

Using Technology to Collect Data

June 19, 2020

Welcome!

Housekeeping Announcements

- Microphones for attendees are muted.
- Ask questions through Q&A. Use the chat box to share reactions and comments.
- The webinar will include several polls. Participation in the polls is required in order to receive CE credit. Please direct all continuing education questions to: ssw.conted@umich.edu.
- The recording and slide deck will be shared after today's session.



SCHOOL OF SOCIAL WORK

PROGRAM EVALUATION GROUP

UNIVERSITY OF MICHIGAN

Who We Are

Program Evaluation Group (PEG) partners with public and private organizations to provide evaluation training, consulting and data services.

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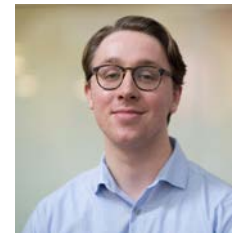
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Acknowledgements

We acknowledge that the University of Michigan, named for Michigami, the world's largest freshwater system and located in the Huron River watershed, was formed and has grown through connections with the land stewarded by Niswi Ishkodewan Anishinaabeg: the Three Fires People, who are the Ojibwe, Odawa and Potawatomi along with their neighbors, the Seneca, Delaware, Shawnee and Wyandot nations



You!
our community partners



New webinar series!

- The Nuts and Bolts of Evaluation for Community Organizations
- Six session series
- June – December 2020
- Practical aspects of conducting evaluation
- Free continuing education credits for social workers

