

“But impacts are not the only things that can or should be measured...”

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Audience Response System – aka “Clickers”

- Turning Technologies – TurningPoint
- Integrated system, response unit, receiver, software and integration into PowerPoint
- Variety of question formats
- Demographics – self identify
- Results quickly summarized
- www.turningtechnologies.com
- Worked with Extension in NW



Advantages of Audience Response Systems

- Stakeholders are not put off
- People engage
- I have not seen “clicker fatigue”
- Breaks up meeting
- Can be made anonymous

Examples of interactive audience participation

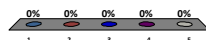
- Measuring change in knowledge
- Measuring acquisition of knowledge
- Measuring intention
- Needs assessment
- Pest management practices
- Exploring opinion on an issue
- General engagement of stakeholders
- Take Home Messages
- “Customer satisfaction”



I See Myself MOSTLY As A:

1. Crop Adviser or Consultant
2. Pest Management Adviser or Consultant
3. PCA
4. IPM Professional
5. I do not give pest or crop management advice

Demographic tag for later parsing



Which is the Cowpea Aphid?

Knowledge acquisition indicator



1.



2.

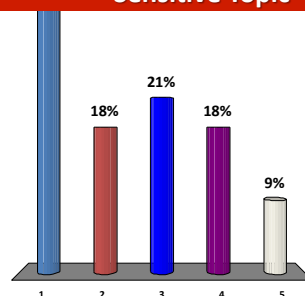


3.

I Believe It is Important to Separate Product Sales From Consulting Services

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree

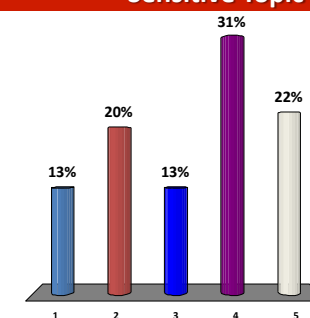
"Sensitive Topic"



To Reduce Risk Associated with New IPM Practices, Should Society Provide Support to Protect Against Potential Losses?

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree

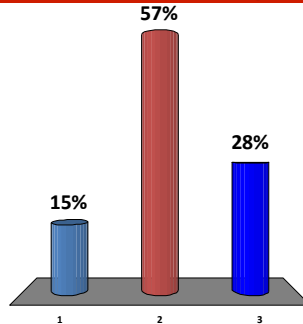
"Sensitive Topic"



What Do You Think is The Responsibility of a PCA?

"Sensitive Topic"

1. Do what the Client wishes, regardless
2. Educate the Client to increase IPM practices
3. Be in the forefront of implementing IPM programs

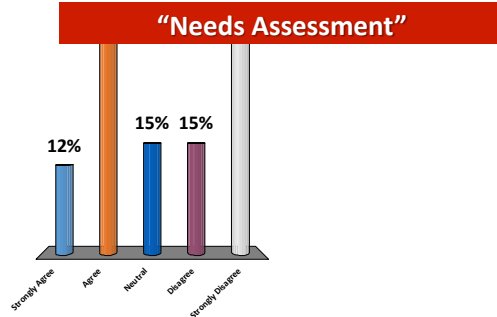


Seeking Information on Current Practice

"Sensitive Topic"

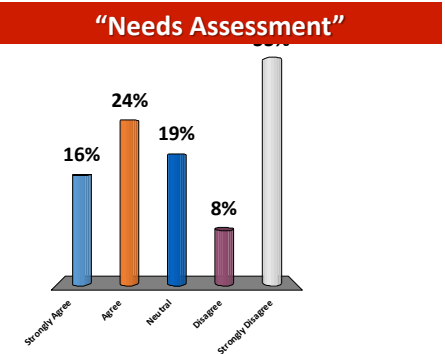
I Am Very Knowledgeable About: INTERPRETING NEMATODE LAB RESULTS

- A. Strongly Agree
- B. Agree
- C. Neutral
- D. Disagree
- E. Strongly Disagree



I Am Very Knowledgeable About: NEMATODE SAMPLING

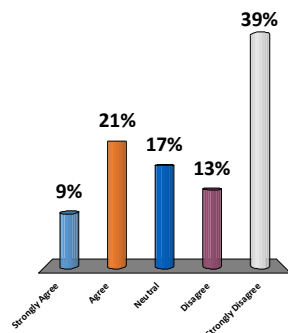
- A. Strongly Agree
- B. Agree
- C. Neutral
- D. Disagree
- E. Strongly Disagree



I Am Very Knowledgeable About: HANDLING & PREPARING SOIL SAMPLES FOR NEMATODE EXTRACTION

"Needs Assessment"

- A. Strongly Agree
- B. Agree
- C. Neutral
- D. Disagree
- E. Strongly Disagree



I Intend to Use This Information in the Next 9 Months

"Intention"

- 1. Strongly Agree
- 2. Agree
- 3. Neutral
- 4. Disagree
- 5. Strongly Disagree

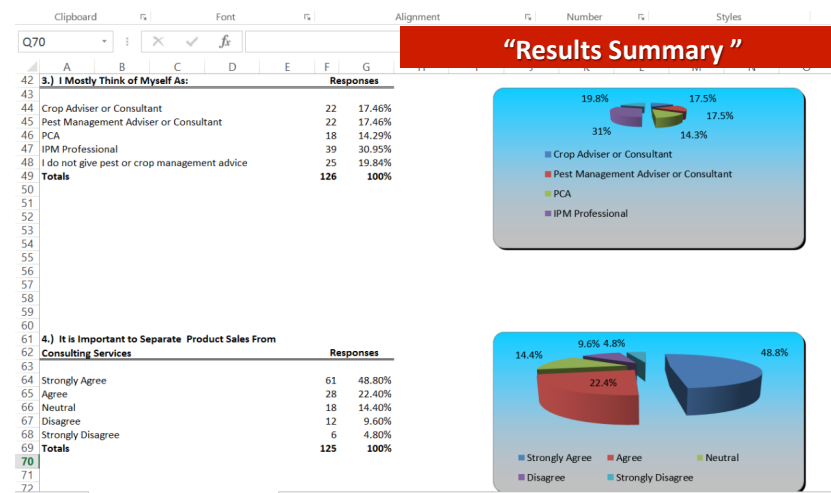
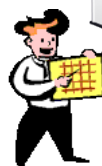


Followup Survey – 6-9 months??

Overall I Would Rate This Meeting:

- 1. Excellent
- 2. Very Good
- 3. Good
- 4. Poor
- 5. Very Poor

"Exit Survey"



Please Jot Down Any Comments You Have and Turn in
With *Clicker*:

1. How could this meeting be improved?

"Open Ended Opportunity"

2. Future topics you would like to see offered

3. Other comments or suggestions

**Thanks for your Attention &
Participation**

