



Kevin Tharp & Lilian Yahng

Designing and Conducting Quality Research:

Technological tools and best practices for
conducting web surveys

Let's play, "Who said it?"

"You wasted lots of time and misled (us) to think this was a simple thing when in fact it was a time warp! You should be ashamed ..."

- a) Survey respondent when asked for feedback on her web survey experience
- b) Attendee of Kevin's last SSRC presentation
- c) Both



Part 1

Background

Who we are

- Us
 - Kevin Tharp (kwtharp@iu.edu)
 - Lilian Yahng (lyahng@indiana.edu)
- Our organization
 - Center for Survey Research
- Our experience
 - Work
 - Professional organizations and conferences
 - Consulting services



Road map

- What we'll cover
 - Top 10 Programming Tips
 - Top 10 Fielding Tips
 - Two case studies (time permitting)
- Where our tips come from
 - Current industry best practices
 - Our experience with projects and consulting
 - Our experience taking real surveys from others (*no judgment*)
- Didn't cover what you wanted?
 - Stick around and talk or come to consulting hours



Part 2

Top 10 Programming Tips

1. Start with a good spec file

- Authoritative content for survey
 - Item names
 - Response codes
 - Text
 - Skips, etc.
- Independent of programming
 - Word or Excel
 - For researcher, tester, analyst, etc.
- Could be used as base for programming



General Services

1. Overall, how **important** are UITS systems and services to your work or study? [ALL]

Not at all important				Extremely important	Not applicable/d o not use
1	2	3	4	5	9

2. Overall, how **satisfied** are you with the services and support offered by UITS (uits.iu.edu) during the past year? [ALL]

Not at all satisfied				Extremely satisfied	Not/ applicable/d o not use
1	2	3	4	5	9

3. How would you rate your computer expertise? [ALL]

Novice				Expert
1	2	3	4	5

4. Do you live in University housing? [UND, GRD]

Yes
No
Not Applicable

5. Please indicate which of the following devices you use regularly to access UITS services. (Select all that apply.) [ALL]

Desktop computer
Laptop
Tablet
Smartphone

JW **Julie Wen**
While unlike applicable. D
rponses, tak
providing in

Tha
Shou
term

Jul
That
UIT
a use
have

Mo
This

TK **Tharp, Ke**
We stand
first word.

Jul
OK!

TK **Tharp, Ke**
Just a note th
show all item

Jul
Got



	A	B	C	D	E	F	G	H
1	itemName	itemID	text	Value	type	skip		
192	sameinst	19	If you could start over again, would you go to the same institution you are now attending?		item			
193			Definitely yes	4	response			
194			Probably yes	3	response			
195			Probably no	2	response			
196			Definitely no	1	response			
197					radio			New for 2018
198	return	20	Do you intend to return to this institution next year?		item	web2.sample.type = 4		
199			Yes	1	response			
200			No	0	response			
201			Not sure	9	response			
202					radio			
203	MAJnum	20a	How many majors do you plan to complete? (Do not count minors.)		item			
204			One	1	response			
205			More than one	2	response			
206					text			
207		20b	Please enter your major or expected major:		stem			
208	MAJfirst		Major	allow 200, size 50	item	MAJnum = NULL		
209	MAJsecond		Second Major	allow 200, size 50	item	MAJnum = NULL, MAJnum=1		
210			PROGRAMMING NOTE: These two options (20b) should be gray/unanswerable until students select a response for question 20a		note			
211			Lists auto-complete options under the box that the respondent could select from while type, based on our legend table of expected values.		note			
212			Page break		newPage			
213					radioDropDown			
214			Undecided/undeclared	999	response			
215			Agriculture and Natural Resources		response			
216			Agriculture	17	response			
217			Botany	20	response			
218			Earth science (including geology)	37	response			
219			Environmental science/studies	22	response			
220			Marine science	23	response			



2. Choose your tool wisely

- ID your needs
 - Survey complexity
 - Volume
 - Security
 - Paradata
 - Collaboration
 - Integration with other data
- ID your constraints
 - Budget
 - Staff expertise
 - Time





