

SIGGRAPH 2020 Virtual Conference Survey Final Report

Data collected from 12-24 May 2020

Overview of Results

- Good participation-1060 total responses
 - 371 responses from 2020 Contributors
 - 507 responses from SIGGRAPH Members and 2019 Full Conference attendees
 - 236 responses from Social Media, Animation World Network email list, and 2019 Conference attendees from categories other than Full Conference
- People are ok with spreading out the conference to reduce the number of hours/day and the number of parallel sessions (contributors less ok than others)
- 65% preferred 2-4 hours/day or longer
- No strong preference on start day (avoid GDC week)
- Programs (beyond presentations) that they wanted to see go virtual were:
1) E-Tech, 2) BOFs, 3) Networking/Mentoring, 4) Art Gallery, 5) Posters
- 47% ok with 50% price point, 64% ok with 33% PP, 86% with 25% PP

Overview of Results (continued)

- Most respondents would like the virtual exhibition to provide demos (77%) and tutorials (68%).
- 75% said they would spend more than one hour visiting a virtual exhibition
- More than 50% of respondents would like the ability to browse the exhibition without interaction, would like to be able to leave contact information, and would like to be able to text chat with exhibitors.
- Top wishes for a virtual job fair were having virtual booths for each company (64%) and the ability for resume and/or reel upload (60%).
- Top choices for year-round content were courses on new and emerging areas of cg&it (79%) and courses on fundamentals of cg&it (64%).

Written Comment Highlights

- Respondents would like the virtual conference to include many different types of networking opportunities including informal ones.
- Many suggestions for live Q&A and interaction with presenters.
- Numerous requests to watch content on-demand in addition to live.
- Concerns about content being available across all time zones.
- Specific suggestions for tools/platforms to enhance a virtual conference, examples of virtual conferences to benchmark
- Some pointed out the importance of a moderator to help smoothly run interactive sessions.

Background

- 20 questions including some write-ins
- Fielded 12-24 May 2020
- Sent to groups within SIGGRAPH community (some people were in more than one group)
 - **Group 1:** 2020 Contributors (Accepted Content):
 - Technical Papers
 - Courses
 - Talks
 - CAF
 - Interactive Experiences
 - Everyone Else with accepted content that wasn't in one of the above categories
 - **Group 2:** Members and 2019 Full Conference Registrants:
 - ACM SIGGRAPH Members
 - 2019 Full Conference Registrants
 - **Group 3:** Links sent via Social Media (Facebook, LinkedIn, Twitter)
 - Also sent to Animation World Network email list
 - 2019 Other Registration Categories (not Full Conference)

Responses, Populations, “Response Rates₁”

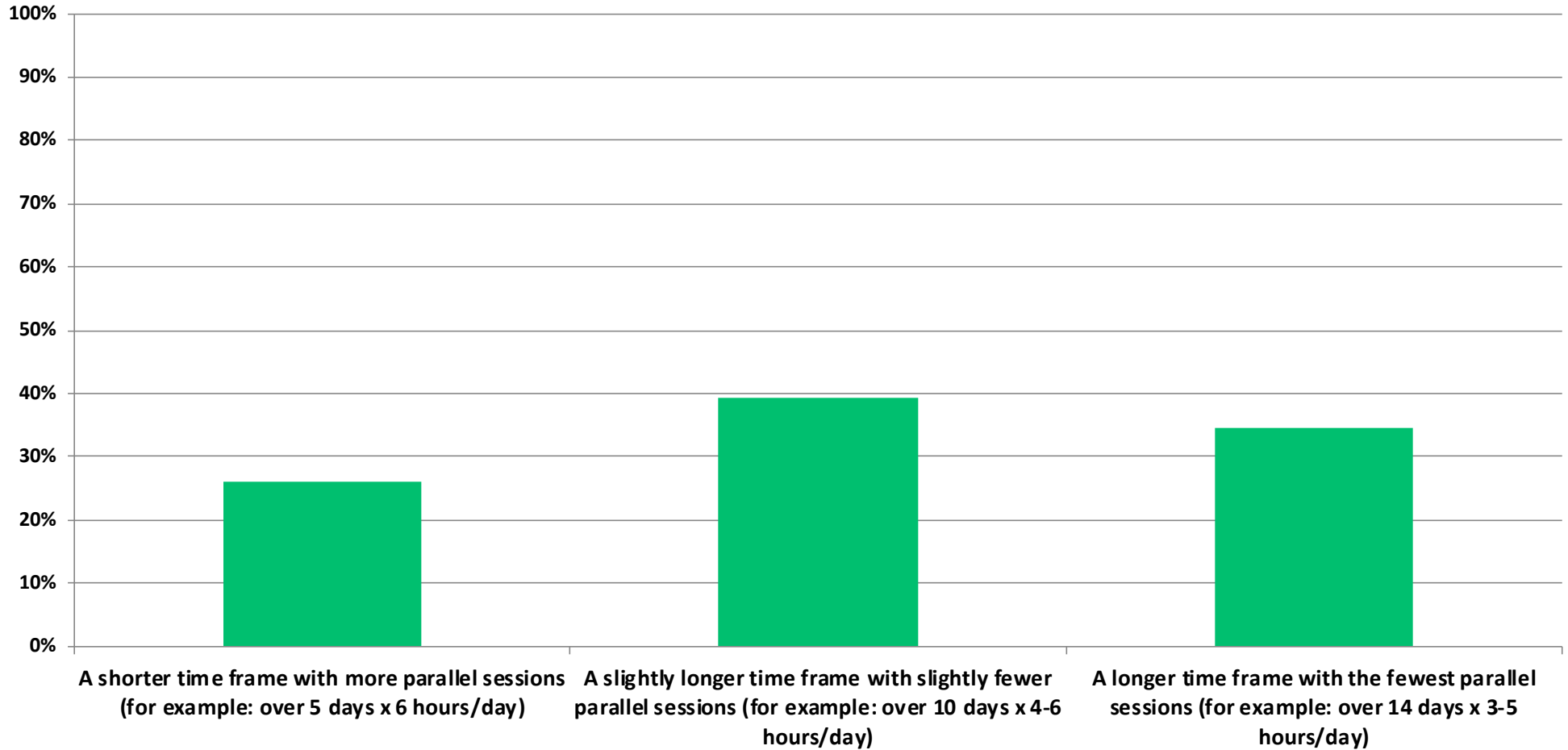
	Responses	Population	"Response Rate ₁ "
2020 Accepted Content			
•Technical Papers	151	770	20%
•Courses	35	114	31%
•Talks	64	277	23%
•CAF	4	78	5%
•Interactive Experiences	32	228	14%
•Everyone Else	31	191	16%
2020 Contributors Subtotal	317	1658	19%
Members Plus			
•Members	472	7330	6%
•2019 Full Conference	35	1105	3%
Members & 2019 FC Subtotal	507	8435	6%
Other			
•Social Media & AWN mail list	181		
•2019 Other Reg	55	3011	2%
Soc Media & 2019 Other Reg Subtotal	236		
Grand Total	1060		

- ₁ Response Rate are approximate due to reasons below.
- Population numbers are how many email addresses were on the mailing list, not how many received and opened the survey invitation.
- Some people were on multiple lists. For example, a 2020 contributor could have been on the Technical Papers list, the Members list, and 2019 Full Conference list.
- Because of these issues the response rates should be considered “worst case” response rates.

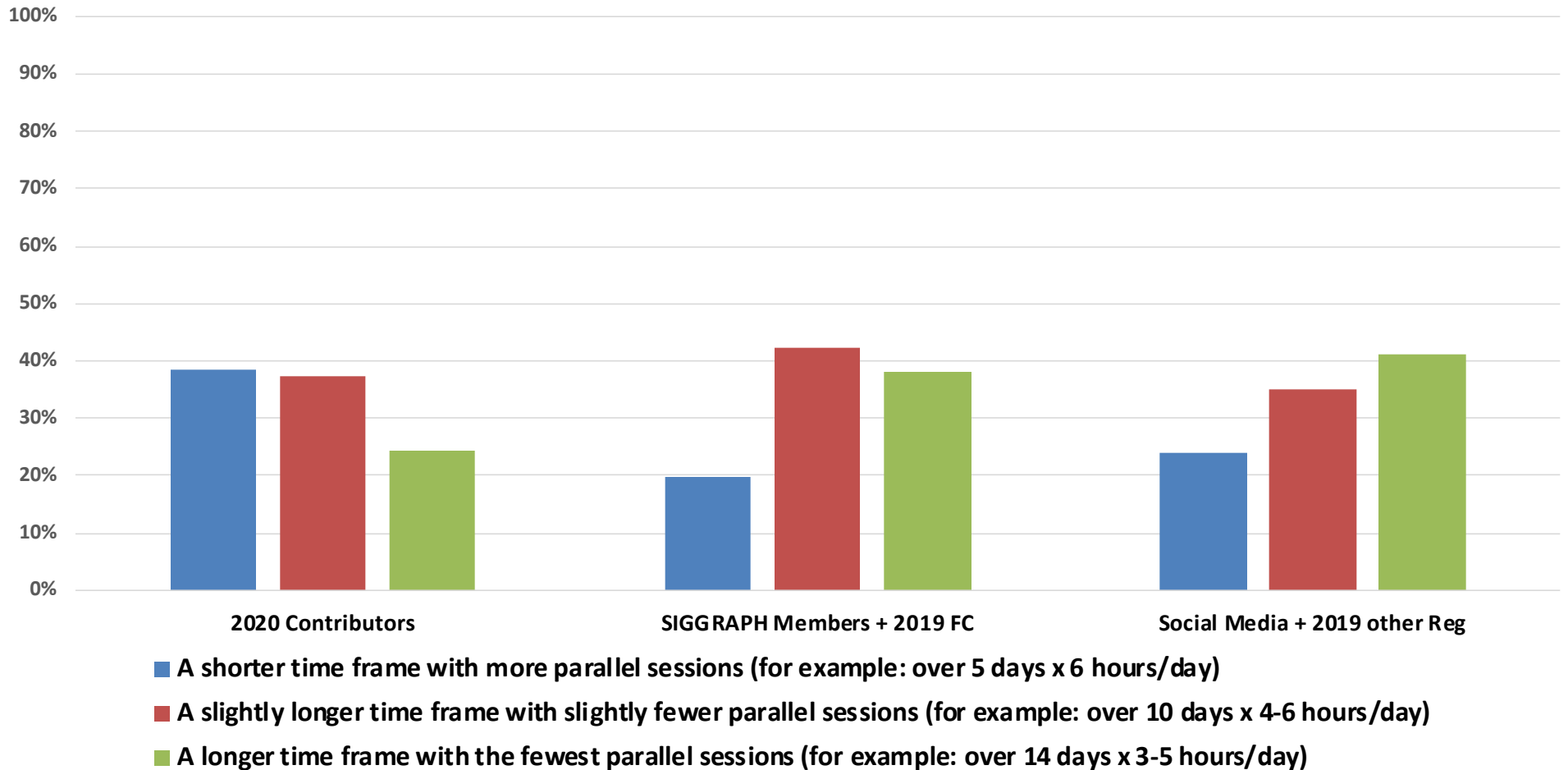
Data Slides

- The overall data for each question is presented first, followed by the data split by three groups (1-2020 Contributors, 2-SIGGRAPH Members + 2019 Full Conference Reg, and 3-Social Media/AWN email list + 2019 Conference Other Reg).
- Some of the question stems have been abbreviated to fit on the slides.
- A “word cloud” exploration for questions that had enough written comments to support the analysis of most commonly used terms is included.
- Each question that had written comment options has a slide showing highlights and trends.
- All written comments are available in a separate document.

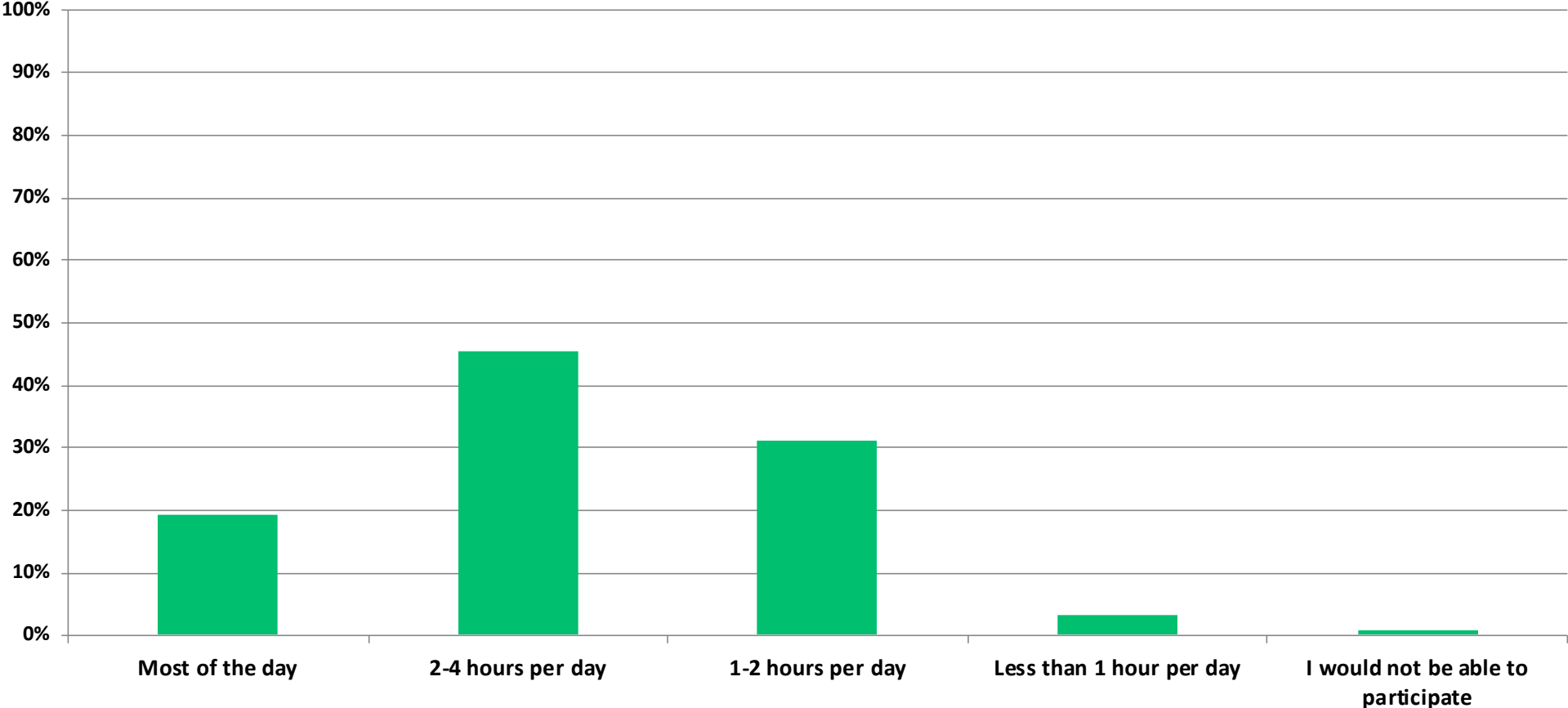
Q1 Overall: A few possible schedules are below – which would you prefer? N=1056



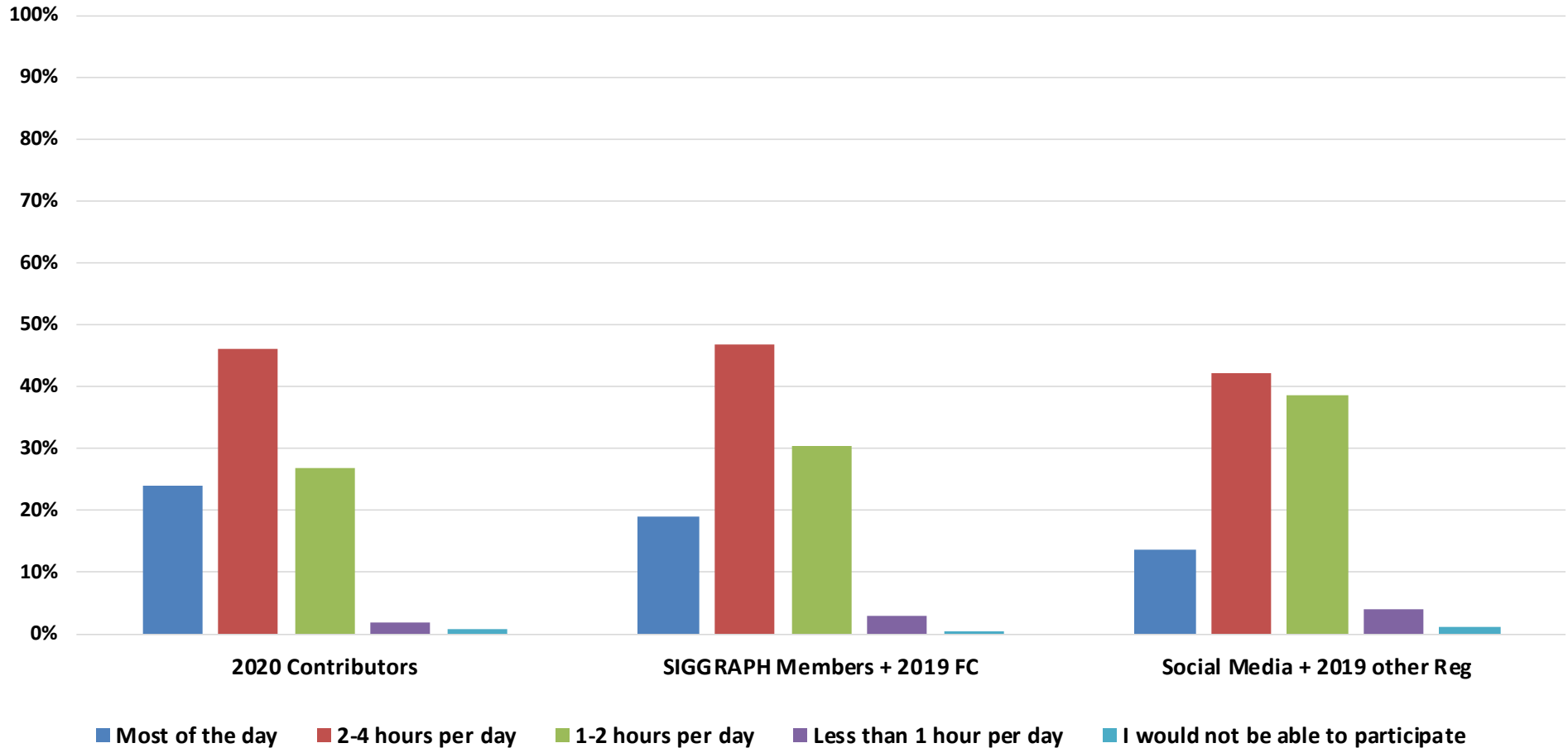
Q1: A few possible schedules are below – which would you prefer?



