Welcome

What we need to do this week:
- Discuss visual appeal for online surveys.
- Contrast organization styles used in online surveys.
- Continue coding processes:
  - Welcome site - *.htm code
  - Survey site - *.asp code
  - Verification site - *.asp code
  - Hidden components - *.mdb structure
  - Follow-up site - *.htm

Organizing Information

Item appearance:
- Single page surveys encourage response time and rate
- Radio buttons require more eye-hand coordination, but are facilitated by use of color
- Information organization is a function of the purpose of the study
- Some designs are more suitable for certain purposes or types of questions than others (Couper, M., Traugott, M., & Lamias, M., 2001)

Frary (1996) on what you should do:
- Keep the questionnaire brief and concise;
- Get feedback on the initial list of questions with a field trial;
- Placing confidential or personal questions at the end of the questionnaire;
- Place response categories in progressive order, usually from lower to highest; and
- Combine categories such as “seldom” and “never” together.

Frary (1996) on what you should avoid:
- Open-ended questions;
- Response category of “other” prevents respondents from selecting a provided category for a trivial reason;
- Response scale proliferation, i.e., using a six or seven point scale when a four or five point scale is sufficient and more distinguishable; and
- Asking participants to rank responses since research has shown respondents experience difficulty with ranking, especially with a list of more than six items.

Online Visual Appeal

Online surveys can use the power of “visuals”
- Graphics
- Color
- Images
- Sound

Potential applications not easily found on paper:
- Streaming video – comparison studies
- Image perception – dining out; where, what type
- Others?

Who is your audience?
- Students
- Youth
- Senior Citizens
- School Administrators

Visual appeal is dependent upon the sample
However, your first question should be tied to the purpose of the survey, then:

- Short sections – use color in matrices
- Breaks – horizontal rules between sections
- Mixed sets – intersperse single questions between matrices

8 Online Visual Appeal

Dillman, Tortora, and Bowker’s (1998) “respondent-friendly” Web survey design:

1. Motivational welcome screen
2. First question is fully visible on first screen
3. Conventional paper-based format
4. Limit question/item length
5. Include necessary computer-type instructions
   - Instructions must pertain to specific questions, not general
6. Allow answer skips
7. Vertical scrolling only
8. Display all responses within browser width
9. Include “survey progress” symbols, text, etc.
10. Avoid check-all-that-apply and open-ended questions

9 Contrasting Styles

- http://www.ha.org.hk/hesd/nsapi/?MIval=ha_visitor_feedback_opinion
- http://www.karanet.com/onlinesurvey.htm
- http://poll.marketreader.com/page_submit.asp
- http://www.ccls.edu/survey/
- http://www3.ipac.purdue.edu/surveys/purdue/

10 Weekly Code - *.asp

- Week #4 continues *.asp code for the Survey Web site
- Weekly code writing sessions include:
  - Welcome site - *.htm
  - Survey site - *.asp
  - Verification site - *.asp
  - Hidden components - *.mdb structure
  - Follow-up site - *.htm

11 Final Thoughts

- Organizing Information: Online Visual Appeal
  - Visual appeal is an audience-dependent factor
  - Color, motion, sound may improve overall appeal
  - Clean design aids visual appeal
  - Avoid slow-loading visual components
  - Logical organization leads to response completion

- For next week:
  - Read "Chapter 3," Dillman (2000)
  - Continue exploring the Internet for relevant materials to discuss in the next class