

Investigation and Evaluation into the Impact of the E-Survey as a Marketing Tool and its Ability to Gather Statistics

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1. Abstract

Technology is becoming more and more of the primary use for conducting everyday tasks. Something that is so mundane as the survey has now been transformed and is a method which is now employed by most organisations. This study was conducted to understand the impact of the e-survey in terms of usability, society acceptance and validity of the design. The e-survey has also become a heavily adopted marketing tool by both social media platforms and website technologies.

By applying the necessary research methodologies, the required research and data was able to be gathered to contribute to the investigation. The objectives were able to be met and an evaluation was able to be produced of how the average person approaches the e-survey and whether it really is an effective data collection marketing tool.

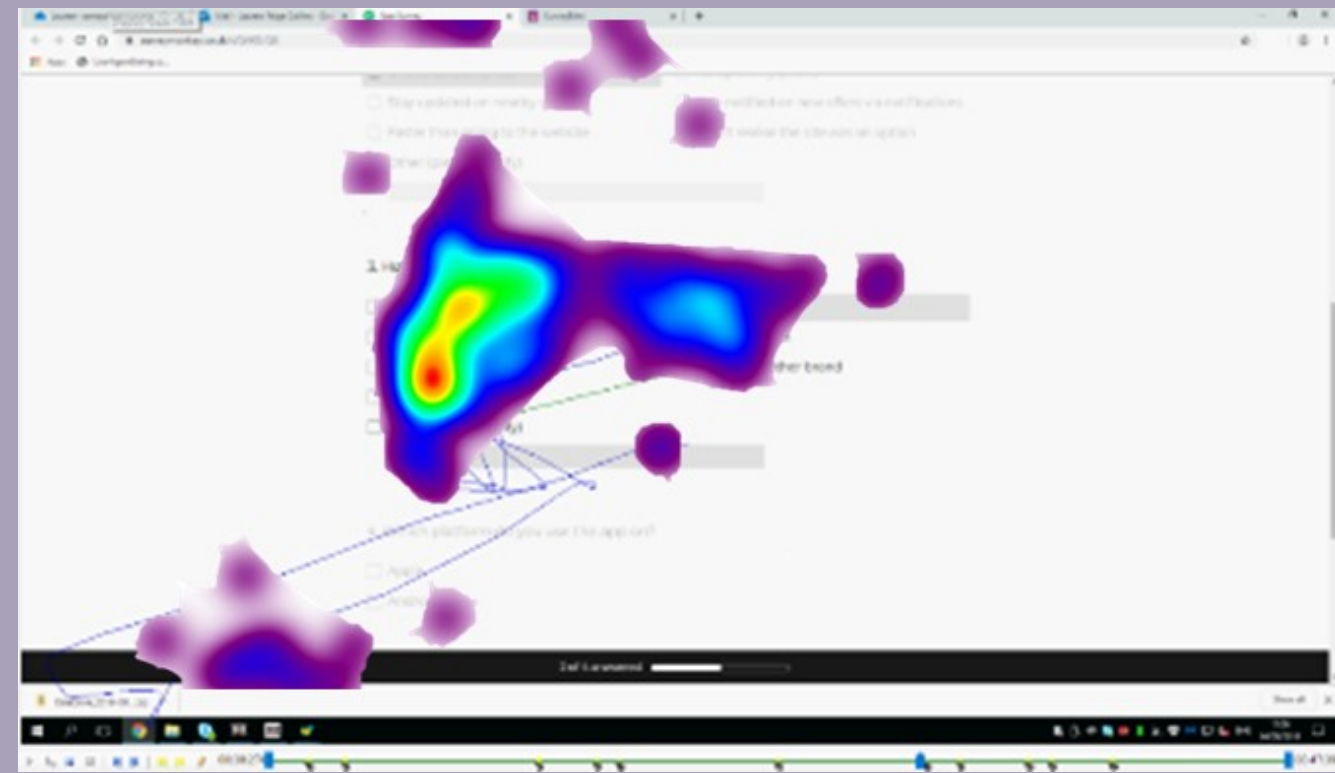


Figure 1.