INDIANA UNIVERSITY BLOOMINGTON

CENTER FOR
SURVEY RESEARCH

	Qualtrics	REDCap	Custom web programmer
Pros	<ul style="list-style-type: none">▪ Collaboration▪ User friendly▪ Many built-in features	<ul style="list-style-type: none">▪ Cost▪ Integration▪ Reporting	<ul style="list-style-type: none">▪ Maximize flexibility▪ Security
Cons	<ul style="list-style-type: none">▪ Limited paradata▪ Lives in cloud▪ Limits to customization	<ul style="list-style-type: none">▪ Learning curve▪ Data security hoops▪ Limited survey feature set	<ul style="list-style-type: none">▪ Costs▪ More testing



3. Use data to reduce respondent burden

- What do you know already?
 - Ask only what you don't know
 - Customize question content and displays
 - Branching/skips
 - Fills/piped text
- Sources of respondent data
 - Prior answers
 - Import sample data
 - Pass data through URL query string





Set Embedded Data:

typeID Value will be set from Panel or URL. [Set a Value Now](#)

unitID Value will be set from Panel or URL. [Set a Value Now](#)

test Value will be set from Panel or URL. [Set a Value Now](#)

loginID Value will be set from Panel or URL. [Set a Value Now](#)

surveyID Value will be set from Panel or URL. [Set a Value Now](#)

Create New Field or Choose From Dropdown...

Value will be set from Panel or URL. [Set a Value Now](#)

[Add a New Field](#)

- Survey Metadata >
- Add From Contacts
- Existing Embedded Data >

[Duplicate](#) [Add From Contacts](#) [Options](#) [Delete](#)



Show Block: study_info (2 Questions)

[Add Below](#) [Move](#) [Duplicate](#) [Delete](#)

Q31 Classroom Technology Services

A

Display This Question:



If typeID Is Equal to 1
Or typeID Is Empty

q17



UITS provides Classroom Technology Services (e.g., permanently installed classroom equipment, classroom technology support staff) designed to facilitate the use of information technologies in the classroom. Overall, how satisfied are you with the quality of these services?



*Not applicable/
Do not use*

Not at all satisfied

Very satisfied

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |



q7 What forms of support have you **ever** used when dealing with technology problems at IU?
(Select all that apply.)



- Friend or roommate
- Family member
- Colleague
- Local (school or departmental) IT professional
- UITS Support Center telephone consulting
- UITS Support Center email consulting
- UITS Support Center chat consulting
- UITS Support Center walk-in consulting
- UITS computing lab consultants
- UITS Webpage
- UITS Knowledge Base
- Other:
- I am always able to fix technology problems myself
- Unsure
- None of the above



Display This Question:
If counter Is Greater Than 1



q8



When you experience technology problems that you are unable to resolve on your own, which of the following do you use as your **primary** form of support?

- Friend or roommate
- Family member
- Colleague
- Local (school or departmental) IT professional
- UITS Support Center telephone consulting
- UITS Support Center email consulting
- UITS Support Center chat consulting
- UITS computing lab consultants
- UITS Webpage
- UITS Support Center walk-in consulting
- UITS Knowledge Base
- `$(q://QID11/ChoiceTextEntryValue/12)`



4. Decide what you *must* have answered

- When to require a response
 - Is your data meaningful without it?
 - Does the instrument path depend on it?
- Consider the drawbacks
 - Frustration
 - Breakoffs
- Other approaches
 - “Soft” checks/requests to answer
 - Follow-up questions later



Please answer this question.

What is your total household income?

- Less than \$19,000
- \$20,000 to \$39,999
- \$40,000 to \$59,999
- \$60,000 to \$79,999
- \$80,000 to \$99,999
- \$100,000 to \$119,999
- \$120,000 to \$139,999
- \$140,000 or more



intro



⚙️

Welcome to the 2019 University Information Technology Services User Satisfaction Survey

-

+

consent

 ⚙️



What is the UITS survey about?

This survey of Indiana University faculty, staff, and students is being conducted to assess and improve the services offered by University Information Technology Services (UITs). Your experiences with, and perceptions about the quality of, these services are important because they help to identify the areas in which UITS is succeeding, point to the services it needs to improve, and highlight the areas in which it may need to offer new services. Please be assured that your answers are confidential and no individual's answers will ever be identified in any report. Your participation is voluntary. Your decision whether or not to participate will in no way affect your standing with UITS or Indiana University. If you are interested in previous survey results, visit <http://www.indiana.edu/~uitssur> or <http://www.indiana.edu/~regitsur/>.

