

Online Survey and Output Analysis System

Selvarani S

Associate Professor Mr. P. Anbumani

Department of Computer Applications,

Krishnasamy College of Engineering and Technology,

Cuddalore.

Abstract

The main objective to develop Online Survey and Output Analysis Project is to overcome the manual errors and make a computerized system. The Online surveys or Web-based surveys have become important because of lesser cost in administrating questionnaire, ability to reach out to a large population, geographical and temporal advantages, reaching unique population easily and other benefits. The project shows how the web- based survey is used for data collection for information science. It allows Administrators and Researcher to set different survey and survey question banks for registered members. The availability of the tool and automatic recording of user response in its spreadsheet have made data collection and analysis simple. In a country like India where internet user base is increasing day by day web-based survey tools may become obvious choice for survey research. It is easy to use, full-featured and flexible web portal. The surveys or polls are very much important in various situations and organizations. For example, consider a company is selling various products in the market. If they want to know the product usage and end user satisfaction, they will conduct a simple survey among the users after collecting most of the public responses, they can analyses the responses and improve their business in various way.

Keywords: Online Survey Tools, Web-based Survey Instruments, Google Forms, Questionnaire Design.

Introduction:

Online survey tools or web-based survey tools have become common data collection instruments in today's networked environment. Researchers in academia and marketing use the online survey tools for data collections. The advantage of web technology has come in handy in designing, developing and obtaining users' response in a simpler way. The origin of the Webbased survey can be traced back to the telephonic interview, Fax and e-mail surveys (Wright, 2005). Today, the web-based survey tools have replaced its predecessors successfully and efficiently and have become one of the major tools for conducting survey research.

The application of web-based survey tools have transcended to its predecessors and applied in almost all fields of study to conduct research (Zhang, 1999). There are a plethora of instruments available. In a comprehensive study by Kay & Johnson (1999), more than 2000 web-based survey tools in 59 areas of study were identified. The personal observation of the authors of this paper tools. The web user population has been increasing day by day and has become the primary medium for identifying and accessing information. The presence of

huge population on the web has made web-based survey tools an important mode of data collection for research and thus became the most widely used data gathering method. In India also, the Internet users are increasing exponentially in recent times. An estimate shows that there are 243 million users by 2014 which represent 19.19% of India's population 2. This situation has created a fertile ground for conducting online research as well use web based online survey for doing research in academia as well marketing research.

Proposed System

The proposed Online Survey is easy and comfortable to use. In this software, the answers or viewpoints of the participants are collected. The application is designed in such a way that it automatically adds the votes to each alternative and after the deadline of survey it displays the result. All the activities in the project are controlled by approvers like HRS. Auto generated Excel report and Graphical reports are new features.

The application plays a vital role in minimizing the budget of survey. The

implementation of project avoids the programs such as meetings, conferences etc. To take any decision or research. With the help of this online application, one can easily forward his/her ideas and viewpoints to the officials.

Features

The key features of online survey project are: The project has been coded in Dotnet programming language with MySQL server database. It has the facility of hiding the identity of users or voters in the application. So, the application can be utilized in collecting ideas secretly.

- Besides the survey facility, it provides the download the participants list feature for organization.
- Ratio button or check box is used to intake the vote.
- It can be installed anywhere to provide effective survey facility at an affordable cost.

Modules:

- Template Development
- Management of users
- Questionnaire deployment

- Survey Process
- Reports (Generate Graphical Report and Data Excel Report)

Template development

Online surveys can vary in length and format. Template Development module take care of the end users experience who interacting the site. User Interface, Theme, UI design external references, Login Page, Master Page and Other pages look and feel. Finalize the page design, font, color and appearances. Decide the controls for survey, notifications, GUI (Graphical user interface) report.

Management of user

The user is the key for online survey. It needs to be a check to make sure the user id is unique when a new id is added.

The application provides easy way to register to the survey portal. The new user registration will create unique Id and user defined password. User can access the site with their user credentials.

The administrator will have to log on to a webpage with a password and use id to add the survey details and take care of user information's.

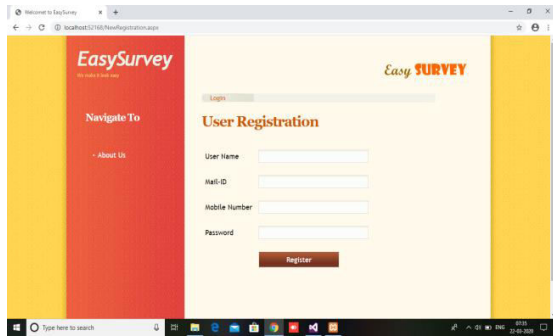


Fig 1: User Registration

Questionnaires’ development

Develop a web page to act as a gateway to the questionnaire system.

