

## **WebSurvey - <http://www.doit.wisc.edu/websurvey/>**

### **Overview**

WebSurvey is a product that DoIT offers for creation of online surveys, and is the software DFM ITS recommends. For more in depth information on WebSurvey, including pricing, see <http://www.doit.wisc.edu/websurvey/>.

ITS recommends each DFM budget unit have their own WebSurvey account. The option of \$150 per year for multiple surveys, up to 5,000 respondents total for all surveys will most likely be the preferred choice. Research may have different needs, particularly with confidentiality and may consult with the DFM HelpDesk.

### **WebSurvey Features At a Glance**

- Respondent tracking capability
- Branching logic available
- Variety of question types
- Ability to customize the look and feel
- Automatic attractive executive summary reports, including filtering options
- Ability to export results to a .csv/Excel file

### **What to think about when designing a survey**

- Is the survey to be done anonymously?
  - If yes, do not use respondent tracking.
    - **Tip!** In the intro, state whether or not the responses are anonymous.
- Use branching logic if appropriate.  
Example: Do you like ice cream? If yes, automatically be directed to a question asking about flavors. If no, continue to next appropriate question.
- Decide which questions will be required to be answered.
- Open-ended questions will require manual scrutiny
  - **Tip!** Do not include too many open ended questions to a large number of respondents unless you have the time to analyze the data, especially when producing an executive summary.

### **Survey Creation Tips**

#### *Suggestions for Intro Page Text*

- State the purpose of the survey.
- State the approximate length of time it will take to complete.
- State that cookies are to be turned on in the browser. (particularly if survey is long)
- State whether the survey is anonymous or not.
- Include the deadline for completing the survey.

### *Tech Tips*

- If using branching logic, attempt to have your questions in the correct order prior to setting the branching logic.
- Check the default duration of an open survey. It is usually defaulted to 6 months (from the time you start creating the survey), but we have noticed it defaulted to 1 month at times. You may need to change the “end date” for the survey by going into the main survey ‘edit’ button.
- You can customize certain portions of the survey by adding some [HTML code for formatting](#), such as bold or color selection.
- To email a copy of the survey/survey results to someone, create a .pdf file from the browser, File > Print > Adobe PDF (printer). Adobe Acrobat Professional needs to be installed on the computer performing this operation.

### **Support**

#### ***DFM***

- The DFM Help Desk will provide an initial brief consultation regarding survey creation if requested. We will cover basics and some of the gotchas we have encountered.

#### ***DoIT***

- FAQs <http://www.doit.wisc.edu/websurvey/faq.asp>
- General Questions <http://www.doit.wisc.edu/websurvey/>
- Technical Troubleshooting <http://www.doit.wisc.edu/websurvey/resources.asp>
- User Manual <http://www.doit.wisc.edu/websurvey/manual.asp>