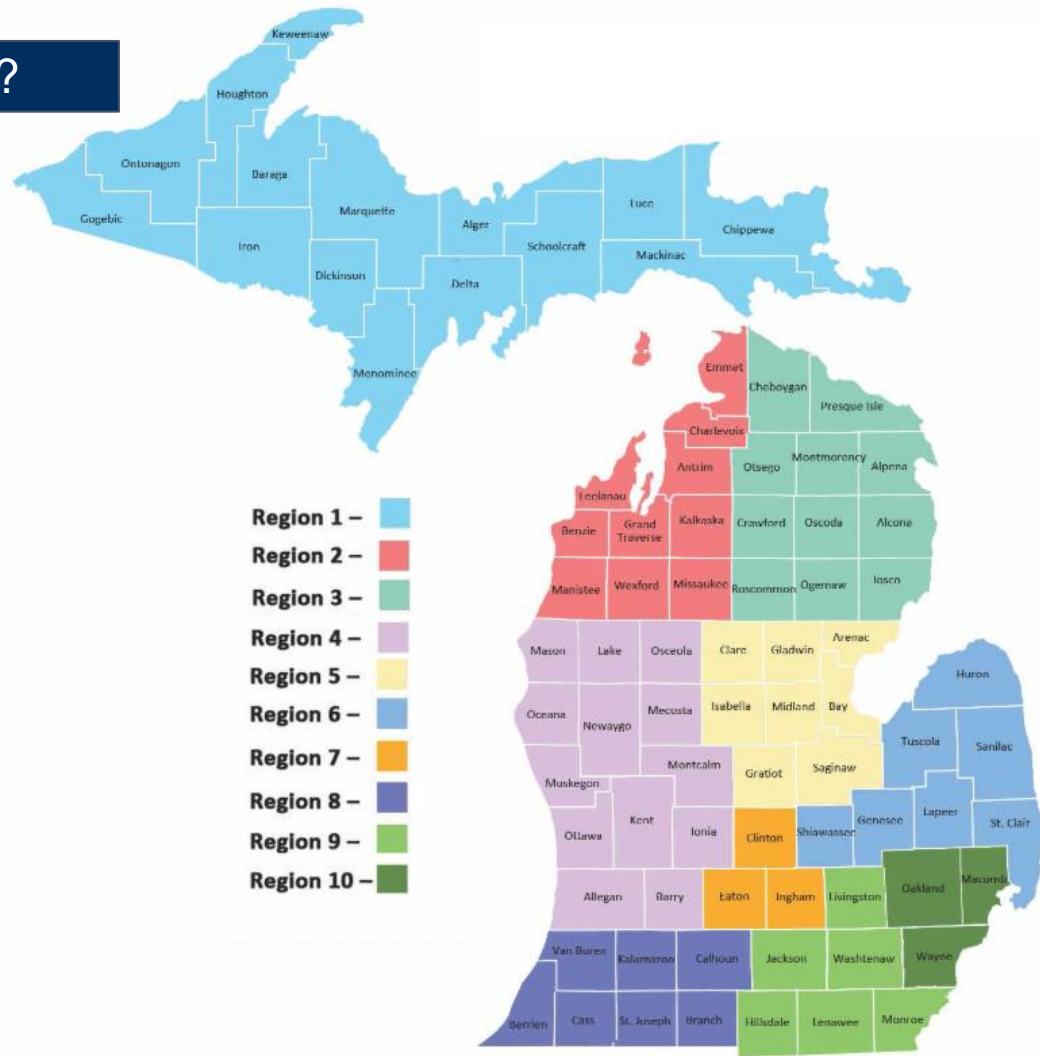
Agenda

1. Introductions
2. Conducting virtual interviews and focus groups
3. Choosing between survey platforms
4. How to create a survey in Google forms
5. Distributing surveys via text message



POLL: Where do you live?

Don't live in Michigan? Tell us where in the chat box!



POLL: What sector best describes your affiliation?

1. Business
2. Community development
3. Community member
4. Criminal justice / juvenile justice
5. Education
6. Evaluation
7. Government
8. Healthcare / public health
9. Human services
10. Other (write in the chat box!)



POLL: What is your experience level with evaluation?



Literature Reviewed

- Archibald, M. M., Ambagtsheer, R. C., Casey, M. G., & Lawless, M. (2019). **Using Zoom videoconferencing for qualitative data collection: Perceptions and experiences of researchers and participants.** *International Journal of Qualitative Methods*, 18.
- Barratt, M. J. (2012). **The efficacy of interviewing young drug users through online chat.** *Drug and Alcohol Review*, 31(4), 566-572.
- Horrell, B., Stephens, C., & Breheny, M. (2015). Online research with informal caregivers: Opportunities and challenges. *Qualitative Research in Psychology*, 12(3), 258-271.
- Lo Iacono, V., Symonds, P., & Brown, D. H. (2016). **Skype as a tool for qualitative research interviews.** *Sociological Research Online*, 21(2), 1-15.
- Seitz, S. (2016). Pixilated partnerships, overcoming obstacles in qualitative interviews via Skype: A research note. *Qualitative Research*, 16(2), 229-235.
- Tuttas, C. A. (2015). Lessons learned using web conference technology for online focus group interviews. *Qualitative Health Research*, 25(1), 122-133.
- West, B. T., Ghimire, D., & Axinn, W. G. (2015). **Evaluating a modular design approach to collecting survey data using text messages.** In *Survey research methods*, 9(2), 111-123.
- Willoughby, J. F., L'Engle, K. L., Jackson Jr, K., & Brickman, J. (2018). **Using text message surveys to evaluate a mobile sexual health question-and-answer service.** *Health promotion practice*, 19(1), 103-109.

Titles in **bold** are open access.

Using Technology to Collect Data

Advantages

- Reach geographically dispersed participants
- Convenient – time, cost
- Rapid responses

Disadvantages

- Requires internet access
- Requires familiarity with technology

Virtual Interviews and Focus Groups

Advantages

- Reach people in different locations
- Less disruptive
- Easy to record
- File and screen sharing

Mixed Findings

- Non-verbal cues
- Comfort of participant
- Rapport

Disadvantages

- Requires stable, high-speed internet
- Works best with laptop or desktop
- Data may be stored and analyzed

★ Video platforms are the next best thing to in person

Virtual Interviews and Focus Groups

Lots of platforms available.

It's also possible to gather data through an instant message or chat room platform.



