

SURVEYS & CROWDSOURCING

SURVEYING

METHOD:

Measuring

BENEFITS:

Structured and standardized method of measuring a broad range of data (i.e. attitudes, opinions, beliefs, values, behavior, factual)

Lends itself to statistical significance testing

Can use open-ended comments with quantitative ratings to identify problems/solutions

Numerous questions can be asked about a subject, giving flexibility in data analysis

Anonymous and/or confidential for highly sensitive topics

LIMITATIONS:

Once the survey questions are set, they cannot be changed while the survey is open (i.e. data integrity)

CROWDSOURCING

IDEAWAVE 

METHOD:

Conversation

BENEFITS:

Leverages collective intelligence through dialogue, voting, and group identified solutions

Identifying immediate solutions to problems can decrease turnaround time for implementation

Deep-dive trend exploration by strategically using campaign modes

Increase transparency and breaks down silos

Ideas and comments are not confidential, but voting is anonymous

LIMITATIONS:

Traditional statistical tools not applicable for analysis

INTEGRATION

MEASURE



INNOVATE

Survey used to understand pain points and opinions on various subjects...

Survey used to gather confidential or anonymous feedback on work place climate...

Survey used to collect objective data on customer needs and requirements...

Crowdsourcing to deep dive into the issues identified in the survey and explore solutions

Crowdsourcing to have a transparent discussion about the issues discovered in the survey

Crowdsourcing to follow up with virtual focus groups on the survey results