Abstract

The Benefits of Online Survey's in Education: Training Educators to Create and Implement Online Survey’s. This presentation will discuss the benefits of creating online surveys to improve student achievement, school climate, and parent participation. It will inform participants how to develop and design a user friendly online survey, while considering various factors which can affect response rate.

In today’s society the internet is a medium widely used to communicate with others, conduct research, and share ideas. Many homes in America have access to the internet, and visitors to the web are often exposed to various types of web based surveys. Typically surveys are emailed with the purpose of gathering information on topics from shopping preferences, living patterns, or personality characteristics (Van Selm, & Jankowski, 2006).

There are several advantages and disadvantages to using online surveys. According to Van Selm and Jankowski (2006) surveys administered online allow researchers to collect data from respondents they may not typically have access to. Online surveys are more appealing to respondents due to its user friendly appearance. The ability to complete survey in various settings, save information to complete at a later time, and generally requiring only a small amount of time.

This session will introduce participants research on conduction online survey, and way to avoid problems that may arise due to design, sampling, and data collections. During the session, the participants will receive handouts. Session will conclude with a question answer period.

