SelectSurvey – Tutorial for Designing an On-Line Survey at CCSU

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Prof. Bragg Update
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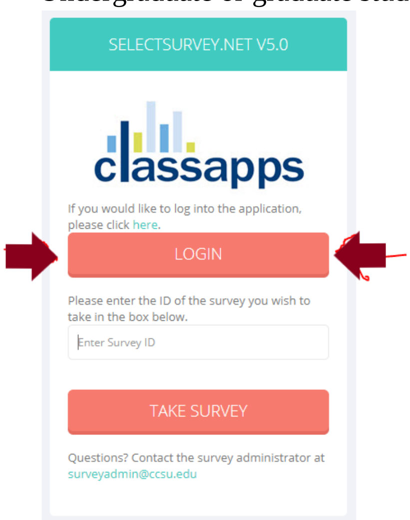
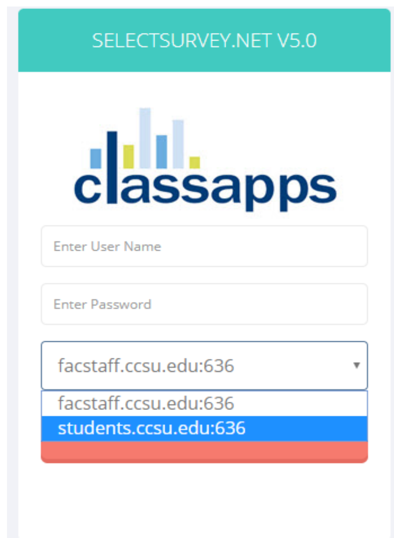
SelectSurvey.net is an on-line survey platform that is available for free to CCSU students, faculty, and staff. Students need to have access requested by a faculty member (you may already have access).

Accessing SelectSurvey

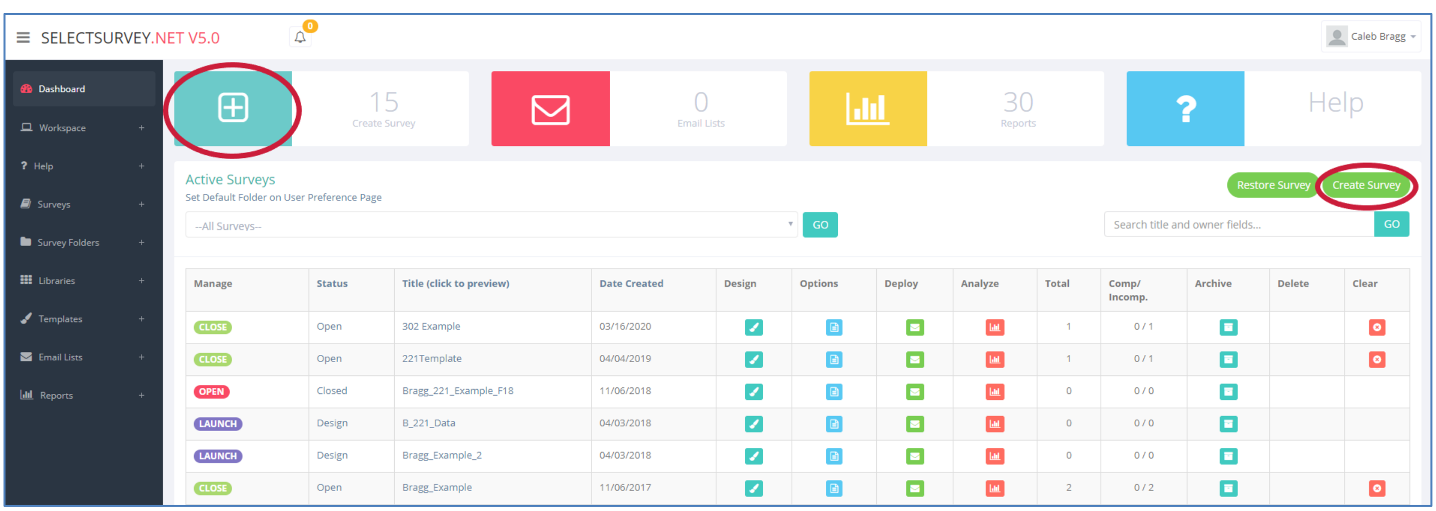
Go to https://survey.ccsu.edu/ and use your CCSU login credentials.
Make sure you select the correct domain.

- Faculty/staff, select “facstaff.ccsu.edu:636”
- Undergraduate or graduate student, select “students.ccsu.edu:636”