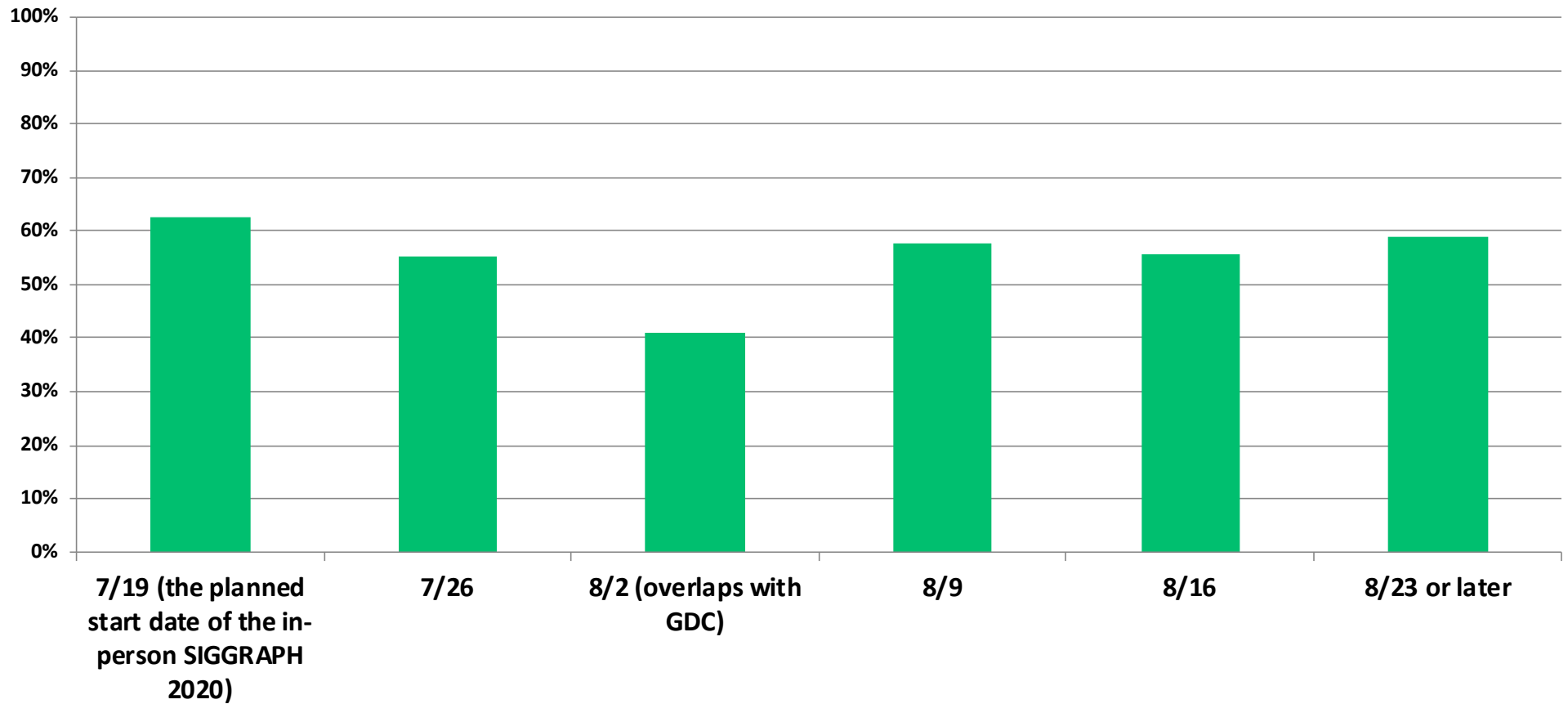
Q2 Overall: How much time do you believe you would be able to participate during the live portion of a SIGGRAPH virtual conference? N=1059



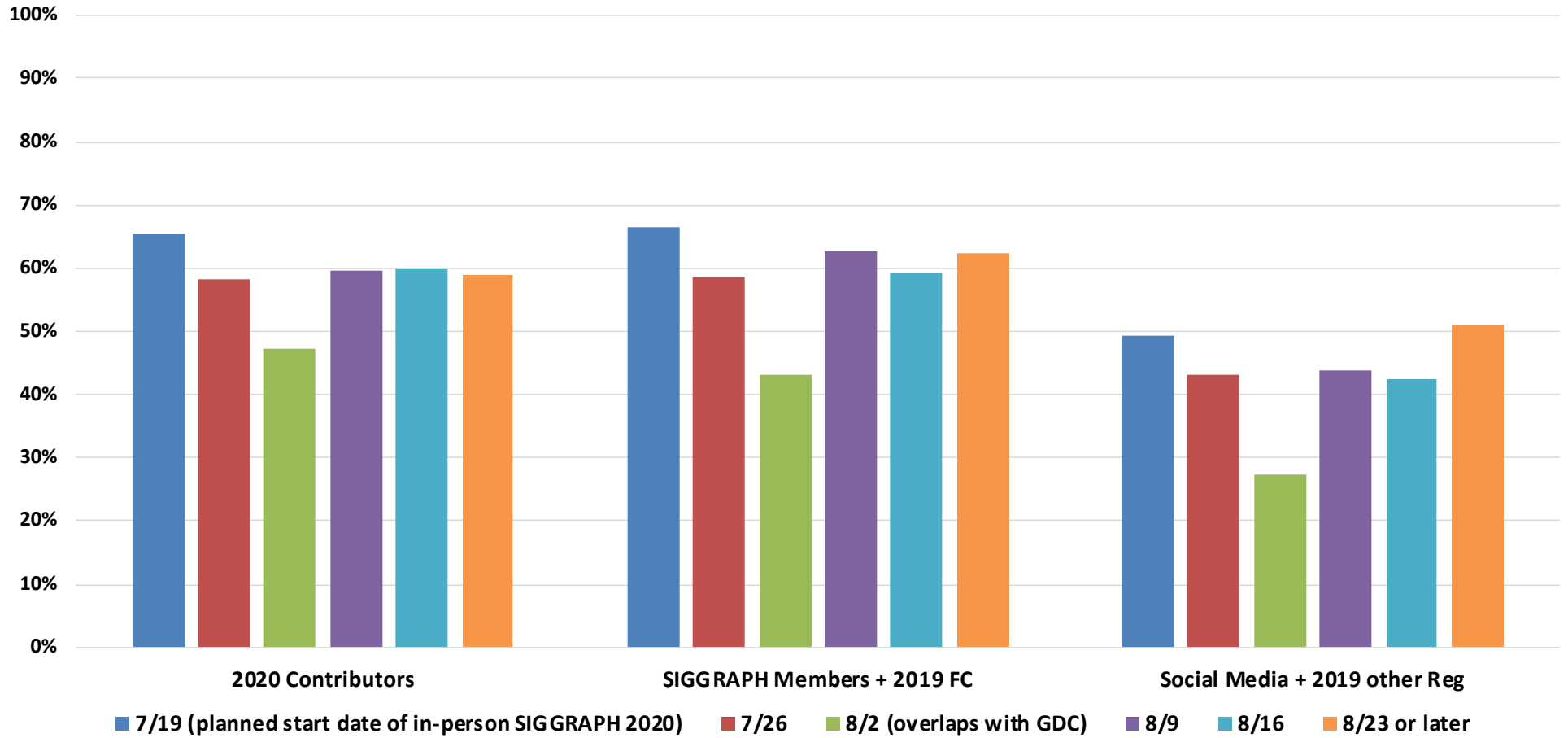
Q2: How much time do you believe you would be able to participate during the live portion of a SIGGRAPH virtual conference?



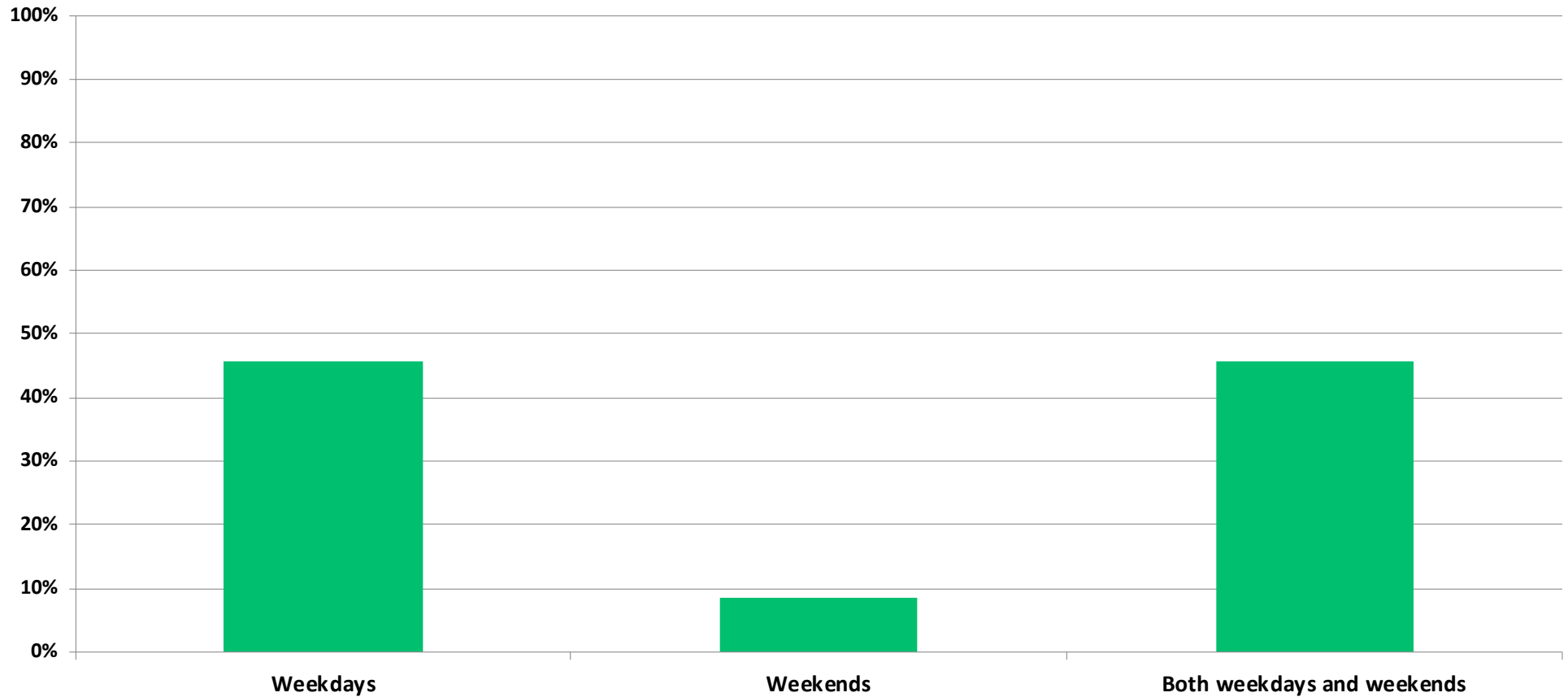
Q3 Overall: Would you be most likely to attend a virtual conference that started the week of... (Check all that apply)
N=1041



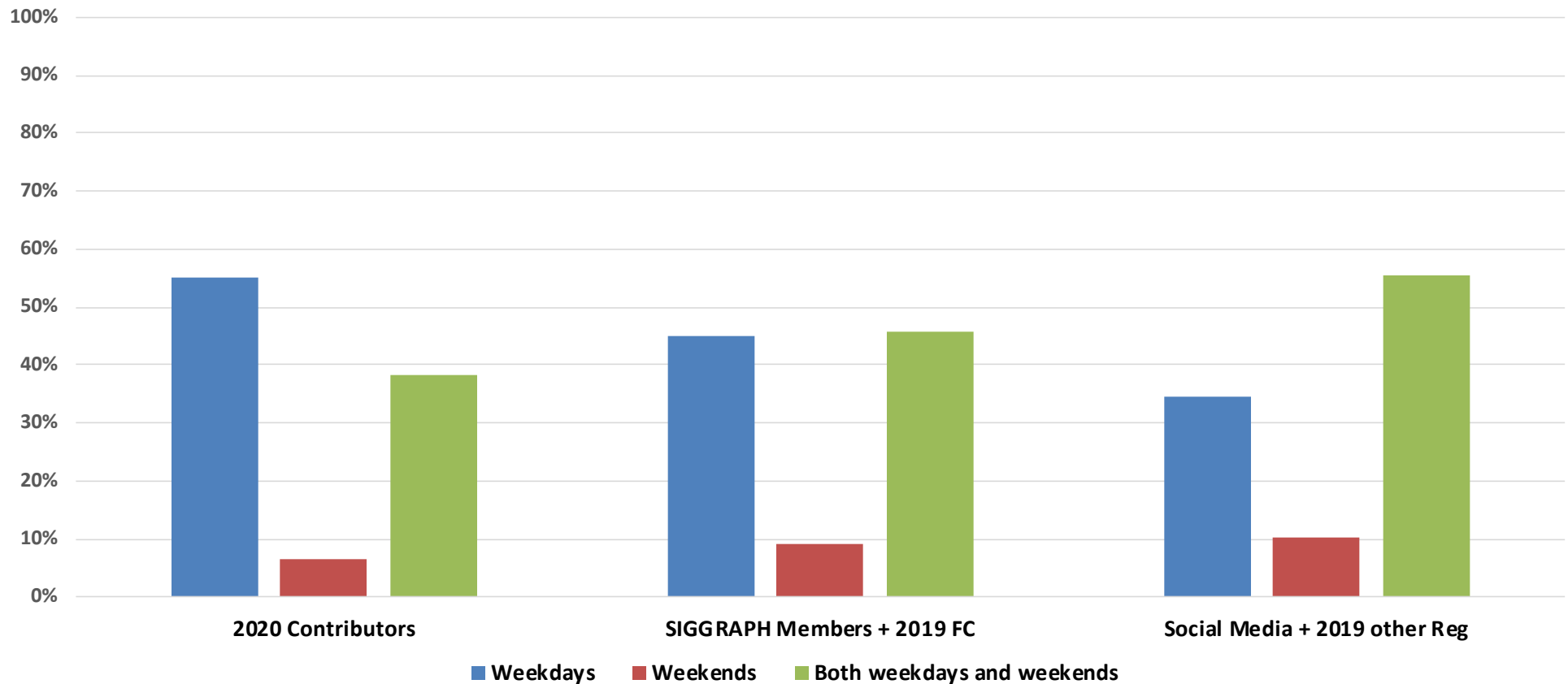
Q3: Would you be most likely to attend a virtual conference that started the week of... (Check all that apply)



