

Online Surveys Using Microsoft FrontPage



Dr. Susan R. Van Patten
Radford University

RCPT 436: Research & Technology Applications in Recreation, Parks and Tourism

What will we cover?



- Different types of surveys with advantages and disadvantages
- Techniques for developing useful surveys and writing good questions
- Avoiding errors and raising response rates
- Using FrontPage to create online surveys and databases



Before you start a survey...

- **What do you want to know?**
 - *Determines the content*
- **Who do you want the information from?**
 - *Determines the sample*
- **What are you going to do with the information?**
 - *Determines the end product*



Mail Surveys

■ Advantages

- *Fewest resources*
- *Easiest*
- *Greatest privacy*
- *Reduced interviewer bias*

■ Disadvantages

- *Non-coverage error*
- *Non-response error*
- *Lack of control*
- *Time requirements*



Telephone Interviews

Advantages

- *Better response rate*
- *Rapid turnaround*
- *Greater interview control*

Disadvantages

- *Non-coverage error*
- *Interviewer bias*
- *Measurement error*
- *Personnel & phone costs*



Face-to-Face Interviews

Advantages

- *Best for complex & lengthy questions*
- *Greatest interviewer control*
- *Richest source of information*

Disadvantages

- *High costs*
- *Interviewer bias*
- *Time requirement*
- *Requires well trained interviewers*
- *Difficulty finding respondents*



Advantages of Online Surveys

- **Can be very inexpensive compared to other methods**
 - *No postage, printing, long distance, interviewers, data entry*
- **Quick turnaround**
 - *Information available as soon as someone completes the survey*
- **Response quality**
 - *Fewer missed questions, outliers, invalid responses*
 - *Open-ended responses tend to be longer*
- **No interviewer bias**
- **Adaptability**

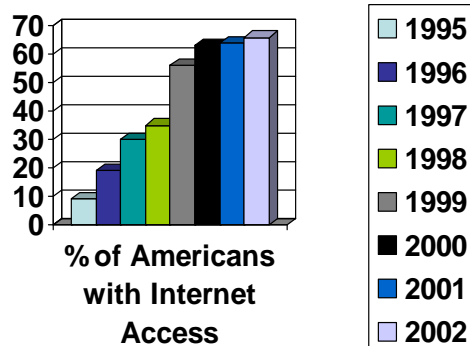


Disadvantages of Online Surveys

- **Not representative of the population**

- *Younger*
- *More highly educated*
- *More likely to be white*

- **Self selection**
- **Survey fatigue**



Source: Harris Survey, 2002



More Disadvantages

- Privacy or security issues
- Technical problems
 - *Freezes, crashes, double entry, Internet attacks*

Copyright 2002 by Randy Glasbergen.
www.glasbergen.com

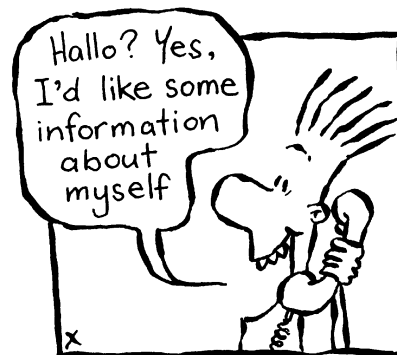


"This is our most reliable computer!
It breaks down at the same time every day
so you can plan your schedule around it."



Ways to Recruit a Sample

- Creating a web presence
- E-mailing a specific sample
- Posting to newsgroups and listservs



Raising Response Rates

- Pre-notification (forewarning)
- Salience (timeliness or interest)
- Incentives (can bias the sample)
- Survey length (shorter the better)
- Multiple contacts & reminders
- Personalization (Dillman method)



Survey Errors

- Coverage error: leave part of the population out of the sample
- Sampling error: occurs whenever sample size is smaller than population
- Non-response error: occurs when non-respondents are different from respondents
- Measurement error: difference between a respondent's answer and the correct answer



Survey Design



Survey Structure



1. Introduction about the importance of the survey and why the questions are being asked
2. Interesting and applicable questions at the beginning
3. Conclusion that expresses gratitude for their participation

Simplicity! Pretest!
Keep Your Eye on the Data Prize!



