From Web Surveys to Online Platforms

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The Internet & Web Surveys

- 1991: WWW publicly available
- 1992: Mosaic Browser
- 1997: 23% Web Users (Home or work)
- 2002: 56% Web Users (Home or work)
- 2005: 79% Web Users (Home or work)

http://www.census.gov/compendia/statab/information_communications/internet_access_and_usage
Web Surveys – the Current Decade

  - Coverage and Sampling error
  - Non-response Error
  - Measurement issues

- POQ 2008 – “Special Issue: Web Survey Methods”
  - More known – relative strengths and weaknesses
Web Surveys

**Advantages**
- Cost & time efficiencies
- Complex logic, validations
- Sensitive topics
- Item presentation – more flexible
- Graphic & multi-media
- More interactive, real-time results
- Personalized, tailored surveys

**Disadvantages**
- Coverage issues
- Lack of Sampling frames
- Response rates
- Measurement issues
  - Satisficing, item non-response, primacy effects
Online Surveys

Fast, Flexible, Friendly, Far Reaching
Maximize Advantages

40. The previous question was about your experiences of receiving guidance from a trusted LGBTQ person who is older than you, someone that could be called a "mentor".

A mentor is often someone who has more experience than you and can help you by listening and talking with you or someone you can go to for advice.

60. How many LGBTQ individual(s) are there that are older than you that you can count on to talk to about your feelings, relationships, and experiences as an LGBTQ person?

61. Overall, how satisfied are you with the amount of this kind of support that you get?

- Very unsatisfied
- Somewhat unsatisfied
- A little unsatisfied
- A little satisfied
- Somewhat satisfied
- Very satisfied
Multi-Media
Interactive.

Diary Surveys

Click "Yes" on the day you had sex.

- A day refers to 12 hours.
- Sex includes anal, oral, and vaginal contact.

Click here to return to survey.

How old is LMA? (If you don't know for sure, please make your best guess.)

On what date did you first have sex with LMA? (If you do not know for sure, please make your best guess.)

Since you first had sex with LMA, did LMA tell you whether or not he/she has HIV?

Since you first had sex with LMA, did you tell LMA whether or not you have HIV?
Interactive. Real-time Feedback

Enter data into Forms. Real-time Calculations.
Interactive. Real-Time Feedback
Interactive. Collect & Share Data

For your information, here are the top concerns we have been alerted to in the areas you told us about. Note that these concerns are only those reported through this survey, and do not represent all concerns on record.

**Bromley Town Centre**
1. Noise from car or building alarms 1 report. Last reported on 21/02/2008 at 00:11
2. Car crime – stealing cars or from cars 1 report. Last reported on 21/02/2008 at 00:11
3. Burglary 1 report. Last reported on 21/02/2008 at 00:11

Here are some of the actions being taken by your in the areas you told us about. Note that these updates are only those reported and do not represent all that is being done to address concerns.

**Bromley Town Centre**
1. 05/02/2008 I'm entering a fake update.
2. 01/02/2008 This is a test entry.
3. 21/01/2008 Test Update 1, 2, 3
4. 10/01/2008 Added more resources to fight car jackings.
5. 09/01/2008 Submitted a request for the installation of more light poles.

If you would like to speak to an Officer in your about this survey or anything related to the policing of your area please click on the button below to find out the telephone number of your local team.
Web-centric software...
Web-centered Approaches

- Real-time access to data
- Interactive nature
  - Tailored feedback, real-time data processing
- Not limited by time and geography
  - Collaborative, multi-site studies
  - Virtual study teams
- New Uses
  - CATI over-the-web
  - CAPI/CASI/ACASI
Web-based Platforms

CASI + Intervention

Please return.

Click here to end the survey...
Web-based Platforms

DatStat Illume Online Platform

Real-time Analysis & Reporting

Unified database

Web

CATI

Paper Entry

CAPI/CASI

Web-based Platforms
Driving Forces

- Complex protocols
  - Mixed-mode designs
  - Intervention studies
  - Longitudinal studies
  - Clinical Trials

- Interactive, more frequent data capture
  - Daily diaries

- Real-time data access and reporting
  - Real-time respondent feedback
  - Real-time reporting to study sponsors

- Multi-site, collaborative, virtual research teams
Web-based Research Management Systems

“So much more than just a survey.”

