



Designing & Delivering Electronic Surveys

Tim Tripp

University Health Network

OLA Super Conference 2005 Session 704

○ ● ● Outline

- Introduction
- Survey Methodology & Design
- Building Web Based Surveys
- Analysing Survey Results
- Conclusions and Questions

○ ● ● Introduction

- Goal:

- Doing web based surveys easily and cheaply...
- or better yet, for free.

○ ● ● Limitations

- Direction of causality
- Self-reporting of responses
- Bias
- Accuracy of opinions
- Can be labour intensive

○ ● ● Sampling

- Entire population (if small)
- Representative sample
- Random sample
- Acceptable error?
- How much variation?

○ ● ● Response Rates

- Responses/Requests
- ↓ Response rate
- ↑ Uncertainty
- 60-70% 😊

○ ● ● Survey Methods

- Cost/resources
- Time pressure
- Subject sensitivity
- Complexity of questions
- Introduction of error/bias
- Respondents

○ ● ● Question Wording

● Questions should be:

○ Valid

○ Reliable

○ Unbiased

○ ● ● Question Wording

● Common mistakes

- Not enough questions
- Too many open ended
- Attitude vs. behaviour
- Sloppy wording

○ ● ● Questionnaire Design

- Cover letter
- Well organized
- Not just questions
- Grab their attention
- Easy to follow formatting

○ ● ● Pretesting

- Reduces chance of errors
- Small sample surveyed
- Interviewed afterwards
- Identifies problems, verifies interpretation, tests for bias

○ ● ● Implementation

- High response rate
- Repeated, personalized contacts
- Potentially expensive
- Web surveys → email

○ ● ● Reporting Methodology

- Respondents
- Sampling design
- Questionnaire design
- Procedure
- Limitations

○ ● ● Data Analysis

- Your data will be wrong
- Confidence intervals, standard deviations, standard errors
- “We’re this sure that our data is only a little bit wrong”

○ ● ● Building Web Surveys

- Application Service Provider

- Design

- Implementation

- Analysis

- www.surveymonkey.com





New Survey Options

Next >>

- From Scratch** - Create an empty survey.
- From Existing** - Copy an existing survey and its settings.

- From Existing** - Copy an existing survey and its settings.
 - Manager Survey
 - Project Management Office Survey
 - UHN Virtual Library Survey
 - Information Needs- Heart & Circulation
 - Impact of Misys Insight on Patient Care and Clinician Workfl


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Thursday, February 03, 2005

Design Survey

Show All Pages and Questions

<< Back Preview

To change the **look** of your survey, select a choice below. Click 'Add' to create your own custom theme.

Theme: Blue Metal Add

Untitled Survey

Edit Title Edit Numbering Add Logo

Add Page

1. Untitled Page Edit Page Copy/Move Add Logic

Add Question Add Page

<< Back Preview

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Edit Survey Titles

<< Back Update

Enter the title of your survey.
 Visible

Enter the title of the 'Next' navigation link.

Enter the title of the 'Done' navigation link.

Enter the title of the 'Back' navigation link.
 Visible

Enter the title of the 'Exit' navigation link.
 Visible

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Edit Title Edit Numbering Add Logo

Add Page

1. Introduction

Edit Page Copy/Move Add Logic

This is where we grab people's attention and let them know how important this survey is!

Add Question Add Page

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○ ● ● Web Survey Design


- Question types:
 - Single choice
 - Multiple choice
 - Matrix/rating scales
- Formatting



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Edit Question

<< Back Update

Question Type

Select the **type of question** from the list below.

Choice - One Answer (Vertical)

Question

Enter the text for your question below.

What type of library do you work in?

Answer Required [Customize...](#)

Answer Choices

Enter each choice on separate lines below.

Academic
Teaching Hospital
Non-teaching Hospital
Public
Public Health

Randomize Choices

Check the box below to add an "other" field. The respondent will be allowed to enter a different answer than the choices you've provided.

