Participation Tools - Feature Comparison

Choosing the right tools is essential to getting the best feedback from your audience.

	1-way	2-way	3-way	Quantitative	Qualitative	Spatial	Commenting	Voting	Rating/Ranking	Media
Social Map	●	●	○	○	●	●	●	○	○	●
Form	●	○	○	●	●	○	○	○	●	●
Fund It	●	○	○	●	○	○	○	●	○	○
Gather	○	●	●	●	●	○	●	●	○	●
Visioner	○	●	○	●	●	○	○	●	○	○
Q&A	○	●	○	○	●	○	●	●	○	○
Conversation	○	●	●	●	●	○	●	●	○	●
Forum	○	●	●	●	●	○	●	●	○	●
Quick Poll	●	●	○	●	○	○	○	○	○	○

Participation Level

Different tools invite various types of feedback and participation from your audience.

One-way

One-way tools allow participants to share information directly with you, without their contributions displayed publicly.

Two-way

Two-way tools allow participants to make contributions that are displayed publicly and may let you respond to the contributor.

Three-way

Three-way tools allow participants to make contributions that are displayed publicly while allowing both you and other participants to respond.

Data Type

Each tool collects a certain type of data that can be used for analysis.

Quantitative

Quantitative data provides information that can be numerically ‘counted’, which makes it easy to aggregate and analyse. Examples include multiple-choice questions within a survey or poll.

Qualitative

Qualititative data provides more descriptive information through text-based responses, and allows participants to go into more detail. Qualitiative data must be interpreted using analytical techniques such as keyword or sentiment analysis.

Spatial

Spatial data provides either quantiative or qualitative data that is associated with spatial coordinates (longitude and latitude). This so it allows it to be mapped to a specific point on the Earth’s surface. Spatial data can be both mapped and analyed using a range of techniques and tools (such as Geographic Information Systems).

Features

A number of important features can be used to facilitate further interaction and data collection.

Rating/Ranking

This feature enables participants to express their preferences for an item, either by placing items in a ranked order (ranking) or by providing a rating against a pre-determined scale (such as 5 stars) to indicate their support / preference.

Voting

Voting allows people to indicate their support or preference by easily clicking a button in response to a statment or contribution. Voting can be expressed by ‘thumbs up’, ‘likes’, ‘support’ and can include upvoting or upvoting/ downvoting.

Commenting

Commenting allows people to react to other people’s contribution by leaving a written comment. In some cases, this may allow people to respond to other comments to open up dialougue between participants.

Media

This feature allows participants to attach images and / or videos as part of their contribution. This helps people leave contributions that are more than words, providing a visual dimension to an activity.