The survey will take approximately 15 minutes to complete. If you need to exit the survey before finishing, you can return at a later time. If you have any questions or concerns about the study, please email csr@indiana.edu.

On to the survey-
If you have read the above statement and agree to take part in this survey, please click the "Proceed to the survey" button.

Proceed to the survey

I do not wish to participate

Choices

- 2 +

Automatic Choices

Answers

Single Answer

Multiple Answer

[More...](#)

Position

Vertical

Horizontal

[More...](#)

Validation Options

Force Response ▾

Force Response

Request Response

Custom Validation

Actions



5. Match question type to data needs

- Only want one response?
 - *Usually* radio button unless too many options
 - Question text should reflect that (most/least, etc.)
 - Other/specify option to catch other situations
 - Open text box but consider coding needs, validation pros and cons
 - Sliders and dropdowns come with some usability baggage
- Want more than one?
 - *Probably* checkbox, but yes/no can provide better data
 - Data complexities: adds more data points or combines into one
 - Qualtrics provides options for downloading either



Slide the red dot to estimate the distance of your one-way commute from home to work?

0 5 10 15 20 25 30 35 40 45 50 55 60 65 70 75 80 85 90 95 100

commute distance



q6 How often do problems with your primary computing device prevent you from doing your best work?

- Daily
- A few times a week
- About once a week
- A few times a month
- About once a month
- A few times a year
- About once a year
- Less than once a year
- Unsure

q7 What forms of support have you ever used when dealing with technology problems?

- Friend or roommate
- Family member
- Colleague
- Local (school or departmental) IT professional
- UITS Support Center telephone consulting
- UITS Support Center email consulting
- UITS Support Center chat consulting
- UITS Support Center walk-in consulting
- UITS computing lab consultants
- UITS Webpage
- UITS Knowledge Base
- Other:
- I am always able to fix technology problems myself
- Unsure
- None of the above

Recode Values

- Recode Values
- Variable Naming

1	Friend or roommate	Friend or roommate
2	Family member	Family member
3	Colleague	Colleague
4	Local (school or departmental) IT profession	Local (school or departmental) IT professional
5	UITS Support Center telephone consulting	UITS Support Center telephone consulting
6	UITS Support Center email consulting	UITS Support Center email consulting
7	UITS Support Center chat consulting	UITS Support Center chat consulting
10	UITS Support Center walk-in consulting	UITS Support Center walk-in consulting
8	UITS computing lab consultants	UITS computing lab consultants
9	UITS Webpage	UITS Webpage
11	UITS Knowledge Base	UITS Knowledge Base
12	Other:	Other:
13	I am always able to fix technology problems	I am always able to fix technology problems myself
14	Unsure	Unsure

Close

Data Table

[Use Legacy Exporter](#)

CSV XML SPSS Google Drive User Submitted Files

Comma separated values

This is a .csv file that can be imported into other programs. Each value in the response is separated by a comma and each response is separated by a newline character. If your responses contain special characters and you will open this export in Microsoft Excel we recommend using the TSV export. Qualtrics CSV exports use UTF-8 encoding, which Excel will not open correctly by default. [Learn More](#)

- Download all fields
 - Use numeric values
 - Use choice text

- Compress data as .zip file
- Use commas for decimals
- Remove line breaks
- Recode seen but unanswered questions as -99
- Recode seen but unanswered multi-value fields as 0
- Export viewing order data for randomized surveys
- Split multi-value fields into columns
- Use internal IDs in header

[Fewer Options](#)

Close

[Download](#)



6. Assume mobile users ... probably lots!

- Unrealistic to ask user to take on desktop
- Smartphones have smaller real estate
- Less engagement for open questions, longer instruments
- Responsive design can help
 - But different displays can mean different answers



Slide the red dot to estimate the distance of your one-way commute from home to work?

0 5 10 15 20 25 30 35 40 45 50 55 60 65 70 75 80 85 90 95 100

commute distance 19.8



Slide the red dot to estimate the distance of your one-way commute from home to work?

0 5 10 15 20 25 30 35 40 45 50 55 60 65 70 75 80 85 90 95

commute distance (miles)



Prior to this survey, how **aware** were you of the following transportation programs?