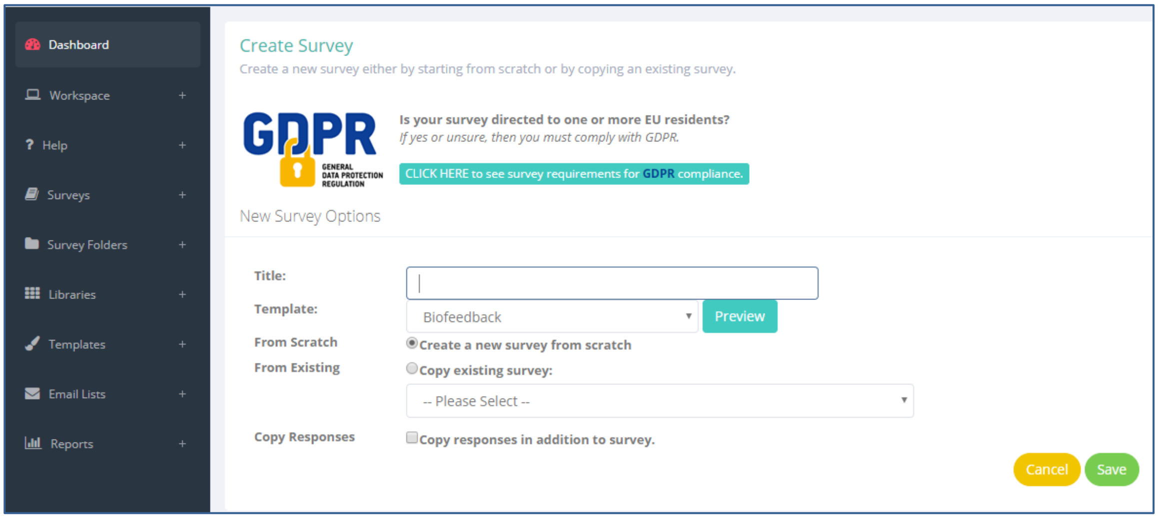
After you login, you will be brought to the dashboard screen, that will look kind of like this (except in my account, shown below, there are many existing surveys; you won’t have that):



Creating a Survey

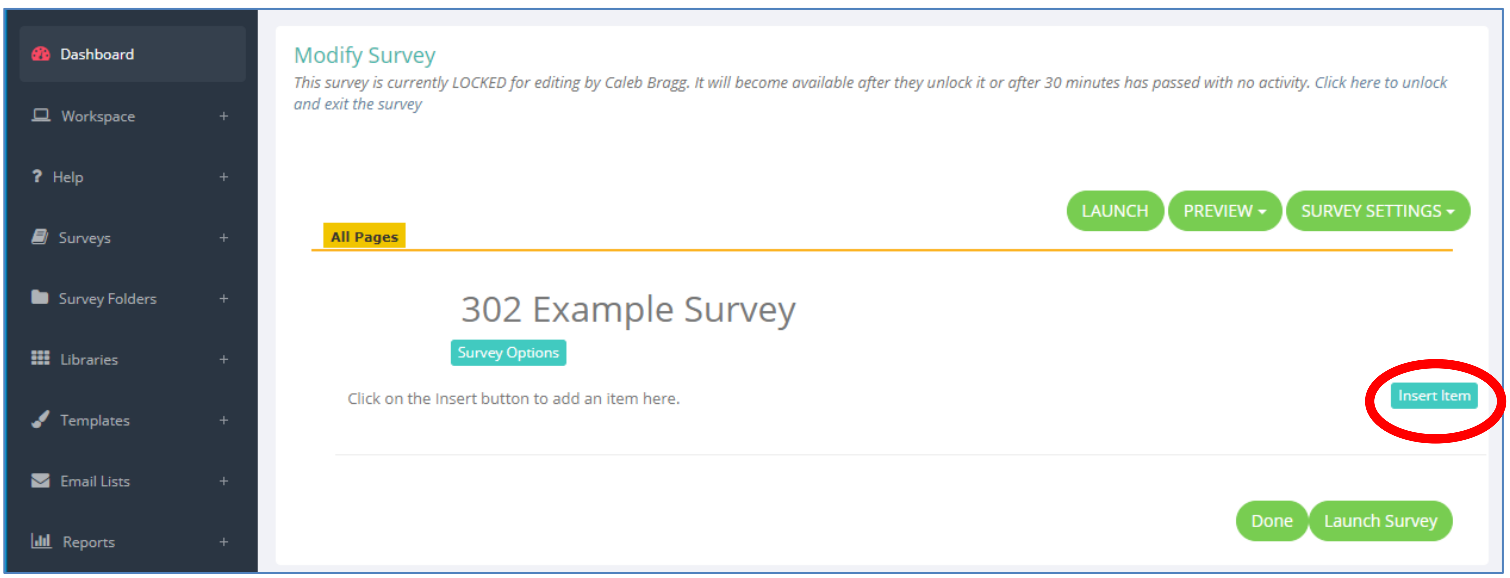
Click the “CREATE SURVEY” link (see red ovals in screen shot above, either).

