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**Web-based Survey Design
Best Practices**

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Elements of today's topic:


- Advantages, disadvantages, limitations and power of web-based surveys
- Commercially available web-based survey programs
- How to increase response rates and other "best practices" of web-based surveys
- Common features of web-based survey programs

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Advantages of Web Based Surveys


- Decrease costs
- Reduced overall time commitment
- Decreased cost to include additional respondents
- Real-time display of results
- Ease of reminders

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Disadvantages of Web Based Surveys


- Connection / browser issues
- Not all are computer literate
- Sampling of e-mail addresses can be difficult
- Non-response decision
- SPAM/"junk" mail

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Commercially web-based survey programs available:


- Lime Survey (CFAES survey service)
- Survey Monkey (bought Zoomerang in 2012)
- Qualtrics for Ohio State (February 2015)
- WebSM – Everything about Web Based Surveys
<http://www.websm.org/>
- Handout of other survey programs
 - » (will be distributed electronically)

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How to increase response rates of web-based surveys

- Reminders
- Pre-notification
- Incentives
- Personalization
- Email lists

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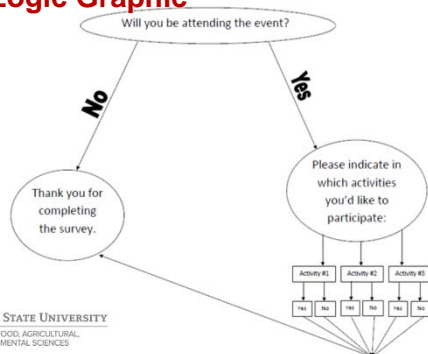
Other best practices of web-based surveys

- Pilot test
- Use of “logos” / branding
- Mandatory responses
- What to expect for response rate
- Survey timeline
- Narrative responses from open-ended questions
- Sending paper-based connection information

Common features of web-based survey programs

- File management
- Survey creation from: (a) Scratch; (b) Template; (c) Existing survey
- Either by email or the web
- Types of questions (handout)
Rating vs. Ranking questions
Skip Logic

Skip Logic Graphic



Common features (continued)

- Email templates (invitation, reminder, confirmation)
- Visual, real-time display of results
- Downloadable data
- Edit a “live” survey
- Formatting within survey
- Automated launch and reminder deployment
- Hard copy (printed) version of the questionnaire
- “Start Survey” page

Demonstration of Features

- <http://go.osu.edu/LimeSurvey>
- <http://osu.qualtrics.com>
- <http://surveymonkey.com/>

PDE Online Survey Support Services

- Training for those who would like their own Qualtrics or LimeSurvey Accounts
- Creation of LimeSurvey Accounts
- Assistance with reviewing formatting, style and appropriateness of survey questions
- Development of surveys for those who do not have the time or resources to establish their own accounts.
- IRB questions

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Survey Assistance Request Process

- Visit the PDE website (<http://pde.osu.edu>)
- Or visit <http://go.osu.edu/SurveyRequest>

Information required:

- Name
- Location (County/Department)
- Email and Phone
- Survey Title
- Main contact information for survey
- Desired Start and End Date*

- *All survey requests must be submitted at least 1 week prior to survey launch date.


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Survey Assistance Request Process (continued)

Additional information will be requested by email:

- Actual Survey in Word document (with no formatting)
- List of email addresses in Excel
- Cover letter / email invitation in Word document
- Logos in jpeg

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Help!

Questions?

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