Mentimeter

Quarterly Business Review

By Mentimeter

AARHUS UNIVERSITY

Coverage Period: 1.7.2021 - 19.10.2021
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Executive Summary

Campus-wide
NUMBER OF PURCHASED LICENSES

3 008
NUMBER OF OCCUPIED LICENSES

Report Details

Data included: Licenses within the current agreement + user of the below domains
Email domains considered: domains that end with "au.dk"
Coverage Period: 1.7.2021-19.10.2021

Current Subscription Period: 17.12.2019 - 7.1.2024
Enterprise agreement since: 2015

Trends and Implications

Presentation activity was low during the summer months, most likely due to summer vacations, but increased steeply in September again. The user base has grown steadily, and we expect to see more than 5.000 AU users next year.

Mentimeter Growth

Below is a summary of all user activity within Aarhus University, including users outside of the enterprise subscription. There are 4381 registered users by the date 19.10.2021, and 1373 of those are free users outside of Aarhus University's Enterprise Subscription.

4 036
REGISTERED USERS BEFORE 1.7.2021

4 381
REGISTERED USERS BY 19.10.2021

User Base Growth
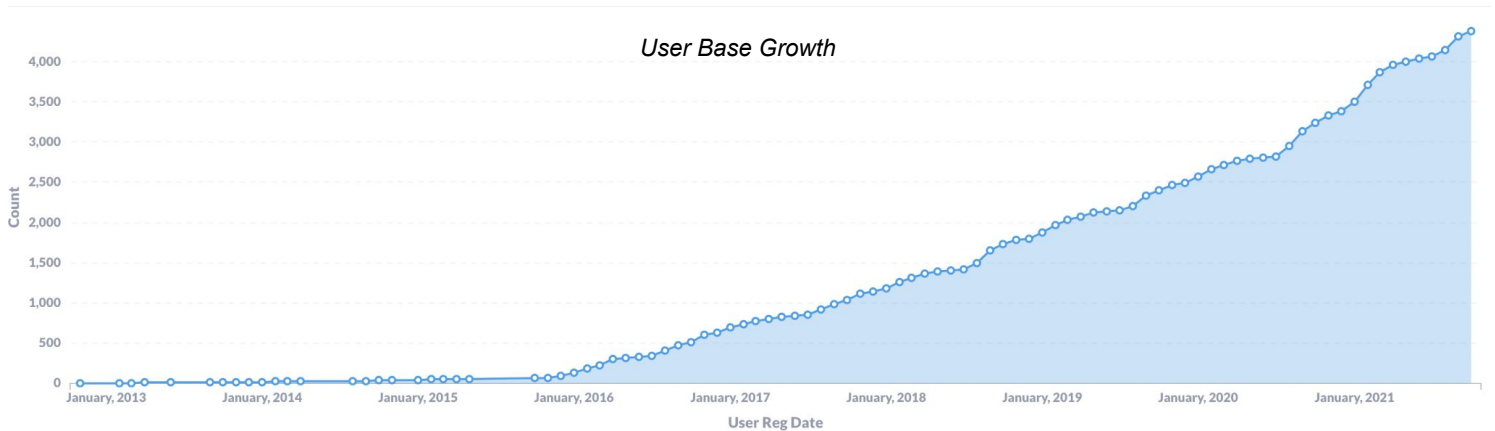
Growth Predictions

EXPECTED USERS BASE BY END OF 2021

4 700

NEWLY REGISTERED USERS GROWTH

9%

Listen to be heard

Live Presentations Trends

The data represented is from presentations that have received at least 2 or more votes and have been presented, in front of an audience, between 1.7.2021 and 19.10.2021 within the enterprise subscription.
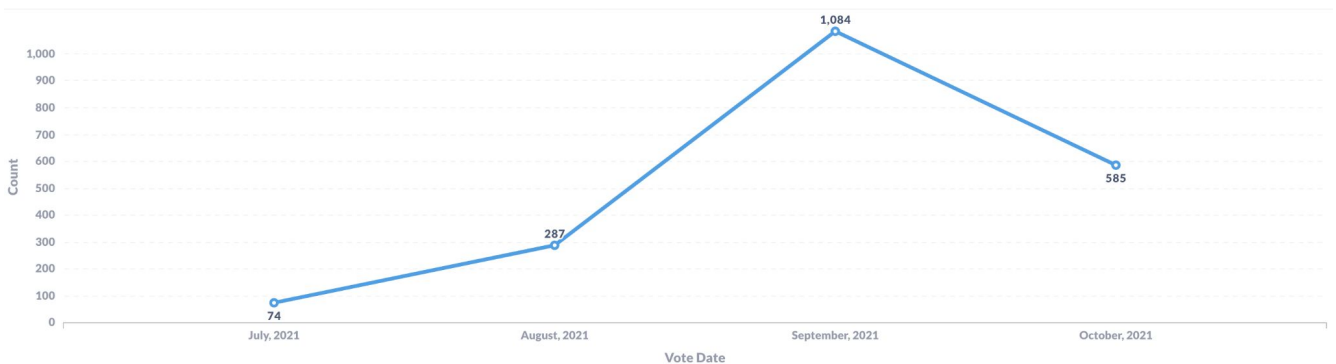
2 030
LIVE PRESENTATIONS HELD