	Never heard of it	Heard of it, but have never used it	Aware, use it only sometimes	Aware, use it on a regular basis
IU Campus Bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bloomington Transit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Zipcar – car rental by hour or day	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hoosier Commuter Club (HCC) – members receive benefits by not driving alone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Never heard of it	Heard of it, but have never used it	Aware, use it only sometimes	Aware, use it on a regular basis
Zimride – ride matching service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vanpool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
IUPUI/Bloomington Campus Commute Shuttle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Prior to this survey, how **aware** were you of the following transportation programs?

IU Campus Bus ▼

Heard of it, but have never used it

Bloomington Transit ▼

Heard of it, but have never used it

Zipcar – car rental by hour or day ▲

Never heard of it

Heard of it, but have never used it

Aware, use it only sometimes

Aware, use it on a regular basis

Hoosier Commuter Club (HCC) – members receive benefits by not driving alone ▼





Email

Please indicate your overall satisfaction with the email systems UITS supports by selecting the appropriate response.

Gmail at IU

<i>Not applicable/ Do not use</i>	Not at all satisfied 1	2	3	4	Very satisfied 5
---------------------------------------	---------------------------	---	---	---	---------------------

Gmail at IU

<i>Not applicable/ Do not use</i>
Not at all satisfied 1
2
3
4
Very satisfied 5



7. Be careful with grids

- Can be very useful in some situations
 - But can impact data quality (satisficing, non-response, straightlining)
- Display issues
 - Scrolling past the top of grid
 - Less screen real estate on mobile
- Creative design solutions
 - Stacked scales



Prior to this survey, how **aware** were you of the following transportation programs?

	Never heard of it	Heard of it, but have never used it	Aware, use it only sometimes	Aware, use it on a regular basis
IU Campus Bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bloomington Transit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Zipcar – car rental by hour or day	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hoosier Commuter Club (HCC) – members receive benefits by not driving alone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Never heard of it	Heard of it, but have never used it	Aware, use it only sometimes	Aware, use it on a regular basis
Zimride – ride matching service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vanpool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
IUPUI/Bloomington Campus Commute Shuttle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



UITS provides a wide range of IT resources and services for IU faculty, staff, and students. If you have used or received support from any of the following sources in the past year, please indicate your satisfaction by selecting the appropriate response.

Telephone consulting (from your campus IT Support Center)

<i>Not applicable/ Do not use</i>	Not at all satisfied 1	2	3	4	Very satisfied 5
---------------------------------------	---------------------------	---	---	---	---------------------

Walk-in consulting (at your campus IT Support Center)

<i>Not applicable/ Do not use</i>	Not at all satisfied 1	2	3	4	Very satisfied 5
---------------------------------------	---------------------------	---	---	---	---------------------

Computing lab consultants

<i>Not applicable/ Do not use</i>	Not at all satisfied 1	2	3	4	Very satisfied 5
---------------------------------------	---------------------------	---	---	---	---------------------



During the current school year, about how often have you done the following?

Asked questions or contributed to course discussions in other ways

Very often

Often

Sometimes

Never

Prepared two or more drafts of a paper or assignment before turning it in

Very often

Often

Sometimes

Never

Come to class without completing readings or assignments

Very often

Often

Sometimes

Never

Attended an art exhibit, play, or other arts performance (dance, music, etc.)

Very often

Often

Sometimes

Never

Asked another student to help you understand course material

Very often

Often

Sometimes

Never

Explained course material to one or more students

Very often

Often

Sometimes

Never



8. Paginate with a plan

- Good example of a shifting best practice
- One per page too few
- Longer pages in vogue
 - <https://staging.surv.indiana.edu/nsse/survey/2019/login.cfm>
 - Software matters: skips, data submission
- Consider topic grouping
 - https://iu.co1.qualtrics.com/jfe/form/SV_0IH7MdeJltRltSZ



9. Make use of usability

- What do users want?
 - Progress indicators
 - Back buttons
- What do users do?
 - Look top, left
 - Skip text blocks
- How do you know?
 - Study/read
 - Ask users!





Communication Services

UITS communicates with students, faculty, staff, and external audiences through a variety of media and activities. If you have seen information from any of the following sources in the past year, please indicate your satisfaction by selecting the appropriate response.

