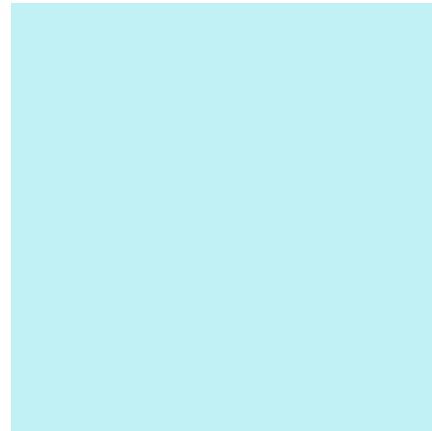


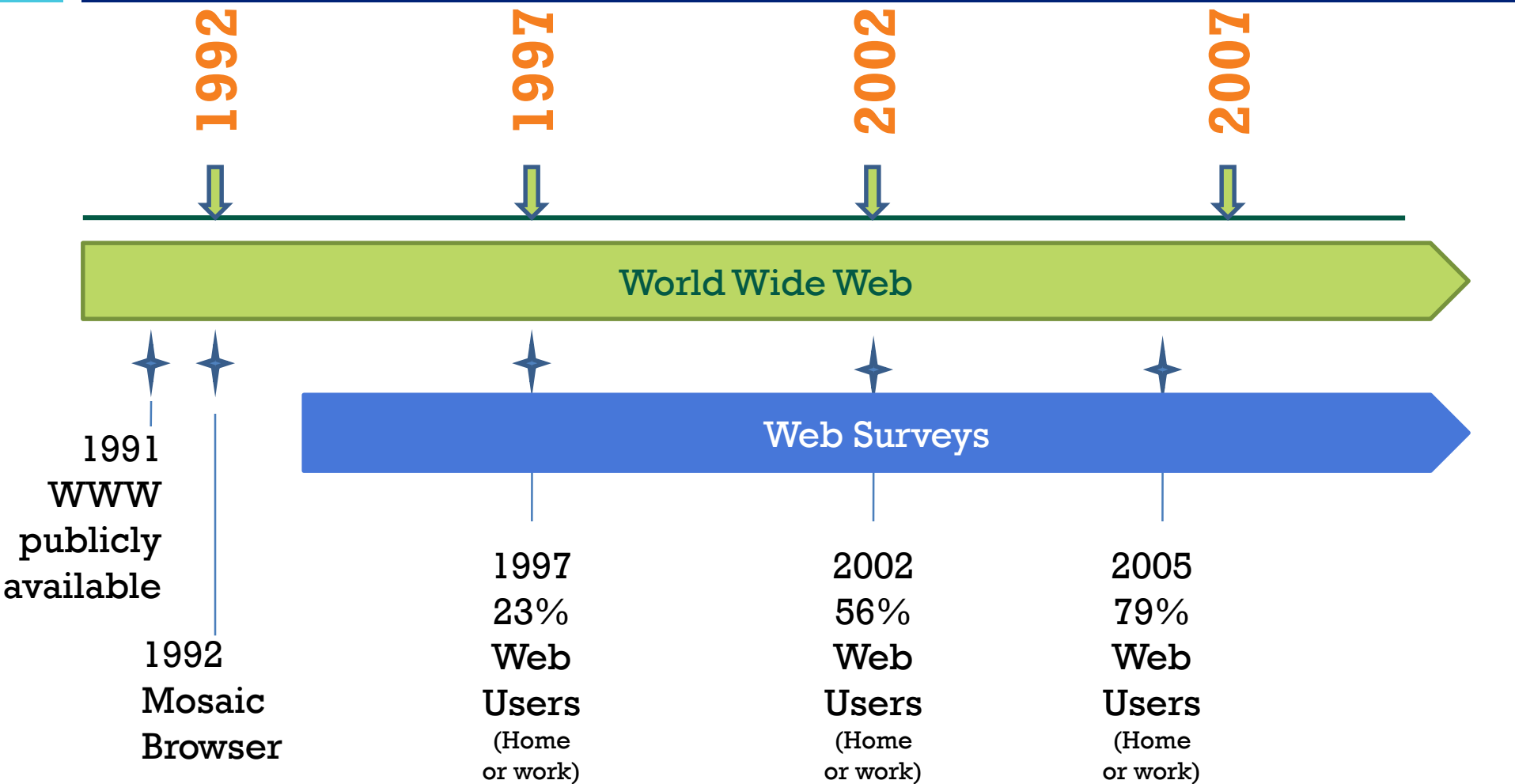
# From Web Surveys to Online Platforms



Renee Petrie, Sr. Research Director  
DatStat

2009 FedCasic Conference | Washington DC | March 18, 2008

# The Internet & Web Surveys



[http://www.census.gov/compendia/statab/information/communications/internet access and usage](http://www.census.gov/compendia/statab/information/communications/internet_access_and_usage)

