

A Review of Approaches and Experiences in Using Web-based Surveys in Educational Settings

Scott D. Crawford
*Center for Student Studies,
Survey Sciences Group*

Contributors

Carol J. Boyd, PhD

Institute for Research on Women and Gender, University of Michigan

Sean Esteban McCabe, PhD

Substance Abuse Research Center, University of Michigan

Amy Young, PhD

Psychology Department, Eastern Michigan University



Topics Covered

- The Decision to Use the Web
- Implementation Issues
 - Contact Mode vs. Data Collection Mode
 - Incentives
 - Contact Strategies
- Web Survey Design



There is no right answer yet...

- Our experience is based on...
 - Student Surveys
 - Over 55 data collections in higher education
 - Over 5 elementary/secondary school data collections
 - Faculty/Teacher/Administrator Surveys
 - Five (including three national) data collections of University faculty/administrators
 - Two data collections of teachers in elementary/secondary schools
- Most important lesson learned is
Each setting, each population, and each survey will bring new knowledge to the table.
- Do not take our recommendations blindly!



Web-based Surveys Defined

- Web Survey
 - **Browser Contained**
 - **HTML Based**
 - *Any number of questions*
- Not included
 - Email surveys
 - Java or other non-html applications



The Decision to Use the Web

General Reasons for Using Web-based Surveys

- Speed of implementation
- Cost efficiency potential
- Paperwork reduction
- Survey complexity can increase
- Flexibility, customizability, tailoring for schools, departments, or other special interests
- Privacy is improved
- Students, Teachers, Administrators are “web savvy” and have access provided



Educational Populations Good for Using Web-based Surveys

- Specialized populations (where coverage is good)
 - Students (all ages)
 - Educational organizations (departments, schools, affiliated orgs)
 - Educational employees
 - Any population in education that comes to a controlled environment (e.g. classroom, counseling center, library, etc.)



Web-based Surveys: When to be cautious

The Cautions

Ongoing Tracking or Benchmarking
Studies in Other Mode

Small Sample Sizes

No Access to Email Addresses
or Personal Contact

Limited Internet or PC Access

Respondents with Disabilities
(*esp. sight & intricate movement*)

When Survey System
Dictates Design Limitations

Mitigating the Cautions

Pilot and Slow Phase-In

Combine Efforts /
Allows for Complexity

Consider Multi-mode Design

Provide Access /
Use Web as Optional Mode

Consider design carefully /
Provide as option

Upgrade / Outsource

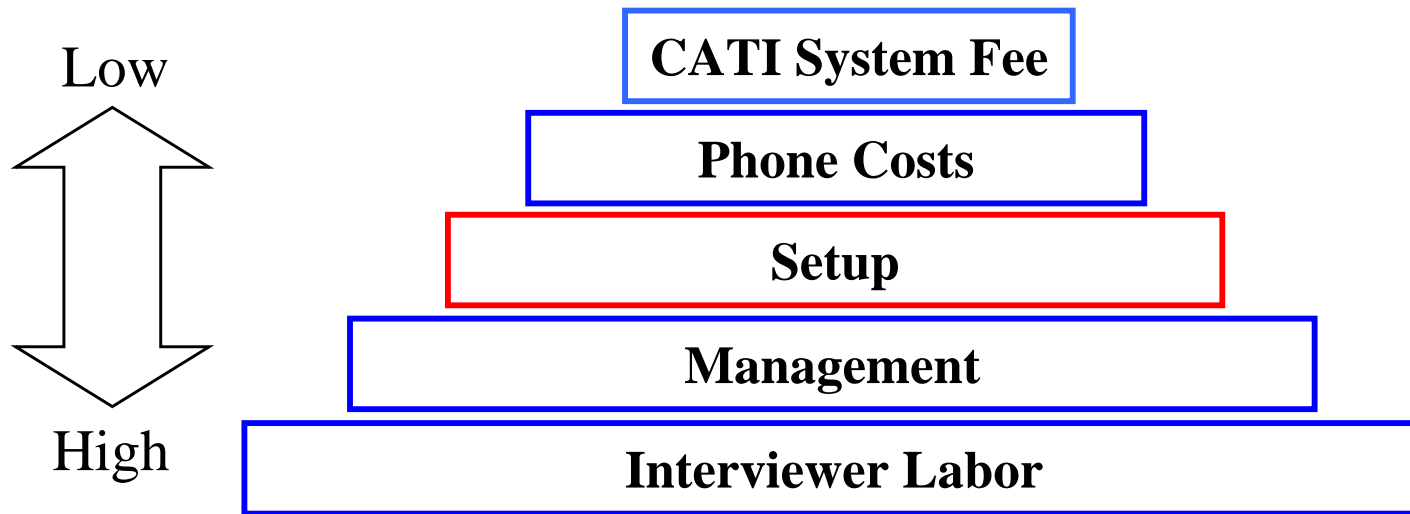
Primary Cost Drivers for Web Surveys

- Questionnaire length
 - Number and types of questions
- Programming complexity
 - Logic and validations used
 - Number of design iterations and pilots in development
- Project management
 - Multi-mode logistics
 - Process / Mode education
 - Increase in methodological decision points



Phone Survey Cost Model

Proportion of
Overall Costs

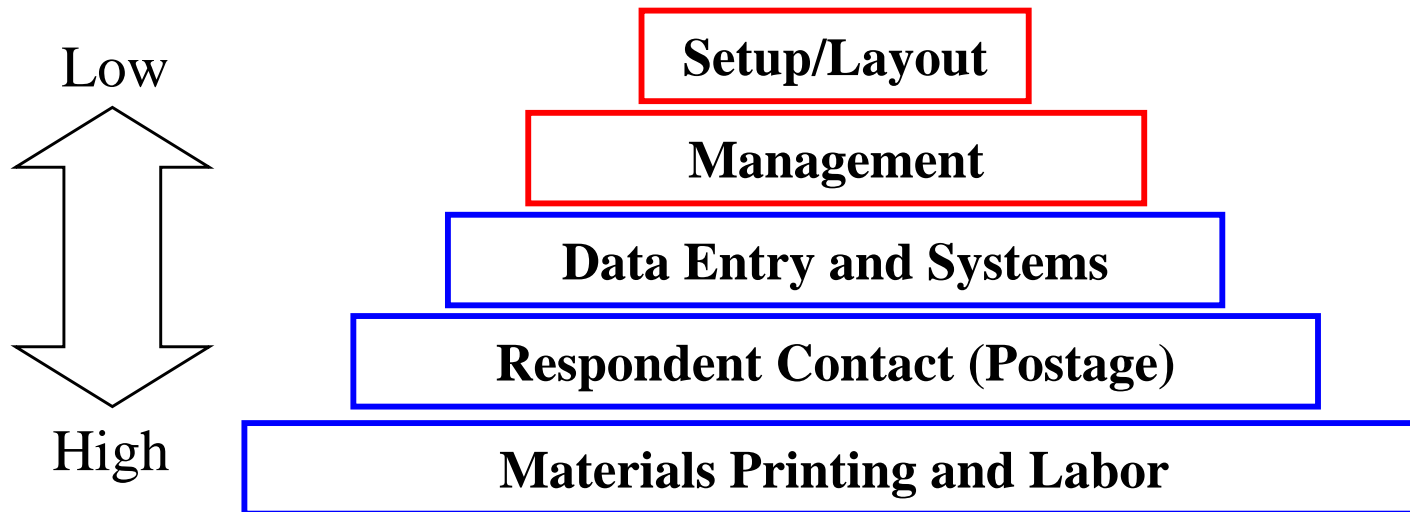


Variable with Sample Size

Variable with Survey Complexity

Mail Survey Cost Model

Proportion of
Overall Costs

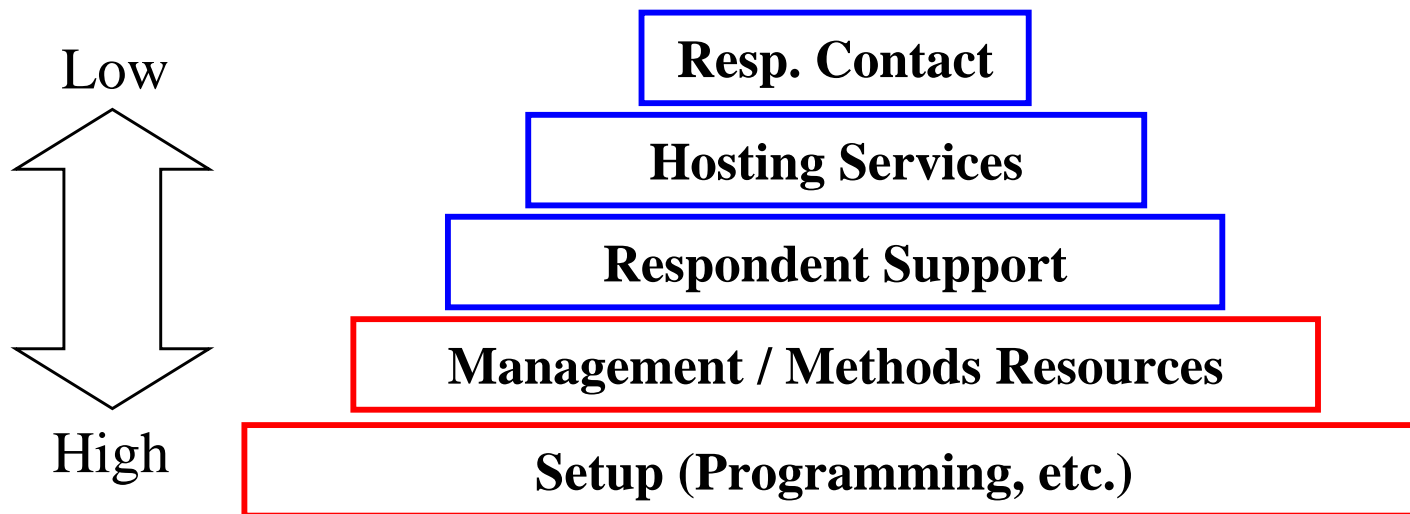


Variable with Sample Size

Variable with Survey Complexity

Web Survey Cost Model

Proportion of
Overall Costs



Variable with Sample Size

Variable with Survey Complexity

Web Survey Implementation

Steps of Implementation with Web-based Surveys



**Respondent
Contact /
Recruitment**

**Data
Collection**

Respondent Contact: Common Implementation Modes



Respondent Contact / Recruitment

- **Students**
 - Email
 - Mail
 - Phone
 - In-person
(single respondent or group administered)
- **Faculty/Admin**
 - Email
 - Fax
 - Mail
 - Phone

Using Email to Contact Respondents

- Be aware of current Spam laws / regulations
- If surveying many people in one organization, contact IT office to evaluate SPAM blocking settings and protocols
- Plan email release to match your load capabilities
- Monitor bounced emails
 - Hints of SPAM blocking
 - Frequently easily corrected email addresses
 - Sometimes provide updated contact information
- Contact only nonrespondents and partial completes (customize email to partials if possible)
- Use an appropriate (3-5) amount of reminders, spaced at approx. 3-5 days from each other



Email Contact – What to avoid

- Document attachments
- Multiple URLs
(i.e. Minimize links to FAQ's or other information)
- Using HTML or graphics
- Using any special text formatting
- Overdoing customization

SPAM – Commercial Regulation

- CAN-SPAM Act of 2003
 - Controlling the Assault of Non-Solicited Pornography And Marketing Act of 2003
 - Limited U.S. based SPAM law (most SPAM is international)
 - Attempts to outlaw
 - Misleading subject lines
 - No valid Reply To
 - “Spoofed” domains
 - No or deceptive Opt Out capabilities
 - Email lists of “dubious” origin



SPAM – Survey Industry Regulation

- Council for American Survey Research Organizations (CASRO) Code
 - Rules out “unsolicited emails”
 - Respondents must have a “reasonable expectation” that they will be contacted for research
 - Pre-existing relationship between respondent and researcher
 - Identification of the researcher
 - Removal (opt out) capability offered and honored
 - No fraudulent headers
 - List certification recommended (where list owner certifies in writing that the above items apply to the list to be used)



Basic Email Capabilities

- Basic assumptions
 - Plain text messages
 - TO, FROM, CC, SUBJECT, BODY
- Enhancements (NOT RECOMMENDED FOR USE)
 - HTML, Font variations, Colors, Signatures
 - Reply-To
 - Message recall, Click button polls, etc.



