



INSTANT OPINION – QnA – Summary

Event: Perfect Information Conference 2014

Date: 8th May 2014

Venue: Coombe Abbey

Summary for Dow Jones – John Edison Presentation

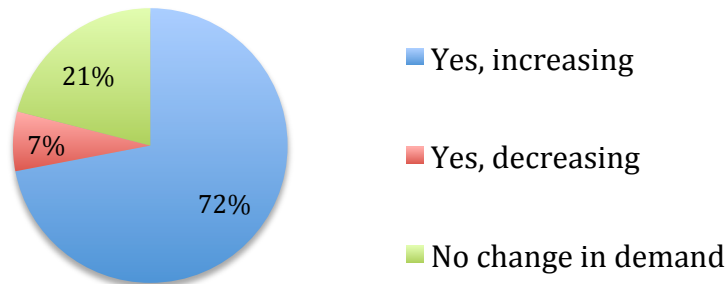
The QnA system was used during John’s presentation at this conference. It was used for both Q&A and audience polling. The audience was asked 3 questions during the presentation and they voted for their preferences. In total 90 votes were cast with an average of 30 per question.

Audience Polling Data

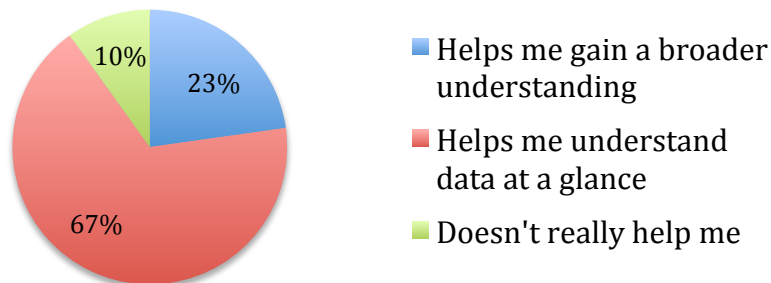
Question 1		
Are you seeing a change in demand for professional research?		
Answer	Num. Answered	Overall Percentage
Yes, increasing	21	72
Yes, decreasing	2	7
No change in demand	6	21
Overall Totals	29	100
Question 2		
How does visualisation help me interpret data more clearly?		
Answer	Num. Answered	Overall Percentage
Helps me gain a broader understanding	7	23
Helps me understand data at a glance	21	68
Doesn't really help me	3	10
Overall Totals	31	100
Question 3		
What is your primary trusted source of news?		
Answer	Num. Answered	Overall Percentage
Social media	3	10
Traditional media (Newspapers/websites)	20	67
TV/Radio	6	20
Other	1	3
Overall Totals	30	100

Audience Polling Data - Graphs

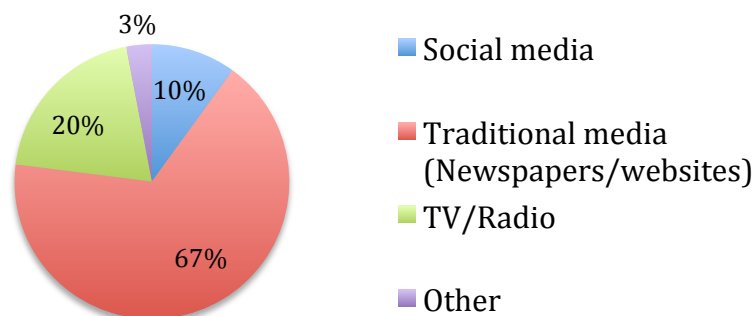
Question 1
Are you seeing a change in demand for professional research?



Question 2
How does visualisation help me interpret data more clearly?



Question 3
What is your primary trusted source of news?



Audience Questions submitted during John Edson Presentation

Questions submitted through QNA.io.		
Message	Date	From
How far are we away from individual personalisation of search results with major news databases in the style of Google now?	08/05/2014 10:08	D Judge
What is Dow Jones doing around Media Sentiment Analysis?	08/05/2014 10:00	raj sagger
Social and traditional work together for news awareness: social for speed/headlines, then traditional for in-depth follow up.	08/05/2014 10:00	Robin Neidorf
How many users are sharing by email by sending an article to themselves to save it?	08/05/2014 09:51	
With social media and user generated news, how do you know to trust the content	08/05/2014 09:40	
Is there a lot of similarity between searches? Lots of people asking the same questions at the same time.	08/05/2014 09:32	
Once I establish a successful search how can I stay up to date on new information relevant to that search	08/05/2014 09:25	

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