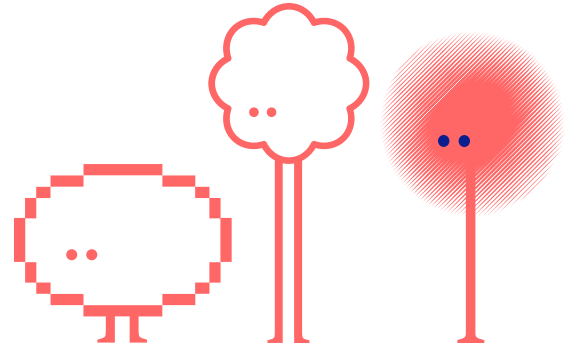


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# ANALYSING FEEDBACK



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## Immersive Arts Audience Resource Bank

### Questions to ask yourself before starting to analyse your feedback:

- What are you most interested in finding out?
- Do you have any assumptions about what the feedback might reveal? *Try to keep an open mind.*
- How will you deal with critical feedback? *It can be useful to ask a producer/other team member to read it first, if this could be difficult for you.*

### Tips

- It can be useful to first look at the demographic and prior experience data to understand who has completed the feedback. You may find there is one group that has responded and this can be useful for framing how you interpret the feedback. *For example, if you have lots of people who have never had an immersive experience before, their feedback may be different from those who have experienced a lot.*
- Use the analysis tools available in the platform you have used to collect the feedback. *For example, Microsoft Forms will populate word clouds and pie charts of the data for you.*
- It can be useful to identify reoccurring themes and words and any patterns in the data you collect. *It may be useful to transcribe any focus group audio recordings to be able to search for themes.*
- Highlight anything that stands out as being different in the responses.
- Select and highlight key quotes that might be useful in the future.
- Remember that gathering feedback can be very useful and enlightening, however, it is subjective, and every audience member will have their own experiences, which may influence their responses. You don't have to take on board all the comments/suggestions. It's up to you to decide what will help you best to progress the work.
- Finally, consider if it could be possible to share your findings to help inform the wider sector.

Here is an example of an [evaluation](#) report on my mixed-reality work *Replica*, made in conjunction with *The Space*. We used questionnaires and focus groups to gather this feedback from audiences.