



Best Practices for Web Surveys:

Balancing Best Practices with Innovative Approaches

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DatStat Background



- **Trusted Survey Research Systems**
 - Online
 - Offline
- Providing software and services
- Enabling
 - Surveys, assessments, interviews, diary studies
 - Online interventions
 - Participant/Patient scheduling, tracking, monitoring
 - Data management and mining
- Who: 100+ customers, 1,000s of studies, > 1,000,000 surveys
- Survey details:
 - N = 50 - 500,000
 - Qs = 1 - 4,000+
 - Dev time = 3 days – 3 months
 - Complexity = skips, preloads, multi-media, tailored feedback
 - Emails = invites, reminders, thank yous
 - Custom applications = participant mgmt, mapping,



The Big Picture



- **Background Research, Getting Organized**
- **Question Construction**
- **Survey Structure and Flow**
- **Response Rates: Invitations and Incentives**



Overarching Goals



- **What question(s) am I trying to answer?**
- **What conclusion(s) am I trying to draw?**
- **What action(s) do I want/need to take based on my data?**
- **What questions will flow naturally from certain results?**



Examples of Innovation



- Respondent Contact
- Login / Authentication
- Interactive Surveying
- Tailored Feedback
- Study Monitoring



Anonymous survey → screen in → separate survey with identifiers → added to P list automatically → timed survey invites

DAT-STAT™ ILLUME Quick Find | Preferences | Log out

Project 1 > Demo Respondent P List Delete

General | **Participants (6)** | Create Participant | Upload Participants

Filters

Column	Operator	Value
<input type="text"/>	<input type="text"/>	<input type="text"/>

[Add Filter](#) Show Testers Only
Testers are denoted by *

Columns

- CONDITION
- LOCALE
- SEX
- STAGE

Select columns and "Refresh" to add to the table below.

Page 1 of 1 Results per page: 20 Refresh

6 Members										
<input type="checkbox"/>	Row	First Name	Last Name	Email	Custom Id	Region	Modified	CONDITION	SEX	STAGE
<input type="checkbox"/>	1	sam	iones	siones@datstat.com	1236	west	Mar-06 2007 8:29:27 PM	2	male	1
<input type="checkbox"/>	2	terry	butler	tbutler@datstat.com	1238	southwest	Mar-06 2007 8:25:57 PM	3	female	2
<input type="checkbox"/>	3	chris	smith	csmith@datstat.com	1237	northeast	Mar-06 2007 8:26:40 PM	1	male	4
<input type="checkbox"/>	4	lizza	miller	lizza@datstat.com	2213	west	Mar-06 2007 8:30:22 PM	1	female	4
<input type="checkbox"/>	5	sherry	mulligan	smulligan@datstat.com	1234	northeast	Mar-06 2007 8:28:07 PM	1	female	2
<input type="checkbox"/>	6	renee	petrie	rpetrie@datstat.com	1235	northeast	Mar-06 2007 8:29:05 PM	3	female	1


Grey italic email addresses are blocked because participant opted out of future mailings.

The UT Experience! - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media SnagIt

Address | Go Links SnagIt



The UT Experience!

Error: Login failed! You must supply a valid password to log in. If you have forgotten your password, answer your [secret question](#), and we will email it to you. Otherwise, re-type your password and try again.

Welcome! We appreciate your participation in this study. Please follow the instructions below to begin your survey. If you have any questions about your participation in this study, feel free to contact us by email at saharalab@psy.utexas.edu or by phone at (512) 471-8993.

Login

Enter the first 2 letters of your first name.

(Enter the letters of your legal name. E.g., **RO** for Robert, not **BO** for Bob.)

Enter the first 3 letters of your last name.

(If your last name is less than 3 letters long, enter the number **9** for remaining letters.)

Enter your date of birth.

Month:	<input type="text" value="March"/>
Day:	<input type="text" value="01"/>
Year:	<input type="text" value="1985"/>

Enter your password, if you have one.

