

# Introduction to Unipark

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# Disclaimer

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I have no personal or financial interest and no present or past employment with Unipark or Questback. Unipark/Questback does not provide current or past funding for my research. I have also worked with other web survey software such as SurveyMonkey and Qualtrics.

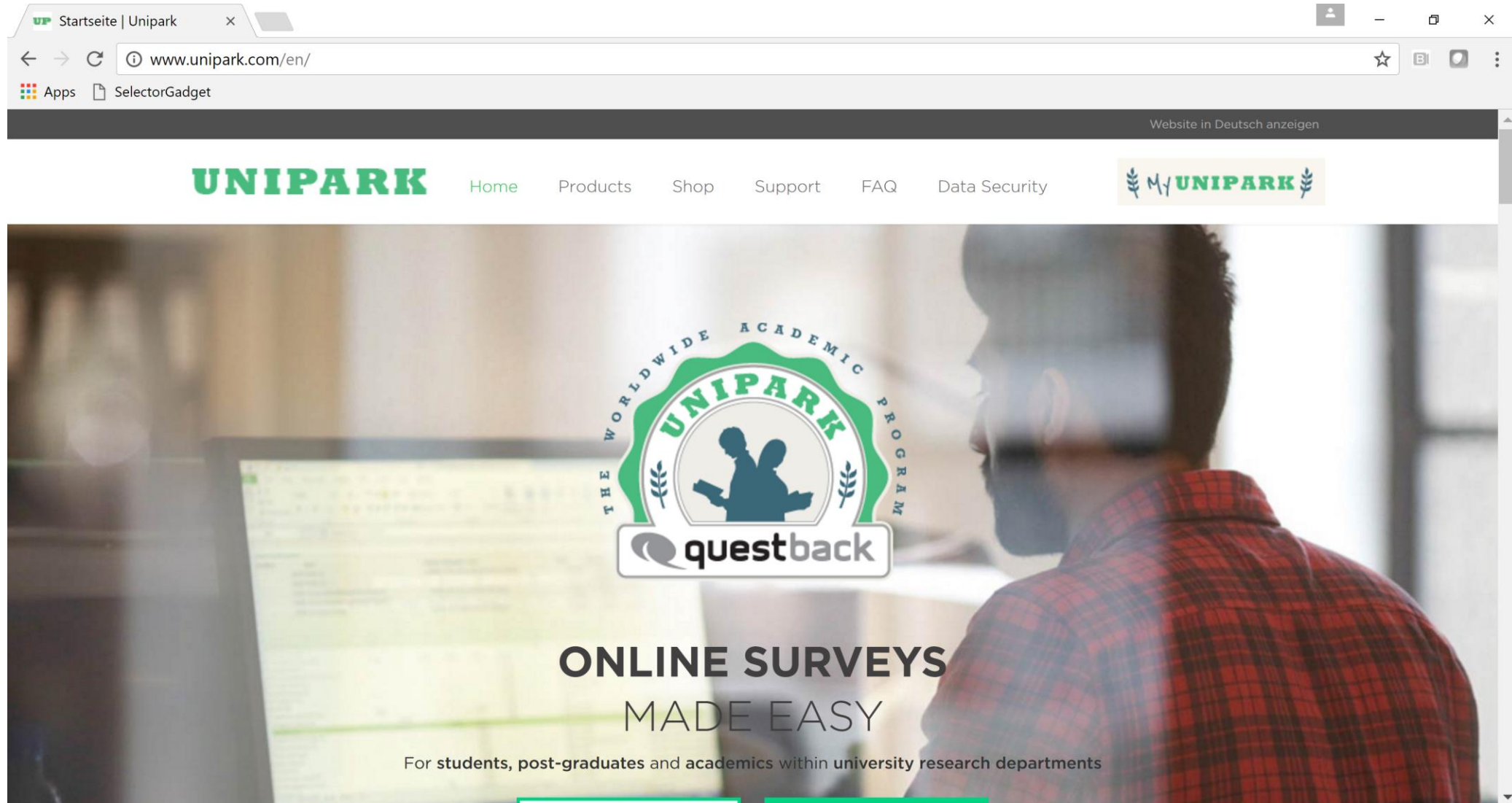


# Agenda

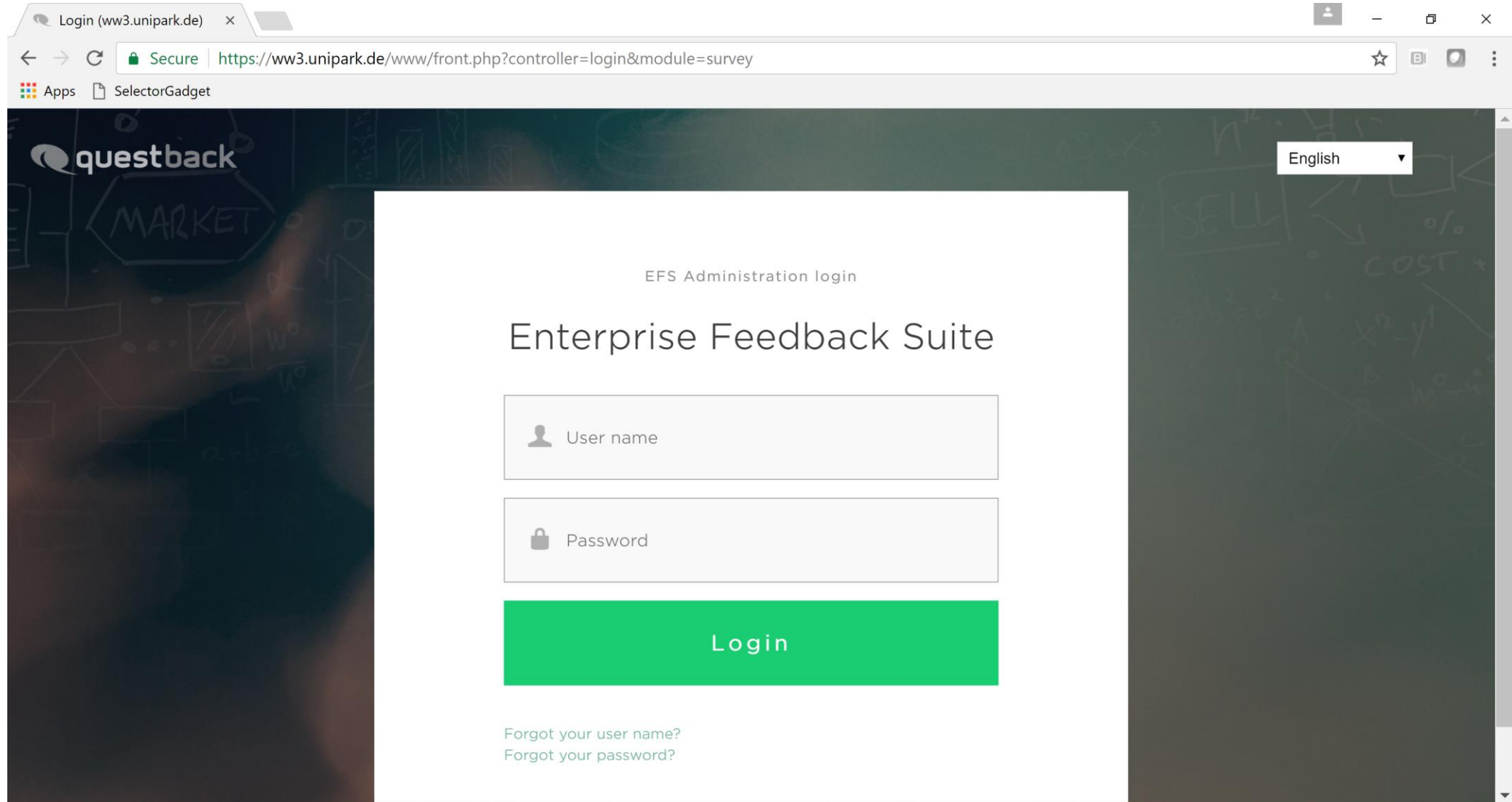
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- How to get a license
- Setting up a basic web survey
  - Including some dos and don'ts of web survey design
- Where to go when you get stuck
- Advanced stuff
  - Quotas, lists, triggers, multiple languages (time permitted)

