

Online survey

Knowing what we should report could help to improve the Quality of online survey



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D1:Yuki Izumi, DPM

Online Surveys

Online survey is a **data collection method conducted over the internet** to gather information from a targeted group of respondents.

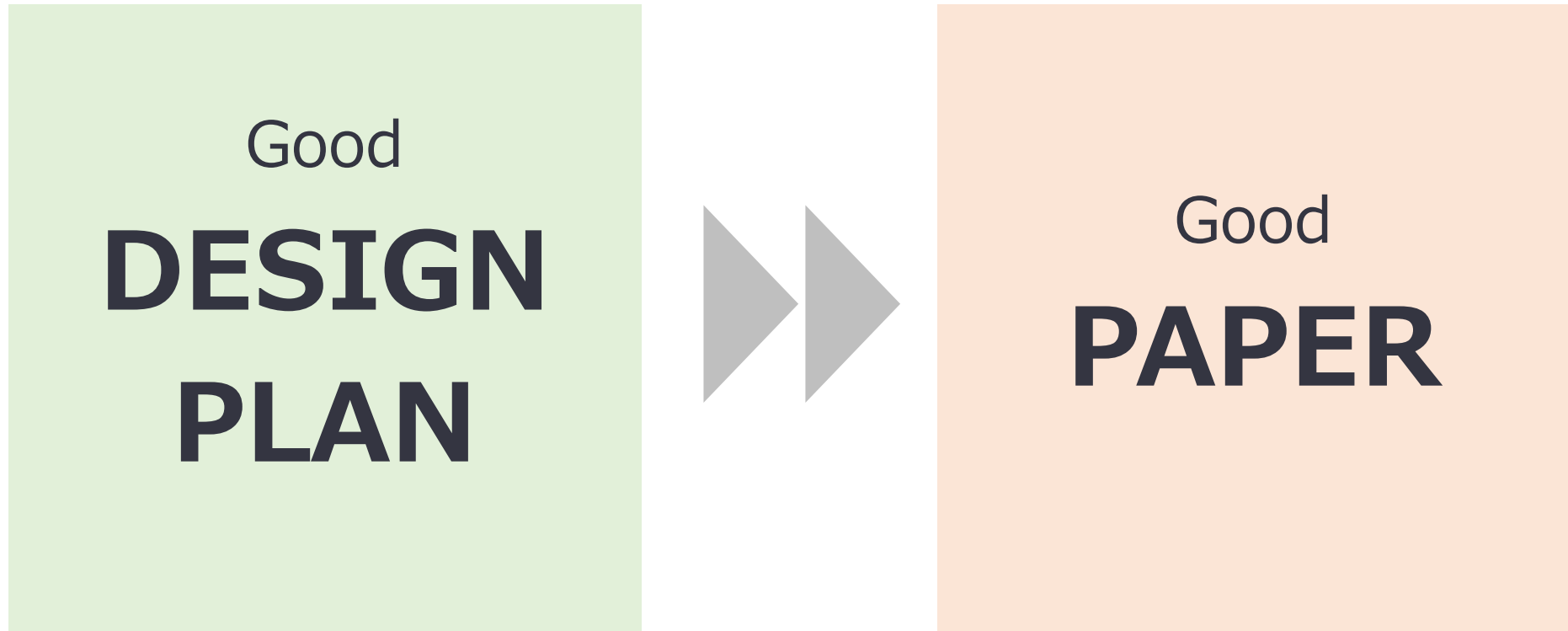
Advantage of online surveys

- Speed & Efficiency
- Geographic Reach
- Cost-effectiveness
- Convenience for participants
- Real-Time Monitoring