# Web Surveys – the Current Decade

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- Couper, 2000 – “Web Surveys: A Review of Issues & Approaches”
  - 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



## Welcome!

Click on the brain to learn more about our research  
(You might want to maximize your computer screen)



How soon after you wake do you smoke your first cigarette?

- Within 5 minutes
- 6-30 minutes
- 31-60 minutes
- After 60 minutes

Do you find it hard to refrain from smoking in places where it's forbidden?

- Yes
- No

Which cigarette would you hate to give up most?

- The first one in the morning
- All others

Do you smoke more during the hours after waking than the rest of the day?

- Yes
- No

Do you smoke if you are so ill that you are in bed most of the day?

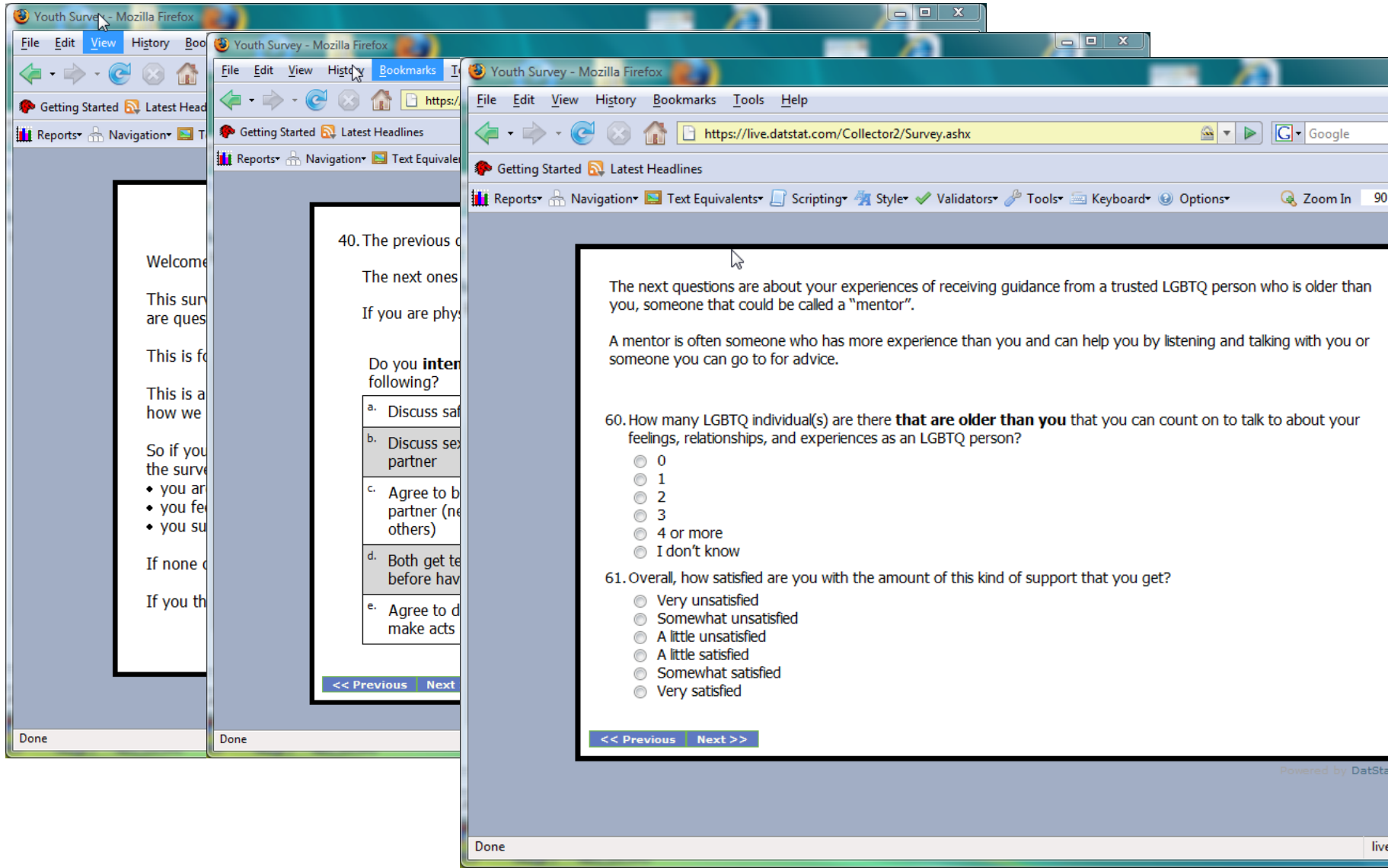
- Yes
- No

**Next**

# Online Surveys

Fast, Flexible, Friendly, Far Reaching

# Maximize Advantages

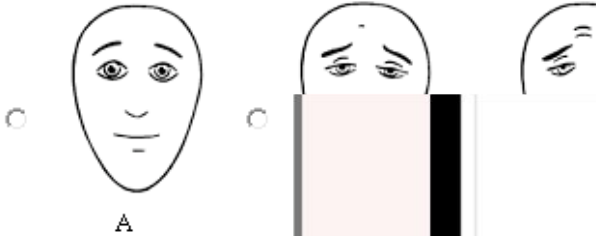


# Multi-Media

## Childhood Health After Injury (CHAI) Study

11% complete

The faces below show how much something can hurt. Please choose the face that shows the most pain.



Previous Next

### Fred Hutchinson Cancer Research Center

*A life of science*

Percent of survey completed: 14%

[Contact FHCRC](#)

1. Are you concerned about your health?



Yes



No



NEXT

Powered by DatStat



00:12 / 01:35

<< Previous

Next >>

# Interactive.

## Diary Surveys

Click "Yes" on the da

- A day refers to 12:
- Sex includes anal s

[Click here to return t](#)

Sun	Mo
2	3
9	10
16	17
23 <a href="#">Yes</a>   <a href="#">No</a>	24 <a href="#">Yes</a>
30	

▶ Please enter your p