Sept
MOST ACTIVE MONTH SO FAR

(Note: Report published on October 19th)

Live presentations per month

Key Achievements

QUESTIONS ASKED

7 290

OPINIONS/CONTRIBUTIONS SHARED

315 057

Listen to be heard

Data Insights

The following data offers further insights into the development and usage of Mentimeter between 1.7.2021 and 19.10.2021. The statistics only include users within the enterprise subscription and can be compared with the overall performance at the end of this report.

245 793
VOTES RECEIVED

63 817
VOICES HEARD

AUDIENCE PACE SURVEYS

314

Meanwhile, 1 716 presentations with presenter pace have been held.

BIGGEST AUDIENCE SIZE

294

The average audience size is 31.

AVERAGE # OF SESSIONS PER MONTH

508

The least presentations have been held in July.
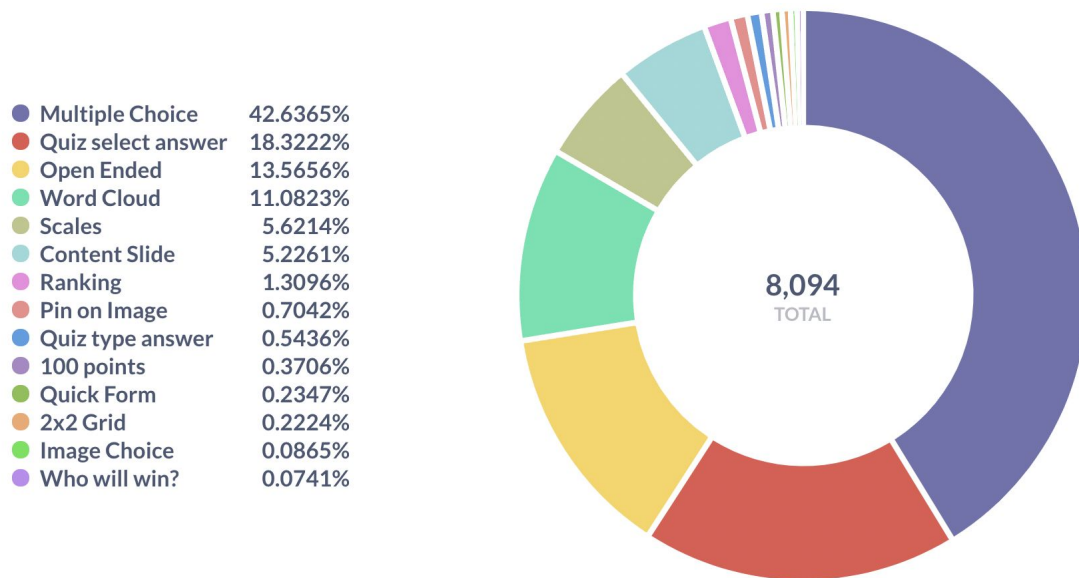
COMPETITIONS QUESTIONS HELD

2 030

Utilized the Quiz power and gamification

Question Types

- ● **Multiple Choice**   42.6365%
- ● **Quiz select answer**   18.3222%
- ● **Open Ended**   13.5656%
- ● **Word Cloud**   11.0823%
- ● **Scales**   5.6214%
- ● **Content Slide**   5.2261%
- ● **Ranking**   1.3096%
- ● **Pin on Image**   0.7042%
- ● **Quiz type answer**   0.5436%
- ● **100 points**   0.3706%
- ● **Quick Form**   0.2347%
- ● **2x2 Grid**   0.2224%
- ● **Image Choice**   0.0865%
- ● **Who will win?**   0.0741%

8,094
TOTAL

In more than 24% of all presentations, **people have been given the chance to share their thoughts and opinions**, in free form, without any filter or moderation, through our Open Ended and Word Cloud question types.

