

## eConsultation – Zing – www.cforc.org

### eConsultation Design - Zing

Today you have 30 of the world's sharpest minds in the field of consultation, what's your pet topic for a consultation to make use of all this creative energy?

water charges in NI

consulting on consultation

What's the point of consultation?!? Nobody's interested anyway.

Flying of Flags in Armagh city and district

Are respondents really listened to?

Do we really need consultations

cutbacks in children's services

merger of queens and university of Ulster

what happens when you answer twice

or 3 times

why so few annual leave days

then you can alter the response rate

#### THEME

working time – voted 1st

local govt – voted 3rd

consultation – voted 2nd

The screenshot shows the 'eConsultation Design - Zing' software interface. The main window displays a list of topics for a consultation, with 'working time' selected as the first topic. A 'Weight' window is open, showing a table of weights for the selected topic.

Topic	Weight
1. working time	255
2. local govt	848
3. consultation	267

Vote 1 – What topic to design a consultation for

## eConsultation - Zing

### Whose voices should be heard by this consultation?

#### WORKING TIME

mothers  
staff  
Employers  
employees  
Married women  
Employers  
employees  
employers  
Employees  
workers  
employers  
Employees  
trade union  
trade unions  
employees  
Unions  
managers  
employees  
trade unions  
Trade Unions  
employers  
Employers  
customers  
pensioners  
employees  
Service Users  
employees families  
trade unions  
trade unions  
parents  
trade unions  
Councillors  
Employers  
consumers/customers  
Transport Bodies  
customers  
Managers  
Service Users  
legal people  
planners  
consumers  
Customers  
everybody  
equality officers  
customers  
trade unions  
children  
suppliers  
Health & Safety exec Equality Commission  
Government

## eConsultation - Zing

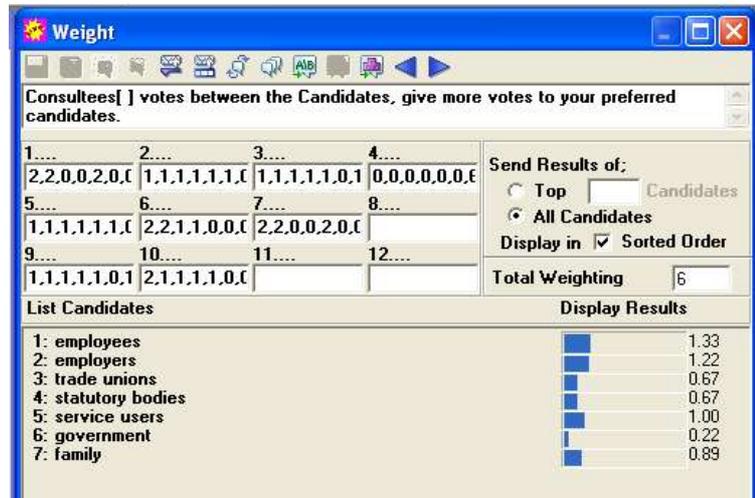
teachers  
S75 Consultees  
government  
EU

### THEMES

employees  
employers  
trade unions  
statutory bodies  
service users

government  
family

government: Weighting 0.22  
statutory bodies: Weighting 0.67  
trade unions: Weighting 0.67  
family: Weighting 0.89  
service users: Weighting 1.00  
employers: Weighting 1.22  
employees: Weighting 1.33



Vote 2 – Who should be consulted

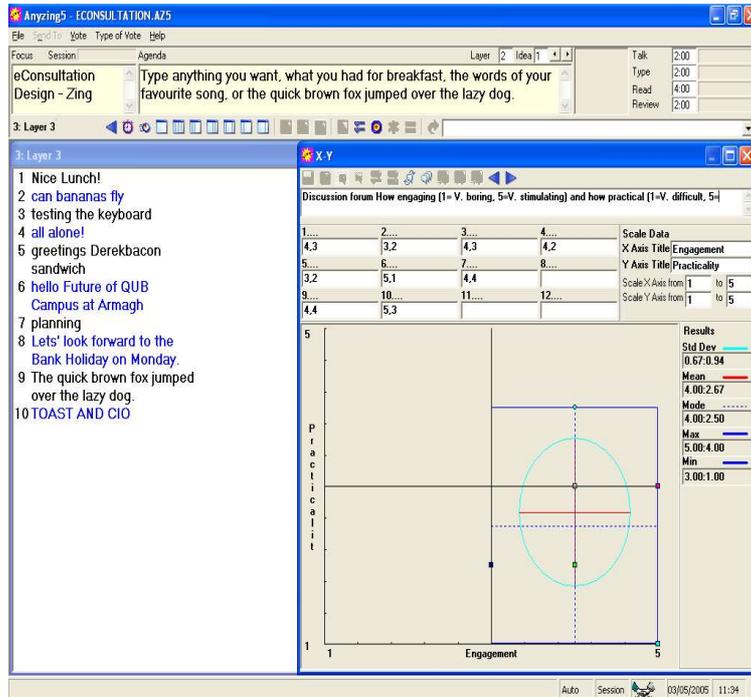
### How can we get the enthusiastic involvement of these consultees? (1 only per keyboard)

