Surveys and Questionnaires

I214 Oct 21, 2010

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Steps

- Determine goals
- Decide: is this the best method given the circumstances?
- Design
  - Who?
  - Method of administering
  - Questions
    - Content
    - wording
  - Logistics
  - Analysis (yes, before you administer)

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Uses in UX Research

- Pre-design: survey potential users
  - What can potential users tell you?
  - (How do you find *potential* users?)
- Usability testing
  - Questionnaire for pre-qualifying participants
  - Questionnaire for info before testing (e.g., demographics, experience)
  - Questionnaire after testing
    - Evaluation on a variety of dimensions: satisfaction, ease of use, and so on

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What Info Can Be Collected via Surveys?

- Facts
  - **Characteristics of respondents**
    - Demographics, experience, employment...
  - **Self-reported behavior**
    - This instance
    - Generally/usually
    - Past
    - Anticipated (who will you vote for?)
- Opinions and attitudes:
  - Preferences, opinions, **satisfaction**, concerns, perceptions
  - Their expectations of their future behavior
- Knowledge
  - What do they they know about x, y, z

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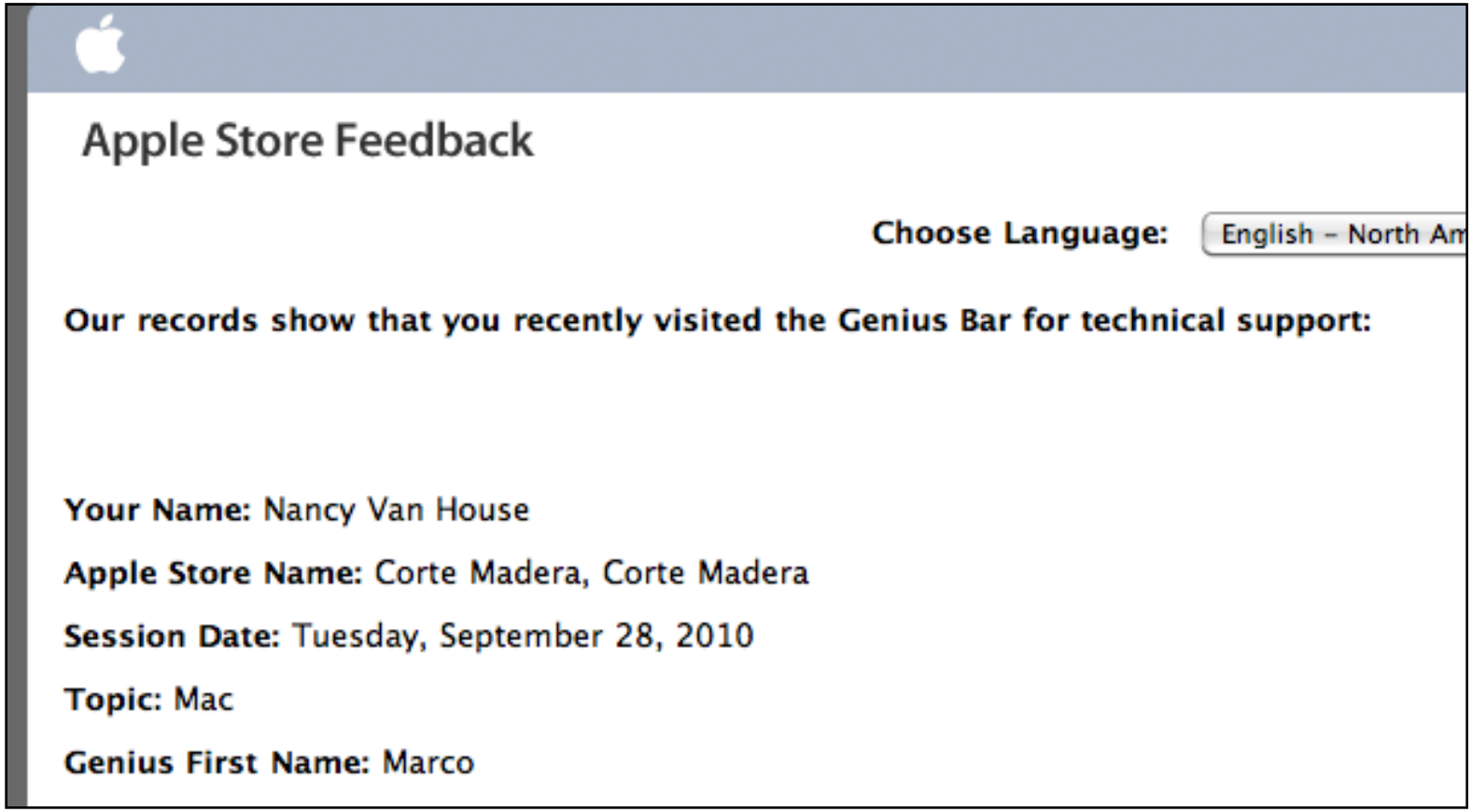
Observation unit vs. unit of analysis