If you have not yet created a password, leave this blank, and you will create your password on the next page.

If you want to quit the survey and come back later to finish, simply close your browser and your responses will be saved. You may return later to resume your survey where you left off.

Local intranet

1. Please indicate if the following statements are **True** or **False** or if you **Don't Know**

	True	False	Don't Know
(a) Osteoarthritis can only be diagnosed by an X-ray.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
(b) Women are more at risk for developing osteoarthritis.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
(c) Everyone gets osteoarthritis as they get older.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
(d) Losing weight may help decrease osteoarthritis pain.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
(e) Daily stretching and moving will make the osteoarthritis pain worse.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
(f) Stress does not influence osteoarthritis pain.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
(g) The most common places for osteoarthritis are knees and hips.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
(h) Running is a good activity for people with osteoarthritis.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

You answered **7 out of 8** questions correctly on the previous Osteoarthritis Knowledge Test.

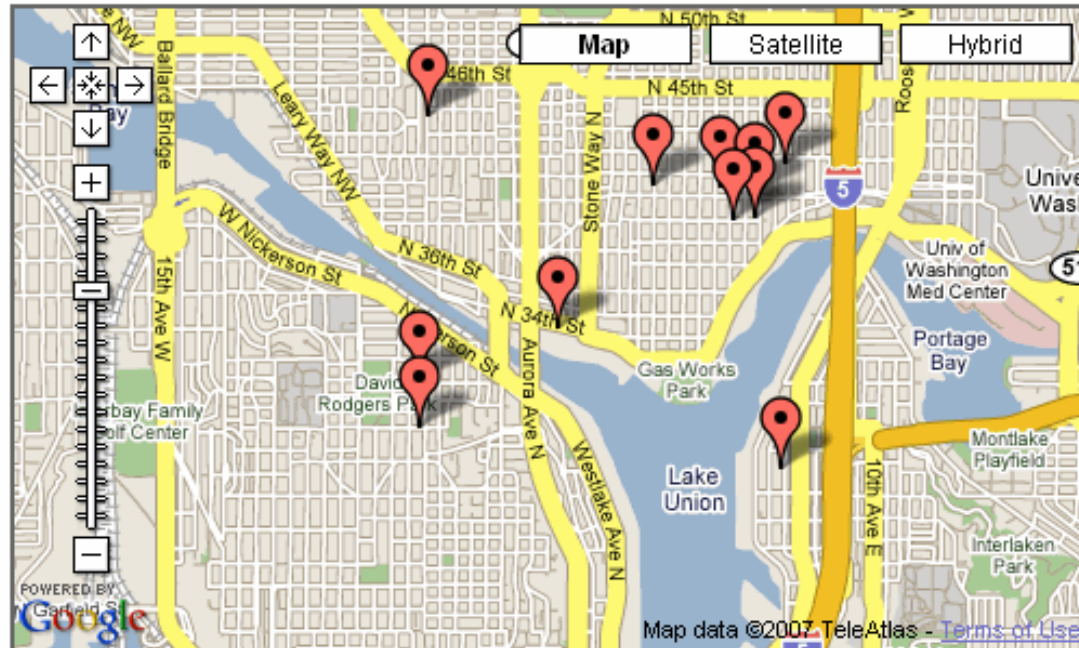
Your answer indicates you believe RUNNING IS A GOOD ACTIVITY FOR PEOPLE WITH OSTEOARTHRITIS. This is a common misconception.

Research conducted by xyz university indicates yadda yadda yadda.

You can find more information about this topic at <http://www.osteoinfoexample.com>

Or for those who are visual learners click below to watch a video that demonstrates alternative activities to running...