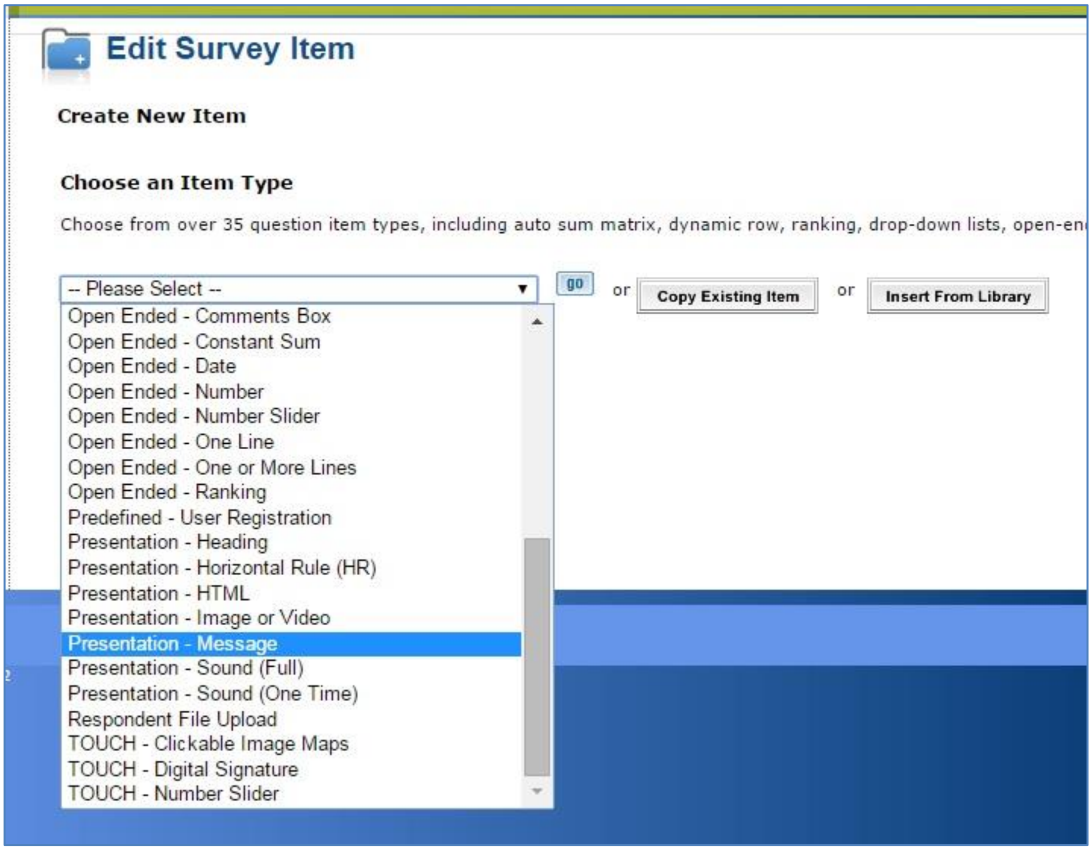
You will go to a screen like the one shown below. Type in a title for your new survey and then click “Save”.



Inserting Items

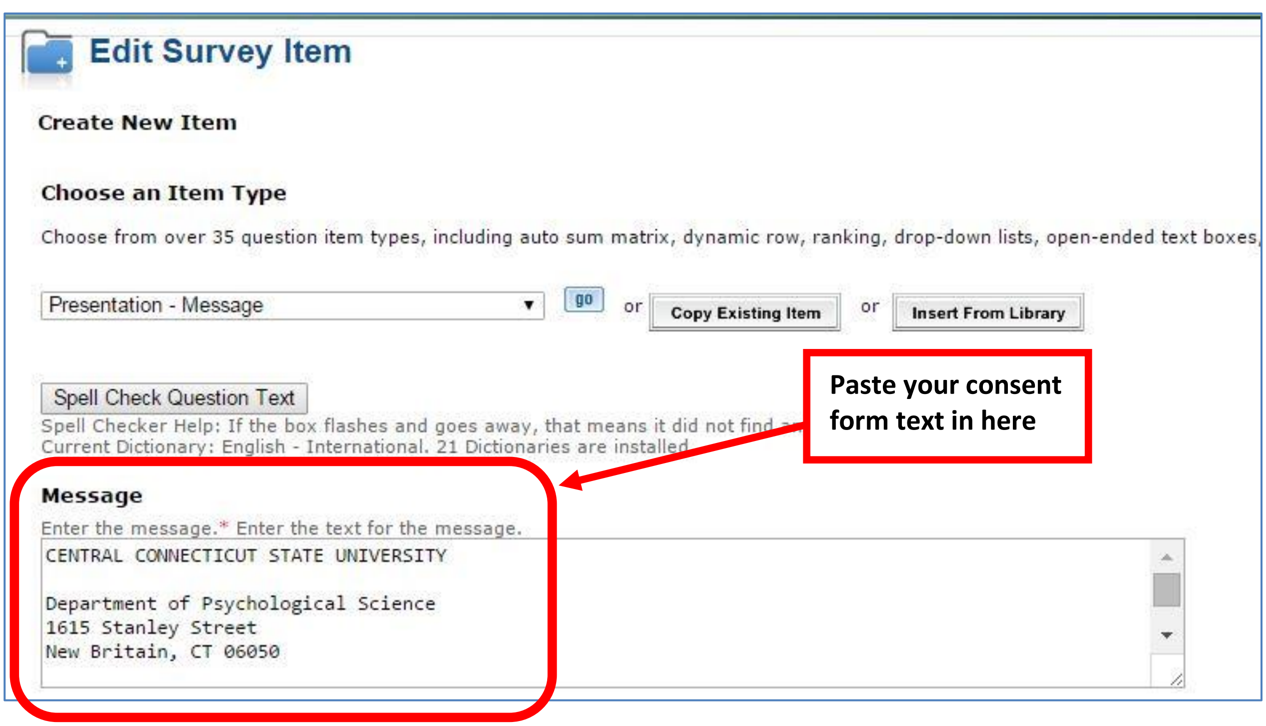
You will add content by inserting items. This will allow you to add your consent form, survey items, and debriefing statement. In the screen shot below, click the “Insert” button:



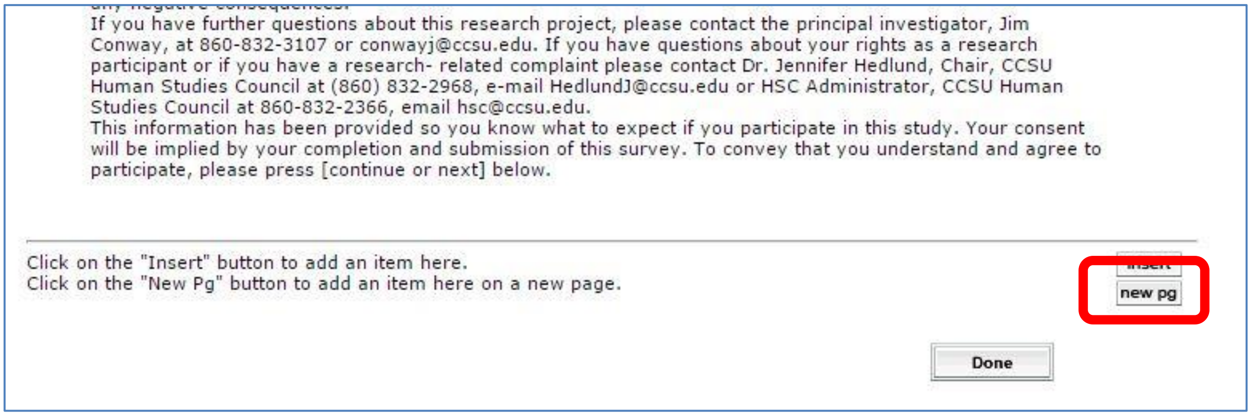


Consent form. Once in the "Create New Item" screen (see screen shot above), to insert your consent form, click "—Please Select –" to pull down the menu of item types, scroll down, and choose 'Presentation – Message.'

Then, as shown in the next screen shot, copy and paste the text of your consent form into the "Message" box. Note: most of the text in the screen shot cannot be seen. The formatting will not look particularly nice; e.g., you will probably need to put in some line breaks. It takes out bolding centering etc., and I won't go into how to spruce it up here (you might play around and see if you can improve the formatting). Click "Save."

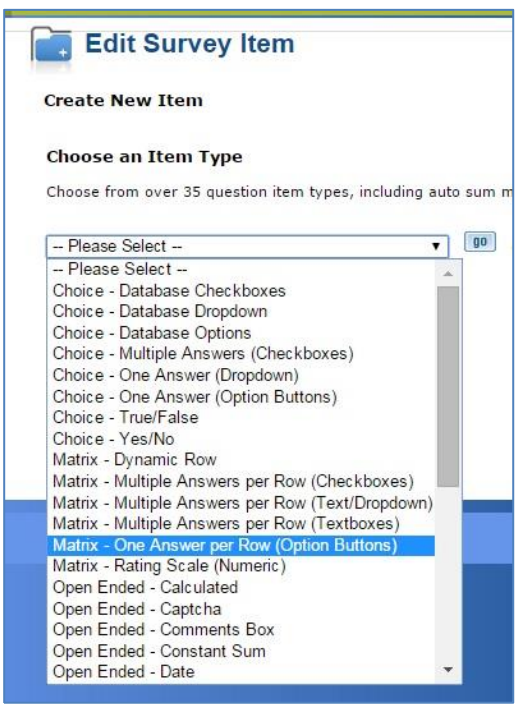


Survey items on new page. To make sure your respondents need to click “Next” to move past the consent form, start a new page for your survey items. Do this by scrolling to the bottom of the page (where your entire consent form will now be visible) and clicking the “new pg” button as shown below:

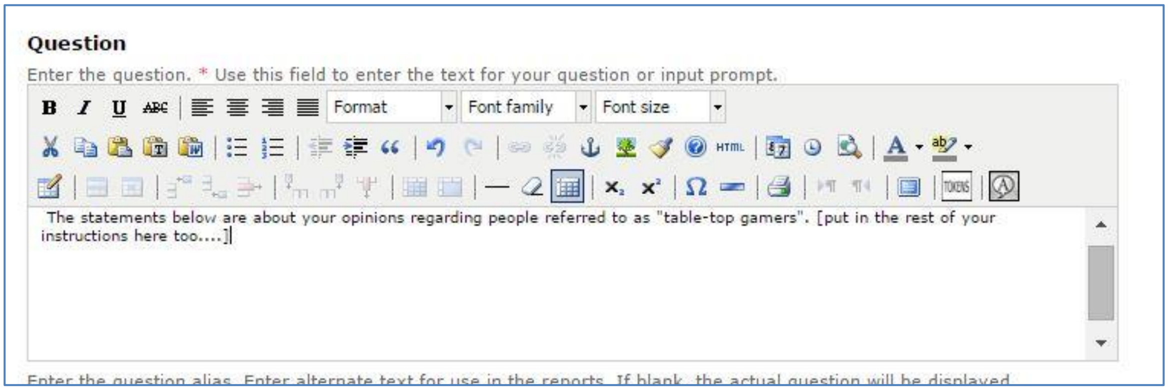


Multi-item surveys. It is very likely that you will have at least one survey in which multiple items have the same format and response scale (like our Attitudes Toward Table Top Gamers survey). Doing this is not the most straightforward thing in SelectSurvey (nor in SurveyMonkey, for that matter) but here’s how you do it.