Apple Store Feedback

Choose Language: English – North Am

Our records show that you recently visited the Genius Bar for technical support:

Your Name: Nancy Van House

Apple Store Name: Corte Madera, Corte Madera

Session Date: Tuesday, September 28, 2010

Topic: Mac

Genius First Name: Marco

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Respondents

- Who do you *want*?
- Who can you *try* to get? How?
- Who did you *actually* get?
- How does who you did get compare with who or what you want data about?

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Types

- Cross-sectional
- Longitudinal
- Panel

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Types

- Cross-sectional

Mobile health apps

Percentage of cell phone users in each group who have a software application or "app" on their phone to help them track or manage their health

Total cell phone users	9%
Age (at time of survey)	
18-29	15*
30-49	8
50-64	6
65+	5

Aug. 2010

http://www.pewinternet.org/Reports/2010/Mobile-Health-2010/Report/Mobile-health-apps.aspx

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Types

- Cross-sectional
- Longitudinal

Year	Age	% with health apps
2010	29	15%
2020	39	18
2030	49	50

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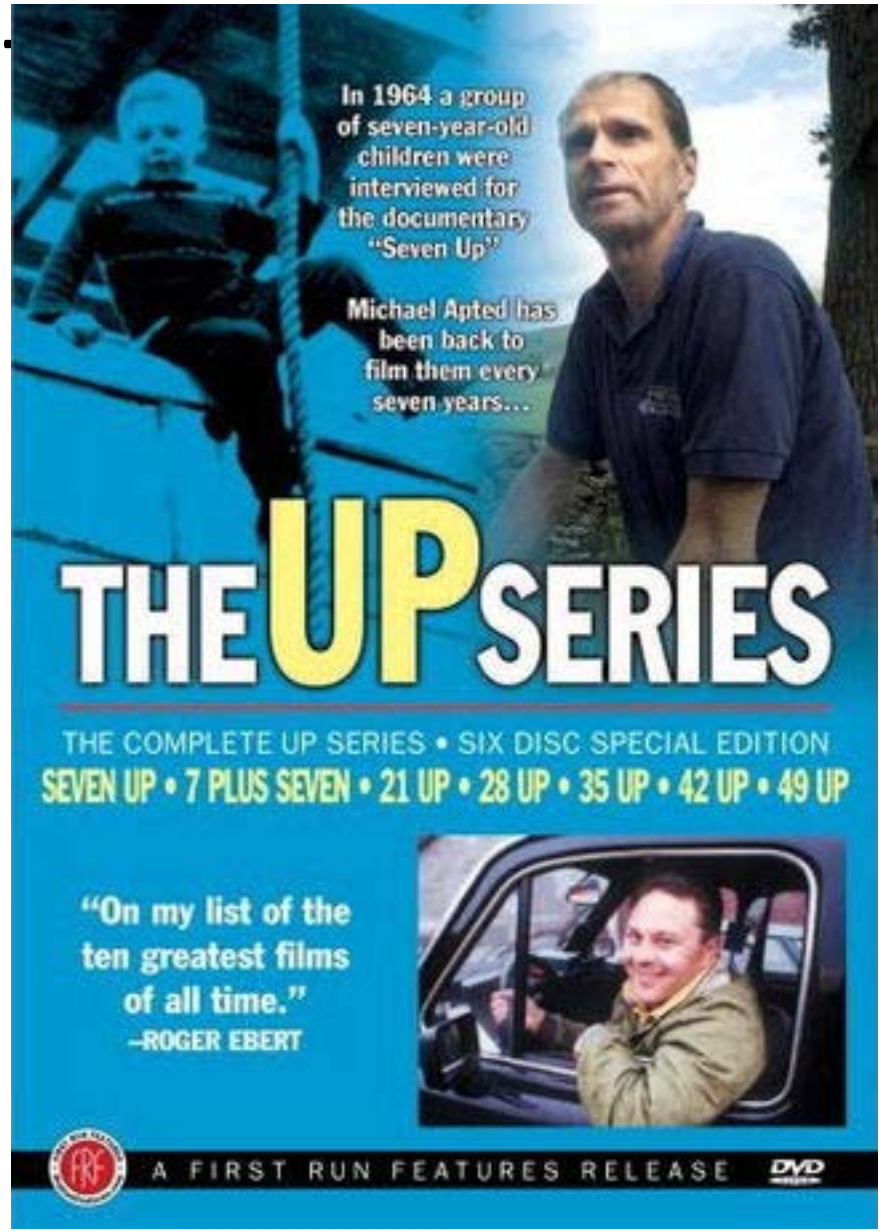
- Cross-sectional
- Longitudinal
- Panel



