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**Web-based Survey Design  
Best Practices**

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Demonstration for:  
**AEA 2014: Visionary Evaluation  
for a sustainable equitable future**


by:  
**Debby Lewis, Ph. D.**  
Leader, Program Development and Evaluation  
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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)
- 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

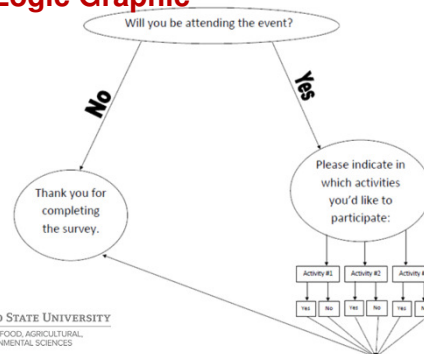
## Other best practices of web-based surveys

- 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 (live demonstration & 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://surveymonkey.com/>
- <http://go.osu.edu/LimeSurvey>

### PDE Online Survey Support Services

- Training for those who would like their own Survey Monkey 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

### Survey Assistance Request Process

- Visit the PDE website (<http://go.osu.edu/pde>)
- 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 desired survey launch date.**

### 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

### Questions?

Debby Lewis  
[lewis.205@osu.edu](mailto:lewis.205@osu.edu)  
614.292.5089



Help!