Email Content – Things to Do

- Personalize the content
- Use a known “From” name, if possible
- Keep it short
- Clearly identify the task of getting to the survey
- Include a short URL that will not wrap (< 60 characters)
- Use short “passwords” to access the survey
- Provide a realistic survey length (in time)
- Provide “help” contact information
- Focus on one data collection mode (avoid giving choices)
- Identify where you obtained email address



Email Content – Examples of Customizations

- Common Merges
 - Name
 - Email Address (required)
 - PIN/ID/Username/Password
 - URL
 - School/Department Name
 - Title
 - Previously collected survey responses
 - Other respondent specific information



Using Website Intercepts to Contact Respondents

- Avoid pop-up windows if possible
 - Instead, give respondents the ability to “click” a URL to access survey
- Expect low click-thru rates
- Work with IT department to...
 - Remove invitation once an individual has responded
 - Evaluate load potential on survey



In-Person Administration

- Provide paper instruction sheet with login information for respondent to follow
- Be prepared to assist respondents (especially younger age groups)
 - This doesn't necessarily mean you should assist, just be ready to respond to requests for assistance
- Hands-on experience is a must in preparation for survey administrators – they need to be ready and should *know* the survey
- Check with network administrator at survey site to evaluate load capacity
- Evaluate web survey system load capacity against data collection plan
- Prepare backup plans for network or server outage




Using the Phone to Recruit Respondents to the Web

- Provide a reason for the mode change (i.e. confidentiality, visual cues, etc.)
- Collect email or mail contact information and send follow-up instructions in a timely manner
- Provide easy to access URL and password over the phone
- Expect *at least* 50% to not follow through with promise – Respondents use agreement to do it as a “soft refusal” to get you off the phone



Data Collection: Common Implementation Modes

- **Students**
 - Web only
 - Web → Paper
 - Web → Paper → Phone
- **Faculty/Staff**
 - Web only
 - Paper/Fax with Web option
 - Phone → Web



**Data
Collection**

Example Implementation Schedule

- Contact Mode: Email → Mail
- Data Collection Mode: Web → Mail

#	Contact Type	Contact Mode	Who Contact	Days Following Previous Contact	Data Collection Mode Focus
1	Pre-notification Letter	Mail	All Sample	NA	Web
2	Invitation	Email	All Sample	7	Web
3	Reminder #1	Email	Nonresponders	3-4	Web
4	Reminder #2	Email	Nonresponders	3-4	Web
5	Mail Survey	Mail	Nonresponders	4	Mail
6	Postcard	Mail	Nonresponders	7	Mail
7	Replacement Survey	Mail	Nonresponders	7-10	Mail



Incentives and Contact Strategies in Web-based Surveys

Incentives

- Who?
 - Entire sample
 - Completed interviews
 - Random drawing (sweepstakes)
- What?
 - Cash/Check
 - Gift Certificates
 - Electronic payments
- When?
 - Prior to interview
 - Post interview (immediate)
 - Post interview (promised)



Incentives: General Usefulness

- Bosnjak and Tuten (2003)
 - Sweepstakes > Promised > No Incentive > Prepaid
 - Confounded results with “Paypal” payment of incentive (Paypal requires account signup and credit card entry)



Incentives: General Usefulness

- Some recent findings among student populations (Crawford, et al. – 2004 and 2005)
 - Prepaid \$5 or \$10 = Promised \$5 or \$10! (But prepaid is cheaper if check is used.)
 - Cash/Check > Sweepstakes
 - \$10 > \$5
 - \$2 bill or sweepstakes (\$500 winner) > no incentive
 - \$2 bill > sweepstakes (\$500 winner)
 - \$2 bill + sweepstakes (\$500 winner) > \$2 bill alone



Experiments to Improve Response Rates in College Student Surveys

- Crawford, McCabe, Boyd, Saltz, Freisthler, Paschall, and Pope (2004 – AAPOR)
- Problem
 - Response rates are dropping
 - We know that the largest reason for nonresponse to student Web-based surveys are because they did not realize they were being invited to participate.
 - School semesters provide a limited time period
- Goal
 - Increase response rates
 - Get through the “clutter” around email
 - Increase response speed
- **Strategies Explored**
 - **Type of first contact**
 - **Invitation timing**
 - **Invitation content**
 - **Incentives**



Two Studies

- University of Michigan Student Life Survey
- University of California Safer Universities Survey
- Similarities
 - Undergraduate student populations at large public research universities
 - Survey focused on alcohol and other drug use
 - Average survey approximately 25 minutes
 - Primarily Web-based survey data collections
 - Fielded in the spring of 2003



University of Michigan Student Life Survey

- Census of undergraduate students
- N=21,294
- AAPOR RR2 = 47.3%
- Completion Rate = 91.7%
- Incentive: Sweepstakes Drawing
 - 1 prize of \$1,000
 - 2 prizes of \$500
 - 10 prizes of \$100



UM Data Collection Design

- U.S. Mail pre-notification letter (random subsample)
- Email Invitation (1 week after Pre-notification)
- Reminders sent to nonrespondents and partials
 - Day 4
 - Day 8
 - Day 13
 - One week prior to completion of data collection



University of California, Berkeley

Safer Universities Survey

- Undergraduate student sample
- $n=2,000$
- AAPOR RR2 = 61.8%
- Completion Rate = 95.3%
- Incentive: \$5 or \$10 pre or post paid check



UC Data Collection Design

- U.S. Mail pre-notification letter
- Email invite (1 week after Pre-notification)
- Email reminders to nonrespondents and partials
 - Day 4
 - Day 8
- Mail survey
- Thank you postcard
- Replacement mail survey



Specific Focus of Studies

- Pre-notification letter use
- Time and Day of Week of initial email invitation
- Variations on what is included in email FROM line
- Timing and Amount of Incentive used



Hypotheses: Pre-notification Letter Use

- H1a: Use of a pre-notification letter sent via U.S. Mail will improve the speed of response.
- H1b: Use of a pre-notification letter sent via U.S. Mail will improve the overall response rate.

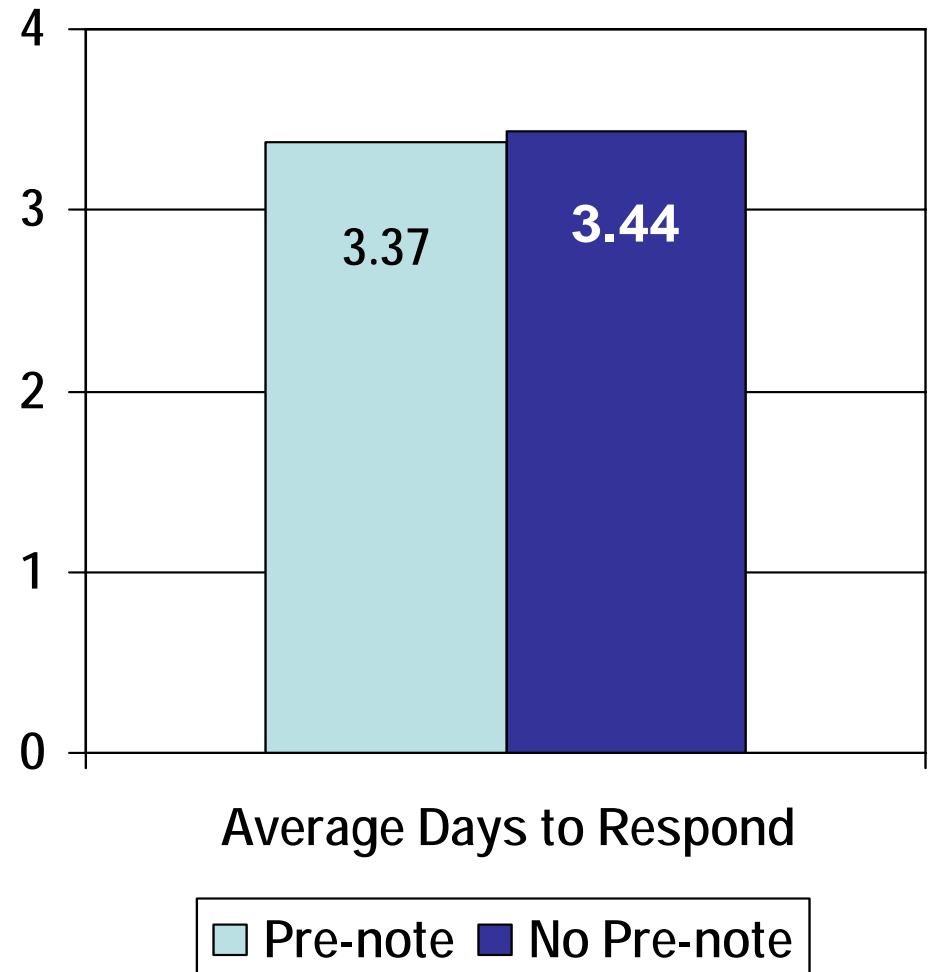


Experiment: Pre-notification Letter Use

- Random assignment of respondents into two groups:
 - First contact via mailed pre-notification letter (n=2,006)
 - First contact via email invitation (n=20,288)

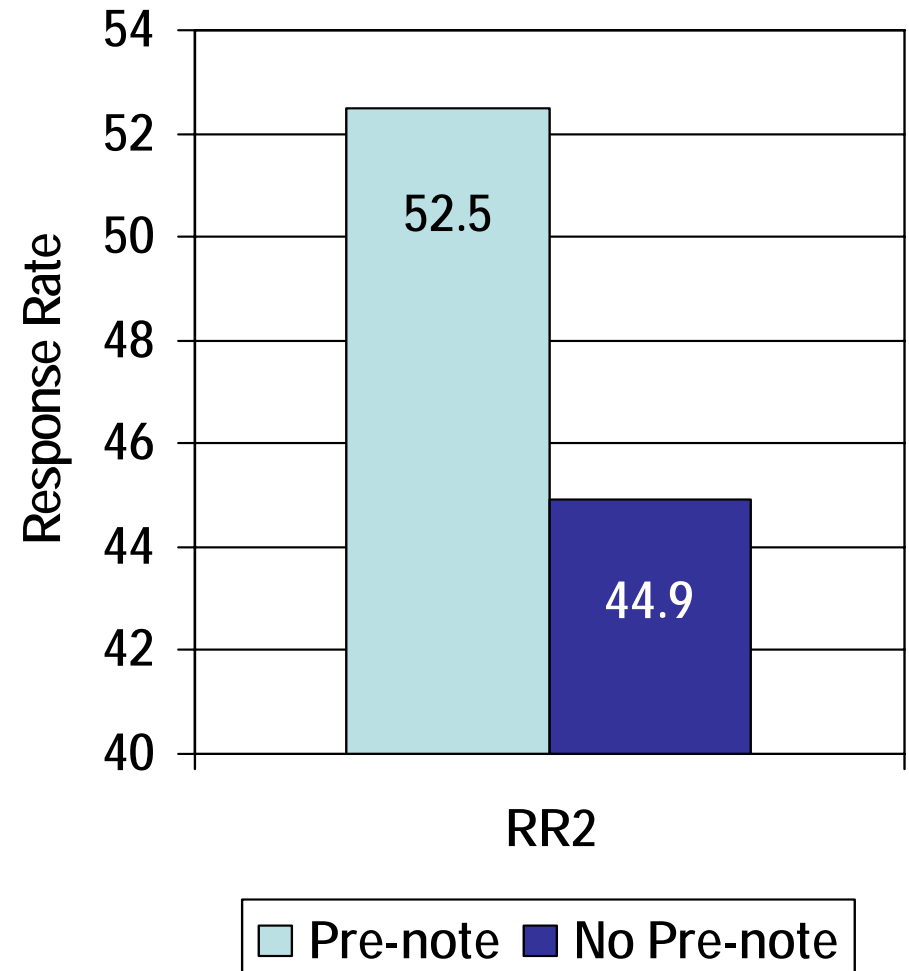
Speed of Response by Pre-notification Condition

- Difference between treatments not significant.
- First contact via letter does not change speed of response following first email.



Response Rate (AAPOR RR2) by Pre-notification Condition

- Significantly higher response rate (by 7.6%) when a U.S. Mail pre-notification letter is used as the first contact.
- $\chi^2=22.2$, $df=1$, $p<0.001$



Hypotheses: Time of Day and Day of Week of Initial Survey Invitation

- H2a: Time of initial email invitation will have an impact on survey response rates.
- H2b: Date of initial email invitation will have an impact on survey response rates.