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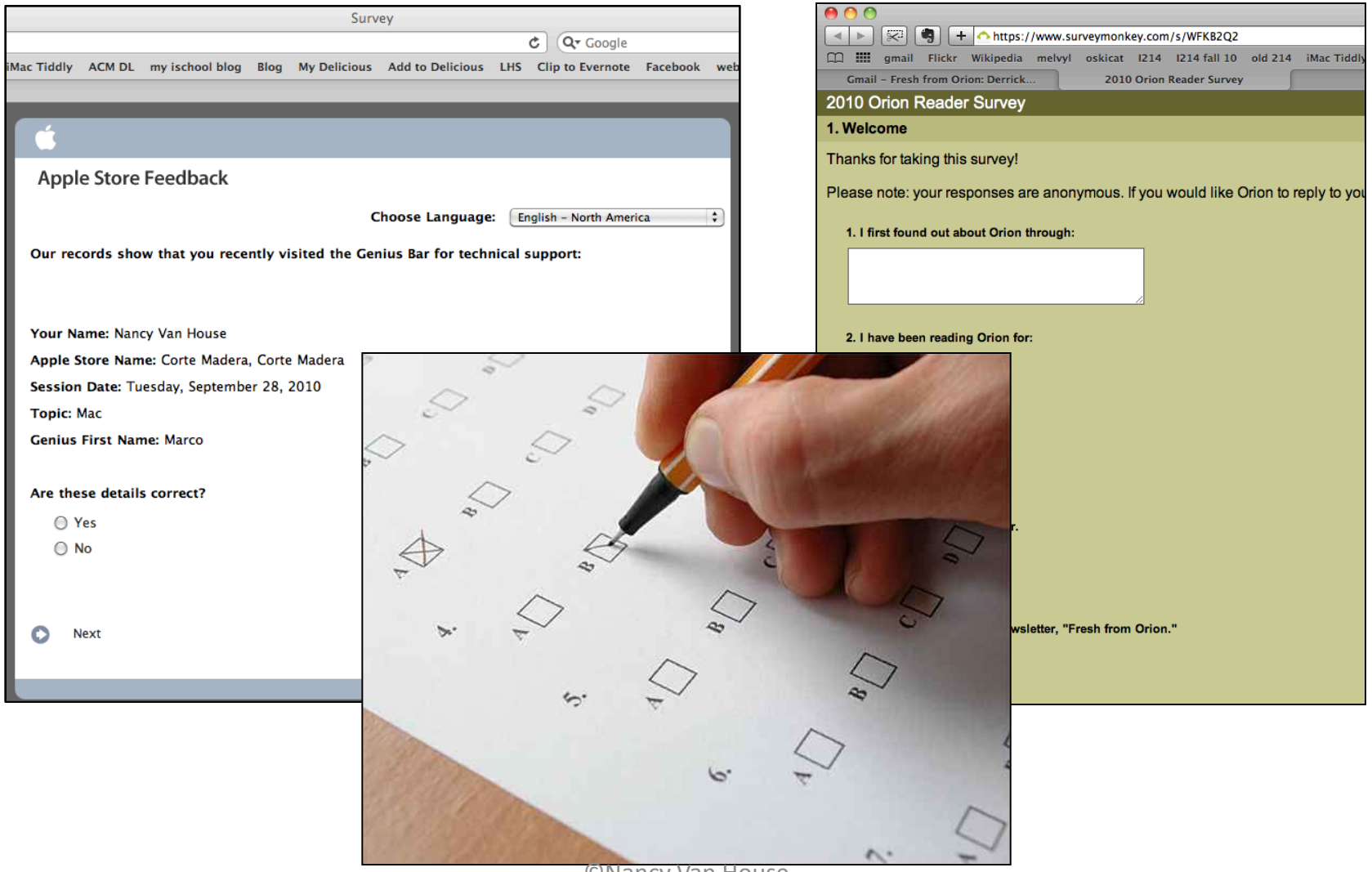
Administering Surveys



