RadoNorm

Managing risks from radon and NORM

Short Explorative Online Surveys: Tips and Tricks

Public Opinion Surveys Course

27 April 2021

This project has received funding from the Euratom research and training programme 2019-2020 under grant agreement No 900009.

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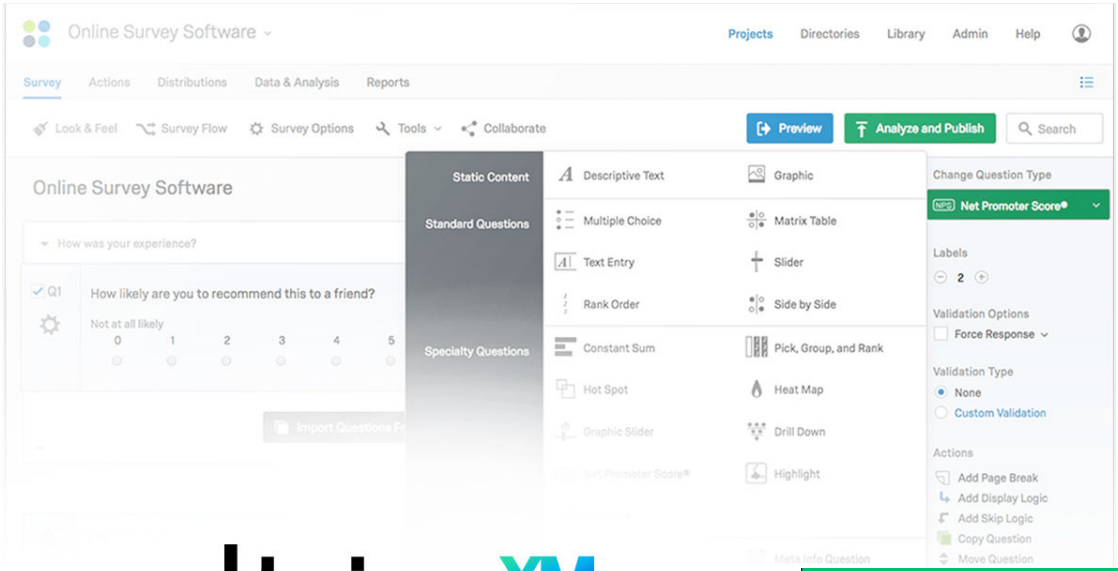
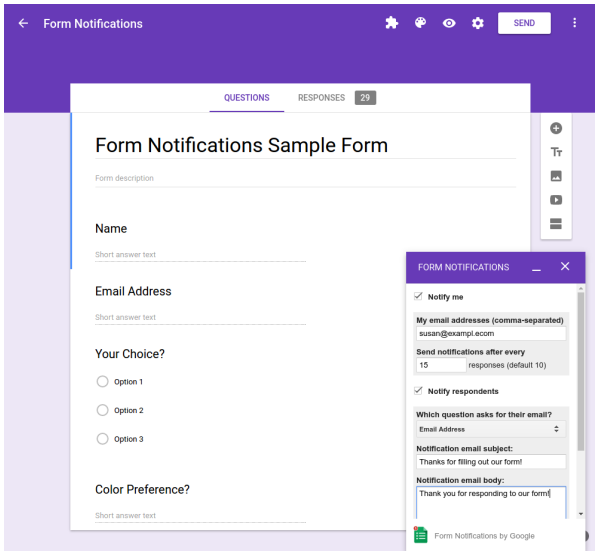
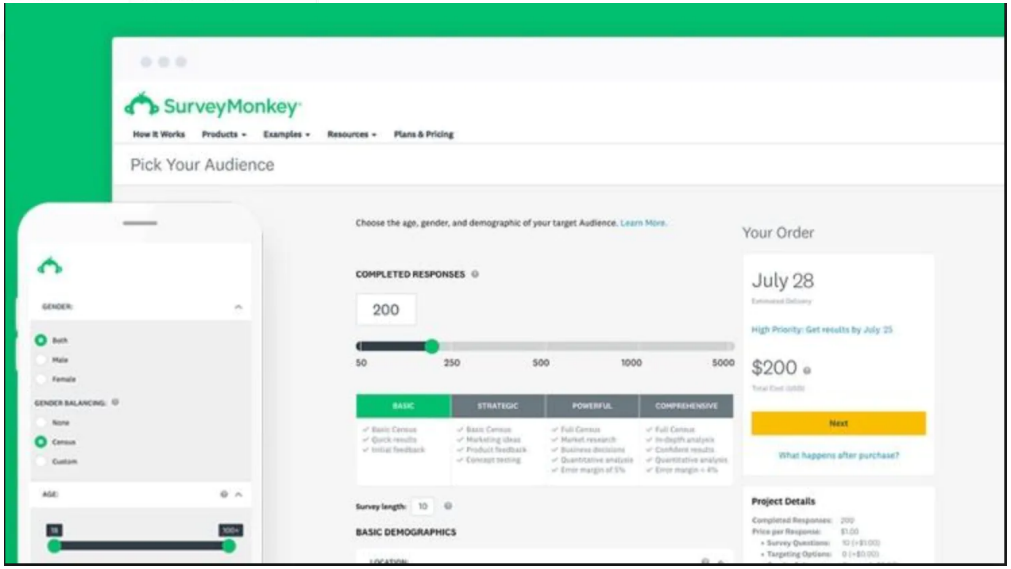
An abundance of choices





qualtrics XM



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Remember: an online questionnaire is… a questionnaire

