

# Online Social Network Survey

Ginny Kidwell & Travis Grosser

2009 LINKS Center Summer SNA Workshops

# Pros & Cons of Online Surveys

ONLINE SOCIAL NETWORK SURVEY	
PROS	CONS
<ul style="list-style-type: none"><li>• No data entry by hand needed &amp; easily convertible to Ucinet!</li><li>• Easily customizable to meet design of social network questionnaire &amp; make survey-taking experience more pleasant</li><li>• Professional looking surveys</li><li>• Help ensure confidentiality of responses</li><li>• Easy to create new survey from previously created survey</li></ul>	<ul style="list-style-type: none"><li>• Basic computer literacy necessary for respondents</li><li>• Response rate may be a concern if only emailing a survey versus collecting in person</li><li>• If collecting responses in person, need to have computer facilities or equipment as well as internet connection capability</li><li>• Need to learn how to design online survey and subscribe to a company providing such service at a cost!</li></ul>

# Which Company to Choose?

- There exists a number of companies which provide online survey design services:
  - Survey Monkey: [www.surveymonkey.com](http://www.surveymonkey.com)
  - Qualtrics: <http://www.qualtrics.com/>
  - Network Genie: <https://secure.networkgenie.com>
  - ONA Surveys: [www.onasurveys.com/pricing.php](http://www.onasurveys.com/pricing.php)
  - Survey Gizmo \*\*: [www.surveygizmo.com](http://www.surveygizmo.com)

*\*\* (preferred company used by Links Center to design SNA surveys - <http://www.linkscenter.org/gizmoconvert.htm>)*

# Survey-Gizmo Example

- <http://www.surveygizmo.com/s/141198/wy2tt>
- Survey Gizmo Capabilities:
  - Piping a sub-set of alters from a roster based on a boundary question as options for next question
  - Page jumping or logic possibilities
  - Various question design possibilities
  - Cognitive Social Network questionnaire
  - Data download customizable

# Tips for Successful Web Survey

- <http://www.sesrc.wsu.edu/dillman/papers/websurveyppr.pdf>
- Pre-test survey many time so there is no technical bug once live!
- Be aware of the length & response fatigue!
- Verify correct roster of names, ID, & all questions before to launch your survey!
- Be sure to pre-check how the data will be inputted by survey software in the spreadsheet!