Writing Good Survey Questions

■ Types of Questions

- *Open-ended (no set answers)*
- *Close-ended (choose from predetermined answers)*
 - Ordered categories in a continuum (age, income)
 - Unordered categories (religion, favorite ice cream)
- *Partially close-ended (predefined answers with optional fill in the blank)*
- *Checklists (dummy variables – yes/no)*
- *Likert scales (measure attitudes by asking level of agreement/disagreement with a series of statements)*



Common Errors

- **Close-ended answers that are not mutually exclusive, balanced, or exhaustive**
- **Double-barreled questions**
- **Interpretation problems (abbreviations, jargon, vague categories, overly specific)**
- **Question order**
- **Response sets**

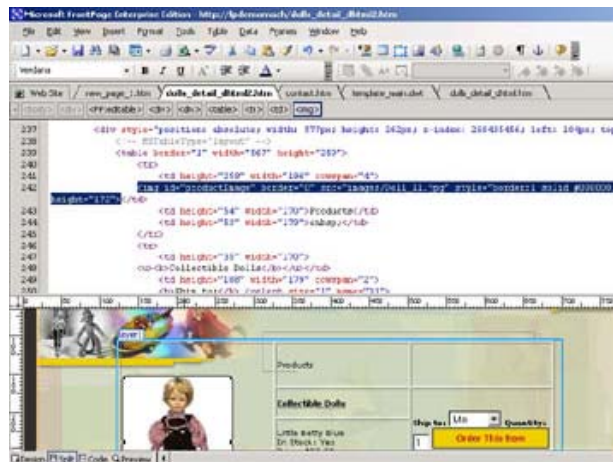


Poor Survey Questions

1. How often do you binge drink?
seldom, quite a bit, often, all the time
2. Do you support President Bush and his policies on international terrorism?
3. How much do you earn a year?
\$10-15,000, \$15,000-\$40,000, over \$50,000
4. Your leisure time is valuable.
disagree, neutral, agree, strongly agree



Creating Online Surveys with Microsoft FrontPage XP



Forms in FrontPage

■ Can be used for

- *Online Surveys*
- *Guest Books*
- *Registration*
- *Contact Information*
- *Order Forms*
- *Feedback*
- *Search Queries*



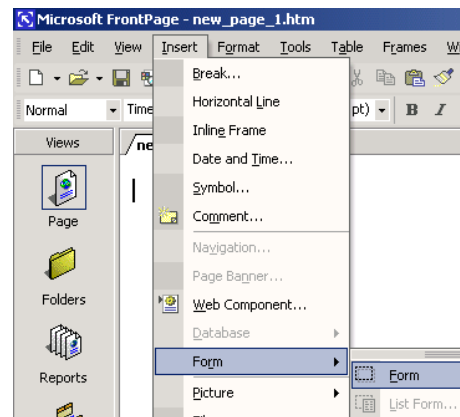
What is a form?

- A form contains areas (or fields) in which a visitor can enter data using text boxes, option buttons, check boxes, and drop-down boxes
- The information can be received through email, web page, database, or text file



Creating the Form

- Select Insert > Form > Form
- A box with a dotted border appears with two buttons, Submit and Reset
- Hit the Enter key several times to make the form bigger



A screenshot of the Microsoft FrontPage application window showing a web page titled "new_page_1.htm". A large dotted border is drawn on the page, containing two buttons labeled "Submit" and "Reset". A blue callout box with white text says "All form fields MUST be within the dotted border of the form". Below the form, there is a cartoon illustration of a man standing on a brick wall, holding a sign that reads "WHILE I WAS THINKING OUTSIDE OF THE BOX, THEY CHANGED THE LOCKS AND WOULDN'T LET ME BACK IN. PLEASE HELP". The cartoon is signed "GLASBERGEN". The status bar at the bottom shows "0 seconds over 28.8".



Microsoft FrontPage - new_page_1.htm

Types of Form Fields

Textbox Good for short entries (e.g., names, addresses)

Text Area Good for long entries (e.g., comments)

Checkbox Use in multiples for "check all that apply" lists

Option Button Use with Likert scales (e.g., strongly agree to strongly disagree)

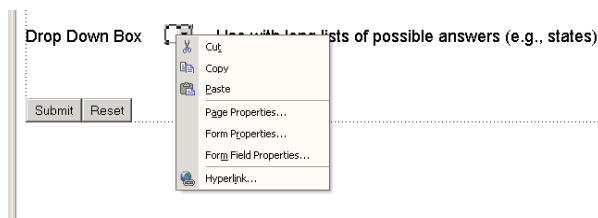
Drop Down Box Use with long lists of possible answers (e.g., states)

Submit Reset

Add text before and after form fields to create the online survey

Setting Form Field Properties

- Necessary step so that when a visitor completes the form, the information is formatted in a way that makes sense to you.
- Right click on any form field and select 'Form Field Properties' from the pop up menu



Form Field Properties

Field Name

- Only letters, numbers and underscores
- Keep it short!

