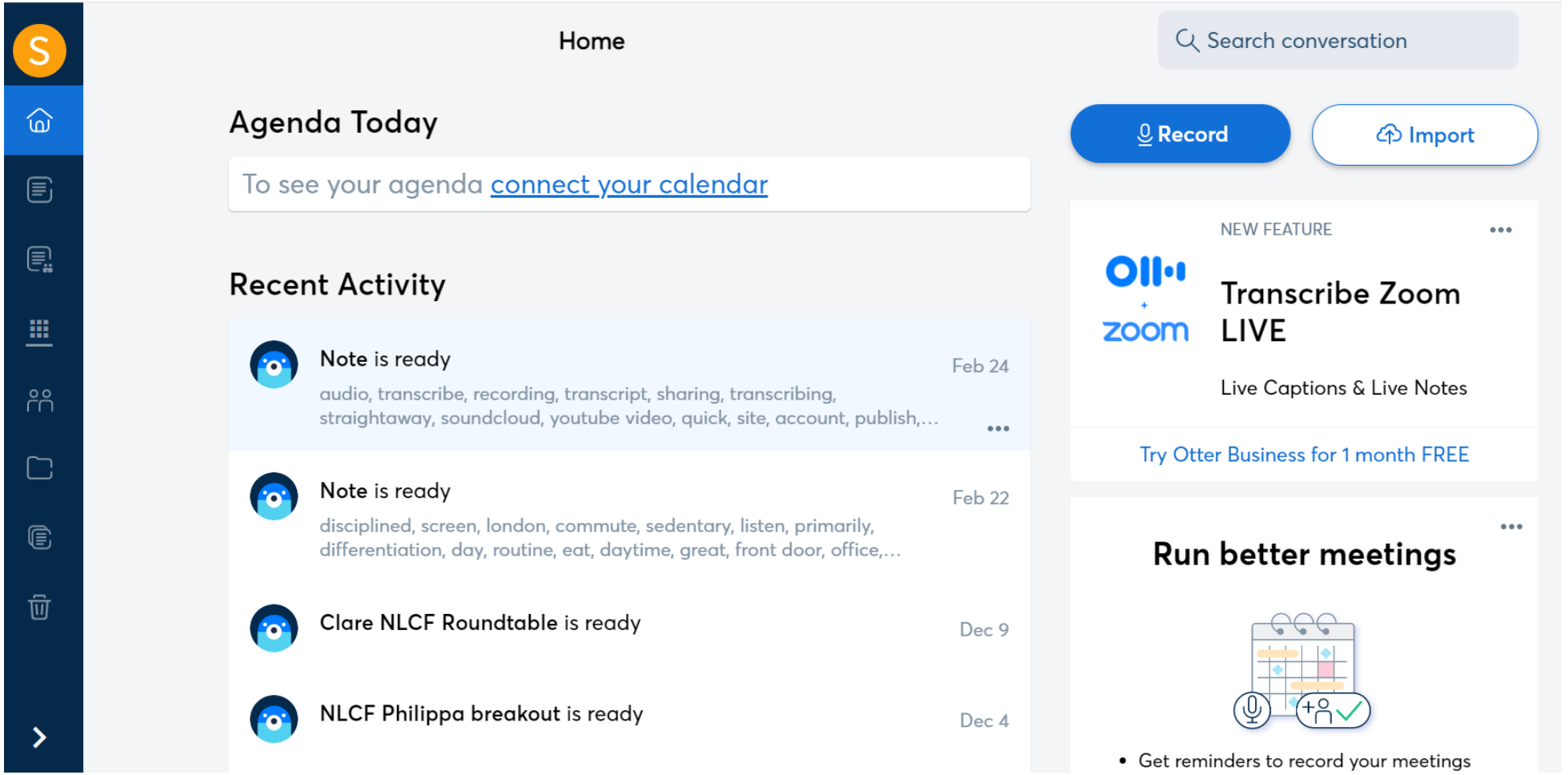
SOUNDCLOUD

Transcribing conversations with Otter.ai

- ✓Turn conversations into text, edit the results and share transcripts with others
- ✓Highlight insights about your work
- ✓Raise awareness by highlighting its impact
- ✓Record & import conversations or record live
- ✓Use workarounds to navigate limits

Record, transcribe, edit and publish

Otter.ai DEMO



Otter.ai pricing

$8.33 / month if paid annually (£80 / yr)
or $16.99 / month (£160 / yr)

Basic

- AI meeting assistant records and transcribes in real time
- Joins Zoom, MS Teams, and Google Meet to automatically write and share notes
- Automatically captures slides and generates meeting summaries
- 300 monthly transcription minutes; 30 minutes per conversation; Import and transcribe 3* audio or video files lifetime