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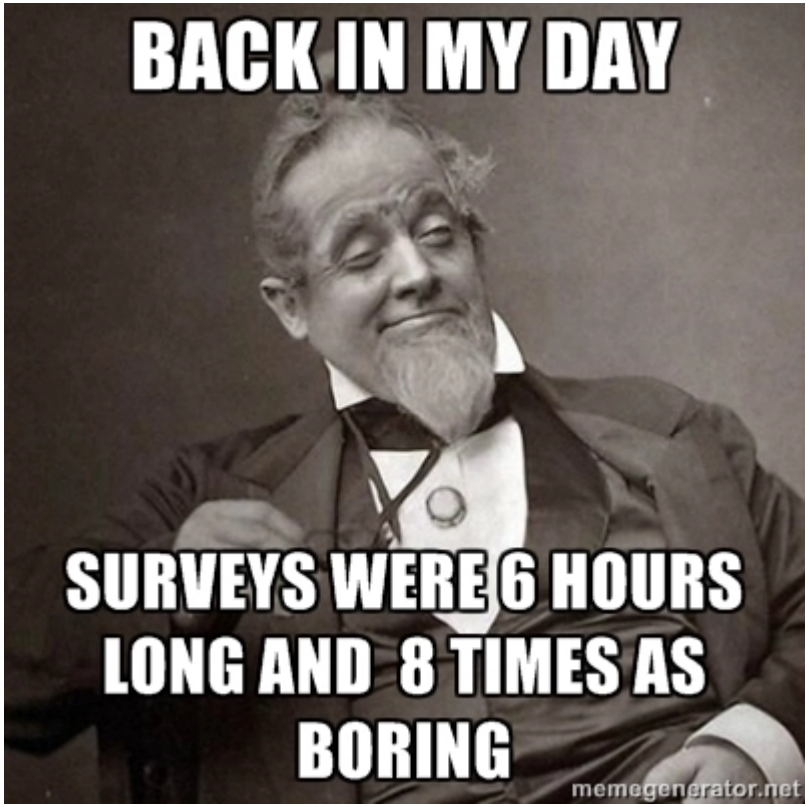
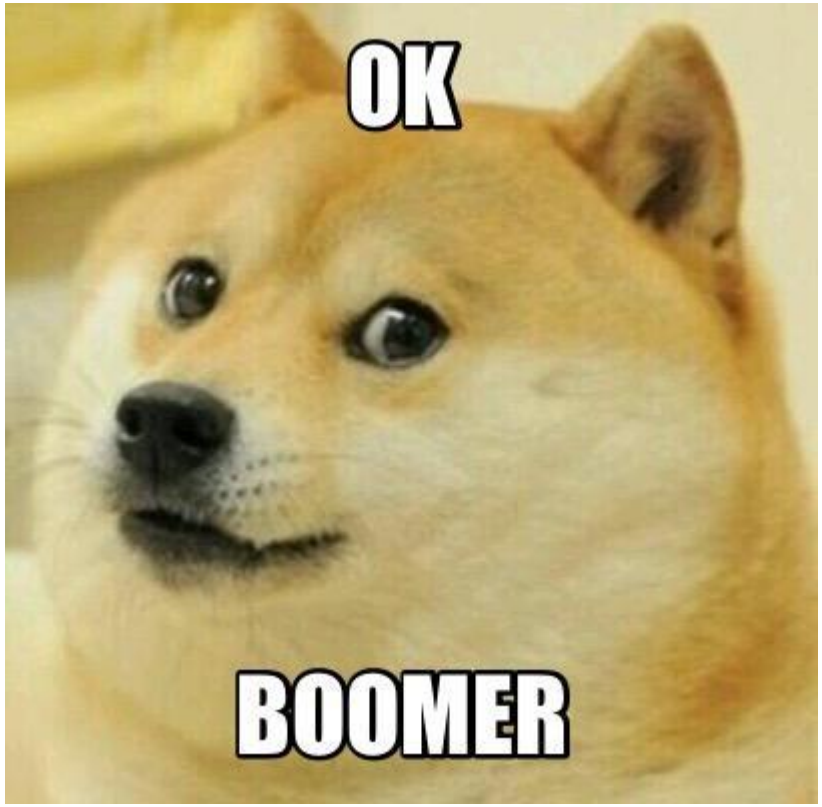
#1 Make every question count





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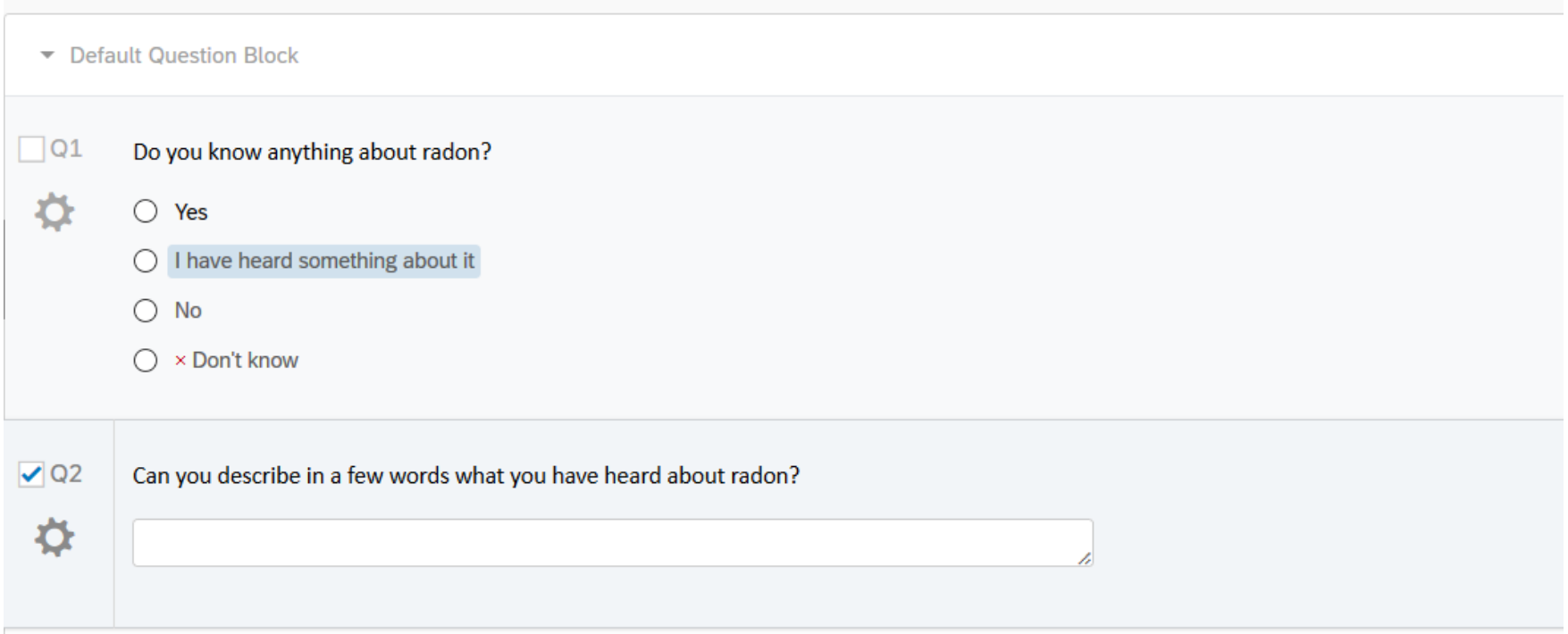
#2 Avoid irrelevant questions