<INSERT VIDEO LINK HERE>



Enter a location or postal code and click "Show Map":

Show Map

[Once displayed, click on the map to add markers]

Marker Coordinates
(need to translate to BNG)

Marker #1: lat=47.648554, lng=-122.34523
 Marker #2: lat=47.64561482699582, lng=-122.35628128051758
 Marker #3: lat=47.64318610543658, lng=-122.35628128051758
 Marker #4: lat=47.65983792850961, lng=-122.35559463500976
 Marker #5: lat=47.65613798222676, lng=-122.33774185180664
 Marker #6: lat=47.6572942436054, lng=-122.3272705078125
 Marker #7: lat=47.65602235468063, lng=-122.3324203491211
 Marker #8: lat=47.655675470505955, lng=-122.32967376708984
 Marker #9: lat=47.65440354214958, lng=-122.32967376708984

Date of Entry: 05/27/2004 Patient: V364 Phase: AdHoc on 01/01/2004 Completed By: shollon
 Date of Completion: 05/27/2004

Progress Note (PN-PC)

Note: To preload data from the previous PN_PC form, enter the date of completion above, and click the **Grab Values** button below. This will load data from the last PN_PC completed prior to the specified date of completion. If you are entering data from a paper form, you should enter the session date from the paper PN_PC as the date of completion above.

For more information see [PN_PC change notes](#).

Date of current BDI : 05/26/2004

Current BDI score : 13

These fields MUST BE BLANK and the **Date of Completion** must be filled in to grab values successfully and correctly. If no BDI score was received in the past 48 hours (measured from the date of completion above), no BDI score or date will be displayed.

*Session Type: No answer

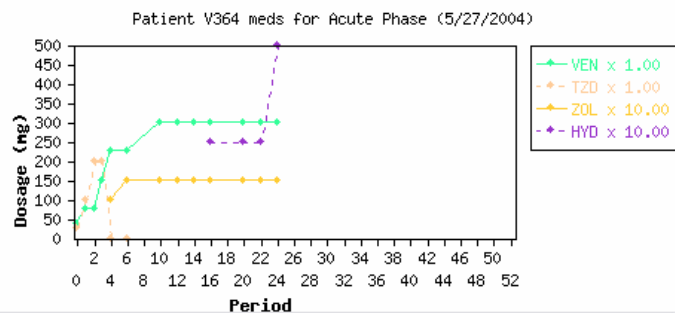
***Target Symptoms :**

Symptom	Severity	Response
1. insomnia--initial & middle	None	Resolved
2. irritability	Mild	Very Much Improved
3. passive SI	Mild	Very Much Improved
4. increased appetite	Mild	Improved
5.	No answer	No answer

*Clinical Global Impression of (Depression) Severity (CGI-s) : (2) Borderline ill

***Protocol Medications :**

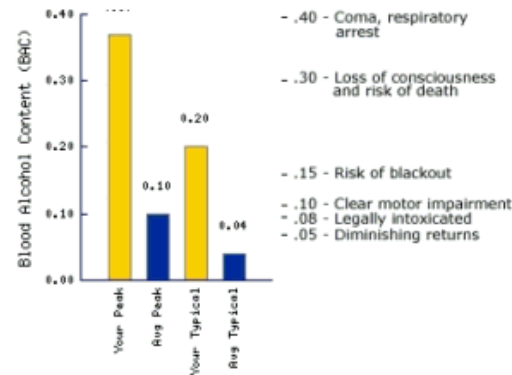
Medication	Mgs
1. Venlafaxine XR	300.0
2. Zolpidem	15
3. No answer	
4. No answer	



Your Drinking

According to the information you gave us, the number of occasions you drank (frequency) was: **4 days per week**

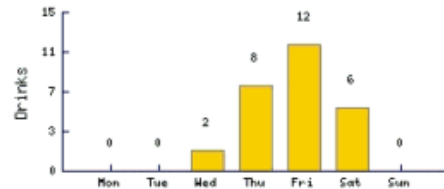
On the weekends, you drink an average of: **9 drinks per occasion**



The average peak and average typical values are based on what we know about students attending UW.

