

Sebastian Hallum Clarke '19, advised by Dr. Jérémie Lumbroso

Motivation

Constructive and timely feedback is important for any person or organisation seeking to improve. Surveys are an excellent tool for gathering feedback from large groups.

Managing recurring feedback surveys using existing survey platforms is **time-consuming** and **stressful**. With automation we can relieve these burdens and help respondents to build the habit of regularly providing feedback.

Goal

Design and develop an online system that makes it easy to create, distribute, and manage recurring surveys.

Core HCI Challenges

1. Empower surveyors to administer their surveys with minimal, constant-time effort.
2. Achieve high survey response rates without overly annoying respondents.

Example Use Case

A professor wants to survey her students immediately after each class, precept, and homework assignment to better understand the impact of her pedagogical decisions.

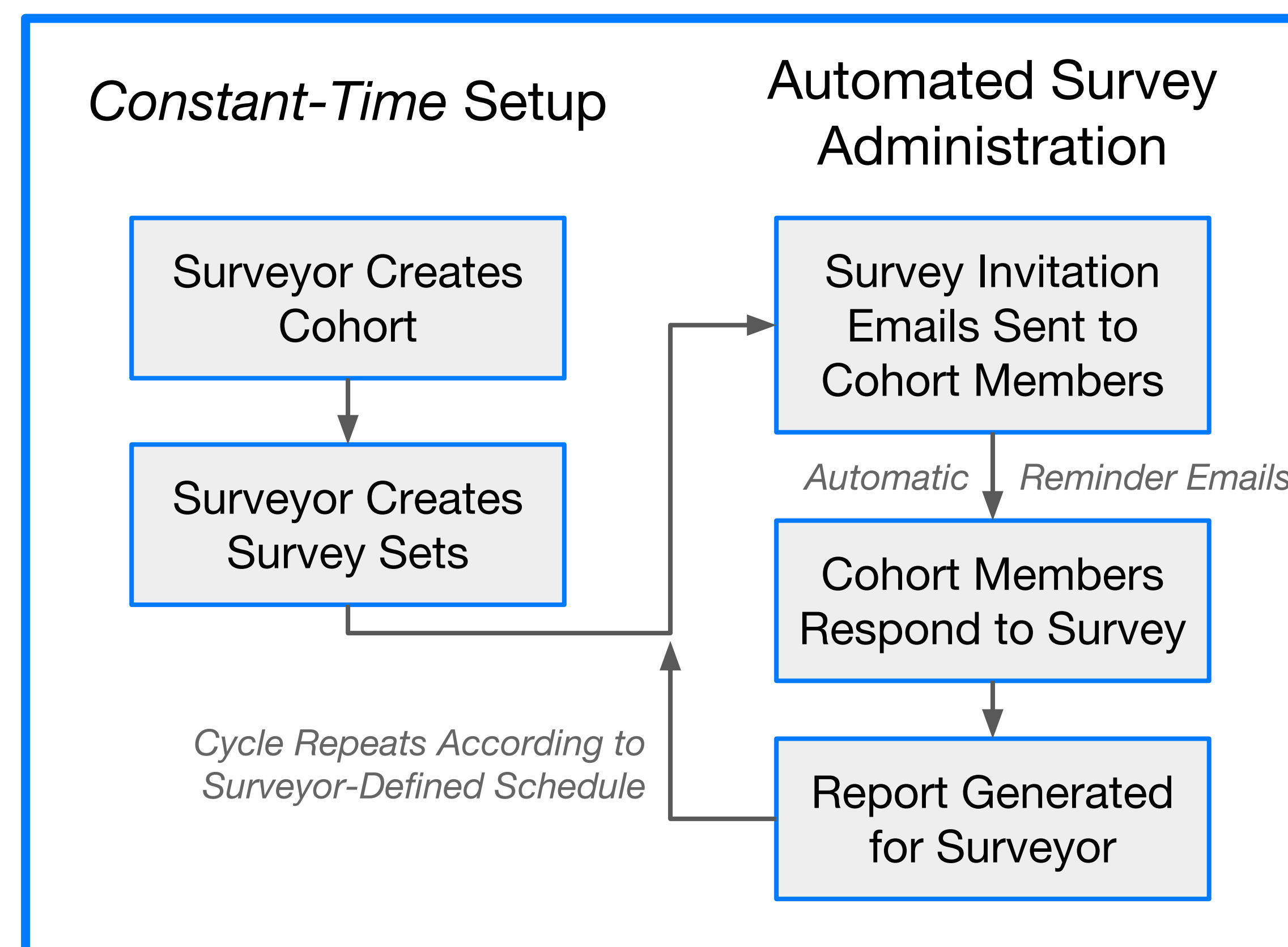
The professor spends a short amount of time at the start of the semester configuring her Keep Asking surveys.

At any time throughout the semester the professor can access her surveys' results and use this to improve her teaching.

Approach

Simplifying Survey Administration

Keep Asking handles all survey administration logistics. After a simple setup process, Keep Asking requires no further action from the surveyor.



