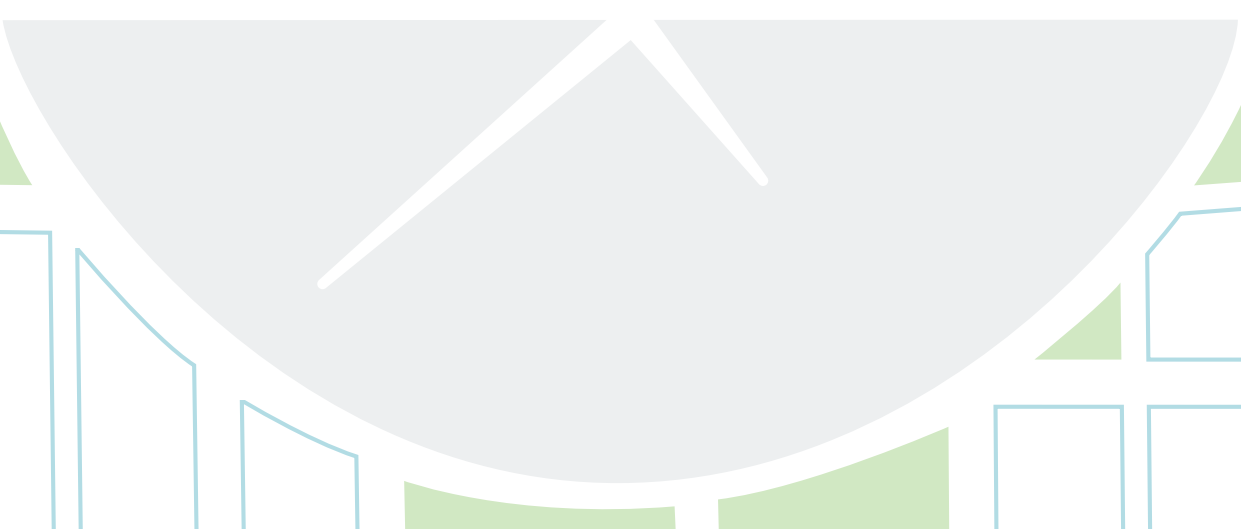




Good Question

Mobile surveys at the right time, right place

A flexible survey creation, implementation, and analysis tool designed to facilitate location and time-specific data collection.



Problem

Innovations in big data and mobile technologies are driving a continual increase in the amount of data researchers are able to collect, organize and analyze about humans and their behaviors. Social science and behavioral research employ a variety of methods to capture and analyze complex and multifaceted data concerning human behaviors and their consequences. There are many opportunities for these fields to benefit from flexible, real time, mobile-based tools.

