

# Guidelines for the Application of the Modular Evaluation Questionnaire for Events

**Related Instrument:** A Modular Questionnaire for Target-Group-Specific Evaluation of Event Formats: Developed in the Context of Virtual Worlds Knowledge Transfer

**Published in:** *Virtual Worlds* 2026, 5(1), 10;  
<https://doi.org/10.3390/virtualworlds5010010>

**Authors:** Sina Hinzmann, Dr. Anne-Kathrin Bestgen, Julia Schorlemmer, Prof. Dr. Constanze Beierlein, Prof. Dr.-Ing. Jörg Kolbe und Prof. Dr.-Ing. Jan-Niklas Voigt-Antons

## 1. Purpose and Scope

The present questionnaire is intended for the standardized evaluation of events in the context of knowledge and technology transfer, such as workshops, informational events, or networking meetings.

It is designed for events targeting different audiences, particularly:

- companies,
- citizens,
- and school students.

The aim is to systematically assess participants' perceptions and evaluations in order to draw conclusions about the effectiveness of specific event formats.

The questionnaire focuses on immediate reactions, perceived knowledge gain, and motivationally relevant effects, such as further interest or potential follow-up activities. In addition, target group-specific sociodemographic data (e.g., industry sector, age, or educational background) are collected at the beginning of the questionnaire to enable interpretation of the results in the context of the participant structure. Furthermore, optional open-ended questions are included at the end of the questionnaire to allow qualitative feedback and identify concrete areas for improvement.

In particular, the instrument enables comparisons between events within the same target group and thereby supports evidence-based further development.

## **2. Structure of the Instrument**

The questionnaire follows a modular structure and comprises several content-related dimensions that can be combined depending on the target group and the objectives of the event. Most items are answered using a seven-point response scale ranging from disagreement to agreement.

The instrument begins with the collection of target group-specific demographic background information (e.g., industry sector, position, age, or educational background) in order to interpret the results in the context of the participant structure.

The following dimensions constitute the core structure of the instrument:

### **(1) Event Experience**

Assesses the general perception of and satisfaction with the event.

### **(2) Organization and Delivery of Content**

Refers to organizational conditions as well as the quality of content delivery.

### **(3) Knowledge Gain**

Assesses the subjectively perceived increase in knowledge.

### **(4) Relevance and Use of Event Topic in the Company (Companies)**

Measures the extent to which the content is perceived as relevant for professional practice.

### **(5) Networking of Stakeholders (Companies)**

Assesses whether the event supported exchange and networking activities.

### **(6) Interest in Cooperations with the University (Companies)**

Measures the willingness for further collaboration with the organization.

### **(7) Trust in Science and Social Engagement (Citizens)**

Assesses effects on trust in science and societal engagement with the presented topics.

### **(8) Increase in University Awareness and Preference**

Measures the extent to which the event contributes to the visibility and perception of the organizing institution.

### **(9) Impact of the Event on Academic Interest and Career Goals (School Students)**

Assesses effects on study interest and career orientation.

In addition, the questionnaire contains optional open-ended questions that allow qualitative feedback regarding positive aspects, potential improvements, and future topics.

## **3. Composition of Modules by Target Group**

The selection of modules depends on the target group, the objectives of the event, and the organizational context. In all variants, it is recommended to place the demographic background questions at the beginning and the open-ended questions at the end of the questionnaire. The following combinations of core dimensions represent recommended configurations:

### **Companies**

Typically, dimensions (1)–(6) as well as (8) are used.

The focus lies on practical relevance, networking, and potential collaborations.

### **Citizens**

The use of dimensions (1)–(3), (7), and (8) is recommended.

The primary focus is on understanding, trust, and societal relevance.

### **School Students**

Typically, dimensions (1)–(3), (8), and (9) are used.

The focus lies on knowledge gain as well as academic and career orientation.

Depending on specific requirements, individual modules may be adapted or omitted. For example, dimension (8) may be excluded if the evaluation of the organization or institution is not a primary objective or if the event is not conducted by a university.

This flexible approach allows the instrument to be tailored to specific contexts while maintaining comparability within a target group.

## **4. Instruction and Administration**

The survey should be conducted immediately after the event, as participants' impressions are still fresh at that time. Administration can be carried out digitally or in paper-based form.

Participants should receive a brief standardized instruction, for example:

“In the following, we would like to ask for your assessment of the event. Your responses help us improve future events. Critical feedback is just as important to us as positive feedback in order to identify actual areas for improvement. Participation is voluntary and anonymous.”

An estimated completion time of approximately 10 minutes should be planned.

## **5. Data Analysis and Interpretation**

Data analysis is generally conducted descriptively by examining means and response distributions at the item or dimension level. In addition, open-ended responses may be analyzed qualitatively to gain deeper insights into strengths and potential improvements.

Of particular importance is the comparative analysis of multiple events within the same target group in order to identify differences in the effectiveness of various event formats.

When interpreting the results, it should be considered that the data are based on subjective self-reports and primarily reflect short-term effects.

## **6. Notes on Use and Limitations**

The questionnaire is particularly suitable for the evaluation of individual events as well as for comparisons between formats within a target group. Due to its modular structure, flexible adaptation to different contexts is possible.

At the same time, the instrument is based exclusively on self-reports and primarily captures immediate impressions and intentions. Therefore, conclusions regarding long-term effects are only possible to a limited extent.

For a more comprehensive evaluation, the use of complementary methods is recommended, such as qualitative feedback or delayed follow-up surveys.

## **7. Summary**

The modular evaluation questionnaire represents a standardized yet flexible instrument for the evaluation of events. Through the combination of demographic information, core modules, target group-specific extensions, and open-ended questions, it enables a structured and differentiated assessment of events.