Microsoft Teams



Webex Meetings



Google Meet



Adobe® Connect™

Zoom for Qualitative Data Collection

Advantages

- Rapport
 - Ability to see nonverbal cues
- Convenience
 - Screen and file sharing abilities
 - Cost effectiveness
 - Flexibility
 - Time effectiveness
- Simplicity and user friendliness
 - Robust yet simple security options
 - Straightforward functionality
- Secure recording
- Privacy and security

Disadvantages

- Technical difficulties & difficulties connecting
 - Low internet bandwidth
 - Outdated hardware
 - Limited webcam and/or microphone functionality
 - Added frustration
- Call quality and reliability issues
 - Dropped calls
 - Lost connection
 - Lag
- Interruptions

Virtual Interviews and Focus Groups

Strategies and Tips

- Instruction sheet or checklist
- Ask participants to log on early
- Ensure moderator is familiar with technology
- Ask participants to mute microphone when not speaking
- Find a quiet room
- Speak slowly and clearly
- Collect initial demographic data in a mini session

Zoom – Comparing Free and Paid Versions

Features of Free Version

- Host up to 100 people
- Unlimited 1:1 meetings
- 40 minute limit on group meetings
- Unlimited number of meetings
- Private and group chats
- Host controls
 - Can control participants, audio, video, and screen sharing options
- Raise hand feature
- UP to 50 break out rooms

Features of Paid Version

- Multiple hosts
- Unlimited time for group meetings
- Can host webinars
- Can host larger meetings
- More cloud recording storage
- Basic plan: \$14.99 monthly or \$149.90 annually

★ Free version is likely sufficient for most small organizations

PULSE CHECK: How are you feeling so far?



Electronic Surveys

Advantages

- Convenient
- Saves time
- Can reach people anywhere
- Higher data quality

Disadvantages

- Easier to put off/forget about
- Less room for participant feedback

★ Electronic surveys have lots of advantages!

Comparing Survey Platforms



qualtrics^{XM}



Survey Monkey – Basic

Unlimited Surveys

Max of 10 questions per survey

Max of 100 responses per survey

Limited in customization options – 9 predesigned themes

Can access only 40 survey templates

8 graphs to choose from when displaying data

Survey Monkey – Premium



Upload logo

Has the option to remove *SurveyMonkey* branding
Can create branded survey



Custom template

Insert background image



Many designs to choose from

Change font colors and sizes
200 templates



More collaboration options

Grant permission for users to view, edit, or comment.
Better for complex tasks and larger teams



Offers many question types options

Such as: payment-acceptance fields and dropdown matrices



More branching, randomization options

If the user selects X vs. Y, then the survey will continue/end

Google Forms



More robust free options for anyone with a Google account

Scoring is more robust

Good for small team collaboration means

No limit to surveys, questions, responses, etc.

Limited support to customization, can only:

Pick a color **template**

Utilize **pre-designed theme**

Upload photo as a **header** image.

Change font of survey questions, with **four** options in total.

Cannot remove Google branding

Limited collaboration options

Permission to **Edit**

Lacks comments options and **no** view-only option

Randomization option

Branching based on question

i.e., point user to another question or end survey

Qualtrics - Basic

1 active survey at a time

15 questions per survey

Specific range of question types

50 survey templates

Cannot export data

Cannot save questions to library

Cannot customize theme

Cannot translate survey into other languages

Can collaborate with other Qualtrics users

No custom code; limited options for rich content editor

For more information:

<https://www.qualtrics.com/support/survey-platform/managing-your-account/trial-accounts/>

Qualtrics - Premium

Widely used for academic research and market research purposes

More question types available (e.g. timers, constant sums, file attachments)

Customizable survey look

Mobile application for offline use

Conditional logic tools for more complex research/experimental designs

Can translate survey into many languages

Score survey (e.g. quizzes)

Survey distribution options

Can export data

Full collaboration options

Statistical & Qualitative Data Analysis Software: About Qualtrics. Retrieved from <https://libguides.library.kent.edu/statconsulting/qualtrics>