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Ways of Administering Surveys (roughly in order of expected response rate)

- In person
- Phone
- Paper, in person
- Email (usually with a link)
- Web
- Mail
    - .

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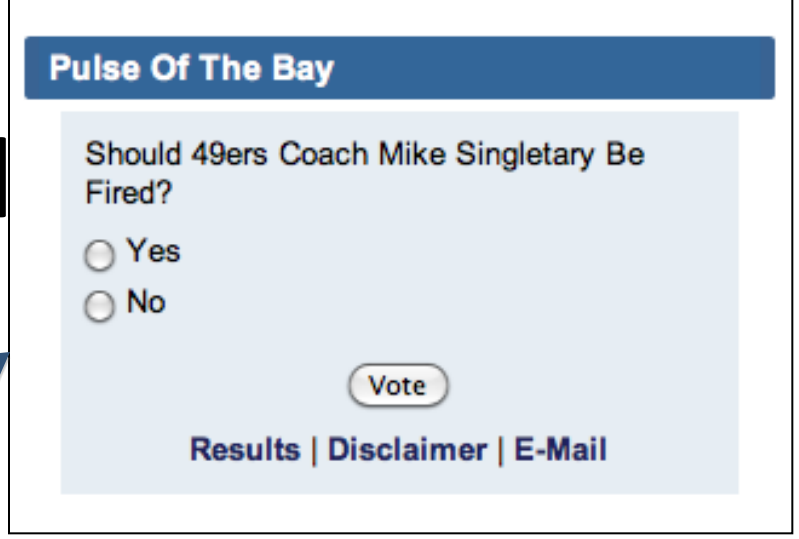
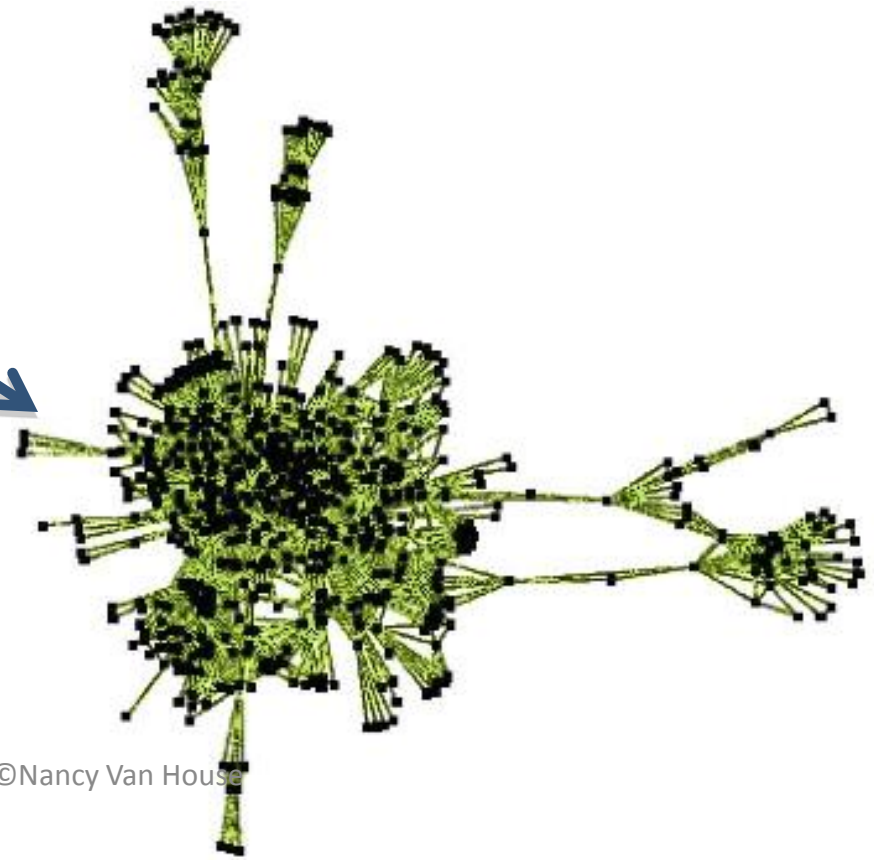
Sampl