It would take approximately **23.25** hours for your peak Blood Alcohol Content (BAC) to return to .00, and approximately **12.62** hours for your typical BAC to return to .00.

Typical Weekly Pattern



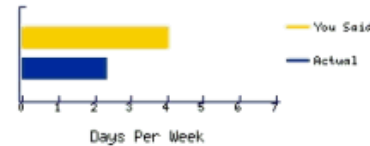
This is what you told us you drank during a typical week.

Compared to other college students, your percentile rank is **91**. This means that you drink as much as or more than **91** percent of students your age.

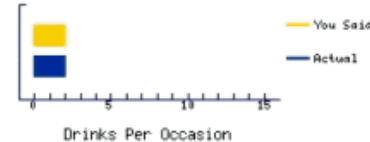
Drinking Norms

This is what you told us you believed to be the average frequency and quantity of alcohol consumed by students your age, as well as the actual drinking norms for UW students.

Frequency



Quantity



Most students think other students drink more than they actually do. Most UW students drink 2 or fewer drinks when they drink.

Beliefs About Alcohol Effects

You listed the following alcohol effects as "good" and "likely to occur" when you consume alcohol:

- It would be easier to talk to people.
- I would act sociable.

Does alcohol really do these things? Research suggests many of the social effects of alcohol are based on myths, placebo effects, and expectations we bring to the drinking situation.

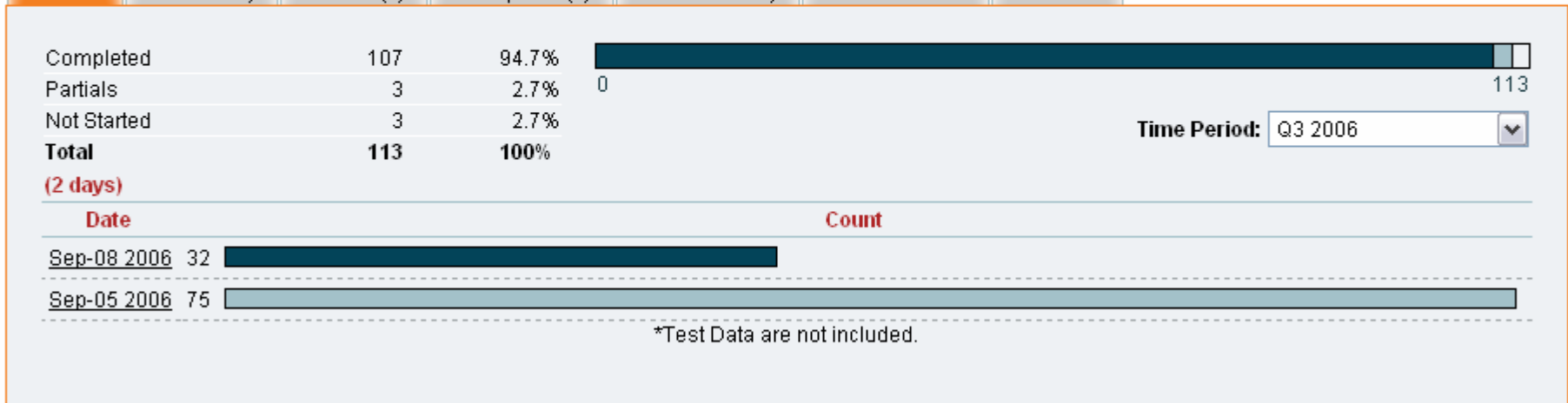


CustomerSatisfactionDemo

Published Version

Corporate demo survey

- General
- View Survey
- Queries (7)
- Participants (1)
- Data Dictionary
- Data Download
- Test Data



User Console

Dr. Elizabeth T. Miller (Coordinator) Vanderbilt University

CPT III Enrollment Summary

Institution	Screened	Randomized	Acute	Cont.	Maint.
All Institutions	317	224 70.66%	121 54.02%	63 28.12%	40 17.86%
Vanderbilt University	124	84 67.74%	40 47.62%	18 21.43%	26 30.95%
University of Pennsylvania	100	59 59.00%	44 74.58%	10 16.95%	5 8.47%
Rush Medical Center	93	81 87.10%	37 45.68%	35 43.21%	9 11.11%

Edit profile... | Log Off...

