



## ONLINE SURVEYS

Web-based, tablet, smartphone...



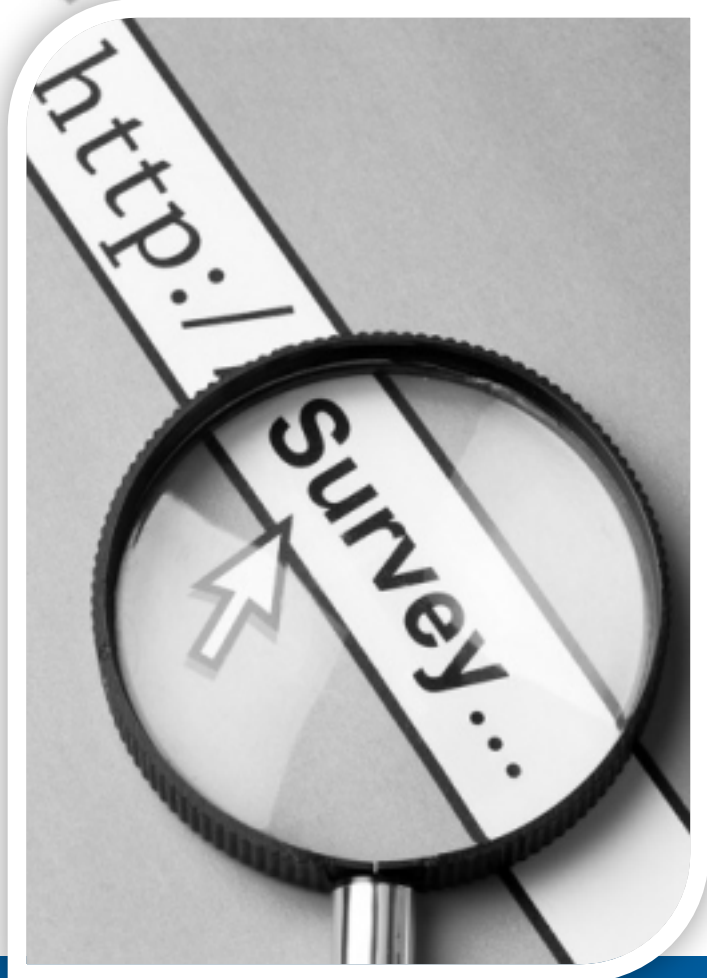
# Web-Based Surveys

- Conducting surveys online has many advantages:
  - Surveys can be administered at [no/little cost](#).
  - [Less time-consuming](#) during data entry and analysis as online survey forms can be automatically downloaded (avoiding data entry).





# Web-Based Surveys



- Other advantages:
  - Opportunities for [global](#) research.
  - Viable for a number of research areas as increasing numbers have internet access.

HOWEVER - Remember: [not everyone](#) has access to the internet.



# Web-Based Surveys

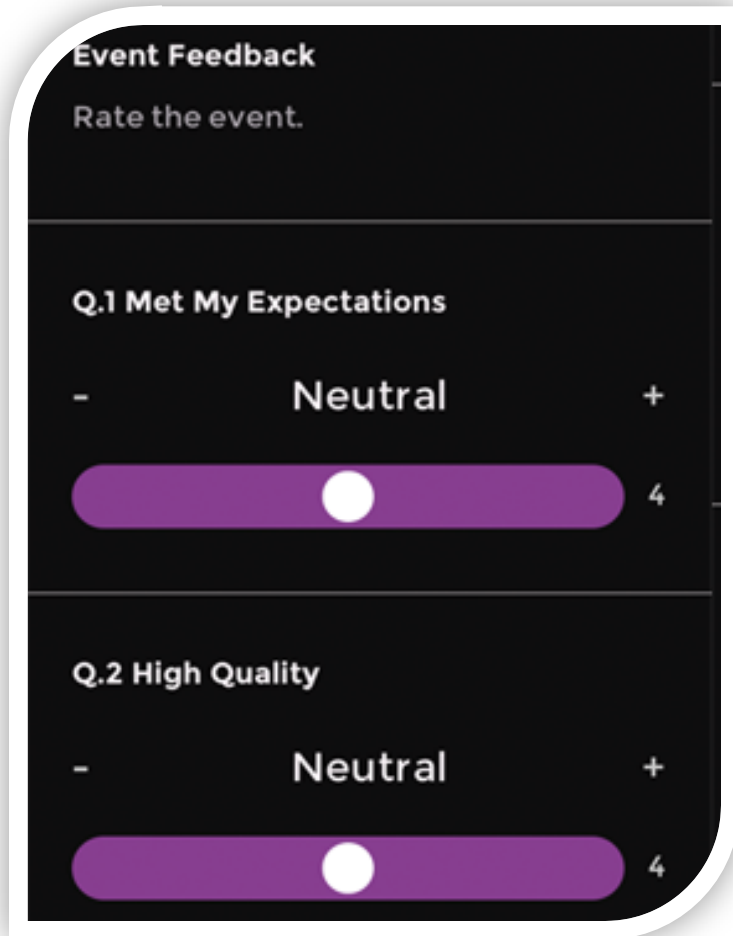
- The main internet survey systems include: Google Docs, Lime Survey, Wufoo.com and Surveymonkey.com.
  - Surveys can be synced to tablets, smartphones etc.
- Equipped for a range of question types:
  - Radio boxes for ‘select one answer’.
  - Check boxes for ‘tick all that apply’.
- Don’t use too many ‘Required’ fields.