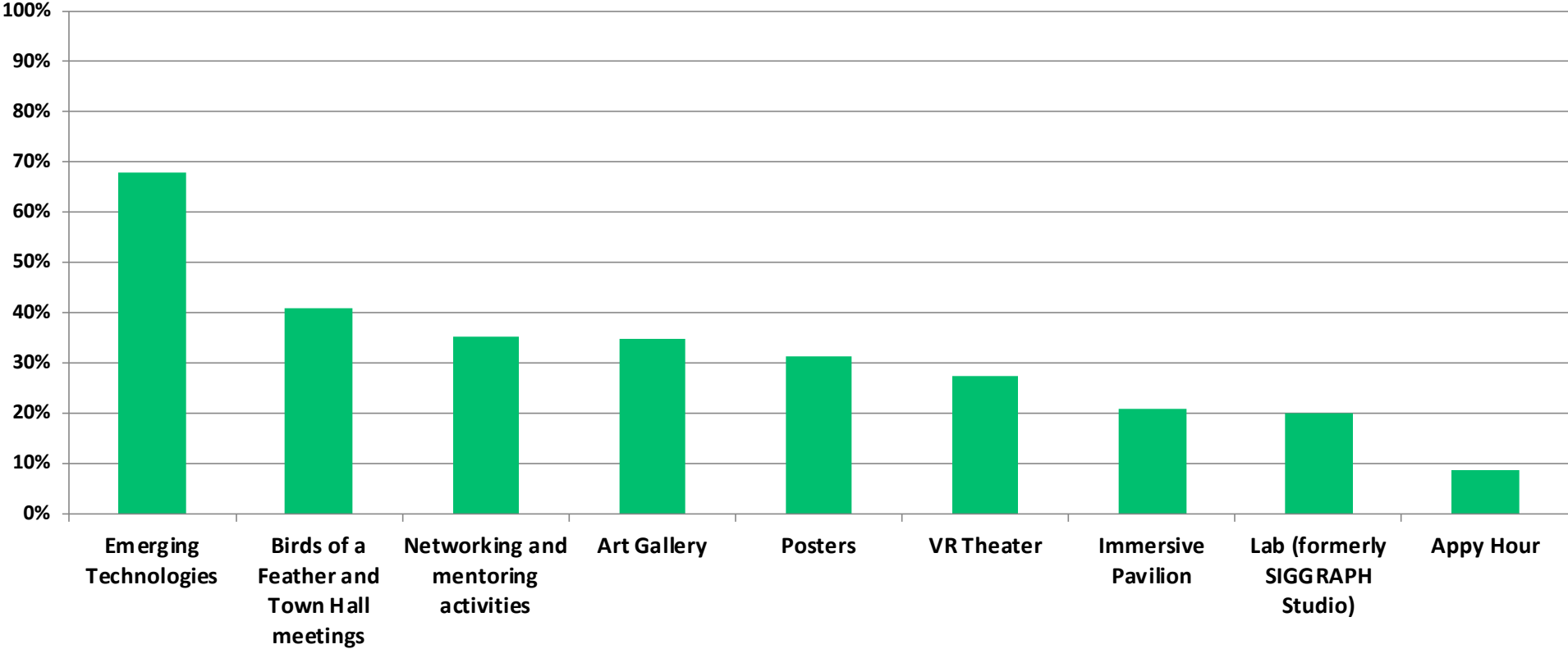
**Q4 Overall: We imagine that it will be harder to extract yourself from your daily responsibilities to attend a virtual conference.
Would you prefer that we run the conference on... N=1052**



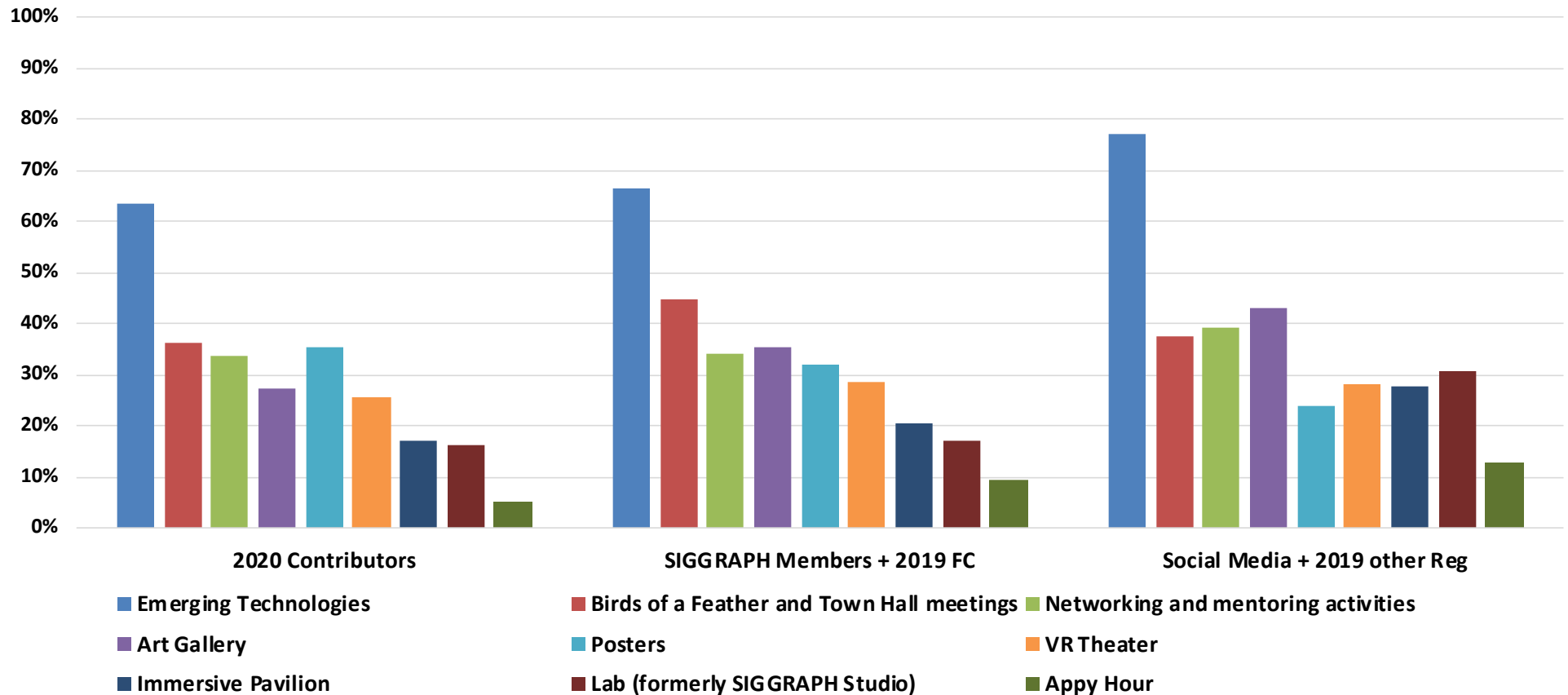
Q4: We imagine that it will be harder to extract yourself from daily responsibilities to attend a virtual conference. Would you prefer we run the conference on...



Q5 Overall: Programs that are not based primarily on presentations plus Q&A are harder to translate to a virtual arena. Which of these programs would you like us to focus our efforts on? (Check all that apply) N=949



Q5: Programs that are not based primarily on presentations plus Q&A are harder to translate to a virtual arena. Which of these programs would you like us to focus our efforts on? (Check all that apply)



Q6 Word Cloud-Larger font represents more mentions

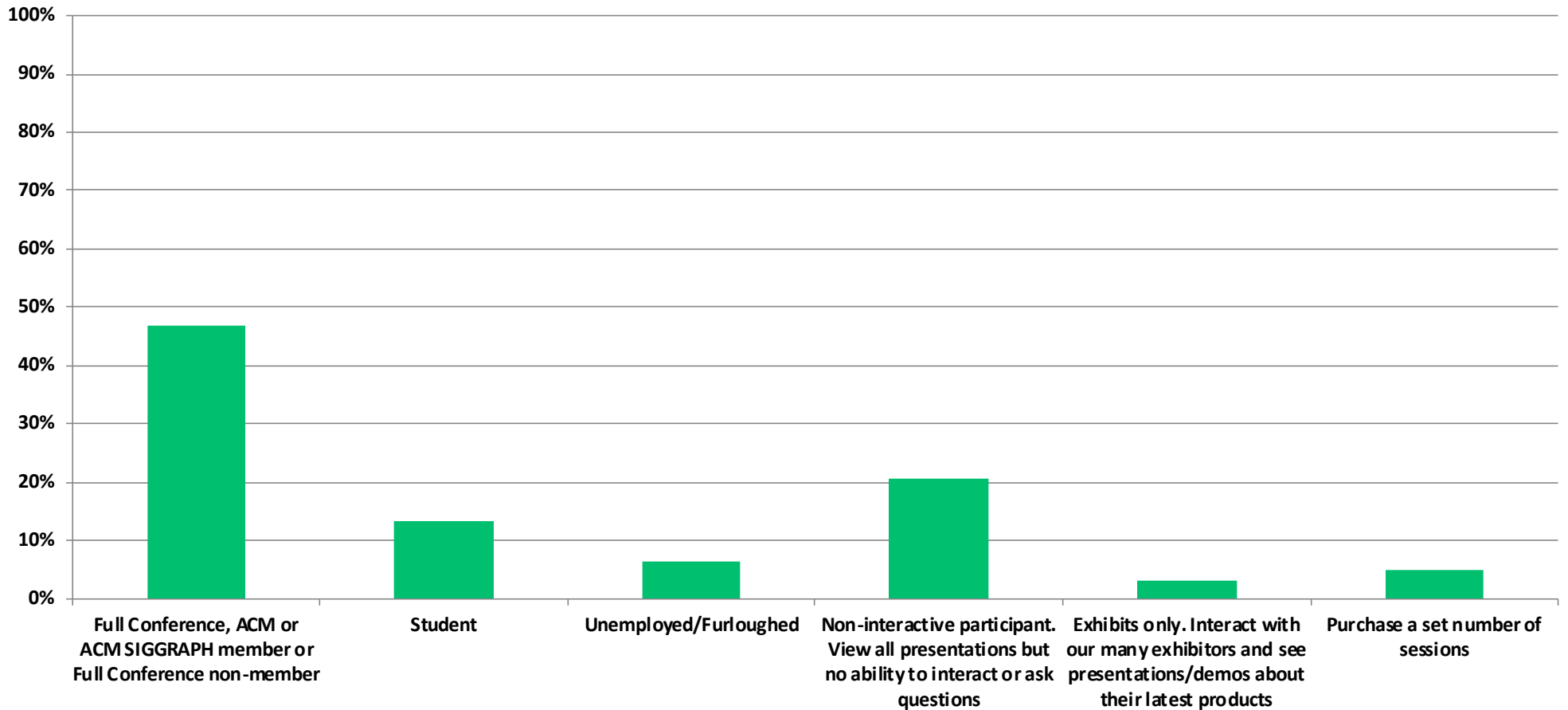
Q6 Do you have suggestions for other activities or events we should offer as part of the virtual SIGGRAPH 2020?

well provided new especially think sure app QA work mingle virtual conferences discussions
miss download perhaps looking available interaction going theater ZOOM stream
recorded companies talk host experience content networking
Computer Animation Festival possible try things technology online video use
opportunity one day etc show make take will great
SIGGRAPH Easy sessions might virtual set
conference presenters people s live focus maybe
rooms VR industry chat Electronic theater also presentation attend
virtual SIGGRAPH interested access year e.g attendees able way future good
group time Immersive Panels wish meetings Q social may Posters viewed see considering
know important give form events exhibition call help demos Art Gallery

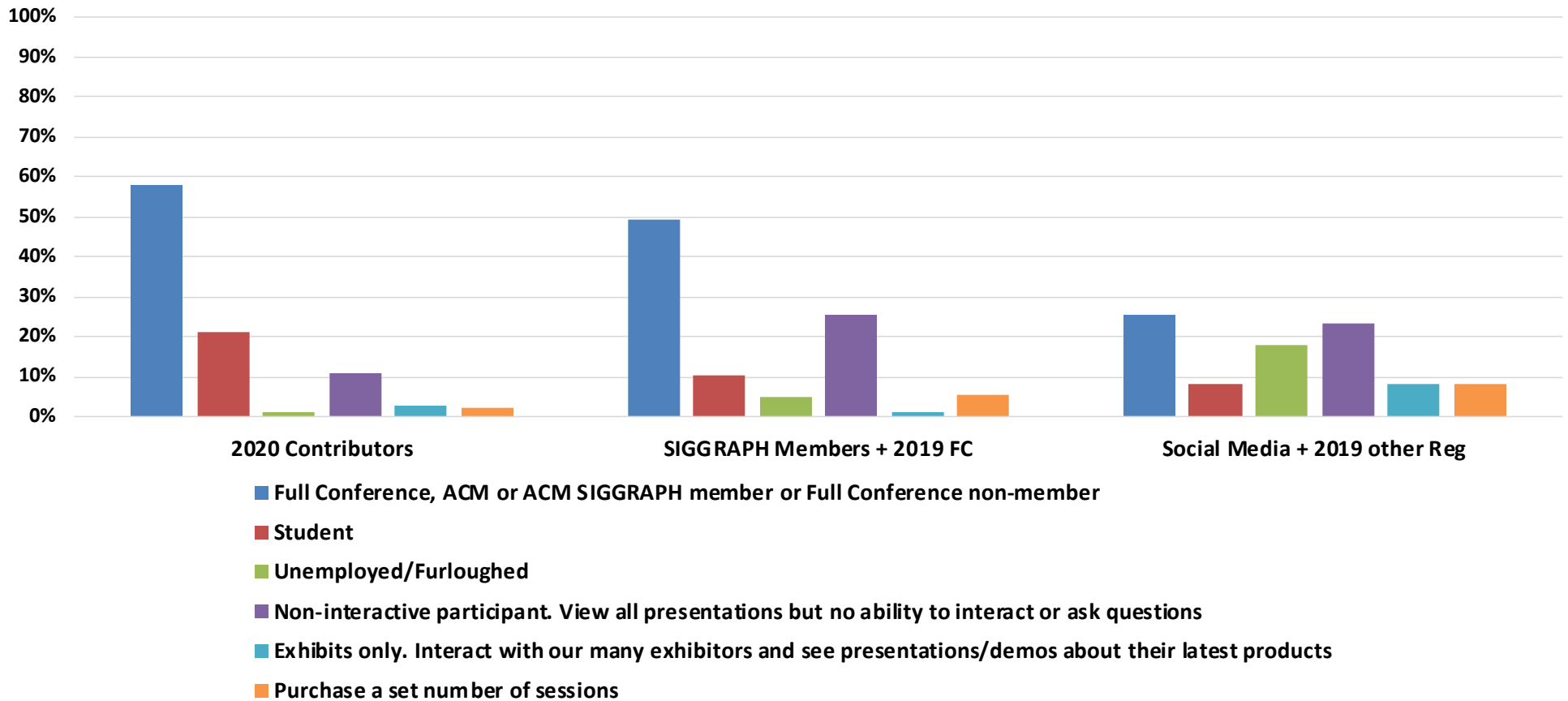
Q6: Do you have suggestions for other activities or events we should offer as part of virtual SIGGRAPH 2020? 198 Answers. Trends & Highlights below. All responses in appendix.