CPT III Patients

Randomized Patients:

V301-J_B	Continuation Month 7	[Manage]
V302-RPS	Continuation Month 13	[Manage]
V303-ESS	Acute Week 82	[Manage]
V304-WJD	Maintenance Month 8	[Manage]
V305-DWS	Acute Week 81	[Manage]

Screening Patients:

SV005	randomized as patient V301	[Manage]
SV006-SCL		[Manage]
SV011	randomized as patient V304	
SV016	randomized as patient V306	
SV021	randomized as patient V303	

View patient schedules...

Add a new patient...

CPT III System Users

saddington	Mrs. Stephanie A. Addington	Vanderbilt University	Evaluator	[Manage]
lbrown	Dr. Laurel Brown	Vanderbilt University	CT Therapist	[Manage]
bbrown	Mr. Brandon L. Brown	Vanderbilt University	Evaluator	[Manage]
ditt	Mr. George N. Dittmeier	Vanderbilt University	Administrator	
lezell	Mrs. Elizabeth Ezell	Vanderbilt University	Evaluator	[Manage]

View Provider Avails ...

Add a system user...

Enter Data for CPT III Measures

Patient ID:
 Completed By:
 Phase/Period: AdHoc Date: (mm/dd/yyyy)
 Measure:

Review CPT III Reports

Report Type

CHAI Participants																																																							
<table border="0" style="width: 100%;"> <tr> <td>Enrollment Status</td> <td><input type="text" value="Eligible"/></td> <td>Hospital</td> <td><input type="text" value="-- Any --"/></td> <td>ED Disposition</td> <td><input type="text" value="Any Except Died"/></td> <td colspan="8"></td> </tr> <tr> <td>Consent Status</td> <td><input type="text" value="-- Choose --"/></td> <td>Age Group</td> <td><input type="text" value="-- Choose --"/></td> <td>Gender</td> <td><input type="text" value="-- Choose --"/></td> <td colspan="8"></td> </tr> <tr> <td>Language Pref</td> <td><input type="text" value="-- Any --"/></td> <td>Flag</td> <td><input type="text" value="Any"/></td> <td>Format</td> <td><input type="text" value="HTML"/></td> <td colspan="8"></td> </tr> </table>														Enrollment Status	<input type="text" value="Eligible"/>	Hospital	<input type="text" value="-- Any --"/>	ED Disposition	<input type="text" value="Any Except Died"/>									Consent Status	<input type="text" value="-- Choose --"/>	Age Group	<input type="text" value="-- Choose --"/>	Gender	<input type="text" value="-- Choose --"/>									Language Pref	<input type="text" value="-- Any --"/>	Flag	<input type="text" value="Any"/>	Format	<input type="text" value="HTML"/>								
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<input type="button" value="Clear Filters"/> <input type="button" value="Submit"/>																																																							
ID	Eligible	Last	First	Hospital	Consent	Gender	Age Grp	Injury	DOB	ED Disp.																																													
1000	True	James	Eddie	Children's	Consented	M	5-9	Arm	10/10/2000	Admitted	Edit	Details																																											
1004	True	Guerero	Missy	Children's	Not Yet Contacted	F	10-14	TBI	01/01/1994	Sent Home	Edit	Details																																											
1005	True	Hong	Tran	Overlake	Not Yet Contacted	F	0-4	TBI	02/12/2005	Admitted	Edit	Details																																											
1007	True	Montgomery	Morty	Valley Medical Center	Not Yet Contacted	M	15-17	TBI	12/10/1990	Admitted	Edit	Details																																											
1010	True	Jones	Martin	Swedish Ballard	Not Yet Contacted	M	15-17	TBI	12/18/1990	Sent Home	Edit	Details																																											
1016	True	Rodriguez	Elena	Children's	Not Yet Contacted	F	10-14	TBI	01/01/1994	Sent Home	Edit	Details																																											
1017	True	Kao	Phan	Overlake	Not Yet Contacted	F	0-4	TBI	02/12/2005	Admitted	Edit	Details																																											
1019	True	Hinshaw	Harry	Valley Medical Center	Not Yet Contacted	M	15-17	TBI	12/10/1990	Admitted	Edit	Details																																											
1021	True	Robertson	Rex	Highline	Consented	M	5-9	Arm	03/14/1998	Sent Home	Edit	Details																																											
1024	True	Roberts	Marcus	Valley Medical Center	Not yet contacted	M	15-17	TBI	12/15/1990	Admitted	Edit	Details																																											
1026	True	Smith	Amy	UW Medical Center	Not Yet Contacted	F	10-14	TBI	03/09/1996	Sent Home	Edit	Details																																											
1027	True	Jimenez	Sarah	UW Medical Center	Not Yet Contacted	F	15-17	Arm	08/16/1991	Sent Home	Edit	Details																																											
1030	True	Mann	Amy	UW Medical Center	Not Yet Contacted	F	15-17	Arm	07/21/1991	Sent Home	Edit	Details																																											