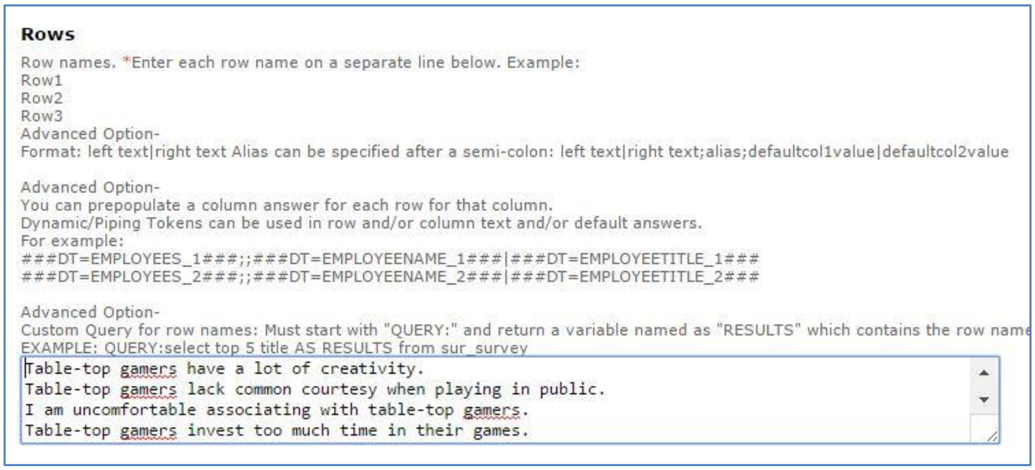
First, from the Create New Item screen, pull down the menu of item types, and choose “Matrix – One Answer per Row (Option Buttons)” as shown in the next screen shot.



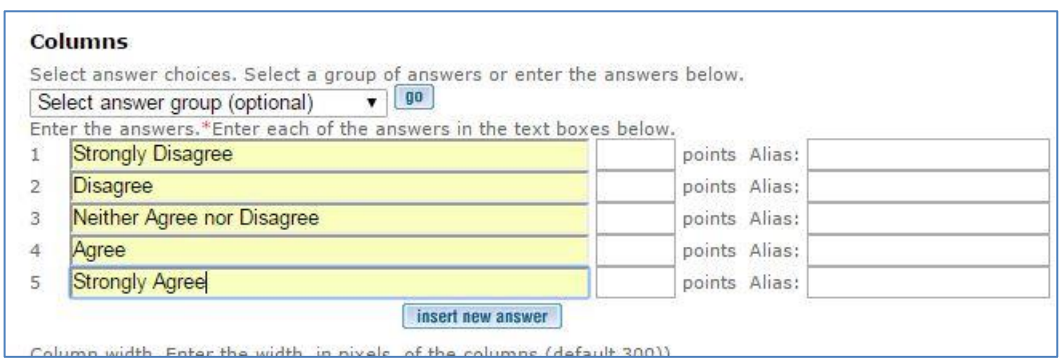
The thing to understand is that your use of the various boxes in this item type is not intuitive. First, let’s talk about the “Question” box. Do **NOT** put questions or items in that box. Instead, put in whatever general instructions you have for the multi-item scale, as shown below.



Next, in the "Rows" box, put your items, with each item on a new line:



Last, you need to deal with "Columns," which has multiple boxes. Type your response options into the boxes as shown below. If you have more than five response options you can click the "insert new answer" button at the bottom to create more boxes. When you're done, click "Save."

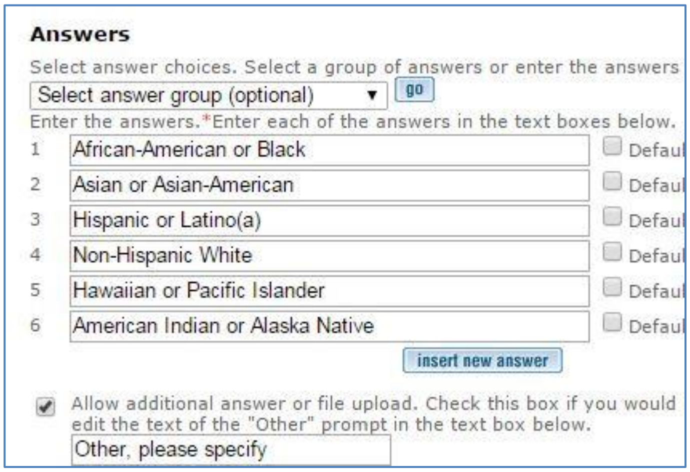


Demographics. I suggest putting demographics on a new page, so click the "new pg" button at the bottom of the screen. In fact, if you have other multi-item surveys (which you probably do) I suggest putting each one on a new page. Now, as for demographics, you will probably need different kinds of items. Some, such as age, may require respondents to fill in a blank; others, such as sex/gender, will give separate response options and only one will be chosen; others (e.g, race/ethnicity) will be "check all that apply."

Fill-in-the-blank items. We'll use age as the example here. Click to create a new item, then choose item type 'Open-ended: Number.' In the 'Question' box, type in the text of your item (e.g., What is your age in years?). You don't need to worry about other boxes, although you have options of putting in a minimum value, maximum value, etc. Note: this item type will only accept numbers as responses. If you want respondents to be able to type in words (e.g., for a different item), you would need a different item type. Click 'Save.'

Choice – One Answer items. For an item like sex, insert a new item and choose either 'Choice – One Answer (Dropdown)' or 'Choice – One Answer (Option Buttons).' I always go with option buttons but that's a personal choice. In the ‘Question’ box type your question (e.g., What is your biological sex?). In the ‘Answer’ boxes type each possible answer (e.g. Female in one box, Male in another). Click ‘Save.’