# Tablets and Smartphones

- Tablets and smartphones can be used to complete online forms.
- Should have [back-up](#) paper forms just in case.



# Tablets and Smartphones



- This method is more suited to some research studies, depending on:
  - The potential respondents, e.g. Elderly people, children under a certain age.
  - The topic of the survey, e.g. Online activity.

# Benefits of Tech-enhanced Surveys

- No need to pay someone to enter the data, which also reduces data entry errors.
- Automatically captures certain information such as time, date and/or location of survey completion.
- Data available for instant secure download, allowing data analysis to commence without delay.
- In the case of larger sample sizes, avoids the logistical problem of transporting large volumes of paper.
- Limits risk of transcription errors due to illegible handwriting or sloppy data entry.
- No printing costs or risk of losing paper survey forms.

# Drawbacks

- You need Wi-Fi access at some point (or mobile data).
- You may need to buy one or more tablets or other electronic devices. This can be a particularly important problem if you lack sufficient funding.
- Some respondents may not be comfortable using the technology.
- Technology problems can cause major delays and be challenging to resolve without developers.
- Dependence on having fully charged the battery of your data collection devices.
- An extra layer of pilot testing is needed to ensure technology works as intended.

# Gathering feedback with online surveys in informal learning settings

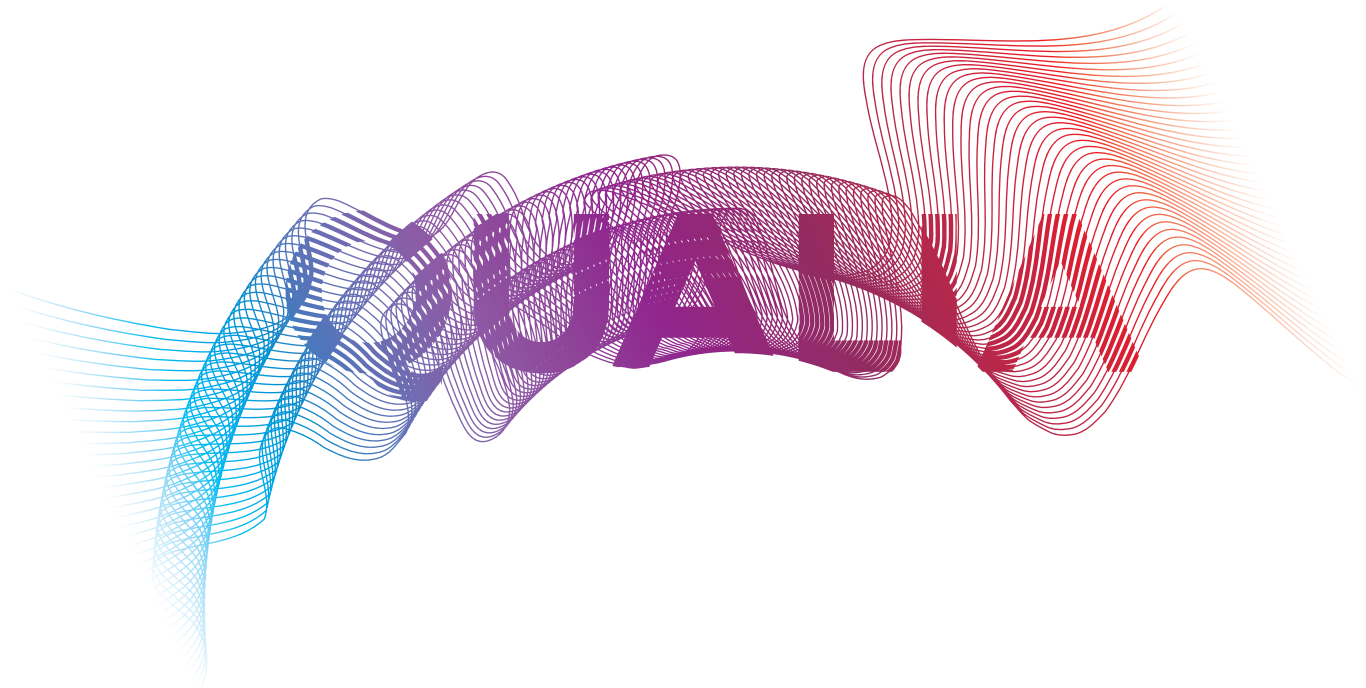
- Can be useful to push main data collection to off-site (e.g. collecting email address on-site), when respondents return home.
  - Avoids taking up limited time within the experience.
  - Reduces rushing and dissatisfaction amongst respondents.