2. Aims and Objectives

Aim

- Investigate and evaluate into the Impact of the E-Survey as a Marketing Tool and its Ability to Gather Statistics

Objectives

- Research into existing reports regarding paper-based surveys, what surveys should contain in terms of questions.
- Research into how Social Networking sites and Websites technologies use the E-Survey for data collection.
- Create a survey using a suitable software and have the survey completed by the target audience.
- Research into how surveys have become an effective marketing tool. Find out if people are becoming a population of statistics by completing surveys.

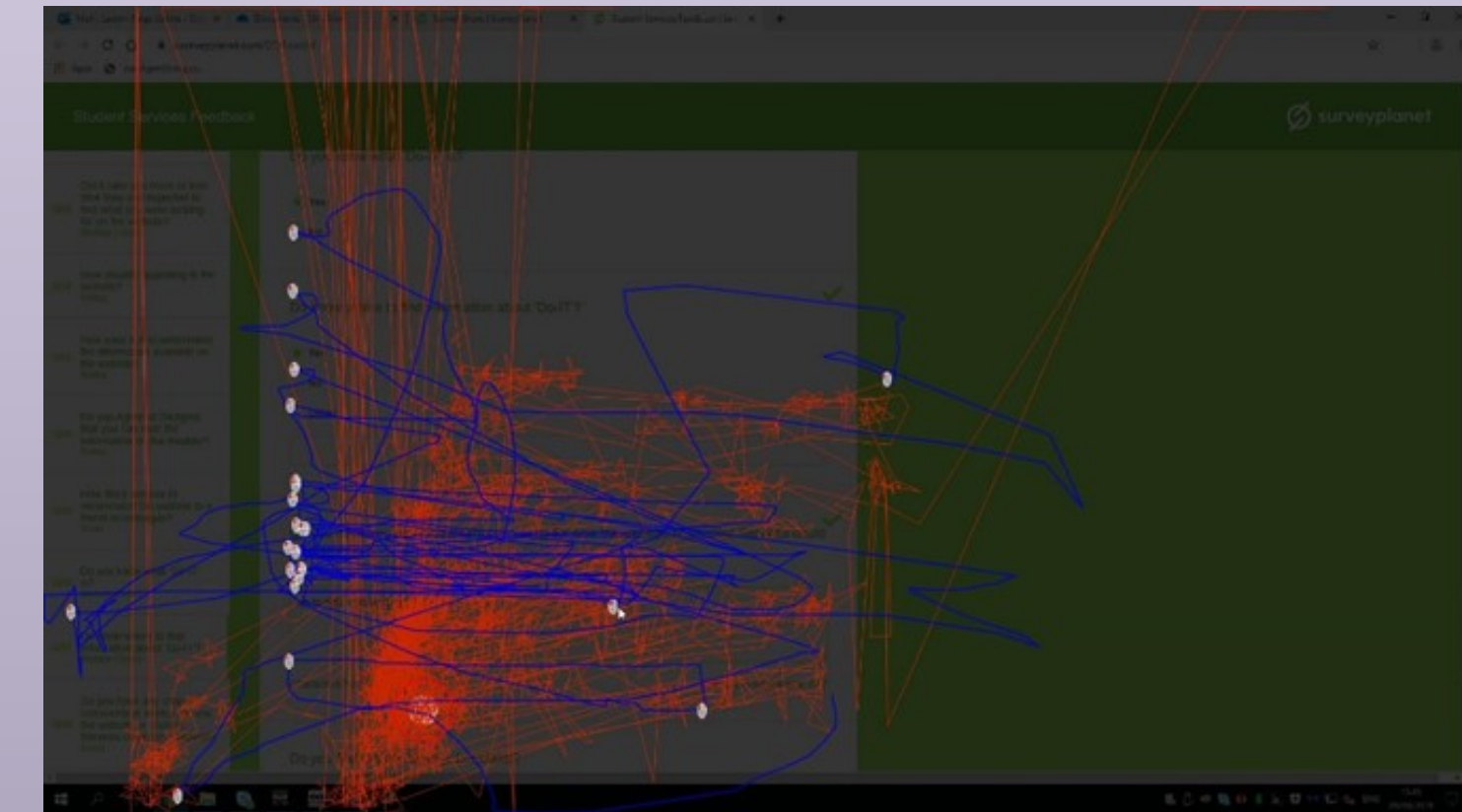


Figure 2.

