

Type	Best Use	Pros	Cons
SWOT Flip Chart	small group or room	<ul style="list-style-type: none"> • Highly participatory • Everyone gets to speak • Incorporates non place-specific data 	<ul style="list-style-type: none"> • limited to those attending. • Some persons opinions may be influenced by others speaking first.
SWOT Index Cards/ Post-It Notes	larger group	<ul style="list-style-type: none"> • Everyone gets to write down their thoughts, and • Everyone gets to see/hear others' thoughts at the end. • Incorporates non place-specific data. 	<ul style="list-style-type: none"> • Sometimes handwriting is illegible. • Sometimes challenging to analyze the information.
SWOT Website	online, size unlimited	<ul style="list-style-type: none"> • Everyone gets to contribute their thoughts. • Automated reporting/analysis. • Capacity to handle large populations. • Incorporates non place-specific data. 	<ul style="list-style-type: none"> • Some people lack online access or computer skills. • Impersonal.
Google Fusion Tables	individual site manager or formal organization	<ul style="list-style-type: none"> • Easy to import data managed in Excel or other spreadsheet. • Can handle large data sets. • Account owner has control of data. • Advanced effects possible, but require programming. 	<ul style="list-style-type: none"> • Single individual serves as the "data guru." Not collaborative. • Map icons limited to 5 colors and 2 shapes. (so, can display only 5 categories) • Officially, it's a "beta" service. • Focus is limited to place-specific data.
Google Panoramio	online audience	<ul style="list-style-type: none"> • Can accommodate very large user group and large collection of photo contributions. • Allows classification of photos into categories using "tags." • Account owner restricts who can "join" and is allowed to post. • Integration with Google Earth. 	<ul style="list-style-type: none"> • Impractical for meetings; except to display results. • Focus on place-specific data. • No automated data analysis or reporting. • Participation limited to computer-savvy persons. • Google Earth requires software install.