Electronic news (e.g. Monitor or Newsbit email newsletter, IT Alerts, IT Pro)

Not Applicable/ Do not use, Not at all satisfied 1, 2, 3, 4, Very satisfied 5

Social media (e.g. Twitter, Facebook, podcasts, YouTube)

Not applicable/ Do not use, Not at all satisfied 1, 2, 3, 4, Very satisfied 5

UITS websites (itnews.iu.edu, uits.iu.edu, newtoit.iu.edu)

Not applicable/ Do not use, Not at all satisfied 1, 2, 3, 4, Very satisfied 5



10. Test. *Really! Full stop.*

- Proof against your spec file
- Using variety of devices and browsers, focusing on most popular
- Make use of emulators and screen readers
- Script testing scenarios: different sample types, different skip paths
- Review data for completed cases
- Fresh eyes are a must!



Testing resources

- Chrome Device Emulator: <https://developers.google.com/web/tools/chrome-devtools/device-mode>
- Firefox Responsive Design Mode: https://developer.mozilla.org/en-US/docs/Tools/Responsive_Design_Mode
- MS Screen Reader (Narrator): <https://support.microsoft.com/en-us/help/22798/windows-10-complete-guide-to-narrator>
- IUWare Read&Write: <https://iuware.iu.edu/Windows/Title/2374>
- KB doc: <https://kb.iu.edu/d/cotb>



Part 3

Top 10 Fielding Tips

1. Clean your sample

- Using fills for email or your survey? Scrub!
 - Title case (don't SCREAM)
 - Remove trailing, leading, double spaces
 - Take out the garbage
- Check email formats (x@y.z)
- Check for duplicates, in name *and* email
 - Same email, different name (nicknames, last name complications)
 - Email domain variants: @indiana.edu, @edu, @iupui.edu
- Database best



```

--first_name_trimmed
update temp_names_to_clean
set firstname = ltrim(rtrim(replace(firstname, ' ', '')))
where
    left (firstname, 1) = ' '
    or right (firstname, 1) = ' '
    or right (firstname, 1) = ',' ;

```

```

--Nullify_invalid_first
update temp_names_to_clean
set firstname = NULL, Nullify_invalid_first = 1
--select *
from temp_names_to_clean
where
    (len(firstname) = 1 and firstname not like '[a-z]')
    or firstname in ('n/a', '(blank)', 'blank', '')

```

```

--prefix_split_from_firstname
update temp_names_to_clean
set  firstname = ltrim(rtrim(RIGHT (firstname, LEN(firstname) - CHARINDEX(' ', firstname))))
    , prefix = ltrim(rtrim(LEFT (firstname, CHARINDEX(' ', firstname))))
    , prefix_split_from_firstname = 1
--select ltrim(rtrim(RIGHT (firstname, LEN(firstname) - CHARINDEX(' ', firstname)))), ltrim(r
where
    (replace(firstname, '.', '') like N'Dr %' or replace(firstname, '.', '') like N'Mr %' or
    and prefix is null ;|

```

```

--duplicate emails?
select
left(primaryemail, charindex('@', primaryemail)-1), count(*)
from surveySpecific.dbo.deansgis_review_pop_join
where test = 0
group by left(primaryemail, charindex('@', primaryemail)-1) having count(*) > 1
/*
kwtharp@indiana.edu
kwtharp@iu.edu
rcaliste@iupui.edu
rcaliste@indiana.edu
*/

```



2. Craft your survey link

- Posting or printing
 - Link should be easy to type
 - Drop http://
 - URL shortener or landing page
- Emailing
 - Embed login code in URL in email contacts
 - Make simple type-in available too





Welcome to GO.IU.EDU (kwtharp)

Long URL:

https://iu.co1.qualtrics.com/jfe/form/SV_0IH7MdeJltRItSZ

Shorten

Clear

Description:

Demo of UITS19 qualtrics instrument for SSRC seminar

Short URL: <http://go.iu.edu/2bYE>

All information that you provide will be kept confidential. You will never be individually identified in any reports released. If you have any questions, visit the study website at survey.indiana.edu/hoosierlife or contact me by phone at (812) 855-0642 or email at mkhouser@iu.edu. For technical assistance related to accessing the survey online, contact the Center for Survey Research at csr@indiana.edu.

