

# Best Practices for Online Surveys

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# Agenda

- What is UBC's survey tool?
- Why should you use online surveys?
- Planning your survey
- Survey Fatigue
- Access and Support



# What is UBC's survey tool?

qualtrics<sup>XM</sup><sup>®</sup>

- Implemented December 2017
- Replaced Fluid Surveys in February 2018

## Who can use it?

all UBC...

- staff,
  - faculty members,
  - actively enrolled students,
  - sponsored guests
- ... with an active CWL account.

Service Description: <https://it.ubc.ca/services/teaching-learning-tools/survey-tool>

A person in a white jacket stands on a rocky mountain peak, looking out over a vast landscape of mountains and a valley. The scene is bathed in a soft, blue light, suggesting dawn or dusk. The person is positioned on the left side of the frame, looking towards the right.

Why should you use online surveys?



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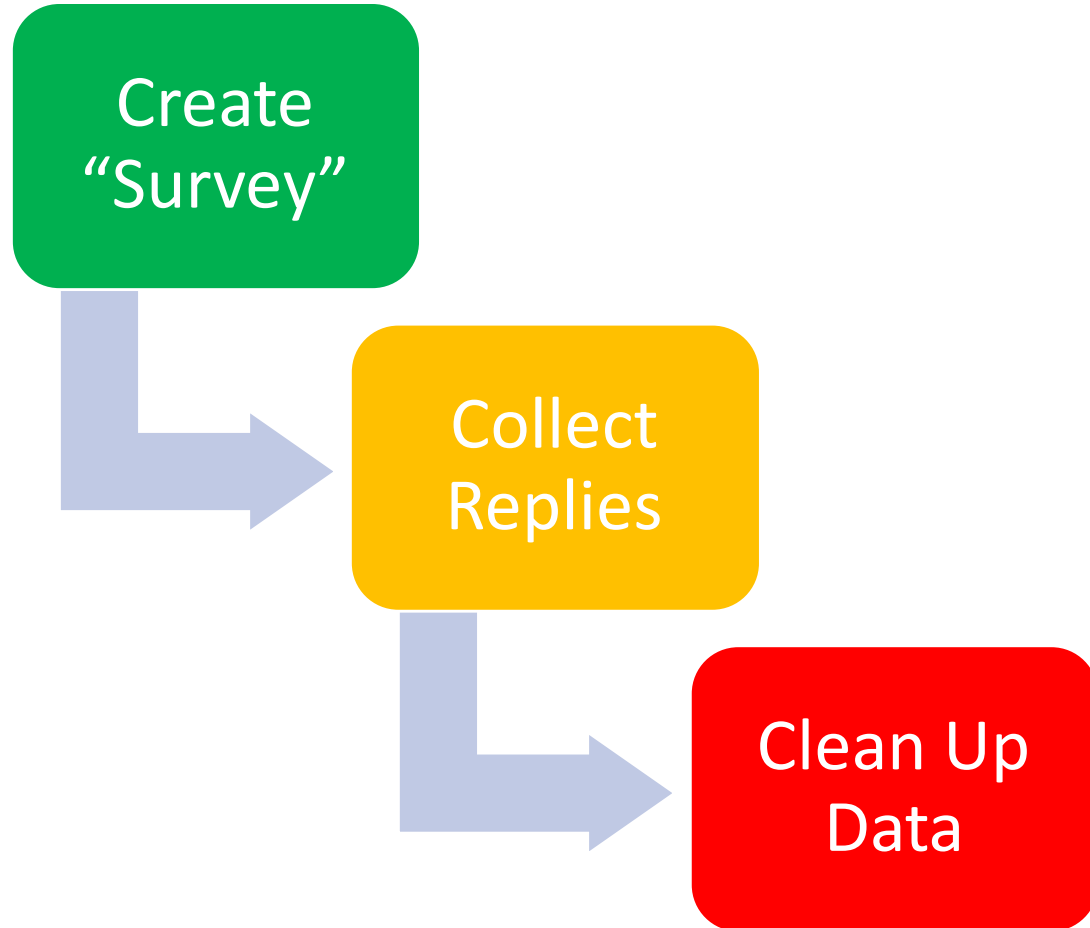
# Benefits of using online surveys



