

QUALITATIVE

- Information relating to meaning, feelings, experiences, processes, understandings and events.
- Offers open, flexible approach, and good for answering 'how' questions.
- Tend to use small samples and provide an in-depth picture.

TOOL	DESCRIPTION	GOOD POINTS	CHALLENGES
Comments book or graffiti wall	Visitors encouraged to write a comment eg blank book in prominent position, blank wall (covered in paper) with post-its. More tailored feedback possible if given prompts eg I loved... Next time I would like...; I hope your research will...; I fear your research will...	Widely used and well understood; can be used to generate 'word cloud' (see above). Easy to set up and visually can become an integral part of the event display.	Analysis can be resource intensive; comments from previous visitors can influence current visitors (as all are on show).
Five words	Ask a range of people, for example visitors and helpers, to sum up the event in five words.	Simple and easy to implement; can be delivered in the form of an exit poll; can be adapted for younger visitors by providing words or smiley/sad faces to choose from.	Resource intensive – requires someone to do the asking; can be difficult to get a range of different voices; can be difficult to collate responses.
Media analysis	Accuracy and tone of coverage; inclusion of messages or quotes supplied in press release; extent of sharing content digitally; comments or usable feedback.	Widely used and well understood; can be outsourced to an agency; particularly useful over the longer term.	Resource intensive if done in-house; value of results questionable.
Feedback forms, questionnaires and surveys	Online or paper; questions can take many forms – including open-ended, narrative questions.	Tried and tested mechanisms; widely used and easily understood by visitors; online versions increasingly available.	If online, can be difficult to provide access at event, and/ or to get visitors to complete online surveys afterwards; open-ended narrative questions labour-intensive to analyse and may defy 'categorisation'.
Pulse survey	Short questionnaire sent out to a (relatively) small, defined group (or groups); usually conducted online, but could be paper.	Focussed and time-limited; often attracts high response rates due to targeted nature; can include choice questions (quantitative) and free text (qualitative) elements.	If online, requires access to and knowledge of online survey software; open-ended narrative questions labour-intensive to analyse and may defy 'categorisation'.
Word cloud	Generated online from text in a comments book or on graffiti wall.	Highly visual and easy to interpret; adds quantitative assessment to qualitative feedback.	Resource intensive to input text from source into word cloud generator.