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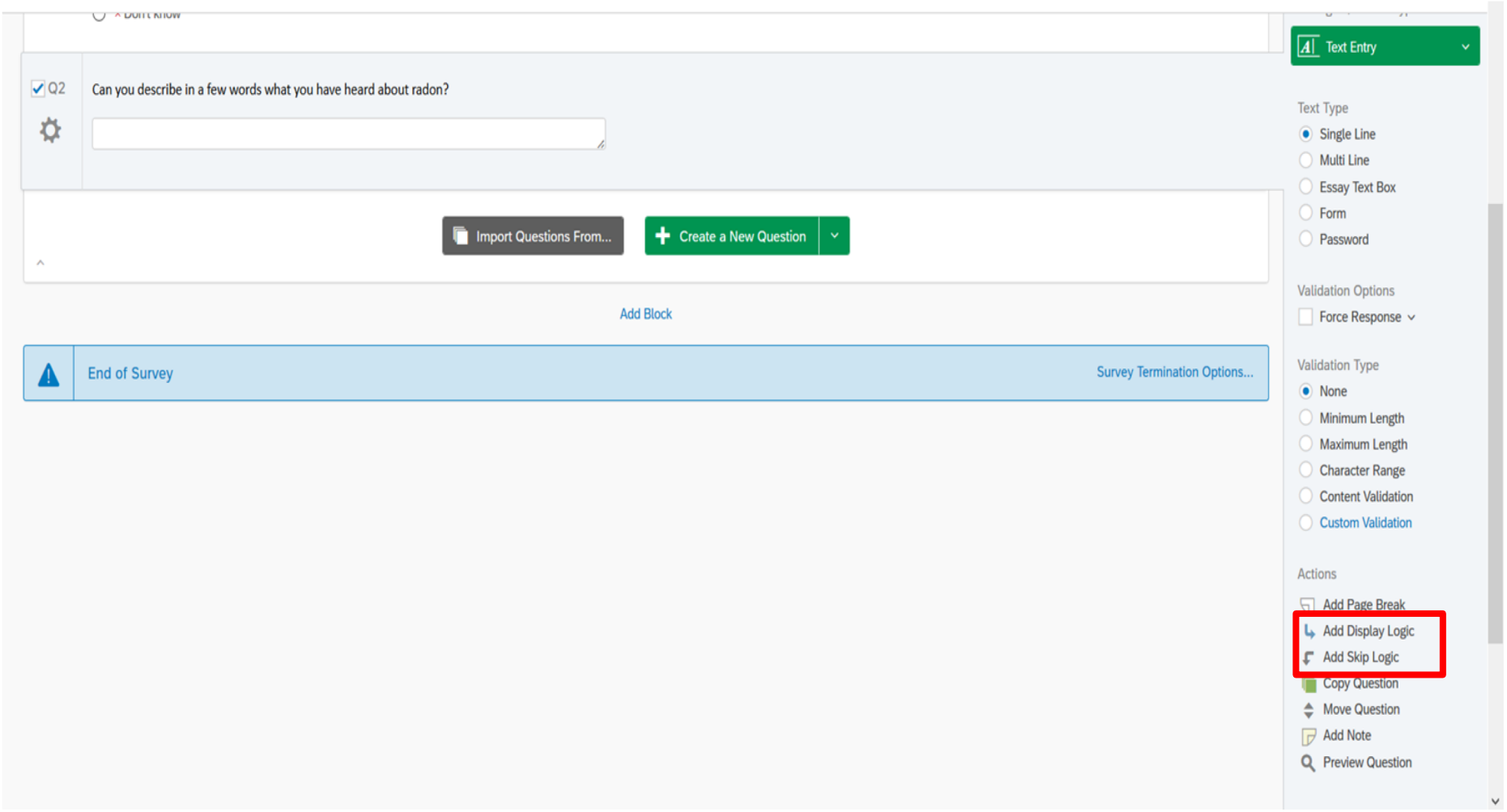

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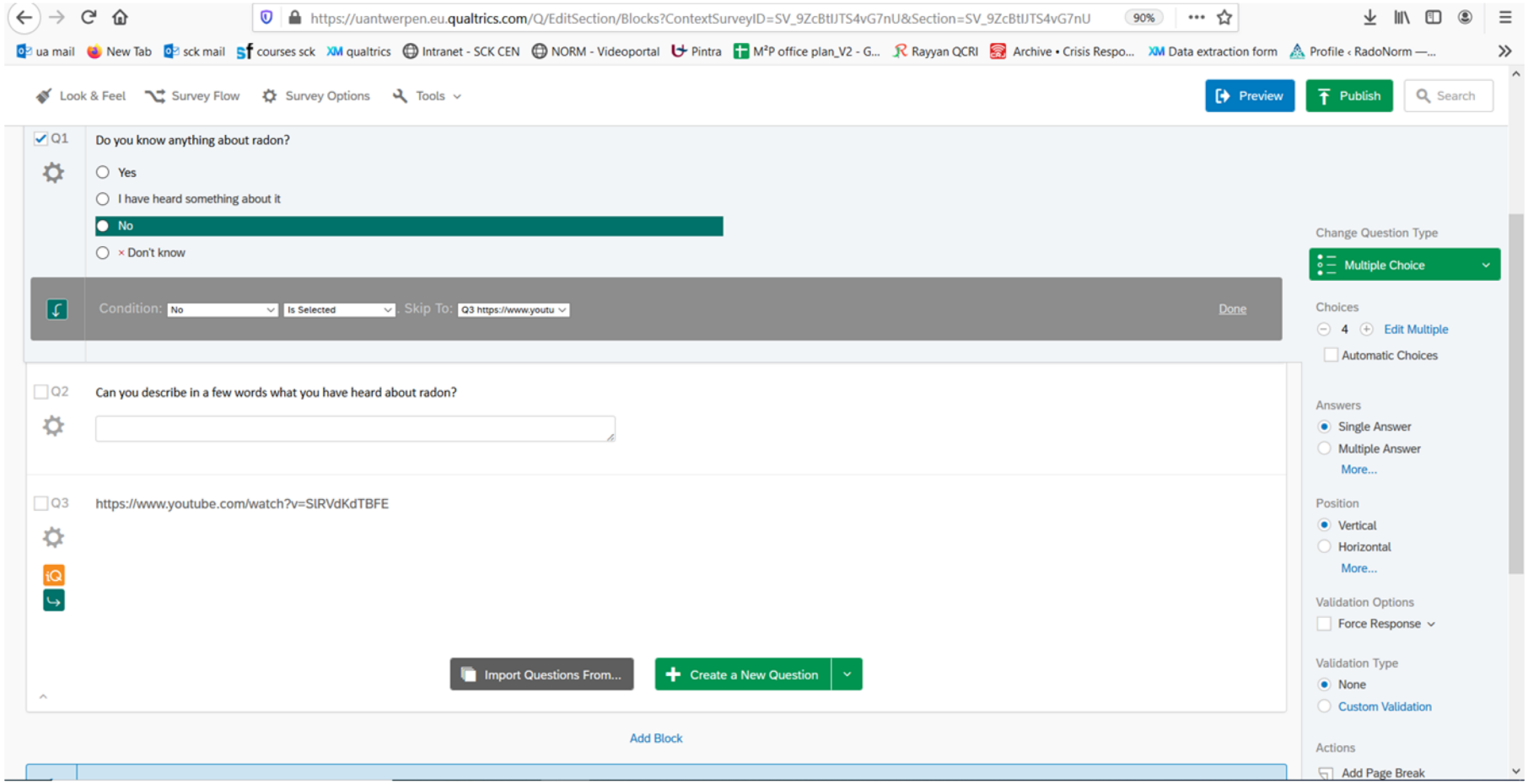

