

## **STUDENTS' PERCEPTION OF AND SATISFACTION WITH MOBILE POLLING TECHNOLOGY: AN EXPLORATORY STUDY**

Bela Florenthal, William Paterson University

### **Abstract**

Mobile polling is gradually replacing clicker technology as the student response system (SRS) of choice largely because students prefer to use their own devices to participate in class. Only recently have researchers begun to examine the advantages and disadvantages of mobile polling systems, mostly investigating Poll Everywhere ([www.polleverywhere.com](http://www.polleverywhere.com)). This study introduces a new polling software, Socrative ([www.socrative.com](http://www.socrative.com)), that is comparable to Poll Everywhere but provides instructors with additional features. An exploratory study was conducted to assess students' perceived benefits, drawbacks, and level of satisfaction from using this software in an upper level marketing course. The study identified four key categories using a thematic analysis of qualitative data: (a) student learning, (b) course delivery and assessment, (c) use of technology, and (d) satisfaction and adoption. Eighteen strengths and four weaknesses are presented. Some of the main strengths are as follows: anonymity, knowledge acquisition, interactivity, immediate feedback, usefulness, and ease of use, and it motivates students to participate. Weaknesses include non-participation, distraction, and software reliability, and it can motivate students to cheat. In addition, students provided suggestions for improvement, while urging other instructors to adopt this technology in their courses. Discussion and implications are provided at the end of the paper.

*Key words:* Student Response System, Mobile Polling, Clickers, Socrative, Poll Everywhere