

# ONLINE SURVEY DESIGN & IMPLEMENTATION

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# OVERVIEW

1. Online Surveys vs. Paper Surveys
2. Online Survey Design Guidelines
3. Maximizing Response Rates
4. Protecting & Respecting Participants
5. Selected Survey Provider Options

# ONLINE SURVEYS vs. PAPER SURVEYS: *ADVANTAGES*

- **Environmentally friendly**
- **Cost effective**
- **Speed & ease**
  - Distribution
  - Response time
  - Tracking
  - Data entry & analysis
- **Perception of anonymity**
- **Design options**
  - Data validation
  - Automated skip logic
  - Randomization of answer choices

# ONLINE SURVEYS vs. PAPER SURVEYS: *LIMITATIONS*

- **Sample demographics**
  - Computer access
  - Computer literacy
- **Technical issues**
  - Freezes, crashes
  - Collection settings
  - Design errors
- **Privacy & data security**

# SURVEY DESIGN GUIDELINES

**1. Make it Easy**

**1. Be Brief**

**1. Be Simple**

**1. Be Objective**



# 1. MAKE IT EASY

- **Welcome page with instructions**
- **Begin with an easy-to-answer question**
- **Question sequence**
  - Flow and pagination
  - Sensitive items
- **Navigation**
  - Show progress bar



# SHOW PROGRESS (EXAMPLE)



## Montclair Community Health Survey

### 4. Do you work in Montclair?

Yes  No



Previous

Next

## 2. BE BRIEF

- Avoid extraneous items
- Allow respondents to skip items
- Utilize automated skip logic





**1. Does your child currently receive Special Education services?**

- Yes (*If yes, please continue.*)
- No (*If no, please skip to Question 6.*)
- I don't know. (*If I don't know, please skip to Question 6.*)

**2. What grade was your child in when he or she began receiving Special Education services? \_\_\_\_\_**

**3. Which of the following services is your child currently receiving at his or her school?**

*(Please check all that apply.)*

- Speech Therapy
- Occupational Therapy
- Physical Therapy
- In-Class Support (such as, a teacher aide)
- Resource Room
- Counseling Services
- Other (*please specify: \_\_\_\_\_*)
- None

**4. Does your child currently have an Individualized Education Plan (IEP)?**

- Yes (*If yes, please continue.*)
- No (*If no, please skip to Question 6.*)
- I don't know (*If I don't know, please skip to Question 6.*)

**5. How has your child's school invited you to attend IEP meetings about your child?**

*(Please check all that apply.)*

- Letter sent by mail
- Paper sent home with your child
- Email
- Telephone
- Other (*please specify: \_\_\_\_\_*)
- I have not been invited to attend any IEP meetings.
- I don't know.

# 3. BE SIMPLE

- Be concise and clear
- Consider your audience
- Avoid abbreviations, acronyms
- Avoid jargon, overly-sophisticated wording
- Validate text



## *BE CONCISE (EXAMPLE)*

**Q. Do you believe that the parking situation on campus is problematic or difficult because of the lack of spaces or do you believe that the parking situation on campus is OK and that there are enough spaces for everyone to park?**

- Yes
- No

VS.

**Q. To what extent are you satisfied with the number of parking spaces on campus?**

- Very satisfied
- Somewhat satisfied
- Somewhat unsatisfied
- Very unsatisfied
- I don't know*

# VALIDATE TEXT (EXAMPLE)

Q. How many adults currently live in your home (at least most of the time)?

- 
- 3
  - 1
  - Two.
  - 4
  - 2.5
  - My father stays with us about 2 or 3 nights a week.
  - I live alone.
  - My son is 17.
  - Too many!

**!** Please use number keys & enter a whole number (no decimals).

**37. How many adults and how many children currently live in your home (at least most of the time)?**

Adults (18 years or older)

Too many!

## 4. BE OBJECTIVE

- Present balanced scales
- Avoid leading questions
- Randomize answer choices



# RANDOMIZING ANSWER CHOICES (EXAMPLE)

**Q. Which of the following changes would you *most* like made in Montclair for bicyclists?**

*(Check your top 2 priorities.)*

- More dedicated bike trails (off streets)
- More bike lanes (on streets)
- Allow bikes on sidewalks
- Slower speed limits for motorists
- More bike racks
- Other (*specify: \_\_\_\_\_*)
- None. I don't think any changes are needed.*

# QUESTION TYPES

## *Question Types:*

- Multiple Choice (one, multiple choices)
- Rating Scales
  - Matrix (one, multiple choices, drop-downs)
- Open-ended
  - Single text box
  - Multiple text boxes
  - Numeric or demographic text box
  - Comment/essay box

# REVIEWING & REVISING

- **Review and evaluate clarity of instructions and items**
- **Pre-test**
  - Link
  - Length (time)
  - Skip logic
  - Data collection
- **Ask a friend or colleague *(or 10!)***



# MAXIMIZING RESPONSE RATES

- **Shorten, personalize link**

[www.surveymonkey.com/s/F3GLOE34NVLS9JDIK4BGYQ3MT1HVGHS](http://www.surveymonkey.com/s/F3GLOE34NVLS9JDIK4BGYQ3MT1HVGHS)

vs.

[www.surveymonkey.com/s/MSU\\_Survey](http://www.surveymonkey.com/s/MSU_Survey)

- **Multiple contact strategy**

- Emails/listservs, Postings to web pages, Print\*, QR codes\*

- **Invitation clarity, timing, reminders**

- **Simple, clear, concise survey**

- **Incentives**

- **Multiple data collection strategy** (supplementing online survey responses with mail/paper surveys, phone surveys, etc.)

# PROTECTING & RESPECTING PARTICIPANTS: *DATA SECURITY & IRB*

- Provide information about:
  - Purpose of survey/study
  - How data will be stored and managed
- Allow respondents to skip items, withdraw
- Limit personal information collected
- Utilize data encryption option
- Be aware of IRB requirements (e.g., implied consent)

# SELECTED ONLINE SURVEY PROVIDERS

- **MSU's own survey system** (<http://surveys.montclair.edu>)
- **Google Docs** (<http://www.google.com/google-d-s/forms/>)
- **SurveyMonkey** (<http://www.surveymonkey.com>)
- **zoomerang** (<http://www.zoomerang.com>)
- **QuestionPro** (<http://www.questionpro.com>)
- **SurveyGizmo** (<http://www.surveygizmo.com>)

# QUESTIONS?

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