# How to Get a License



# Setting Up a Basic Web Survey



The screenshot shows a web browser window with the URL `https://ww3.unipark.de/www/front.php?controller=login&module=survey`. The page features the Questback logo in the top left and a language dropdown menu set to 'English' in the top right. The main content area is titled 'EFS Administration login' and 'Enterprise Feedback Suite'. It contains two input fields: 'User name' with a person icon and 'Password' with a lock icon. Below these is a large green 'Login' button. At the bottom, there are links for 'Forgot your user name?' and 'Forgot your password?'. The background of the page is a dark green chalkboard with faint mathematical and business-related drawings.

questback

English

EFS Administration login

Enterprise Feedback Suite

User name

Password

Login

[Forgot your user name?](#)

[Forgot your password?](#)

# Setting Up a Basic Web Survey

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- Starting a project
  - Anonymous vs. personalized surveys
- Adding questions
  - Different types of questions
- Making the questionnaire dynamic
  - Filters, randomization, & placeholders
- Questionnaire layout & settings
  - Color, fonts, images, & progress indicators

# Dos and Don'ts of Web Survey Layout

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- Think mobile-first!
  - No grid questions, use vertical scales
  - Limit text and no. of open-ended questions
- Alternate background color only for grid questions
  - If you must use them
- Size of textbox should correspond with expected answer
- Don't force respondents to answer all questions (no DACs)
  - Use "soft" check that can be ignored
- Be careful when using images
- Paging works better than scrolling
- Progress indicators only for short questionnaires
- Allow respondents to go back in questionnaire
  - Unless you have a good reason not to

# Setting Up a Basic Web Survey

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  - Different types of questions
- Making the questionnaire dynamic
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- Questionnaire layout & settings
  - Color, fonts, images, & progress indicators
- Pretesting the questionnaire
  - Pretest comments &
- Sending invitations
  - +Monitoring progress
- Export
  - Dashboards, data access, & documentation



# Dos and Don'ts of Web Survey Design

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- Pretest under multitude of conditions
  - Different combinations of screen sizes, operating systems, devices
- Create test data to check that all filters and randomizations work
- Use reminders to increase response rate
  - No more than 2 reminders
- Invitation must not look like spam
  - Avoid “win”, “free”, etc. in subject line and text
  - Text only, no HTML, no attachments!!!
- If possible, personalize e-mail
- Short, concise, & honest information about topic, sponsor, length, use of data, how to start