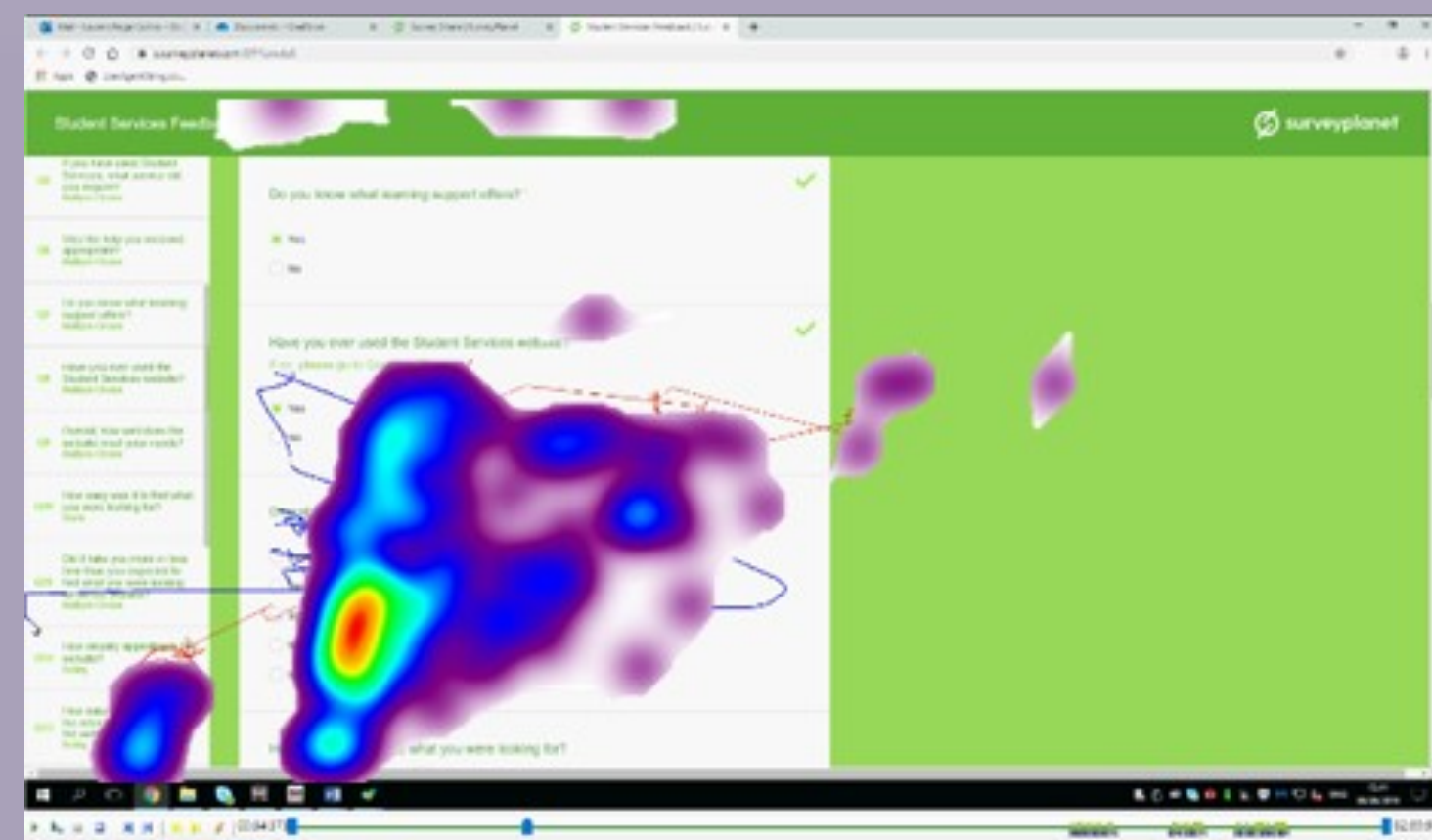


Figure 3.