Choice – Multiple Answer items (e.g., “check all that apply”). Race/ethnicity should be “check all that apply.” So insert a new item and choose item type ‘Choice – Multiple Answers (Checkboxes).’ In the Question box type your question (e.g., What is your race/ethnicity? Check all that apply.). In the ‘Answer’ boxes type each possible answer (e.g. African American or Black in one box, Asian or Asian American in the next, etc.). **Also click the checkbox at the bottom (see screen shot below) to allow an additional answer, “Other, please specify.” Click ‘Save.’



Debriefing

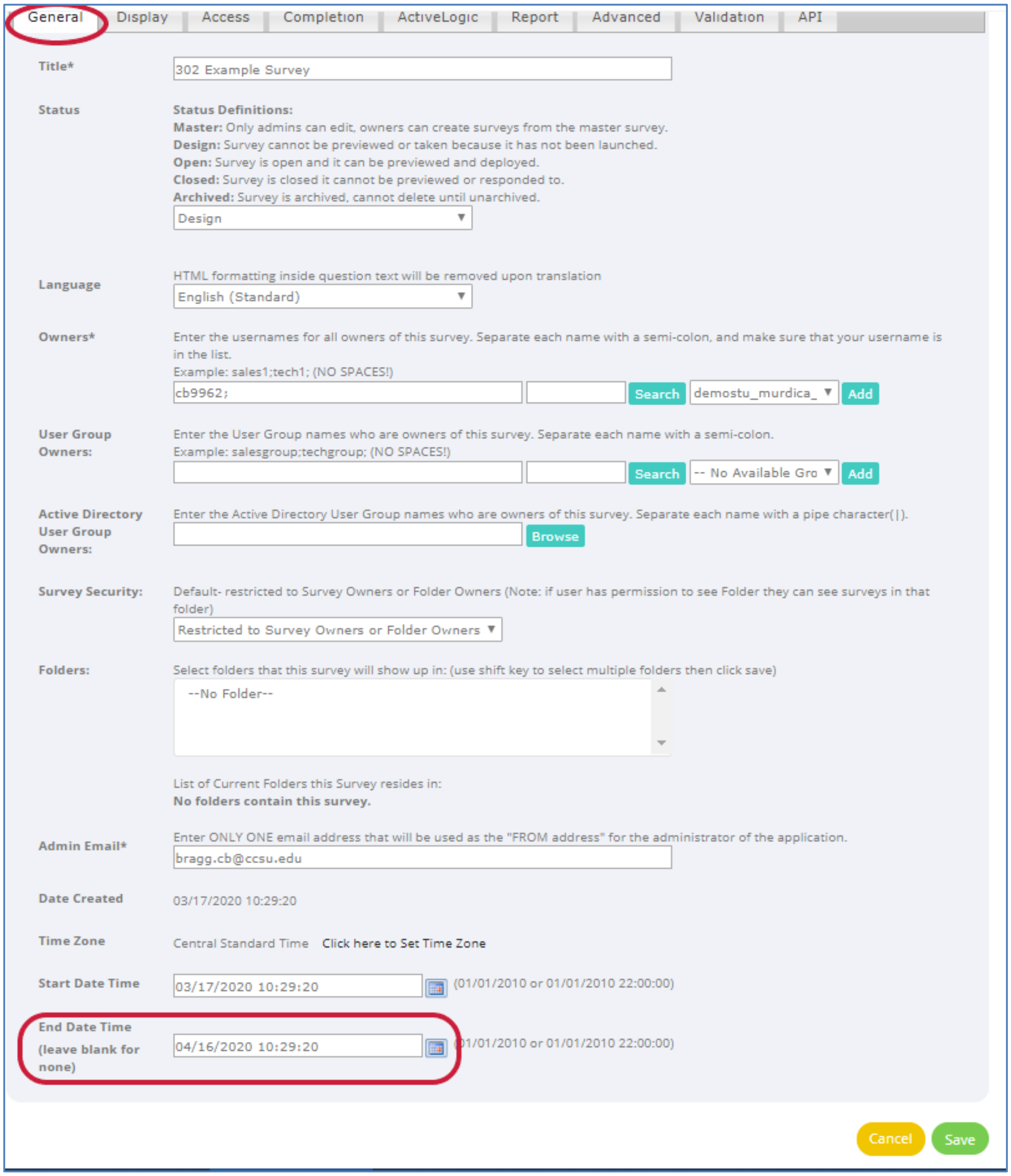
You must put in your debriefing statement at the end of your survey. You can do it the same way you put in the consent form – insert an item, then choose the ‘Presentation – Message’ type, then paste in the text of your debriefing statement.

Other Important Information

Automatic Closing Date

I found out the hard way that SelectSurvey sets an automatic date on which your survey closes, one month from the date of creation. I originally didn’t know this and it closed while I was still directing respondents to the survey; the respondents got annoyed and I lost data. So be proactive and set the date far enough in the future that it won’t close while you want it open. Click the ‘Options’ button at the top of the screen:

On the “General” tab, “End DateTime” is at the bottom (see next screen shot). Change it to some reasonable date (e.g., the last date for Sona studies in the semester).