Reducing Friction for Respondents

Each survey invitation email contains a URL that uniquely and securely identifies the respondent but does not require any further authentication.

Respondents' demographic information that does not change (such as name, class year, major, etc...) is collected only the first time each cohort member responds, saving time in the future.

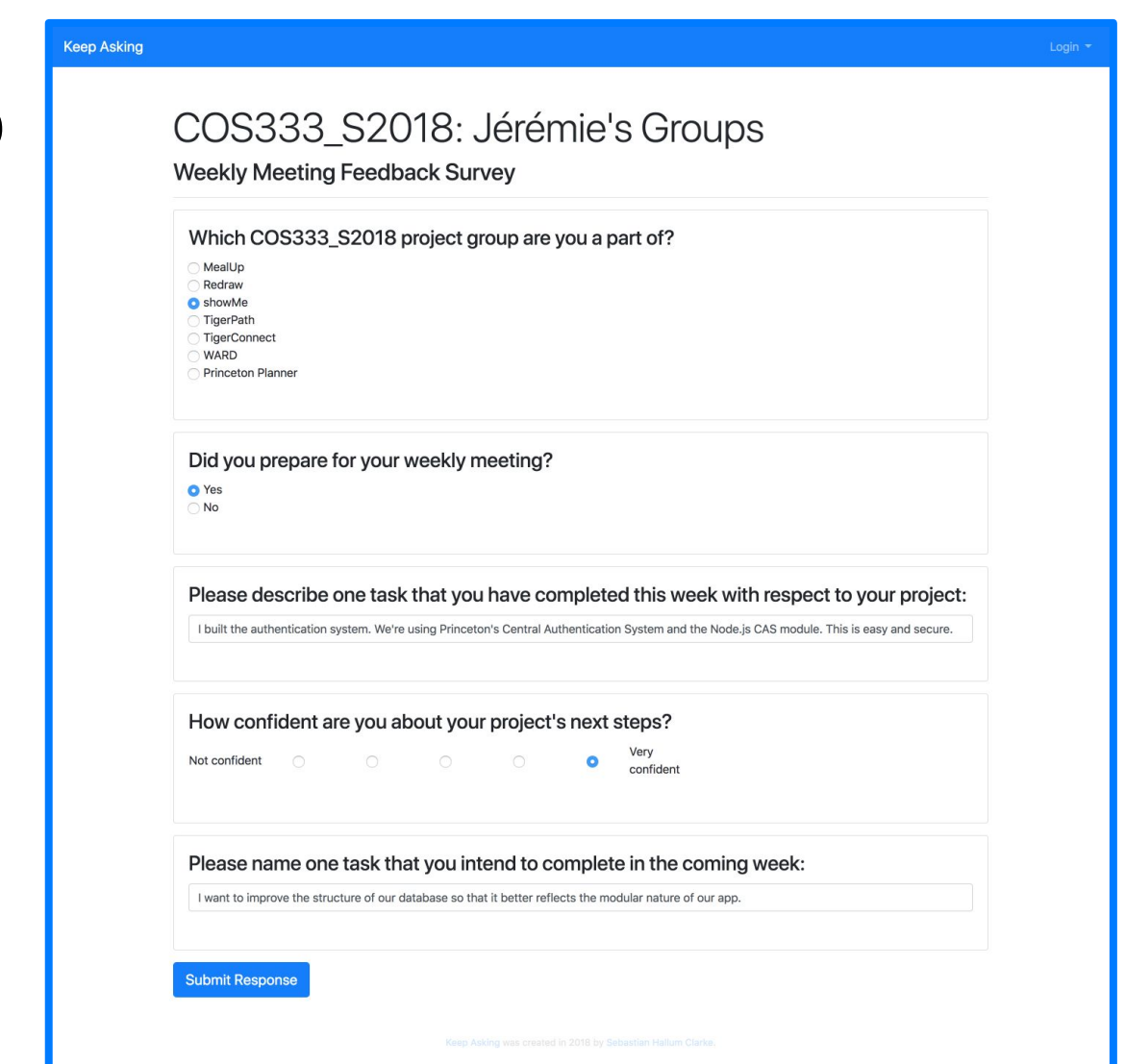
Cohort members receive automatic email reminders, giving the survey multiple chances to receive a response.