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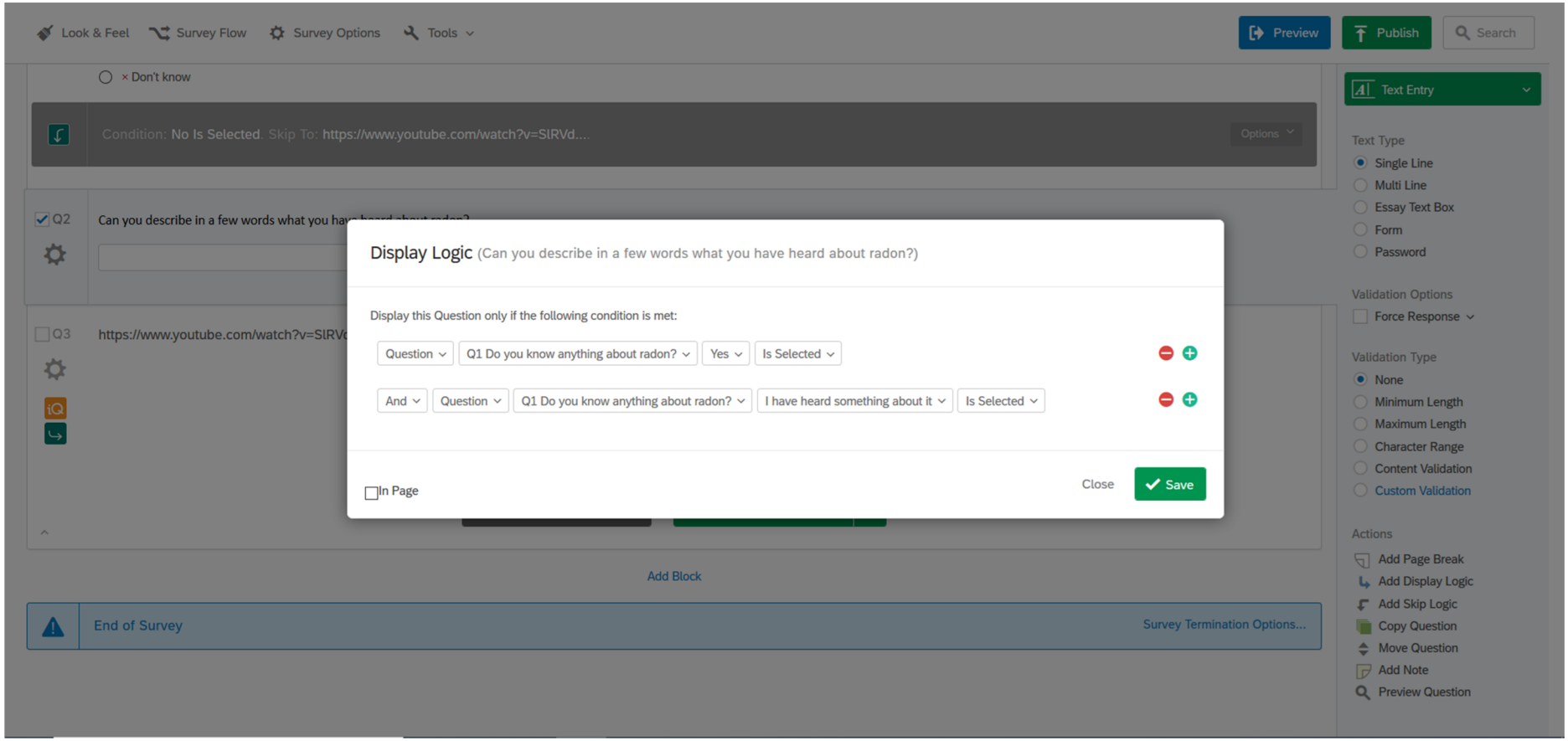

