

Romancing the Data: Building Better Surveys II

Gail Niklason, Garin Savage, Heather Chapman

Love Data Week

February 10-14, 2025

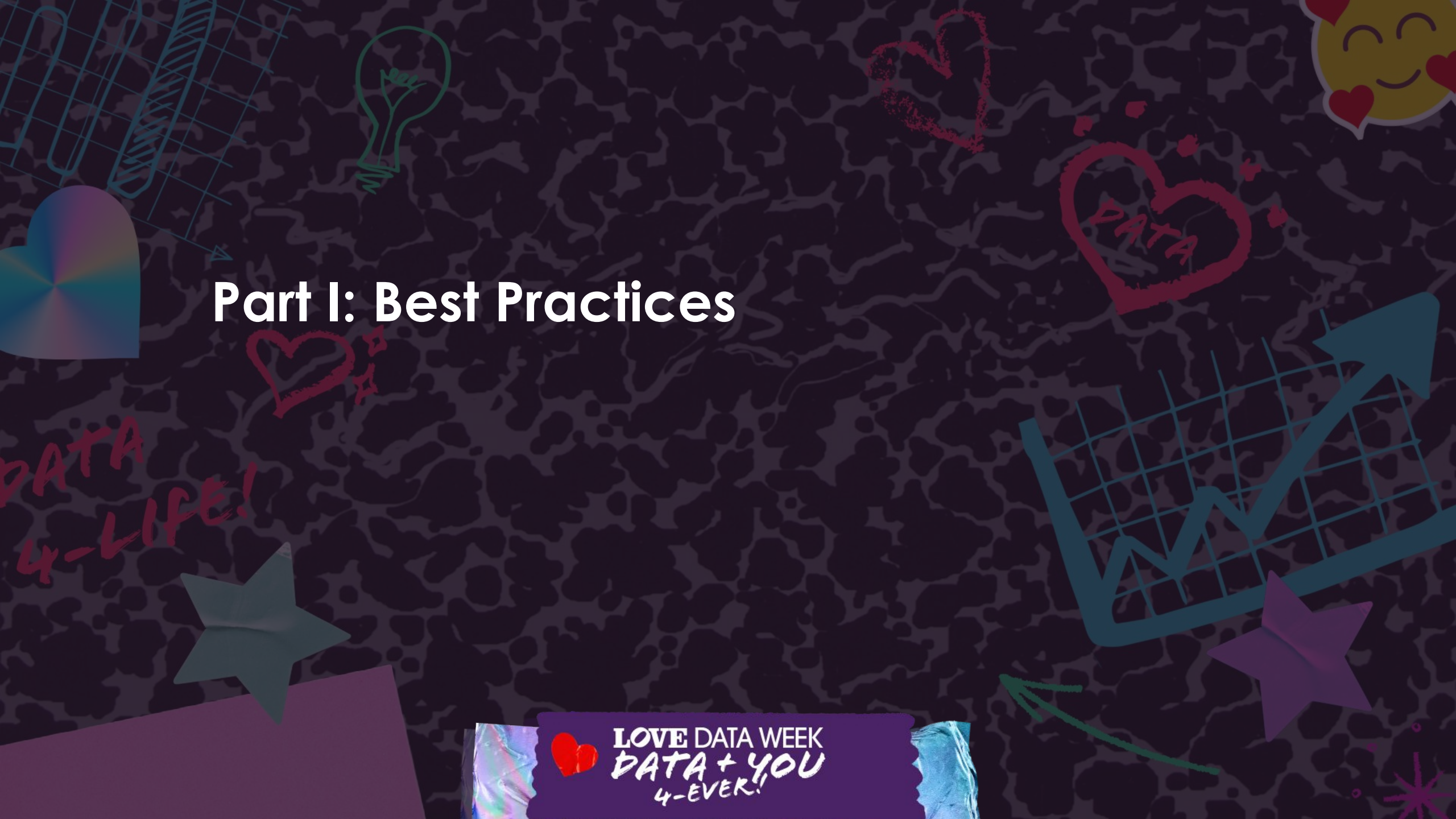


Part I: Best Practices

DATA
4-LIFE!

DATA

LOVE DATA WEEK
DATA+YOU
4-EVER!



Dos and Don'ts

- **Don't** copy your survey over and over and over and over again

☆  Student Survey 2020

☆  Student Survey 2021

☆  Student Survey 2022

☆  Student Survey 2023

☆  Student Survey 2024

☆  Student Survey 2025



LOVE DATA WEEK
DATA+YOU
4-EVER!