Pro

Everything in Basic +

- Team features: shared custom vocabulary; tag speakers; assign action items to teammates
- Advanced search, export, and playback
- 1200 monthly transcription minutes; 90 minutes per conversation
- Import and transcribe 10* audio or video files per month

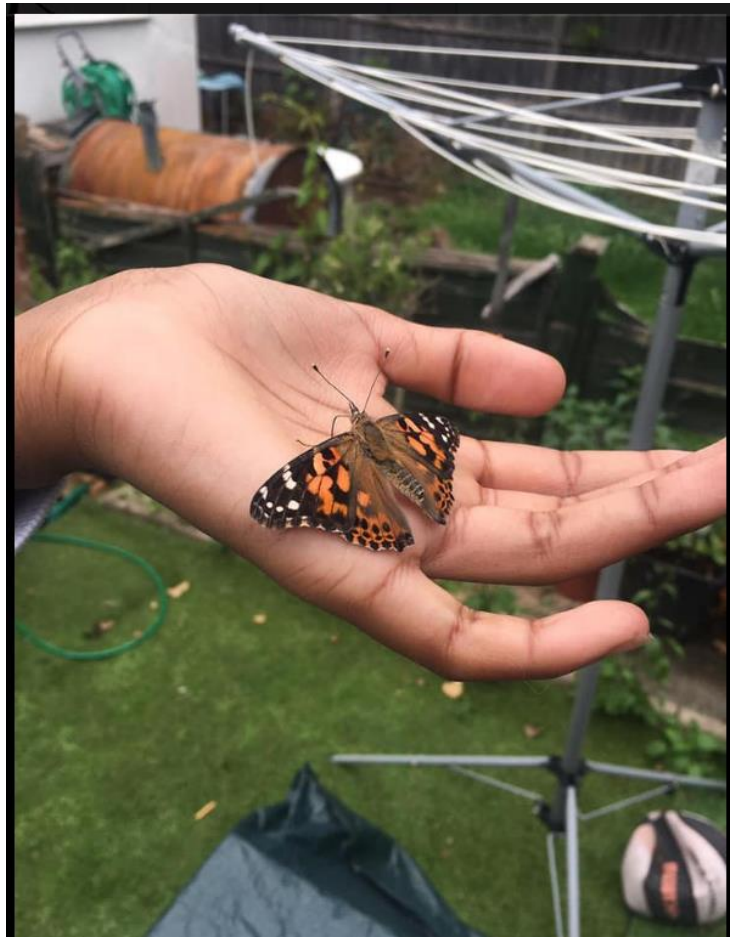
Business

Everything in Pro +

- Admin features: usage analytics, prioritized support
- Joins up to 3 concurrent virtual meetings to automatically write and share notes
- 6000 monthly transcription minutes; 4 hours per conversation
- Import and transcribe unlimited* audio or video files

✓https://otter.ai/pricing

A picture tells a thousand words



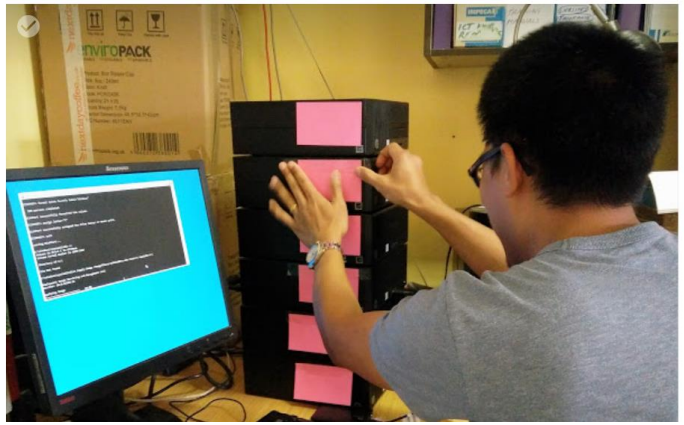
Sutton African and Caribbean Cultural Organisation