- Networking opportunities. Virtual happy hour, scavenger hunts, SIGGRAPH trivia quizzes, virtual meet and greet, VR chat rooms, avatar chat, random connects, hangouts, multi-player games, polls
- Many suggestions for live Q&A and live interaction and asynchronous chat w/presenters
- Numerous requests for the ability to watch content on-demand in addition to live
- Content on the impact of COVID-19 on the industry
- Lots of comments about having the CAF; group viewing party
- Real-time collaboration on a cg&it challenge
- Geek Bar capability—ability to switch between concurrent sessions
- Many thought the Papers Fast Forward would translate well to a virtual environment

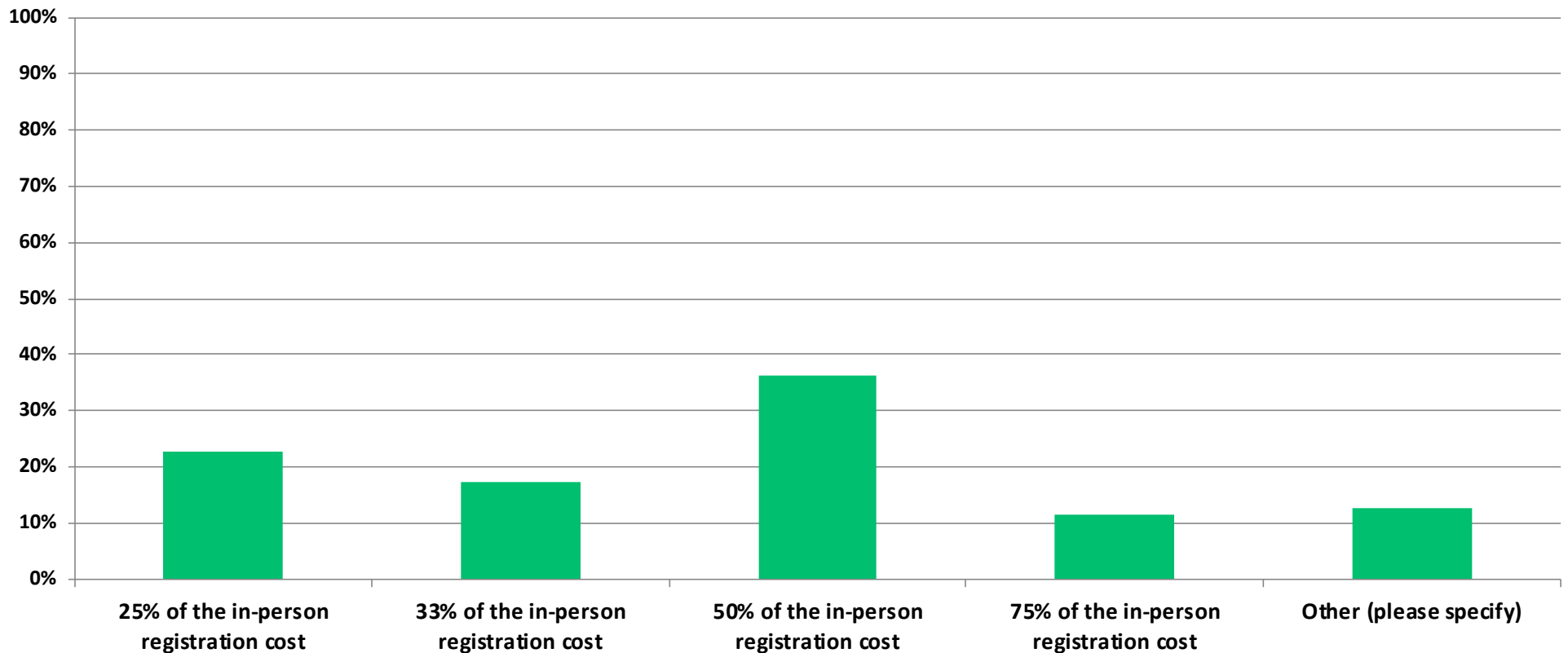
Q7 Overall: We are considering having several different registration categories. Please tell us which category you would likely choose for your registration. N=999



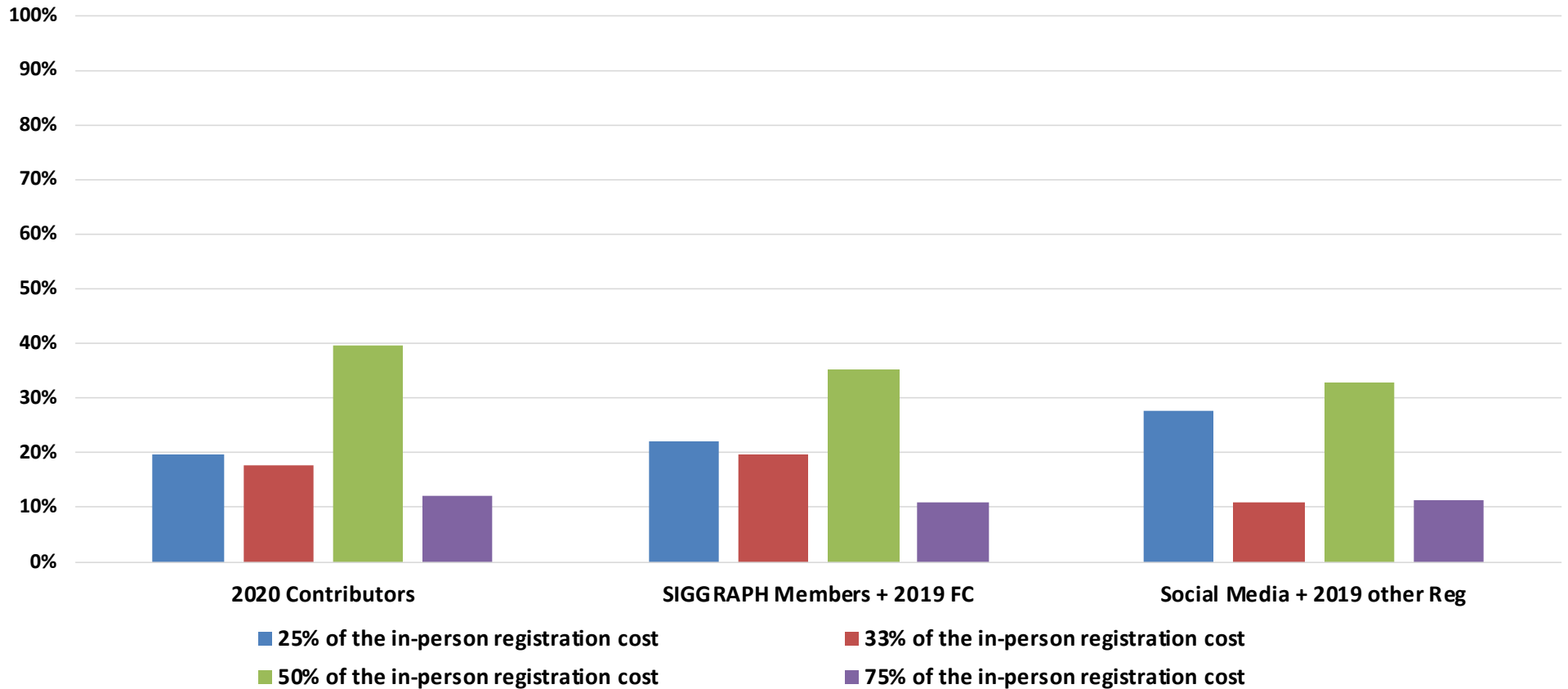
Q7: We are considering having several different registration categories. Please tell us which category you would likely choose for your registration.



Q8 Overall: We will reduce our planned full conference, member, early registration fee of \$950. When compared to the “traditional” SIGGRAPH registration fees, what amount do you think would be a fair price? N=984



Q8: We will reduce our planned full conference, member, early registration fee of \$950. When compared to the “traditional” SIGGRAPH registration fees, what amount do you think would be a fair price?

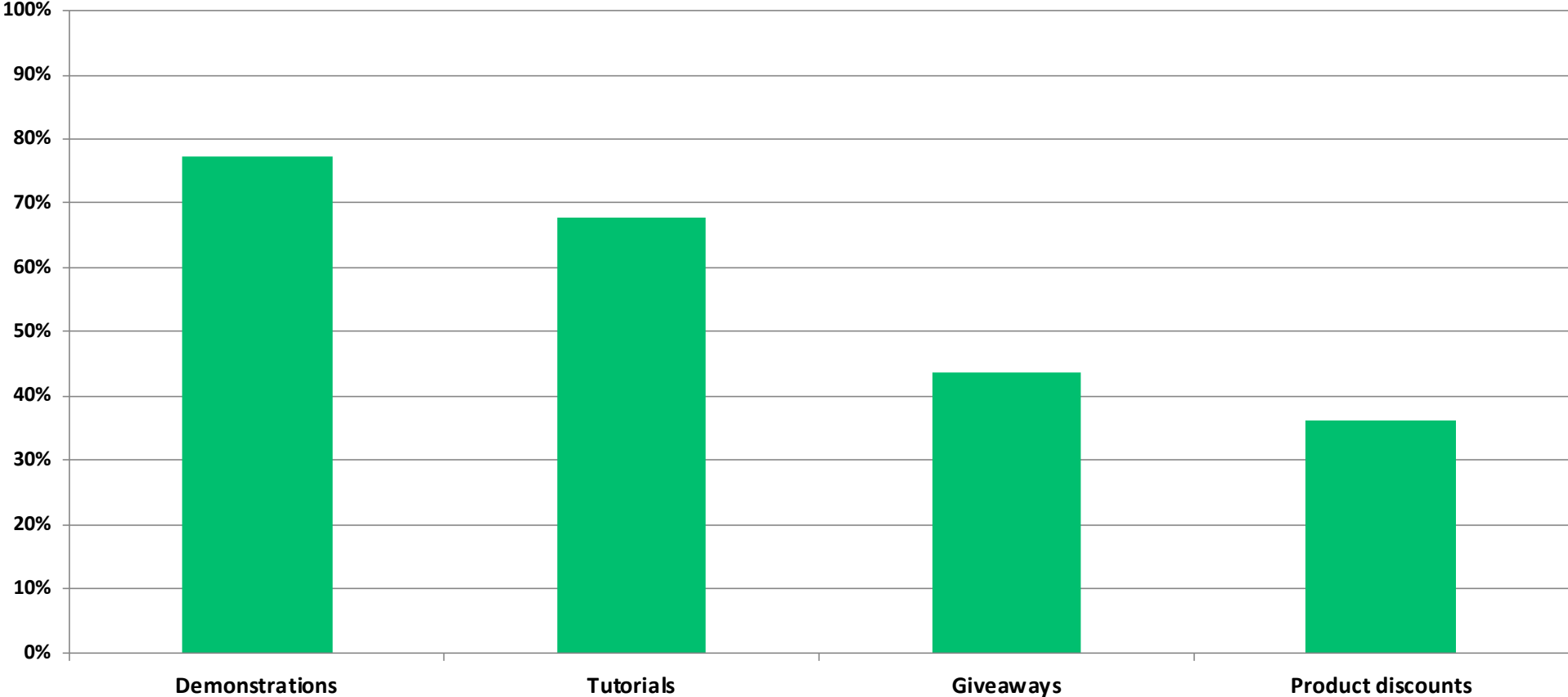


Q8 Written comments (123 comments). Trends & Highlights below. All responses in appendix.

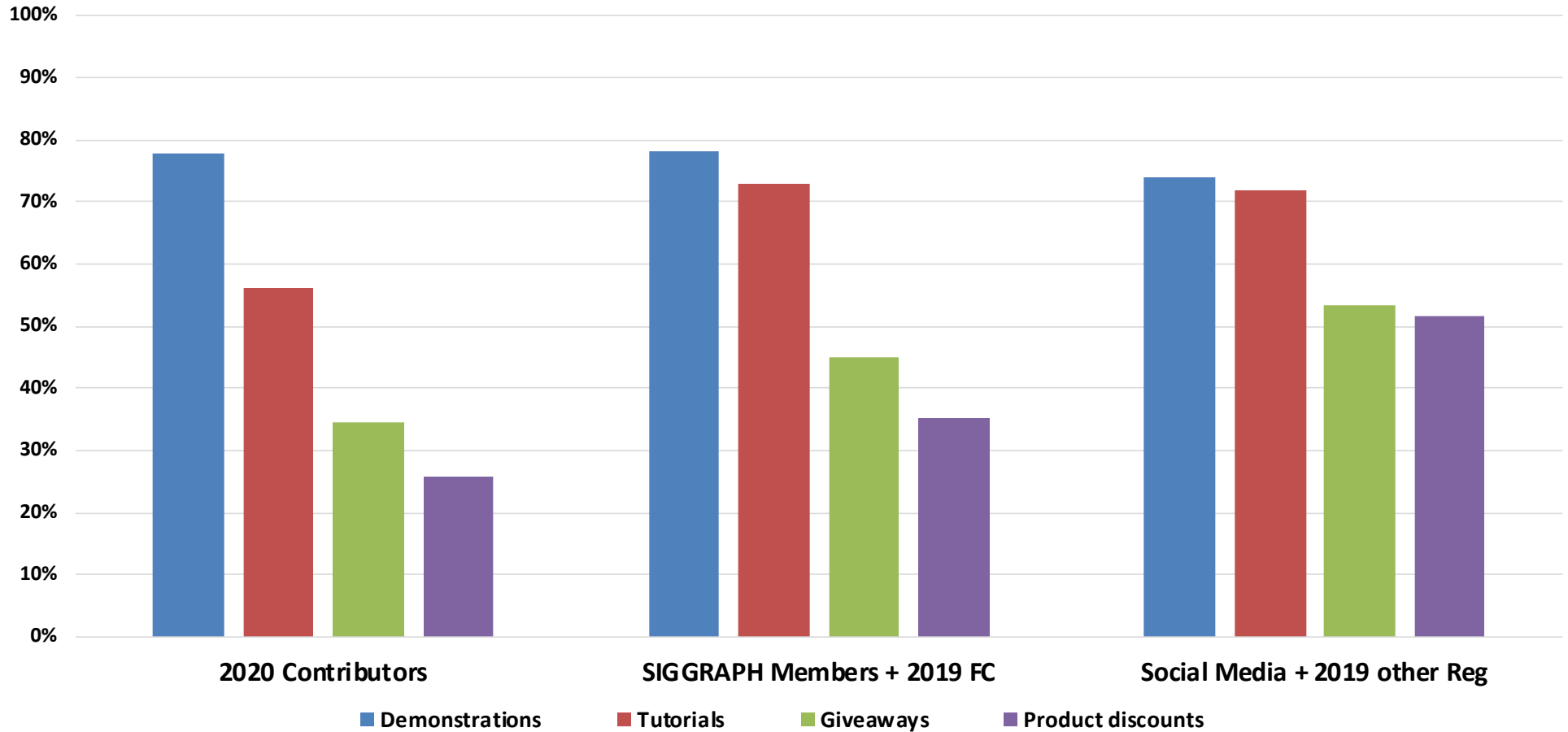
- Most common responses were “free,” and between 5%-25%
- Multiple suggestions for lower rate for unemployed
- Many comments about difficulty in answering without more detail about the conference
- Some suggested fees for contributors only
- Some suggested fees for attendees only

Q9 Overall: What would incentivize you to visit virtual exhibits or attend a virtual exhibitor session? (Check all that apply)

N=915



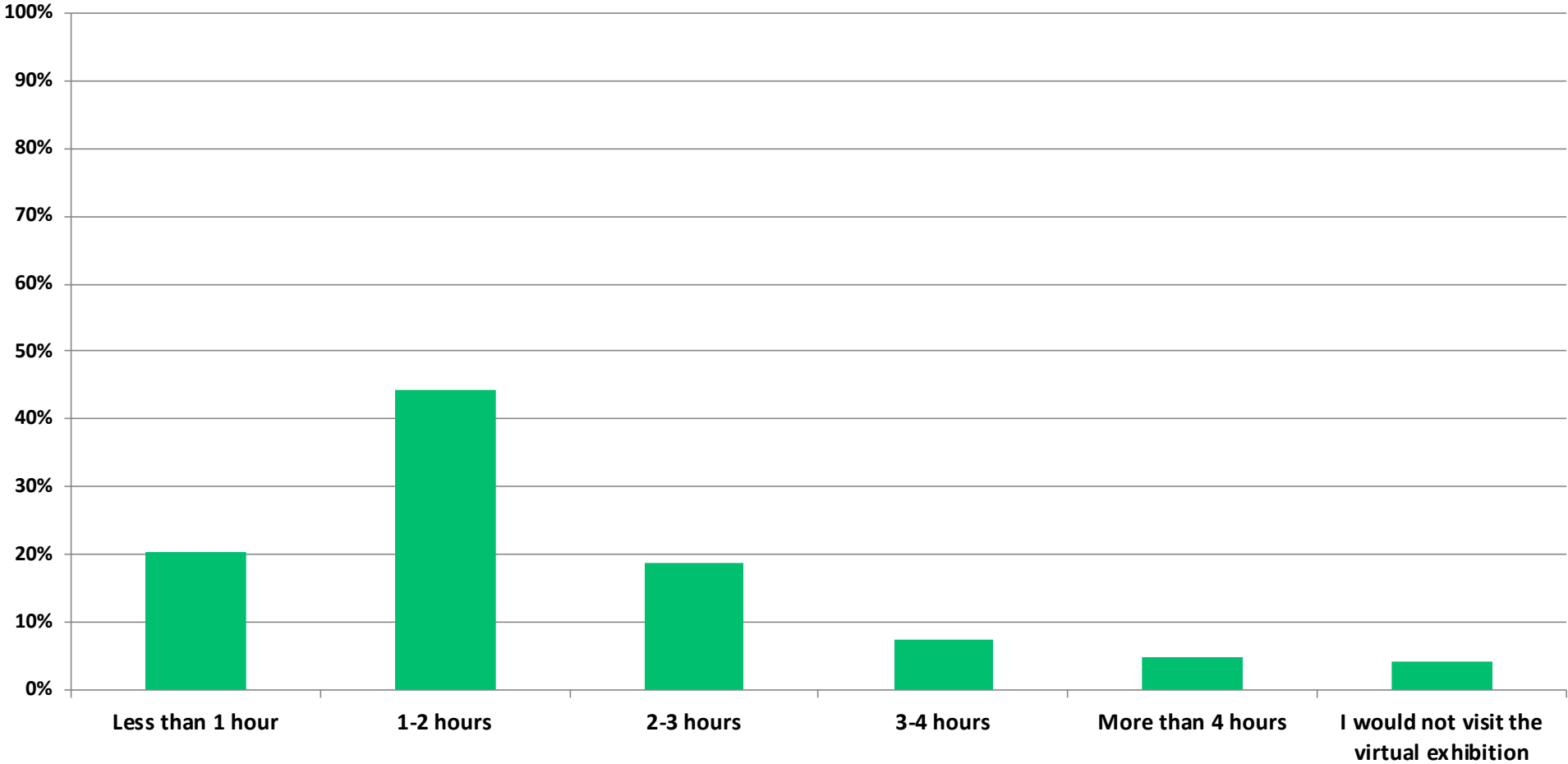
Q9: What would incentivize you to visit virtual exhibits or attend a virtual exhibitor session? (Check all that apply)