Data collection can take place entirely off-site if you know who is coming (booked / ticketed activities).

*Looking to  
the Future:*  
Automating  
survey-based  
evaluation.

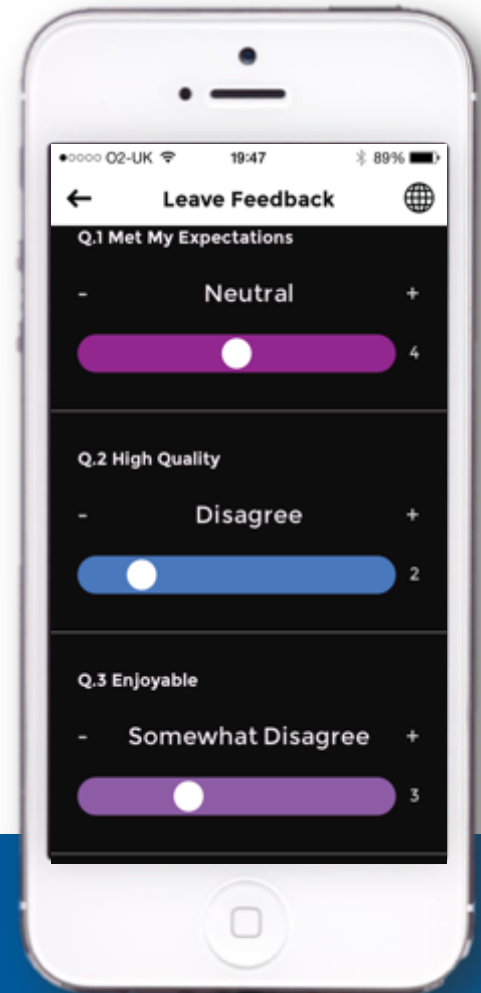
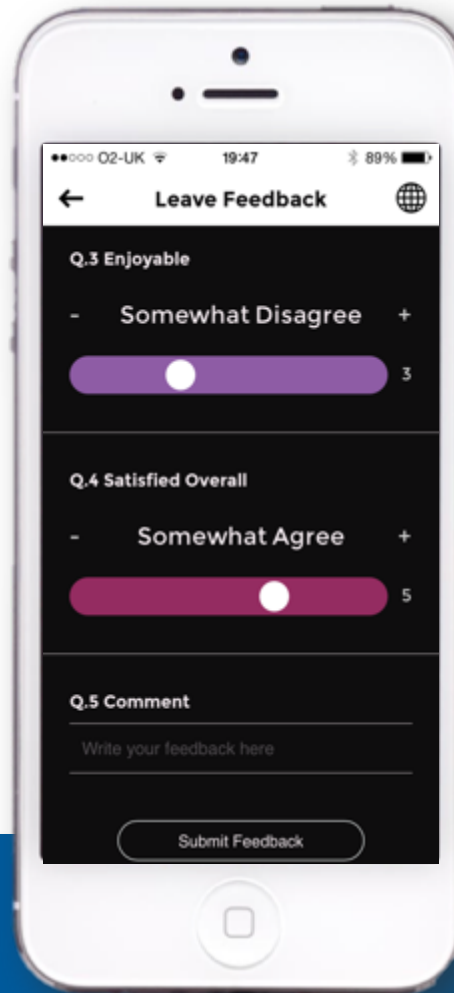
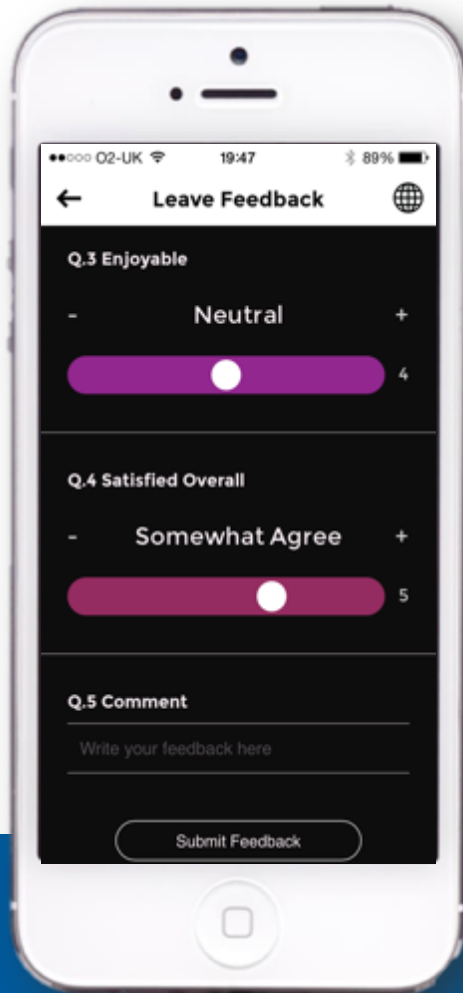


