



Internet Surveys

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Objectives

The participant will be able to:

- Discuss the uses of Internet Surveys (IS)
- Describe the process of building an electronic questionnaire
- Indicate pros and cons of IS
- Choose appropriate IS software

What this presentation will NOT give you!

- Steps leading up to survey
 - Research, Internal Review Boards, pilots
- Construction of the questions
 - Bias problems, leading questions, etc
- Analysis of data
 - SPSS, Spreadsheets, statistics, etc

Two Examples of Completed Surveys

- National Survey to evaluate the roles and functions of APNs in Surgical Oncology. Sent survey to 175 staff, had 62 responses
- Local staff in hospital to begin annual learning needs assessment. Sent survey to 230 staff, still waiting for responses!

If you choose an IS

- Who is the target audience?
 - Access, hardware, reading level
- Survey Progression
 - Going forward or backward
 - Question logic
 - Required response
- Encryption of your data!
- Ease of making a copy of the survey to send to others

If a survey is the answer . . . what are the questions?

Open-ended questions

- Advantage:
 - Stimulates free thought
 - Solicits suggestions
 - Probes people's memory
 - Good for exploratory studies
- Disadvantage:
 - Takes time
 - Must recall past experiences and find ways to express them
 - Have to create and articulate responses- puts burden on respondent

What are the questions (cont.)

- Closed-ended questions
 - Provides choices for answers
- Partially closed-ended questions
 - Choices are given but have option for creating your own (i.e., other, please describe, etc.)
- Yes/No questions
 - Try to avoid these!

Multiple Choice

- Only one response

Do you like peanut butter?

- Yes
 No

- Multiple answers

What type(s) of peanut butter do you like? (Please choose all that apply.)

- Crunchy
 Smooth
 Other (please specify)

Rating Scales

- One response per row

How often do you eat the following types of peanut butter?

	Daily	Weekly	Monthly	Yearly	Never (N/A)
Crunchy	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smooth	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- Multiple responses per row

My family likes the following type(s) of peanut butter.

	Crunchy	Smooth
Me	<input type="checkbox"/>	<input checked="" type="checkbox"/>
My Spouse	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
My Children	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Numerical Textboxes

- Numerical responses that can add up to a prescribed amount, or not!

How many pounds of Peanut Butter do you buy each year?

Jif

Peter Pan

Skippy

Adams

Anonymous or Not

- Is this important to the respondent?
 - If so, then you will need to post a link to the survey on a website or
 - Send it out to group email
- If you want to track the targeted participant then you can have the software send out responses, allowing resends to non-compliant participants

Pros

- Easy access, instant distribution
- Quick return
- Reduced costs
- Geographically dispersed population
- Colorful survey forms
- Question features not available with paper format

Cons

- Online population may not represent of general population
- Computer literacy
- Computer hardware and connection
- Question design



Survey Tips

- Clearly state the intent of the survey
- The first question should be directly related to the purpose and applicable to everyone
- Order questions from difficult to easy
- End with demographics
- Mix up the types of questions to keep interest up
- One question can be asked several ways to provide more information

More Survey Tips

- Do not combine two ideas/concepts in one question
- Realize that you can bias the reader based on how the questions are asked...beware!
- Make sure each question means the same thing to both the surveyor and the respondent
- Keep it short and simple

Question the Questions

- Is it a leading question?
- Can it be shortened without loss of meaning?
- Are the questions too demanding?
- Have you assumed too much knowledge?
- Can the question have several possible meanings?

Important Items

- If want to compare to previous studies, you need to use the same questions!
- Be sure to check that questions match the survey objectives...really can find holes in your survey
- **PRETEST YOUR SURVEY!!!**

Internet Survey Software (Just a few)

- Survey Monkey

<http://www.surveymonkey.com/>

- Zoomerang

<http://info.zoomerang.com/>

- Vovici

<http://www.vovici.com>

Cost \$\$\$

- SurveyMonkey.com Free – 100 respondents and 10 questions
 - Monthly Pro is \$19.95 for 1000 responses per month, or \$200.00 year for Annual Pro with unlimited responses
- Zoomerang.com zPro -
 - Unlimited survey responses, 12-month subscription \$599
- Vovici.com- Call for a quote!
 - 1.800.787.8755

Control!

- You can allow the respondent to move to the next page without answering a question or you can block them from moving on until they have answered the question...but beware how you use this!
- Look at the design, how many questions per page...are they questions with similar topics?

References

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- Methods for the design and administration of web-based surveys. Schleyer, T. & Forrest, J. *J Am Me Inform Assoc*. 2000; 7 416-425
- Design effects in the transition to web-based surveys. Dillman, D. & Smyth, J. *Am J Prev Med* 2007;32(5S):S90-S96.

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