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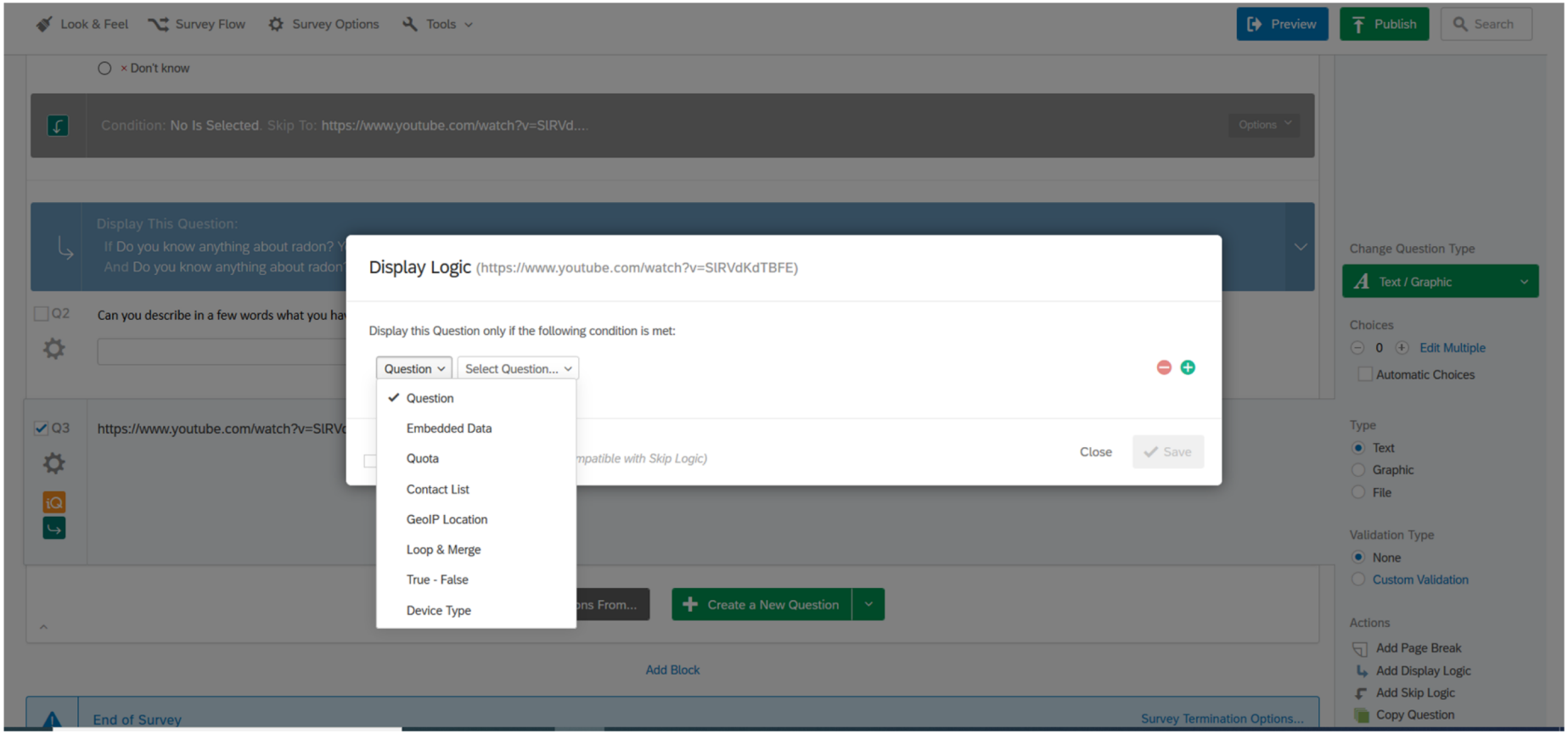

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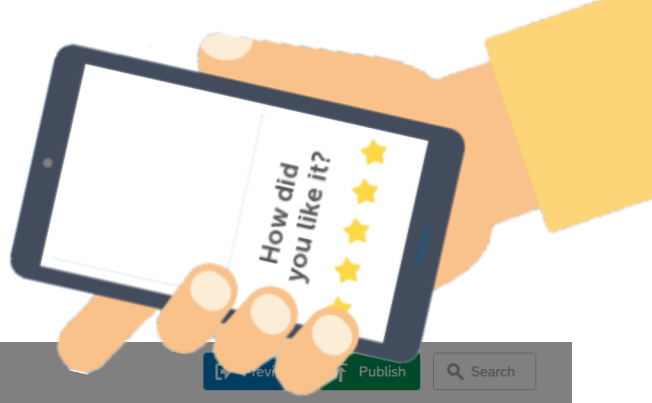