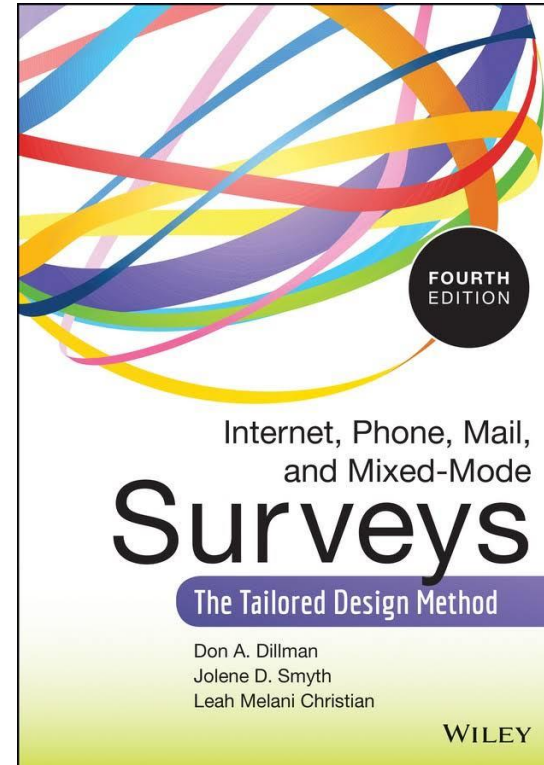
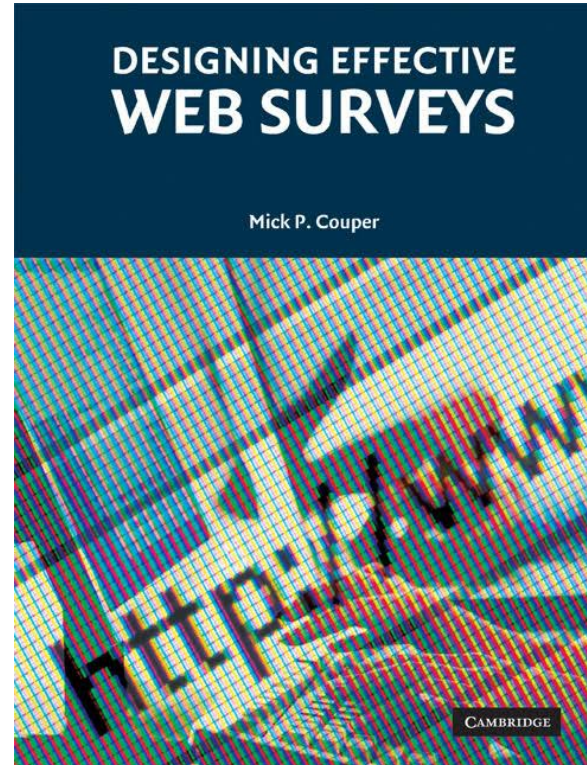
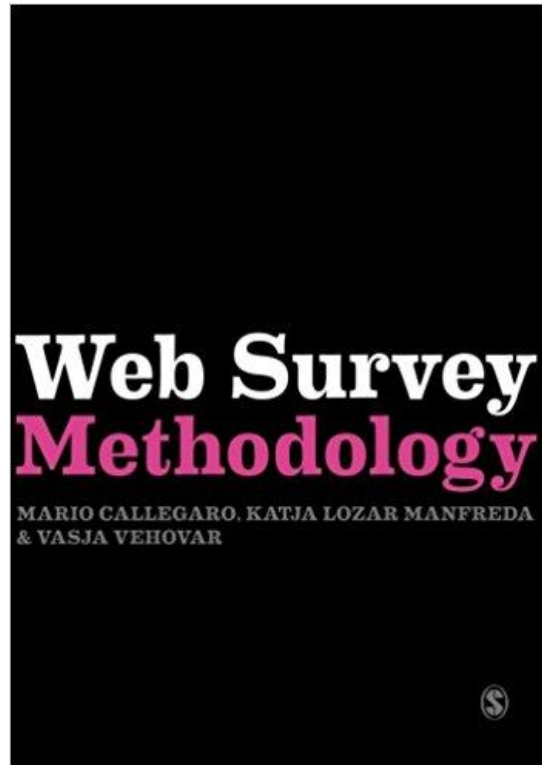
# Where to Go When You Get Stuck

The screenshot displays two web browser windows. The background window is Questback, showing a sidebar with 'Projekte' and 'Projektliste'. The foreground window is MyUnipark, with a URL bar showing a secure connection to a specific user profile. The MyUnipark page features a navigation menu with 'Explore', 'News', and 'Service & Support'. A large banner titled 'What is MyUnipark?' explains that it is Unipark's support community, ready to help with project questions. It highlights a 'Peer Review' service where other Unipark members can review questionnaires. Social media links for Facebook, Twitter, Google+, and YouTube are visible on the right side of the banner. The Windows taskbar at the bottom indicates the date is 4/25/2017 and the time is 11:16 PM.

## What is MyUnipark?

MyUnipark is Unipark's support community. Do you have questions about your project? The community is ready and waiting to help. And if it's really important, consider taking advantage of the community's **Peer Review** service, which lets other Uniparkers check your questionnaire before you use it.

# Good Reads on Web Surveys



# Thank You!

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