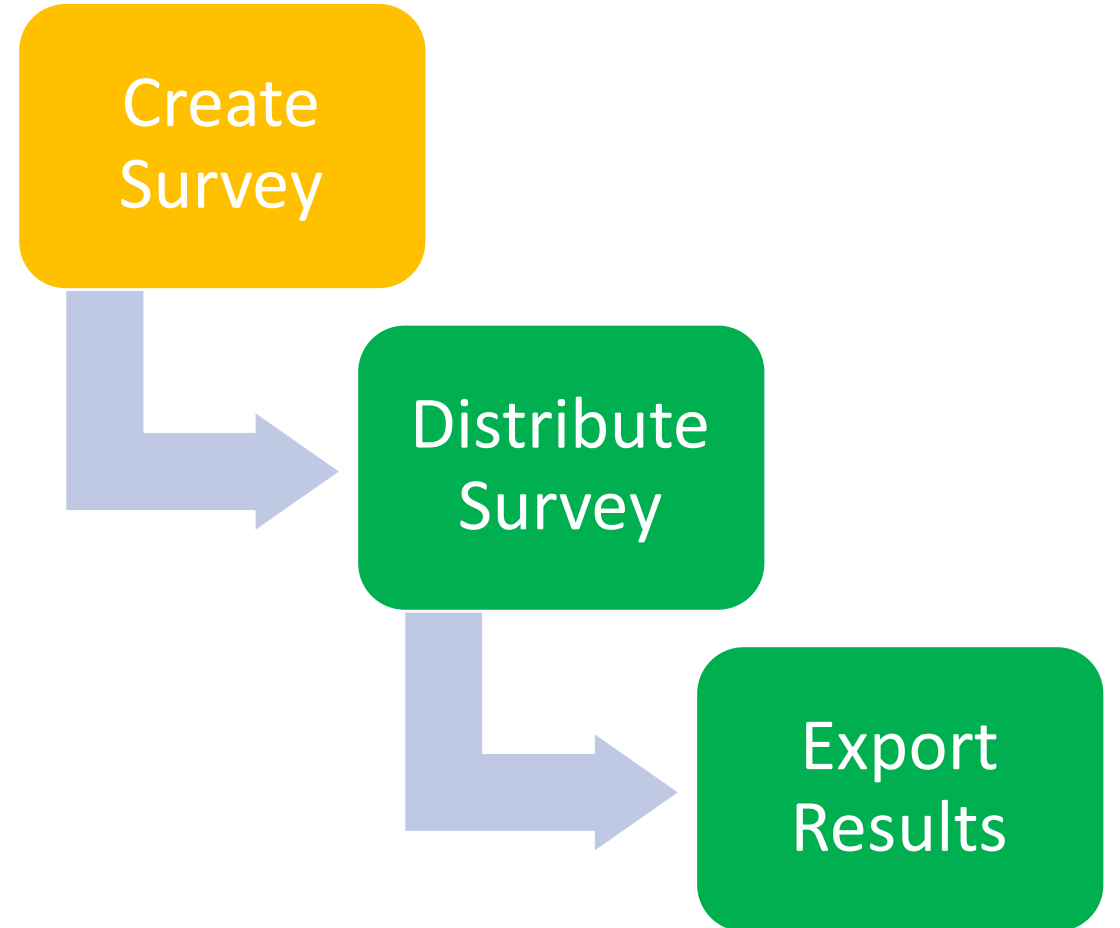


# Typical data collection processes

## Paper / Email / Spreadsheet



## Online Survey





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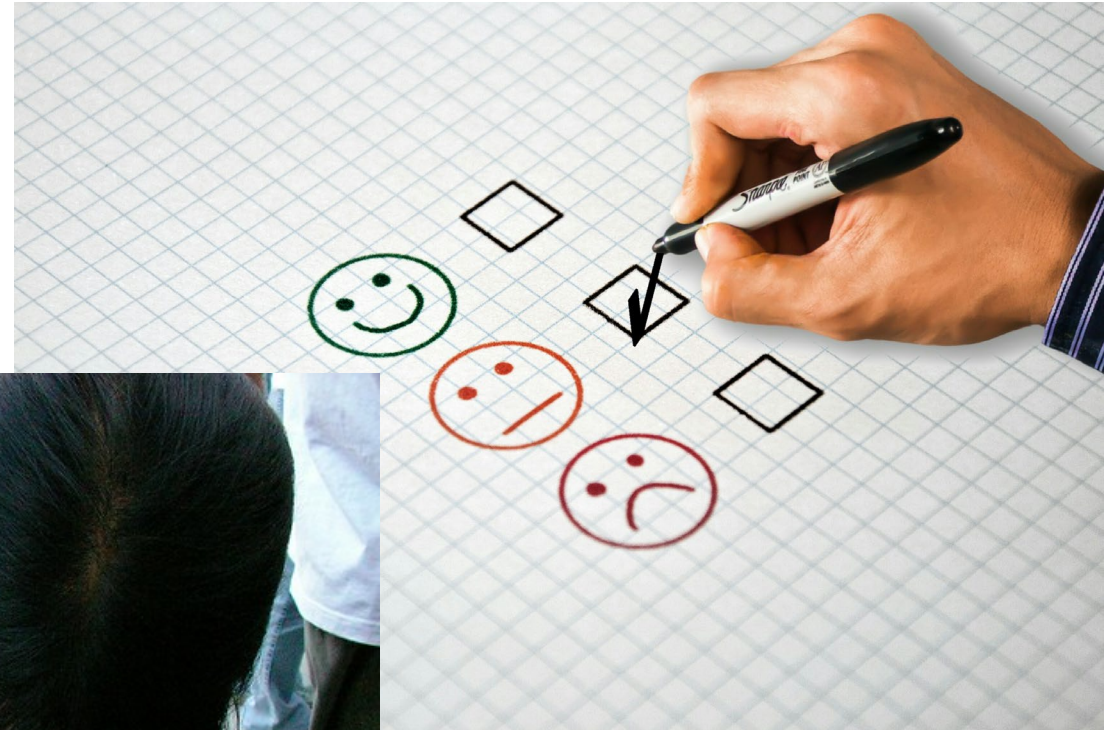
# What can you use online surveys for?

(Annotate in the space below.)



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# What can you use online surveys for?