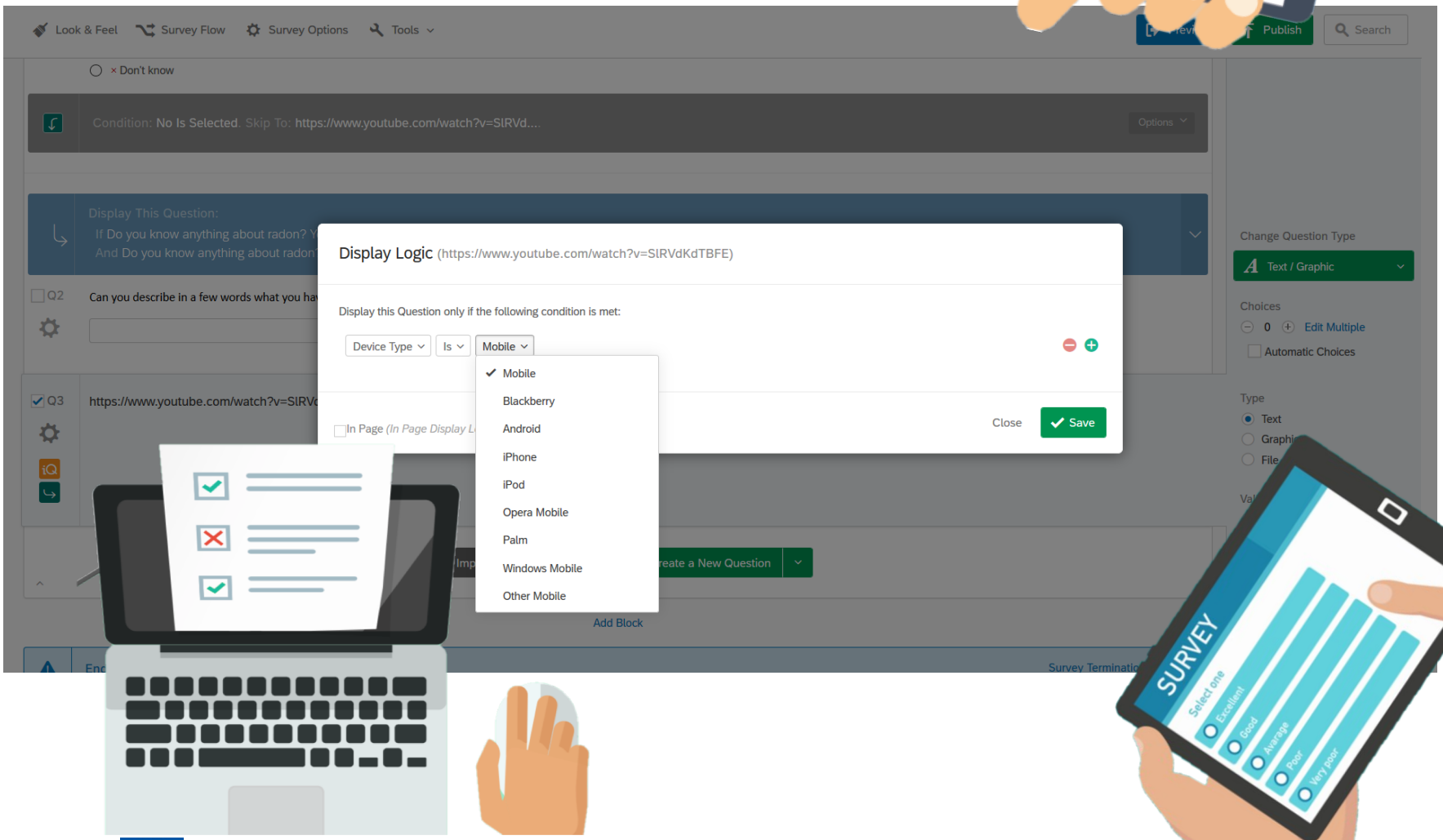

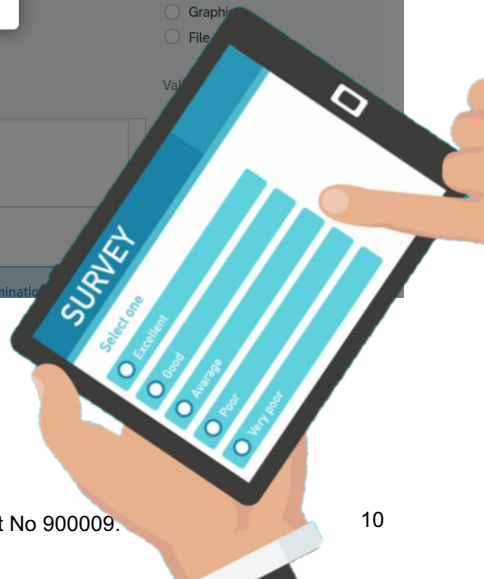

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#2 Avoid irrelevant questions

Print example

1. Do you know anything about radon?
   Check one:

   - Yes
   - I have heard something about it
   - No → (skip to question 7)
   - I don't know/NA → (go to page 11)

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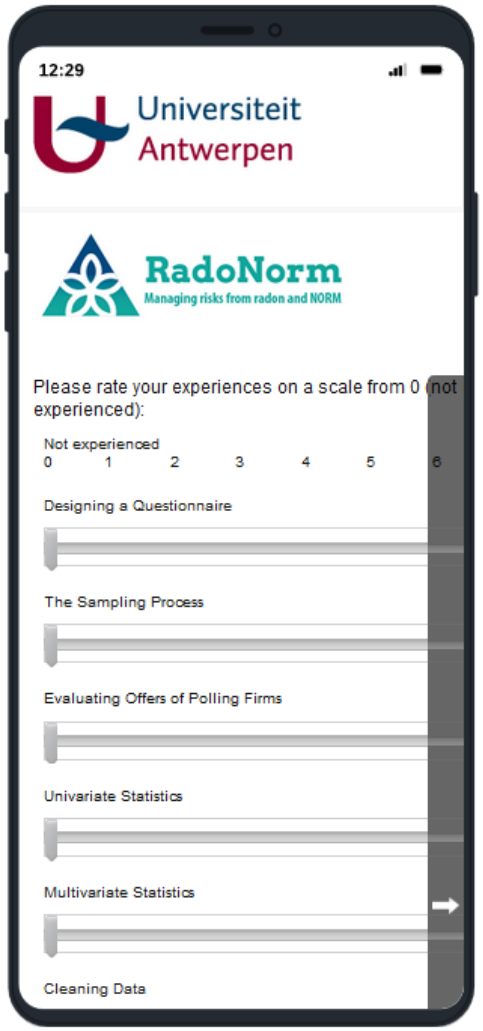
#3 Avoid using grids or sliders



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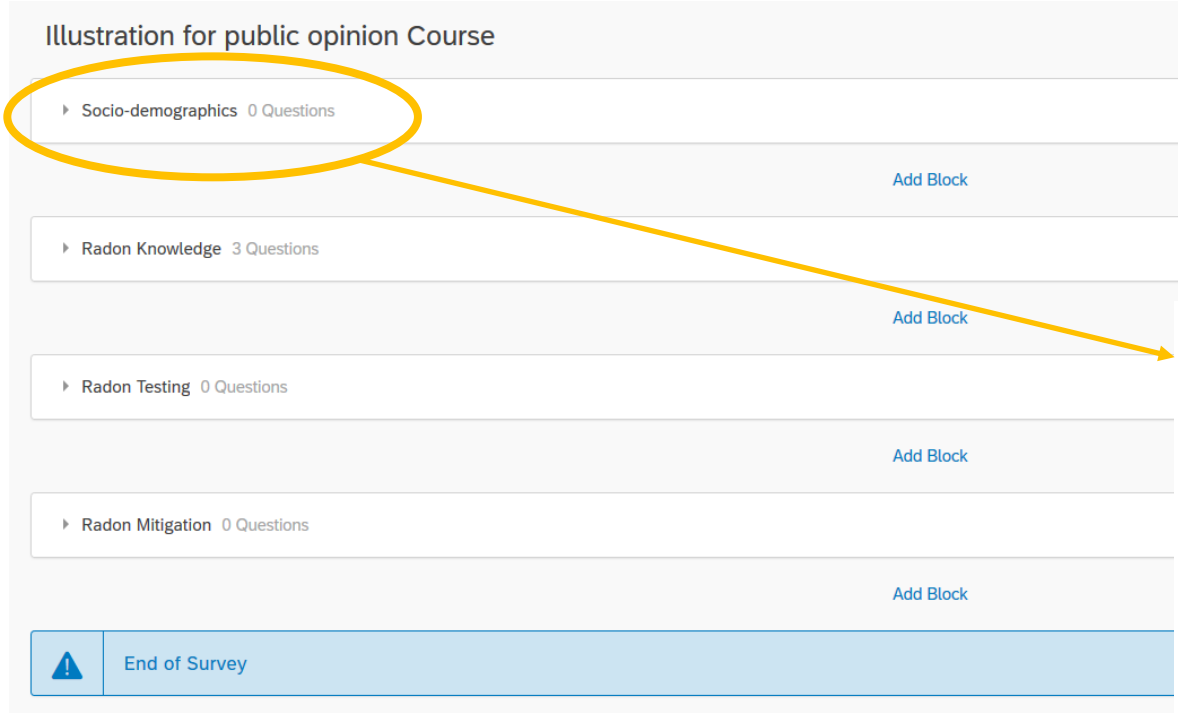
#4 Group questions according to topics



