

Chapter 3.3

SurveyTracker E-Mail/ Web Survey Software

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ABSTRACT

This chapter offers an introductory description of SurveyTracker software. Comparisons are made to competitor software programs. The central focus is an explanation of the functions, features, and advantages of the software application.

INTRODUCTION

SurveyTracker is one of the most popular software applications in the current field of online survey, developed from Pearson NCS Inc., and currently registered from Training Technologies, Inc. This company provides the integrated and powerful SurveyTracker line of software applications on survey, including SurveyTracker, SurveyTracker Plus, SurveyTracker E-Mail/Web, SurveyTracker Plus E-Mail/Web and Survey-by-Disk. One advantage of using this comprehensive software is to

provide many functions as one module, and offer flexibility and extensibility for prewritten survey modules, specialized training, survey design and distribution services, and survey consulting.

As an introductory description of SurveyTracker, this chapter explains the functions, features, and advantages of the software application. The software supports functional requirements that educational software needs, including survey authoring and design, interface, data management, and multiple electronic and paper data collection technologies. It can especially integrate all forms of data collected from e-mails in text and images, the Internet, networks, and scanning forms. This software can be easily applicable to a variety of survey-based research on schools, higher education, government, business, and healthcare.

FUNCTIONS

The latest versions of the SurveyTracker line of software are SurveyTracker E-Mail/Web 4.5, SurveyTracker Classic 4.5, and SurveyTracker E-Mail/Web Network 4.5. These software applications support several advantageous features in terms of interface, data management, reporting, and distribution.

Interface. SurveyTracker is based on user-friendly and graphic-based design so that users can design a survey form with the overview, questions, notes, sections, and a summary, quickly and easily with a simple click of the mouse. Users can get screen views as designed and displayed in the mode of what-you-see-is-what-you-get in 32-byte interface. Regarding editing, the software is flexible, with text-editing functions including character sets, fonts, color, size, and other editing settings. Graph provides enhanced color support, a variety of data marker shapes, and improved flexibility. Convenient shortcuts and standard text-editing functions allow survey designers to create and modify texts fast. It displays overall updates of ongoing projects. The built-in question library is chosen by a drag-and-drop interface. The built-in image library also provides quick access to commonly used graphics. Users can create global layout settings for all current and future surveys.

Data collection and management. File import is fast and easy from the previous version or other software applications. Data and report export is easy for use in Microsoft Office and other products. Automatic recording of returned surveys is possible to directly send reminder messages. The survey forms and reports are printed, distributed, collected, and read back into SurveyTracker. There are many options for creating, managing, distributing, responding to, analyzing, and reporting from response data. Spreadsheet-style data collection for rapid manual data entry can be changed to different layouts. The data collection screen offers instant electronic survey retrieval,

and convenient manual response entry for paper-based surveys. Open-ended questions can be coded for quantitative data analysis, or printed out verbatim in a report. Regarding coding, the built-in codebook supports up to 300 codes per question, as defined as single response or multiple response for multiple code entry. Automatic filtering and batch reporting are possible for the Web. It is easy to customize score values after data collection. Identification bar codes on scannable forms and unique lithocodes on each survey are used to trace printed forms. A number of statistical analyses are built in, such as frequency, variance, minimum, sum, maximum, skewness, range, correlation, chi-square, standard deviation, significance, and so on. SurveyTracker can analyze through manual configuration or autofiltration for maximum reporting flexibility. Tables and graphs for reports are used with multitable forms. All distribution is handled by conducting multiple distributions. E-mail responses can be sent directly through e-mail systems.

Access and retrieval. A single source database holds all project information for faster access and better organization. The message library allows users to store and retrieve survey and report notes/instructions, as well as distribution.

SYSTEM REQUIREMENTS

To install SurveyTracker, systems require an IBM PC or compatible with at least a Pentium® 200 MHz processor (Pentium class processor running at 300MHz or better strongly recommended), at least 64MB RAM (128MB or more is strongly recommended), in Microsoft Windows 95, 98 SE, ME, Windows NT® or 2000 (Professional), at least 100MB hard disk space (more may be needed depending on the size of the survey and the number of respondents).

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