Overall, the team has actively searched for people's opinions and views by asking over 8000 questions!

Suggestions for improvements and better engagement

100 Points & Ranking: Use it to rank and prioritize ideas and projects or what needs more attention

2by2 Grid & 4 Values: Use it for evaluation of more complex topics, SWOT analysis and for reviewing different events based on complexity and customer impact

Q&A: Always seek for questions and comments and leave spare time for discussing uncertainties or additional needs or ideas

Quick Form: Use it to collect information about your audience, their availability or previous knowledge

Listen to be heard

All-time users behaviour

The following data represent insights related to any activity associated with Aarhus University users, even before the enterprise agreement. As the information is not restricted to the subscription frame, it is possible to compare the current and potential usage of Mentmeter and identify opportunities.

2 602 875
VOTES RECEIVED

21 774
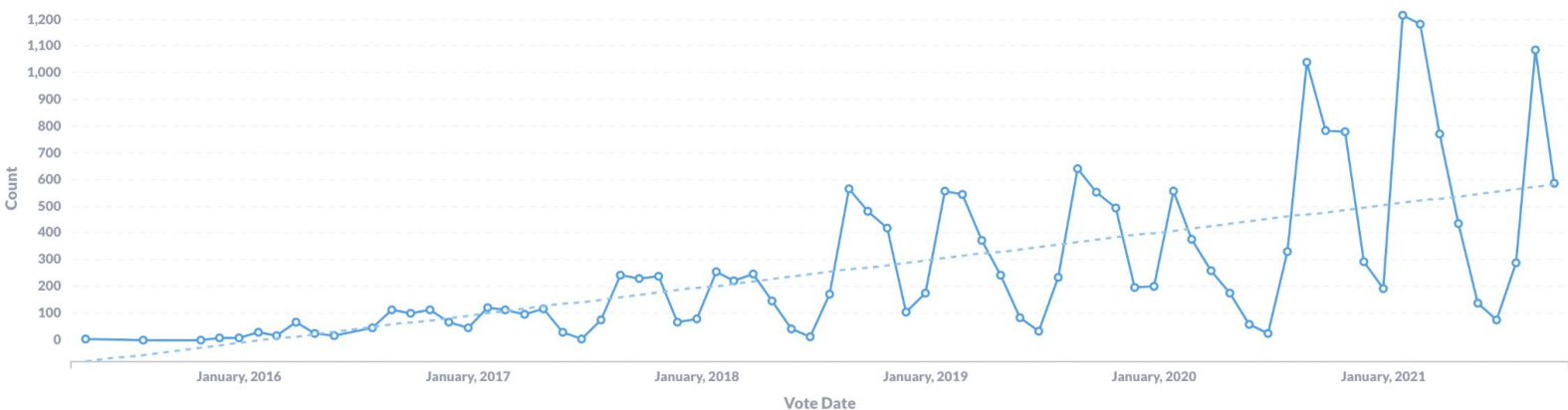### LIVE PRESENTATIONS

AUDIENCE PACE SURVEYS

3 310

Meanwhile, 18 464 presentations with presenter pace have been held.

BIGGEST AUDIENCE SIZE

2 993

The average audience size is 32.

OPINIONS/CONTRIBUTIONS SHARED

3M +

QUESTIONS ASKED

76 548

Glossary of terms

Description of some of the definitions used in this report

Live presentations held

Mentimeter presentations that have been presented live, in front of an audience, and have generated at least two votes.

Questions asked

Mentimeter questions that have been presented live, in front of an audience, and have generated at least two votes.

Votes received

A vote is the action of submitting a response to a Mentimeter slide.
A voter's action of submitting a response, regardless of the choice or number of free form entries is considered a Vote. A voter's action of choosing a reaction on a Content slide (heart, thumbs up, cat, etc.) is also considered a Vote.

Example: Presentation with one Word Cloud question. The voter has provided 3 words and has clicked Submit. Answer: This is 1 Vote.

Contributions/Opinions shared

While a Vote is the single action of Submitting a response, regardless of the number of free form entries given, a Contribution takes into consideration all inputs given.
Every individual word in a Word Cloud and every answer on an Open Ended question, for example, are viewed separately.

Example: Presentation with one Word Cloud question. The voter has provided 3 words and has clicked Submit. Answer: These are 3 Contributions.

Voices heard

One individual interacting with a presentation and voting is considered 1 Voice.

Competitions questions held

Quiz questions, both Select Answer and Type Answer, that have been presented live, in front of an audience, and have generated at least two votes.