Read minds.
(or just ask)

Online surveys can be a valuable tool for gathering information about current projects and future plans.

A number of online survey products and services are available via the Internet—find the one that’s right for you!

FREE NUIT TECH TALK THIS FRIDAY
Evaluating and Selecting Online Survey Software and Services
Friday, February 24 • 12 p.m. - 1 p.m.
University Library Forum Room
and Wieboldt Hall, Room 421

Please register online at
www.it.northwestern.edu
Agenda

• Survey service transition and retirement
• Examining your survey needs
• Evaluating application features
• Service providers
Transition and Retirement

• In recent years, many survey applications and services have become available online. As a result the survey service will retire on 5/31/2006.

• A transition plan for surveys with expiration dates prior to 5/31/2006

• Perpetual surveys:
  – Discuss options available that will fulfill the needs of the existing survey.
Examining Survey Needs
Hosted Survey Option

• Survey hosted by a service provider

• Considerations:
  – Web clients
    • Cross-platform compatibility
  – Licensing
    • Number of users vs. annual licensing
  – Vendor support
    • Application support / Backups / OS patches
    • Testing environments available
  – Security options
  – SSL encryption
    • Firewall protection
Non-Hosted Survey Option

- Survey software purchased and installed on University server
- Considerations:
  - Cross-platform compatibility
  - Departmental server space available
  - Staff resources
  - Licensing
    - Number of users vs. annual licensing
  - Vendor support
    - Application support / Upgrades / Patches
Know Your Target

• Audience size
• Need for controlled access via passwords or a participation list
• Survey distribution method
  – Link off of a Web site
  – E-mail invitation to participate
• Audience type:
  – Research subjects = HIPPA requirements
  – Students = FERPA requirements
  – Faculty, staff, and student surveys need IRB approval
Evaluating Application Features
Common Features

• Data Security
  – Is SSL Encryption required/available for:
    • Participant login?
    • Survey creation?
    • Results viewing?
    • Survey distribution and submission?

• Navigation Requirements
  – Skip logic
  – Complex branching
Results Reporting

• Considerations:
  – Are files available for download?
  – Are results available in a file format acceptable to you?
  – Are custom reports available?
Special Considerations

- Departmental branding
- Response tracking
- Sending reminders
- Ability to turn off anonymity functions to implement survey incentives
- Question piping
The services outlined are provided as a limited reference regarding online survey alternatives. Northwestern cannot recommend any one service provider for surveys.
SurveyMonkey

- Good for smaller survey projects
- Offers a free survey product
- Controlled survey options available
- Delivers results via e-mail or by Web interface
- Used at Northwestern
Zoomerang

- Good for smaller survey projects
- Offers a free survey product
- Used at Northwestern
- http://info.zoomerang.com/
WebSurveyor

- Good for larger survey projects
- Can be hosted on departmental server
- Authentication available
- Results available in real-time
- Used at Northwestern

http://www.websurveyor.com/gateway.asp
Cogix Viewsflash

- Good for larger survey projects
- Authentication available
- May be hosted on departmental server
- Similar to current software used by NUIT
Questions?

http://www.it.northwestern.edu/webpub/survey/
Visit the NUIIT Web Site!

www.it.northwestern.edu
Contact Us

847-491-HELP (4357)
or
consultant@northwestern.edu
Upcoming Tech Talks

**March 3:** Evaluating and Selecting a Web Hosting Service

*Same locations, Noon – 1 p.m.*