

MIT Web Surveys – MATERIALS CHECKLIST

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Most web surveys require the items listed below. In addition, please consider the following presentations and articles:

- Maximizing Survey Results
http://web.mit.edu/commworkshops/110806/survey_results.html
- Publishing Pointers: Tips for Running Web Surveys at MIT
<http://web.mit.edu/ist/isnews/v21/n02/210210.html>

1. Coordination with the MIT Institutional Research & Web Survey Service.

The MIT Office of Institutional Research coordinates MIT surveys and will need to know the survey's purpose, intended audience, and desired schedule. The Web Survey Service will host certain web surveys for the community for a fee on a secure web server. To reach the appropriate staff, email web-surveys@mit.edu.

2. Survey Instrument

Word or text document with survey questions, welcome page text, and thanks page text. Consider including headers for sections, and indicate which items may be dropdowns, open text response, or check all that apply. If you are including incentives such as a raffle or a choice of prize, these should be included in the instrument.

3. Survey Codebook

This is another version of the survey instrument with fieldnames and values. Considering these in advance of the survey speeds coding and analysis of the survey.

Examples:

What is your gender?

SEX 1 Female, SEX 2 Male

What is your age?

dropdown, fieldname AGE from "under 18" = 17, 18=18 ... 65=65, "older than 65" = 66.

4. Email Communications

Complete invitation and reminder text, including subject lines. These should include who the invitation comes from, as well as where replies should be directed.

5. Sample, survey invitees

List of people invited to the survey, including first name, last name, MIT ID (if applicable) and email address. This is also an ideal time to pull the demographics you will be adding into your survey responses.

6. COUHES approval

Most surveys require some review by Committee on the Use of Humans as Experimental Subjects (COUHES). Their procedures on review, including exempt review, are found on <http://web.mit.edu/committees/couhes/>. COUHES will need to see the survey and the email communications.

