Surveying the audience in presentations
What are the criteria for a good use of surveying the audience in presentations?

Compare with the list below
Criteria
• It’s easy for the audience to answer the question (without thinking for too long)
• Everyone can answer
• It isn’t too personal to answer
• Answering the question hooks the audience
• Other people’s answers hook the audience, e.g. people looking around to see if other people have their hands up and/or reacting to how many people do so
• The result is surprising/ interesting
• The presenter learns something useful, e.g. something which will affect the content of the presentation or their approach to presenting that information.

Think of questions you could ask the people in this class which would match those criteria.
Possible topics
• Ambitions/ Goals
• Arts and media
• Childhood
• Computers/ Technology
• Favourites/ Likes and dislikes/ Tastes
• Friends and family
• Health and fitness
• Hobbies/ Interests
• Knowledge/ General knowledge/ Guessing statistics
• Meaning/ Origins of your name
• Near future
• Opinions
• Possessions
• Recent past
• Recognising a picture of something
• Routines/ Habits
• Things they have/ haven’t heard of
• Travel
• Unusual experiences
• Work/ Studies/ Volunteering

What phrases could you use to do these things?
Asking the survey questions

Persuading people to answer

Reacting to the response

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Compare with the phrases below

**Asking the question**
How many people here…?
Please raise your hand if…
Let’s have a show of hands to see who…

**Persuading people to answer**
I’m sure there must be more people than that.
Don’t be shy.
Most people didn’t raise their hands at all, so let’s try again.

**Reacting**
I’m not surprised but…
Interesting!
Wow, I didn’t expect so many/ few.

*In pairs, write survey questions for your presentation topics.*

*Decide which of those were most successful, perhaps after asking for other people’s feedback.*

*What are the advantages of survey questions over other kinds of questions in a presentation?*

*What other kinds of questions are good/ okay in a presentation?*

*Write criteria for good use of those questions.*