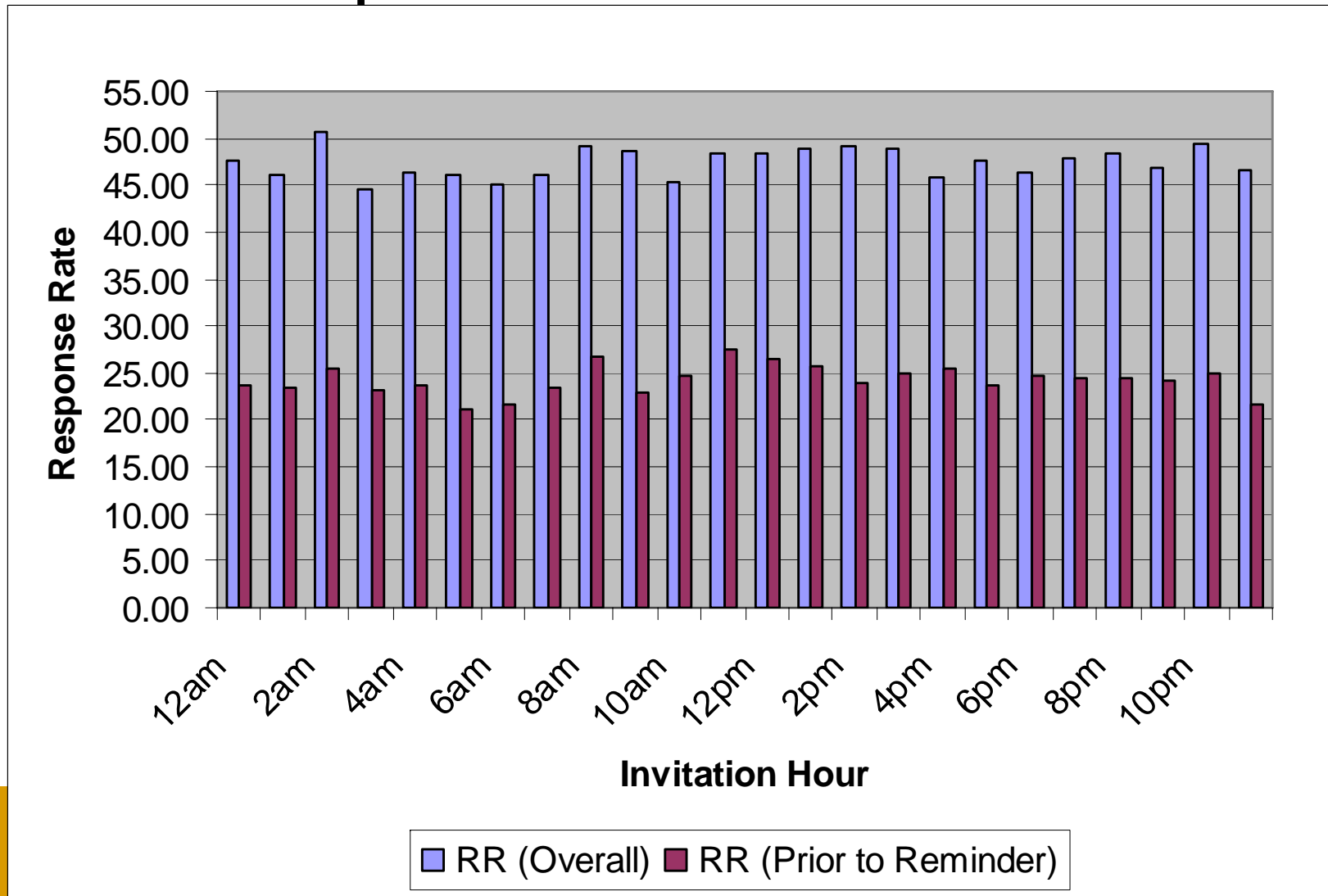
Experiment: Time of Day and Day of Week of Initial Survey Invitation

- Email invitations sent one every 29 seconds for just over seven full days.
- Time of send recorded.
- Reminders sent within 1 hour of original send time, but on different day

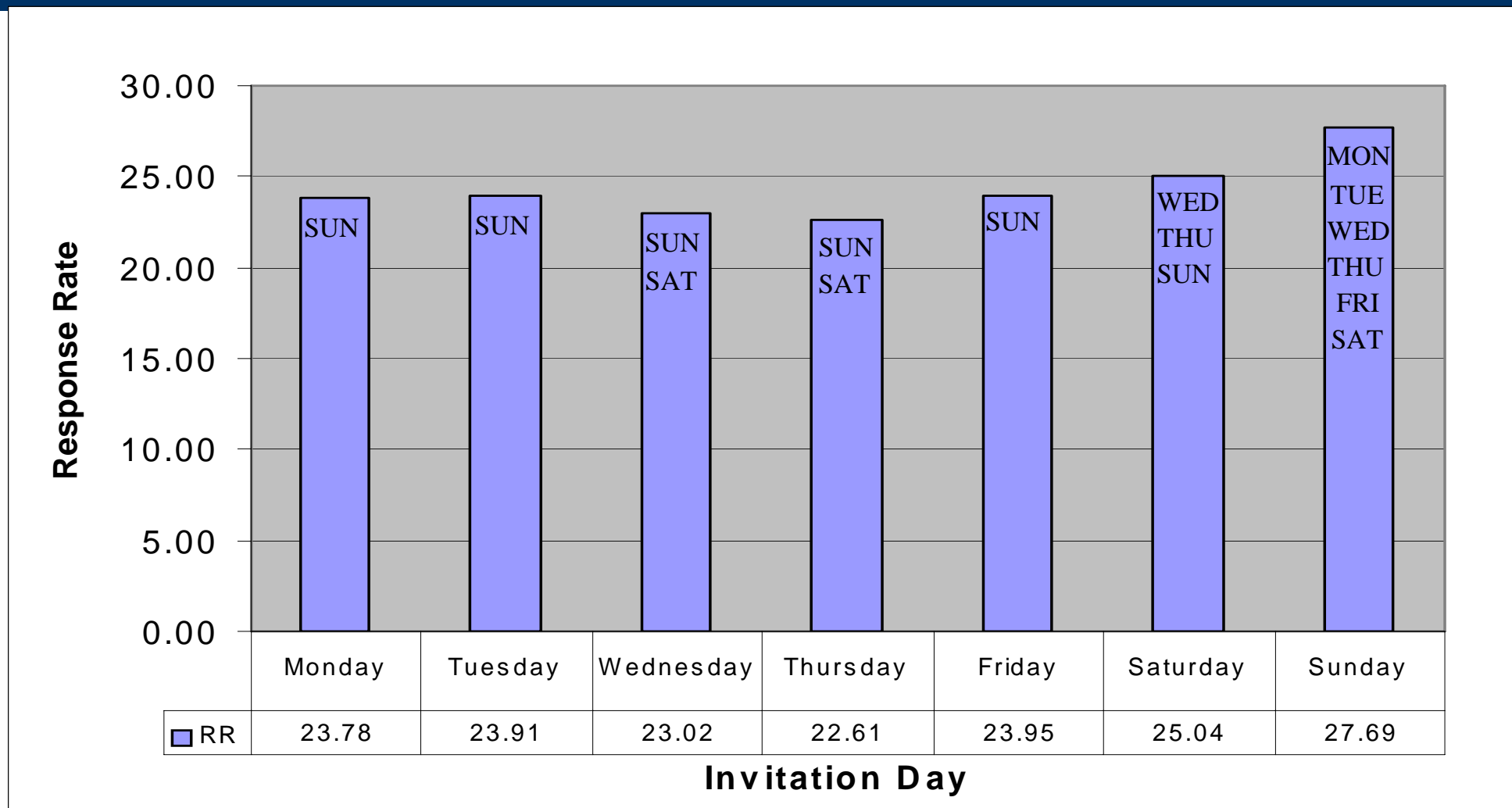


Response Rate (AAPOR RR2) by Hour of Survey Invitation

- No notable patterns found...



Response Rate by Day of Survey Invitation (Prior to First Reminder)



Note: Significant differences noted with day reference in each bar. For example, “SUN” in the “Monday” bar signifies that the Monday and Sunday response rates are significantly different.



Hypotheses:

Email FROM Line Variation

- H3a: Use of a **researcher's name alone will obtain a higher response rate than use of no name at all** as the sender in email invitations to a Web-based survey.
- H3b: Use of a **researcher's name alone will obtain a higher response rate than use of the researcher's organization name** as the sender in email invitations to a Web-based survey.
- H3c: Use of the **researcher's organization name will obtain a higher response rate than use of no name at all** as the sender in email invitations to a Web-based survey.
- H3d: Use of the **title "Professor" before the researcher's name will obtain a higher response rate than when no title is used** in email invitations to a Web-based survey.



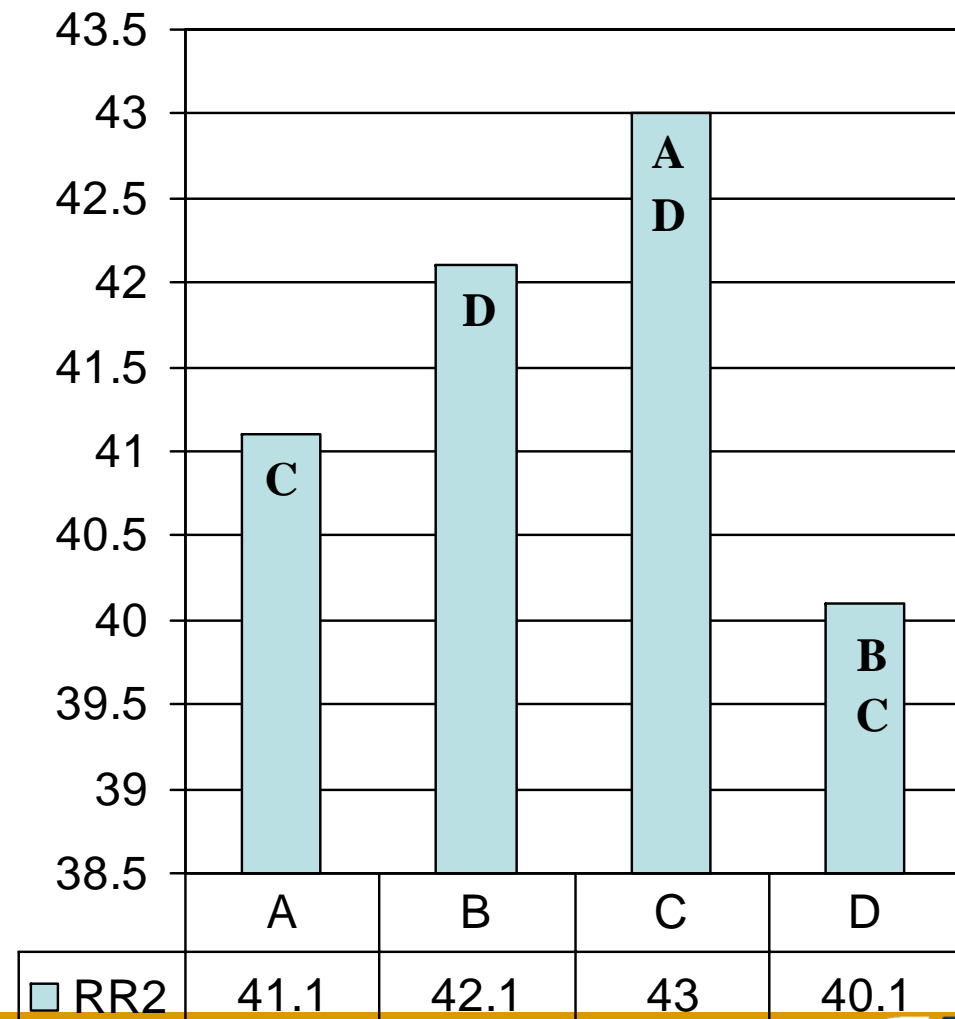
Experiment: Email FROM Line Variation

- Four randomly assigned treatments:
 - No Name (n=5,324)
 - Carol J. Boyd (n=5,324)
 - Professor Carol J. Boyd (n= 5,323)
 - Substance Abuse Research Center (n= 5,323)
- umsl@msiresearch.com was the actual email address used
- Email reminders were sent with consistent FROM lines to the initial invitation.



Response Rate by Email Name Condition

- Treatment groups
 - A - No Name
 - B - Carol J. Boyd
 - C - Professor Carol J. Boyd
 - D - Substance Abuse Research Center
- Significance Tests
 - (a - c) $\chi^2=4.20$, $df=1$, $p<0.05$
 - (b - d) $\chi^2=4.75$, $df=1$, $p<0.05$
 - (c - d) $\chi^2=9.53$, $df=1$, $p<0.01$
- Some significant differences found, suggesting that "Professor" with the a local professor name is the best.



Hypotheses: Incentive Amount and Timing

- H4a: A \$10 check incentive will achieve a higher response rate than a \$5 check incentive.
- H4b: A pre-paid incentive included in the pre-notification letter will achieve a higher response rate than a promised incentive.