MU Greek Health Project

Project Staff's Console

Only MU Greek Health Project Staff may enter information in this console

Refresh

Log Off

Participant Summary			
ID:	1111	Name:	Joe Curry
Columbia Home Phone:	(555)555-1212	Cell Phone:	
Alternate Phone (1):		Alternate Phone (2):	
Email:	jcurry@wherever.com	Preferred Contact:	Cell Phone
Social Organization:	Sorority	Address:	
Greek House:	Phi Mu		
Participant Status			
Enrolled			
Last updated by 'gdittmeier' on 7/21/2006 2:23:20 PM			<input type="button" value="Edit..."/>

Assessment Status						
Screen Entered:	Yes (7/21/2006 2:22 PM) Screened in: Yes Invited: Yes				<input type="button" value="Enter Screen..."/>	
Baseline Entered:	Yes (7/21/2006 2:25 PM)				<input type="button" value="Enter Baseline..."/>	
Week Group Entered:	Yes (7/21/2006 2:25 PM) Week Group #: 2				<input type="button" value="Week Group..."/>	
Biological Measures Entered:	Yes (7/21/2006 2:25 PM)				<input type="button" value="Enter Data..."/>	
Today is: 9/12/2006	Assessment Window	Scheduled	Counselor	Location	Assessment Entered	
Session #1	09/11/2006 through 09/11/2006	Yes : 9/11/2006 4:00:00 AM	Hoell, Stephen	Wherever	No	<input type="button" value="Enter Data..."/>
Session #2	09/12/2006 through 09/12/2006	No	Moran-Miller, Kelli	Wherever	Yes (8/8/2006 4:48 PM)	<input type="button" value="Enter Data..."/>
Session #3	10/09/2006 through 10/15/2006	Yes : 10/11/2006 4:00:00 PM	Berns, Sara	Wherever	No	<input type="button" value="Enter Data..."/>
Session #4	11/06/2006 through 11/12/2006	Yes : 11/10/2006 4:00:00 PM	Good, Glenn	Wherever	No	<input type="button" value="Enter Data..."/>
6 Month Follow-Up	02/19/2007 through 02/25/2007	Yes : 2/24/2007 12:00:00 AM	Bledman, Rashanta	Wherever	No	<input type="button" value="Enter Data..."/>
<input type="button" value="Edit Schedule..."/>						

Greetings:

This mail has been sent by DatStat to inform you of patient events, and to update you on the progress of key patient measures for the **CPT-III** project. This is a daily mailing that you will receive if you are a coordinator or principal investigator and you have supplied your email address to the system.

