

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

Which Company to Choose?

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