Initial Value

- Displayed in the field before person starts typing or default selection

Width

- Can also be set by clicking and dragging the form field

Validate

- Set parameters for correct responses (e.g., email addresses must have @ symbol)



Other Options

Check boxes

- either on (selected) or off (not selected)

Option buttons

- Shared group name (e.g., question10)
- Value refers to answer (e.g., strongly agree, agree, neutral, disagree, strongly disagree)

Drop-Down Box

- Add, remove, or modify entries
- Change order that they appear

Choice	Selected	Value
None	Yes	
North Carolina	No	
Maryland	No	
West Virginia	No	



Form Properties

- Right-click anywhere inside the dotted border and select 'form properties' from the pop up menu
- Controls how the results are sent to you

The screenshot shows the 'Form Properties' dialog box. Under 'Where to store results', the 'Send to' radio button is selected. The 'File name' field contains 'fpweb:/// _private/form_results.csv'. Below it is an empty 'E-mail address' field. The 'Send to database' and 'Send to other' options are unselected. The 'Send to other' dropdown menu shows 'Custom ISAPI, NSAPI, CGI, or ASP Script'. In the 'Form properties' section, the 'Form name' and 'Target frame' fields are empty. At the bottom, there are buttons for 'Options...', 'Advanced...', 'OK', and 'Cancel'.



Saving Your Results

- By default, results will be sent to a file called form_results.txt in the _private folder of your Web.
- Use the options button to set further properties

'Text database using tab as a separator' will create a file that you can copy and paste into Excel (Don't include field names)

The screenshot shows the 'Saving Results' dialog box with the 'File Results' tab selected. The 'File name' field contains 'fpweb:/// _private/form_results.txt'. The 'File Format' dropdown is set to 'Text database using tab as a separator'. There are checkboxes for 'Include field names' (unchecked) and 'Latest results at end' (checked). Below this is an 'Optional second file' section with its own 'File name' and 'File Format' (set to 'HTML') fields. At the bottom are 'OK' and 'Cancel' buttons.



Email Your Results

Types of Form Fields

Textbox: Good for short entries (e.g., names, addresses)

Text Area: Please tell us what you think of... Good for long entries (e.g., comments)

Where to store results:

- send to
 - File name: privateform_results.csv
 - E-mail address:
- send to database
- Send to other: Custom (GAP, NS)

Form properties:

Form name:

Target frame:

Options... Advanced...

You can also link to a confirmation page (other than the default) or choose which form fields to include



INBOX: Data posted to form 1 of http://www.radford.edu/~s...

Date: 06 Sep 2003 13:20:07 -0400

From: svranpat@radford.edu

To: svranpat@radford.edu

Subject: Data posted to form 1 of http://www.radford.edu/~svranpat/Buffy.htm

Character: Willow
 Villain: Glory
 Season1: ON
 Season2: ON
 Season3: ON
 Season4:
 Season5:
 Season6: ON
 Season7: ON
 B1: Subast

FavoriteEpiade:
 Once more with feeling

E-Mail Results

buffyresults2.txt - Notepad

```
"xander" "Bad Angel" "ON" "ON"
" " "welcome to sunnydale" "Submit" "Anya" "Professor
walsh" "ON" "ON" "series
finale" "Submit" "willow" "Glory" "ON" "ON" "ON"
" " "ON" "ON" "once more with feeling" "Submit"
```

Microsoft Excel - Book1

	A	B	C	D	E	F	G	H	I	J	K
1	Xander	Bad Angel			ON	ON				Welcome to Sunnydale	Submit
2	Anya	Professor Walsh	ON						ON	Series finale	Submit
3	Willow	Glory	ON	ON	ON			ON	ON	Once more with feeling	Submit
4											
5											

Text File



Finishing Your Survey

- **Customize with color & graphics**
- **Your form must be published before you can test it**
- **Play with options and properties until you get the results you want**

The screenshot shows a web browser window titled "Buffy Survey - Microsoft Internet Explorer". The address bar shows "http://www.radford.edu/~evangel/Buffy.htm". The survey content includes:

Buffy Survey

1. Who is your favorite character?

- Buffy
- Willow
- Xander
- Giles
- Spike
- Oz
- Anya

2. Who is your favorite villain?

3. Which season(s) did you watch when they first aired (not in re-runs)?

- Season 1 (Martin Yarnes)
- Season 2 (Angel goes bad)
- Season 3 (Fush and the Myron)
- Season 4 (J.C. Changyada and The Initiative)
- Season 5 (Glory and The Key)
- Season 6 (Buffy back from the dead and Willow goes bad)
- Season 7 (re-runs)

4. What is your favorite episode?

Submit | Reset



Thank You!