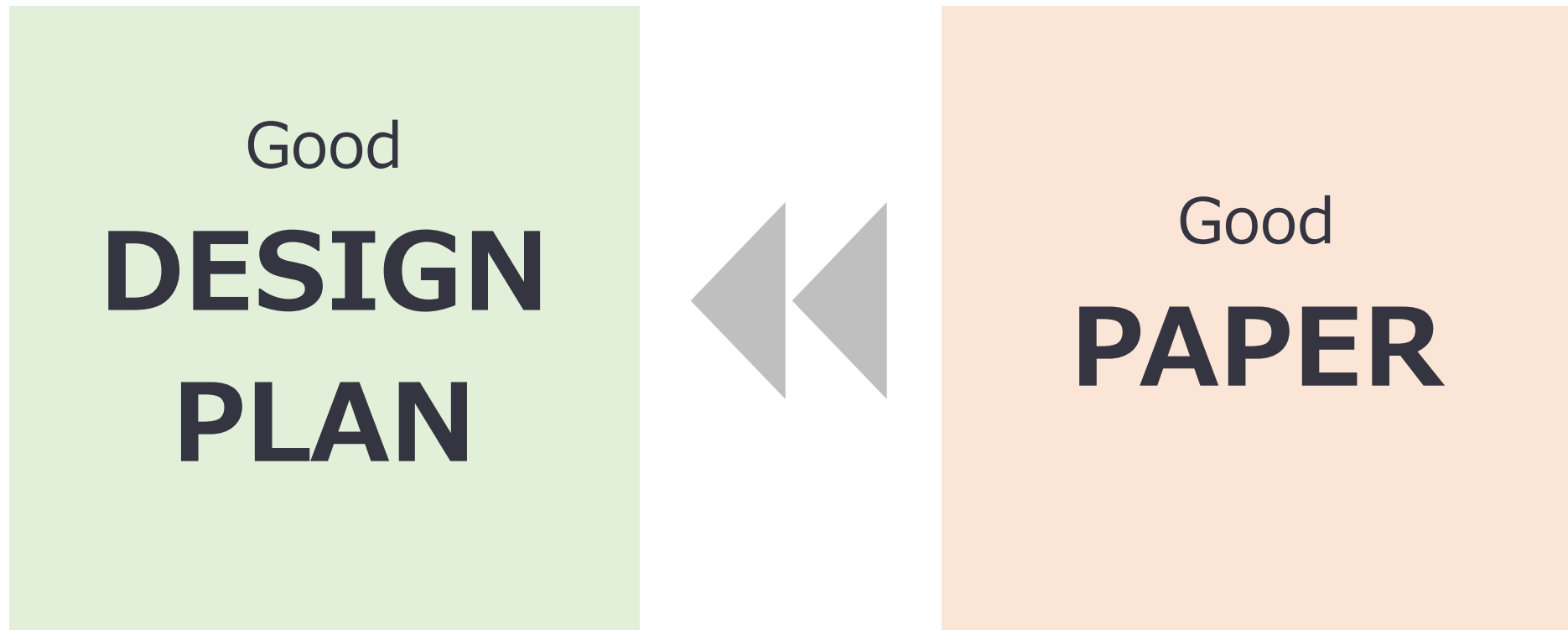
Disadvantages of online surveys

- Sampling Bias
- Data Quality
- Security and Privacy concerns
- Informed Consent Challenges
- Response Bias
- Survey fatigue etc...

A well-designed research plan can lead to a good paper



Knowing what should be included in a good paper helps to plan a research



Editorial

Improving the Quality of Web Surveys: The Checklist for Reporting Results of Internet E-Surveys (CHERRIES)

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Related Article:

This is a corrected version. See correction statement in: <http://www.jmir.org/2012/1/e8>

Abstract

Analogous to checklists of recommendations such as the CONSORT statement (for randomized trials), or the QUORUM statement (for systematic reviews), which are designed to ensure the quality of reports in the medical literature, a checklist of recommendations for authors is being presented by the Journal of Medical Internet Research (JMIR) in an effort to ensure complete descriptions of Web-based surveys. Papers on Web-based surveys reported according to the CHERRIES statement will give readers a better understanding of the sample (self-)selection and its possible differences from a "representative" sample. It is hoped that author adherence to the checklist will increase the usefulness of such reports.

(*J Med Internet Res* 2004;6(3):e34) doi: [10.2196/jmir.6.3.e34](https://doi.org/10.2196/jmir.6.3.e34)

Introduction

The Internet is increasingly used for online surveys and Web-based research. In this issue of the *Journal of Medical Internet Research* we publish two methodological studies exploring the characteristics of Web-based surveys compared to mail-based surveys [1,2]. In previous issues we have published Web-based research such as a survey among

the survey in the first place, its execution, and the authors' conclusions. Conclusions drawn from a convenience sample are limited and need to be qualified in the discussion section of a paper. On the other hand, we will not, as many other journals do, routinely reject reports of Web surveys, even surveys with very small response rates, which are typical of electronic surveys, but decide on a case-by-case basis whether the conclusions drawn from a Web survey are valid and useful for readers. Web surveys may be of some use in generating

