Risk and Research

Team Talk Consulting Ltd

VoteStream

TeamTalk Consulting
26 Highgrove Hill
Great Holm
Milton Keynes
Bucks, MK8 9AG

Tel: +44 1908 565121
Fax: + 44 1908 565161
Email: Sales@riskandresearch.com
Web: www.riskandresearch.com
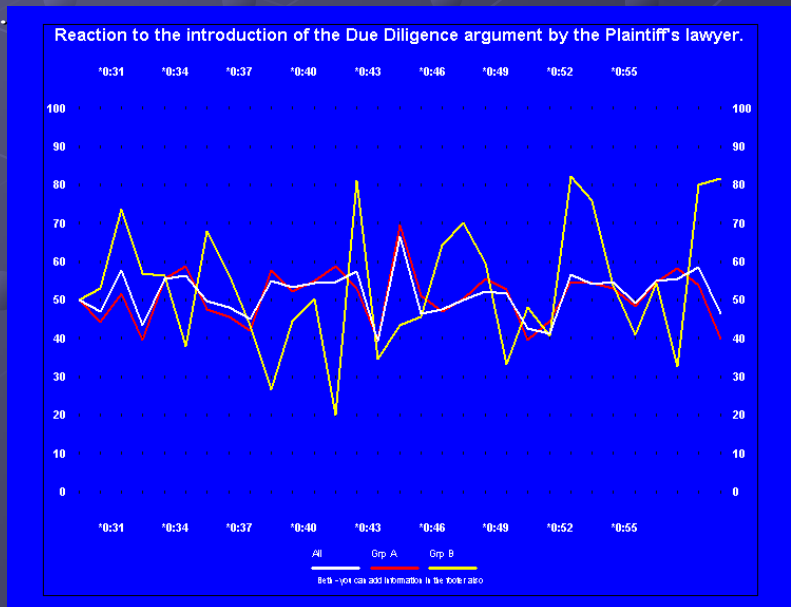
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General Introduction

VoteStream is a real time audience response software that allows participants in a session to provide moment-to-moment, real time feedback to any audio, video or live test source such as a television or radio broadcast, a trial jury or a surgical procedure.

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The Reply keypad, allows participants to register their opinions quickly and anonymously. Participants press low numbered buttons when they see or hear something that the don't like, disapprove of or don't understand, and high numbers when they see or hear something that the do like, approve of or understand.

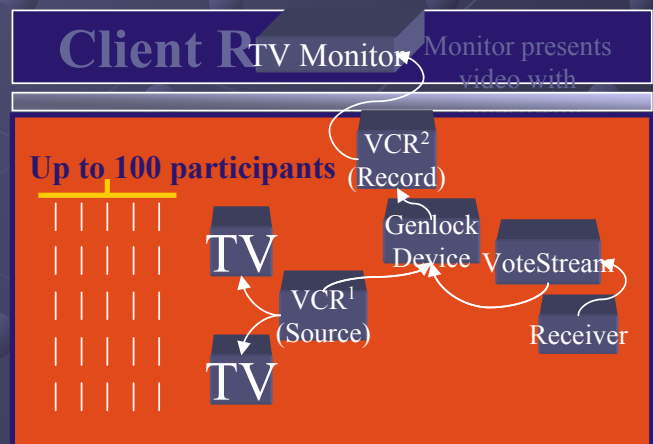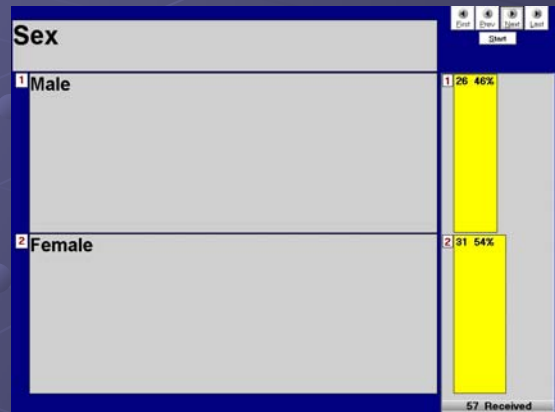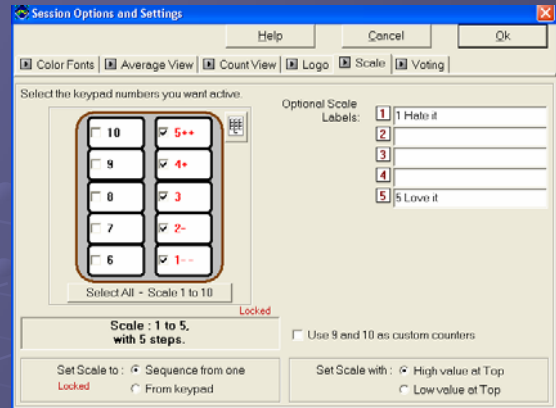VoteStream also has a multiple choice type question and answer facility similar to that of Ballot.

Reaction to the introduction of the Due Diligence argument by the Plaintiff's lawyer.

VoteStream

The VoteStream keypad parameters are set up easily and speedily to "sensitise" the opinions gathered.

Participants self select the demographic groups they belong in, and they can belong in numerous groups. Demographics can be based on gender, political orientation, income, age, postcode; in fact any group that the researchers consider relevant. Demographics can be combined during playback to produce groups with various characteristics.

The use of a device called a Genloc allows a live video recording to be overlaid with the cardiograph type output from a VoteStream session to give a video that shows both the stimulus researched and the VoteStream data.

VoteStream Modes

VoteStream has 3 modes of operation; Live Play, Playback and Merge.

Live Play allows feedback to be collected in real-time and recorded to videotape. The results and stimulus material is "overlaid" onto one image which the client can view, with up to 10 demographic groups being shown, in a separate room.

Histogram displaying distribution of all votes per second

Playback allows the selection of different combinations of demographics groups in order to cut the data in different ways, and replay and overlay the new "view" results onto video.

Merge allows the combining of results from multiple groups who have evaluated the same material at different times and places. These merged results can then be analysed by demographics and an overlay tape produced.

VoteStream Reports

As well as the overlaid video tapes of live sessions VoteStream also allows the export of screen shots, report tables and exports of voting data.