Ensure that questionnaire templates are built and maintained with some technical knowledge.

Create categories and add questionnaires in each category.

Develop a method for accessing questionnaire data from the web server in a format that can be used in dynamic format.

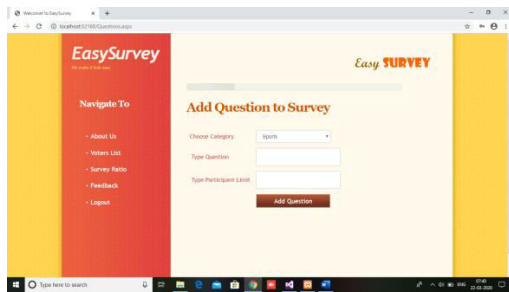


Fig 2 : Add Questions

Survey process

- Administrator:
The process of creating a new survey will require several forms .

The survey administrator(s) should

be able to add and remove survey questionnaire from a web application.

Once logged on the administrators should be able to create new surveys, add new survey questionnaire in each category with objective type answers.

Administrator can limit the participants count and time for the survey.

After user participants, display the updated survey results.

- Users:

The application have to allow the user to specify the type of category, based on the selected category the question will appear on screen dynamically.

Need to restrict the User to participate the survey only once.

Send notification/thank you note to the users for participating the survey.

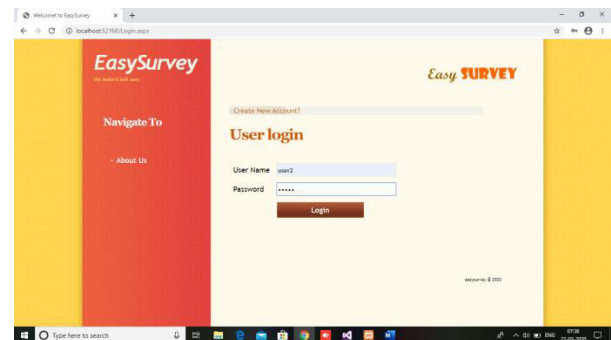


Fig 3: User Login

Report

The final results can be accessible in Graph/Chart format for both administrator and users.

The administrator can view the raw

survey results and participant details.

The administrator can download the survey details in Excel.

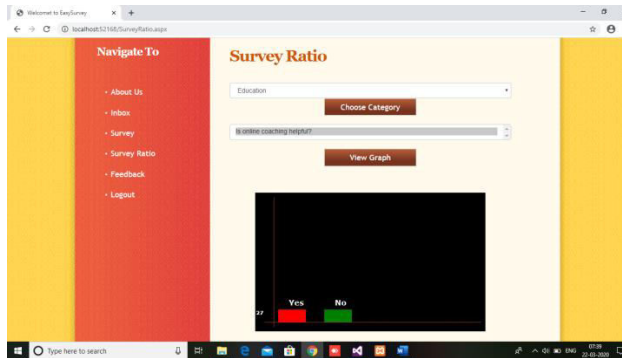


Fig 4 : Report Generate

Conclusion

The Online surveys or Web-based surveys have become important because of lesser cost in administrating questionnaire, ability to reach out to a large population, geographical and temporal advantages, reaching unique population easily and other benefits. The study shows how the web-based survey is used for data collection for a small study in library and information science using Google Forms. The free availability of the tool and automatic recording of user response in its spreadsheet have made data collection and analysis simple. In a country like India where internet user base is increasing day by day web-based survey tools may become obvious choice for survey research.

Future enhancement

Consider sending several reminders. While not appropriate for all surveys, sending out reminders to those who haven't previously responded can often provide a significant boost in response rates. Sending the conformation emails to the participant mailbox.

Reference

- [1] Cubanelle, C., Warde, B., & Moreo, P.J. (2001). A comparison of mail, fax and web-based survey methods, *International Journal of Market Research*, 43, 405-10.
- [2] Evans, J.R., & Mathur, A. (2005). The value of online surveys. *Internet Research*, 15 (2), 195- 219.
- [3] Fleming, L.M., & Bowden, M. (2009). Web-based surveys as an alternative method to traditional mail methods, *Journal of Environmental Management*, 90, 284-292.
- [4] Kaye B.K. & Johnson T.J. (1999). Research methodology: Taming the cyber frontier. *Social Science Computer Review*, 17, 323-337.