◀ Previous Next

(Reminder: Enter '-1' i

# DASH

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

 years

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

 Month  
 Day  
 Year

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

No  
 Yes, LMA said he/she was HIV-positive  
 Yes, LMA said he/she was HIV-negative  
 Yes, but LMA said he/she didn't know their HIV status  
 No answer

▶ Since you first had sex with **LMA**, did you tell LMA whether or not you have HIV?

No  
 Yes, you said you were HIV-positive  
 Yes, you said you were HIV-negative  
 Yes, but you said you didn't know your HIV status  
 No answer

◀ Previous Next ▶



# Interactive. Real-time Feedback

Enter data into Forms.

Real-time Calculations.

AARP Home | January 23, 2009 | For the Press | Contact AARP |

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**AARP**  
The power to make it better.

Policy & Research  
for professionals in aging

Member Resources | AARP The Magazine

Policy & Research Home | About Policy & Research

**What is your current height?**  
4 feet 4 inches

**What is your current weight?**  
175 Pounds (3-digits)

**What is your current waist circumference?**  
This information will be more accurate if you follow these suggestions:

- Make measurements while standing
- Avoid measuring over bulky clothing
- Try to record answers to the nearest inch

WAIST: Measure one inch above navel even if this is not your waistline

44 Inches

BACK NEXT

AARP Home | January 23, 2009 | For the Press | Contact AARP | Sitemap for AARP

Most Visited | Getting Started | Latest Headlines | Apple | Yahoo! | Google Maps | Wikipedia | News