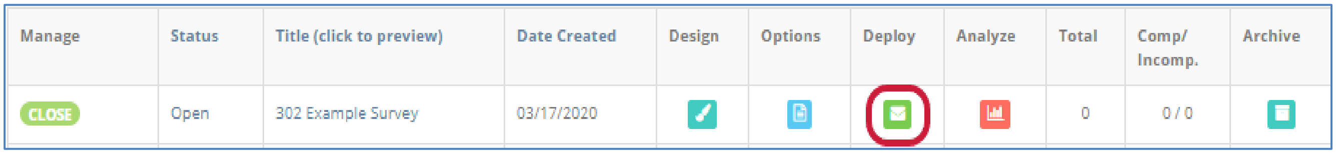


Previewing

You cannot preview your survey until you launch it to make it live. Once you have launched/opened the survey you can preview to make sure it looks and works the way you want it to.

Finding Out the Web Address (You Need to Give This to Respondents)

To direct respondents to the survey you will need the web address. From your “Manage Surveys” page, click the “Deploy” link (see below). The “E-mail Link” box will give you the web address for your survey.



Instructions for “Anonymizing” On-Line Survey Responses

The Human Studies Council expects that you will “anonymize” the survey, i.e., prevent it from collecting IP addresses of the computer used to respond to a survey (see http://www.ccsu.edu/irb/surveyGuidelines.html). The issue is that, by default, SelectSurvey does collect the IP addresses, so you need to tell it not to.

Here’s what you need to do in the survey. When you click “Design” to edit your survey, click the “Options” button (the same button you used to change the End Date Time earlier).

Click the “Access” tab (see screenshot above).

Pull down the “Authentication” menu.

Choose “Force Anonymous (Removes Identifying Info).”

Save the change and you’re all set.

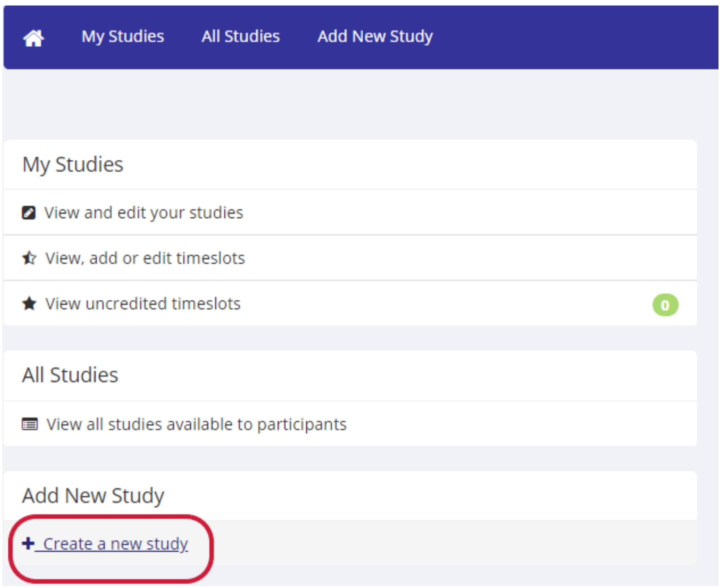
Adding Select Survey Study to SONA

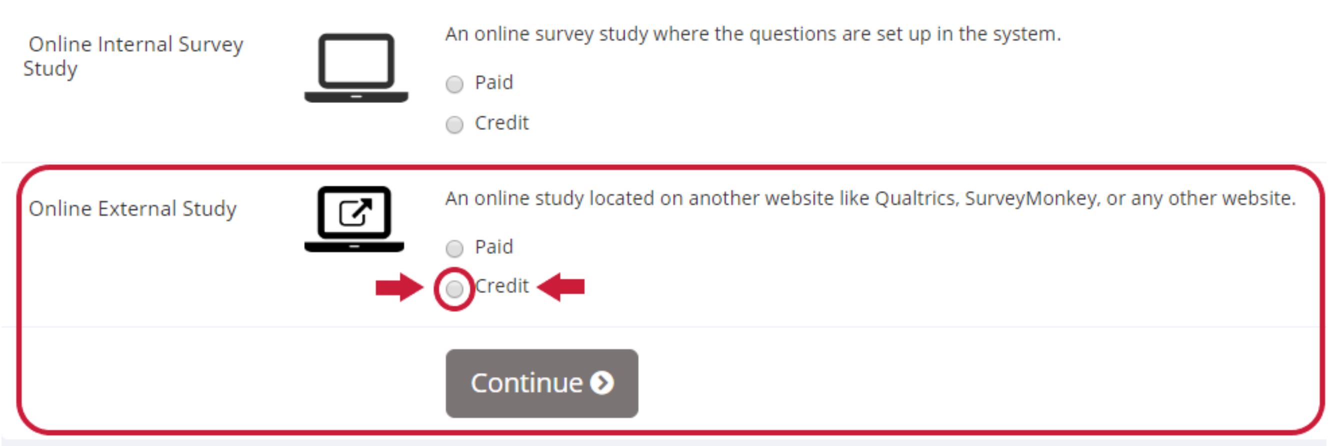
SONA lets you add a link to an external survey (like SelectSurvey) if you so wish. You will have to complete this step if you plan on giving your survey to registered SONA participants.

Take the link you got from following the steps above, copy it to your clipboard or a blank word document, then proceed with the next step.