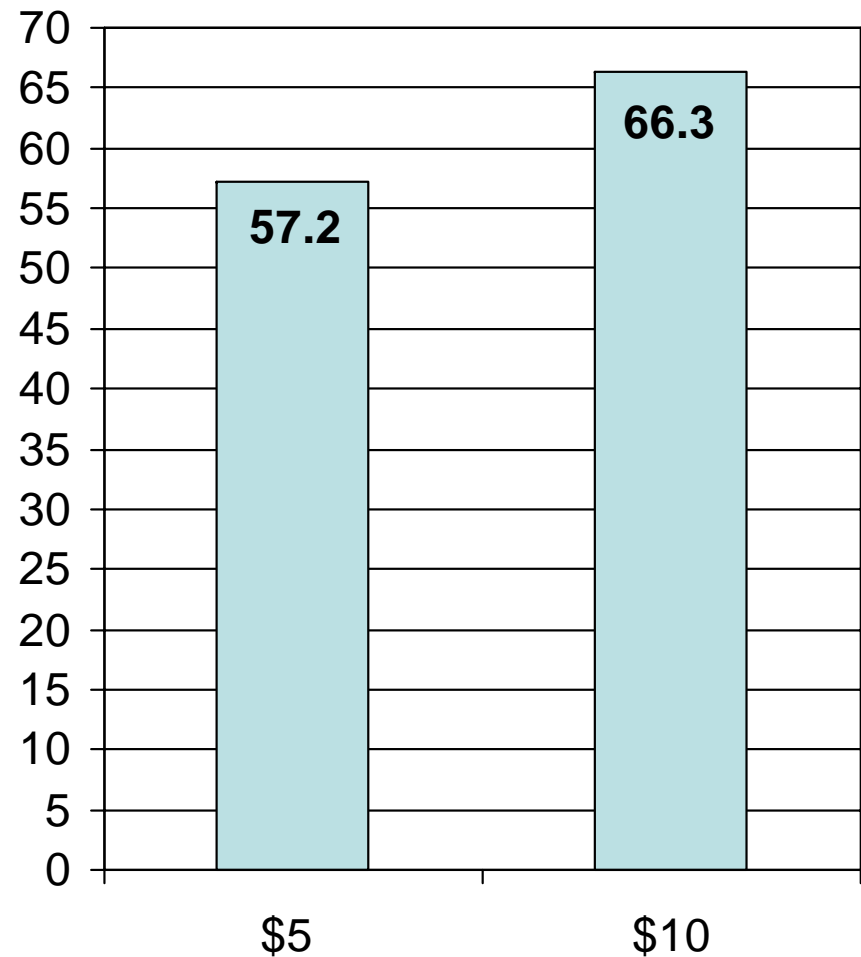
Experiments: Incentive Amount and Timing

- Four randomly assigned treatments combining two experiments in a 2 X 2 design
- Amount
 - \$5 check (n=1,000)
 - \$10 check (n=1,000)
- Timing
 - Pre-paid in pre-notification letter (n=1,000)
 - Promised in pre-notification letter (n=1,000)



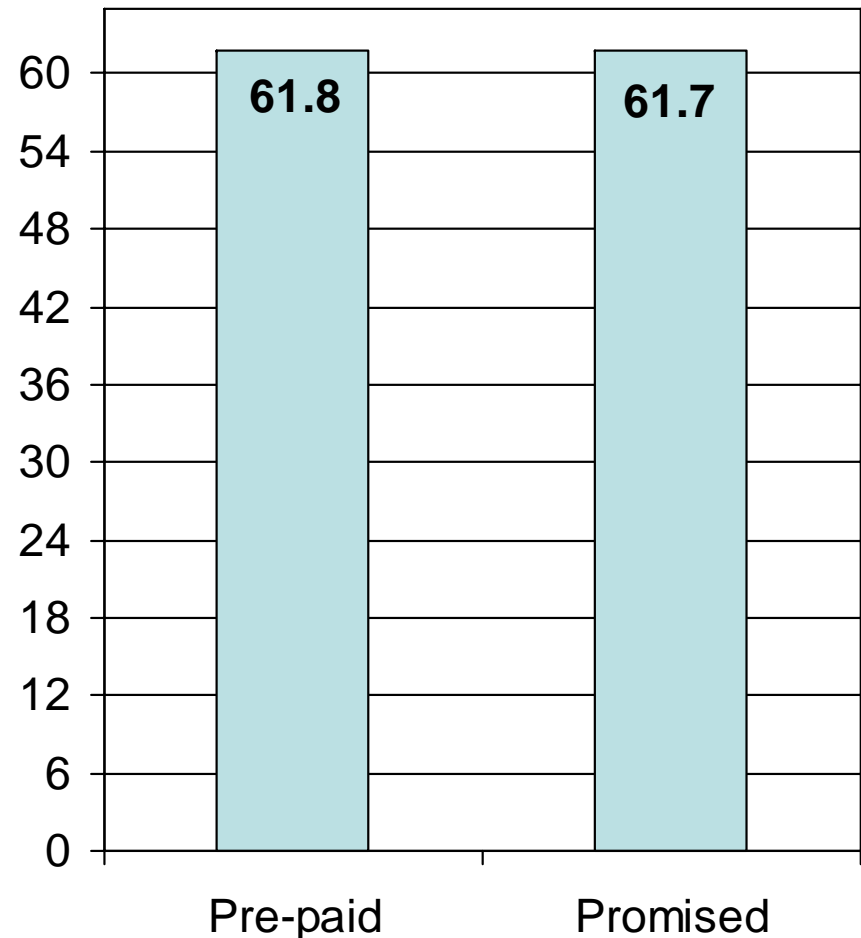
Response Rate (AAPOR RR2) by Incentive Amount

- Significantly higher response rate (by 9.1%) with a \$10 incentive.
- $\chi^2=17.5$, $df=1$, $p<0.001$



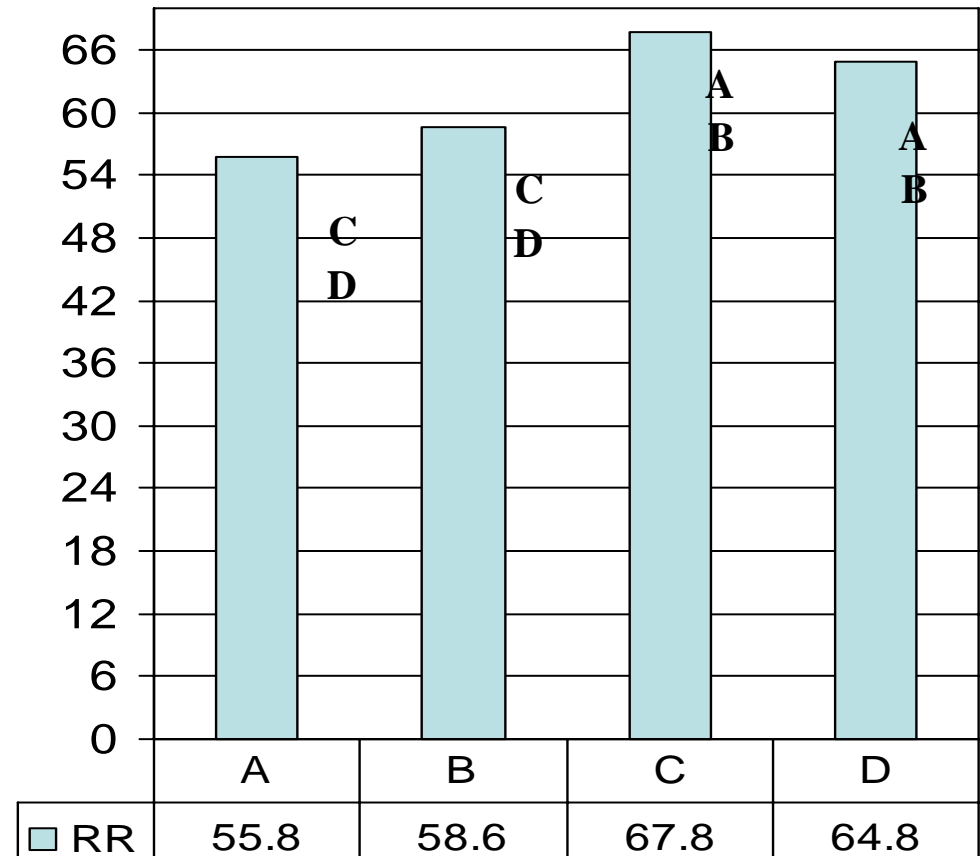
Response Rate (AAPOR RR2) by Incentive Timing

- No significant difference!!!
- This is contrary to expectations.



Response Rate (AAPOR RR2) by Incentive Amount and Timing

- Groups
 - A - \$5 / Pre
 - B - \$5 / Promise
 - C - \$10 / Pre
 - D - \$10 / Promise
- Significance findings
 - (a - c) $\chi^2=15.3$, $df=1$, $p<0.001$
 - (a - d) $\chi^2=8.5$, $df=1$, $p<0.005$
 - (b - c) $\chi^2=9.1$, $df=1$, $p<0.005$
 - (b - d) $\chi^2=4.1$, $df=1$, $p<0.05$
- Still, \$10 is better than \$5 and no differences in Pre vs. Promised



Key Recommendations for College Student Web-based Surveys

- Use mailed pre-notification letters
- Time of day of email invitation does not make a difference
- Weekends appear to be the best day to send email invitations
- Use a name in the FROM line that contains a title respondents may identify with (such as “Professor”)
- \$10 incentives can potentially buy you close to 10% response rate over \$5 incentives
- Inconclusive if pre-paid or promised is the best way to go



Remaining Unknowns / New Questions

- Will reminders sent on weekend days that are consistent with the invitation day improve response rates even more?
- Were there interactions between day of week and time of day of initial email invitation?
- With FROM line names, how do other titles fare? (ie. Dr., PhD., etc.)
- Would “University of Michigan” or other broader organizational names have the same negative impact as “Substance Abuse Research Center”?
- If FROM line has an impact, how about the SUBJECT line?
- Why is Pre vs. Promised result not coming out as expected here? Is this a population issue, or something about the value?
- How do “sweepstakes” incentives compare to \$5 and \$10?



HOWEVER...

- Sometimes there are unintended consequences of improving response rates...
 - Item non-response
 - May increase as response rate brings in less dedicated and thorough respondents
 - Response distributions
 - Different responders with different experiences to report
 - Incentives themselves influence response
 - Incentives influence mood, mood influences response
 - Sample composition
 - Generally no differences found, but concerns exist



Study Background

- College Smoking Study
 - Conducted as a pilot of the survey instrument and to evaluate implementation methods
 - Conducted at a Midwestern university among 2,500 undergraduate students
 - Web Survey
 - Questionnaire contained approx. 250 items and took 19 minutes to complete.



Survey Implementation

- Fielded in Spring 2004
- US Mail prenotification letter (for appropriate experimental treatments)
- Email invitation
- Three email reminders (spaced at approx. 5 days from each other)
- After completion of the main data collection protocol, a telephone nonresponse study was conducted
 - Results reported in this presentation do not include any responses received after the initiation of the NR effort



Incentive Experiment Design

Treatment A	No prenotification letter and no incentive offered
Treatment B	Prenotification letter and no incentive offered
Treatment C	Prenotification letter and \$2 bill prepaid incentive (included with prenotification letter)
Treatment D	Prenotification letter and entrance into sweepstakes for \$500 to be held following data collection
Treatment E	Prenotification letter, \$2 bill prepaid incentive (included with prenotification letter) and entrance into sweepstakes for \$500 to be held following completion of data collection



Results: Summary

- Intended Consequences
 - Response Rates
 - Prenotification letter improves response rates
 - Incentives improved response rates
 - \$2 Prepaid is better than Sweepstakes and combining the two is better than either one alone
 - Cost efficiency
 - Sweepstakes incentive is the most cost effective, but not by much
 - Otherwise, no differences – so focus on the “real” costs of the incentives



Results: Summary

- Unintended Consequences – Positive Results
 - Break-offs
 - \$2 bill reduces break-offs significantly
 - Sweepstakes appear to reduce break-offs, but not significantly
 - Item Nonresponse
 - Incentives and Prenotification letters can reduce item nonresponse



Results: Summary

- Unintended Consequences – Negative Results
 - Sample composition
 - Special caution with the impact of the \$2 Bill – added significantly to females responding
 - Ethnicity and Current Term Credits are the most problematic
 - Response distribution
 - Generally, no impact on response distribution
 - Sweepstakes may have some impact on response distributions



Design Standards for Web-based Student Surveys

Adapted and Updated From...