3. Research Methodology

After successfully applying the research onion to the study, the appropriate methods were able to be applied to ensure the required sufficient data was collected. The four below methods were applied to this study:-

- The Research Philosophy and Approach
- Research Strategy—Including Experimental Survey and Case Study
- Reliability and Validity
- Study Population and Sample

The Phenomenology philosophy was applied, alongside the Deductive research approach. Research strategies were employed to ensure that the necessary primary and secondary research was conducted in regard to the e-survey, its effectiveness and it being used as a marketing tool within different social media platforms and websites.

4. Analysis

An analysis was conducted on three different experimental sections that were included within the study.

A thorough analysis was conducted on four existing online surveys, that were completed using the eye tracker to test the usability, interest levels and if it type of data that was being collected could be identified.

A case study was conducted with the Student Services department within the university. A meeting took place to gain approval to use the department and its website as the basis for the experimental survey. The questions that were going to be included were approved also. A pilot survey was shown that was created using Survey Monkey, but due to more questions being required, the survey builder was then changed. The experimental survey was produced using the online survey builder, Survey Planet due to there being no question limit on its surveys.. The results that were then received from the participants were then highlighted to analyse how effective the e-survey was at collecting the data.

The data that was collected from the experiments using the created e-survey with the use of the eye tracker were also examined to identify how the participants used and reacted to the survey and allowed for valid feedback data to be collected for the use of Student Services. Ten people were involved within the experiment and an additional 8 people participated in the survey.

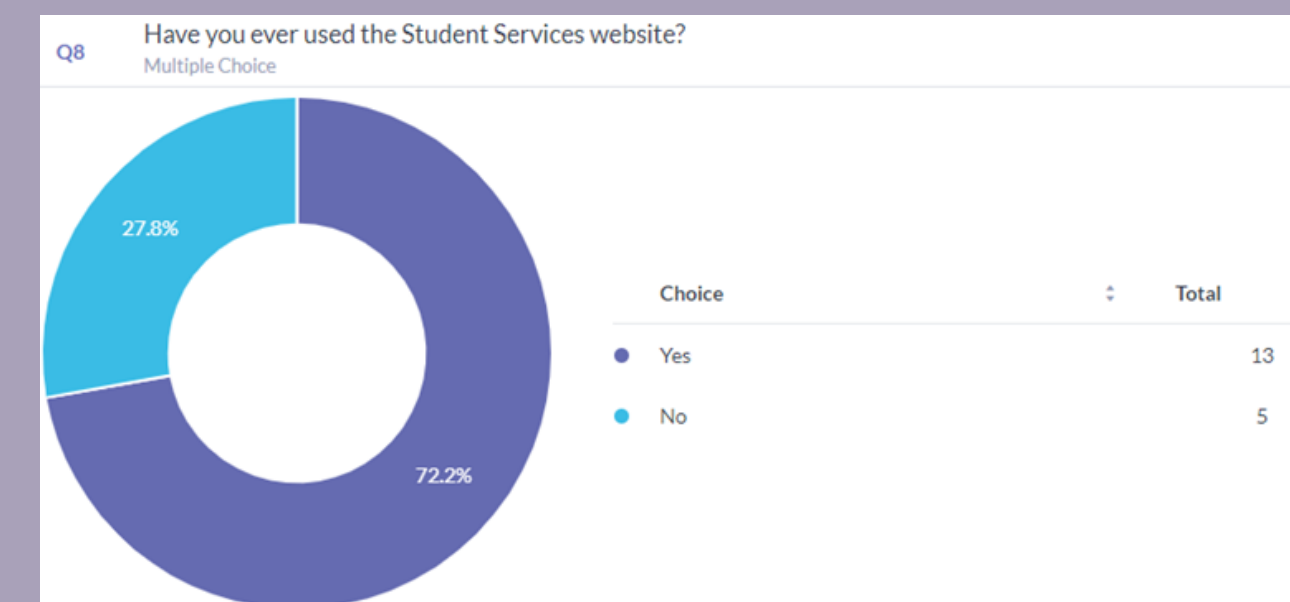


Figure 4.