- give them a day off
- use incentives
- groups
- offer a reward for responses
- Anonymity
- All expenses paid 'Away Day'
- clarity of options and their implications for all three stakeholders
- day off!
- Survey
- online survey/questionnaire
- TAKE TWO

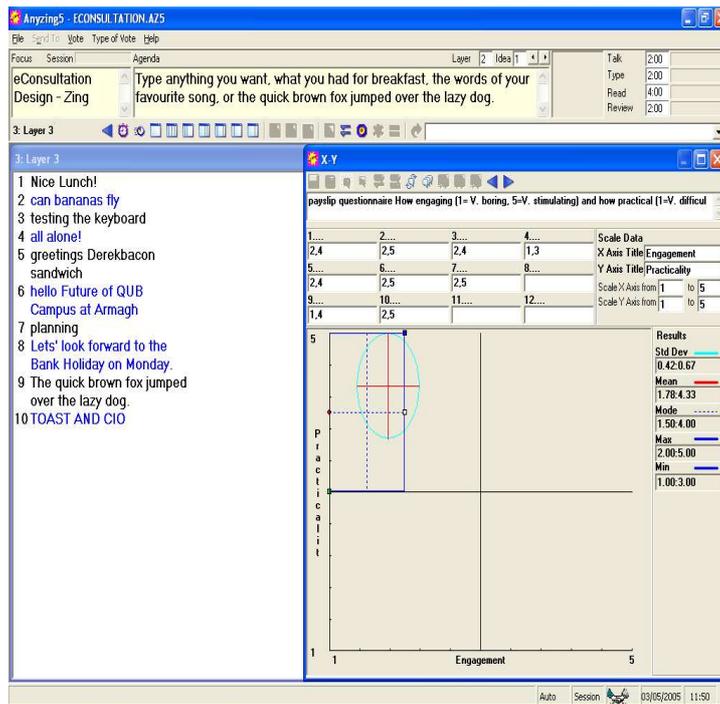
### Discussion Forum – see Vote 3

#### Which of the technologies you have seen today could be applicable to discussion forums?

- Informational web site
- E-mail response address
- Discussion forum on a web site
- E-mail mailing list
- Real-time text chat (chat room, IRC etc., SMS)
- Audio or video conferencing
- On-line questionnaire
- On-line voting
- Group support systems (WebIQ, Zing etc.)
- Blogs (online diaries)
- Wikiwiki web pages (collaborative writing)
- Group report writing systems (e.g. GRASS)
- anonimised questionnaire
- Focus groups
- questionnaire pops up when booting up PC which must be completed before proceeding
- on-line questionnaire
- short questionnaire issued with payslips
- on-line ballot on different time/pay options



Vote 3 – Engagement and impact of discussion forum



Vote 4 – Engagement and impact of payslip questionnaire

## eConsultation - Zing

What did you think of using this type of technology?

### Pluses

easy to use  
keeps everyone involved  
engaging  
quick  
quick  
participative  
Quick  
participative  
interactive (fun)  
easy to use  
easy to use  
immediacy  
keeps discussion going  
responsive  
Variety of opinions  
open and clear  
simple to use  
easy  
fun, quick feedback  
easy to follow  
results available immediately  
quick  
engaging  
fun  
informative  
target a wide range of people  
results immediate  
interesting  
other responses stimulates yours  
effective  
focussed  
instant results  
fairly fast way of working  
anonymity...  
lots of opinions at one time  
Instant Assists communication , More comfortable for shy people recording, Prioritising, Planning,

## eConsultation - Zing

### Minuses

rough and ready  
IT literate  
poor graphical displays  
cost  
graphs were hard to interpret  
ICT knowledge - daunting for technophobes  
may be some people who are not computer literate  
too many wires  
cost  
pricey  
sharing keyboards can be limiting  
impersonal  
unsuitable for IT illiterate people  
the best is defeated by the most populist  
more costly than traditional focus groups  
Assumes level of IT literacy  
process owner has manipulative power - mistrust risk  
disadvantage visually impaired people  
dependant upon a facilitator to operate the system - need to do frequently to retain skills  
preparation and lead time requirement  
cost?  
group conflicts can be i can't agree on anything negative my partner and  
Cosmetic, Technology Led, Not Representative, We lost our topic, Didn't feel we were being  
listened to, Limited impact on retaining information. More of a taker than a giver, Limits thought  
processes. It could be rushed Only one keyboard

### Interesting

speed  
ease  
Speed  
focussed  
Analysis of results  
user-friendly  
innovative use of IT  
prioritisation  
fun element for kids  
analysis  
results  
the fact it can be done anonymously  
speed  
speed  
confidentiality button  
Ease of use  
anonymity  
good for group discussions which involve all present  
opinion weight equal  
everyone is involved and engaged  
Situation specific, Needs a big driver, commitment, recognising weaknesses  
interesting to see how different topics were rated