Other (please specify) Single Line

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Add Question Add Page

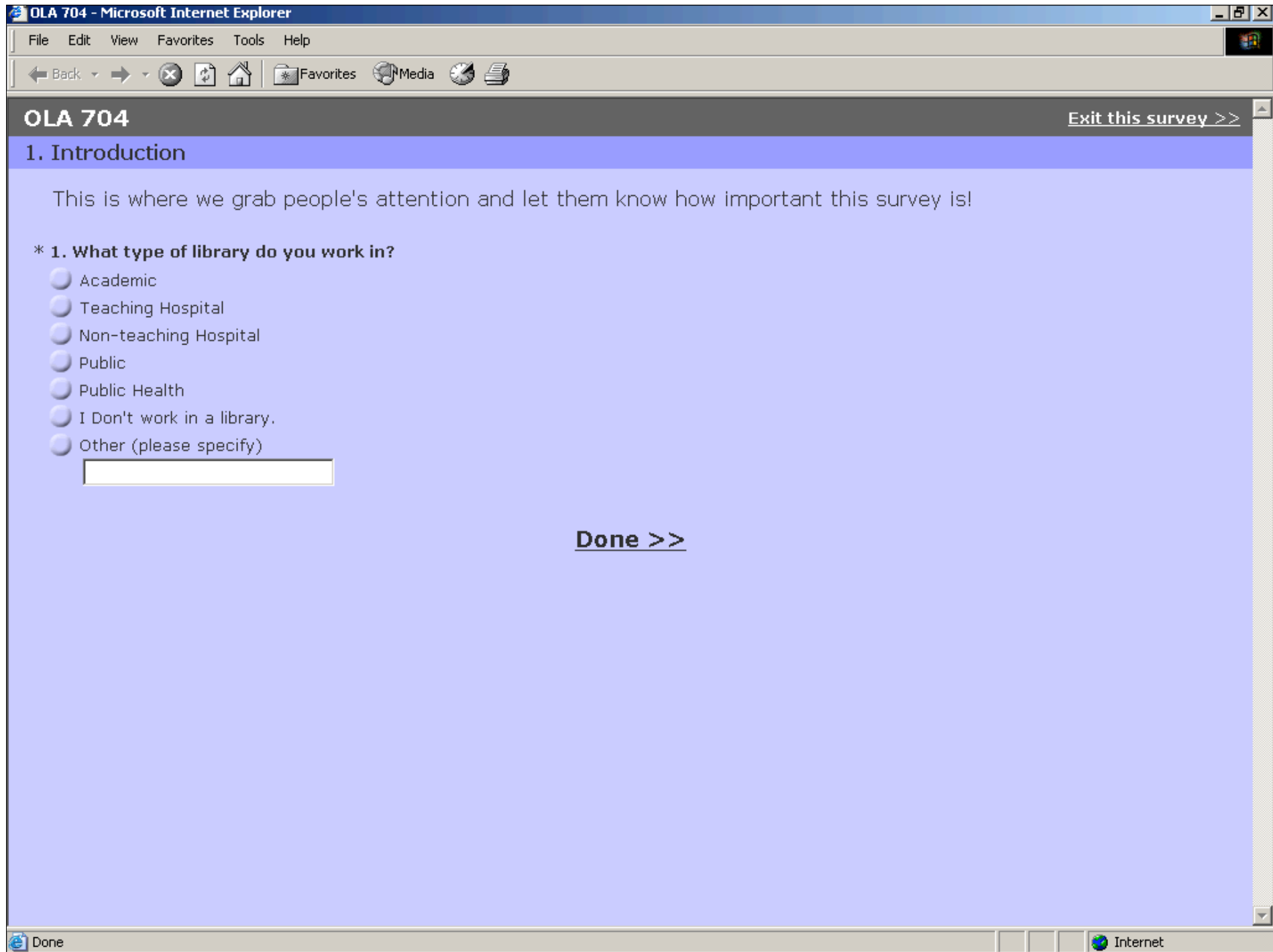
Edit Delete Copy/Move Add Logic

* 1. What type of library do you work in?

- Academic
- Teaching Hospital
- Non-teaching Hospital
- Public
- Public Health
- I Don't work in a library.
- Other (please specify)

Add Question Add Page

Done Internet



Question Types Overview

[Choice - One Answer \(Vertical\)](#)

[Choice - One Answer \(Horizontal\)](#)

[Choice - One Answer \(Menu\)](#)

[Choice - Multiple Answers \(Vertical\)](#)

[Choice - Multiple Answers \(Horizontal\)](#)

[Matrix - One Answer per Row](#)

[Matrix - Multiple Answers per Row](#)

[Matrix - Multiple Answers per Row \(Menus\)](#)

[Open Ended - One Line w/Prompt](#)

[Open Ended - One or More Lines w/Prompt](#)

[Open Ended - Essay](#)

[Open Ended - Constant Sum](#)

[Open Ended - Date and/or Time](#)

[Presentation - Descriptive Text](#)

[Presentation - Image](#)

[Presentation - Spacer](#)

What is your favorite brand of peanut butter?

- Skippy
- Reese's
- Peter Pan
- Jif
- Other (please specify)

Question Types Overview

[Choice - One Answer \(Vertical\)](#)

[Choice - One Answer \(Horizontal\)](#)

[Choice - One Answer \(Menu\)](#)

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[Choice - Multiple Answers \(Horizontal\)](#)

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[Open Ended - Constant Sum](#)

[Open Ended - Date and/or Time](#)

[Presentation - Descriptive Text](#)

[Presentation - Image](#)

[Presentation - Spacer](#)

Which brands of peanut butter do you regularly buy?

- Skippy
- Reese's
- Peter Pan
- Jif
- Other (please specify)





Question Types Overview

[Choice - One Answer \(Vertical\)](#)

[Choice - One Answer \(Horizontal\)](#)

[Choice - One Answer \(Menu\)](#)

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Please rate these brands of peanut butter on a scale of 1-3.

1 - Dislike It 2 - No Opinion 3 - Like It

Skippy

Reese's

Peter Pan

Jif



○ ● ● Web Survey Implementation

- Web page pop-ups
- Hyperlink
- Managed email list



○ ● ● Web Survey Analysis

- Real time review
- Drill down
- Filtering
- Download to SPSS, Excel, Access



3. Education Preferences

3. Which of the following methods of continuing education do you prefer? (Please select up to 3)

		Response Percent	Response Total
Hands on training		69.8%	125
Teleconference or videoconference		13.4%	24
Self-directed instructional packages		22.9%	41
Online instructional programs		38%	68
Roundtable group discussion		11.2%	20
Speaker/lecturer		32.4%	58
Workshop		67%	120
Courses/programs through a university		15.6%	28
Courses/programs through a college		5.6%	10
View Other (please specify)		2.2%	4
Total Respondents			179
(skipped this question)			5

4. Where do you prefer to attend continuing education programs? (Please select up to 3)

		Response Percent	Response Total
Annual CHLA/ABSC conference		54.2%	97
Other national conferences		9.5%	17
Local chapter events		74.3%	133
Other regional events		23.5%	42
In my own workplace		43.6%	78
Via the web		47.5%	85

○ ● ● Conclusions/Questions

- Good web surveys are good surveys
- Don't need to be expensive
- Unless...