<https://es.research.net/pricing/individual/#~:text=The%20Standard%20Monthly%20plan%20costs,%2C%20per%20user%2C%20billed%20annually.>

<https://www.qualtrics.com/support/survey-platform/managing-your-account/trial-accounts/>

	Cost	Number of questions	Number of responses	Templates	Collaboration
Survey Monkey – Basic	FREE	Max of 10 questions per survey	Max of 100 responses	40 templates	None
Survey Monkey - Premium	\$99 per month	No limit	No limit	~200 templates; Custom template	Can create, edit, comment and track data as a team
Google Forms	FREE	No limit	No limit	16 templates	Only Edit option; Limited availability to multiple people
Qualtrics – Basic	FREE	Max of 15 questions per survey	Max of 100 responses	50 templates	Can collaborate with other users
Qualtrics - Premium	\$1500 - \$5000 per year	No limit	No limit	Custom template	Full collaboration options, including outside Qualtrics

Main Takeaways

01

Google Forms is a great FREE program for simple surveys and very popular

02

Survey Monkey and Qualtrics are better for more complex surveys

03

Data visualization is better on premium (paid) platform versions

04

Premium (paid) platforms allow more collaboration and more customization

Creating a Survey in Google Forms



Google Forms

1. How to create survey questions
2. How to insert skip logic
3. How to navigate the settings

<https://www.google.com/forms/about/>

Pam

Create polished forms


Personal



Collect and organize information big and small with Google Forms. For free.

[Go to Google Forms](#)


Business

G Suite Essentials 

The Google Forms you love with added security and control for teams.

[Learn more](#)

Start a new form

Template gallery 



Blank



Contact Information



RSVP




Party Invite



T-Shirt Sign Up

Recent forms

Owned by anyone 



No forms yet

Click + to create a new form.

Untitled form

Form description



Create form name and add a description

Untitled Question

Multiple choice

- Option 1
- Add option or [add "Other"](#)

Required

- + Add question
- 📄 Duplicate
- 🔤 Text
- 🖼️ Image
- 🎥 Video
- ☰ List

Untitled form

Form description

Enter a survey question



Untitled Question

Multiple choice

- Option 1
- Add option or [add "Other"](#)

Required

- + Add question
- 📄 Add image
- 🔤 Add text
- 🖼️ Add image
- ▶️ Add video
- ☰ Add choice



Send



Questions

Responses

Untitled form

Form description

Edit question type



Untitled Question

Multiple choice

Option 1

Add option or [add "Other"](#)



Required



Untitled form

Form description

Select question type

Untitled Question

- Option 1
- Add option or [add "Other"](#)

- Short answer
- Paragraph
- Multiple choice
- Checkboxes
- Dropdown
- File upload
- Linear scale
- Multiple choice grid
- Checkbox grid
- Date

- Add
- Copy
- Paste
- Image
- Video
- List

Untitled form

Form description

Untitled Question

Multiple choice

- Option 1
- Add option or [add "Other"](#)

Create answer choices

Required

- + Add question
- 📄 Add image
- 🔤 Add text
- 🖼️ Add image
- ▶️ Add video
- ☰ Add choice