Compile & share albums / stories

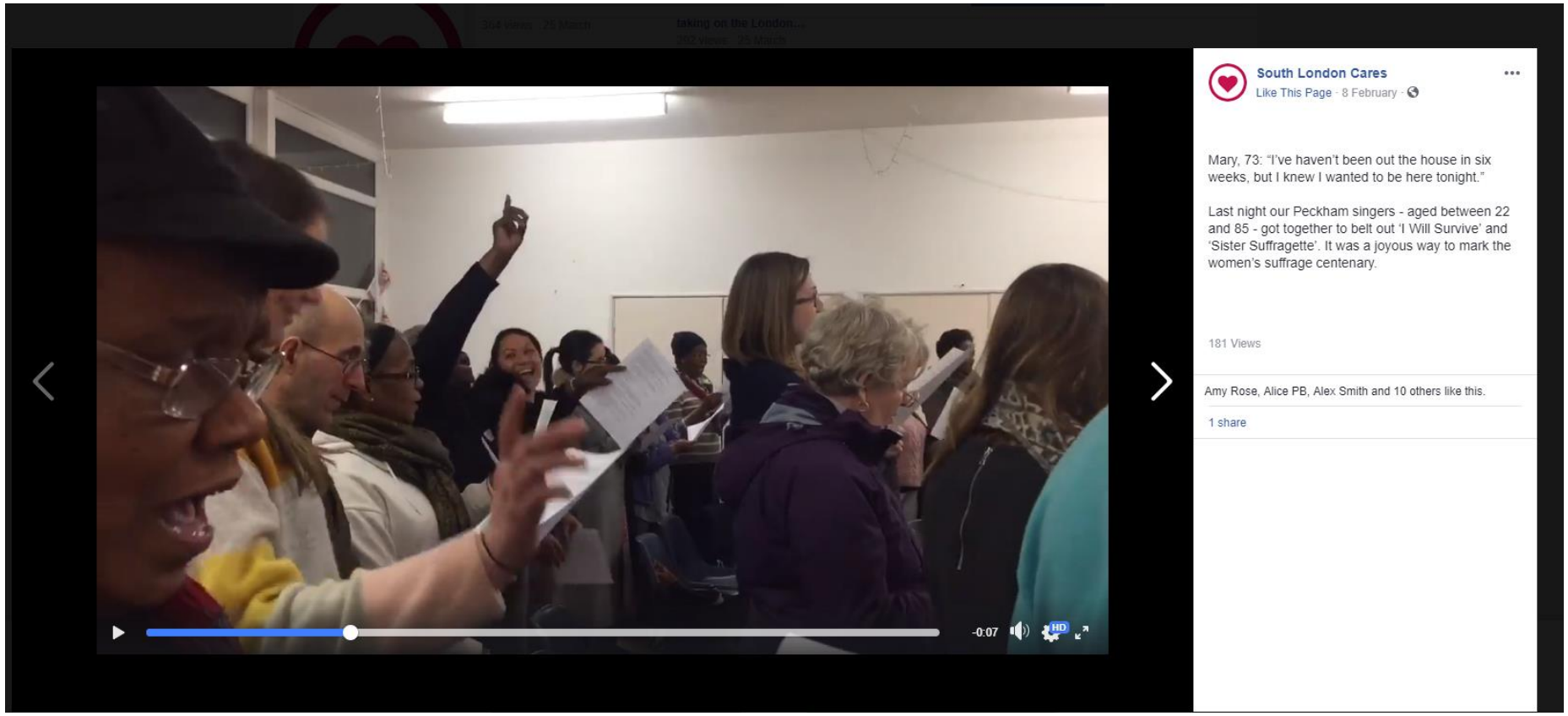
flickr™

Measuring change album

Oct 25, 2017



You don’t need feature films…



Using your data

- ✓ Analysing & visualising in Excel
- ✓ What about a database?

Need some more Excel skills?

Follow along with our practical Excel videos

✓ Excel Bite-size 1: Managing your data (guidelines/data)

✓ Excel Bite-size 2: Creating a workable data set (guidelines/data)

✓ Excel Bite-size 3: Analysing your data (guidelines/data)

Or join our Getting started, Next steps 1 and Next steps 2 tutor led sessions on Zoom.

Check dates here / get in touch for a 1:1 clarechamberlain@superhighways.org.uk

Best practice issues

- ✓Do you need to be registered with the information commissioner? www.ico.org.uk
- ✓Do you have a data protection & privacy policy and explain why you collect data and what it will be used for?
- ✓Do you get consent to use photos / videos?
- ✓Is your client data secure i.e. password protected, backed up, safeguarded with antivirus software and a firewall? NCSC infographic
- ✓Responsible Data Planning Matrix

What one small step will you take forward?

Related training & extra resources

- ✓Using Datawrapper for charts, graphs and maps
  Tuesday 5 Sep, 10am to 12pm
- ✓Visualising your post code data on a map
  Thursday 21 Sep, 10am to 12pm
- ✓10 ways to share: making the most of your content
  Thursday 21 Sep, 7pm to 9pm
- ✓Creating and exploring Census 2021 custom datasets
  Tuesday 26 Sep or 17th Oct, 2pm to 3.15pm
- ✓Creating content that counts
  Thursday 28 Sep, 10am to 12pm

Related training & extra resources

- ✓Watch this video: Using your Data to Evaluate you Impact, Explore Options and Drive Change
- ✓Look at our current training offer and add yourself to the waitlist if they're full
- ✓Download our Favourite Apps for data collection & storytelling tools sheet
- ✓Sign up to our monthly eNews for updates from us on all things charity sector and digital/data, plus future training and support offers
- ✓Ask us for a 1:1 if you need any help

Thank you for taking part today

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@SuperhighwaysUK

superhighways
harnessing technology for community benefit