

Web Survey Methods

UFSRC offers two different platforms for conducting web surveys.

Through the University of Florida, we have access to the cloud-based Qualtrics web survey system, which offers some sophisticated graphical displays for questionnaire design and detailed reporting.

In addition, we offer Sensus software, which is housed on our server and considered more secure for the collection of Protected Health Information. This system also integrates with the CATI software used for telephone and in-person interviews, in order to seamlessly pull together data from mixed-mode studies.

Whichever system is used, the survey questionnaire goes through the same rigorous testing procedures as any instrument produced by our center. Surveys can have a single link through which multiple people can complete the survey, or personalized links that can be sent by email or paper mail (the new “mail-push-to-web” approach) and can only be used once.

Survey administration services include sending reminders and duplicate copies according to a pre-planned protocol. We also offer survey design services for others to administer.