Enterprise Research Management System

Study Management
- Study Arms
- Study Milestones
- Surveys / Study Items
- Study Logging
- Study Comm Mgmt

Enterprise Participants
- Study Participants
- Study Security
- Study Reports
- Study Import/Export
- Study SDK

Enterprise Security

Enterprise Reporting

Enterprise Import/Export

Enterprise SDK
Participant Management – define, view, manage

Study Definition – multiple studies, study arms, study items
  - Surveys, communications (e.g., mail, email), appointments, custom

Study Workflow
  - Define, view workflow ‘tree’, drill down to view/take action on participants at a given point on workflow

Reporting
  - Basic Reporting on study/participant status

Administration
  - User management, privilege management

API
  - Reporting & Integration
Configure to Your Study Workflow
**Workflow Management**

![Workflow Management Interface](image)

<table>
<thead>
<tr>
<th>Custom ID</th>
<th>Interviewee First Name</th>
<th>Interviewee Last Name</th>
<th>Status</th>
<th>Milestone Start Date</th>
<th>Milestone Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>EK123</td>
<td>Edna</td>
<td>Krabapple</td>
<td>Scheduled</td>
<td>03/12/2009</td>
<td>Scheduled</td>
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<tr>
<td>HS123</td>
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<td>Simpson2</td>
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<td>Skinner</td>
<td>Scheduled</td>
<td>03/12/2009</td>
<td>Scheduled</td>
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</tbody>
</table>
Participant Details

View Protocol Items & Status, Participant Notes, Contacts & Locators
### Manage User Issues

**View and respond to user questions**

#### Questions, Problems and Feature Requests

**Report An Issue**

Use this form to report problems, request features and ask questions about how the DHS Participant Management Console works. Submissions go directly to system administrators for resolution.

#### Table of Issues

<table>
<thead>
<tr>
<th>Priority</th>
<th>Type</th>
<th>Reported By</th>
<th>Date Reported</th>
<th>Status</th>
<th>Description</th>
<th>Administrator Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Question</td>
<td>0020-0001</td>
<td>02/05/2009</td>
<td>Open</td>
<td>Test question??</td>
<td></td>
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<tr>
<td></td>
<td>Normal</td>
<td>0456-0001</td>
<td>01/26/2009</td>
<td>Open</td>
<td>Need a Closing Assessment</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Normal</td>
<td>taitman</td>
<td>10/09/2008</td>
<td>Closed</td>
<td>aijktheulahtheuk</td>
<td>i dealt with this</td>
</tr>
<tr>
<td></td>
<td>Urgent</td>
<td>0459-0001</td>
<td>10/08/2008</td>
<td>Open</td>
<td>How do I get out of this</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Normal</td>
<td>taitman</td>
<td>10/07/2008</td>
<td>Closed</td>
<td>ai;thieatijaw</td>
<td>ai;je;iatjekl</td>
</tr>
<tr>
<td></td>
<td>Normal</td>
<td>taitman</td>
<td>10/03/2008</td>
<td>Closed</td>
<td>how do i &gt;?????</td>
<td>alghahtgthe</td>
</tr>
<tr>
<td></td>
<td>Normal</td>
<td>taitman</td>
<td>10/01/2008</td>
<td>Closed</td>
<td>alakthelahit</td>
<td>dealt with issue</td>
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<tr>
<td></td>
<td>Normal</td>
<td>rpetrie</td>
<td>09/22/2008</td>
<td>Closed</td>
<td>How do I download data?</td>
<td>View the online help here and let me know if you have additional questions: <a href="http://playtest.datstat.com/dhs_pmc/help/measureDataDownload.aspx">http://playtest.datstat.com/dhs_pmc/help/measureDataDownload.aspx</a></td>
</tr>
<tr>
<td></td>
<td>Normal</td>
<td>rpetrie</td>
<td>09/22/2008</td>
<td>Closed</td>
<td>How do I delete a client who is no longer receiving treatment?</td>
<td>Enter a closing date on the client detail page.</td>
</tr>
</tbody>
</table>

**What type of issue would you like to report?**

- [ ] Question

**Priority for resolving this issue:**

- [ ] Normal
Summary

- Web surveys have come a long way...
- Researchers are leveraging web-centric platforms
  - More frequent measurement
  - More interactive
- Research designs becoming more complex
  - Mixed mode
  - Real-time feedback & results
  - Decentralized staff/study team
- Growth in demand for effective research management systems
Questions & Answers
Thank you for your time.

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