Survey Administration Methods

E-mail through Campus Labs (AER sets up)

The invitation to participate e-mail is sent through the Campus Labs system. This method enables reminders to only be sent to those who have not taken the survey after the initial invitation. The e-mails are customizable and can specify the name of the “sender” (e.g. First Name, Last Name, Office Name, etc.) – just do so on the Campus Labs Mailing Information Form. **Important note:** Since respondents are sent a unique link, responses may be linked back to email addresses - therefore data is considered confidential but not anonymous. Only one response is allowed per link/email address.

Generic link sent through Outlook (individual within your department sends out)

When the survey is ready, AER will give you the generic link for the project to e-mail to the group you are surveying. You are responsible for sending reminders. This method is preferred if you want to send the survey to additional people over time. The generic link also allows for the data to be complete anonymous (unless the survey asks for identifying information) **Important note:** Since the link is generic, those who have already completed the survey may complete it again (data validation may help assuage this issue, please contact AER with questions).

Links to post (e.g., to post on website, to do in computer lab, QR code on flyer)

Similarly to above, when the survey is ready, AER will give you the generic link for your project. However, rather than having an e-mail list to send it to, you use the link in other ways. For example, you may post it on your website, or have respondents complete the survey on computers at an event.

iPod Touch

Surveys can be loaded onto iPod Touches using the Campus Labs app “SV Mobile”. AER has 10 iPods available that can be reserved and checked out. This method allows you to collect data from respondents while they are at an event, and it is immediately ready for you to view in Campus Labs – no additional data entry necessary! **Important note:** This administration method is not as effective for longer/more time consuming surveys.

Paper survey with web entry into Campus Labs

If you initially gather the survey responses on paper, your office can enter it into Campus Labs through the generic link. The survey is set up similarly to surveys where the data is originally gathered through the web (as in 1-3 above); however, the person from your office “filling out” the survey is doing so based on the paper survey responses, completing one online survey at the time for each paper response. **Important note:** You cannot go back to change responses or finish a survey if you close the window while in the middle of data entry; thus, this method is not preferred if you have a longer survey and/or will have frequent interruptions while entering data.

Paper survey with Excel entry into Campus Labs

If you initially gather the survey responses on paper, your office can enter the responses into an Excel spreadsheet, which can then be uploaded to Campus Labs. This method is preferred if you have concerns about being able to enter data without interruptions (as above). AER can help you set up an Excel spreadsheet to aid in data entry and uploading. **Important note:** Since all entries are uploaded at once, if you have a paper project that is administered periodically and you would like to review results immediately, consider the web entry option above.

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