

RESEARCH GRANT RECIPIENTS HANDOUT TEMPLATE

Please email your completed handout to Ingrid Guerra iguerra@umd.umich.edu no later than **March 12, 2004**. The objective is to provide the audience with an overview of your research, using this as a template to create handouts. Bring **75-100** copies of your handout with you to the session.

Research Title Maximizing Response Rates to Web-Based Surveys: Practical Strategies from the Field	Author(s) Steven W. Villachica, Ph.D., CPT
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Research Question(s)	<i>State research question or hypothesis that you investigated</i> How can survey designers optimize the response rates they obtain in their web-based surveys?
Value	<i>State the value of this research question to HPT</i> HPT practitioners are increasingly turning to web-based surveys to conduct needs assessments and evaluations.
Situation	<i>State what led you to pose the research question, i.e., facts, research, observations, experiences, unknowns, etc. bearing on the issue.</i> Suffering low response rates on early survey efforts.
Methods	<i>State your research approach.</i> <ul style="list-style-type: none"> ➤ Literature Review ➤ Design and administration of subsequent online surveys involving: <ul style="list-style-type: none"> ▪ Matching evaluation approach to needs of decision-makers. ▪ Guaranteeing anonymity. ▪ Characteristics that facilitate adoption of new innovations. ▪ Adequate time to respond. ▪ Ensuring survey can be completed on company time. ▪ Dynamic surveys. ▪ Pilot tests to determine response time and item quality. ▪ Emailing survey invitations and reminders, placing follow-up phone calls. ▪ Obtaining high-level survey sponsors and visible participation of opinion leaders. ▪ Disseminating findings and recommendations. ▪ Implementing results. ➤ Assessing subsequent response rates.
Results	<i>Report your findings.</i> Obtained survey responses above 90 percent.
Discussion	Note: If research project has not been completed, please elaborate your status in "Next Steps"
Interpretation	<i>Interpret your results in light of your research question or hypothesis. Was your hypothesis supported? Why? or Why Not?</i> Hypotheses supported by improved response rates.

Conclusions	<p>State the conclusions you draw from your findings.</p> <p>Web-based survey response rates improve when:</p> <ul style="list-style-type: none"> ➤ Participants can complete the surveys quickly and easily. ➤ Participants receive adequate reminders. ➤ The survey effort receives adequate sponsorship. ➤ Survey results are confidential and anonymous. ➤ Participants know the results of the survey will benefit them.
Recommendations	<p>State your recommended use or application of your findings. Who could use your results for what purpose?</p> <p>HPT practitioners can benefit from the application of this proven web-based survey approach in their own needs assessment and evaluation efforts. The end result is better information to decision-makers and evaluation stakeholders.</p>
Next Steps	<p>State what you plan to do next. What further questions would you investigate?</p> <ul style="list-style-type: none"> ➤ Determine the relative contribution of the findings towards increasing survey response rates. ➤ Formulate an empirical model of factors/measures influencing response rates.

References and/or Bibliography

List sources cited in your research and/or list recommended sources for further information.

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