- Universe (everyone)
- Statistically valid
- Convenience
  - Self-selected
- Snowball





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Noise,

As part of my work with Yahoo I'm running a survey study looking at how people use the Internet for shopping, travel planning, and a handful of other topics. The survey takes only 10-15 minutes, your participation is anonymous, and the first 100 participants will receive a $5 gift card to Amazon.com.

[Link]

Forwarding this message to friends, colleagues, and coworkers is most welcome and appreciated.

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Response Rates

- % of sample who actually participate
- low rates may indicate bias in responses
  - Whom did you miss? Why?
  - Who chose to cooperate? Why?
  - Compare respondents to population,if possible
- How much is enough?
  - For statistically valid sample
    - 50% is adequate; 70% is very good
  - Web surveys tend to be 3%, 5%....

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Increasing response rates

- *Good design*
- *Short*
- *Easy to answer immediately*
- Harder to say ‘no’ to a person
- Explanation/request
  - Explain purpose of study
  - Why you need *them*
- Incentives
  - Reporting back to respondents
  - Money; entry in a sweepstakes
- Follow up on non-respondents (if you can)

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Some sources of error

- Sample, respondents
- Method of administration
- Question choice
- Question wording
- Question order
- Inferences from the data
- Users' interests in influencing results
  - "vote and view the results"

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Convenience sample: problems may include

- Response rate unmeasurable
- May be difficult to compare respondents to population as a whole
- Likely to be biased (systematic error)
  - Frequent users probably over-represented
  - Busy people probably under-represented
  - Disgruntled and/or happy users probably over-represented

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Web survey problems

- Loss of context – what exactly are you asking about, what are they responding to?
  - Are you reaching them at the appropriate point in their interaction with site etc?
- Incomplete responses
- Multiple submissions
- Response rate problems
  - Low rate
  - Hard to calculate
- Is your sampling unit the user or the interaction?

