Methodology
From January 2012 - September 2012, 10 mobile polls were displayed on screens near the entryways of our libraries, for an average duration of 11 days each. The number of responses were compared to the number of potential viewers, determined by gate counts, to assess the level of active engagement with digital information.

ASSESSING DIGITAL ENGAGEMENT WITH MOBILE POLLS

Purpose
Digital screens are an exciting venue for promotions and information within the physical space of the library. Determining the impact of a digital screen requires assessment of patron engagement with the information presented.

Implications
Mobile polling is a simple, low-cost method to assess the impact of a particular digital screen. User engagement is affected by screen size, location, and time of day, week, or semester. Assessing engagement allows predictions on the impact of marketing campaigns displayed in the library facility.

Findings
User engagement with digital screens as measured by mobile polls is affected by many factors. One important variable was the physical space surrounding the digital screen; high-traffic areas with no seating resulted in the lowest engagement, while screens placed near lounges yielded more responses. Users were more likely to respond to multiple choice polls over open-ended text entry polls. Response rates also varied by day of the week. Tuesdays and Wednesdays showed the most activity, while Saturdays showed the least.

Responses by Day of the Week

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Limitations
Varying poll questions meant environmental factors were difficult to isolate; user response rates may have been influenced by the question content rather than the environment. Measuring potential responders by gate counts also proved imprecise, so observational studies may be required.

Mobile Polling:
- Quick
- Informal
- SMS Text Responses
- Live Updates

Assessing Digital Engagement with Mobile Polls

Poll Everywhere
- Free site
- Live mobile polling
- Moderation (paid feature)