The CHEcklists for Reporting Results of Internet E-Surveys

CHERRIES

Eysenbach G, 2004

Item categories

of Check lists Item

1	Design	1
2	IRB approval & Informed Consent Process	3
3	Development and Pre-testing	1
4	Recruitment process & Description of the sample having access to the questionnaires	3
5	Survey Administration	11
6	Response Rates	4
7	Preventing Multiple Entries from the same individual	4
8	Analysis	3

The total of **30** items

1. Design

1-1. Describe survey design

Describe

- target population
- sample frame

2. IRB approval & informed consent process

- 2-1. IRB approval**
- 2-2. Informed Consent**
- 2-3. Data protection**

3. Development and pre-testing

3-1. Development and testing

How the survey was developed

Has it been pretested?

- Reliability, validity
- Usability
- technical functionality

4. Recruitment process & description of the sample having access to the questionnaire

- 4-1. Open survey vs closed survey
- 4-2. Contact mode
- 4-3. Advertising the survey

5. Survey Administration

- 5-1. web / E-mail**
- 5-2. Context of the website**
- 5-3. Mandatory / voluntary**
- 5-4. Incentives**
- 5-5. Time / Date**
- 5-6. Randomization of items**

5. Survey Administration

- 5-7. Adaptive questioning**
- 5-8. Number of Items**
- 5-9. Number of Screens (pages)**
- 5-10. Completeness check**
- 5-11. Review step**

6. Response rates

- 6-1. Unique site visitor**
- 6-2. View rate** (of the first page of survey)
- 6-3. Participation rate** (filled 1st page survey)
- 6-4. Completion rate** (# of submitted)

7. Preventing multiple entries from the same individual

- 7-1. Cookies used
- 7-2. IP address check
- 7-3. Log file analysis
- 7-4. Registration

8. Analysis

- 8-1. Handling of incomplete questionnaires**
- 8-2. Questionnaires submitted with an atypical timestamp**
- 8-3. Statistical correction**