**AARP**  
The power to make it better.

Policy & Research  
for professionals in aging

Member Resources | AARP The Magazine

Policy & Research Home | About Policy & Research

**Calculation Checks** This page is for Testing purposes only and will not be displayed in the live survey.

- Age: (Calculated from birthday: )
- Weight in kgs: 79.38 (Calculated from weight in lbs: 175)
- Height in ms: 1.32 (Calculated from height in ft / in: 4 / 4)
- Waist in cms: 111.76 (Calculated from wait in inches: 44)
- BMI: 45.56 (Calculated using (WEIGHT\_KG = 79.38 AND (HEIGHT\_M = 1.32))
- BMI Category: 5
- Waist Category: Large
- Risk Category (non-smoker): (Factors: Smoke = 1, Gender = 2)
- Risk Category (past smoker): 4 (Factors: Smoke = 1, Smoke status = 5, Gender = 2)
- Risk Category (current smoker): (Factors: Smoke = 1, Smoke status = 5, Gender = 2)
- Footnote: none (Factors: Smoke = 1)
- Risk Level: 4
- Risk Level Text: Based on the information you provided, your Risk Level places you at four times the risk of the normal/reference range from the NIH-AARP Diet and Health Study reference group. However, there could be other health conditions and/or genetic predispositions that might influence your risk status.
- Footnote Text: /

BACK SUBMIT

Press Center | Events | Public Policy Institute | NRTA | Radio | States | AARP en Español  
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live.datstat.com

# Interactive. Real-Time Feedback

The screenshot shows a web browser window with multiple tabs. The active tab is titled "Results: Next Steps" and displays the AARP Policy & Research website. The page header includes the AARP logo and the tagline "The power to make it better." The main heading is "Policy & Research for professionals in aging".

The main content area features a large image of an older woman and a young girl in a kitchen. To the right of the image, the text reads "YOUR RESULTS" followed by a large number "4" inside a circle, and "your risk level is a:". A "print" button is located to the right of the risk level.

Below the risk level, the section "What this risk number means\*" contains three items:

-  Print this page and take it to your health care provider to confirm these findings and seek their advice on how to reduce your risks given any specific health conditions you might have.
-  Stop Smoking, if you are a cigarette smoker. Avoid second hand smoke if you don't smoke, but those around you do. Politely ask them not to smoke around you since it is placing you at risk for additional health problems. It is ok to make them feel guilty—they are! [Smoking Facts from the National Cancer Institute](#)
-  Consult with your health care provider about dietary changes that could help reduce risk. Findings from the NIH-AARP Diet and Health Study suggest that a Mediterranean-type diet helps protect against all forms of cancer and is also heart-healthy. No diet approach works in the long run unless it also includes portion controls—quantity matters. Again, specific health conditions might determine which diet is best for you and any change in diet should be in consultation with your health care provider. [Mediterranean Dietary Pattern Findings](#)

On the left side of the browser window, a vertical scale labeled "risk level" is visible, ranging from 1 to 12. The number 4 is highlighted on this scale.

# Interactive. Collect & Share Data

Metropolitan Police - Working together for a safer London - Internet Explorer provided by Dell

https://live.datstat.com/

Google

LondonTown...

**METROPOLITAN POLICE**

Do you...?  
(Please tick all that apply)

- Live in the local area
- Work in the local area
- Visit the local area often to
- Other (please specify):

<< Previous    Next >>

To begin, please select your area.

Once you select your area, there is a preview button to go to the next screen.

After you have selected your area, you will be able to see the top concerns in your area.

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 [redacted] 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 [redacted] 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.

Details

Questions About the Survey?  
Email: [input field]

Close

Internet | Protected Mode: On    100%

DAT-STAT™  
FROM DATA TO DISCOVERY

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

The screenshot displays a web-based survey platform interface. The main window shows a summary statement for a patient named Kathy M Baker, dated 4/11/2008. The patient's reason for visit is "Don't feel well, Immunizations/Medications" and the concern is "sore throat".

**CRITICAL ACTIONS REQUIRED**

- Suicide: No current ideation
- Abuse: No abuse reported
- CRAFTT Score: 3, refer for substance abuse assessment

**STRENGTHS**

- Self-Endorsed Skills: school, performing arts
- Eating habits / fitness:
  - Eating fruits and vegetables daily
  - Body Mass Index (BMI): 22.86
- Social support:
  - Has someone he/she can talk to

**AREAS OF CONCERN**

**Substance Use:**

- Tobacco: cigarettes**
  - 14, age first tried cigarettes
  - 1 to 5 cigarettes per day in the past 30 days
- Alcohol:**
  - 14, age of first drink
  - 14, age drank 4+ drinks
  - Past 12 months: typically drank 1 drink, two days a week
  - Past 30 days: 1 or 2 days drank 1 drink
  - Past 30 days binge drinking: 0 days 4+ drinks
  - Most drinks ever: 2 drinks / over 4 hours
- Marijuana: None**