Evaluation

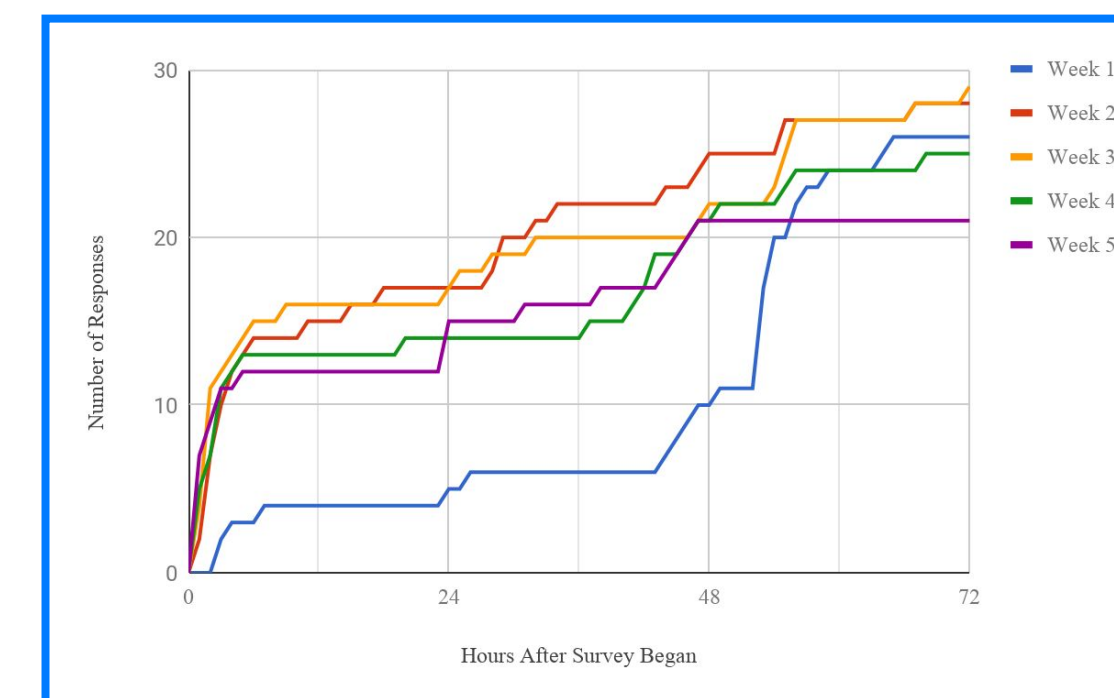
Professor Lumbroso used Keep Asking to survey his thirty COS 333 project advisees about their progress each week. He used a demographic question that segments his students by their team name.

The surveys had a 91% average response rate.

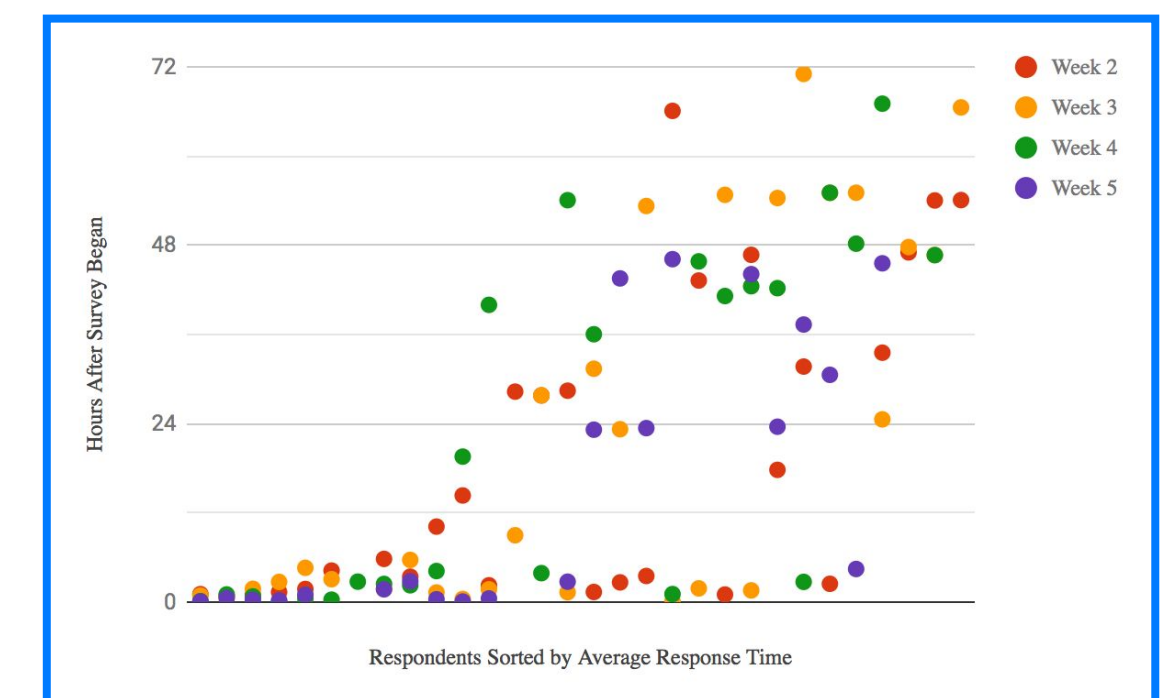
This trial helped me to improve Keep Asking based on the feedback and usage patterns of real-world users.



Cumulative Frequency of Survey Responses by Week



Response Times by Respondent, by Survey



Future Work

- Gamification systems (points, badges, etc...) that magnify feelings of social duty and social cohesion.
- Experimentation with alternative survey interfaces, such as asking one question at a time or using a conversational interface.
- Greater customisation of survey invitation emails to suit the particular needs of each surveyor.