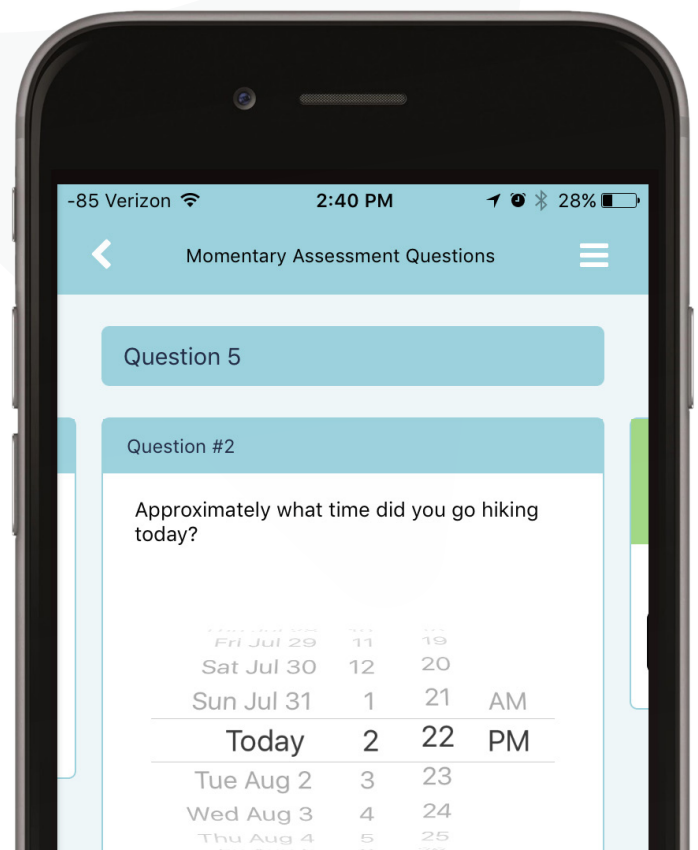
The field survey is a common method employed to capture individual behaviors or perceptions surrounding a research topic of interest. Field survey data can help assess individual, on-the-ground attitudes and behaviors, and can help inform and assess impacts of policies or initiatives. Many scientific field surveys, especially those interested in human behavioral research, are limited by the fact that they must be administered in one location at a specified time, a method that is at odds with the fluid, time and environment sensitive data researchers are often trying to capture. Additionally, certain questions are only relevant in certain spatiotemporal circumstances, and other investigative questions require instantaneous, event stimulated feedback. There is need for a flexible, feature-rich tool for human behavioral research that proactively prompts study subjects to enter data only when a specific set of spatiotemporal criteria are met.

Solution

GoodQuestion is a lightweight, mobile-based software tool that supports collection and analysis of behavioral research to better understand the intersection between human behaviors and their environment. GoodQuestion will advance the field of behavioral and social

science by providing researchers with better mobile-based assessment tools that can identify human behaviors (e.g. risk behaviors), increase study participation rates, and improve overall research outcomes.

Participants can download GoodQuestion directly on their own mobile device and receive notifications when surveys become available, eliminating the need for purchasing tablets or other survey hardware. GoodQuestion allows traditional static survey administration, or customized time and location triggered administration, which prompts subjects by push notification to answer questions at specific dates/time, or when they approach specific locations. GoodQuestion combines these characteristics in an intuitive interface for researchers to design powerful surveys and subjects to fill them out seamlessly. Researchers have flexible control over their surveys, including the ability to add and edit multiple forms with separate triggers per survey, and customize questions using in a variety of formats. Results are easily exportable for sharing and analysis.



Components and Features

Administration Interface

GoodQuestion's user-friendly admin dashboard allows full control over survey administration. From the dashboard, admins can create new surveys with customized forms and question types, invite users to participate in the survey,

appoint others to co-administer the surveys, and set up specific time and location triggers for surveys forms and questions. Admins can also track participation and survey results over time from each app users.

Edit Form Question

Question Text

Which describes the thickness of the underbrush? (multi)

☐ Require participants to answer?

Question Type



Multiple Choice



Checkboxes



Short Answer



Long Answer

unwalkably thick



thick



sparse



recently burned



ADD ANOTHER CHOICE

Name

Time Based Form

Trigger

Date/Time

Location

< August 2016 >

Su Mo Tu We Th Fr Sa

31 1 2 3 4 5 6

7 8 9 10 11 12 13

14 15 16 17 18 19 20

21 22 23 24 25 26 27

28 29 30 31 1 2 3

4 5 6 7 8 9 10



12

:

00

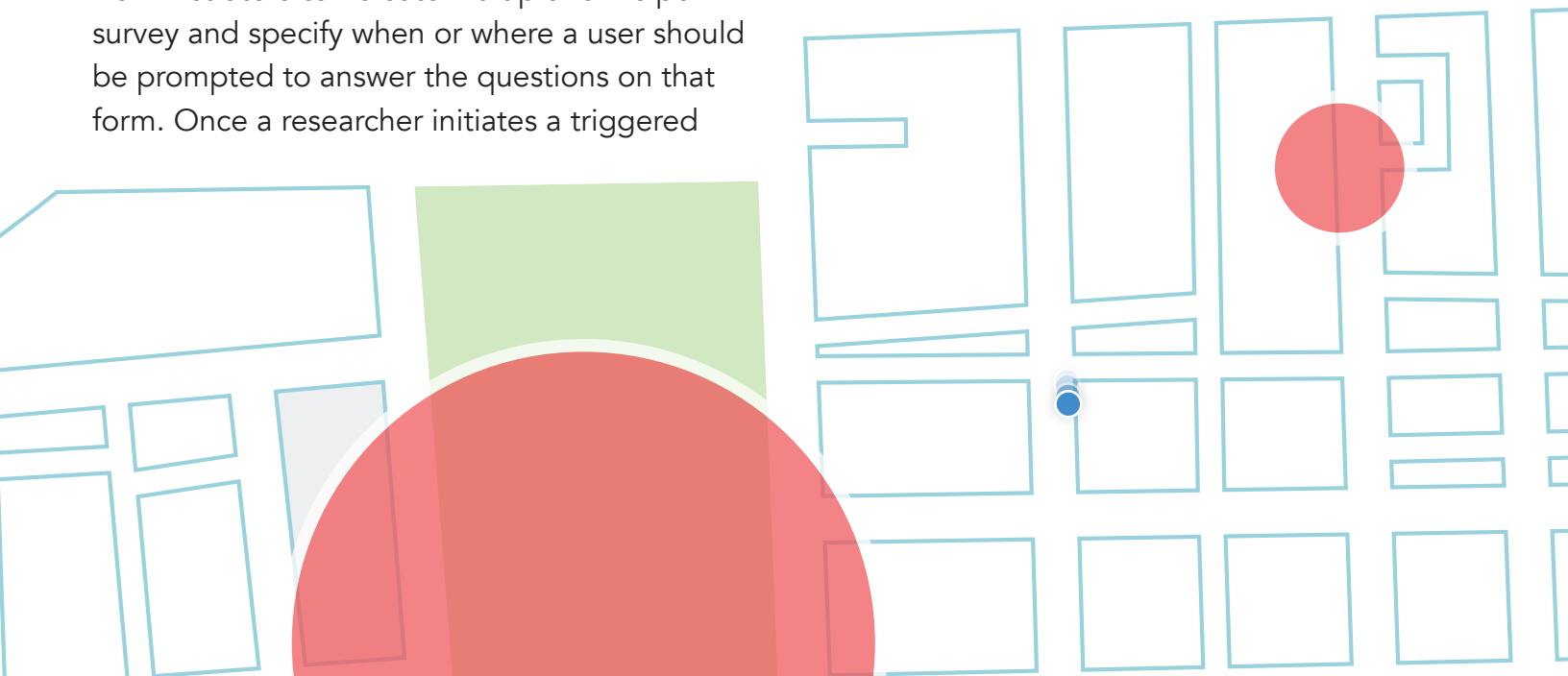
AM



Geo Location and Time Question Triggering

Question triggering is an optional feature that allows administrators control of when and where participants will be asked survey questions. Administrators can create multiple forms per survey and specify when or where a user should be prompted to answer the questions on that form. Once a researcher initiates a triggered

survey, all study subjects will automatically receive push notifications to answer select survey questions when they enter a geofenced area, or are within the specified date and time. Geographic triggers can be broad or finely tuned, and can be set by specifying a range within which an admin would like a user to see the question.



Survey Results

Administrators can explore and export survey results at any time throughout the survey using the results tab. Results can be easily viewed per

participant, or per form, and are exportable as CSV files.



Value

GoodQuestion's unique capabilities allow the collection of survey data in a wide variety of contexts. In particular, it is suited for the collection of data on how human interact with their environments, including techniques such as Ecological Momentary Assessments. GoodQuestion is currently being used to investigate disease exposure behaviors in residents who live Northeast states with high incidence of Lyme disease.

For more information, contact:

Toph Allen

allen@ecohealthalliance.org

213-448-4152

GoodQuestion

Mobile surveys at the right time, right place