The following patient **events** were observed on Tuesday, April 27, 2004. The system uses measure scores to determine when patient events occur. For more information about these patients and their scores, see the *Status Change Events* report, which you can reach from the Reports menu at the bottom of the Coordinator Console. The "View Scores" link next to each patient in that report lists all the LIFE and HRSD scores related to this event.

Patient Event Summary for Vanderbilt University				
Patient	Phase	Period	Event	Date of Event
V377-EEB	Acute	8	FULL REMISSION	2004-04-27
V373-TWS	Acute	10	FULL REMISSION	2004-04-27
V312-MRH	Continuation	14	RECOVERY	2004-04-26

The following patients may be approaching a status change, based on LIFE scores observed on Tuesday, April 27, 2004. For more information about these patients and their scores, see the *Status Change Warnings* report, which you can reach from the Reports menu at the bottom of the Coordinator Console. The "View Scores" link next to each patient in that report lists all the LIFE and HRSD scores related to this warning.

Patient Event Summary for Vanderbilt University				
Patient	Phase	Period	Potential Event	Date of Triggering Score
V373-TWS	Acute	7	POTENTIAL REMISSION	2004-04-06
V377-EEB	Acute	3	POTENTIAL REMISSION	2004-03-25

There are no new Serious Adverse Events to report today.

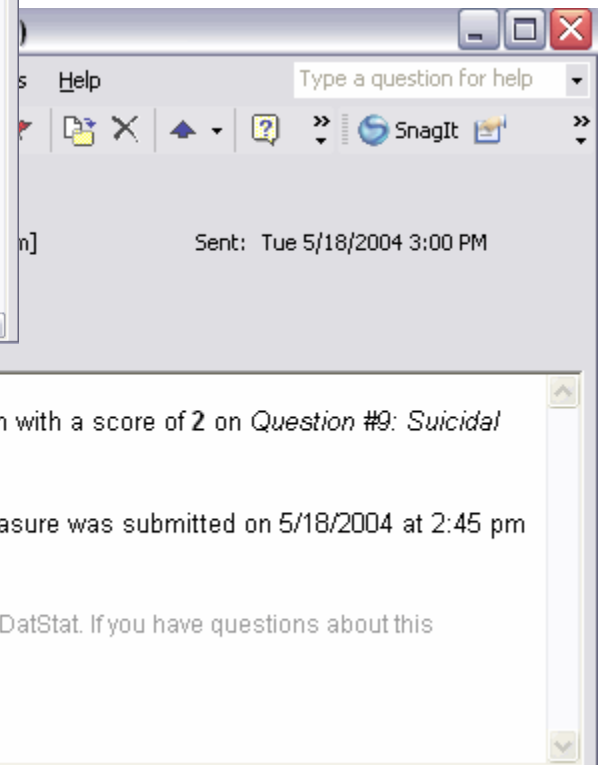
The measure status report below currently watches the following patient measures **ONLY**: ASQ, BDI, CQ, COPE, DAQ, DEMOGRAPHICS, ETI, HS, MASQ, NEO_FFI, PBQ, PERI, Q_LES_Q, RDI, SCID_IHQ_FU, SHIPLEY, SF_36, WAI_PT_PC, WAI_PT_CT, WOR

Subject: High Suicide Score on BDI

Warning: Patient V341 submitted a BDI form with a score of 2 on *Question #9: Suicidal Thoughts*.

The measure was for period AW052. The measure was submitted on 5/18/2004 at 2:45 pm (Pacific Time).

This message was automatically generated by DatStat. If you have questions about this message, please contact help@datstat.com.



THANK YOU



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CEO, Co-founder

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