

SpeakUp in Class!

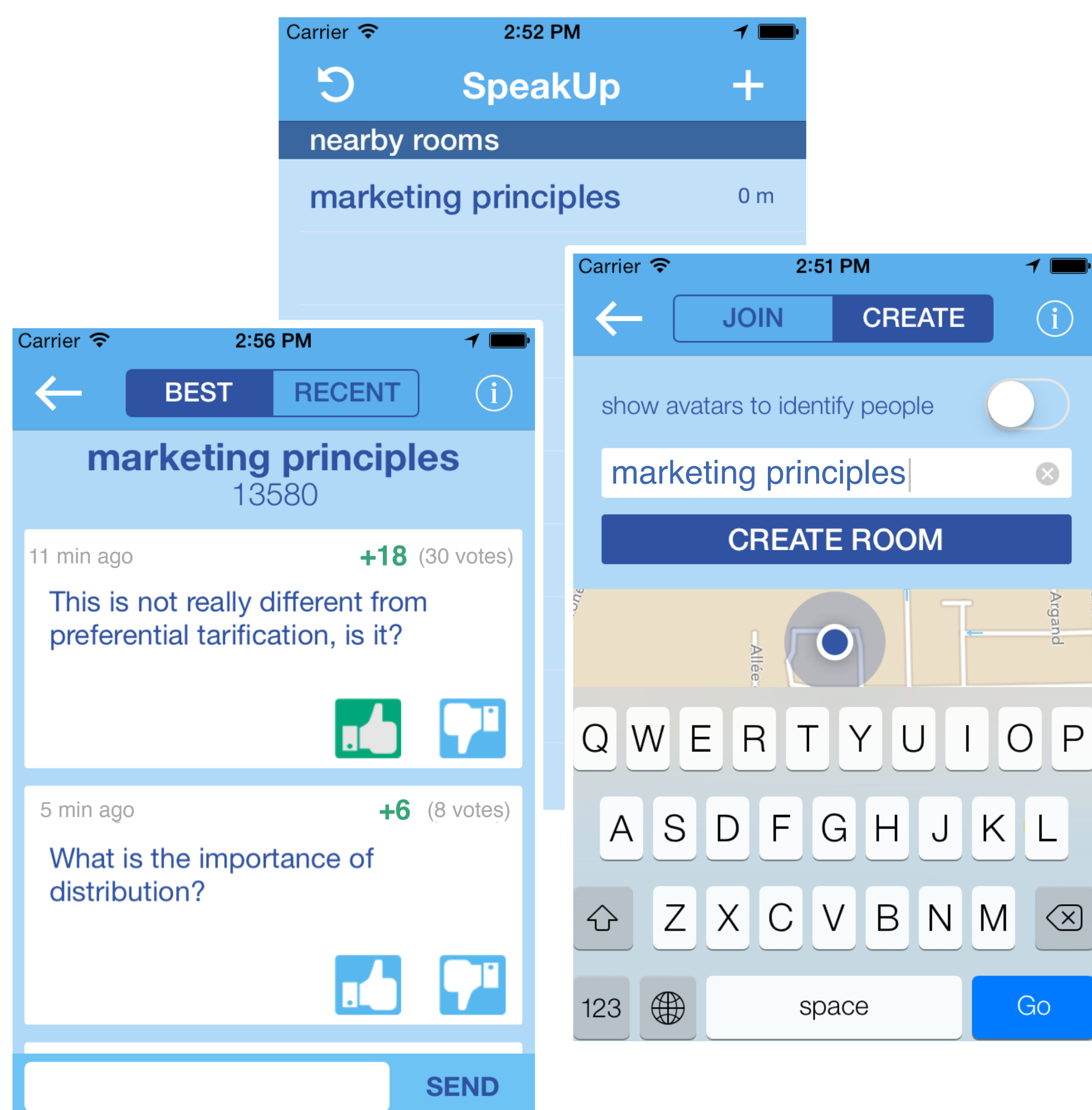
Anonymous Temporary Social Media for Better Interactions

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what is it?

SpeakUp lets the audience anonymously share and rate each other's questions in a room. The speaker can then easily answer the best ones.

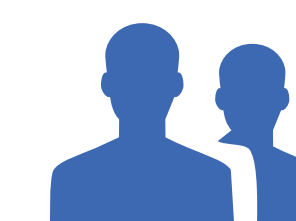


evaluation

2013

with over 300 bachelor business students split in a control and a SpeakUp group

300+



during 6 sessions of the principles of marketing course lasting 3.5 hours each

21h



we conducted a survey after three weeks and one at the end, totalling 223 responses.