PART 1. Socio-demographic variables / Variables socio-démographiques

S1	Language of the interview Langue de l'interview	1. Dutch/Néerlandais 2. French/ Français
S2	What is your gender? Que est votre sexe?	1. Male/Homme 2. Female/Femme 3. Other/Autre 4. I prefer not to say/Je préfère ne pas le préciser
S3	Place of residence Lieu de résidence de la personne interrogée	.... [zip code] Code postal
S4	Year of birth Année de naissance	.... [year] Année de naissance
S5	What is the highest diploma you have obtained? Quel est le plus haut diplôme obtenu?	1. Primary school or no education 2. Lower secondary – general 3. Higher secondary – general 4. Lower secondary – technical or arts 5. Higher secondary – technical or arts 6. Lower secondary – vocational 7. Higher secondary – vocational 8. Higher non-university 9. University 1. Primaire ou sans éducation 2. Secondaire inférieur - général 3. Secondaire supérieur - général 4. Secondaire inférieur - technique ou artistique 5. Secondaire supérieur - technique ou artistique 6. Secondaire inférieur - professionnel 7. Secondaire supérieur - professionnel 8. Supérieur - non universitaire 9. Supérieur – universitaire

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#5 Include images and videos

Please tell us what you know about radon:

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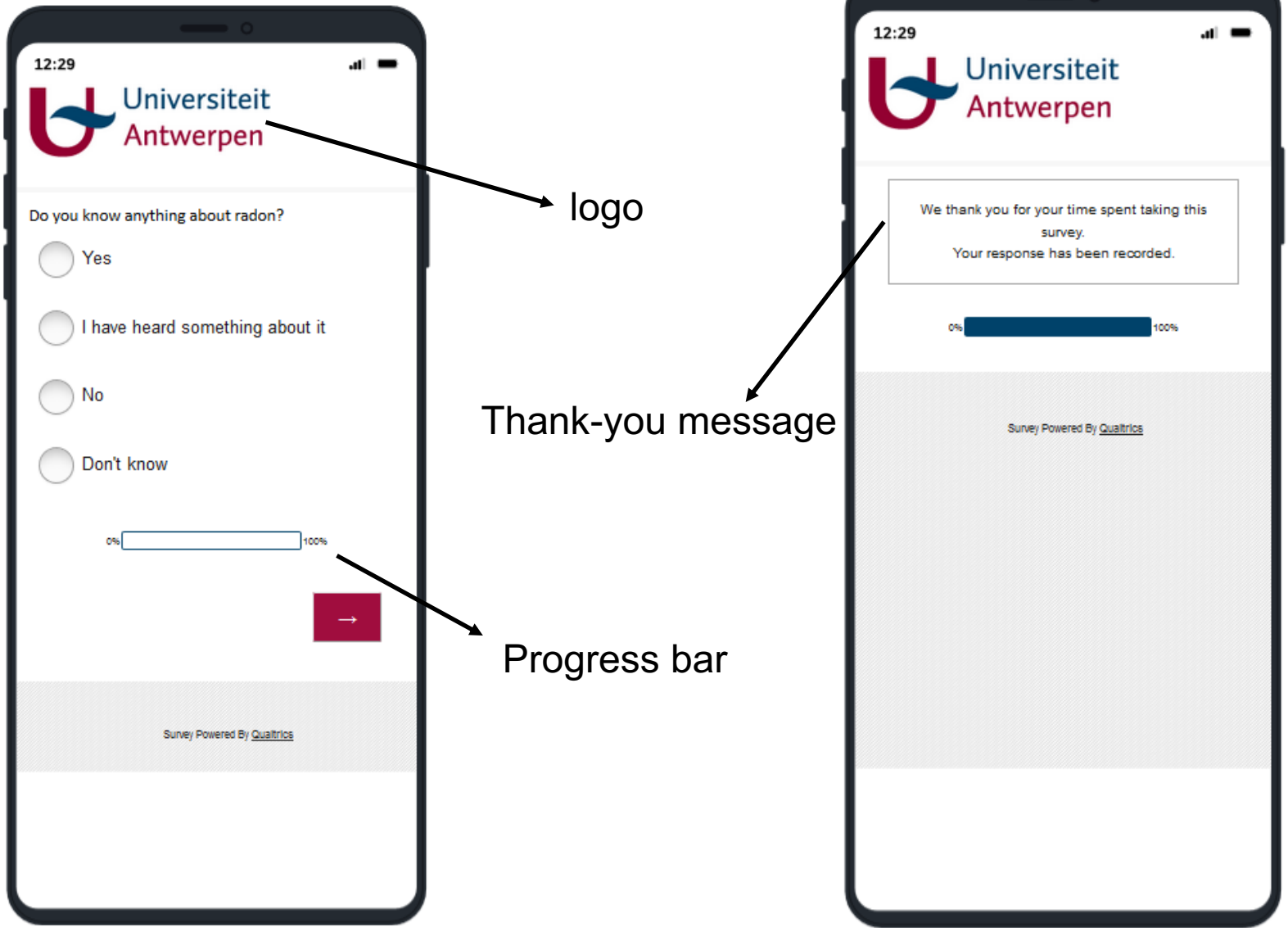
#6 Spend time on your design



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#7 Take your survey for a test drive

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#8 Uphold GDPR Regulations

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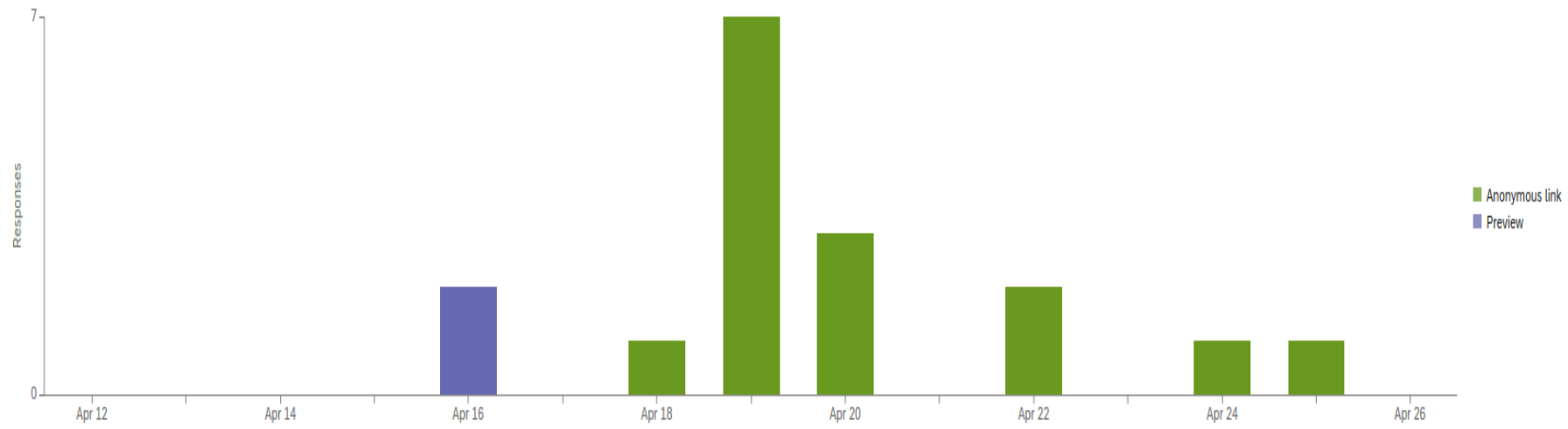
#9 Consider Analytics