**CRAFTT SCORE: 3 Likely disorder, need for further assessment**  
(Items Endorsed)

- Rode in Car where driver (including self) was drunk or high
- Used alcohol or other drugs to Relax, feel better, fit in
- Got into Trouble while using alcohol or other drugs

**Tx Readiness/History:**

- Readiness to stop using: 50%

**Sex: No reported risks**  
**Mood: No reported risks**  
**Eating Habits/Fitness: No reported risks**  
**School: No reported risks**  
**Social Support:**

- Doesn't think parents listen or take patient seriously

**Violence/Safety:**

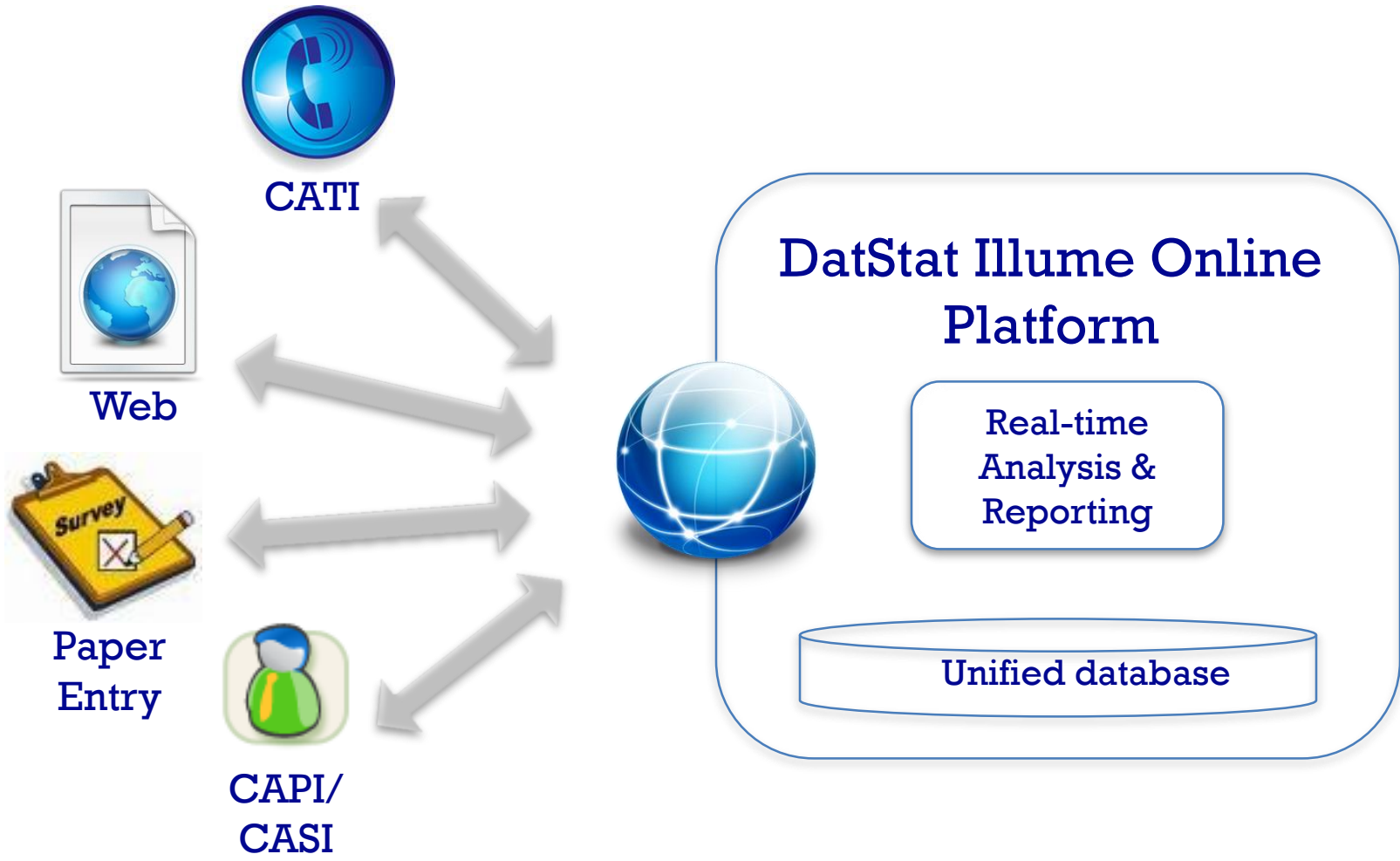
Examples:  
Budweiser  
Coors  
Corona  
Colt 45

Navigation buttons: << Previous, Next >>, Click here end the survey...