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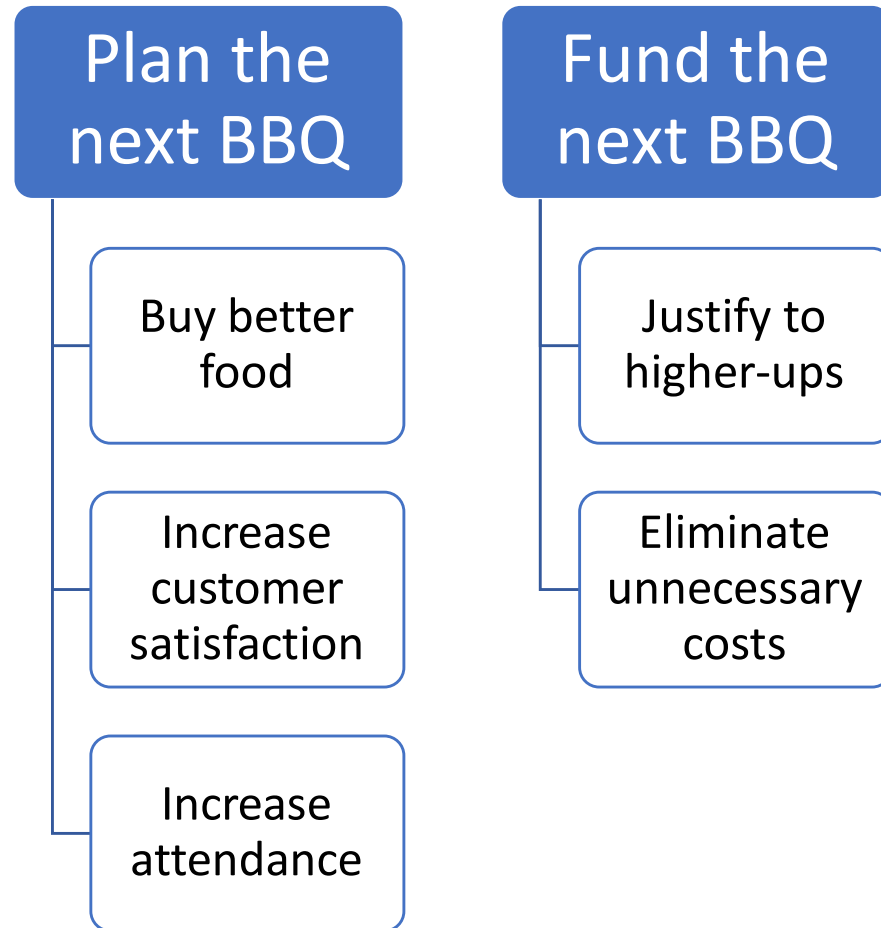
# Planning your survey

A person in a white jacket and pants stands on a rocky mountain peak, looking out over a vast landscape. The background shows a wide valley with a winding river or road, and distant mountains under a blue sky with wispy clouds. The entire scene is overlaid with a semi-transparent white rectangle that contains the title text.



# Planning your survey

## Define your Survey Objectives



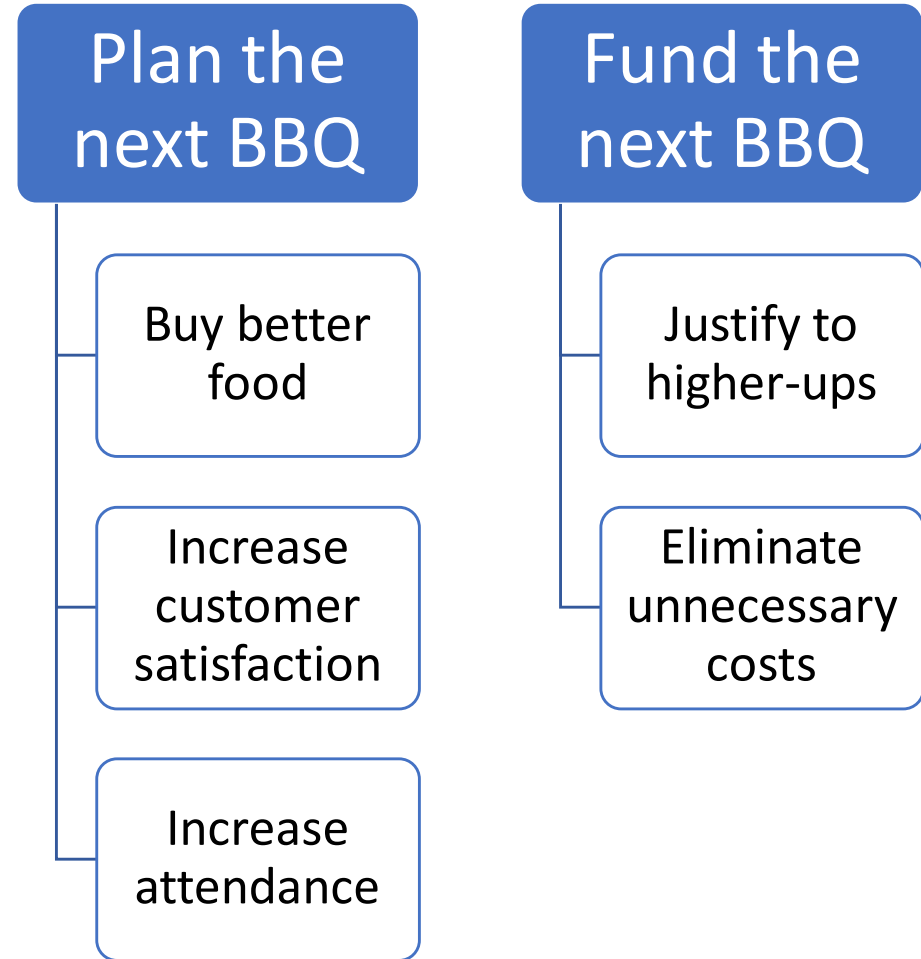
## Consider the following...

