

Module 6: Digital Survey Questions Demo

Hello, and welcome to a demo survey, created for Module 6 of the Accessible Digital Research Pressbook, designed with support from the CERC Health Equity and Community Wellbeing, and the Digital Research Alliance of Canada.

This is a practice survey to provide real-life examples of types of digital survey questions and formats. The survey has been designed for educational purposes only, and will not be collecting any data inputted.

Start here!

Which of the following types of survey question formats would you like to learn about?

- Multiple choice
- Textboxes
- Miscellaneous
- All of them!
- None of them.

This question is required, meaning that you will not be able to proceed through the survey without answering it!

But first, let's talk about branching!

Whoah... What just happened?

Looks like you selected a response that "branches" to other responses. Branching is a tool used by many surveys in order to make questions more concise, by only showing participants questions, text, or media that are relevant to their responses.

For example, try this series of questions related to the colour blue! Play around with the responses to see how answers can change.

Do you like the colour blue?

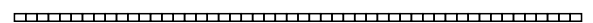
- Yes
- No

Why do you like the colour blue?

- I think it looks pretty
- It fits my sense of style
- It reminds me of something I really love
- I'm not too sure...
- Other reason, please specify: _____

How pretty do you think blue is, compared to the colour green?

Blue is much less pretty than green They are both equally pretty Blue is much more pretty than green



(Place a mark on the scale above)

Why do you think blue is more pretty than green?

Why do you think blue is less pretty than green?

How would you describe your sense of style?

- Sporty
- Bohemian
- Grunge
- Preppy
- Punk
- Streetwear
- Classic
- Casual
- Other, please specify: _____

What does the colour blue remind you of?

If you don't like blue, what colours do you like?

- Red
- Orange
- Yellow
- Green
- Purple
- Black
- White
- None of the above
- Other, please specify: _____

End of the blue demo

Thanks for completing this branching logic demo!

Multiple Choice Questions

Drop-down Lists

This is a multiple choice question using a drop-down list. These types of questions allow you to pick one choice from a series of options, in a drop-down format.

This is considered a good format if there are a large number of options to pick from.

However, some people consider these inaccessible, due to the extra steps involved to open the drop down, scroll through the options, and select one.

This format may also limit the types of responses you can allow, depending on the survey platform you use. For example, in REDCap, this format does not allow an option to include an embedded text box with the "Other" option.

Test this drop-down list question out by telling us your favourite fruit!

What is your favorite fruit?

- Apple Banana Pear
 Orange Strawberry
 Blueberry Cherry
 Watermelon Pineapple
 Other None, I hate fruit!
-

Single Answer Buttons

Note that for most multiple choice questions, it is important to provide an "Other" option, with space to put in a customized answer. We will demonstrate this in the next type of multiple choice question, which uses single answer buttons.

This format differs from the drop-down list only in its format, where there is no scrolling list feature. Compared to the drop-down list, this format has been described as more accessible for people with visual disabilities, as it is more screen-reader accessible, and requires fewer steps to navigate responding.

This format also makes it much simpler to include an "Other" option, with space for text.

Try it here, with a new question about animals!

What is your favourite animal?

- Anteater
 Bird
 Cat
 Dog
 Elephant
 Fish
 Other, please specify: _____
 None, I don't like animals!
-

Multiple Choice Matrices

The next type of multiple choice format is a matrix of choices, which can be used for a series of similar multiple-choice questions. It can exist as either a single-select of a response per field, or a multi-select of responses per field. These formats also serve to help create Likert scales.

I will provide a series of examples where you can see how this will work in both ways.

This is an example of a matrix with only a single answer for each category. It is also a good example of a Likert scale format.

How often have you done each of the following leisure activities in the past 7 days?

| | Never | A little time (1-5 hours) | Some of the time (5-10 hours) | A lot of the time (10-15 hours) | Most of the time (more than 15 hours) |
|-----------------------------------|-----------------------|---------------------------|-------------------------------|---------------------------------|---------------------------------------|
| Went for walks or hikes in nature | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Engaged in arts and crafts | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Played a team sport | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Spent time with friends | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

This is an example of how you might use a multi-select matrix. Keep in mind that these can often be confusing unless clear instructions of how to use it are provided, making it less accessible for those who may not be fluent in English or have difficulties with language processing.

For the following types of pets (vertical choices), select all of the reasons why you might adopt them (horizontal

choices). If you do not like any of the options, do not select any of the reasons listed.

| | Personality | Appearance | Pet care | Companionship | Size |
|------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Cat | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Dog | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Fish | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Finally, here is an example of how a matrix might be useful as a ranking system. This is a great option in case you wish to have participants rank options in comparison to one another, rather than overall. It ensures that you cannot select the same rating more than once, and therefore encourages participants to look at variables in relation to one another. For example, try ranking your least and most preferred colours.

Rank the following colours from least preferred to most preferred, with 1 being your least favourite colour, and 6 being your favourite colour:

| | 1 | 2 | 3 | 4 | 5 | 6 |
|--------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Red | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Orange | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Yellow | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Green | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Blue | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Purple | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

This is a short text question. These can be used for short and specific responses which will vary greatly per participant. Often, these smaller text boxes are used to collect identifying information, which cannot be prepared in a multiple-choice format.

For the purpose of this practice survey we won't collect identifying information. Instead, observe the following question:

What is your favourite number?

This is a paragraph text question. This basically performs the same function as the text box question, but on a larger scale, allowing more words for respondents.

This is a great tool for gathering qualitative information such as lived experiences, additional details which they feel are relevant that have not been covered by survey questions, or key informant observations, without the time and confidentiality limitations of qualitative interviews.

This is also a good way to allow participants to provide feedback about the survey itself.

How do you feel that has this demo survey been going so far? Please describe any challenges or successes you have observed.

Miscellaneous and Other Question Types

The following section will detail other forms of survey questions, not categorized as multiple choice or as text responses.

Other File Uploads

This format of question asks participants to upload their own files as data to be analysed. This can serve as a great tool for qualitative research, and may allow people to provide photographs, drawings/art, audio files, their own field notes, videos, or others. This type of data can be extremely insightful, and even accessible, as it allows participants to share in whichever way they prefer.

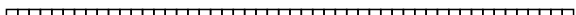
However, there is a level of digital literacy that is required for people to upload files on their own. This can create an added layer of complexity to navigate participation in the survey, and further the gap in who can and cannot participate. Therefore, providing easy and accessible support from the research team will be important to ensuring the accessibility of this format.

Upload a stock image of your favourite food!

Visual Analog Scale

The next question format is a visual analog scale. It allows participants to visually represent, on a sliding scale, their responses to certain questions. While it seems to be a reliable, interactive tool, it may pose some difficulties for people with vision disabilities (it is a highly visual tool). Additionally, definitions along the sliding scale are unclear. You can see this in the following example.

How do you feel about working from home?

| | | |
|--|--|------------------------------|
| I hate working from home. | I do not feel strongly either way. | I love working from home. |
|  | | |

(Place a mark on the scale above)

Based on this question, how can we know how people would numerically or slide the scale to define their opinions? It is far too uncertain and can be a source of confusion. Instead, using a Likert scale as demonstrated in the "Multiple Choice Questions" section would be easier, to provide simple, clear options.

End of the Survey Demo

This concludes Module 6 survey demo of "Accessible Digital Research: Bridging the Digital Divide in Online Survey Research".

If you have any feedback about this module, please feel free to contact the head researcher on this project at eunice.tunggal@torontomu.ca, or provide it here: _____