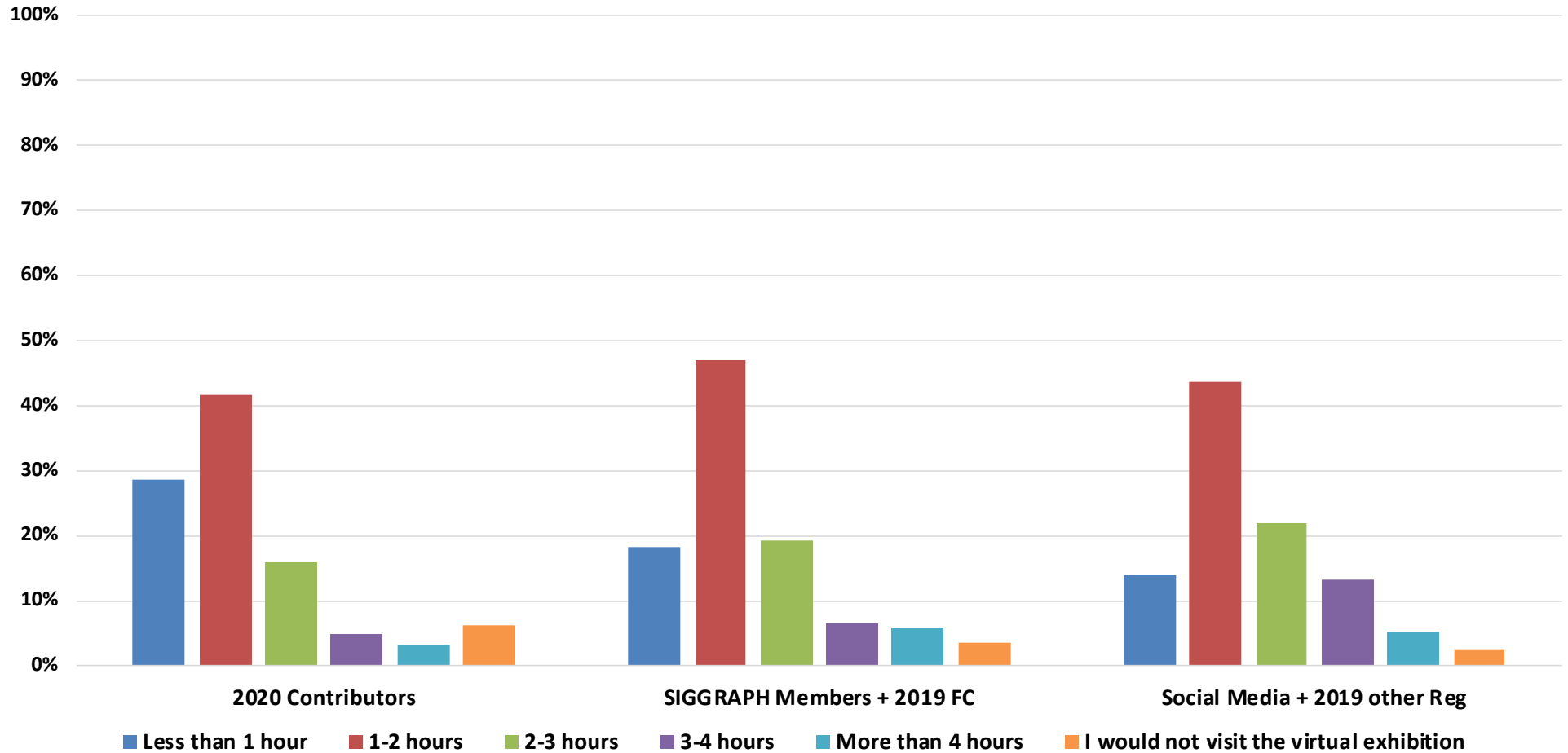
Q9 Written comments (51 comments). Trends & Highlights below. All responses in appendix.

- Interactivity with exhibitors
- Support for Q&A with exhibitors
- Demos
- Access outside of scheduled hours

Q10 Overall: How much time would you commit to visiting virtual exhibits outside of the conference sessions? N=976

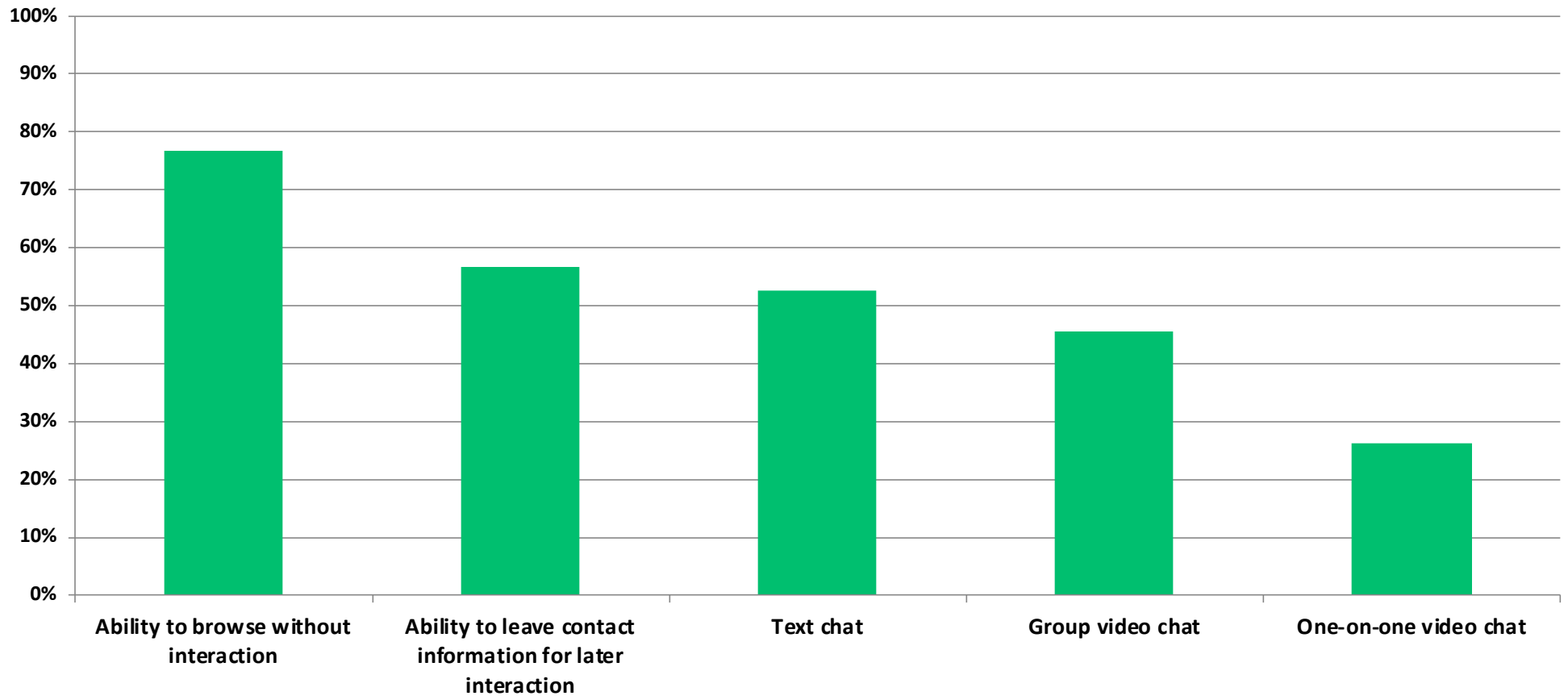


Q10: How much time would you commit to visiting virtual exhibits outside of the conference sessions?

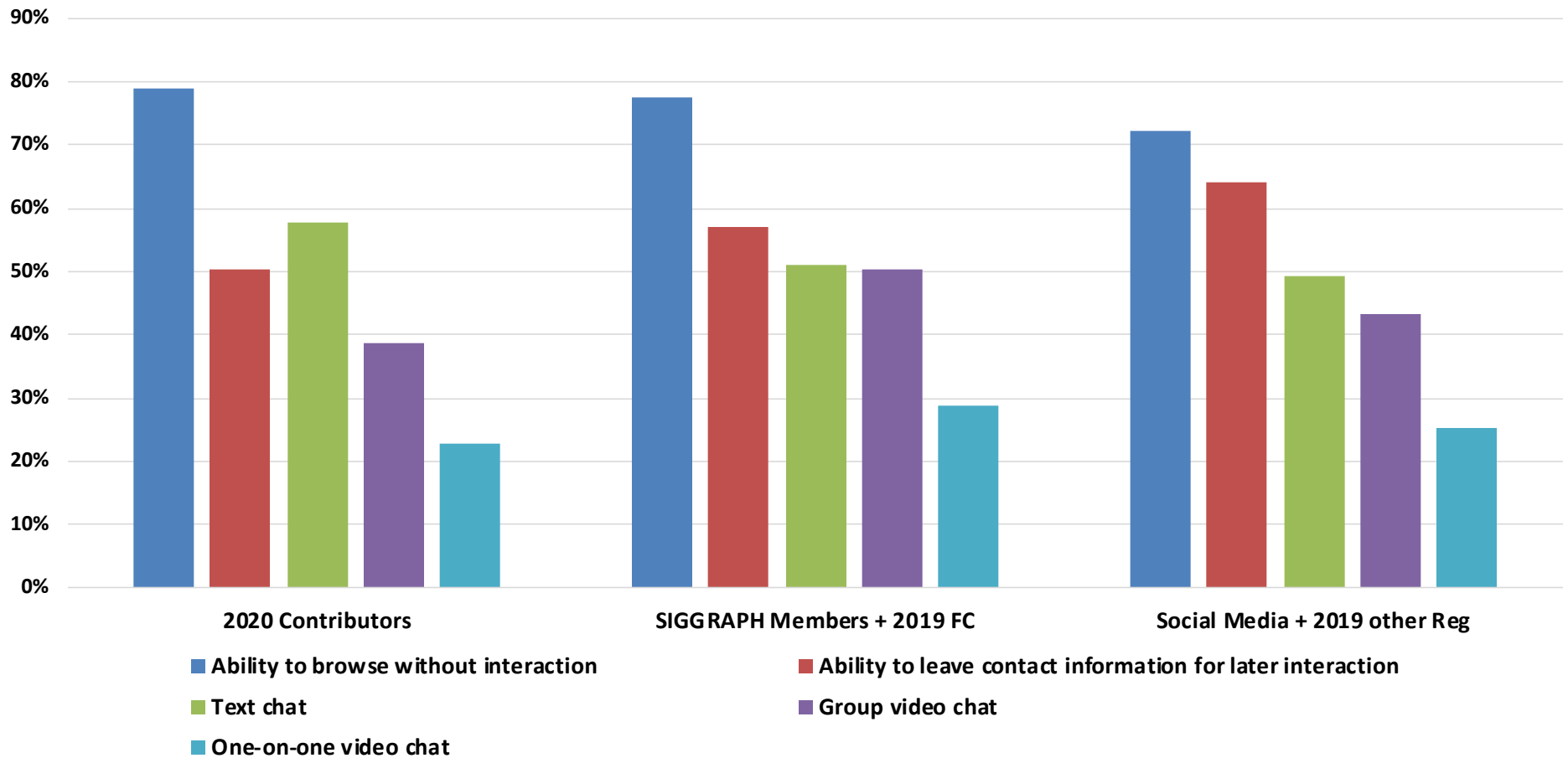


Q11 Overall: What types of interactions would you like to have with exhibitors in a virtual environment? (Check all that apply)

N=926



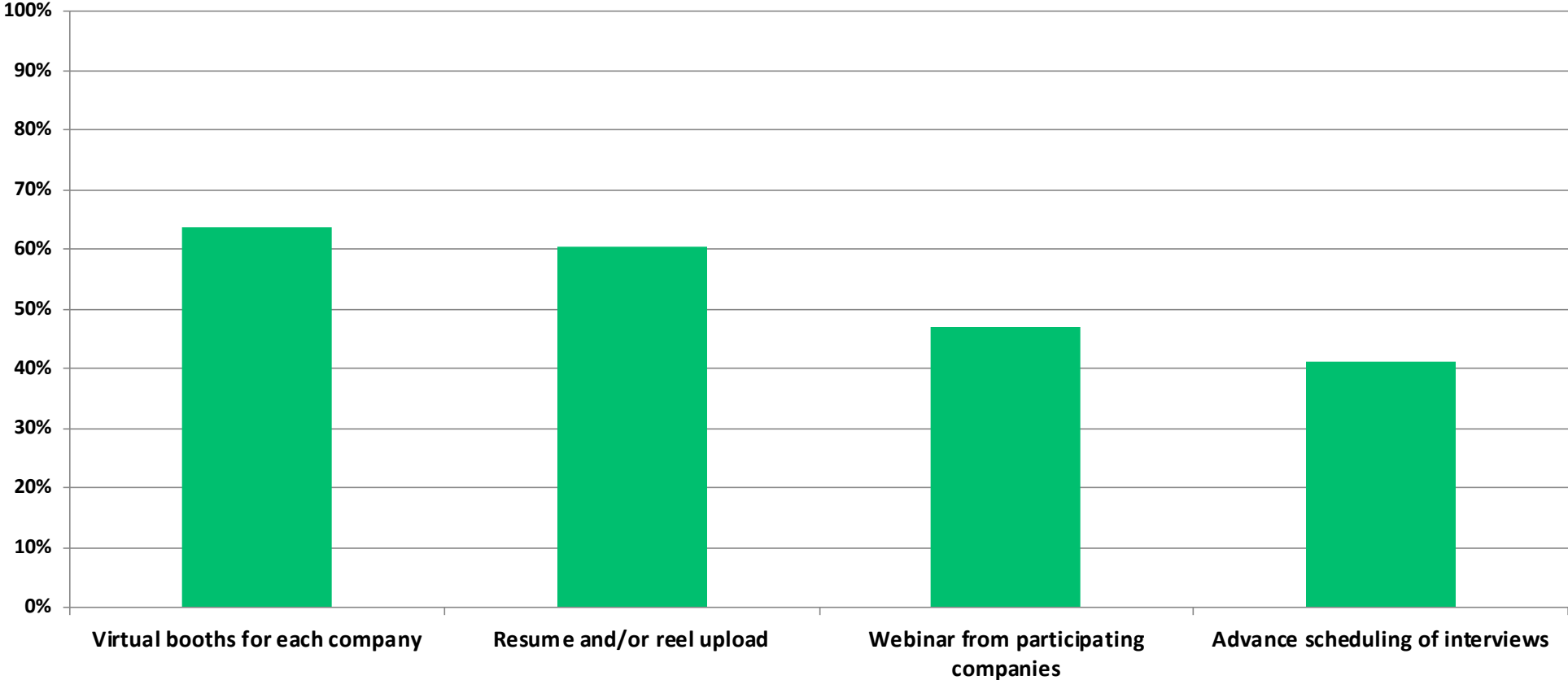
Q11: What types of interactions would you like to have with exhibitors in a virtual environment? (Check all that apply)



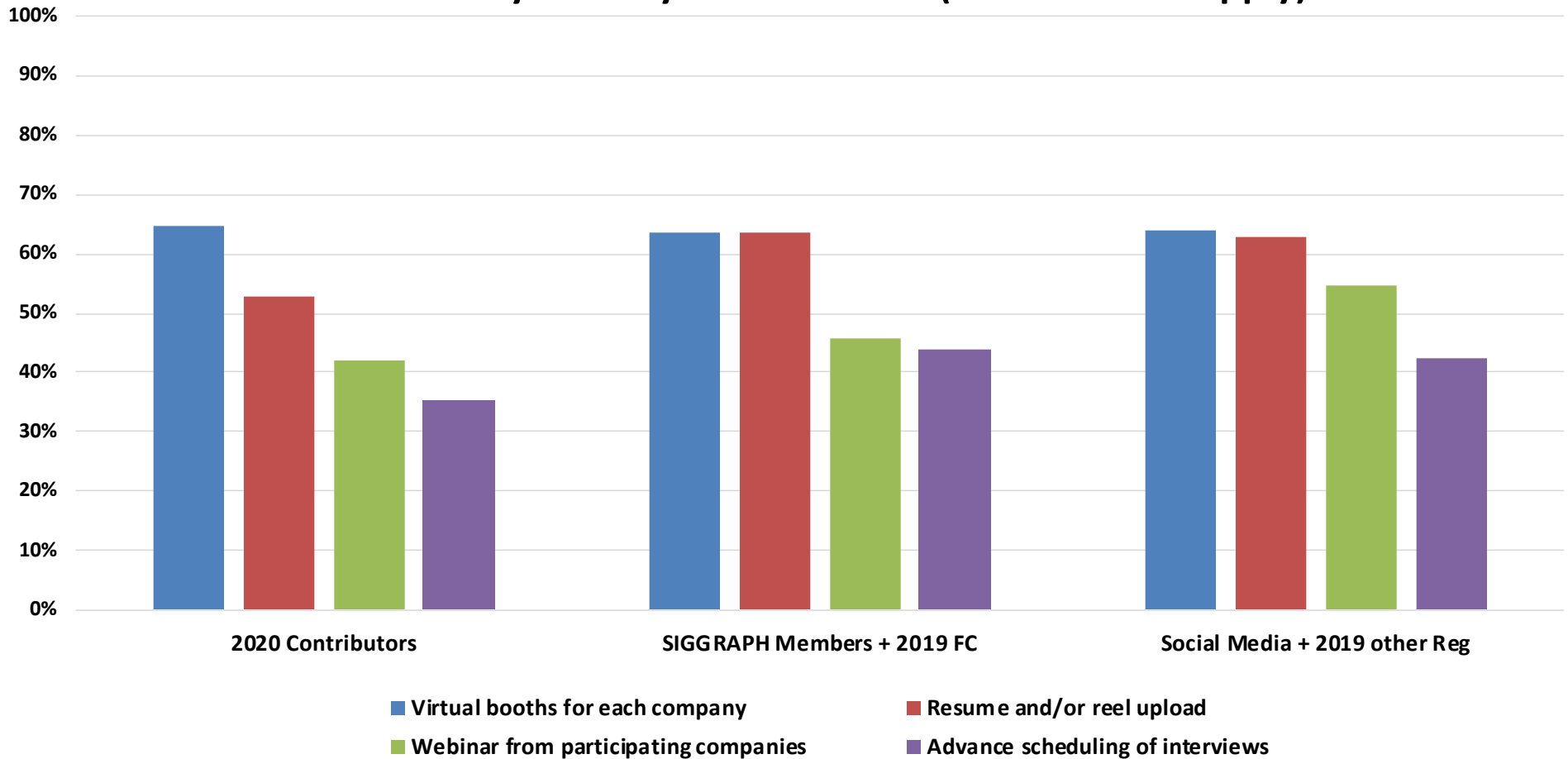
Q11 Written comments (30 comments). Trends & Highlights below. All responses in appendix.