Crawford, S., McCabe, S., Pope, D. (2005)
“Applying Web-based Survey Design Standards.” *Journal of Prevention and Intervention in the Community*. Vol. 29, No. 1/2, pp. 43.66.

An Example of Web Survey Design Standards

- Developed over nine years and two organizations
- Standards committee meets monthly
 - Review current standards
 - Plan evaluation of potential gaps or identified quality issues
 - Implement new standards
- Standards have been influenced by the capabilities of three different software systems (current system supported is DatStat Illume, others included MarketTools nGauge and SPSS mrInterview)



Sub-categories of Screen Design Standards

- General screen layout
- Survey navigation
- Text
- Question presentation
- Response input types / response format
- Other / Misc.
- Validations * (special case)



General Screen Layout Standards



Background, Logo, Support Info

The screenshot shows a survey introduction page. At the top left is the Survey Sciences Group logo, a stylized blue and white sphere with an orbit. To its right is a navigation menu with five buttons: 'Introduction' (highlighted in grey), 'Health', 'Fitness', 'Work', and 'Social'. Further right are links for 'Privacy Policy' and 'Questions about this survey?', and contact information: 'Call 1-888-429-9770 or email help@surveysciences.com'. The main content area contains a welcome message, a list of survey benefits, a note about the privacy policy location, and a 'Next' button. A red arrow points to the 'Next' button with the text 'White Background'.

Logo in Upper Left

Support Info in Upper Right

White Background

Next->



Page Framing

The screenshot shows a survey interface for Survey Sciences Group. At the top left is the logo and name. A horizontal navigation bar contains five tabs: Introduction, Health (highlighted in grey), Fitness, Work, and Social. On the top right, there are links for Privacy Policy and Questions about this survey?, along with contact information. The main content area asks, "How would you rate your current health?" with a subtext "(Please select one.)" and five radio button options: Excellent, Very Good, Good, Fair, and Poor. At the bottom, there are "Next->" and "<-Previous" buttons. Two red arrows point upwards from red boxes labeled "Visual Frame for Question" to the question text and the "Next->" button, respectively.

SURVEY SCIENCES GROUP

Introduction Health Fitness Work Social

[Privacy Policy](#)
[Questions about this survey?](#)

Call 1-888-429-9770 or email help@surveysciences.com

How would you rate your current health?
(Please select one.)

- Excellent
- Very Good
- Good
- Fair
- Poor

Next-> **<-Previous**

Visual Frame for Question

Visual Frame for Question



Progress Indicator



The screenshot shows a survey progress indicator for the Survey Sciences Group. At the top left is the Survey Sciences Group logo. To its right is a horizontal progress bar with five sections: Introduction, Health, Fitness, Work, and Social. The 'Health' section is highlighted in grey. To the right of the progress bar are links for 'Privacy Policy' and 'Questions about this survey?', and contact information: 'Call 1-888-429-9770 or email help@surveysciences.com'. Below the progress bar is a question: 'What is your race?' with the instruction '(Please select all that apply.)'. The question has five radio button options: 'American Indian or Alaska Nat...', 'Asian', 'Black or African American', 'Native Hawaiian or other Pacific Islander', and 'White'. A large red arrow points from a red box containing the text 'Sectional Progress Only' to the 'Health' section of the progress bar. At the bottom of the form are two buttons: 'Next->' on the left and '<-Previous' on the right.

SURVEY SCIENCES GROUP

Introduction Health Fitness Work Social

[Privacy Policy](#)
[Questions about this survey?](#)

Call 1-888-429-9770 or email help@surveysciences.com

What is your race?
(Please select all that apply.)

- American Indian or Alaska Nat...
- Asian
- Black or African American
- Native Hawaiian or other Pacific Islander
- White

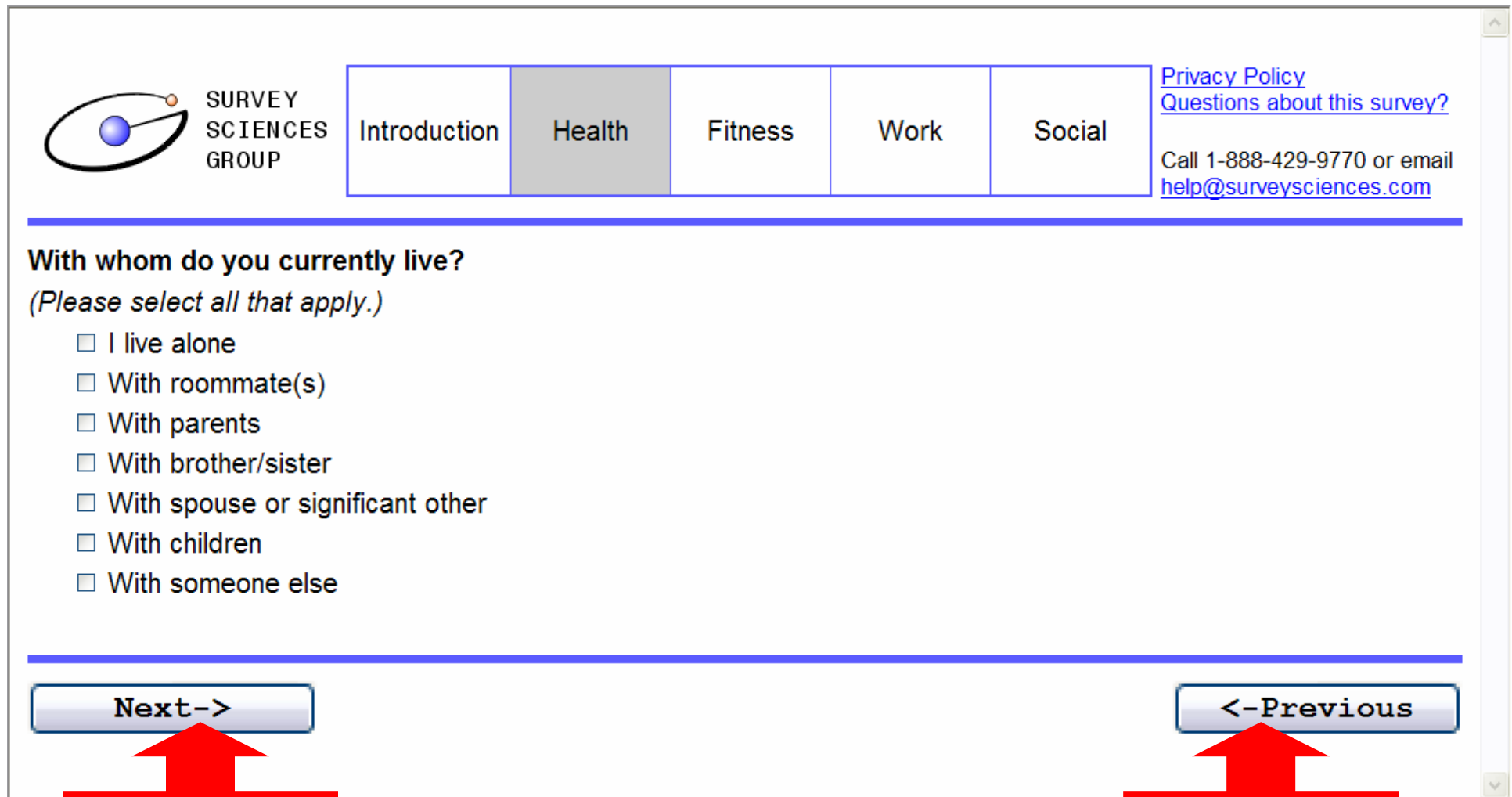
Sectional Progress Only

Next-> <-Previous

Survey Navigation Standards



Navigation Buttons



The screenshot shows a survey interface for the Survey Sciences Group. At the top left is the logo and name. A horizontal menu contains five items: Introduction, Health (highlighted), Fitness, Work, and Social. To the right are links for Privacy Policy and Questions about this survey, and contact information. Below the menu is a question: "With whom do you currently live?" followed by a list of seven options with checkboxes. At the bottom are two buttons: "Next->" and "<-Previous".

SURVEY SCIENCES GROUP

Introduction Health Fitness Work Social

[Privacy Policy](#)
[Questions about this survey?](#)

Call 1-888-429-9770 or email help@surveysciences.com

With whom do you currently live?
(Please select all that apply.)

- I live alone
- With roommate(s)
- With parents
- With brother/sister
- With spouse or significant other
- With children
- With someone else

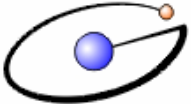
Next-> <-Previous

**Forward
Navigation**

**Backwards
Navigation**



Survey Termination 1/2



SURVEY
SCIENCES
GROUP

Introduction	Health	Fitness	Work	Social
--------------	--------	---------	------	--------

[Privacy Policy](#)
[Questions about this survey?](#)
Call 1-888-429-9770 or email help@surveysciences.com

With whom do you currently live?
(Please select all that apply.)

- I live alone
- With roommate(s)
- With parents
- With brother/sister
- With spouse or significant other
- With children
- With someone else

Next-> **<-Previous**

**No Termination
(Quit/Suspend)**




Survey Termination 2/2

Always Available To Quit

New Page 1 - Microsoft Internet Explorer

File Edit View Favorites Tools Help defax

Back Search Favorites

 SURVEY SCIENCES GROUP

Introduction **Health** Fitness Work Social

[Privacy Policy](#)
[Questions about this survey?](#)

Call 1-888-429-9770 or email help@surveysciences.com

With whom do you currently live?
(Please select all that apply.)

- I live alone
- With roommate(s)
- With parents
- With brother/sister
- With spouse or significant other
- With children
- With someone else

Next-> <-Previous

My Computer



Text Standards



Font Size – 10 or 12pt Arial (Sans Serif)



SURVEY
SCIENCES
GROUP

Introduction

Health

Fitness

Work

Social

[Privacy Policy](#)
[Questions about this survey?](#)

Call 1-888-429-9770 or email
help@surveysciences.com

12 Point
Arial
Font

Have you ever experienced any of the following either during or shortly after drinking alcohol at a party?

	<u>Never</u>	<u>Once</u>	<u>Twice</u>	<u>3-5 Times</u>	<u>6-9 Times</u>	<u>10 or More Times</u>
I got drunk when I didn't want to	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I passed out	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Someone criticized my drinking or behavior	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I got into a physical fight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next->

10 Point
Arial
Font



SURVEY
SCIENCES
GROUP

Introduction

Health

Fitness

Work

Social

[Privacy Policy](#)
[Questions about this survey?](#)

Call 1-888-429-9770 or email
help@surveysciences.com

Have you ever experienced any of the following either during or shortly after drinking alcohol at a party?

	<u>Never</u>	<u>Once</u>	<u>Twice</u>	<u>3-5 Times</u>	<u>6-9 Times</u>	<u>10 or More Times</u>
I got drunk when I didn't want to	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I passed out	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Someone criticized my drinking or behavior	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I got into a physical fight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next->

<-Previous

Question Text and Emphasis

The image shows a survey interface with a navigation bar at the top containing 'Introduction', 'Health', 'Fitness', 'Work', and 'Social'. The 'Health' tab is selected. On the right, there are links for 'Privacy Policy' and 'Questions about this survey?' and contact information: 'Call 1-888-429-9770 or email help@surveysciences.com'. The main question is: 'What is your **primary** source for obtaining prescription drugs?' with the instruction '(Please select one.)'. Below the question are radio button options: 'Friend', 'Family member', 'Drug dealer', 'Pharmacy or store **in the US**', 'Pharmacy or store **in another country**', 'Over the Internet', and 'Other (Please Specify):' followed by a text input field. At the bottom are 'Next->' and '<-Previous' buttons. Red callout boxes with arrows point to specific text elements: 'Emphasis Using Larger Font' points to the 'primary' in the question; 'Question Text Bold' points to the word 'primary'; 'Response Text Normal' points to the first option 'Friend'; 'Emphasis Using Bold Blue' points to the text 'in the US' and 'in another country' in the options.

Emphasis Using Larger Font

Introduction Health Fitness Work Social

Privacy Policy
Questions about this survey?
Call 1-888-429-9770 or email
help@surveysciences.com

What is your **primary** source for obtaining prescription drugs?
(Please select one.)