Powered by DatStat

DAT-STAT™  
FROM DATA TO DISCOVERY





# 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.”

# Scalable. Flexible. Configurable.

## Enterprise Research Management System

### Study Management

Study Arms

Study Milestones

Surveys / Study Items

Study Logging

Study Comm  
Mgmt

Study  
Participants

Study Security

Study Reports

Study  
Import/Export

Study SDK

Enterprise  
Participants

Enterprise  
Security

Enterprise  
Reporting

Enterprise  
Import/Export

Enterprise SDK

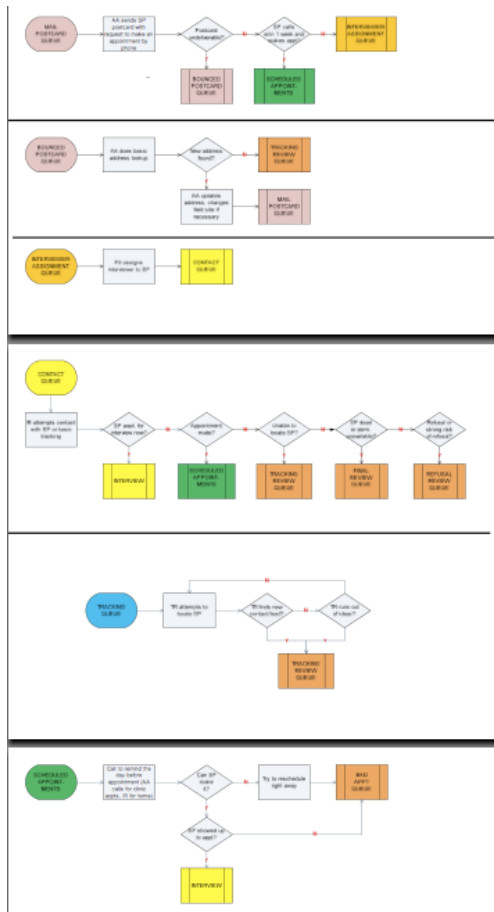
# Discovery™

- 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

## Study Workflow



The screenshot shows the DAT-STAT web application interface. The browser address bar displays the URL: `http://lorien.datstat.com/48Build-RMS/Admin/Studies/StudyEdit.aspx?StudyId...`. The page header includes the DAT-STAT logo and the tagline "THE FUTURE OF RESEARCH". The navigation menu at the top includes "Participant Management", "Study Workflow", "Reporting", and "Administration". The "Study Workflow" tab is selected, showing "General Study Info", "Participant Definition", and "Study Workflow". The "Study Workflow" section contains "Add Study Arm" and "Experimental Group" details. The "Experimental Group" section includes "Intake Milestone for Experimental Group" with options to "Edit Milestone", "Edit Appointment", and "Edit Custom Item". The "Week One Milestone for Experimental Group" section includes "Physical exam for experimental group" with options to "Edit Appointment", "Edit Survey", and "Edit Communication".

# Workflow Management

Study:

**Participant Management**

**Study Workflow**

**Reporting**

**Administration**

- Study Arm: Experimental Group
  - Milestone: Intake (Experimental)
    - Custom Study Item: Samp
    - Appointment: Intake Appoi
  - Milestone: Week 1 (Experimental)
    - Appointment: Physical Exa
    - Communication: Welcome
    - Survey: BuildTest1
- Study Arm: Control Group
  - Milestone: Intake (Control)
    - Custom Study Item: Sampl
    - Appointment: Intake Appoi
  - Milestone: Week 1 (Control)
    - Appointment: Physical Exa
    - Communication: Welcome
    - Survey: BuildTest1