223



over all the sessions, 222 messages were posted

222



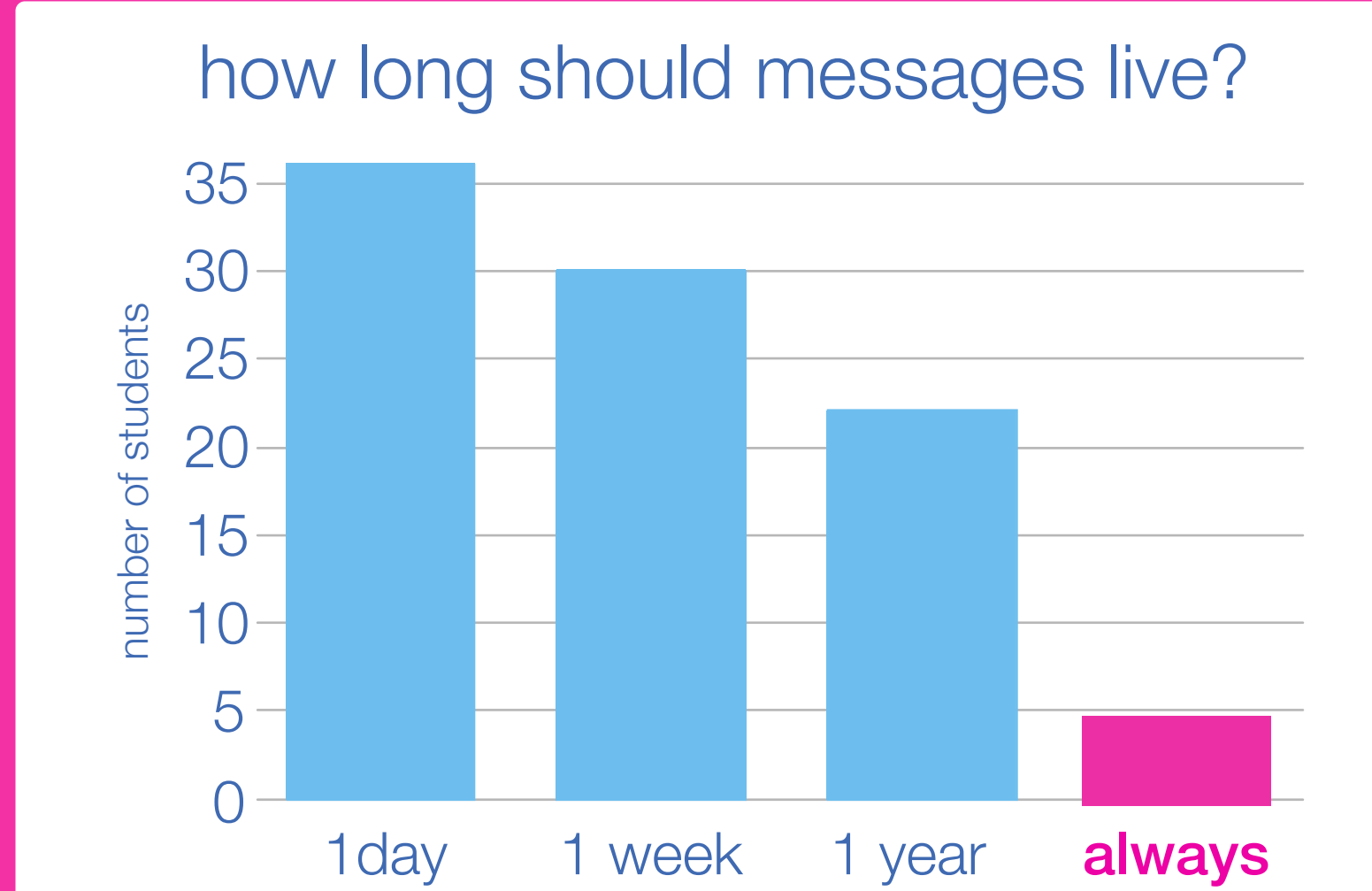
...and 4920 ratings were given

4920



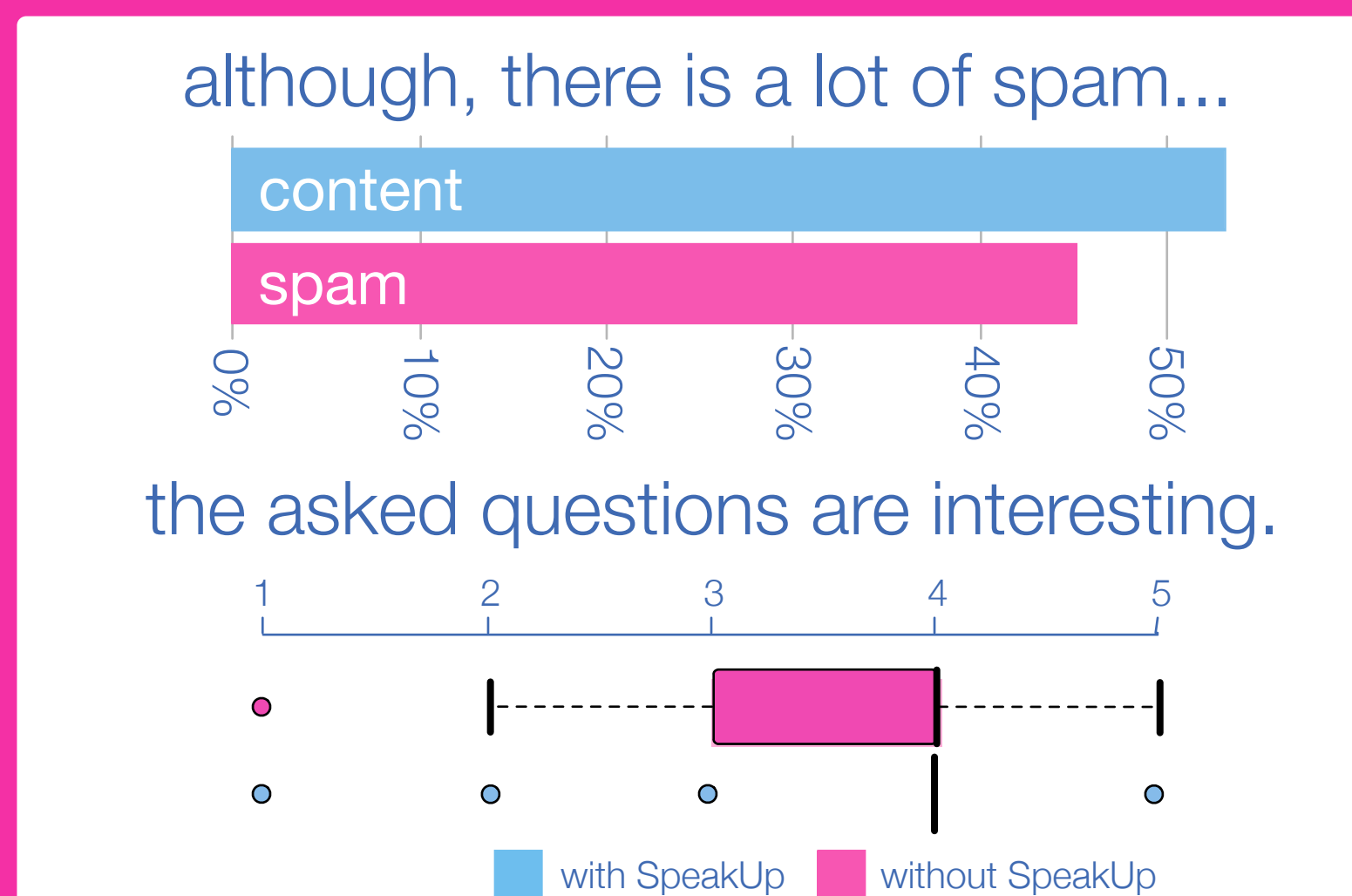
temporary privacy++

Posting public messages online contrasts with the sense of privacy of a classroom. Like classrooms, SpeakUp chatrooms are localized. Only people nearby can find and access them. Like interactions in a classroom, messages do disappear after a while.



