

Design and Testing Strategies for Web Surveys and Websites

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Thank you

To each of the presenters!

General Thoughts

- Importance of considering ALL aspects of the survey for ALL respondents
- Results may depend on many factors
- Many evaluation methods available

Survey Communications

- Looked at how the email and landing pages impacted response rates
- Important to consider survey communications
- Inconsistent findings suggest we need to know more about different survey situations
 - ▶ Respondents
 - ▶ Topics

Survey Communications

- Challenges studying small effects
- Options
 - ▶ Include statistics – could help future studies
 - Power
 - Effect size
 - p values
 - Standard error
 - ▶ Maybe there is no meaningful difference
 - We need to publish non-significant findings, too, so we don't duplicate research.

Survey Communications

- Future work
 - ▶ How would a login page would affect the results?

Inclusive Web Survey Design

- Looked at designing an accessible web survey
- Important work to address a gap in the literature

Inclusive Web Survey Design

- Problem areas I have noticed relating to accessibility and surveys
 - ▶ Insufficient color contrast
 - ▶ Use of color coding without another cue
 - ▶ Vague link labels (e.g., “Click here”)
 - ▶ Functions not available by keyboard alone
 - ▶ Illogical tab orders
 - ▶ Poor use of header tags
 - ▶ Poorly constructed tables
 - ▶ System times out without warning

Inclusive Web Survey Design

- Accessibility is a challenge, with so many moving parts
 - ▶ Assistive technologies
 - ▶ Browsers
 - ▶ Operating systems

Inclusive Web Survey Design

- Another testing approach--Check the code
 - ▶ Be sure it meets coding standards
 - ▶ Be sure alt tags, headers etc, are appropriate
 - ▶ Some tools can help
 - Object Inspector
 - Web Accessibility Toolbar
 - ▶ Doesn't require knowledge of assistive technologies

Inclusive Web Survey Design

- Standard code will work (mostly) across assistive technologies
 - ▶ Vendors of assistive technologies are also striving to have their products work with standard code, so vendors and survey developers are all aiming at the same target.
- But also conduct usability tests with people who use assistive technologies
- Accessible design = good design for all
 - ▶ Limit clutter
 - ▶ Good table structure
- Interesting use of discussion boards to get feedback

Usability Testing

- So many different methods
 - ▶ Many listed in this paper, plus methods for working with users with disabilities
 - ▶ Need training opportunities so practitioners know when to use each
- Development process
 - ▶ Support a more “spiral” lifecycle
 - ▶ Include usability as early as possible
 - ▶ Use multiple methods, as appropriate

Summary

- Lots of things to consider with every survey
- Lots of methods to evaluate general and specific designs
- Lots of work still to do

Where do we go from here?

- Continue research on all aspects of surveys
- User experience on mobile devices
 - ▶ How is that a different experience from a laptop for designing, testing, and using?

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