0 of 3 Records Selected

Filter Results

Take Action

Custom Id	Interviewee First Name	Interviewee Last Name	Status	Milestone Start Date	Milestone Status
EK123	Edna	Krabapple	Scheduled	03/12/2009	Scheduled
HS123	Homer2	Simpson2	Scheduled	03/12/2009	Scheduled
SS123	Seymore	Skinner	Scheduled	03/12/2009	Scheduled

20 Results Per Page

<< < Page 1 of 1 Go > >>

# Participant Details

## View Protocol Items & Status, Participant Notes, Contacts & Locators

The screenshot displays the Participant Management Console interface. On the left, a 'Study Items' table lists various protocols. The main area shows a 'Contact Log for Micah Huff' with a list of contact attempts, including dates, times, and methods (Phone, Email). A 'Participant Information' sidebar on the left provides details for 'Participant: Edna Krabapple', including emergency contact information and addresses. A 'Contact Information' sidebar on the right shows the participant's email address. The interface includes navigation elements like 'Filter Results', 'Page 1 of 1', and 'Go' buttons.

Select	Edit	Item Type	Item
<input type="checkbox"/>		Appointment	Ir...
<input type="checkbox"/>		Appointment	P...
<input type="checkbox"/>		Communication	W...
<input type="checkbox"/>		Custom Item	S...
<input type="checkbox"/>		Survey	B...

**Contact Log for Micah Huff**

Filter Results

Contact Method	Contact Regards	Date Entered On	Status	Comment
Any	Choose			
Show only contacts made between the dates specified below...				
Start Date	End Date			
Clear Filters Submit				
Contact attempt #0 11/09/08 5:50:00 PM via Phone by nense (206) 425-1234 Interim Disposition: Rescheduled Appointment <a href="#">Edit This Entry</a>				
Scheduling appt Re: Baseline appointment This is a note				
Contact attempt #2 11/09/08 5:50:00 PM via Phone by nense (206) 425-1234 Interim Disposition: Reminded Participant <a href="#">Edit This Entry</a>				
Survey Re: Baseline appointment This is a note from contact #2.				
Contact attempt #1 11/09/08 5:50:00 PM via Email by nense micah@huff.com Interim Disposition: Reminded Participant <a href="#">Edit This Entry</a>				
Baseline appt Re: Consent				
Done				

**Participant Information**

**Participant: Edna Krabapple**

*This is the participant's emergency contact information. This person should not know that participant is in the study.*

**Addresses**

212 8th Ave E.  
Springfield, OH 43416  
*This is Edna Krabapple's house.*

**Contact Information**

micah@huff.com  
Email address.

Page 1 of 1 Go >>

http://playtest.datstat.com/uidash-console/Contacts/editAddress...

# Manage User Issues

## View and respond to user questions

Questions, Problems and Feature Requests
Help

**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.

What type of issue would you like to report?

Priority for resolving this issue:

<< First		< Previous		20	Results Per Page	41 Total Results		Page 1	of 3	Next >	Last >>
Priority	Type	Reported By	Date Reported	Status	Description	Administrator Comment					
High	Question	0020-0001	02/05/2009	Open	Test question???						
Normal	Feature	0459-0001	01/26/2009	Open	Need a Closing Assessment						
Normal	Question	taltman	10/09/2008	Closed	aljktheuilahteukh	i dealt with this					
Urgent	Question	0459-0001	10/08/2008	Open	How do I get out of this						
Normal	Question	taltman	10/07/2008	Closed	ai;tje;iatjekl	ai;tje;iatjekl					
Normal	Question	taltman	10/03/2008	Closed	how do i >????	alghalingtihe					
Normal	Question	taltman	10/01/2008	Closed	alakhelait	dealt with issue					
Normal	Question	rpetrie	09/22/2008	Closed	How do I download data?	View the online help here and let me know if you have additional questions: <a href="http://playtest.datstat.com/il_dhs_pmc/help/measureDataDownload.aspx">http://playtest.datstat.com/il_dhs_pmc/help/measureDataDownload.aspx</a>					
Normal	Question	rpetrie	09/22/2008	Closed	How do I delete a client who is no longer receiving treatment?	Enter a closing date on a the client detail page.					

Done

Cancel

Submit

# 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.**

Renee Shatos Petrie, Sr. Research Director

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