

Evaluation Method: Sticky Wall

Overview

A sticky wall is one way to collect qualitative feedback about outcomes from a large group. It can be particularly useful to find out whether you have achieved the planned outcomes at an event.

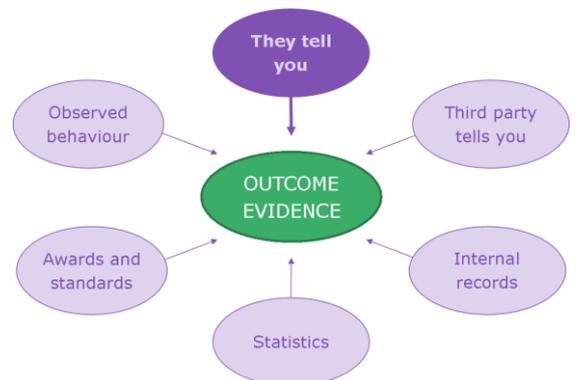


What's required

Ideally you need a large piece of fabric that you pin to a wall using masking tape. You spray it with Spray Mount™ or something similar. Then ask participants to answer an evaluation question or questions by writing on a card. This can be stuck to the "wall". Alternatively use post it notes.

Process

Hand out pieces of card to every participant with a question on it. For example you could ask "what are you taking away from the today" or "what did you learn today?". Participants fill in the card with a word or phrase. A variant is to ask participants to interview each other and fill in a card for the person they interview. You can ask more than one question and use different coloured card for different questions. Make sure you divide up the sticky wall so that different answers go in different sections of the wall.



Capturing evidence

You can take a photograph of the wall as a snapshot of the feedback. But ideally take time to cluster the cards into themes. You can compare the clusters of responses to your planned outcomes to see if what they told you corresponds with the difference you hoped to make. One good thing about a sticky wall is that participants can see the evaluation evidence for themselves before they leave. Keen participants could even help you with the analysis!

Useful for

- Fairly quickly collecting qualitative feedback from large numbers of people
- Allowing participants to see the evaluation feedback for themselves

