

# Using CITR Online Survey Resources, Spring 2017

## Survey Requests

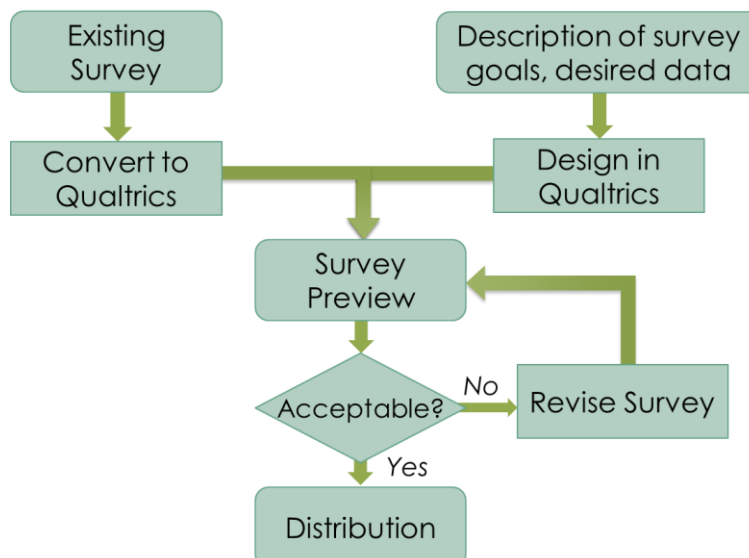
- Website: [http://www.wiu.edu/university\\_surveys/](http://www.wiu.edu/university_surveys/)
  - Instructions for requesting surveys
  - General information about the survey process
- To request a survey:
  - Fill out PDF form (not in your browser!)
  - Send it, survey document, and any other files to [survey@wiu.edu](mailto:survey@wiu.edu)
  - May also need Institutional Review Board approval

## Institutional Review Board (IRB)

- IRB reviews research proposals to ensure ethical treatment of participants in research
- Some concerns with surveys:
  - Loss of confidentiality / privacy
  - Deception
  - Distress
- Examples of surveys that *may* not require IRB approval
  - Program and personnel evaluation
  - Classroom exercises

*We can set up surveys so that they are close to anonymous!*

## Survey Design



## Examples

Multiple choice, text, rank order, drill-down, and branching

[http://wiusurveys.qualtrics.com/SE/?SID=SV\\_e4pANMBVUx4UXLT](http://wiusurveys.qualtrics.com/SE/?SID=SV_e4pANMBVUx4UXLT)



## Distribution: Anonymous links vs. Invited (Qualtrics e-mailer)

### Anonymous Link

- Given the link, anyone can take the survey
- Provided with a hyperlink that can be distributed by e-mail (e.g. existing listserv), Tele-STARS, social media, etc.
- No *directly* identifying information other than IP address is collected

### Invited (Qualtrics e-mailer)

- Specific participants invited to take the survey
- Participants are sent a customized e-mail link
- Can send reminder e-mails to those who have yet to complete the survey, thank-you e-mails to those who have
- Can link additional participant data if provided (e.g. can include first and last name in invitation e-mail, actual survey)

All identifying information *can* be removed, including IP address. May help with compliance to IRB protocol, can assure respondents of (almost) complete anonymity

## Participants

- For invited surveys, need a list with *at least* e-mail addresses
- How?
  1. Provide your own (Excel, CSV, text formats)
  2. Request a list from AIMS
    - Survey Population Request (not the same as survey request)
    - Once approved, will be sent to CITR
    - Can get specific University populations (including a specific number of randomly sampled individuals)

## Data Export and Analysis

- Formats:
  - Raw data
    - SPSS, .CSV (open in Excel, database programs)
    - HTML (can view as web page)
    - others
  - Qualtrics reports
    - Automatically generate descriptive statistics (tables, graphs)
    - Formatting options (including filtering, drill-down)
    - Download to Word, PDF, Excel, Powerpoint
    - Public w/ up to date values (password options)
      - e.g. can see number of respondents while survey is ongoing
    - Scheduled distribution
- Analysis: we can help!
  - Qualtrics reports limited to descriptive statistics – frequency tables, means, limited distribution graphs
  - In *preparing* the survey we can help develop surveys that let you perform the statistics you want (e.g. draw *conclusions* based on your results!)

## Additional Features

- Embedded data
  - Additional variables that can be
    - Recorded from link (e.g. track where clicked)
    - Recorded during survey, e.g. block order
    - Provided along with e-mail data
  - Used to
    - Customize invitation e-mail, questions
    - Control display logic
      - e.g. may want different subset of questions for faculty, staff, & students
- Randomization
  - Group questions into blocks, randomize across participants
  - Randomize answer order

## Using Existing Questionnaires

- Pros:
  - Saves you time
  - Typically have good reliability and validity
- Con:
  - Not always free to use
    - In some cases, may just need to obtain permission
  - Provide a citation!

### Example: Rosenberg Self-Esteem Scale

Rosenberg, M. (1965). *Society and the adolescent self-image*. Princeton, NJ: Princeton University Press

[http://wiusurveys.qualtrics.com/SE/?SID=SV\\_6JS2NyJht0g64w5](http://wiusurveys.qualtrics.com/SE/?SID=SV_6JS2NyJht0g64w5)

