

## Implementation of Online Survey in Educational Research

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### Abstract:

*In the recent era of technology explosion, integrating technology into research is not a new term for the researchers. For every stages of research the use of technology is now inevitable. For collecting data, analysis and getting the research output technology is helping. Replacing the age old method of collecting data, internet offers online surveys in the name of web surveys or e surveys. This survey makes the job of a researcher much easier than before. These are computer based tool for collecting, and compilation of data gathered. This paper deals about such kind of online surveys. The paper dealt with what are web surveys, principles for developing web surveys and some ways to improve it when we are used for data collection.*

**Keywords:** Web survey, research, technology, online survey

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### I. INTRODUCTION

Surveys are the most popular methods of primary data collection for academic research. Traditional paper-and-pencil surveys have been used to test research hypotheses in various fields. The paper-and-pencil surveys have always had the disadvantage over e survey for limited number of potential respondents, slower distribution and low return rate. As the growth of information and communication technology, the traditional way of using such methods for survey has been changed. The growth of the technology has impacted on virtually every aspect of society. Survey research is no exception. Academic researchers are intending to explore the potential of internet-based surveys or the e-surveys for the collection of primary data. Web survey or E-survey is a computer based tool for the generation and analysis of surveys or opinion polls defined to facilitate the design and exploitation of surveys to be delivered through Internet. Once the survey is defined, the system automatically generates the HTML pages, collects and summarizes the results and presents the final report.

In social science and educational research web-based surveying is becoming widely used now days. Surveys available on the web offer significant advantages over more traditional survey techniques. But there are still serious methodological challenges with using this approach (Solomon, 2000). Researches shows even now significant numbers of people do not have access, or choose not to use the Internet is of most concern to researchers. Those who are creating survey online have to think over the most effective use of it once use it online. In the early stages of implementation of e surveys, researches on Internet-based survey methodology has identified a number of factors that influence data quality. These data qualities enhance the research output also. Some of them are, reducing the time and cost of conducting a survey, reduce the data entry error and easy for analysis (Roy & Ann, 1999).

### II. SIGNIFICANCE OF E-SURVEYS

Email offers one option for distributing Internet surveys in bulk. Email surveys were the predominate means of Internet surveying. As the World Wide Web (WWW) has grown in popularity, the use of Hypertext Markup Language (HTML) forms or Web-based surveys are becoming the fast and easy method of gathering survey data. The benefit of using HTML surveys is these forms streamline the data collection process. Once we enter the data, formatting and entering responses directly goes into a database for analysis. The forms for e survey made by HTML can be made programmable. One of the drawback for internet surveys are the real time errors. Buy we can lower the level of it by checking and correction process. Though e surveys are used widely, Web based surveying is still in the early stages of development in research field.

### III. SOME PRINCIPLES FOR DESIGNING WEB-SURVEYS

- Start the web questionnaire with a welcome screen that will motivate the respondents to continue
- Provide a PIN (personal identification number) in order to limit access to those people sought in the sample
- Ensure that the first question can be seen in its entirety on the first screen
- The first question must be easy to understand and complete
- Ensure that the layout of each question is as close as possible to paper format
- Ensure that the use of colour keeps the consistency and readability
- Avoid differences in the visual appearances of questions that may happen as a result of different computers, configurations, operating systems etc.

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- Keep the line length short, to fit in the screen size
- Minimize the use of drop down boxes
- Keep instructions wherever necessary without giving it in the starting
- Avoid requiring respondents to answer each question before being able to move on to the next question
- Ensure that questionnaires scroll easily from question to question unless orders effects are important
- Provide symbols or words to indicate where the respondent has reached in the questionnaire

#### IV. CONCLUSION

Internet surveys gain much attention in recent days but there are some problems of coverage bias and unfamiliarity with the Internet fall down (Best et al, 2001). The reach out for e surveys is beyond doubt. The use of e surveys for educational research helps the researcher a lot with regard to time and effort. But the matter is that the researcher should have clear instructions how to handle it. The tools for conducting Web-based surveys will continue to grow in complexity day by day. The ease of use of it depends on our knowledge on how best to employ this survey methodology. Those who use e surveys should use with care for the chosen populations and with an eye to learning as much as possible about how to do it better and make effective use of it.

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