# OPTIONS FOR AUTOMATING EVALUATION



# Visitor Smartphone App Integration

## *Qualia Visitor Smartphone App: Feedback*



# Micro-surveying through app

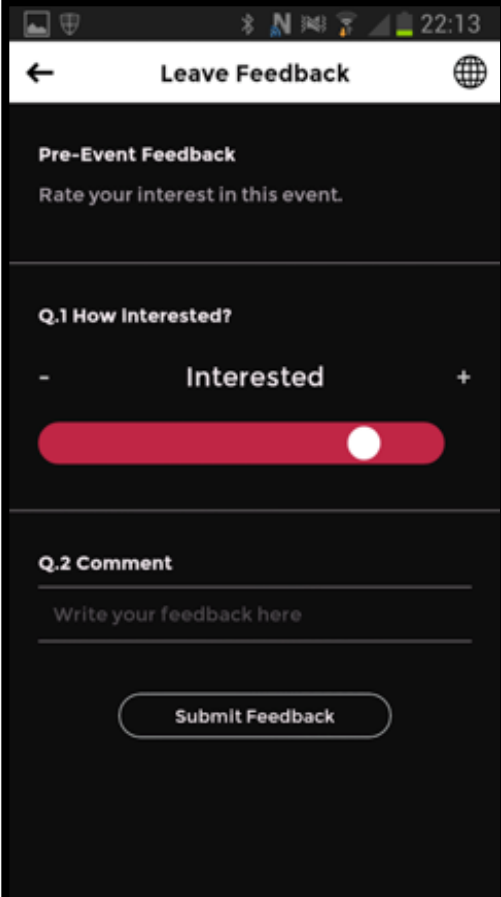
## Survey Design:

Questions can be customised to organizations' specific requirements and recurring events.

'I enjoyed the animal talk'

'I was confused by the animal talk'

'I am interested in animal conservation'



The screenshot shows a mobile application interface for providing feedback. At the top, there is a navigation bar with a back arrow, the title "Leave Feedback", and a globe icon. Below this, the section is titled "Pre-Event Feedback" with the instruction "Rate your interest in this event." The first question, "Q.1 How Interested?", is answered using a horizontal slider. The slider is currently positioned at the "Interested" level, between a minus sign (-) and a plus sign (+). Below the slider is a text input field for "Q.2 Comment" with the placeholder text "Write your feedback here". At the bottom of the form is a rounded rectangular button labeled "Submit Feedback". The status bar at the top of the phone shows the time as 22:13 and various system icons.



**ARTORY**

# CASE STUDY: PARQUE DAS AVES BIRD PARK IN BRAZIL



## HELLO!

We appreciate your visit to Parque das Aves! We'd really like to know about your experiences today. Please follow this link to our website in order to fill out a brief survey.

[CLICK HERE](#)

Your feedback will help us improve visitor experiences. We hope see you again soon!



# SUMMARY

- A survey is standardized method of collecting data from individuals.
- Survey design is a complicated process involving careful consideration, editing and refinement.
- The process will involve many important decisions.
- Questions should be varied in type and avoid mistakes and biases.
- Good to have standard data collection procedures.
- Electronic devices can be used to conduct surveys.

# Coffee break!

A YAWN

IS A SILENT SCREAM

FOR MORE COFFEE