WebLearn

Collaboration Content Assessment Information Management

WebLearn Surveys

Piloting the Survey tool

https://weblearn.ox.ac.uk/info/eas/eval

WebLearn now offers a Survey tool for the use of all Oxford University members. Design and deliver surveys to WebLearn site participants, ad-hoc groups, or the general public.

"The survey tool is easy to use and lots of surveys can be set up relatively quickly. The results of the surveys are packaged in a form that can be easily sent to lecturers."
Participant in the pilot project

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Features of the WebLearn Survey tool

The WebLearn Survey tool (Beta release) can be used to design and manage electronic online surveys. A survey can be delivered to WebLearn site members, ad-hoc groups or the general public over a fixed time period. Surveys can be completed by respondents on a mobile phone by going to m.ox.ac.uk and clicking on the WebLearn icon.

Responses remain anonymous, but the course administrator can track who has or has not completed the evaluation. The system can automatically notify users of upcoming surveys, and send reminders to complete a current survey. The notification scheme contributes to increasing the response rate.

Several reporting options are available – generate a PDF file showing frequency counts and bar charts, or export data to a spreadsheet to enable further analysis of responses.

Pilot project

The WebLearn Survey tool (formerly 'Evaluations') was piloted in the year from June 2009, with a group of 40 early adopters. The project team created training materials and ran three workshops, which helped the pilot participants to learn how the tool works, to create their own surveys, and to provide feedback to the project team. A WebLearn site was created for the pilot project — this provided support materials on using the tool from both pedagogical and technical perspectives.

The pilot project was completed in July 2010, resulting in the release of the Beta version of the Survey tool. During the pilot, bugs, requests, and comments were logged which helped to improve the tool, based on user feedback. The pilot project achieved its intended objectives:

- The tool has been improved, in terms of both functionality and the user interface
- WebLearn publicity has been achieved by providing a much-needed survey tool
- A three-hour training course (Surveys) based on the teaching materials used in the workshops is now offered by the IT Learning Programme at OUCS
- Standard survey templates have been developed to be used by people across the University, e.g. College Student Experience Survey, College Graduate Feedback, Tutorial Feedback Survey, Induction Survey etc.

You can find more information about the tool here:

- A WebLearn site dedicated to the Survey tool: http://weblearn.ox.ac.uk/info/eas/eval
- The WebLearn Guidance Site: http://weblearn.ox.ac.uk/info

Conducting course evaluations

The Survey tool is aimed primarily at gathering student feedback and has a number of features that directly support this purpose. Start by perusing the Oxford University officially sanctioned student feedback templates in the WebLearn Survey tool, that you can copy and modify. If existing templates don't suit your needs, you can create your own template from scratch. Various question types are available, such as Lickert scales, multiple choice with a single answer, multiple choice with multiple answers, and free text questions.

Set the open and close dates, and allocate the survey to your WebLearn course site. If there are several lecturers or tutors in your WebLearn site that are being evaluated, you can select the "Lecturer / supervisor" option when adding or editing a question. This set of questions will then be repeated for all lectures or tutors in your site with the maintain or contribute role. All site members with the access role (students) are expected to complete the survey, which is anonymous. After the survey closes, you can export a PDF report showing all the summary statistics.

Gathering data

Do you have the need to communicate with a particular group of people, and gather data from them? For example, you might be running a summer school programme for prospective students who come to Oxford during July to experience life as an Oxford student. You need to communicate with them as a group, and gather data about their accommodation, travel and dietary requirements. Set up a WebLearn site containing the Survey tool and add your target population by means of their email addresses. This will generate a WebLearn account for each participant and they will receive an email providing their login details. Then create your survey. Modify the standard email notification which all participants will receive ab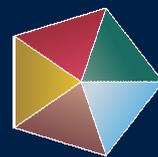out the availability of the survey and its web link. When respondents go to the link, they will be asked to login in order to access the survey. Since all surveys are anonymous, names would have to be collected via text boxes on the form, for purposes of identification. The Survey tool can be set up to send reminders to participants who have not yet responded, at intervals of your choice, and up to 24 hours before the survey closes. After the survey has closed, you can export the data to a spreadsheet for further analysis.

Conducting public surveys

Are you a researcher or a graduate student who needs to conduct public surveys for research purposes? If so, you probably need to gather data from various communities beyond the walls and spires of Oxford University. You don't know the names or email addresses of possible respondents in your prospective sample, but you want to invite as many qualifying people as possible to complete your survey.

The Survey tool offers the option to conduct surveys that are open to the public. When setting the specifications for your survey, you have the option to choose either "Login to WebLearn", or "Don't have to log in" - select the latter option for a public survey. Your survey can then be accessed via a unique web address (web link). Save this link and publicise it to qualifying participants via a mailing list or on a website. You will not be able to send email reminders to individuals to complete the survey, nor see a list of people who have taken it, but you will be able to see how many people have responded. After the closing date you can download the data in spreadsheet format for further data analysis, or in the form of a PDF report providing summary statistics and bar charts.

http://weblearn.ox.ac.uk

WebLearn team, September 2010