Response Text Normal

- Friend
- Family member
- Drug dealer
- Pharmacy or store **in the US**
- Pharmacy or store **in another country**
- Over the Internet
- Other (Please Specify):

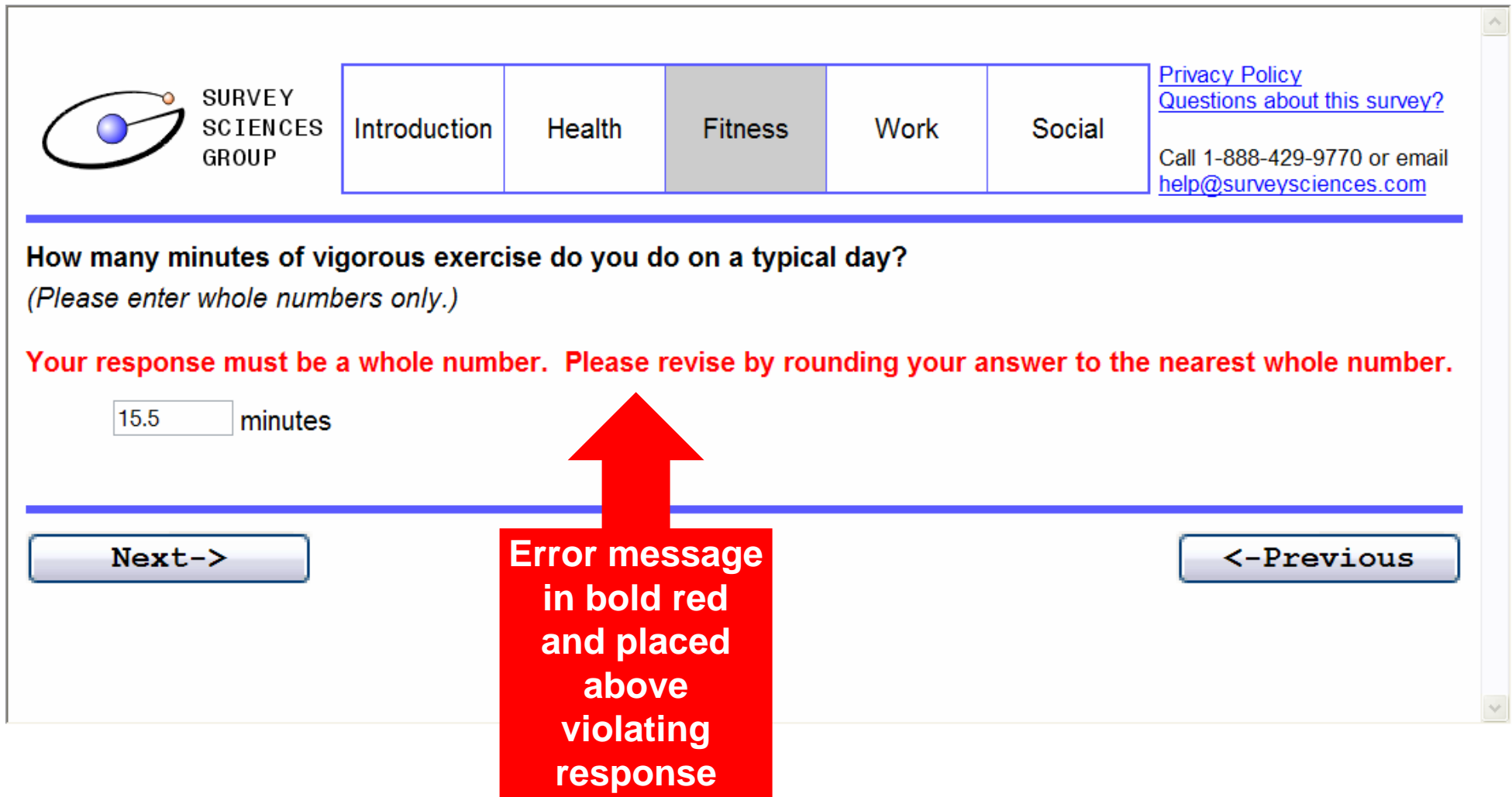
Question Text Bold

Emphasis Using Bold Blue

Next-> <-Previous



Error & Validation Messages



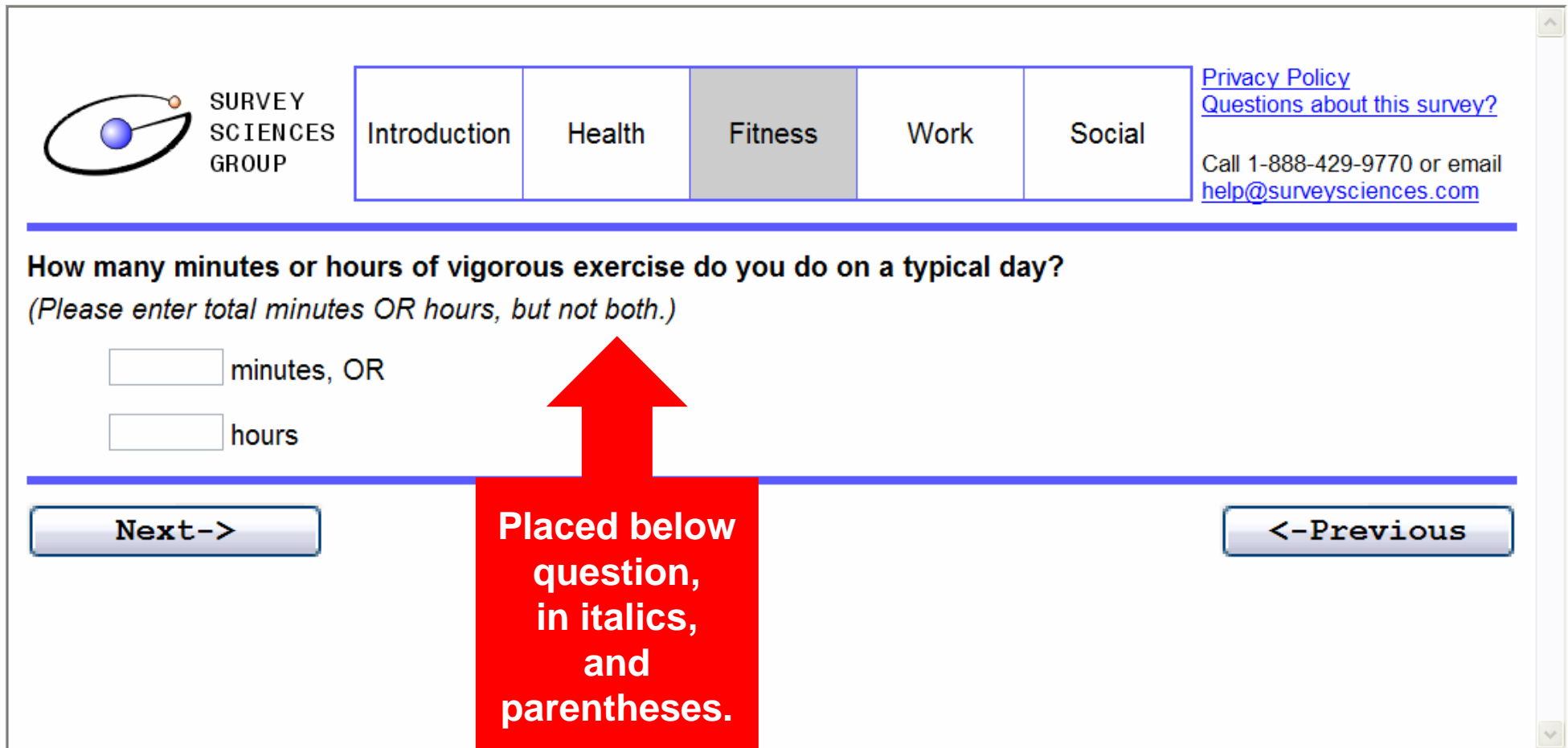
The screenshot displays a survey interface for the Survey Sciences Group. At the top, there is a navigation menu with five tabs: Introduction, Health, Fitness, Work, and Social. The 'Fitness' tab is currently selected and highlighted in grey. To the right of the navigation menu, there are links for 'Privacy Policy' and 'Questions about this survey?', along with contact information: 'Call 1-888-429-9770 or email help@surveysciences.com'.


The main question is: 'How many minutes of vigorous exercise do you do on a typical day?' with a sub-instruction: '(Please enter whole numbers only.)'. Below the question, a red error message is displayed: 'Your response must be a whole number. Please revise by rounding your answer to the nearest whole number.' This message is in bold red text and is positioned above the input field.

The input field contains the value '15.5' followed by the text 'minutes'. Below the input field, there are two buttons: 'Next->' on the left and '<-Previous' on the right. A large red arrow points from the error message box up to the input field.

Error message in bold red and placed above violating response

Instructions



 SURVEY SCIENCES GROUP

Introduction Health **Fitness** Work Social

[Privacy Policy](#)
[Questions about this survey?](#)

Call 1-888-429-9770 or email help@surveysciences.com

How many minutes or hours of vigorous exercise do you do on a typical day?
(Please enter total minutes OR hours, but not both.)

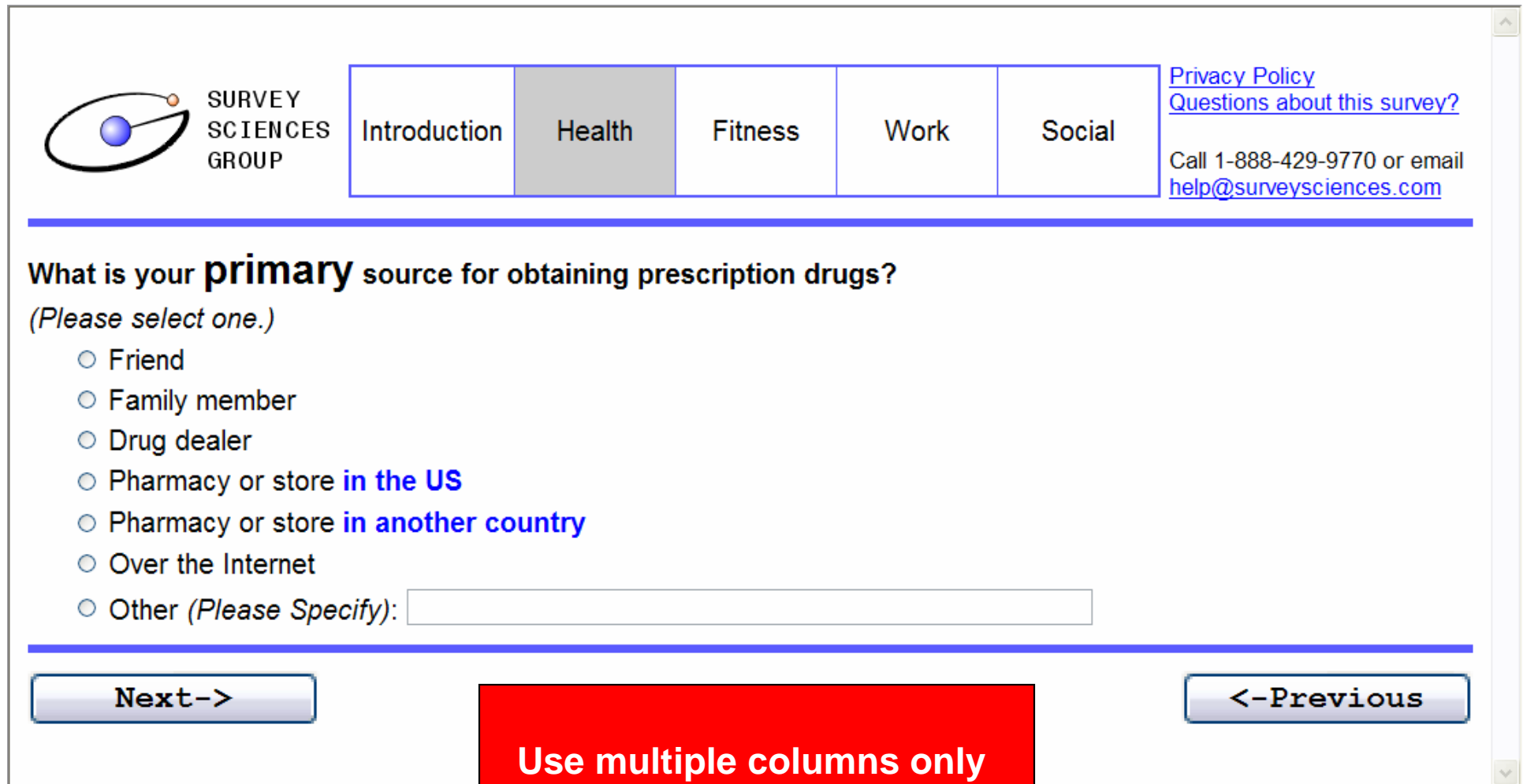
minutes, OR
 hours

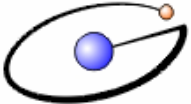
Next-> **Placed below question, in italics, and parentheses.** **<-Previous**

Question Presentation Standards



Question Layout: Single Question Vertical Responses



 SURVEY SCIENCES GROUP

Introduction	Health	Fitness	Work	Social
--------------	--------	---------	------	--------

[Privacy Policy](#)
[Questions about this survey?](#)
Call 1-888-429-9770 or email help@surveysciences.com


What is your **primary** source for obtaining prescription drugs?
(Please select one.)

