

A QUICK GUIDE TO SUCCESSFUL ONLINE SURVEYS



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Case study

- Please post questions in the chat and we will answer them at the end

ESRC/UKRI project - Underlying principle and focus

The 'Why?'

- To investigate how the Covid-19 crisis has impacted on graduates' career decisions, planning and strategies in negotiating access to future employment opportunities.
- How recent graduates draw on different career management approaches and behaviours, including key employment-related resources
- To examine how the Covid-19 crisis may differentially impact different groups of graduates
- To examine the prevalence of initial 'scarring effects'

ESRC/UKRI project – the ‘*how?*’ and the ‘*what?*’

GRADUATES: HAVE YOUR SAY HOW HAS COVID-19 AFFECTED YOUR CAREER SINCE YOU LEFT UNIVERSITY?

This is your opportunity to share your experience of leaving university during a pandemic and tell us how it has impacted your career. By taking part in this national research project, you will help shape support for graduates across the UK and improve access to job opportunities.

[GET INVOLVED](#)



1. CONSIDERATIONS (theoretical)

Conceptual influences

- Employability capitals
 - *The influence of key resources across different areas of graduates' experiences that may influence transitions*
 - *How these influence behaviours and approaches towards managing this*
 - *Examples – social capital; identity capital (how much graduate invests themselves in their future employment)*
- Career motivations and values
- Scarring effects – unemployment and under-employment
 - What kinds of effects and how do these shape outlooks, motivations and confidence

1. CONSIDERATIONS (practical)

- Timelines and deliverables
- Ethics – are you following a code?
- What software?
- Initial mapping out of parameters of coverage
- Key practitioner input and feedback
- Refining (including realistic timescale for individual response completion and the how long survey is kept open)
- GDPR and data protection – how will you manage data sharing in a project team?

1. CONSIDERATIONS (practical)

XXX project plan

XXX project plan															
PROJECT AREA	Activities	Specific deliverables	Number of days		Who?*	Software/ materials	Physical cost?	Planned Start	Planned End	Status	W8 (w/c 6th Jan)				
			Predicted	Actual							6	7	8	9	10
1. Considerations	GDPR and data protection	Complete PIA	0.5		GB	n/a	n/a								

2. CREATION – Consider the question type

Multiple Choice (Only One Answer)

Multiple Choice (Multiple Answers)

Comment/Essay Box

Ranking

Matrix of Choices (Only One Answer)

Matrix of Choices (Multiple Answers)

Matrix of Textboxes

Matrix of Drop-down Menus

Single Textbox

Multiple Textboxes

Descriptive Text

Date/Time Box

Net Promoter® Score

File Upload

Continuous Sum

Slider Scale

Semantic Differential

Customer Effort Score (CES)

Customer Satisfaction Score (CSAT)

Things to think about:

- Balancing pre-existing scales with novel questions
- Some core issues are novel (e.g. direct impact of C-19)
- E.g. Likert scale, MCQ, Matrix choice (e.g. "How have you looked for graduate-level jobs since March 2020")

2. CREATION – Consider the question type

- Consider your question type – the value of open questions
- Provides richer and contextual responses that can be followed up in future survey or interview
- Good way of finishing a section
- Examples from current project:
- *Please feel to comment on your employment/recruitment experiences since graduating*
- Beware – they will add dramatically to your analysis time!

2. CREATION - Structure

Things to think about:

- Redirects, disqualification and skip logic
- What is most important?

Question: Do you agree with the following statements?

Sort	Condition	Answer Choice	Action	Page	Edit	Delete
↓	CHOICE IS	Row: I have read and understood the information sheet and have had the opportunity to ask questions about... Choice: No	FORCE	Disqualify Respondent		
↓	CHOICE IS	Row: I agree to take part in this research project and agree for my data to be used for the purpose of th... Choice: No	FORCE	Disqualify Respondent		
↓	CHOICE IS	Row: I understand that only the research team will have access to my personal data and all reporting of d... Choice: No	FORCE	Disqualify Respondent		
↓	CHOICE IS	Row: I give permission for my anonymised survey data to be stored and deposited as part of the UK Data Ar... Choice: No	FORCE	Disqualify Respondent		
↓	CHOICE IS	Row: I understand my participation is voluntary and I may withdraw at any time for any reason without my ... Choice: No	FORCE	Disqualify Respondent		

2. CREATION - Structure

Part 1: Consent and basic questions about the individual

Part 2: Experiences of the job searching and recruitment

Part 3: Context-specific questions (new)

Part 4: Beliefs about career prospects (validated scales)

Part 5: Demographic questions

2. CREATION – other settings

Allow Multiple Responses?

- No, allow only one response per computer.
- Yes, allow multiple responses per device.

Hide Survey Back Button ?

Hide Survey Back Button

Off

Progress Bar ?

Add a progress bar to your surveys

On

Password Protection ?

Require your respondents to enter a password before accessing your survey.

Survey Authentication Protection ?

Configure login credentials for each of your survey respondents.

Multiple Responses

ON

Email Notification

Off

Response Quota

Off

SSL Encryption

ON

Finish Redirect

Off

IP Restriction

Off

Cutoff Date/Time

Off

Disqualify Redirect

Off

Password Protection

Off

Anonymous Survey

Off

Print Response

Off

3. COLLECTION

- What's in it for them? – contributing to professional community, reward, opportunity to vent?
- Where can you find them? – professional communities or social communities?
- Utilise other things going on
- Use your stakeholders and connectors – make it easy for them!

3. COLLECTION

- A tiered approach











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GET INVOLVED
SCAN THE QR CODE OR
CLICK THIS LINK
<https://bit.ly/3gkc13l>



	Email banner.pdf
	Instagram post 1.png
	Instagram post with logo.png
	Instagram story 2.mp4
	Instagram story with logo.mp4
	Suggested marketing content f...ce of C19 project 141220.docx
	Twitter image 1 The impact of C19 on graduates.pdf
	Twitter image 2 The impact of C19 on graduates.pdf
	web ad for Prospects.png
	web ad.png

4. CONCLUSION - analysis






1. Data cleaning
2. Summary / aggregate data
3. Relationships and statistical analysis

Tips:

- Eyeball the summary data first
- Plan your quant analysis in advanced
- Lots of free-text questions? Approach like you would interview data

Name:
CSV Export

Type:

-  Raw Response Data
Export raw data in CSV, XLSX, SAV or TSV format.
-  Raw Response Data
Export raw data in CSV, XLSX, SAV or TSV format.
-  Summary Data
Export summary data into Excel or Word
-  Cross Tab
Export cross tab report to Excel
-  Individual Responses
Export all individual responses to PDF/Word

4. CONCLUSION – writing up

- Bespoke institutional case reports – mapping patterns specific to different HEIs (gap analysis, e.g. low uptake of career services, support needs, limited networking opportunities).
- Practitioner report, co-production from Heads of Services about wider policy implications and future directions in current climate); practical toolkits of current graduates based on best practice approaches.
- Academic outputs – add to research field, theory building, fresh insight on C-19 context for those leaving HE.

And our concluding thoughts

- Align your research objectives/questions with specific items questions
- Scrutiny and checking – practitioner input
- There's a danger to being too exhaustive (ceiling effects, final stage tail-off, risks to future participation)
- Consider the practical and academic outputs

Thanks, any questions?