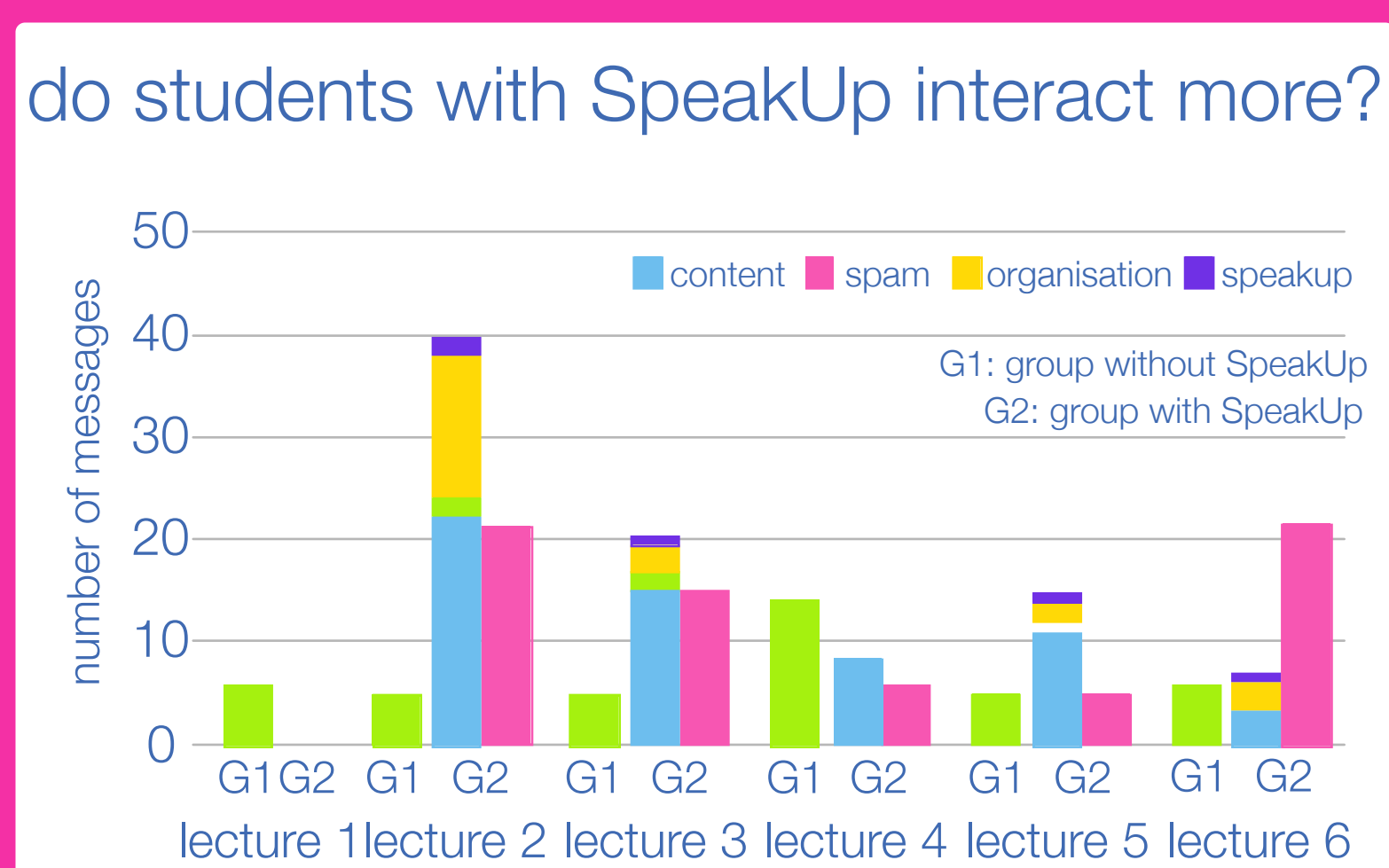
social quality+

Asking questions without knowing what others think makes it difficult to know if the question is useful to them. Through message rating it is possible to assess the interestingness. Although interestingness can differ among students and the teacher, who might perceive some as spam.



anonymous quantity++

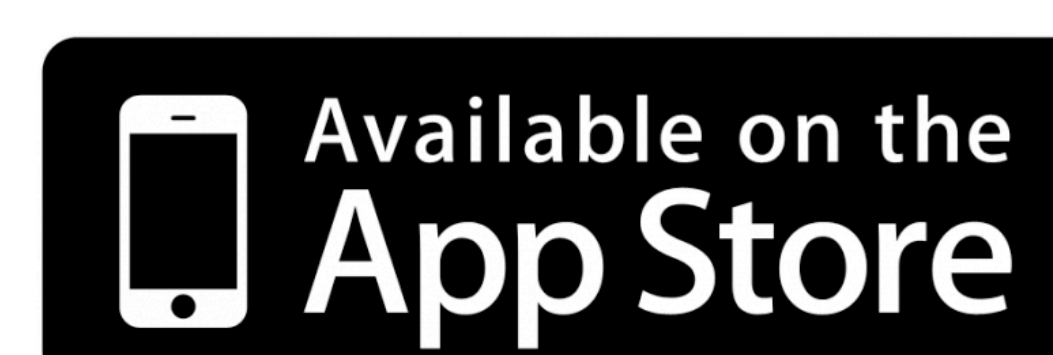
Speaking in front of a large classroom is intimidating. SpeakUp encourages students to post messages, they can do so completely anonymously, with no need to log in.



where is it used?



more information



www.seance.ch
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