- Friend
- Family member
- Drug dealer
- Pharmacy or store **in the US**
- Pharmacy or store **in another country**
- Over the Internet
- Other (Please Specify):

Use multiple columns only
if it avoids list scrolling.



Question Layout: Single Question Horizontal Responses



SURVEY
SCIENCES
GROUP

Introduction	Health	Fitness	Work	Social
--------------	--------	---------	------	--------


[Privacy Policy](#)
[Questions about this survey?](#)
Call 1-888-429-9770 or email help@surveysciences.com

How much do you agree or disagree with how your department is managed?

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next-> **<-Previous**

Question Layout: Multiple Question Vertical Layout

 SURVEY SCIENCES GROUP

Introduction Health Fitness Work Social

[Privacy Policy](#)
[Questions about this survey?](#)

Call 1-888-429-9770 or email help@surveysciences.com

Are you a...?

Male
 Female

What is your age?
 Years

Next->

<-Previous

Multiple questions OK, so long as they fit in browser screen without scroll.

Question Layout: Multiple Question Horizontal Layout

 SURVEY SCIENCES GROUP

Introduction Health Fitness Work Social

[Privacy Policy](#)
[Questions about this survey?](#)

Call 1-888-429-9770 or email help@surveysciences.com

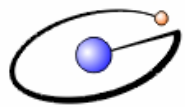
Are you a...?
 Male
 Female

What is your age?
 Years

And NEVER Cause Scrolling to The side. →

Next-> <-Previous

Question Layout: Multiple Qs in Grid



SURVEY
SCIENCES
GROUP

Introduction	Health	Fitness	Work	Social
--------------	--------	---------	------	--------

[Privacy Policy](#)
[Questions about this survey?](#)

Call 1-888-429-9770 or email
help@surveysciences.com

Have you ever experienced any of the following either during or shortly after drinking alcohol at a party?

	Never	Once	Twice	3-5 Times	6-9 Times	10 or More Times
I got drunk when I didn't want to	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I passed out	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Someone criticized my drinking or behavior	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I got into a physical fight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Evenly
distributed
columns

Shading
on alternating
rows

Typically no
more than
11 columns will fit

Avoid vertical grids
where R's select
one per column

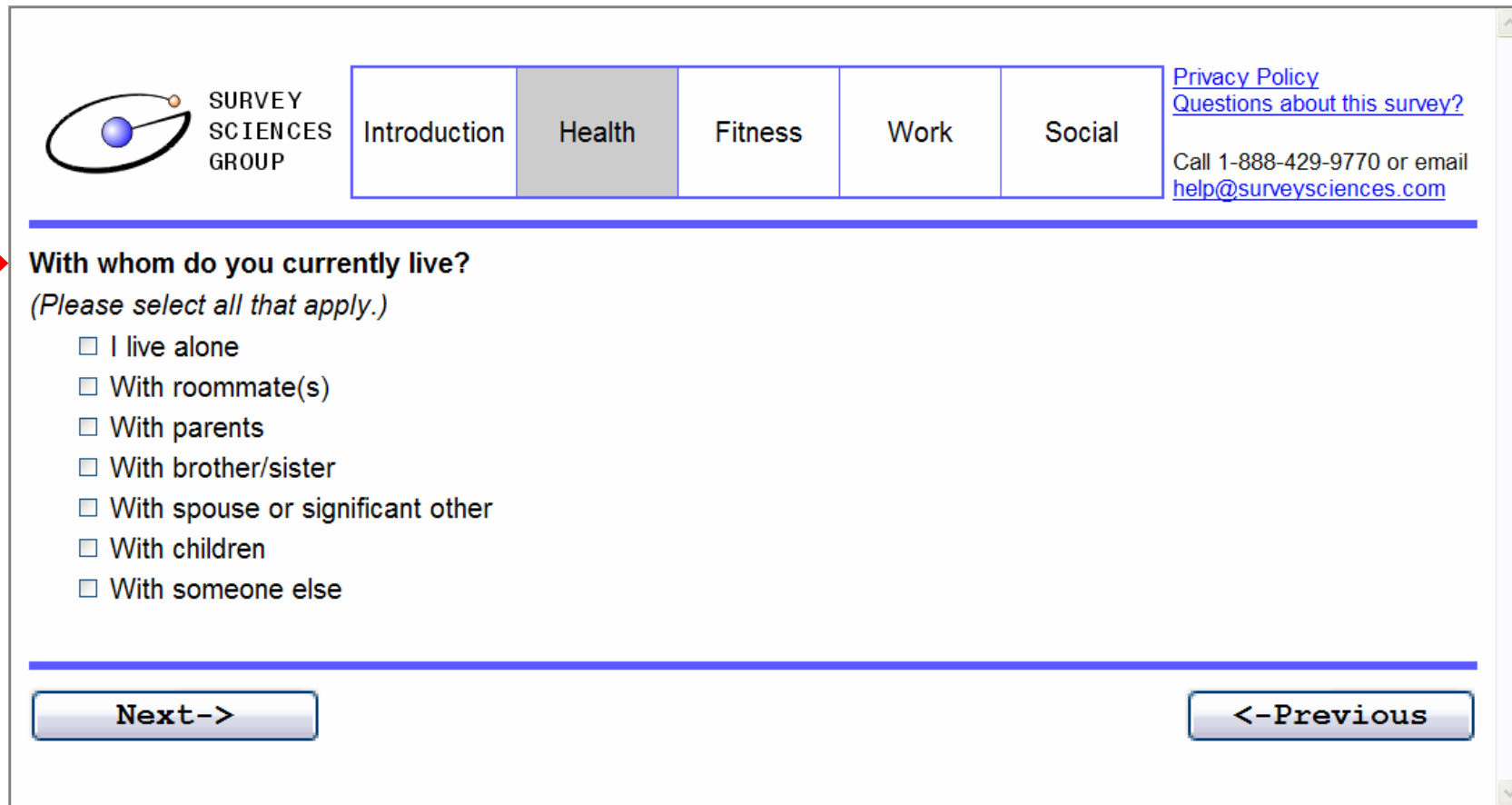
Next->

<-Previous



Question Number Use

Don't display question numbers.



The screenshot shows a survey interface for Survey Sciences Group. At the top left is the logo and name. A navigation menu contains five tabs: Introduction, Health (selected), Fitness, Work, and Social. On the right, there are links for Privacy Policy and Questions about this survey, along with contact information. The main question is "With whom do you currently live?" with a note to select all that apply. Below are seven radio button options. At the bottom are "Next->" and "<-Previous" buttons.

SURVEY SCIENCES GROUP

Introduction Health Fitness Work Social

[Privacy Policy](#)
[Questions about this survey?](#)
Call 1-888-429-9770 or email help@surveysciences.com

With whom do you currently live?
(Please select all that apply.)

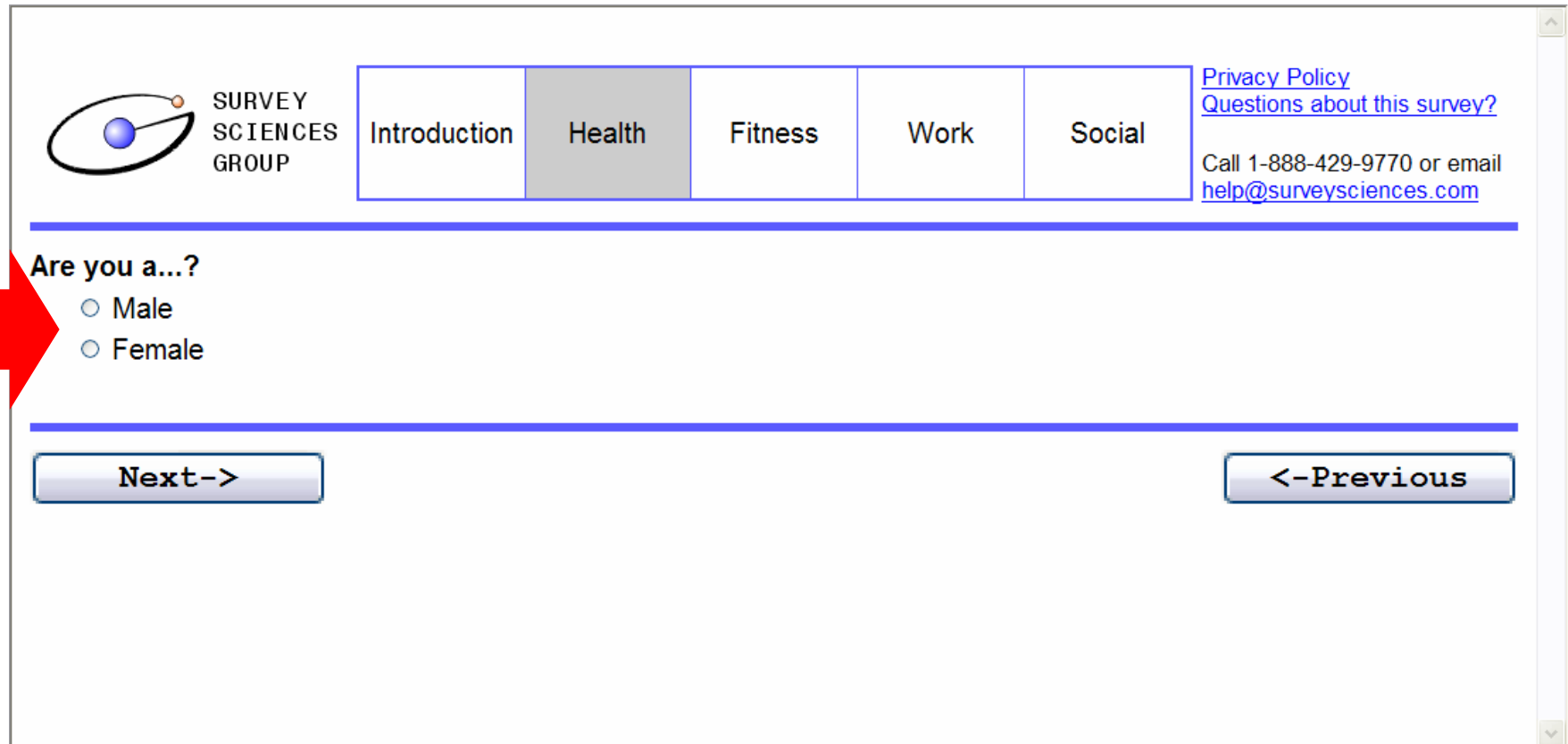
- I live alone
- With roommate(s)
- With parents
- With brother/sister
- With spouse or significant other
- With children
- With someone else

Next-> <-Previous

Response Input Types / Response Format Standards



Categorical Single Response Questions



The screenshot displays a survey interface for the Survey Sciences Group. At the top left is the logo and name. A navigation bar contains five tabs: Introduction, Health (selected), Fitness, Work, and Social. On the right, there are links for Privacy Policy and Questions about this survey, along with contact information. The main question is "Are you a...?" with radio buttons for Male and Female. At the bottom are "Next->" and "<-Previous" buttons.

SURVEY SCIENCES GROUP

Introduction Health Fitness Work Social

[Privacy Policy](#)
[Questions about this survey?](#)

Call 1-888-429-9770 or email help@surveysciences.com

Are you a...?

Male

Female

Next-> <-Previous

Use radio buttons.

Categorical Single Response Questions

The screenshot displays a survey interface for the Survey Sciences Group. At the top left is the logo and name 'SURVEY SCIENCES GROUP'. A navigation bar contains five tabs: 'Introduction', 'Health' (which is highlighted in grey), 'Fitness', 'Work', and 'Social'. To the right of the navigation bar are links for 'Privacy Policy' and 'Questions about this survey?', and contact information: 'Call 1-888-429-9770 or email help@surveysciences.com'. The main question is 'In which state do you live?' followed by a dropdown menu with the text 'Select State'. A red callout box with a white arrow pointing to the dropdown menu contains the text: 'Only for response lists where respondent will know the answer without seeing the list.' Below the question are two buttons: 'Next->' on the left and '<-Previous' on the right.

Only for response lists where respondent will know the answer without seeing the list.

Categorical Multiple Response Questions



SURVEY
SCIENCES
GROUP

Introduction	Health	Fitness	Work	Social
--------------	--------	---------	------	--------

[Privacy Policy](#)
[Questions about this survey?](#)

Call 1-888-429-9770 or email
help@surveysciences.com

With whom do you currently live?

