

**For people who need to collect data from customers, “How to design and implement web surveys” is a 1-day seminar that shows delegates how to create and analyse valid and reliable web surveys. Unlike standard courses on questionnaire design, delegates create an actual draft survey during the course to answer their research objective.**

#### Duration

This is a one-day workshop.

#### Overview

Many surveys on the web are very poorly designed: they often ask too many questions, or irrelevant questions, or biased questions. These problems make the resulting data impossible to analyse. This course will help you avoid the potential traps in survey and questionnaire design and teach you how to write valid and reliable survey questions.

#### Who is the course for?

This workshop is for you if you have been tasked with creating a web survey to collect data from customers or users.

#### How will I benefit?

After attending this course, you will be able to:

Decide on the research objective and the research questions you want to answer with a survey.

Control the four kinds of bias that affect all web surveys.

Decide on the best format for your question (such as essay, rating scale, multiple choice and ranking questions).

Write questions and design rating scales that give valid answers.

Use cognitive interviewing to find and fix problems with survey questions.

Implement a web survey on a site like SurveyMonkey or Google Forms.

Use descriptive statistics and cross-tabulations to help you take action on the results of your survey.

**What will I learn?**

Why carry out a survey?

The landscape of user research methods

Advantages and disadvantages of web-based surveys

The 6 key steps in survey design

Formulate your research question

5 questions to help you formulate your research objective

Identify your population and sample

Sampling error, instrument error, nonresponse error and measurement error.

Design the questionnaire

The structure of a web survey

Using transitions

Sources of error in survey questions

Quick activity: Fix these questions

The different types of survey question

Open-ended questions: textual and numerical

Agree/disagree scale

Rating scale

Categorical

Multiple choice

Ranking

Presentation formats: Matrix questions

Logical formats: Skip logic

Pilot test the questionnaire

The purpose of pilot testing

Introduction to cognitive interviewing

The four layers of a survey question

Quick activity: Pilot test these questions

Collect the data

Implementing a web survey

Encouraging people to take part

What people want to know about your survey

Getting people to open your survey invitation: "Dos and Don'ts"

How to improve your response rate

Survey invitations: Quick activity

Analyse the data

Descriptive and inferential statistics

Finding patterns in your data with cross-tabulations

Quick activity: Analyse data from an actual study

Summary and Wrap-Up

Brief review of the key topics.

Final opportunity for questions.

### **What is the workshop format?**

A fast-moving, interactive, but structured training session covering the topics outlined in the programme. Activities and case studies will enable you to apply the concepts to check your understanding. You will be encouraged to ask questions and to contribute to the seminar.

### **Who is the workshop leader?**

David Travis is the Managing Director of Userfocus, an independent consultancy specialising in usability training and consultancy. David holds a BSc (Hons) degree and a PhD in Psychology. His professional affiliations include membership of the British Psychological Society, the Experimental Psychology Society and the Usability Professionals Association.

### **What do delegates say about this seminar?**

“I now plan to spend more time analysing whether a survey is relevant and working out how to formulate the right questions.”

“The approach to pilot testing a survey with an audience was a real eye-opener! Previously I've only shared it with like-minded colleagues so we perhaps didn't get the best response.”

“I now know how to review my survey before sending it out, to check the right questions are being asked.”

“There were useful tips about analysis (especially the cross-tabulations) and creating good email invitations.”

“I was on the course for a very specific reason: to create the staff perception survey. I now have the confidence to go ahead and do it.”

### **How do I book?**

- Call 020 7917 9535
- E-mail [helpdesk@userfocus.co.uk](mailto:helpdesk@userfocus.co.uk)
- Web [userfocus.co.uk/consultancy/requesttraining.html](http://userfocus.co.uk/consultancy/requesttraining.html)