- Is a survey the best way to accomplish your objectives?
- Is there another way you can get this information without a survey?
- Was there another survey or published research that already collected information that can help you accomplish your objectives?



# Align Questions to Objectives

- What food did you eat/like/dislike?
- Rate your satisfaction with...
- Was there anything that could have been improved?
- Will you attend next year?
- Did you socialize at the BBQ?
- Rank the importance of each food item at the BBQ.





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# Sample Objective: Improve my online course

What questions could instructors ask students that would help you accomplish this objective?



# Explore different question types

Static Content

 Descriptive Text

 Graphic

Standard Questions

 Multiple Choice

 Matrix Table

 Text Entry

 Slider

 Rank Order

 Side-by-Side

Specialty Questions

 Constant Sum

 Pick, Group and Rank

 Hot Spot

 Heat Map

 Graphic Slider

 Drill-Down

Change Question Type

 **Multiple Choice** 

Choices

 3 

Automatic Choices

Answers

Single Answer

Multiple Answer

[More...](#)

Position



# Survey Fatigue

Before the survey

During the survey





# What can you do to avoid survey fatigue?

**During the survey**

**Before or after the survey**





# Avoiding survey fatigue during the survey

- Ask direct questions.
- Avoid overly long and/or ambiguous questions.
- Remove unnecessary and/or redundant questions.
- Use branching logic to skip irrelevant questions.
- Limit the number of text fields.
- Pilot your survey to make sure everything works.







