GUIDELINES FOR ONLINE SURVEYS



Instructions on how to set up a research activity based on online surveys, for a co-production project.

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# How to use this INTERLINKER

The online questionnaires allow you to collect information from users in a structured way, so that they can be processed quantitatively. The advantage for the designer is to be able to reach a large number of users at the same time, as the administration of the questionnaires takes place online and through the most suitable digital communication channels to reach the participants.

This questionnaire kit includes pre-arranged templates to support you with research planning, execution and analysis.

**Are you looking for actual templates and examples for online surveys to be conducted at different stages of a co-production project?**

A set of reusable templates for focus group materials and examples of executed research plans is available for inspiration. See the INTERLINKERs:

* "ONLINE SURVEY for service quality investigation”
* ….

PREPARE A RESEARCH PLAN FOR THE ONLINE SURVEY

Follow the steps to clarify your objectives and prepare the necessary material for the online survey

| 01 | Briefly **describe the research aim**, the expected type of results and how they will be used in the co-production process. Clarify why interviews are an appropriate choice at this stage of activities. |
| --- | --- |
| 02 | Define the **context of the investigation**, i.e. the service or process that is investigated, the aspects that need to be clarified, the different points of view that should be taken into account. |
| 03 | List the **key topics** to investigate. These will be then expanded in the questions and other stimulus material that will be used to facilitate the interviews |
| 04 | Define the **criteria to select the sample of participants**, whether they are service end-users or providers. Consider which are the variables significant with respect to the research goals, considering socio-demographic variables (like age, genre, place of residence, job,..... ) and behavioural (familiarity with technology, interaction channels with the PA, role in service co-production, ….). |
| 05 | Define a **number of participants** considering how many users you will be able to reach and calculating how many may not respond |
| 06 | **Prepare the consent forms** that will be distributed to participants. Make sure that appropriate ethical concerns are solved, for example in case some of the focus groups involve children, elderly or disabled citizens or recordings are made. |
| 07 | **Plan how the questionnaire will be distributed**, think about which platforms and channels are where you can get in touch with the type of users you are looking for. Consider which channels, institutional or otherwise, you have available to publish and share the link, decide how and for how long to promote it. |
| 08 | **Analyse the collected material** and prepare a summary of results for communication and discussion within the research team, and for future reference and comparison.Whenever appropriate, share the results of the investigation with the participants. |

TEMPLATE FOR RESEARCH PLAN

### **01. RESEARCH AIM**

*Why are interviews necessary? How will the collected data be used?*

The online survey will be helpful to ………...……

### **02. CONTEXT OF INVESTIGATION**

*Which is the context of the investigation? Which is the co-production process or the (existing or future) public service to investigate?*

The investigation will focus on ………...……

### **03. KEY ASPECTS**

*Which main aspects need to be investigated?*

The interviews will touch the following aspects:

1. ………...……
2. ………...……
3. ………...……
4. ………...……
5. ………...……

### **04. PARTICIPANTS**

*Who will be the interviewees?*

Through the interviews …..people will be interviewed:

* end-users (5-15 people)
* stakeholder (5-7 people)
* experts (5-7 people)
* ………...……

*Which type of user will use the service?*

**Socio-demographic variables (particularly relevant when service end-users are involved)**

1. age (to be carefully considered if elderly and children may be affected by the service)
2. genre (may be important for certain types of services)
3. city or region (in case location is a significant element of the service context)
4. state of origin (whenever the opinion of foreign citizens is important)
5. family structure (when this may influence the needs about public services)
6. job (when this may influence the needs about public services)
7. digital literacy (possibly consider people with different digital skills)
8. level of use / potential use of the public service to be co-produced
9. ………...……

**Participation to the co-production process**

1. organization of the participant (involved Public Administrations, other related bodies)
2. role (position inside the organization)
3. task (responsibility with respect to the process/service; different people may have different areas of action)
4. ………...……

### **05. DISTRIBUTION**

*OBJECTIVE: what are the most suitable platforms and channels to reach the participants?*

We will share the link to the questionnaire via:

* mailing list
* banner on the website
* social channels (specify)
* ……… ... ……

### **06. DURATION**

### *OBJECTIVE: How long will it be possible for participants to respond? How long will the link to the questionnaire be valid?*

### Participants will be able to answer for ........... ... ... ... until ........... ... .......

### **07. DATA MANAGEMENT**

*Decide where and in which format the information collected will be stored. Set up access limitations to protect the confidentiality of the data. Check that the anonymisation of responses has been performed correctly.*

Where data are stored: ………...……

Who is responsible: ………...……

Who can access: ………...……

Anonymisation method: ………...……

### **08. DATA ANALYSIS**

*Schematise the collected information by summarising the most relevant statements. Apply thematic analysis to classify the statements and create an affinity diagram: aggregate similar features under a single label; groups of labels can then be aggregated under the same theme. Derive the findings that relate to the research goals and summarise them in a research report. Prepare a presentation to communicate the results to the research group and to other project stakeholders.*

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