



Web Questionnaire Preparation and Execution

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ABSTRACT

Survey is one of the research methodologies of social-science research. Many modes such as schedule (personal interview, telephone), web questionnaire and mail/postal questionnaire are used for its progress. In this technological world, web questionnaire has become the most preferable modes of survey. Web questionnaire is send to the respondents through the e-mails attaching URL link address or with the code via network called internet. Main purpose of web questionnaire is to gather the data within short period among the large sample population access across the large areas. In India, nowadays, web questionnaire has become popular due to increase in netizens gradually. Web questionnaire has better impact on response speed and quality of data with minimal cost. Various tools are used for the preparation and implementation of web questionnaire with the automation facility i.e. database to store the response and statistical software for analytics. This tools also prompt that alert respondents when they enter implausible or incomplete answers. Thus, it is regarded as more reliable and valid than traditional methods. This paper I based on review of literature ,discussions and seminars and has been compiled for guiding the students of social sciences.

INTRODUCTION :

A questionnaire is a research instrument or tool, consists of set of question which is used for collecting the information from a target respondent like knowledge, attitudes, behavior, opinion, facts and other necessary ideas from the respondent. Questionnaire is send out to target respondent and then they response to question (Radhakrishna, 2007). Face to face interview, Telephone interview, Postal survey etc. are traditional approach for collecting data. Nowadays, with the growing access to internet

and reducing the prices of technological smart devices such as tablet, computer, mobile phone etc. globally, insists the use of internet based data collection technique which is online survey or web survey. Web survey is completely electronic in nature and it has various advantages like high speed, low cost, economy of scale (Dilman et al, 2014). In developed and developing countries internet become popular day by day. Most of the people of every age groups, gender and races have smart phones. The report of March 2019, China ranked 1st among the countries with the most internet users. China had 829 million internet user where India was 2nd in

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position and India had 560 million internet users followed by Brazil, Indonesia, Japan, Nigeria, Russia, Bangladesh and many other countries where internet users are growing day by day (Statista, 2019).

As we know, people's access to internet is increasing day by day globally, so traditional methods of survey tools are now less effective. Web questionnaires are also known as online surveys which are used for understanding the respondent's attitude, sentiment and consumer feedback about the particular project and product. A web questionnaire is a survey tool where a set of questions are sent to the target respondent and responses from the respondent are taken through the worldwide web. Respondents receive questionnaires through various mediums like email, embedded on websites, social media, etc. There are two ways to do a web survey: one is email survey and another is web page survey. In an email survey, we send a survey questionnaire to a list of respondents and then they reply with their answers, whereas in a web page survey, questions are posted on web pages, people visit the page in response to an email invitation or link on a site and then they answer the questions (Dilmanet et al., 2014). Most of the web surveys are browser-based such as Chrome, Firefox, Internet Explorer, Safari, etc. and there are many online survey tools such as SurveyMonkey, Typeform, Google Forms, Zoho Survey, SurveySnap, etc. These different survey tools have different question templates. In some software, templates are used as they are provided by the software and in some software they may not provide templates, which means they allow surveyors to design their own question templates. At the same time, some software packages allow data collection and storage on the software company's server while some programs allow data collection and storage on the surveyor's server but in some cases they may have both options. It shows that how much data are secure and what are the issues taken into consideration.

Guidelines for preparation of the Web Questionnaire :

1. At first, we have to **evaluate the technical capability of survey population** because different survey populations may vary from each other in terms of access to internet technology, active age group, gender and other social norms for the adoption of technology. Even people who have internet access may not have an idea for completing the web survey and will need more instruction for completing the web survey (Sternadamset.al, 2009). Response rate of males in web questionnaires is higher than females (Barrior et al., 2011). Response rate of age of 40-49 is higher than the age above 60 and age of below 30 (Yin zhang, 2000).

2. Secondly, we have to **decide how the survey will be programmed and hosted**, for example: if our organization has capability then we can do ourself, but if not, we should consult other organization for hosting and programming. Such that we can solve various troubleshooting and technological problems easily. If there is a large number of surveys then we can purchase software packages for hosting and programming (Dilmanet et al., 2014).
3. Third important guideline is **arrangement of question in web page**. A survey consists of a number of questions and there are multiple ways of designing questions such as one question per page, multiple questions per page and all of survey questions per page. In design one question per page: respondents may get difficulty in remembering previous question answers when moving from one page to another page that makes inconvenience to the respondents. When questions appear in the same page there will be higher link among the answers given by respondents (Couper et al., 2001).
4. Fourth important guideline is to **design a questionnaire** as such that can display similarly across different devices because respondents may have variety of phones such as smartphones, Apple, etc. so to minimize the impact of screen on different devices, we should program the web survey for lowest likely screen resolution (Dilman et al., 2014)
5. 5th guideline is to **allow respondents to revisit previous pages**. When respondents realize they made a mistake & they want to correct something, in such cases allowing them to revisit previous information can improve quality of data & it denotes the quality of web questionnaire over other mode of survey.
6. Another important guideline is **Screen format which should emphasize respondent**. Screen format must be designed according to the respondent's perspective rather than sponsor. It is important to focus on the respondent both in the choice of title and any images, as well as in how information is presented on the page