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zoomerang

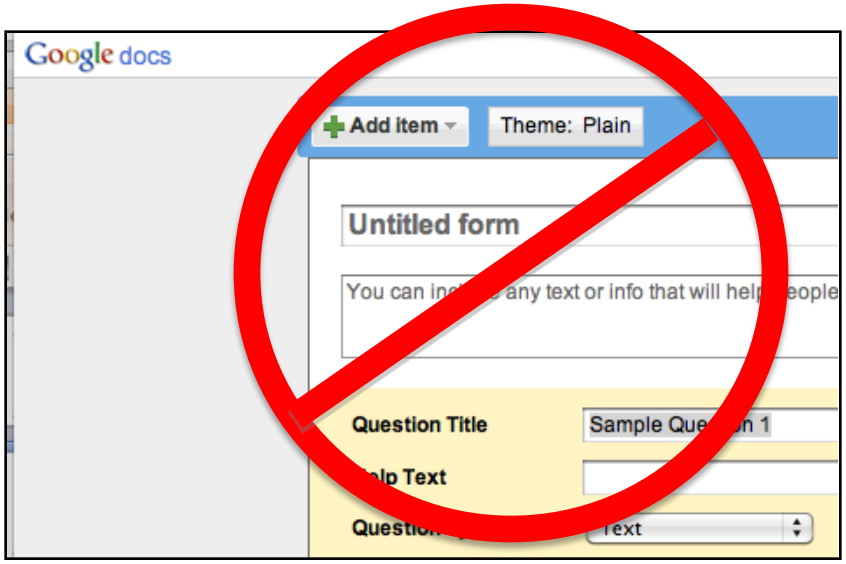
Easiest Way to Ask, Fastest Way to Know ™

SurveyMonkey.com

because knowledge is everything

Polldaddy

Are they thinking what you're thinking?



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What to look for in web survey software/site

- # of questions you can ask
- # of respondents
- How long the survey will be available
- Question designs/formats, or at least the designs you need
- Kind of data analysis they support
- Reports they produce for you
- Whether you can download data into Excel etc
- How long the data will be available to you
- *Most have limited free/lowcost versions, and premium*

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Questionnaire construction

- Content
  - Goals of study: What do you need to know?
  - What can respondents tell you?
- Conceptualization
- Operationalization – e.g., how e*xactly* do you define "household with access to internet"? "user"?
- Question design
- Question ordering
- ***Short, short, short!***
- ***Pretest, pretest, pretest!***

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Survey content

- Characteristics of respondents
  - Demographics
  - Those relevant to your topic
- Activity
  - In general
  - Specific to this topic
  - Specific to this product
- Attitudes, opinions
  - ditto
- Knowledge
  - ditto

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2010 Orion Reader Survey

1. Welcome

Thanks for taking this survey!

Please note: your responses are anonymous. If you would like Orion to reply to your feedback or if yo

1. I first found out about Orion through:

2. I have been reading Orion for:

- less than 1 year
- 1 - 2 years
- 3 - 5 years
- 5 - 10 years
- 10+ years

3. I am currently a subscriber.

- yes
- no

4. I receive Orion's e-mail newsletter, "Fresh from Orion."

- yes
- no

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Apple Store Feedback

Choose Language: English – North America

Our records show that you recently visited the Genius Bar for technical support:

Your Name: Nancy Van House
Apple Store Name: Corte Madera, Corte Madera
Session Date: Tuesday, September 28, 2010
Topic: Mac
Genius First Name: Marco

Are these details correct?

- ○ Yes
- ○ No

Next

Apple Feedback

Thinking about this particular Genius Bar visit at the Apple Store, Corte Madera on Tuesday, September 28, 2010, how would you rate your satisfaction with the following aspects?

	Not At All Satisfied 0	1	2	3	4	Neutral 5	6	7	8	9	Extremely Satisfied 10
Overall satisfaction with your visit	○	○	○	○	○	○	○	○	○	○	○
The Genius' technical expertise and ability to diagnose your issue	○	○	○	○	○	○	○	○	○	○	○
The Genius' attitude and appreciation for your concerns	○	○	○	○	○	○	○	○	○	○	○
The choice of available days and times when scheduling this session	○	○	○	○	○	○	○	○	○	○	○
The amount of wait time between your scheduled time and when you were called	○	○	○	○	○	○	○	○	○	○	○

