

Course Syllabus

Welcome to Designing Online Surveys

Instructor Information:

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Course Description:

This is an 8 hour, self-paced course, being conducted for research, accessed online, over a 2 week period. It will familiarize the student with elements of online survey design and communication, and introduce best practices for developing surveys which avoid respondent abandonment. There are opportunities to practice survey creating, engage in games and activities to reinforce the learning concepts, and make a personalized, custom reference guide for use in the student's future survey creation endeavors.

Course Objectives:

At the end of this 8-hour learning workshop, the student will be able to:

- Write survey questions which avoid survey abandonment
- Create online survey question formats which avoid survey abandonment
- Write survey question response options which avoid survey abandonment
- Research and select appropriate survey creation tools & resources, and construct a survey which avoids survey abandonment
- Plan and organize the communications between survey administrator and respondent to avoid survey abandonment
- Gather and report data from the survey

Software and Resources Required:

- An email address
- A Google account (www.google.com)
- Access to Google Docs (docs.google.com)
- Access to Google Forms (forms.google.com)
- Speakers or headphones available to hear audio in video clips
- Ability to capture screenshots on computer or device for game activity submissions

Course Outline:

Introduction and Overview:

1. Defining what survey abandonment means as a survey designing and why it is important to avoid such elements. -video
2. Introducing each of the 3 modules and what they will cover.-video
3. Prerequisites check, and verifying resources to take the class-video
4. Introducing the class gaming competition and how to participate. -video and infographic
5. Outlining the first survey creation project assignment- PRE assessment

Module 1- Survey questions and their formats

1. Writing survey questions- videos
2. Writing survey question formats- videos
3. GAME- crossword puzzle-review survey questions
4. GAME-card matching-review survey formats

Module 2- Survey question responses and creation tools

1. Writing survey question response options-videos
2. Researching and selecting survey creation tools and resources- videos
3. GAME- hangman-review question response options

Module 3- Survey organization, communication and data reporting

1. Survey organization and process- video
2. Survey organization and appearance- video

3. Survey organization communications- video
4. Survey organization and resources- video
5. Data gathering- video
6. Data reporting- video

Post Module

1. Outlining the final survey creation project assignment- POST assessment
2. Final results of points competition
3. Online feedback survey
4. Short phone interview