DATA



Dos and Don'ts

- **Do** learn to use filters and keep the same responses together over time
- Why?
 - + Copying from one survey over and over can lead to interesting negative effects
 - Someone took the survey 5 years ago, and your settings carry over and keep them from taking it again
 - You closed the survey in March of 2023 so when you go to launch in 2024, no one can get in
 - + It is challenging (at best) to compare changes over time in multiple surveys



Dos and Don'ts

- **Don't** set logic (skip or display) on question after question after question

Default Question Block

Q1

▼ Skip to

End of Survey if No Is Selected

Do you agree to participate?

Yes

No

----- Page Break -----

Q2

✓ Skip to

May we contact you about your answers... if Yes Is Selected

Do you like ice cream?

No

Yes

+ Q3

□ Display this question

If Do you like ice cream? No Is Selected

Please tell me why you hate ice cream?

----- + Add page break -----

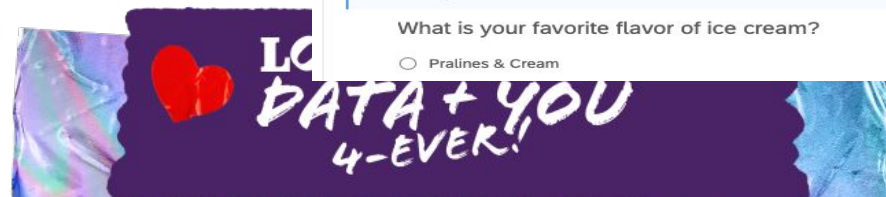
Q4

▼ Display this question

If Do you like ice cream? Yes Is Selected

What is your favorite flavor of ice cream?

Pralines & Cream



Dos and Don'ts

- **Do** learn to use Blocks and the Survey Flow
- Why?
 - + When adding logic over and over, it is much easier to make a mistake
 - + Adding the same logic to multiple questions (e.g. jumping from many questions to a particular question further down the survey) is tedious and time consuming

The screenshot displays a survey flow editor interface. At the top, there are navigation tabs: Survey, Workflows, Distributions, Data & Analysis, Results, and Reports. The main area is titled 'Survey flow' and 'Draft'. A vertical toolbar on the left contains icons for a list, a document, a thumbs up, a question mark, and a trash can. The flow consists of several blocks connected by arrows:

- Show Block: Intro** (1 Question) with options: Add Below, Move, Duplicate, Delete.
- Then Branch If:** (Condition: If Which of the following events or activities did you attend? Please select all that apply. **Specialized programming** Is Selected) with options: Edit Condition, Move, Duplicate, Options, Collapse, Delete.
- Show Block: Specialized Programming** (2 Questions) with options: Add Below, Move, Duplicate, Delete.
- + Add a New Element Here** (Green text)
- Then Branch If:** (Condition: If Which of the following events or activities did you attend? Please select all that apply. **Career development** Is Selected) with options: Edit Condition, Move, Duplicate, Options, Collapse, Delete.
- Show Block: Career Development** (2 Questions) with options: Add Below, Move, Duplicate, Delete.



Dos and Don'ts

- **Don't** ask multiple questions with the same response options

Q1

The college treats me with respect.

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

Q2

I know who to talk to when I need help.

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

Q3

The responses I receive help me solve my issues.

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree



LOVE DATA WEEK
DATA+YOU
4-EVER!



Dos and Don'ts

- **Do** use matrix questions
- Why?
 - + Asking multiple questions with the same response options vastly increase the number of clicks and time it takes to complete a survey
 - + This leads to increases in the number of partial responses

Q4

Please indicate your level of agreement with the following statements:

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
The college treats me with respect	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know who to talk to when I need help.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The responses I receive help me solve my issues.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Dos and Don'ts

- **Don't** ask every question you think of that *might* be relevant
- **Do** consider what data you need and ***what data you will actually use*** when designing a survey
 - + Why?
 - When surveying students, you are acting as an agent of the institution and are borrowing from the shared pool of all possible student attention and interest
 - It is an ethical violation to gather and maintain data about students that you do not intend to use



Dos and Don'ts

- **Don't** leave your question labels as the default
- **Don't** worry that your question labels are not in order (e.g. Q1, Q2, Q3...)
- **Do** relabel each question with a brief description that tells you what the question is about
 - + Why?
 - When you go to use the data later, you will not remember what Q23 is
 - No one sees the question labels but you (if you have your question labels visible...1997 called and wants them back)



Part II: Let's Build!

DATA
4-LIFE!

DATA

LOVE DATA WEEK
DATA+YOU
4-EVER!



Categories

Featured

Browse All

Academics

Accounts

Administration

Admissions

Campus Life

Directories

Financial Aid

Human Resources

IT Services

Qualtrics Survey Tool



eWeber Help



eWeber Search Results for 'Qualtrics Survey Tool'

Qualtrics Survey Tool



Details



Real Recruit



Details



DEPS



Details



Status Switch



Details



Training Tracker



Details



CatTracks



Details



Net Price Calculator



Details



Scholarship Control



Details



LOVE DATA WEEK
DATA + YOU
4-EVER!

