

# TH-POL-004: Engagement Measuring Policy and Approach

## Overview

Accessibility, privacy, and incentivizing attendee engagement are of the utmost importance at Townhall and part of our culture. To this end, we do not utilize invasive technologies such as facial recognition, voice sentiment analysis, or body language interpretation AI. These techniques not only exhibit well-documented biases<sup>1</sup> but also contribute to a detrimental and unwelcoming atmosphere<sup>2</sup> for event attendees.

Conversely, Townhall does not access your video recordings or join the meeting to record the session on an external server. While other service providers implement these techniques (meeting bots), we've chosen to respect your privacy and thus we do not utilize these invasive tactics. Our approach allows you to control your sensitive information, and reduces the risk of unauthorized access or data breaches.

Further, Townhall *incentivizes engagement* through research-based game mechanics and expertly craft smart agendas tailored to your meeting audience, goals and objectives. We then measure participation by taking into account instances where cameras or microphones may be turned off. This approach is pivotal in fostering a more equitable and accessible experience for all participants. By considering engagement beyond just visible and audible cues, we ensure inclusivity for individuals who may have unique communication needs or privacy concerns<sup>3</sup>.

This not only accommodates those with differing abilities or diverse circumstances, but also eliminates the potential for bias in evaluation. This holistic approach to engagement measurement reinforces our commitment to caring, where every participant's voice and contribution are equally valued and recognized.

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<sup>1</sup> R. Mao, Q. Liu, K. He, W. Li and E. Cambria, "The Biases of Pre-Trained Language Models: An Empirical Study on Prompt-Based Sentiment Analysis and Emotion Detection," in *IEEE Transactions on Affective Computing*, 2022, doi: 10.1109/TAFFC.2022.3204972.

<sup>2</sup> Ngien, A., & Hogan, B. (2023). The relationship between Zoom use with the camera on and Zoom fatigue: considering self-monitoring and social interaction anxiety. *Information, Communication & Society*, 26(10), 2052-2070.

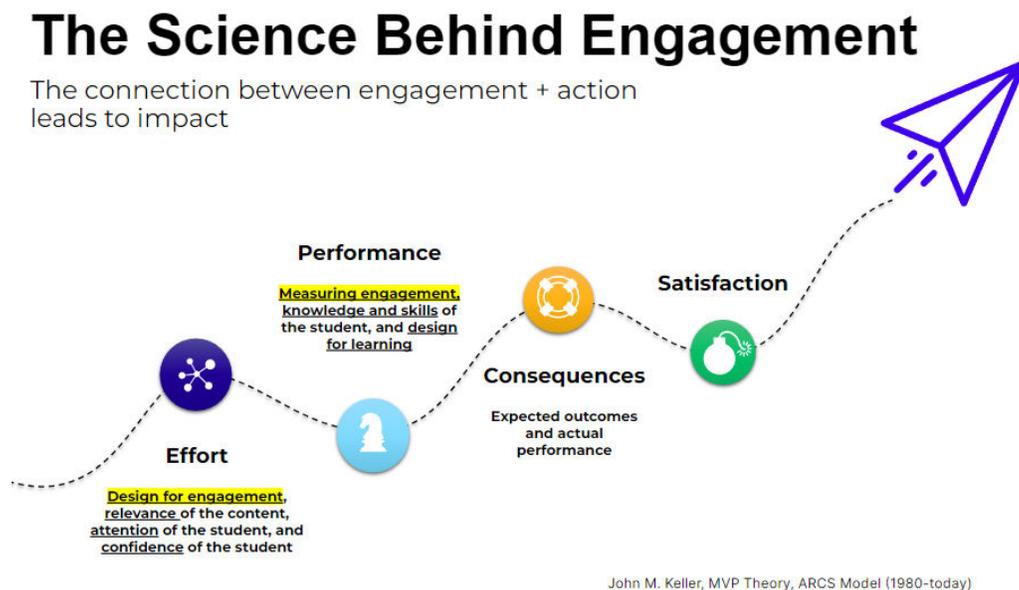
<sup>3</sup> Harvard Business Review. (2021, October). Research: Cameras On or Off? *Harvard Business Review*. <https://hbr.org/2021/10/research-cameras-on-or-off>



## Engagement Measurement Rooted in Research

Townhall leverages proven game-based learning techniques, also known as game mechanics, that have been perfected over the past 15 years to truly *incentivize* engagement. Our approach has been rigorously examined and validated through over 30 publications in peer-reviewed journals and books authored by Townhall’s Co-Founder, Dr. Larysa Nadolny.

The remainder of this policy details how the Townhall application allows for clients to *design for engagement* then *measures engagement*, ultimately boosting team performance and satisfaction. The Townhall application draws inspiration from the esteemed ARCS Model developed by John M. Keller over forty years ago, which we leverage to deliver quantifiable and meaningful impact, as depicted below:



**Figure 1.** ARCS model highlighting linkage between engagement and satisfaction



## Design for Attention

**Smart Agenda and Remixes:** Townhall Smart Agenda and Remix functionalities set the foundation for driving attention and engagement. Simply input meeting parameters (audience, goals, scope) and Townhall AI generates a unique and powerful agenda. Remix allows for further deep customization for tricky or complex meetings.

**E-Score:** Each attendee is awarded an E-Score based on their participation in the meeting. When the attendee engages at a high level, the E-Score increases. Conversely, when the attendee is not engaged, the E-Score remains low.

**Points:** In addition to the E-Score, each attendee is awarded points based on activity in Townhall or the virtual meeting. Some actions earn both points and an E-Score, while other actions only earn points or contribute only to the E-Score.

**Coins (in development):** Each attendee is awarded coins after certain point thresholds are achieved. Whereas points continue to increase indefinitely, coins can be used to purchase or unlock items in Townhall.

## Measuring Engagement

Townhall has a wide variety of mechanisms to measure engagement for the attendee all based on *active* attendee engagement. Recall, at Townhall we are incentivizing engagement, so we measure the *actions taken by the attendee* to determine their level of engagement. Below are some engagement attributes that are measured and included in the E-Score for each attendee (based on availability of the data):

- Camera Usage
- Audio Communication
- Textual Communication
- Microphone Usage
- Emojis and In-app Communication
- Participating in Activities

When hosting a meeting with Townhall, it is recommended to encourage the audience to give feedback and actively participate in the meeting. This will greatly improve the experience for all involved and increase the value of the virtual session to both the host and the audience.



Revision History

<b>Revision</b>	<b>Comments / Changes</b>	<b>Date</b>
1	Initial release	Aug 2023
2	Updated entire document to match current	Oct 2025