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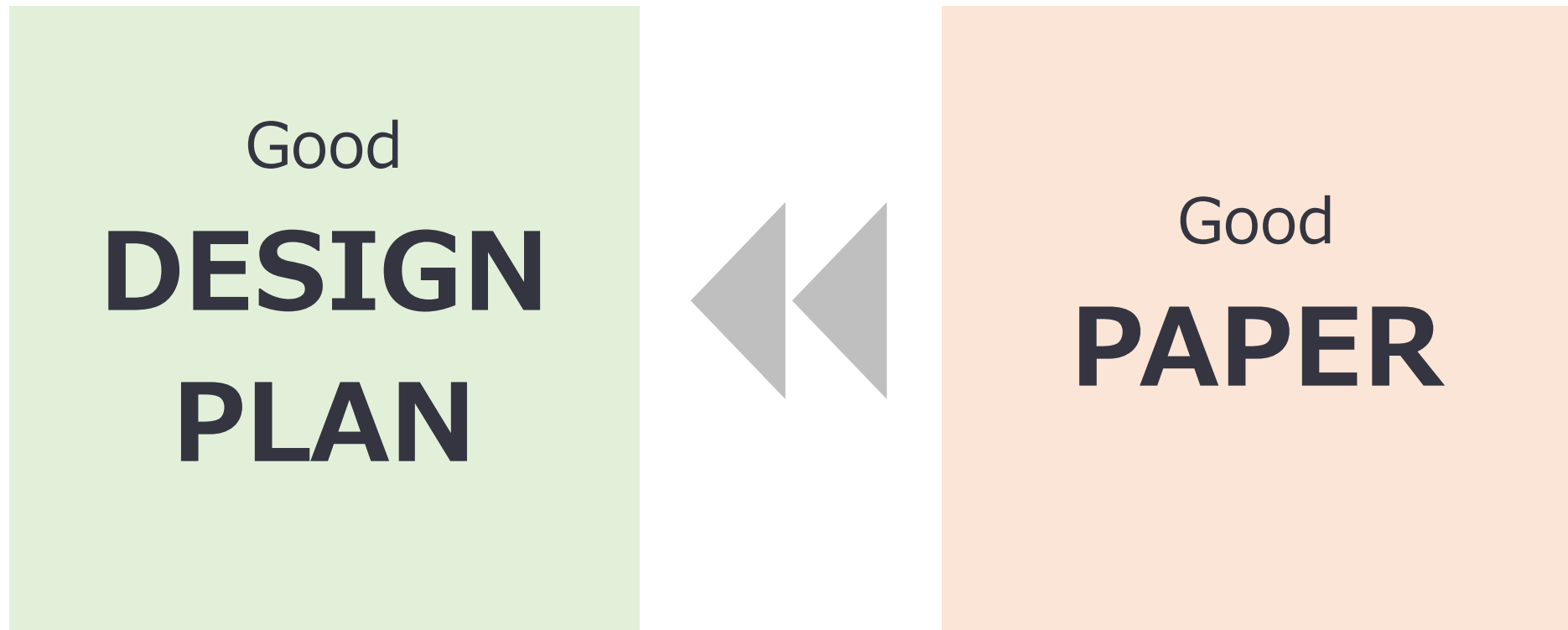
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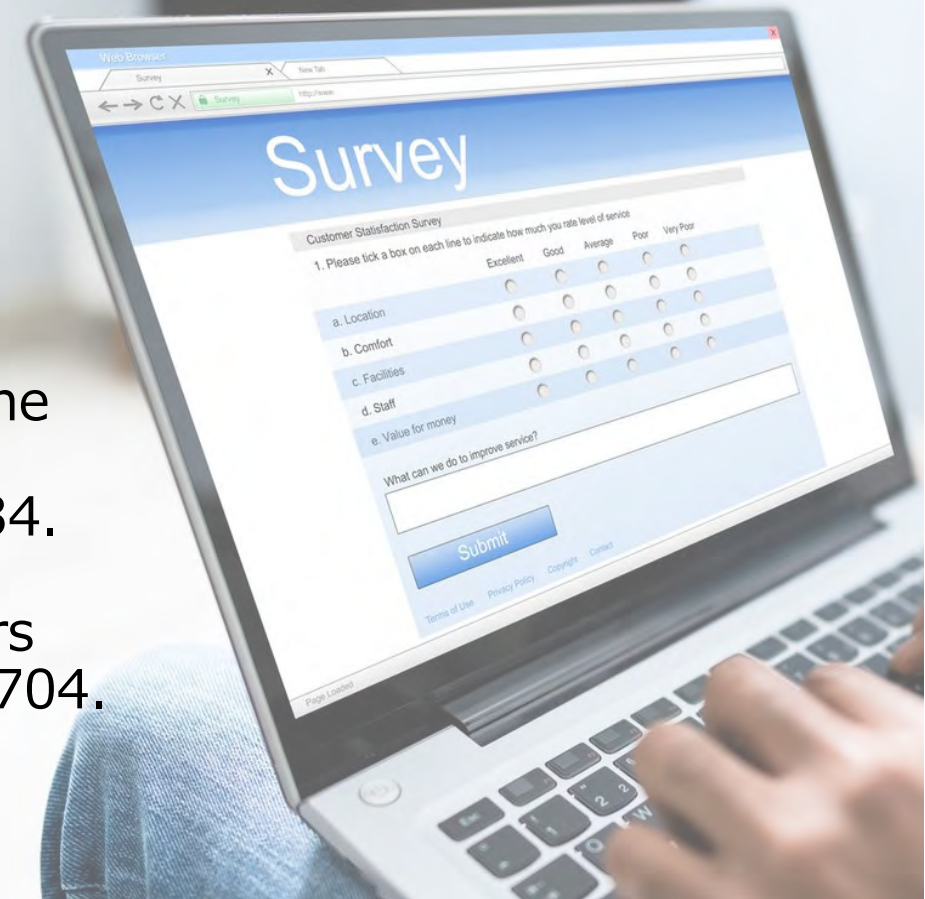
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Reference

- Eysenbach G. Improving the quality of Web surveys: the Checklist for Reporting Results of Internet E-Surveys (CHERRIES). J Med Internet Res. 2004 Sep 29;6(3):e34.
- Huston P. Reporting on surveys: information for authors and peer reviewers. CMAJ. 1996 Jun 1;154(11):1695-704.



Thank you for your attention!