Questions

Responses

Untitled form

Form description

Add a question



Please enter your first and last name

Short answer

Short answer text

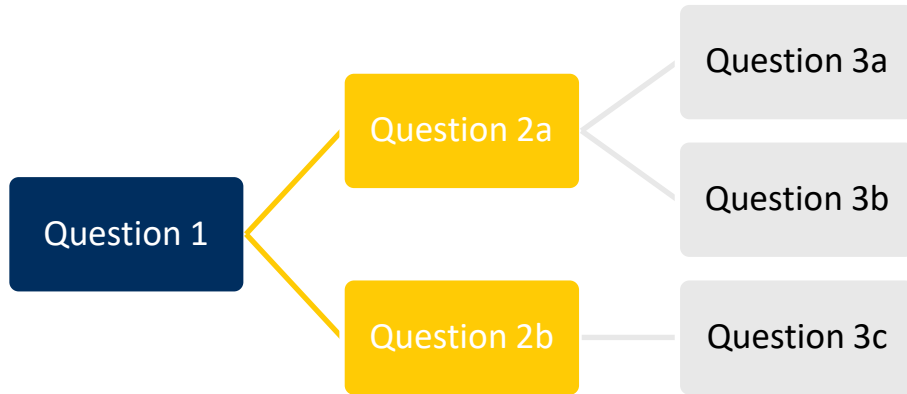


Required



Creating a Survey in Google Forms

1. How to create survey questions
2. How to insert skip logic
3. How to navigate the settings



Skip logic is also called conditional branching or branch logic.

Untitled form

Form description

Please enter your first and last name

Short answer text

Did you attend the training?

Multiple choice

Suggestions: [Maybe](#)

Yes

No

Add option or [add "Other"](#)

Add section





Did you attend the training?



Multiple choice



Suggestions: [Maybe](#)

Yes



No



Add option or [add "Other"](#)



Required



Did you attend the training?

Multiple choice

Suggestions: [Maybe](#)

Yes

No

Add option or [add "Other"](#)



Required



Show

Description

Go to section based on answer

Shuffle option order



After section 1 Continue to next section

Did you attend the training?

Multiple choice

Suggestions: [Maybe](#)

Yes

✕ Continue to next section

No

✕ Continue to next section

Add option or [add "Other"](#)



Required



After section 1 Continue to next section



Did you attend the training?

Multiple choice

Suggestions: [Maybe](#)

Yes



Continue to next section



No



Continue to next section

Add option or [add "Other"](#)

Go to section 1 (Untitled form)

Go to section 2 (Satisfaction Questions)

Submit form

After section 1 [Continue to next section](#)



Creating a Survey in Google Forms

1. How to create survey questions
2. How to insert skip logic
3. How to navigate the settings

Untitled form

Form description

Customize theme



Untitled Question

Multiple choice

- Option 1
- Add option or [add "Other"](#)

Required

- + Add question
- 📄 Duplicate
- ✂️ Copy
- 🖼️ Image
- ▶️ Video
- ☰ List



Send



Questions

Responses

Section 1 of 2

Untitled form

Form description



Please enter your first and last name

Short answer text

Did you attend the training?

Suggestions: [Maybe](#)

Yes

Theme options

HEADER

Choose image

THEME COLOR



BACKGROUND COLOR





Send



Questions

Responses

Untitled form

Form description

Settings



Untitled Question



Multiple choice



Option 1

Add option or [add "Other"](#)



Required



Collect email addresses

Response receipts 

Requires sign in:

Limit to 1 response

Respondents can:

Edit after submit

See summary charts and text responses



Send



Questions

Responses

Untitled form

Form description

Preview



Untitled Question



Multiple choice



Option 1

Add option or [add "Other"](#)



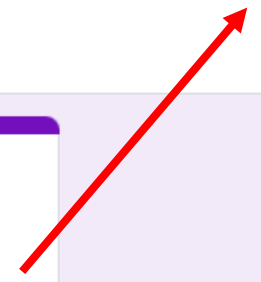
Required



Untitled form

Form description

Send survey to participants



Untitled Question

Multiple choice ▾

- Option 1
- Add option or [add "Other"](#)

| Required ⋮

-
-
-
-
-
-

Questions **Responses**

Untitled form

Form description

View survey responses

Untitled Question

Multiple choice

- Option 1
- Add option or [add "Other"](#)

  Required

- 
- 
- 
- 
- 
- 

PULSE CHECK: How are you feeling now?



Text Messaging Surveys

Advantages

- Convenient
- Better access to certain demographics
- Comparable response rates
- Works well for rapid feedback

Disadvantages

- Not suitable for long surveys or in-depth questions
- Text message rates may apply

★ Text message surveys are a great way to reach people on the go.

