iClicker Demographics

iClickers can leverage anonymous demographics to enhance your classroom dialogue.

With the Demographics feature, you can explore how students answered questions based on their group membership.

1. Collect demographics
   "What's your major?"

2. Ask your typical iClicker questions
   "To what extent do you agree with Amazon's marketing strategy?"

3. Examine how different groups answered your question
   "The majority of Public Relations majors strongly disagreed but our Finance majors mostly agree. What do you make of that?"

Key Points

- All demographics collected are anonymous!
- Data can only be viewed while aggregated, e.g. 40% of respondents answering "no" were male
- All questions can be customized to be relevant and sensitive to your content and student body
- Appropriate, mature discussions can be sparked by exploring how group membership intersects with responses

Anonymous Polling

- Anonymous Polling is another option to allow students to answer without their responses being associated with their student ID.
- However, this feature does not let you splice responses on other items like the Demographics feature. This option is useful for quick anonymous polls where you're only interested in the general information, e.g. "Do you agree with the Agricultural Act of 1948?"

For more information, contact CMET at the Knight Library:
https://library.uoregon.edu/cmet/educational-technology-canvas-support