

# Using Handheld Dials to Measure Response to Scientific Information on Podcasts



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## DIAL TECHNOLOGY OVERVIEW

Dial testing is a form of continuous response measurement (CRM) that allows for continuous feedback to a stimulus.

Understanding how messages are perceived is essential to refining strategic messaging intended to persuade, incite action, or educate (Lawson et al., 2020).

Stimuli must be dynamic (e.g., video, audio, live presentation), with much potential in agricultural education and communication (Cummins et al., 2018).



## HOW IT WORKS

### 1) Choose Stimulus

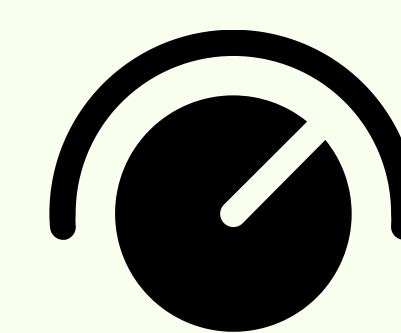


### 2) Plan & Design Study

Pre/ Post Survey experiment between messages by manipulating scientific topic (COVID-19 & Genetically Modified Foods) and source

### 3) Choose Response Option

How much do you agree with the content presented? (0 = do not agree at all to 100 = completely agree)



### 4) Collect Data

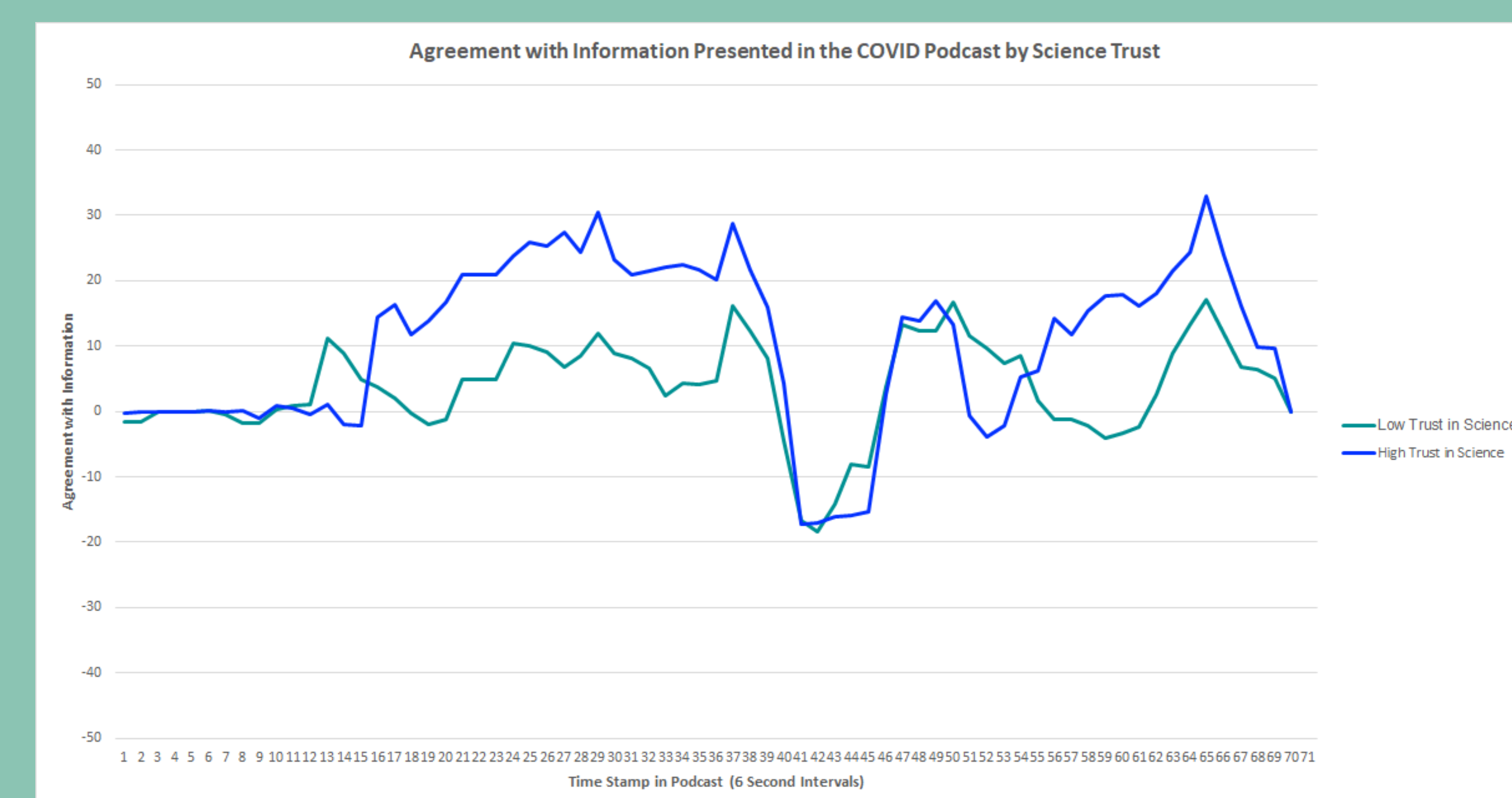
Upload stimuli and chosen response into Perception Analyzer Software. Host sessions until desired sample reached.

## RESULTS & FUTURE PLANS

We measured the reaction of over 100 college students to scientific information & misinformation in podcasts.

We have been able to dissect how responses vary by source, topic, and audience characteristics.

CRM can be used by educators, Extension professionals, and all strategic communicators.



## COSTS/ RESOURCES

While the technology is quite costly, (\$16,754 for our set of 22 dials), opportunities exist in collaboration between departments and colleges as well as grant and other funding opportunities.

## ADVICE TO OTHERS

Include practice questions in Perception Analyzer

Use a moderator's guide (i.e., script) to host sessions

Surveys should include a spot for dial number to sync data

Scan for full abstract & references