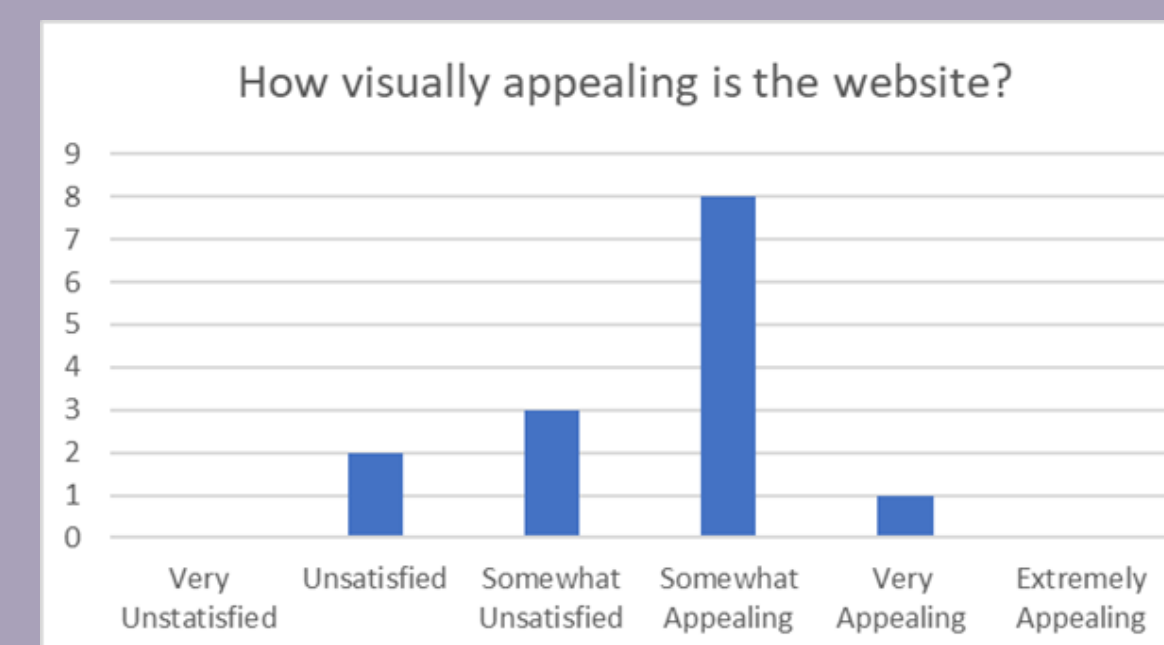


Figure 5.

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5. Results

Within the testing of the usability of existing surveys, each e-survey was particularly different and was collecting different types of information. The question amounts varied from 4—36 but each was completed within the same way. An example of the one of the existing surveys can be viewed in figure 1. An attention map has been situated onto the image to show where the participant was paying the most interest.

Figures 2 and 3 are an example of one of experiments that took place with e-survey that was created with the case study. Figure 2 is the users gaze (red path) and mouse (blue path) data and figure 3 is displaying the attention map that was generated for that participant. Most of the participants completed the survey in very similar ways. Nearly every participant was focused and interested, which allowed the eye tracker to generate interesting gaze and mouse data. The visualisations produced allow for a clear understanding of where and how people use and complete surveys, which could be extremely beneficial for those organisations who rely on the e-survey for data collection, or for those who wanted increase the survey response rate.

In regard to the e-survey being a good tool for data collection, for this particular study, it was a success. It collected valid information from the students and staff within the university regarding Student Services and the departments website. If the department chose to use the feedback, it could aid with improving the overall website. 13 out of 18 people said that they have used the website and only 7 saying that the website is somewhat visually appealing, and 5 stating that those were somewhat unsatisfied or unsatisfied with the look of the website. An average of 5 was stated for likeness that the participant would recommend the website. This can be seen from the charts that were produced from the response that were received in figures 4, 5 and 6. There were many other questions included within the survey, which retrieved valuable information in regard to how the respondents view and feel about the website, despite having a small number of participants.



Figure 6.