- Opportunities to interact one-on-one with exhibitors
- Ability to get contact info from exhibitors
- Audio chat function

Q12 Overall: If you think that you might visit the virtual Job Fair this year, what functionality would you like to see? (Check all that apply) N=553



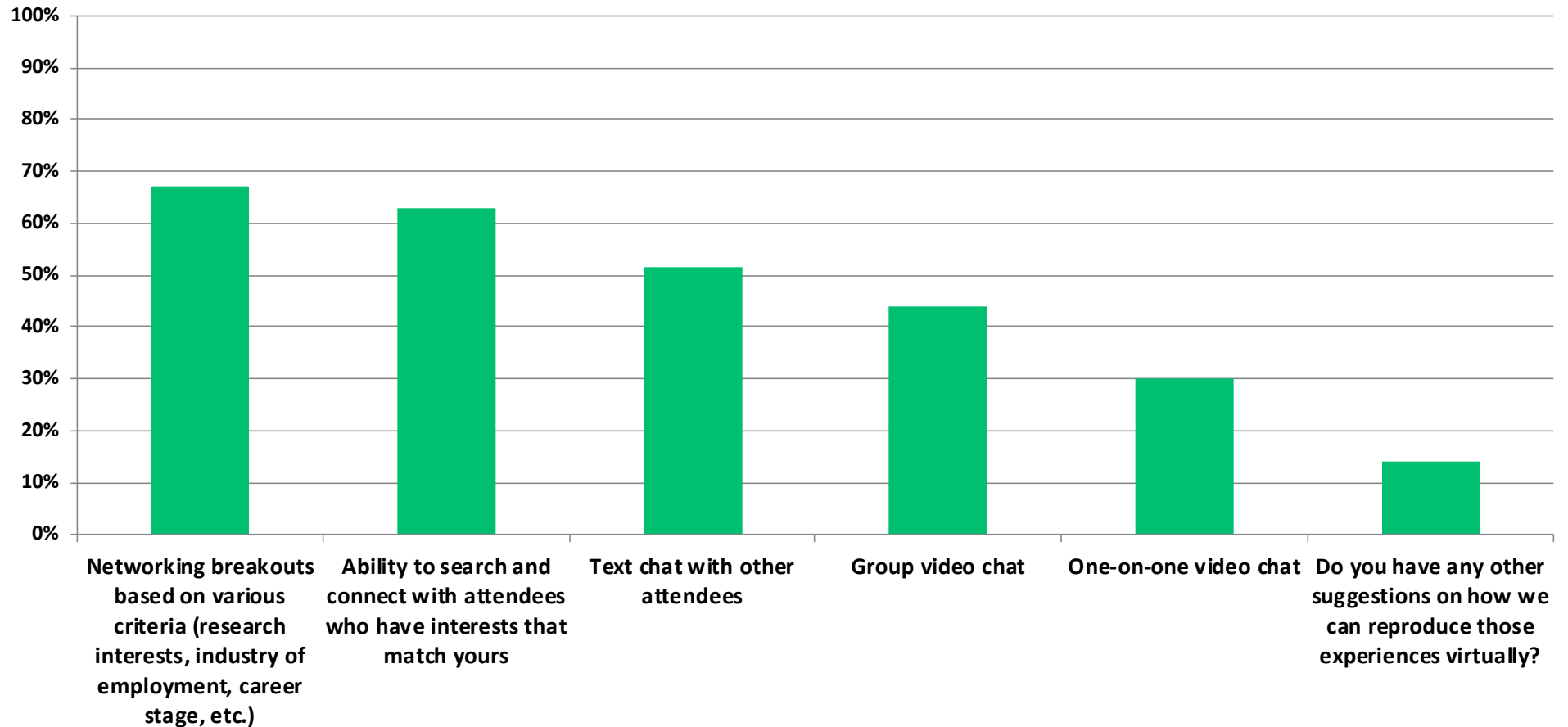
Q12: If you think that you might visit the virtual Job Fair this year, what functionality would you like to see? (Check all that apply)



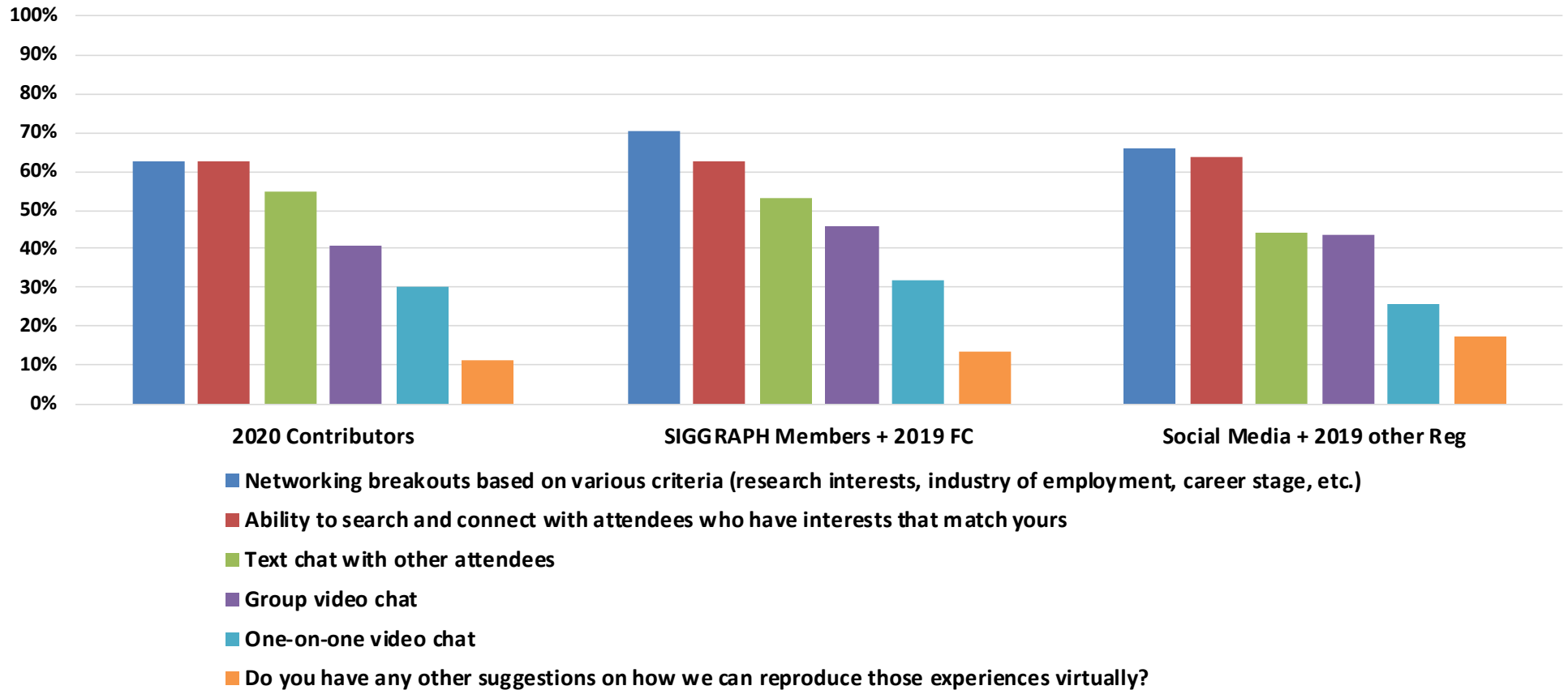
Q12 Written comments (39 comments). Trends & Highlights below. All responses in appendix.

- Opportunities for job seekers to interact with hiring companies
- Pre-recorded information about each hiring company

Q13 Overall: Our attendees highly value the networking opportunities they experience at SIGGRAPH. What mechanisms do you think would come the closest to recreating an environment with meaningful networking? (Check all that apply) N=880



Q13: Our attendees highly value the networking opportunities they experience at SIGGRAPH. What mechanisms do you think would come the closest to recreating an environment with meaningful networking?



Q13 Other suggestions Word Cloud-Larger font represents more mentions

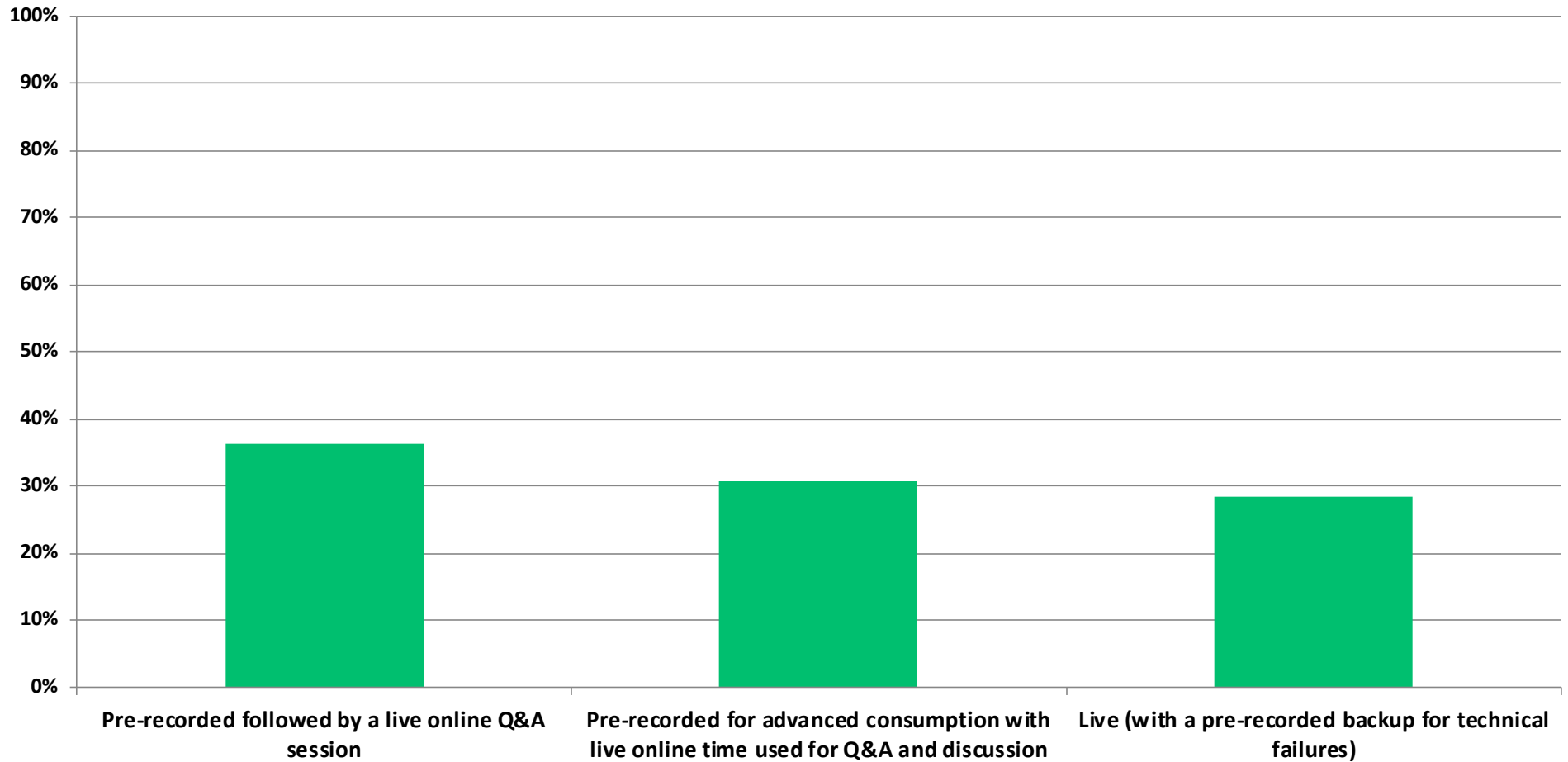
Q13 Each year the post-conference survey reports that our attendees highly value the networking opportunities they experience at SIGGRAPH. What mechanisms do you think would come the closest to recreating an environment with meaningful networking? (Check all that apply)



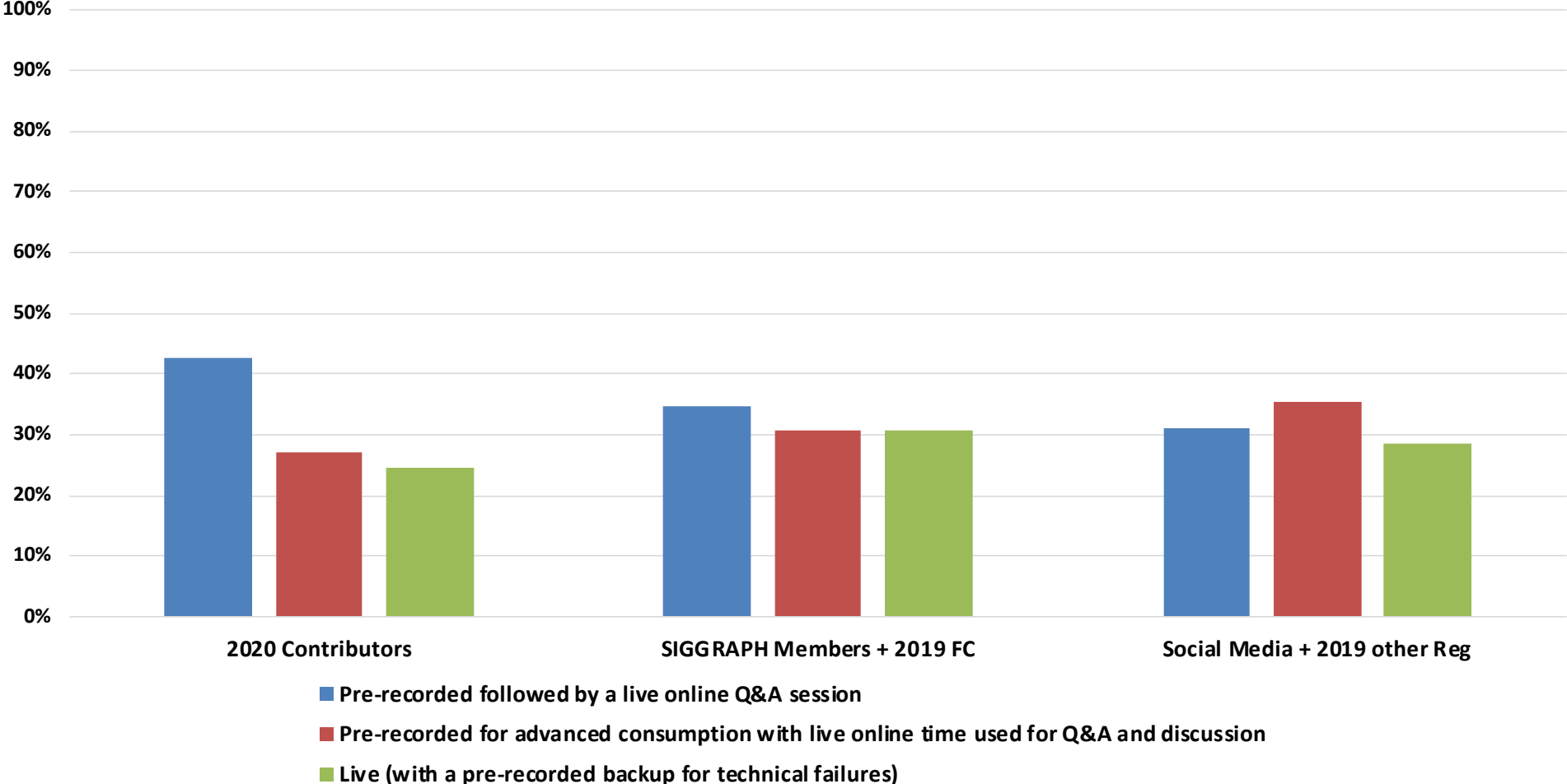
Q13: 122 Answers. Trends & Highlights below. All responses in appendix.

