

*Producing a web-based survey can be a cost-effective method for large-scale data collection. Survey distribution can be done in a simple step, and collection is automatic. Additionally, many web-based survey programs automatically create databases out of collected response for cleaning your data.*

## Common questions about web-based surveys

### 1. Do you need special software to develop a web-based survey?

Producing a web-based survey requires question development, layout design, email generation and response collection. Specialized software programs can provide all of these applications in a single package. Numerous software programs are available to design web-surveys. At the Improve Group, we use two programs: SNAP Surveys and Perseus Survey Solutions. Survey Monkey is another program available for free online, but it has limited analysis capabilities.

### 2. Is it difficult to develop a web-based survey?

It can be challenging to become familiar with a web-survey software package. However, with some training and practice, web-based surveys are quick and easy to develop. There is an informative training module for SNAP and both programs have helpful manuals and help-lines.

### 3. When is a web-based survey most appropriate?

Web-based surveys are not always appropriate, as their participants require access to the internet. Consider your audience and whether they will have access to the internet. If they do, emailing a link to your survey online is the best method. If they do not, a web-based version of your survey can be developed to facilitate data entry.

## How to use this topic in your organization

Step 1: Review software packages and decide which one is the best fit for your organization, based on project needs, ease of use, availability of technical support and costs.

Step 2: Go through training modules or review user's manual to become familiar with the software's interface and functionality. It may be appropriate to designate one staff person at your organization to become an expert in this tool.

Step 3: Develop practice surveys so you can familiarize yourself with the entire development, distribution, collection and data analysis process.

*This white paper was developed after implementing surveys using both systems for the Improve Group. The author consulted software guidelines as a source.*