(Please select all that apply.)

- I live alone
- With roommate(s)
- With parents
- With brother/sister
- With spouse or significant other
- With children
- With someone else


Use check boxes.

Next->

<-Previous



Numeric or Text Response: Short Answers

 SURVEY SCIENCES GROUP

Introduction Health **Fitness** Work Social

[Privacy Policy](#)
[Questions about this survey?](#)

Call 1-888-429-9770 or email help@surveysciences.com

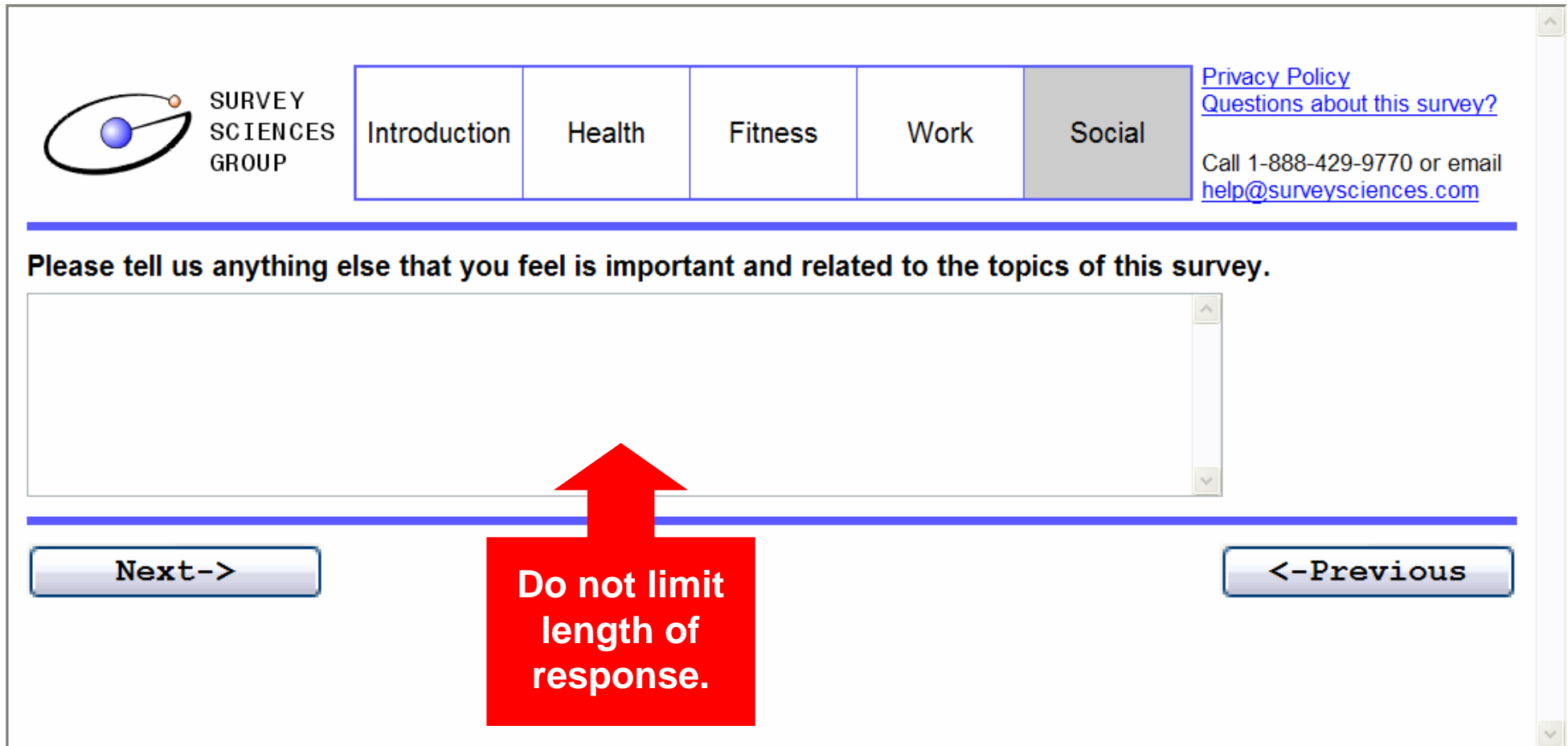
How many minutes of vigorous exercise do you do on a typical day?
(Please enter whole numbers only.)

minutes

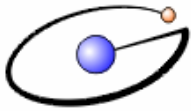
Boxed sized to fit expected response

[←-Previous](#)

Numeric or Text Response: Long Answers



The screenshot shows a survey interface for the Survey Sciences Group. At the top left is the logo and name. A navigation bar contains five tabs: Introduction, Health, Fitness, Work, and Social (which is highlighted). To the right of the navigation bar are links for Privacy Policy and Questions about this survey, along with contact information. Below the navigation bar is a text prompt: "Please tell us anything else that you feel is important and related to the topics of this survey." This is followed by a large, empty text input field. At the bottom of the form are two buttons: "Next->" on the left and "<-Previous" on the right. A red callout box with an upward-pointing arrow is positioned over the text input field, containing the text "Do not limit length of response."

 SURVEY SCIENCES GROUP

Introduction Health Fitness Work **Social**

[Privacy Policy](#)
[Questions about this survey?](#)

Call 1-888-429-9770 or email help@surveysciences.com

Please tell us anything else that you feel is important and related to the topics of this survey.

Next->

Do not limit length of response.

<-Previous

Numeric or Text Response: Mixed Response



SURVEY
SCIENCES
GROUP

Introduction	Health	Fitness	Work	Social
--------------	--------	---------	------	--------

[Privacy Policy](#)
[Questions about this survey?](#)

Call 1-888-429-9770 or email
help@surveysciences.com

What is your **primary** source for obtaining prescription drugs?
(Please select one.)

- Friend
- Family member
- Drug dealer
- Pharmacy or store **in the US**
- Pharmacy or store **in another country**
- Over the Internet
- Other (Please Specify):

Limit mixed response
types within the
same question.
"Other Specify" works well.



Other Standards



Introduction / Welcome Page



SURVEY
SCIENCES
GROUP

Introduction

Health

Fitness

Work

Social

[Privacy Policy](#)
[Questions about this survey?](#)

Call 1-888-429-9770 or email
help@surveysciences.com

Welcome to the 2004 General Survey!

We thank you for your participation, and look forward to using the results you provide to improve your world. Please remember that:

- Your responses will be kept strictly confidential.
- You will receive \$20 upon completion of this survey.
- You can always refuse to answer any question.
- Every answer you provide is valuable to us!

Please note that the upper right corner of this survey contains our [Privacy Policy](#), answers to several commonly asked questions, and our phone number and email address by which you may contact us if you have any questions.

Again, thank you for your responses!

Click "Next" to start the survey.

- The Study Team

Next->

**No more than
one screen of intro
content before
starting survey.**



Security / Confidentiality

Relevant Laws and Regulations

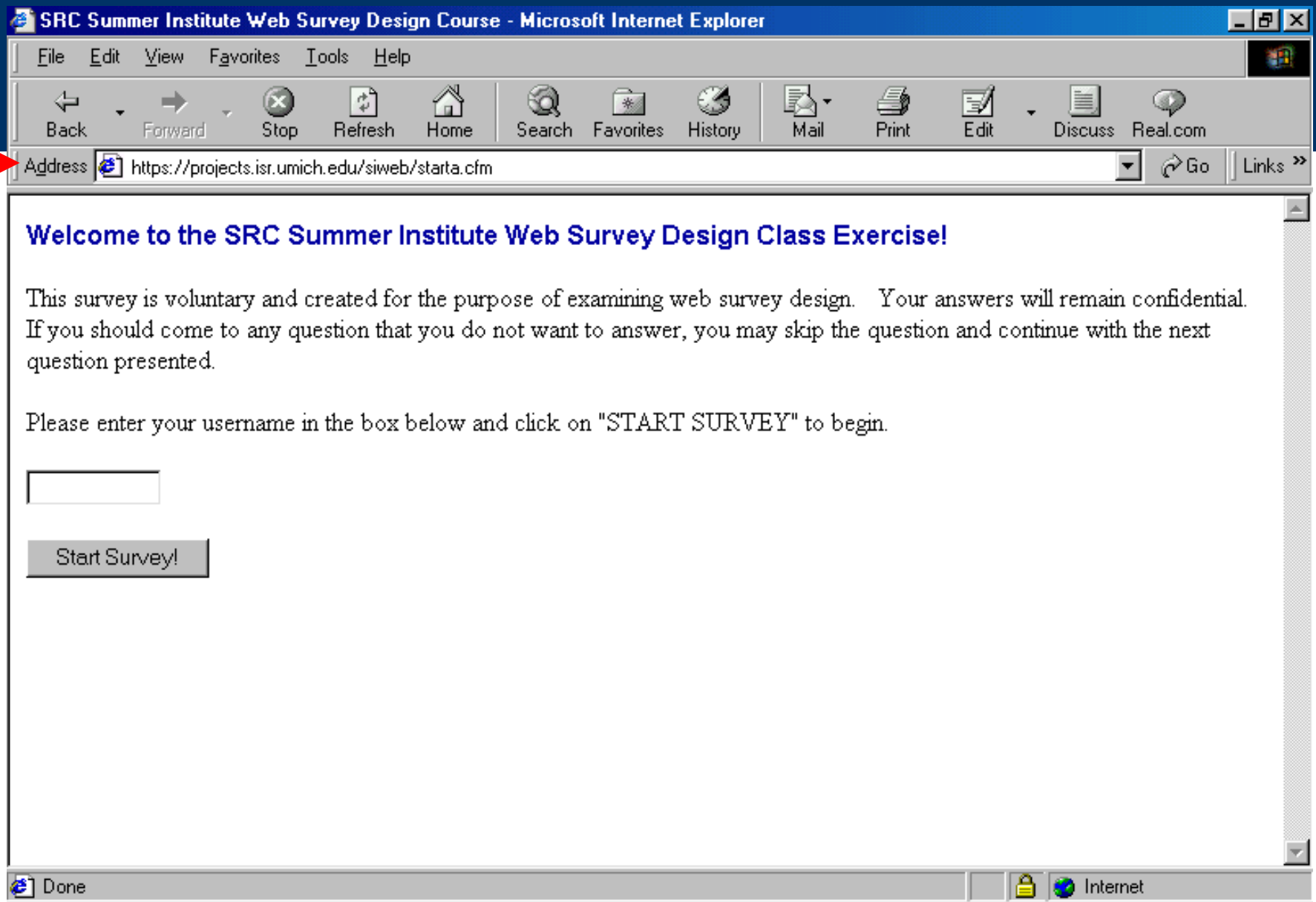
- Privacy Act of 1974, and amendments
- Privacy regulations in 1996 Health Insurance Portability and Accountability Act (effective 2003)
- Federal Statistical Confidentiality Order (1997)
- Gramm-Leach-Bliley Act (1999)
- EU General Data Protection Directive (1999), and US Safe Harbor Privacy Principles
- US Patriot Act of 2001
- FCC Customer Privacy Rule (2002)
- E-Government Act of 2002



Response Transmission Security

- Secure Sockets Layer (SSL)
 - Industry standard for protecting Web communications
 - Used in most online credit card transactions
 - Provides
 - Data encryption
 - Server authentication
 - Built into most web browsers
 - Two encryption strengths
 - 40 bit
 - 128 bit
- Most Importantly it **improves the perception of security** for the respondent.





Server Security

- Leave this to the professionals...
- Cost Implications are large as they may span multiple computers →
Commonly multiple servers are used to house different pieces of the survey
 - Data on one server - Survey on another
 - Use of firewalls and VPNs (virtual private networks)



The Big Myth about Security

- *Traditional data collection modes are more secure than Web surveys.*



Mitigating Security / Confidentiality Issues with Web

Paper Implementation

Possession of the Paper
Provides Access to Survey Data

Multiple Points of Contact
Where Data Can Be Viewed

Physical Storage of
Surveys Frequently Lacking

Web Implementation

ID-based Login Controls
Access to Survey Data

Secure Encrypted Data
Transfer to Database

Control Over Data with
Physical and Logical Restrictions

Note: This is not to say that a paper mode is not secure. Most researchers feel such a design is adequate. This simply demonstrates how the Web can only improve security.

Thank you

Additional questions, please contact:

Scott D. Crawford
Center for Student Studies
Survey Sciences Group, LLC
220 East Huron Street, Suite 440
Ann Arbor, Michigan 48104

734.213.4600 x100
scott@surveysciences.com