- Strong desire for ability to have informal discussions in small group formats—virtual coffee breaks, avatar-based break rooms, many suggestions for some version of a breakout room organized by interest, topic, or even randomly
- Lots of suggestions to use specific tools: Mozilla hubs, Discord, Slack channels, Zoom, Braindates
- Suggestions for use of VR-session rooms, chat, social
- Ability to find and connect with other attendees for interaction

Q14 Overall: Should presentations and other talks be live or pre-recorded? N=944



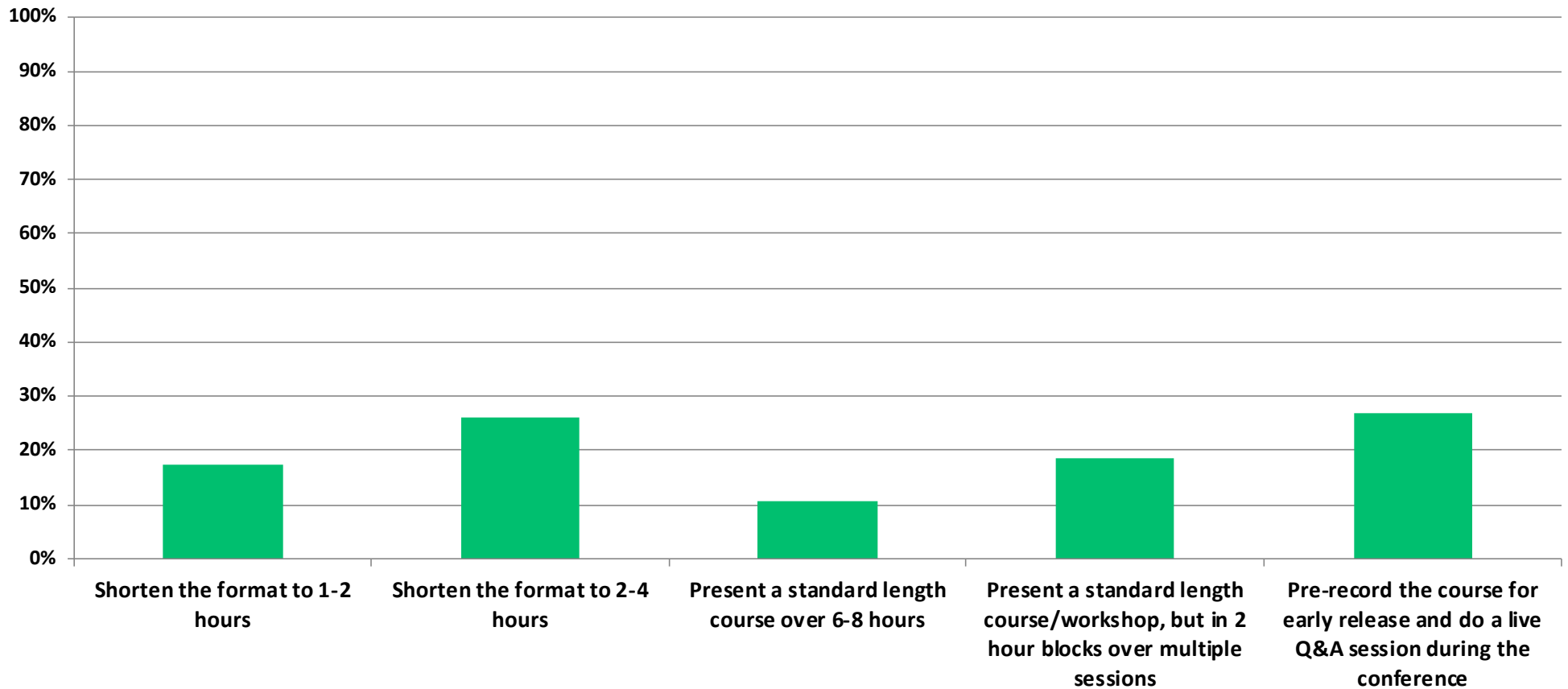
Q14: Should presentations and other talks be live or pre-recorded?



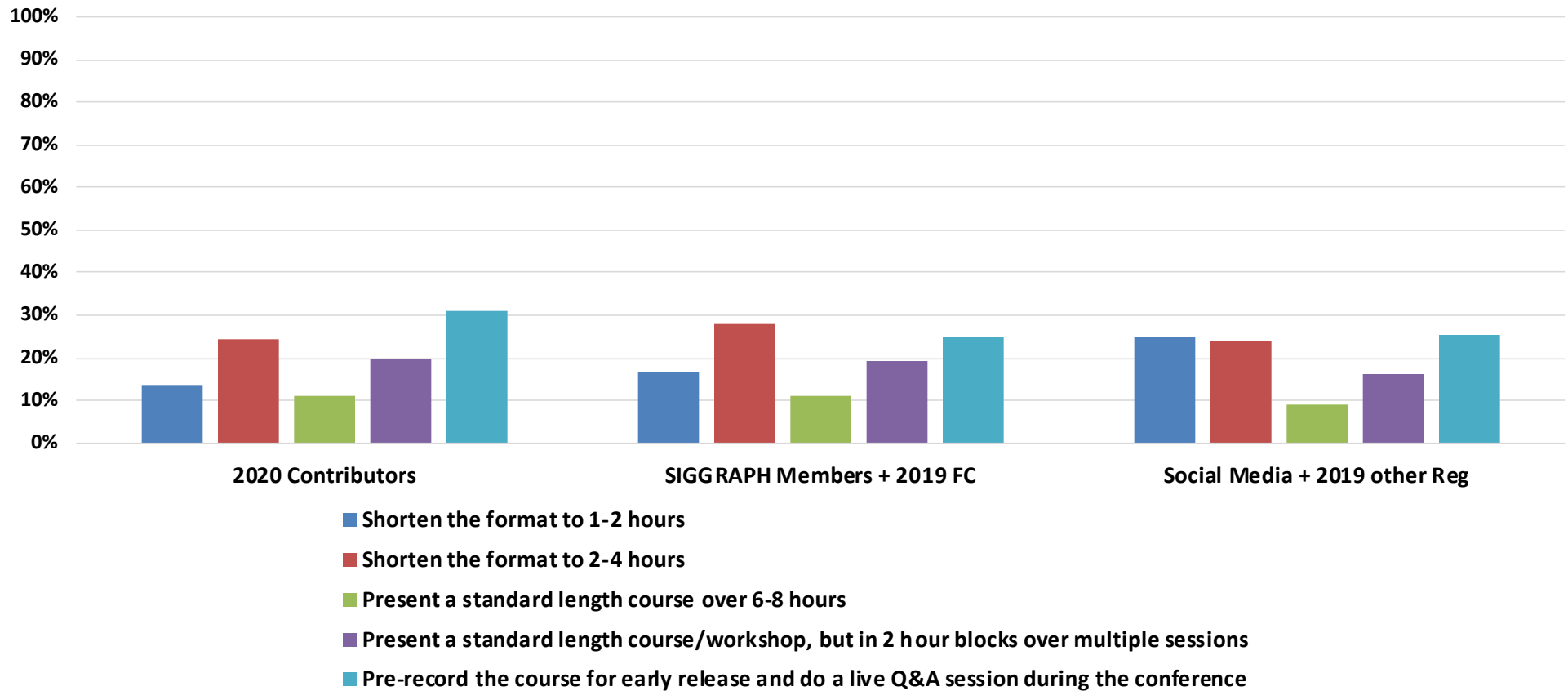
Q14: 44 Answers. Trends & Highlights below. All responses in appendix.

- Many concerns about the plan for time zone differences
- Significant numbers called for the ability to consume content after the scheduled time for the presentation
- Strong desire for some type of Q&A interaction with the presenters

Q15 Overall: Some programs such as Courses & Workshops run for full or half days when presented in-person conference. How would you like to see those presented virtually? N=911



Q15: Some programs such as Courses & Workshops run for full or half days when presented in-person. How would you like to see those presented virtually?



Q16 Word Cloud-Larger font represents more mentions

Q16 Many attendees appreciate the opportunity to have "hallway" conversations with other attendees or to interact with a presenter after a talk. Do you have a suggestion for a software platform that will work well for these kinds of breakouts?

one way attended Private chat rooms possibly see called Q text chat might software platform
something similar Perhaps know event VR platform seems try Zoom meeting AltSpace VR
meeting avatars Microsoft Teams different channels conversations host etc
Siggraph presenter text group talk channels Slack channels
attendees time work attendees presenters used Google Slack
may Discord join Zoom interactions chat google hangouts
good help Mozilla Hubs experience people hubs well
conferences sessions created rooms option Google Meet going Maybe
place think large interest channel per session software topics AltSpaceVR prefer
Slack Discord chatroom also different based video chat VR real-time presentation
Zoom breakouts work well say VR Chat great forum really

Q16: Many attendees appreciate the opportunity to have "hallway" conversations with other attendees or to interact with a presenter after a talk. Do you have a suggestion for a software platform that will work well for these kinds of breakouts? 253 Answers. Trends & Highlights below. All responses in appendix.

- Lots of suggestions to use Zoom, Slack, Discord, or Mozilla Hubs— these were clearly the top four choices
- Others mentions by multiple respondents include Google Meet and Google Hangouts, Microsoft Teams, 2nd Life, Skype, Twitch, Braindates, Jitsi, Zulip, WebEx, and Reddit

Q17 Word Cloud-Larger font represents more mentions

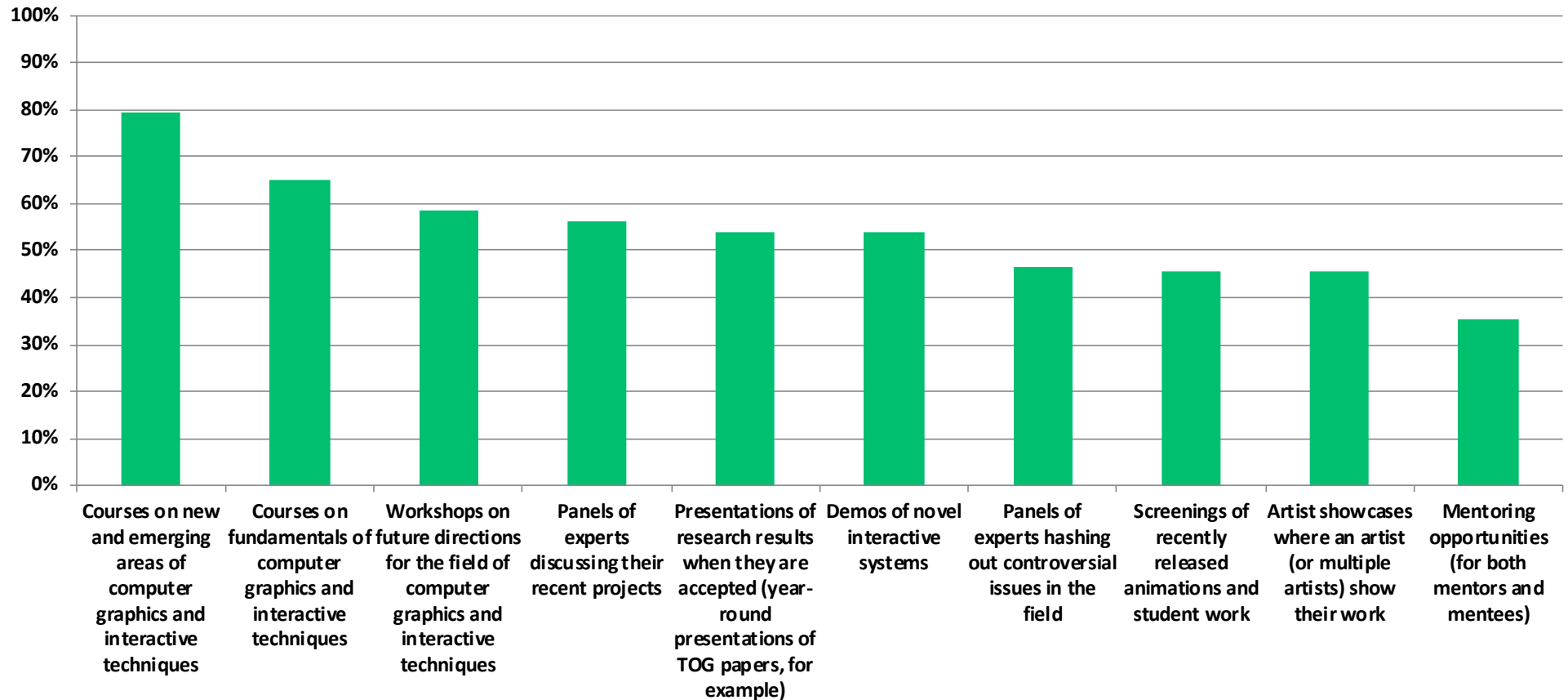
Q17 Have you participated in a large scale interactive and virtual presentation that you think SIGGRAPH can learn or benefit from (over 50 people in a session)? If so, what was the event (please share as much detail as you can remember) and specifically, what you do think could be applicable to SIGGRAPH?

experience shared ask questions hundreds people participants slides Twitch audio video
used Zoom large online panel great yet interesting content worked well break
audience set virtual conference recent go long speakers follow see keep
attended However well easier think present work year virtual
interactive one week live format used link people Real Time
questions everyone Zoom end
presentations way session hours
presenters hosted conference interaction chat
streamed also main talk Zoom session video watching good asked
attendees day room found 2020 seemed made two event n moderator
know Q Laval Virtual IEEE VR platform recorded allow SIGGRAPH website time
problem meeting participating schedule people talking VR people watching things
breakout rooms IEEE VR 2020 work better

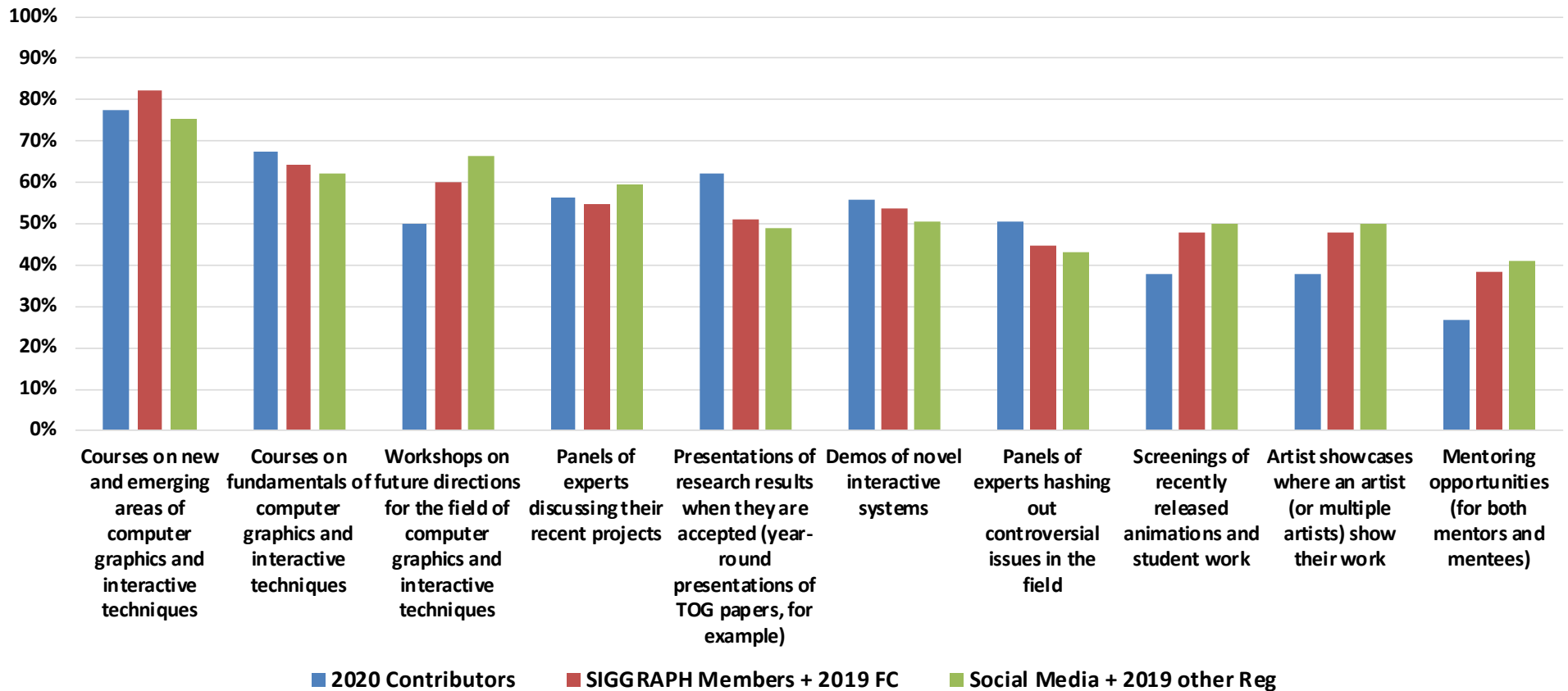
Q17: Have you participated in a large scale interactive and virtual presentation that you think SIGGRAPH can learn or benefit from (over 50 people in a session)? If so, what was the event (please share as much detail as you can remember) and specifically, what you do think could be applicable to SIGGRAPH? 197 answers. Trends & Highlights below. All responses in appendix.

