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.
Future work

- How would a login page affect the results?
Inclusive Web Survey Design

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