Part III: Additional Ideas

DATA
4-LIFE!

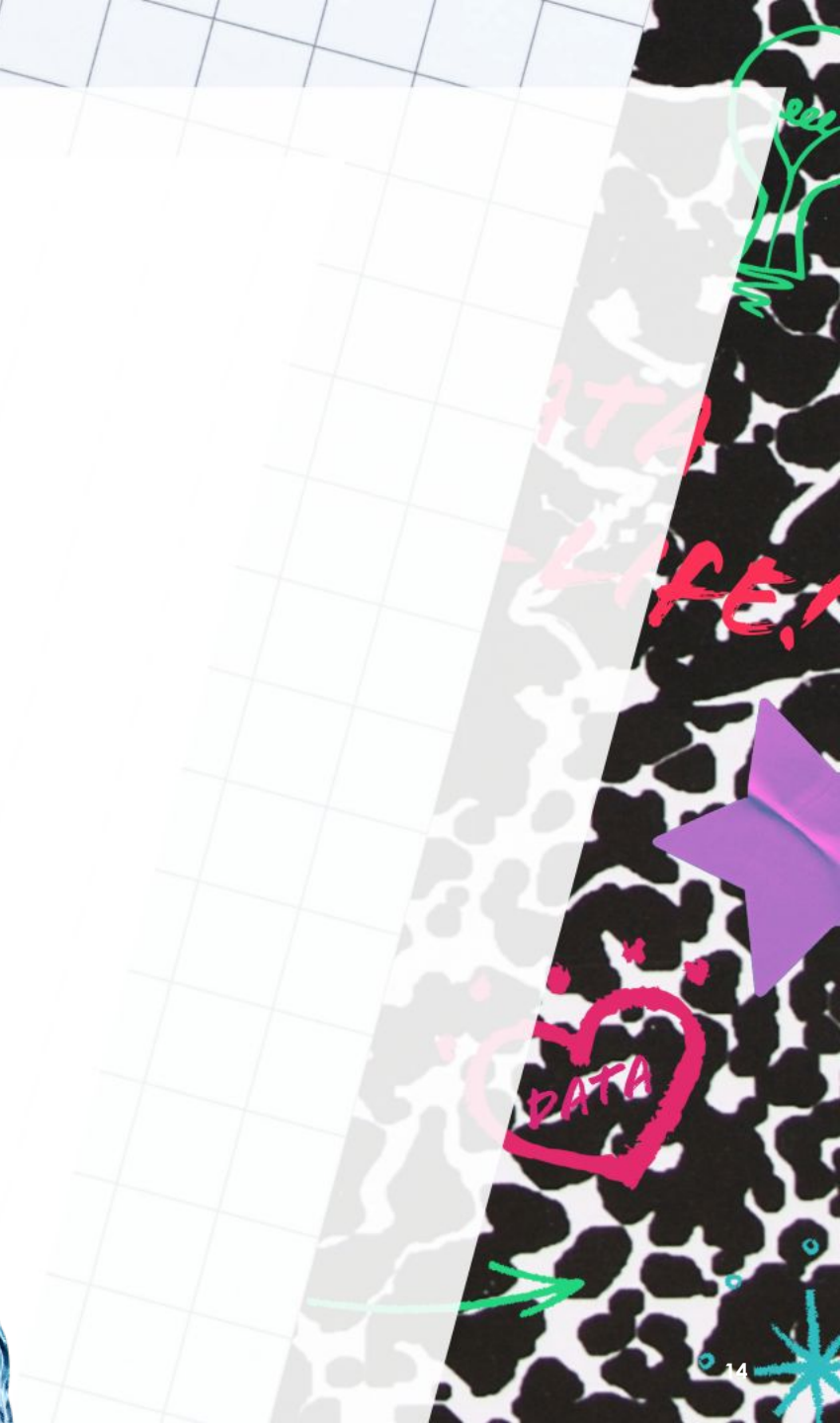
DATA

LOVE DATA WEEK
DATA+YOU
4-EVER!



Next Steps Topics

- Fun with [Loop & Merge](#)
- Setting [Quotas](#)
- [Contact Lists](#) are your friend, pt1
- [Contact Lists](#) are your friend, pt2
- Build better [Reports](#)
- Use [Google Drive](#) to your benefit
- [Pipe](#) and [Embed](#) your data



Questions?

heatherchapman@weber.edu



How did we do?

Thanks for attending this Love Data Week session. Your candid feedback is appreciated.

