



Questionmark Conference 2017  Santa Fe

# Capturing Demographics When Delivering Assessments

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# Session Overview



# Session Overview

- ▶ What makes a good demographic question?
- ▶ How are demographics captured in an assessment?
- ▶ What can I do with demographics once they've been captured?



# What makes a good demographic question?

- ▶ Consistency!
- ▶ Use Special Fields when creating an assessment
- ▶ Live Demonstration



# How are demographics captured?

- ▶ When is it appropriate to do this?
- ▶ Types of triggers
  - Answer-based
  - Outcome-based
- ▶ Live Demonstration



# What can I do Report on Demographics?

- ▶ Examples
  - Course Evaluation Report
  - Job Task Analysis
  - Course Summary Report
  - Advanced usage – Results API
- ▶ Live Demonstration

# Questions?