

IMPACT & INSIGHT TOOLKIT

A GUIDE FOR INTERVIEWERS

Welcome to Culture Counts. You will be assisting your organisation to capture essential feedback from the public, with a view to evaluating the offerings. For a quick guide to using the Culture Counts Interviewing system, please see below.

ACCESSING THE SURVEY

Together with Culture Counts, your organisation will have set up a survey on a tablet or iPad for you - all you will require is Internet access and willing interviewees. Before you begin surveying, first check that the device is connected to reliable Internet: 3G/4G/WiFi and also that the device's battery is charged. A URL will be provided for you and all you need to do is to input the address into your browser. For those selecting the URL, we strongly advise you to use the 'Interview' option.

ANSWERING THE QUESTIONS

We suggest that you pass the device to the interviewee, so that they can record their feedback anonymously and avoid interviewer bias. There are cases where this isn't appropriate and this is something that you should consider on a case by case basis.

When responding to the statements, the interviewee should mark on the scale how strongly they agree or disagree. The slider below each statement can be dragged along the line to a position where the interviewee is happy; then they can progress to the next question. Depending on the survey, there could be further questions with drop-downs, multiple choice or free text answering options. Finally, there are demographic questions. If the interviewee doesn't wish to provide the information to these questions, they can be skipped, although in order to achieve the most valuable data, it is of course preferable that they are all completed.

RE-ACCESSING THE SURVEY

Once your interviewee has completed the survey, you will be presented with the option to 'Take Another Survey'. This will take you to the beginning of the survey, ready to be taken by a new interviewee. This process can be repeated continuously.

Please note, the respondent's answers will only be saved if the 'Take Another Survey' button is selected!

For a Video Tutorial, please visit: https://www.youtube.com/watch?v=ZKNalJP9_5c

For further support you may email the team: support@countingwhatcounts.co.uk