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CultSense Quality Tools

Tool 5:

WEBINAR

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Structured or not structured surveys can be used as tools for measuring the perceived quality of a webinar. A webinar (or web seminar) is a seminar performed in an online environment. There are several advantages of a webinar relative to a face-to-face seminar, including the potential reach to a larger audience and the interactive digital tools which can be used.

Within the CultSense project, we have organized various webinars related to cultural sensitivity in which the target audience was represented by students and educators from different universities and countries (cultures). The online environment simplified the logistic of bringing the students and the other speakers together *with a click*. Our webinar was designed to last approximately 1.5 hours and the moderator should ensure respect for the webinar's structure. An example of such a structure is presented below.

WEBINAR

15.00 – 15.05 Presentation

15.05 – 15.55 Presentation of experiences (5 minutes per student)

Moderator:

2 students from University 1:

2 students from University 2:

2 students from University 3:

2 students from University 4:

2 students from University 5:

15.55 – 16.25 Discussion

16.25 – 16.30 Closing

One or two days after the webinar has taken place, the participants should be contacted (recommended via e-mail) regarding their perceived quality of the webinar. Based on the webinar's objective a short questionnaire can be developed and included in the e-mail. According to the desired data, the questions can be closed (measuring items of perceived quality) or open-ended (qualitative data). For the webinar entitled *Travelling with a sensitive mind: students' experiences* the audience was represented by two students (one incoming and one outgoing within the Erasmus program) from each partner university (10 in total). Taking into account the small number of participants, an open-ended questionnaire was sent containing two questions/requests related to the perceived quality: (1) Please describe in a few words your experience of attending the webinar and (2) Write down the main ideas you have retained after attending the webinar.

The answers provide hints and insights about the perceived quality of the webinar. For the upper mentioned webinar, we have received answers like:



The webinar was very good.
I saw the experience of different Erasmus students and the presentations were very neat.
I was lucky to be asked about my stay in Sibiu.



What struck me most in the webinar was the differences between the experiences. Having the opportunity to listen to students talking and sharing what they have experienced was very interesting and can help people who want to go or who have some doubts about going on an exchange. We are all different and not all of us are impacted by the same things in the countries we are studying in.



If the audience is large, it is recommended to have a structured survey, containing closed questions, each question depicting one aspect of the webinar's perceived quality. Semantic differential and/or Likert scales are commonly used to measure such aspects. Examples of such questions are proposed in the following:

Please rate the quality of the webinar overall:

Poor quality 1 2 3 4 5 High quality

Please rate how interesting the webinar's subject was:

Boring 1 2 3 4 5 Interesting

Please rate the moderator's attitude:

Passive 1 2 3 4 5 Active

Please rate how interactive the webinar was:

Low 1 2 3 4 5 High

The structure and tools are particularly suited for webinars with students, but also with short interventions within one topic.





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