Q22. Timing

These page timer metrics will not be displayed to the recipient.
First Click: *7.657 seconds*
Last Click: *7.657 seconds*
Page Submit: *0 seconds*
Click Count: *1 clicks*

1
minute
Est. response time

Recent Responses



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#10 Reward for participating

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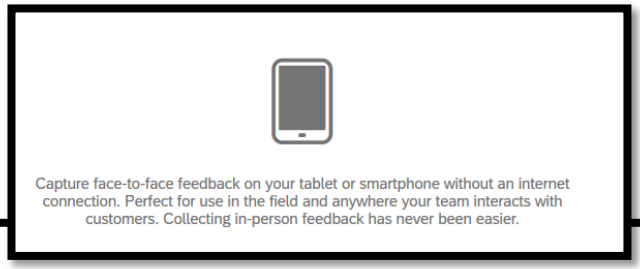
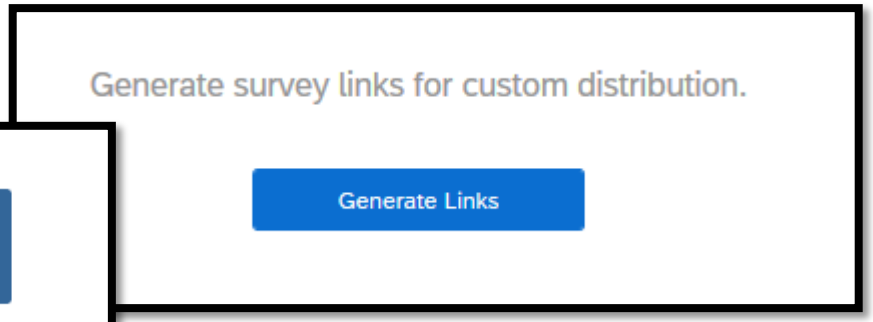
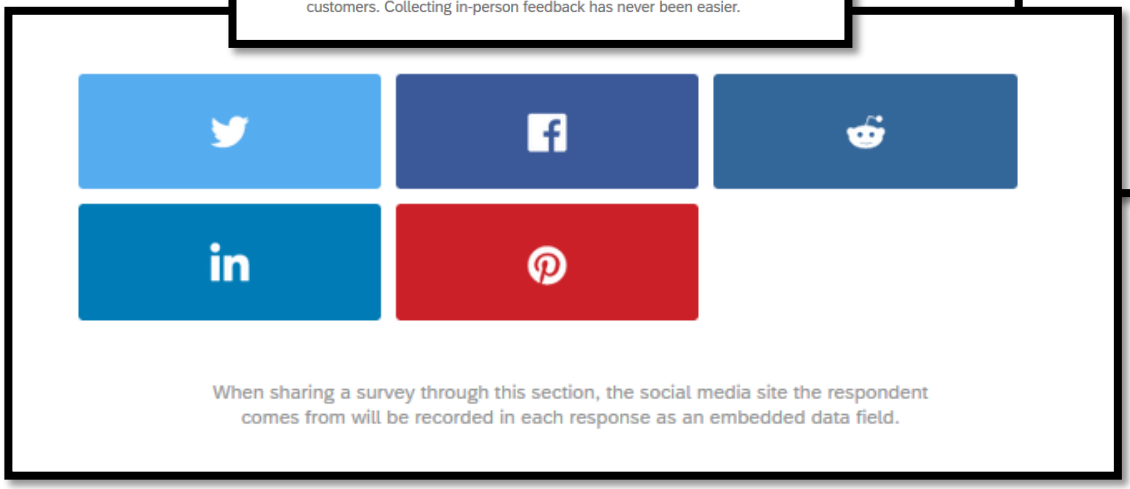
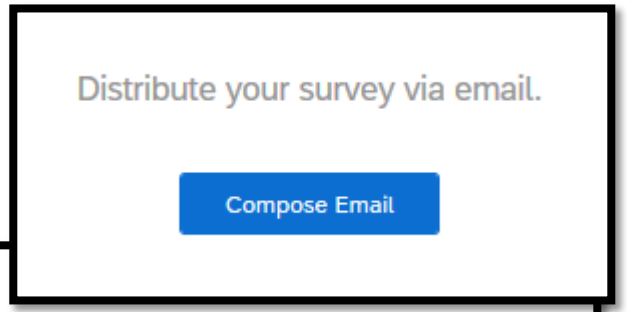
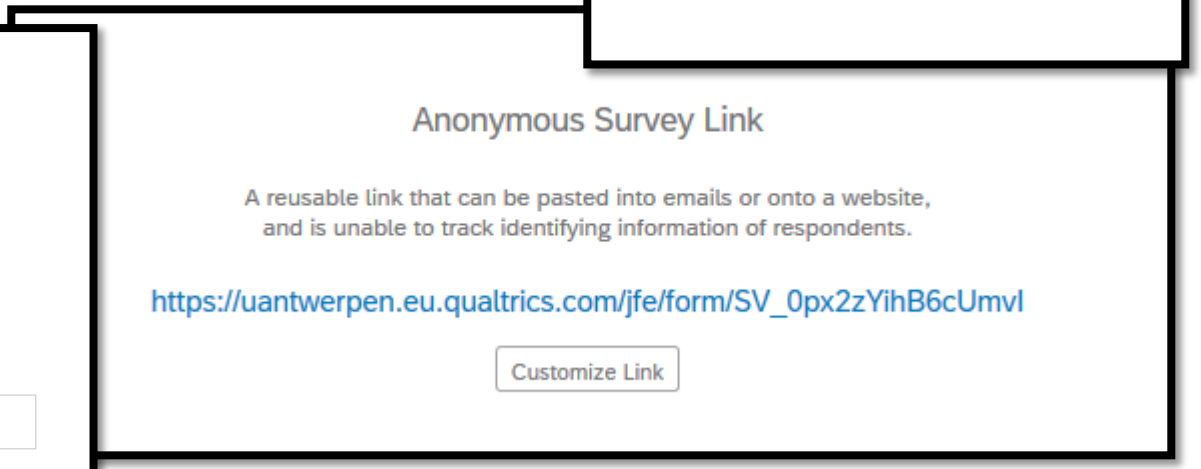
Bonus











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