We are grateful that you have taken a moment to share your thoughts.

Sincerely,

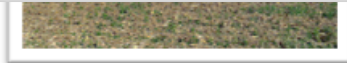
Matthew Houser, Ph.D.
Hoosier Life Study Manager

P.S. The enclosed \$1 is for you to keep – we wanted to offer it as a small token of appreciation of your time and helping us out. Thank you!

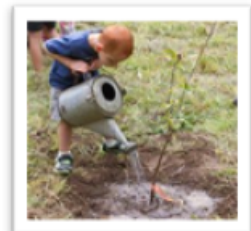
Go to the IU study website:
survey.indiana.edu/hoosierlife



Select "Click here to take the Hoosier Life Survey"
and enter the login ID to start the survey:
J7249221



U.S. Department of Agriculture



National Park Service

Click directly on the website address below to go to the secure Gallup website. When you are asked to enter your Access Code, type the survey Access Code listed below. Gallup protects the privacy of your Access Code. Nobody within Indiana University has access to your unique Access Code.

Your survey Access Code is: 763373

The website address is: https://gx.gallup.com/iuq12_gx

A link to the survey is also available [here](#).

Remember, this is your unique survey Access Code. Do not share your survey Access Code with anyone else.

Should you have any questions, please contact Gallup Client Support by sending an email to g12help@gallupmail.com or by calling 1-800-788-9987. Support is available 24 hours a day, seven days a week.

If additional accommodations are required to complete the survey, you can contact IU Human Resources at 812-856-1234.

We thank you for participating in this important survey.

The survey takes about 10 minutes and is on the Web at:

<https://survey.indiana.edu/uits19/JB7BE63E9C/22>

Thank you for your time and assistance!

Sincerely,

Erica Moore
Study Director
Indiana University Center for Survey Research

The Indiana University Center for Survey Research is administering this questionnaire on behalf of University Information Technology Services (UITS). If you are unable to access the link listed above, please follow these instructions:

- In your Web browser, type: survey.indiana.edu/uits19
- In the Login box, enter: JB7BE63E9C

If you have any other difficulties logging in or have questions about the study, please email csr@indiana.edu for assistance.



3. Consider alternatives to email

- Text/SMS
 - Low variable cost
 - Must have permissions
- Portals, social media
 - Additional considerations when individual logins used
- Paper
 - Can get around electronic barriers



4. Avoid spam filters

- Match your from-name and from-email to mail relay
- Watch volume sent per hour
- Check message content
 - Excessive HTML tags (GUIs love them)
 - Excessive “punctuation”!!
 - Trigger words
- Have an opt-out button
- Remove bounces from reminder attempts
- Consider sending outside of survey software



Campaign Name: **uits19_msg1**

Click Tracking

Options

Cancel

S

From Name: Center for Survey Research (example: Chris Lewis) ?

From Email: csr@indiana.edu (example: me@arialsoftware.com) ?

To: sIDs_to_campaign_pending Preview Add Filters ?

Filters: WHERE (survey IS EQUAL TO uits19) X

Reply To: csr@indiana.edu (optional) ?

ReplyTo CC BCC Attachment

Subject: Take a few minutes to improve IT at IU

HTML Message



Format Font Size B I U A- A- [List Icons]

{%%fill1%%}

INDIANA UNIVERSITY

Dear {%%salutation%%}:

Each year, during the spring semester, we survey members of the IU community about campus IT services and resources. And, this year, you are invited to share your thoughts by participating in the University Information Technology Services User Satisfaction Survey. Since we randomly select only a portion of our student, faculty, and staff communities to participate each year, your responses are critical for the results to be useful in improving and expanding the services — including the computers, networks, software, learning tools, and technology support — that you likely use every day.