Guidelines for implementing the Web Questionnaire :

1. 1st guideline is **Personalize all contact** to the respondent, personalizing creates good harmony between respondent and surveyors. Respondents feel more close and special while contacting them personally. Personalized invitations increase response rate by 8% over the impersonalized email invitation (Heerwegh, 2005).

2. 2ND guideline is **Use multiple contact and time of contact**, use multiple contact is contacting with individual respondent for multiple time through e-mail in various interval time. It is done by reminding through mail. During the contact with the respondents one must be careful regarding to the time of survey to the population. For example: Survey during June-July to the farmer's community is not effective because it is their peak period for sowing seeds. Multiple contact i.e. four follow up of contact resulted 34% increases in response rate over a sending an invitation letter (Olsen *et al.*, 2005). Response rate is increases due to multiple contact (Barrior *et al.*, 2011)
3. 3rd guideline is **sending incentives**, there are various ways of sending incentives such as electronic gift, certificate gift, money etc. generally sending incentives is done by various companies for marketing purpose. Incentives along with questionnaire increase the interest of respondents for response. Material incentives in Email increase the respondent rate by 4.2 (Goriz, 2006).
4. 4th guideline is **assign unique and different Id number to every individual**. It help surveyor to keep track record of each respondent. All the contact are done separately, then follow-up call for respondents who have responded is not necessary. It helps to record the individual answer with the respective id so that multiple contact to respondents is avoided and prevent from their annoyances. It protect data because only who have id code access but other cannot (Dilman *et al.*, 2014).
5. Another important guideline is to **select name, address and subject line carefully** so that respondent may get clear information regarding the subject of survey before opening mail. We should keep full and formal name rather than short or nickname. Subject line should be short or informative it should tell about the survey, who the sponsor is and what the topic is (Dilman *et al.*, 2014).

ADVANTAGES

a. TIME

Compared to other mode of survey it can be done in very less period of time (Dilman, 2000, p.352).it save the time of researchers. In web survey researcher does not have to go with individual respondent, researchers send a questionnaire to large number of people in very less period of time easily (Grantal et al., 2003; Taylor, 2000).web questionnaire can be develop and also conduct research in less period of time

ascompare to other mode of survey (Baron, 2002). Web survey receives in real-time data and these data can be tabulated and result can be presented in variety of forms.

b. Reached to unique population

Web questionnaire help to reach those people who are difficult to reach (Wellman, 1999). Web survey increases accessibility because respondent can have varieties of ways to access the questionnaire including mobile, laptop, tablet, desktop, computer etc (furlong, 2000a). Data collected through web survey are more accurate, there is very less margin of error because responses goes directly to the database no manual intervention is needed.

c. COST

Web survey become a very popular in nowadays because it is economical mode of survey, paper postage, data entry cost are not required (Couper and Dilman, 2000). Cost for travelling and telephone is also eliminated in web survey (Wright, 2005).

LIMITATION

a. Sampling of e-mail address

Sampling of e-mail address is difficult because we may not have email address of all the respondent (Andrews *et al.*, 2003, Howard, 2001). If we have also then, we get difficulty in sampling. People in rural area may not have internet access and not everyone is connected with the internet so web survey is not suitable for all the population (Dilman, 2000, p.352).

b. Difference in understanding and interpretation of question

Sometimes respondent may get difficulty in understanding the question and their interpretation. Due to lack of interviewer, respondent may get difficulty in clarifying some questions (Dilman, 2000, p.352).

CONCLUSION:

As we have discussed earlier, population of internet user is growing day by day. So while operating survey, to meet

the large population within a very short period of time web questionnaire are very useful because collecting research data through traditional mode of survey (face-to-face, postal or telephone survey) can be costly and time consuming. Online survey is more convenient to respondent because they can fill questionnaire in their leisure time. As response rate from survey vary from numbers of factors such as age, gender, year of using internet, etc. Keeping into consideration of these factors & proper use of above mentioned guidelines, we can increase the response rate from respondent effectively and operate our survey in very good manner.

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