<table>
<thead>
<tr>
<th>Type</th>
<th>Best Use</th>
<th>Pros</th>
<th>Cons</th>
</tr>
</thead>
</table>
| SWOT Flip Chart           | small group or room           | • Highly participatory  
                           • Everyone gets to speak  
                           • Incorporates non place-specific data | • limited to those attending.  
                           • Some persons opinions may be influenced by others speaking first. |
| SWOT Index Cards/Post-It Notes | larger group                 | • Everyone gets to write down their thoughts, and  
                           • Everyone gets to see/hear others' thoughts at the end  
                           • Incorporates non place-specific data | • Sometimes handwriting is illegible.  
                           • Sometimes challenging to analyze the information. |
| SWOT Website              | online, size unlimited        | • Everyone gets to contribute their thoughts.  
                           • Automated reporting/analysis.  
                           • Capacity to handle large populations.  
                           • Incorporates non place-specific data | • Some people lack online access or computer skills.  
                           • Impersonal. |
| Google Fusion Tables      | individual site manager or formal organization | • 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. | • 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               | • 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. | • 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. |