

Bonus Slides

The Dos and Don'ts of Research in the Arts

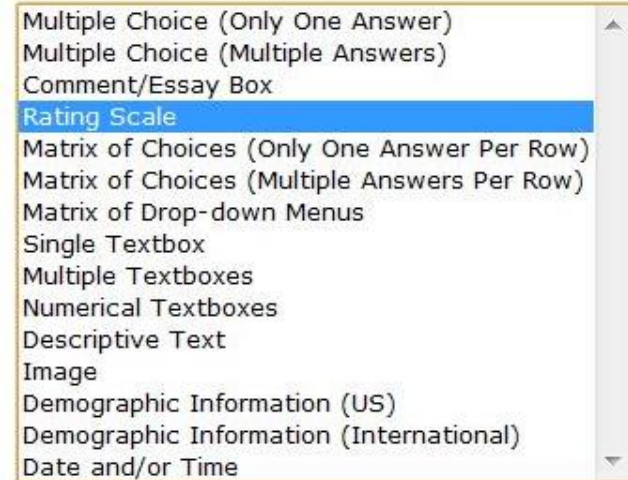
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WEBINAR SERIES FOR ARTS PRESENTERS



Types of questions

- **What you want to know determines how you ask**
 - A/B choice
 - Multiple choice
 - Checklist
 - Ranking
 - Ratings question



Things to pay attention to

- **Randomization of lists**
- **Fun and engaging for respondent**
- **Ease of answering**
- **Reinforce progress made**
- **Be courteous**
- **Incentives**

Example: Question design

- **You want to find out whether a patron prefers some activities over others that are used to enhance their enjoyment of an evening performance. The 5 activities being examined are:**
 - *Pre-concert lecture*
 - *Post-concert talk back*
 - *Reception with artists*
 - *Reading program notes*
 - *Sharing the experience live on social media*
- **Understanding the impact on data obtained based on different ways of constructing the question.**

Two different multiple choice questions

“Which <u>one</u> of these activities do you <u>most often</u> do when attending a show?” (Select 1)		“Which of these activities are you <u>interested in</u> when you come to a show?” (Select all that apply)
4%	Pre-concert lecture	35%
4%	Post-concert talk back	65%
5%	Reception with artists	45%
85%	Reading program notes	60%
2%	Sharing the experience live on social media	20%
100%	N=200	215%

Are you getting information that helps you understand patron preferences and ultimately make a good decision about which activities to invest in more or less?

All figures are strictly fictitious!

Ranking question

	Ranking (avg)
Pre-concert lecture	2
Post-concert talk back	2.2
Reception with artists	2.5
Reading program notes	3
Sharing the experience live on social media	4.2
N=200	

Question: “Please rank each of these activities in order of importance to you”

- **Ranking can provide more information than a checklist**
- **Can be quite hard to answer**
- **Note: for a respondent the distance (value) between 1 and 2 may not be identical to distance between 2 and 3.**
 - In analysis of aggregate responses, we can see these nuances

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Rating Question: 2 ways to look them

	Score (out of 4)	Top box (3+4)
Pre-concert lecture	2.1	75%
Post-concert talk back	2.6	63%
Reception with artists	2.8	62%
Reading program notes	2.0	74%
Sharing the experience live on social media	3.2	24%
N=200		

Question: “Please rate the importance of each of these activities on a scale from 1 to 4, where 1 = not at all important, 2= somewhat important, 3 = important and 4 = very important

- **Typical top box scores**
 - 5-point scale = 4+5
 - 10-point scale = 8+9+10

All figures are strictly fictitious!

Matrix question (multiple answers)

	Generally interested	Participated in at last concert
Pre-concert lecture	50%	5%
Post-concert talk back	65%	8%
Reception with artists	45%	10%
Reading program notes	70%	91%
Sharing the experience live on social media	35%	0%
N=200		

- Question: “Please indicate for each activity, whether you are interested in it in general terms, and whether you participated in the activity at the last concert you attended.”
- Each element in question is meaningful, e.g. “last concert” figures will be different than if you’d said in the “last year.”
- Also, for this construction to work you must ensure activities were offered in the time frame specified – or account in interpretation of results of incidence of specific activities.

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Get in touch

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