I encourage you to take a few minutes to share your views by completing the confidential survey. Your feedback is valuable and will help guide UITS in its planning and priority-setting for future



5. *Avoid cognitive filters*

- Odd formatting, bad use of fills can cause suspicion
- Are there disconnects between your sending email and signature/sending name?
- Make use of trusted sources to send pre-survey notices beforehand
- Try different style, language, motivators, and signatories
- Transparency: contact info, privacy policies



Delete Respond Quick Steps Move Zoom PhishMe

Center for Survey Research | kwtharp@iu.edu 2/4/2019

CF **UITS User Satisfaction Survey**

Signed By csr@indiana.edu

Action Items + Get more add-ins

Dear Morgan Hoy:

We know that it is a busy time of year, but it is very important that we hear your opinions about technology services at IU—regardless of your level of experience with campus technology services. Your feedback informs how we adopt new technologies, plan for upgrades, and allocate resources. Please consider submitting your responses to the UITS User Satisfaction Survey today. By completing the survey, your name will be placed in a drawing for one of 15 \$100 prizes (drawn proportionally by campus from all IU participants).

**The survey takes about
10 minutes and is on the Web at:**

<https://survey.indiana.edu/uits19/JB7BE63E9C/22>

Thank you for your time and assistance!

Sincerely,

Erica Moore
Study Director
Indiana University Center for Survey Research

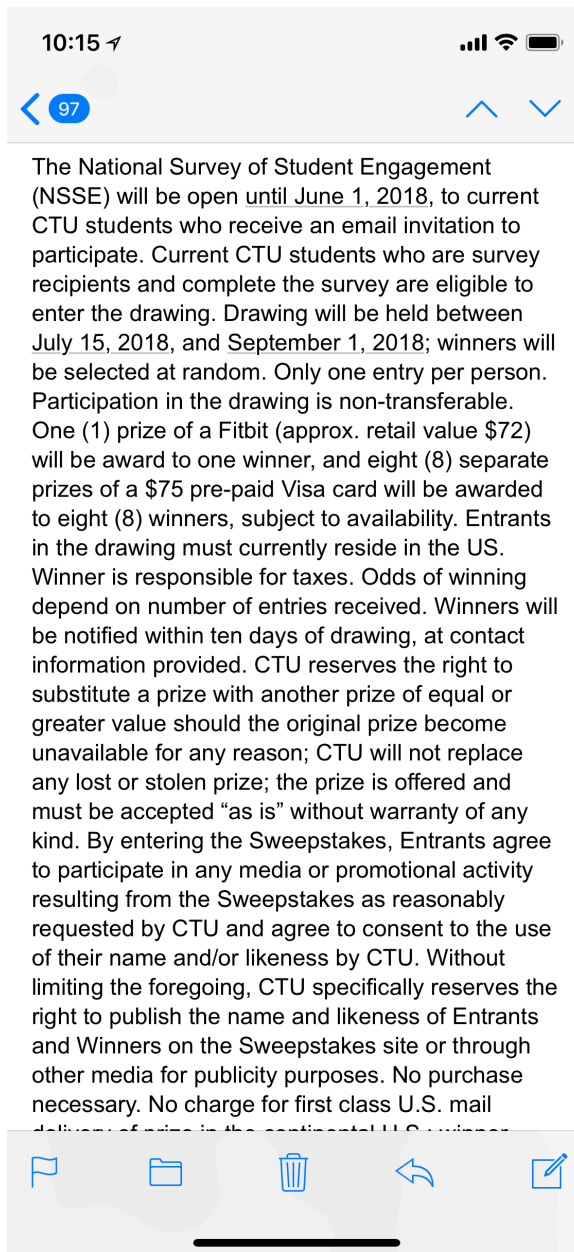
The Indiana University Center for Survey Research is administering this questionnaire on behalf of University Information Technology Services (UITS). If



6. Test your emails like your survey

- Try different email software (Gmail, Yahoo, Comcast, MS)
- How do your emails look on mobile devices?
- If using graphic images, do they “fail gracefully” if recipient doesn’t download the images?
- Compose email in a word processor outside of software to act as a spec
- Fresh eyes are a must!







Tue 10/8/2019 12:05 PM

Lauren Robel, Provost

Take a few minutes to improve Arts and Humanities at IU

To kwtharp@iu.edu

Click here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.

Action Items

+ Get more add-ir



Identifying Arts and Humanities Assets

Dear Jane Doe:

Have you ever attended a play, visited a museum, or listened to a live musical performance on campus? These are just a few of the ways to participate in the wide varieties of Arts and Humanities (A&H) happenings at IU. We need YOUR help to discover where the popular and hidden A&H assets are on Bloomington's beautiful campus.

