

5 REASONS TO ADD QUIZZES TO YOUR NEWS STORIES

1 Help Users Learn

- Research found that slider and multiple-choice quizzes help people recall information
- Tip: Use reliable public opinion estimates and factual, reputable data
- Tip: Add to hard news as a way to share statistical and numerical data

2 Increase Time on Your Site

- Research found that people devoted more time to interactive quizzes than to reading the information from the quiz
- Tip: Add multiple quizzes to your pages and use different quiz formats to increase engagement

3 Make Your Site More Enjoyable

- Research found that interactive quizzes are more enjoyable than just reading the information presented in the quiz
- Political quizzes can increase interest in political news
- Quizzes are a fun way to share substantive, hard news

4 Identify Potential Stories

- Engagement with quizzes shows what topics people are interested in
- Results help pinpoint information that may need to be shared more broadly

5 Easy to Add to Your Site

- Our [quiz creator](#) is free and offers a simple step-by-step guide
- Tracks the response rate of your quizzes
- Allows you to create A/B tests to see which quizzes are more effective