**Evaluation Questions**

Evaluation is a critical, though often overlooked aspect of delivering webinars.

The nature of online delivery provides some additional opportunities to seek feedback from your audience. Building in a poll or inviting final comments is one way to conclude your webinar. People are usually happy to provide instant feedback if they are able to click a button.

We are probably all familiar with the ubiquitous – happy sheet – delivered by the trainer at the end of the session and completed on the spot. Essentially this evaluation measures your audiences’ reaction to what has just happened. Accordingly, it tends to reflect mood rather than measure learning outcomes. Often offered as a sliding scale this type of evaluation is easy to administer and analyse. There is a definite ‘feel good’ factor to this feedback, though it might not provide you with useful information about what learning has occurred.

There are several levels of evaluation that measure different aspects of learning:

* Is there any evidence of learning?
* Has the anticipated change in knowledge, skills or attitudes been transferred to inform workplace practice?
* Has the anticipated change resulted in further challenges and/or changes in outcomes for clients?
* Is there an identified need to alter the webinar to help achieve the anticipated learning objectives?

The level of evaluation you seek will depend on the nature of your learning objectives. You might want to measure changes over a very short timeframe or take a longitudinal approach. Webinars are particularly vulnerable to technology glitches so this may impact on your audiences’ experience of the learning environment. Often external factors outside your control might influence the learning outcomes or make it difficult to implement the anticipated changes at the workplace level.

Deciding how to evaluate will largely depend on what you want to measure. Consider the following questions as a guide to help you determine the most appropriate type of evaluation for your webinar.

**Suggested evaluation questions**

* What were you hoping to achieve from the webinar?
* In what ways did the webinar help you achieve your learning goals?
* In what ways did the webinar prevent you from achieving your learning goals?
* What new insights did you gain on the webinar topic?
* How has the webinar changed the way you practice in this area?
* How has the webinar changed the way you think about this topic?
* How has the webinar assisted you to do your job?
* What questions did the webinar raise for you about this topic?
* How would you describe your learning from this webinar to your colleagues?
* What changes would you suggest for future webinars on this topic?