



National Capital Region Chapter of the
ACM Special Interest Group on Computer Human Interaction

Web 2.0: The Human Web

An interactive workshop on new Web opportunities

Summary of Participant Evaluations

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Method

- A total of 45 responses were collected from 54 participants
- For quantitative questions, responses were coded into an Excel spreadsheet. All ratings scales use 5 points, usually positive responses are high numbers, but sometimes the scale was reversed. We calculated mean and % positive (4 or 5 for normal questions, 1 or 2 for reversed questions) and % negative (1 or 2 for normal questions, 4 or 5 for reversed questions)
- For qualitative data, comments were transcribed into Word and then the frequency of similar comments were counted.

The Audience

The frequency of participant backgrounds was:

- web design: 16
- social media: 3
- multimedia: 2
- business analyst: 2
- marketing: 2

Overall Satisfaction

I enjoyed the workshop

Mean = 4.2, % positive = 80, % negative = 0

I believe this information will be useful to me

Mean = 4.0, % positive = 80, % negative = 4

I would recommend this workshop to others

Mean = 4.1, % positive = 75, % negative = 5

Summary: The satisfaction ratings were very high, with few negative ratings. The best liked aspects were Peter's opening presentation, interaction among the participants, and the usability testing exercise. Regarding disliked aspects, audio/microphone problems were mentioned frequently. Some participants thought the material was too generic and suggest small group sessions on specific topics. Some people disliked Maggie's user-generated presentation because they felt she shared too little information and the technological aspect did not work. Others, however, thought it was a bold experiment.

Hands-on Activities

There was an appropriate amount of exercises and interaction

Mean = 3.9, % positive = 76, % negative = 9

Summary: The hands-on exercises were seen as one of the most positive aspects by most people, but a few felt they were not a good use of their time. Most people like the usability testing activity, although some thought it was chaotic.

Venue

The venue was appropriate for this event

Mean = 4.2, % positive = 82, % negative = 4

The menu was suitable for this event

Mean = 4.5, % positive = 89, % negative = 0

Summary: people liked the venue and the food. The only negative comment about the food was one comment that the pasta was cold. A couple of people mentioned that the room was too small, that the back tables were too far from the screen, and that there was little space to move around during the exercises. Some people had trouble connecting their laptops to the Internet.

Cost

I consider the cost of the workshop to be low

Mean = 2.8, % positive = 22, % negative = 31

I consider the cost of the workshop to be high

[reversed scale]

Mean = 3.0, % positive = 21, % negative = 33

We also calculated the difference between participant's answers on the high and low ratings by taking the high result and subtracting the low amount. The resulting scale is a measure of opinion that the cost was too high.

Mean = 0.1

Summary: the data suggest that the cost was about right, with no strong opinions for the questions about high and low cost, and a difference score whose average was about 0, meaning neither high nor low.

For more information see www.capchi.org or contact info@capchi.org.