Interactive Questions

Question 1:

Which of the following is a disadvantage of web-based surveys?

- Access to difficult-to-reach groups
- Reduced cost
- Sampling bias

*Explanation:*

One important limitation of web-based surveys when compared with paper is sampling and coverage errors. These may occur when participants do not have equal access to the internet or survey.

- Rapid administration

Question 2:

What is NOT an important consideration of web-based survey construction?

- Avoid horizontal scrolling
- Avoid “not applicable” as an answer choice

*Explanation:*

Participants should have the option of “not applicable” as an answer choice if they do not understand the question, have a different understanding from the surveyor, or they have no answer to the question, all in order to reduce bias. Surveys should be as visually pleasing and user-friendly as possible to encourage increased response rates.

- Avoid similar answer choices
- Avoid visually distracting backgrounds
Question 3:

What is the view rate?

- Number of unique site visitors
- Number of total site visitors
- Ratio of unique survey visitors to unique site visitors

*Explanation:*

The view rate should be calculated as the ratio of unique survey visitors divided by the number of unique site visitors.

- Ratio of unique site visitors to unique survey visitors

Question 4:

Which of the following is unique to web-based surveys compared to traditional paper surveys?

- Using incentives for survey completion
- Use of Checklist for Reporting Results of Internet E-Surveys checklist

*Explanation:*

The Checklist for Reporting Results of Internet E-Surveys (CHERRIES) has been developed by the Journal of Medical Internet Research as a standardized approach to web-based surveys.

- Making a concise questionnaire
- Writing clear, understandable questions

Question 5:
Which of the following is a potential application of web-based survey research?

- Assess medical education
- Analyze treatment outcomes
- Measure patient satisfaction
- All of the above

Explanation:

Web-survey questionnaires have been utilized for a wide range of investigations in dermatology and may be used to glean information from patients, providers, and educators to rapidly aggregate data.