Next

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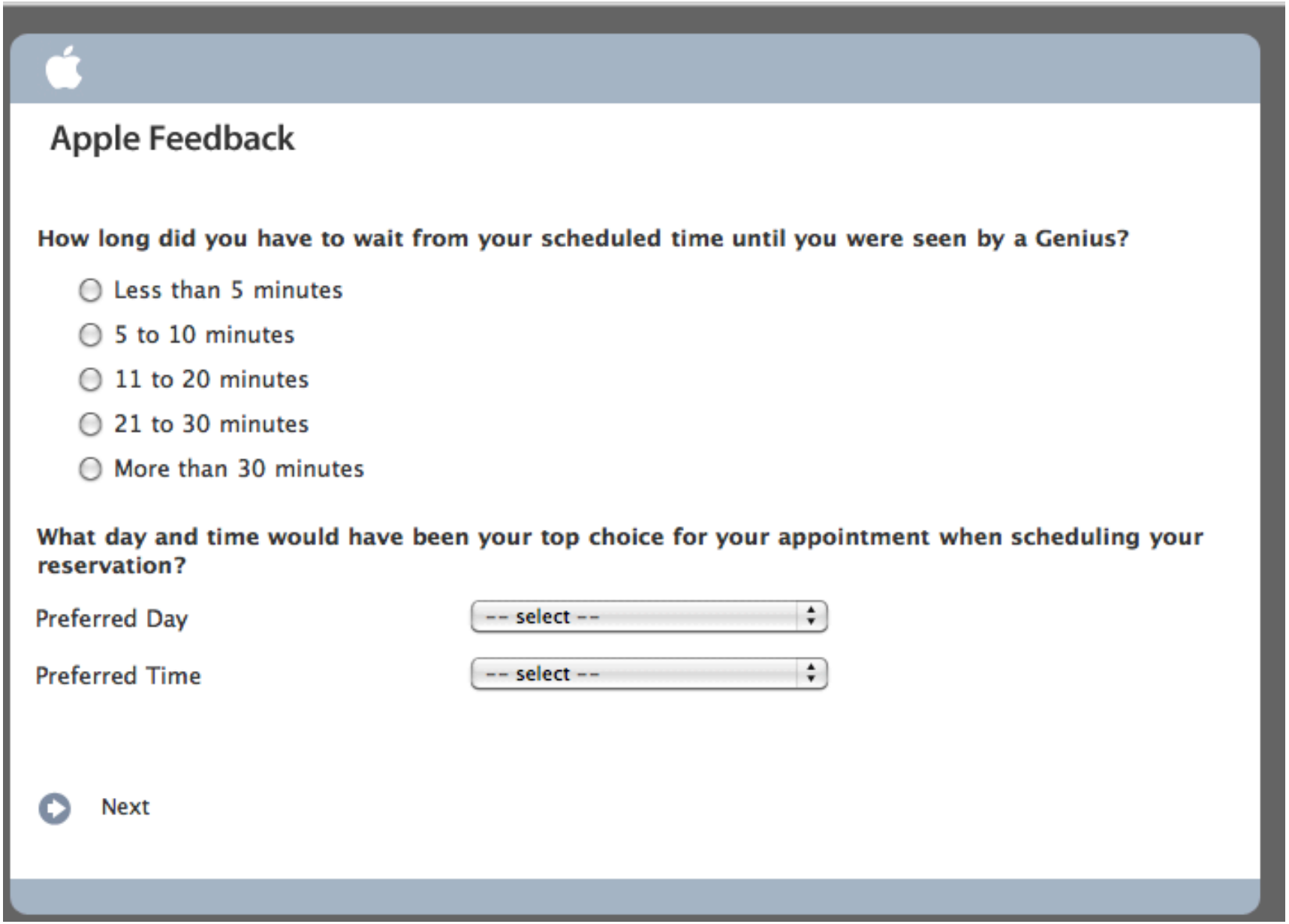

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Apple Feedback

	Not At All Likely 0	1	2	3	4	Neutral 5	6	7	8	9	Extremely Likely 10
How likely are you to recommend the Apple Store to a friend or family member?	○	○	○	○	○	○	○	○	○	○	○

Is there anything else you would like to share with Apple about this visit or the Genius Bar in general?

Next

Apple Store Feedback

Thanks for sharing your thoughts on the Apple Store.

We are committed to providing the best possible customer experience, and your input is important to us.

The Apple Store Team

Learn more about the services available at the Apple Retail Store

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