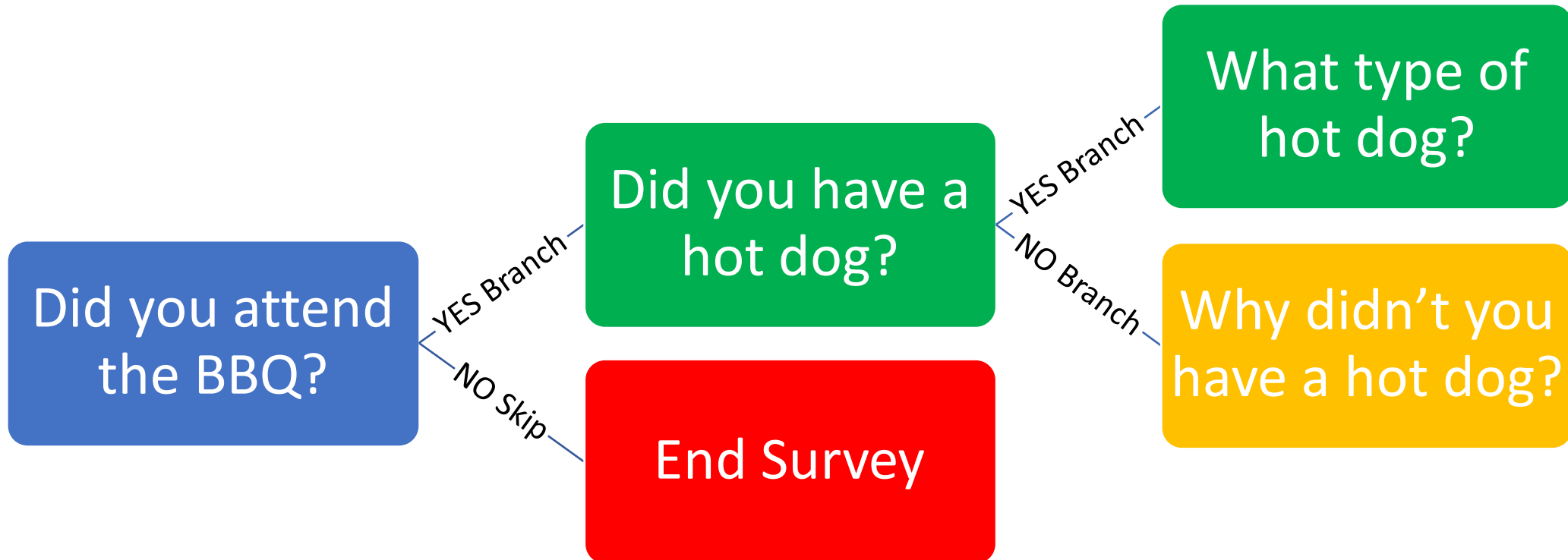
# Use Branching / Logic

## Display Logic

- Conditionally release question to only those who answer an earlier question in a certain way.

## Skip Logic

- Skip to end of survey for those who answer a question in a certain way.





# Provide mutually exclusive choices

## Not Correct

Please select your annual salary:

- \$15,000 or less
- \$15,000 - \$25,000
- \$25,000 - \$35,000
- \$35,000 - \$45,000
- \$45,000 or more

## Correct

Please select your annual salary:

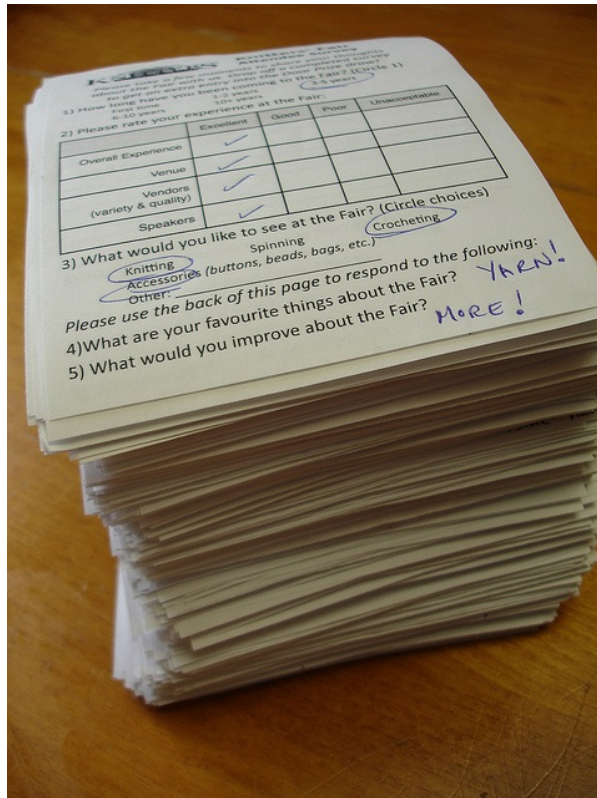
- Less than \$15,000
- \$15,000 - \$24,999
- \$25,000 - \$34,999
- \$35,000 - \$44,999
- \$45,000 or more



# Avoiding survey fatigue before the survey

Don't send out unnecessary surveys.  
Stagger the release of your surveys.

Communicate the **value** of your survey.  
Offer **incentives** for completion.  
Communicate the **results** of your survey.





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# Access & Support





# Access

1. Go to <https://ubc.qualtrics.com/>
2. Log in using your CWL.
3. Click **Create new project**.
4. Select **Survey**.
5. Click **Get Started**.



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# Support

Documentation:

<https://www.qualtrics.com/support/>

Technical Issues:

<https://it.ubc.ca/services/teaching-learning-tools/survey-tool>

Design and Training:

[it@landfood.ubc.ca](mailto:it@landfood.ubc.ca)