Please take just 10 minutes of your time to complete this questionnaire. The results will be used by the Provost's Arts and Humanities Council to support new and established A&H programs on campus. Since we randomly selected only a portion of student, faculty, and staff participants, your responses are critical for the results to be representative of the community and useful to our planning.

[Take the Survey Now](#)

I really hope you will take the time to complete the questionnaire. As a thank you for your efforts, we are entering all completed surveys into a drawing for one of the following items:



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7. Start slow

- Launch with a small percentage of your entire sample
 - Monitor your help box
 - Run early outputs and check frequencies, skips, crosstabs
 - Check email tracking: bounces, open attempts, opt-outs
- Ramp up when satisfied





8. Continue monitoring during fielding

- Technology changes all the time
 - New browser versions or OS updates can impact how people interact with your survey
 - Your spam score can change
- Software considerations
 - Qualtrics links expire





Sender Score

Know your sender reputation.
Know how to improve it.

Know your sender reputation.
Know how to improve it.

Sender Score Metrics for **129.79.1.58**








[LOOK UP ANOTHER IP](#)

Metrics

Insufficient Email Seen 

Hostname nsserelay.uits.indiana.edu



-  Distribution Summary
-  Anonymous Link
-  Emails
-  Personal Links
-  Social Media
-  Offline App
-  QR Code

Personal Links

Contacts	Created Date	Link Expiration	Links	Surveys Started	Surveys Finished
uits19_pop_forQualtrics_20190128	28 Jan 2019 12:53 PM EST	28 Apr 2019 12:53 PM EDT	23427	4086	2776

Showing 1-1

A	B	C	D	E	F	G	H	I
Response ID	Last Name	First Name	External Data Reference	Email	Status	End Date	Link	Link Expiration
		56480851		csr@iu.edu	Email Not Sent Yet		https://iu.co1.qualtrics.co	4/28/2019 12:53
		56480852		csr@iu.edu	Email Not Sent Yet		https://iu.co1.qualtrics.co	4/28/2019 12:53
		56480853		csr@iu.edu	Email Not Sent Yet		https://iu.co1.qualtrics.co	4/28/2019 12:53
		56480854		csr@iu.edu	Email Not Sent Yet		https://iu.co1.qualtrics.co	4/28/2019 12:53
		56480855		csr@iu.edu	Email Not Sent Yet		https://iu.co1.qualtrics.co	4/28/2019 12:53
		56480856		csr@iu.edu	Email Not Sent Yet		https://iu.co1.qualtrics.co	4/28/2019 12:53
		56480857		csr@iu.edu	Email Not Sent Yet		https://iu.co1.qualtrics.co	4/28/2019 12:53



9. Look for hidden problems

- Run checks by key sample demographics to find issues unique to specific populations
 - Integrate with Tableau or MS Power BI
- Check for data quality measures
 - Program timers to allow for better checks for speeders
 - Set up database queries ahead of time to facilitate checks for ...
 - Straightliners (Are respondents just checking the same response over and over?)
 - Nonresponse (What percent of questions are being left blank?)



10. Track sample updates

- Be prepared for different kinds of updates
 - Changes in address
 - Changes in eligibility
 - Refusals
- Updates can come from ...
 - Your survey
 - Email replies
 - Help box
 - Client/colleague
- A database can help manage the changes, track source and time of updates



Project:

SurveyID:

ContactID:

Action:

Comments
(Paste from
Email):

Respondent called to let us know he has a new email address.

New Email:

Original Email:

Date Logged:

Logged By:



Part 4

Case Studies

Custom Code: National Survey of Student Engagement (NSSE), 2019

- <https://staging.surv.indiana.edu/nsse/survey/2019/login.cfm>



Qualtrics: UITS User Satisfaction, 2019

- https://iu.co1.qualtrics.com/jfe/form/SV_0IH7MdeJItRItSZ



Part 5

Resources

Visit our FREE consulting hours

Social Science Research Commons

Woodburn Hall 200
Tuesdays, 10am - noon



Scholars' Commons

Herman B. Wells Library, 1st Floor of East Tower
Wednesdays, Noon - 2pm



Thank You

<https://csr.indiana.edu>

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FULFILLING *the* PROMISE