Text Messaging Surveys

SMS means Short
Message Service!



survey  sparrow

SO  GoSurvey

wire  2air

Survey Sparrow

FREE

- 1200 responses per year
- 10 questions per survey
- Advanced reporting w/ simple data viz



PAID (\$19/month)

- Unlimited questions
- Display logic
- Share via email, socials, web URL, QR codes

**There are 4 more paid options available, each with increasing benefits. This paid plan is the cheapest.*

SoGo Survey

FREE

- 200 responses per year
- Unlimited questions per survey
- Advanced reporting w/ simple data viz
- Only able to create 15 surveys



PAID (\$25/month)

- More customizable options (layouts, question types)
- Simple skip logic
- Unlimited number of surveys

★ Non-profits can access the paid plan for free!



- Based on “text credits” meaning users must purchase credits based on number of messages in their survey + the character count in each question
- “Start up plan” is cheapest- \$49/month for 1000 SMS credits
- Charged 1 credit for every 160 character message
- For example, 10 questions with <160 characters or less would use 10 SMS credits

How To Send SMS Survey

SurveySparrow & SoGoSurvey

1. Create new survey
2. Add question
3. Choose type of question
4. Add responses if not open ended
5. Finish survey
6. Export through desired avenues (SMS, email, social media, etc.)
7. Enter each number manually if texting the survey OR can import a contact list

Wire2Air

1. Create new survey campaign
2. Have users opt in to take survey
3. Begin listing questions with choice options
4. Finish survey
5. Export to survey recipients by phone number (manually enter or import contact list)

	Number of questions	Number of responses	Other considerations
Survey Sparrow – Free version	Max of 10 questions per survey	Max of 1200 responses per year	Easy to use; integrates with Google Sheets; best default reporting system; most user friendly
SoGo Survey – Free version	No limit	Max of 200 responses per year	Easy to use; integrates with Excel; nice default reporting system; user friendly; free licensing options for non-profits
Wire 2 Air	No limit	No limit	After trial, have to pay by message; difficult to use; only option is conversational

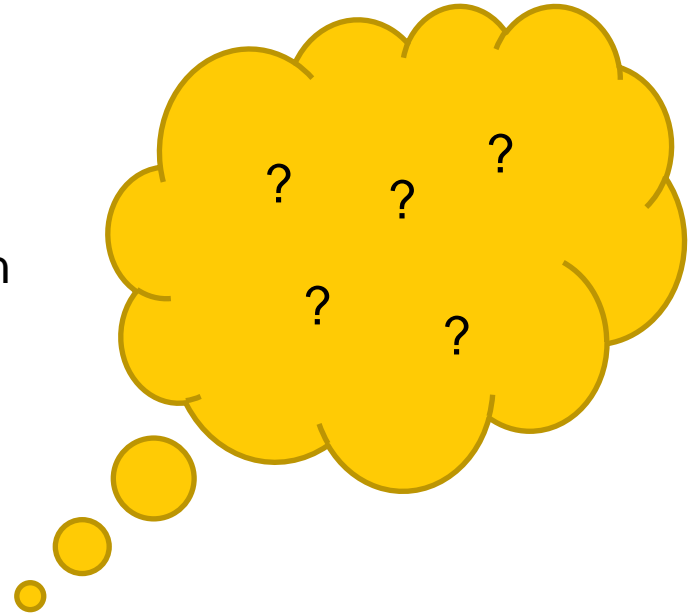
★ SoGo Survey is a great choice for non-profits.

Questions and Feedback



POLL: What do you want to learn about next?

1. Writing an evaluation plan
2. Developing evaluation questions
3. Analyzing evaluation data
4. Visualizing data
5. Engaging community members in evaluation
6. Communicating evaluation findings
7. Other (write in the chat box!)



Thank You!

Introducing a new webinar series:

The Nuts and Bolts of Evaluation for Community Organizations

Presented by the University of Michigan School of Social Work Program Evaluation Group

Stay in Touch! SSW.PEG.Team@umich.edu