New External Study in SONA

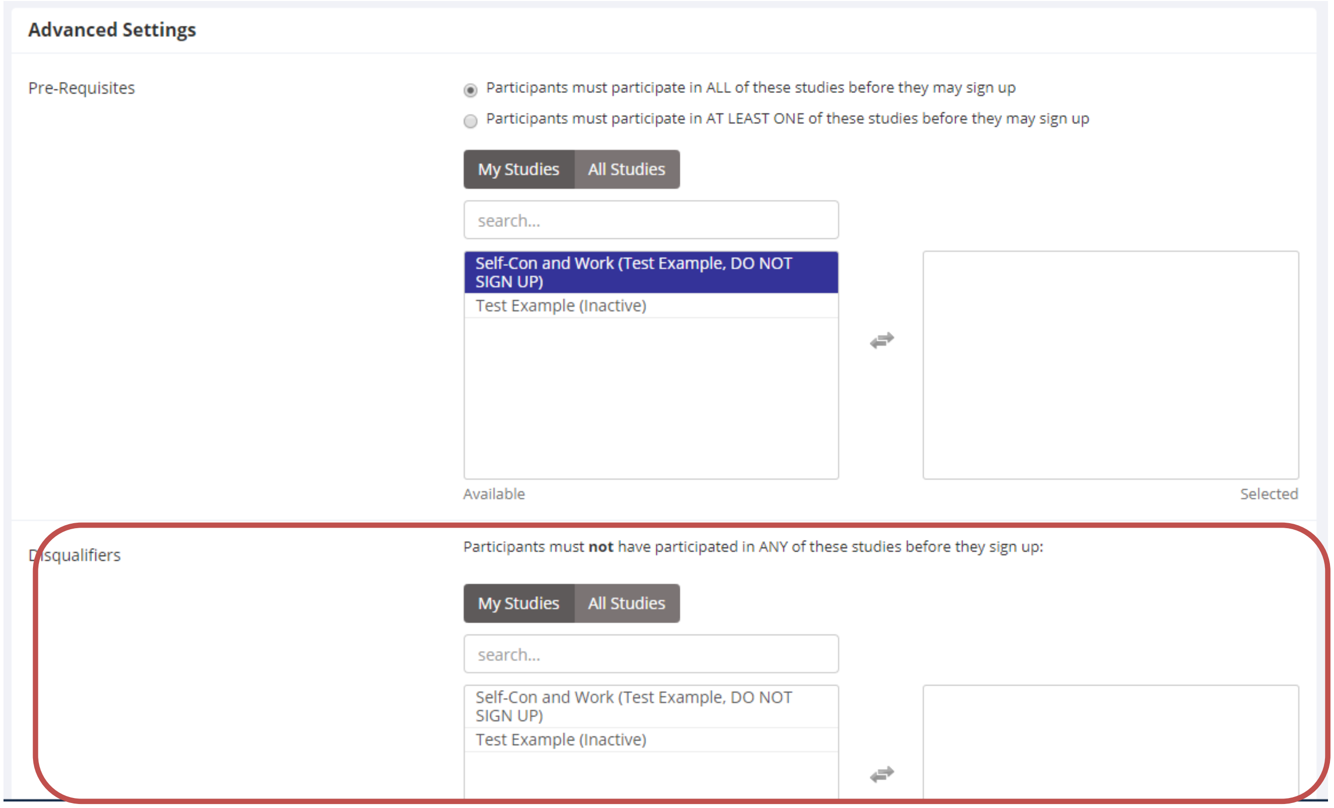
Navigate to ccsu.sona-systems.com; login as a researcher, and created a new, external online study.



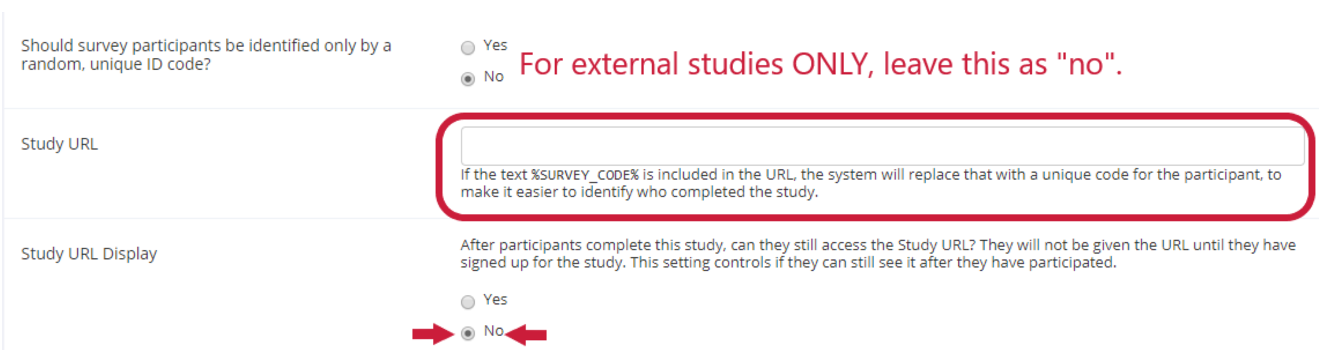


Fill out the study information as you normally would, but DO NOT CLICK "ADD STUDY" YET!! You first must adjust the advanced settings of the study to do 2 tasks:

1) Disqualify participation if someone has taken an on-ground version of your study already



2) Add the study URL that you copied from select survey, setting the other two options in the graphic below to "no". Click ADD STUDY to save changes



Last Step

Send Approval Request, then add timeslots as you would for an Internal Study

Good luck!!!