- Virtual conferences most often mentioned were Real Time Conference (RTC) 2020, IEEE VR, Nvidia GTC 2020, Laval Virtual 2020, ICLR 2020, and NAB 2020. Most were reasonably pleased with these conferences, but there were some suggestions for improvements.
- Several mentioned the critical importance of a moderator or some type of help for the presenter during the interactive portion of presentations.
- Some specific platforms recommended included Intrado, Virbela, and Altspace.

Q18 Overall: We would like to produce and release more content year-round. Which of the following types of content would be of most value? (Check all that apply) N=899



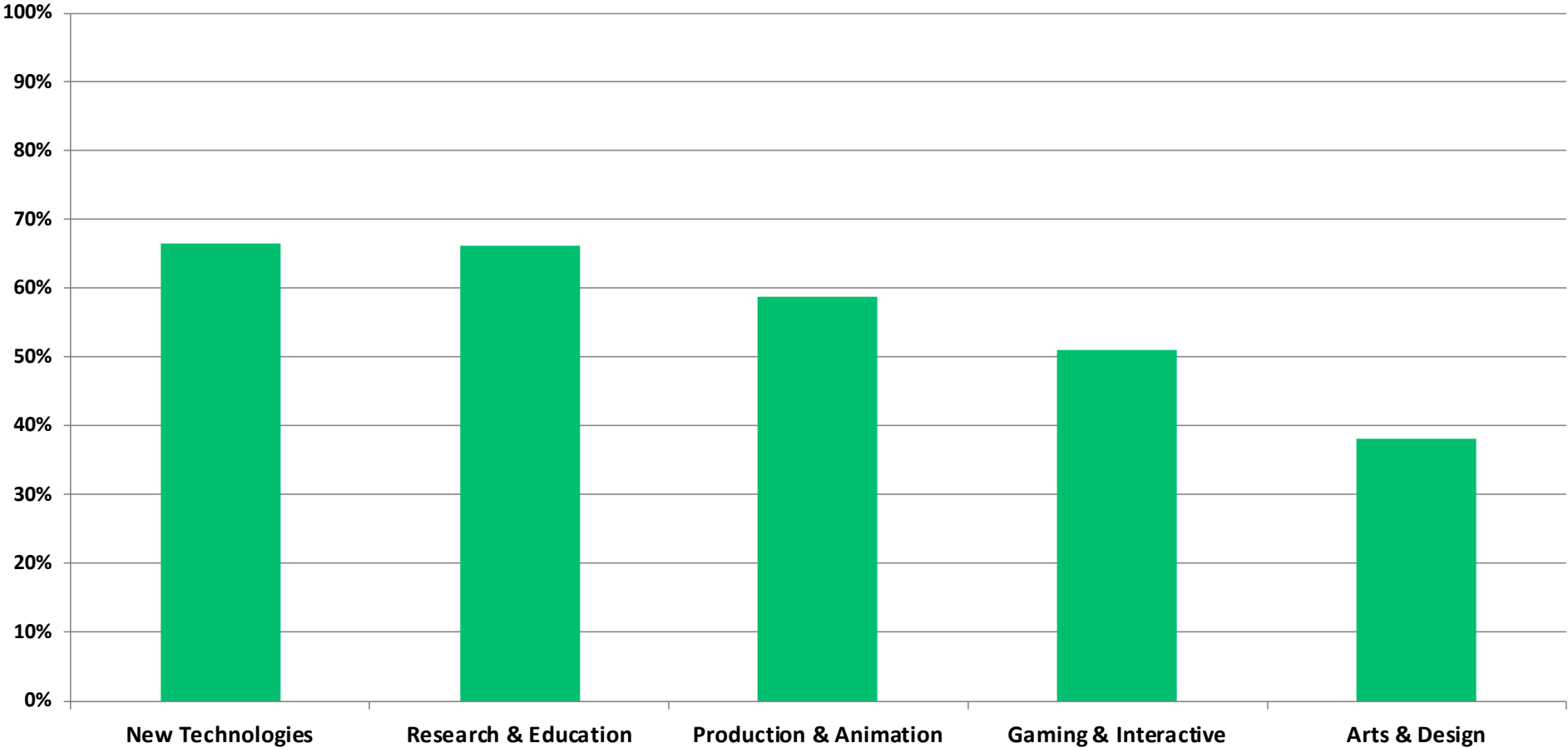
**Q18: We would like to produce and release more content year-round.
Which of the following types of content would be of most value. (Check all that apply)**



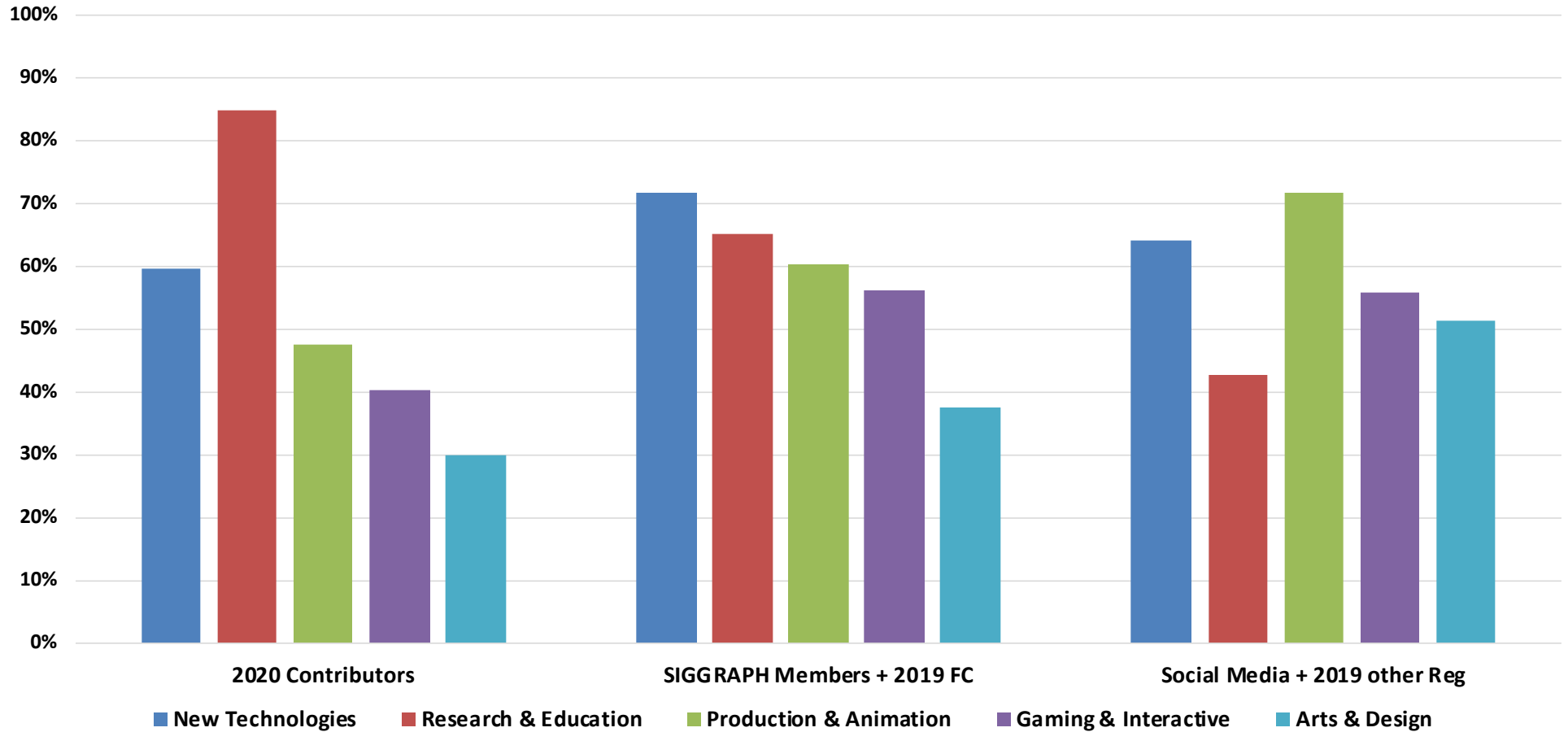
Q18: We would like to produce and release more content year-round. Which of the following types of content would be of most value. 50 answers. Trends & Highlights below. All responses in appendix.

- Virtual conferences most often mentioned were Real Time Conference (RTC) 2020, IEEE VR, Nvidia GTC 2020, Laval Virtual 2020, ICLR 2020, and NAB 2020. Most were reasonably pleased with these conferences, but there were some suggestions for improvements.
- Several mentioned the critical importance of a moderator or some type of help for the presenter during the interactive portion of presentations.
- Some specific platforms recommended included Intrado, Virbela, and Altspace.

**Q19 Overall: What Interest areas are most appealing to you?
(Check all that apply) N=943**



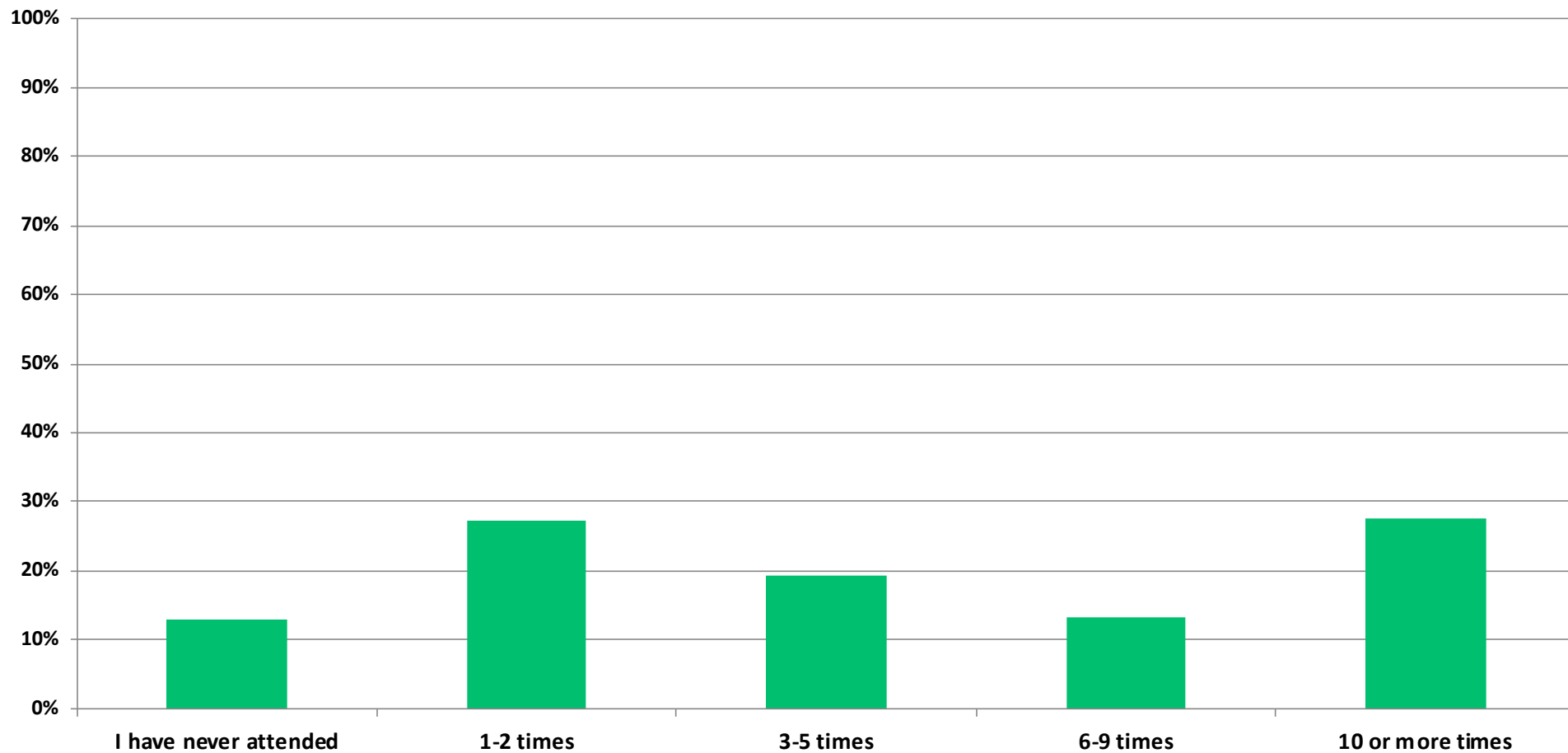
Q19: What Interest areas are most appealing to you? (Check all that apply)



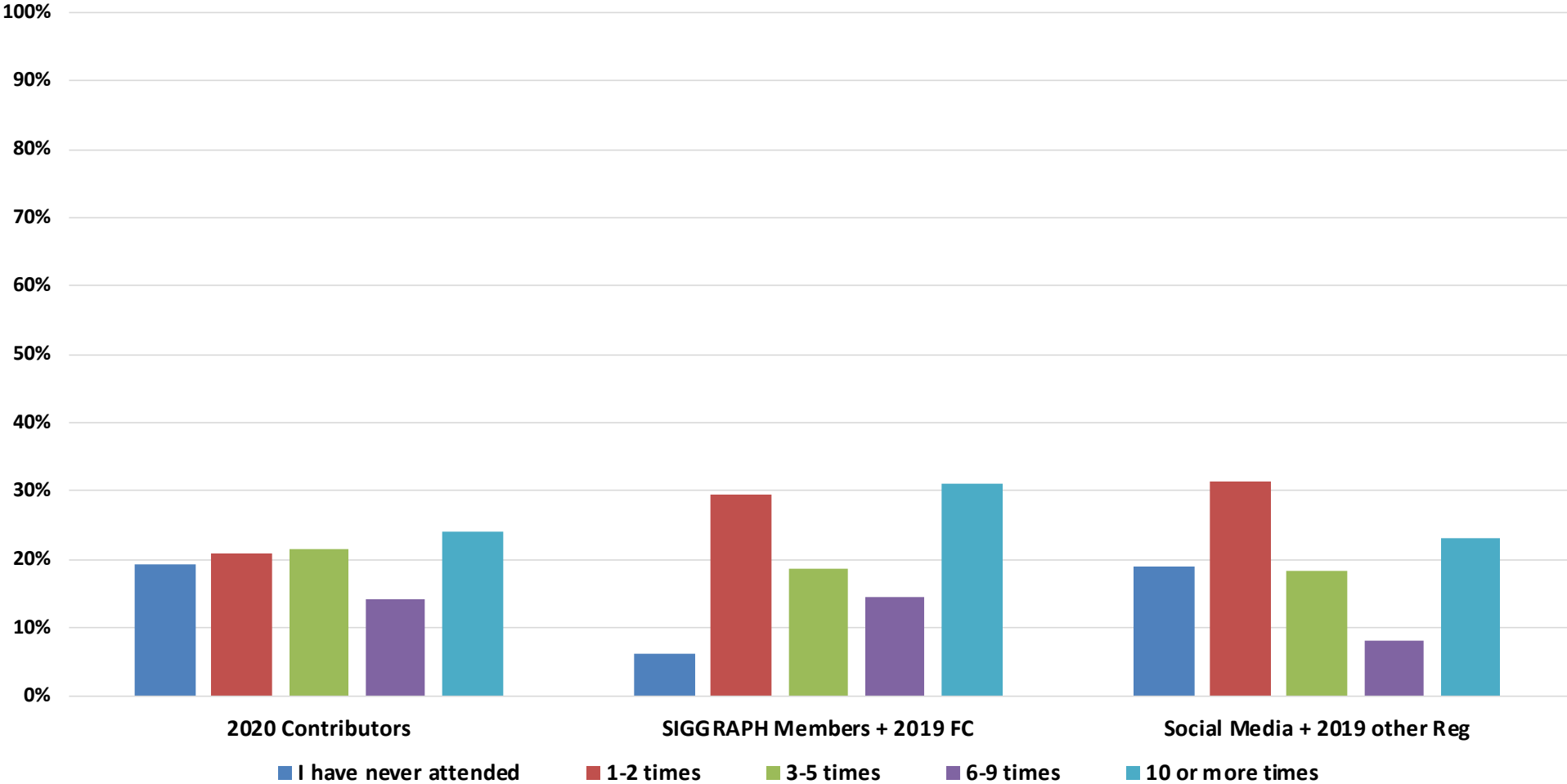
Q19 Written Comments. 39 answers. Trends & Highlights below. All responses in appendix.

- Areas mentioned more than once were Immersive, VR/AR, and Scientific Visualization

Q20 Overall: How many times have you attended SIGGRAPH in the past? N=947



Q20 Overall: How many times have you attended SIGGRAPH in the past?



Thank you!

- Thanks to the SIGGRAPH community for providing valuable input that will help us plan this year's virtual SIGGRAPH. We really appreciate your time and thoughtful responses.