Experiences in Implementing Electronic Questionnaire on Student Learning Activities

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Background of CSAO

CPCE Student Affairs Office (CSAO)

- One of the units under CPCE, PolyU
- Provide **quality student services** and **developmental activities** for students
- 10 themes of activities:

Career Development	Contributions and Services
Counselling Services	Sustainability and Knowledge Enrichment
Global Exposure	Leadership and Communication
Recognition	Physical and Psychological Wellness
Further Studies	Facilities and Support Services

Introduction of using of SAQ

Student Activities Questionnaire (SAQ)

- Collect first-hand personal feedback from participants

- Verify the effectiveness of learning experience through the activities

- 5-point scales questions
(Strongly disagree to strongly agree)

- Open-ended questions

Trend of using online questionnaire

- Reduce administrative work and cost
- Flexible and convenience for respondents
  - Access everywhere and anytime
- Avoid non-response items
- Environmentally-friendly

Trend of using online questionnaire

Concerns

- Response rate?

- Anonymity?

- Privacy?

- Reduction of quality of data?

Experience of other institutions

- Nulty (2008) – meta-analysis
  - Lower response rate in online surveys
  - Reminder emails could boost response rate
- Denscombe (2009)
  - Online and paper questionnaires among aged 15-16 students on the use of tobacco and alcohol
  - Lower item non-response rates in open-ended questions in online questionnaire

Experience of other institutions

- Oishi (2016)
  - Web questionnaire to obtain some educational information of the students in university
  - Set up reminders:
    - ❖ First questionnaire: 13.6% boosted up to 36.5%
    - ❖ Second questionnaire: 15.1% boosted up to 40.6%

Study Objective

- Investigate the changes in response rate and amount of written comments using paper-based SAQ and eSAQ

- Any statistical significance between methods and years?

Methodology

- Starting from 2015/16, the paper-based SAQ has gradually changed to an online SAQ (eSAQ) system

- Pilot full implementation of eSAQ in 2016/17

- Components of SAQ:

  - 4 compulsory 5-point scales generic statements
  - Intended Learning Outcomes (ILOs) statements
  - Programme specific statement (5-point / open-end)

Procedure of paper form SAQ

- Questionnaires are provided to project owners before the activity by administrative staff

- Project owners distribute by the end of the activity

- (Off-campus activities without physical presence of project owners) Administrative staff send the scanned SAQ papers to participants

- Administrative staff scan the SAQ papers and prepare the reports and raw data files

- Reports sent to the respective project owners

- SAQ questionnaires kept in office's storeroom
- E-reports and raw data files kept in the shared drive

Procedure of eSAQ

- QR code and/or URL link with password are provided to project owners before the activity

- Project owners show the information to participants by the end of the activity

- (Off-campus activities without physical presence of project owners) Administrative staff send eSAQ information to participants

- Administrative staff generate reports and raw data files from online survey platform

- Reports sent to the respective project owners

- Reports and raw data files kept in the shared drive

Findings (1)

1. **2015/16 paper form VS 2015/16 eSAQ (Response rate)**

	2015/16 paper SAQ		2015/16 eSAQ	
	No. of response	Response rate	No. of response	Response rate
Overall	2473	96.5%	358	57.9%
By theme				
Career Development	123	90.4%	117	37.4%
Contributions and Services	32	74.4%	13	65.0%
Leadership and Communication	29	60.4%	21	80.8%
Physical and Psychological Wellness	1441	100.0%	178	96.7%
Sustainability and Knowledge Enrichment	715	93.5%	19	27.5%

Findings (1)

1. 2015/16 paper form VS 2015/16 eSAQ

- Overall response rate of paper SAQ is much higher than that of eSAQ

- By theme
  - Higher in paper SAQ than eSAQ in Career Development, and Sustainability and Knowledge Enrichment
  - Higher in eSAQ than paper SAQ in Leadership and Communication

Findings (2)

2. 2015/16 eSAQ VS 2016/17 eSAQ (Response rate)

	2015/16 eSAQ		2016/17 eSAQ	
	No. of response	Response rate	No. of response	Response rate
Overall	358	57.9%	1824	63.7%
By theme				
Career Development	117	37.4%	134	77.5%
Contributions and Services	13	65.0%	39	35.8%
Leadership and Communication	21	80.8%	284	69.4%
Physical and Psychological Wellness	178	96.7%	726	52.3%
Sustainability and Knowledge Enrichment	19	27.5%	459	88.3%

Findings (2)

2. 2015/16 eSAQ VS 2016/17 eSAQ

- Overall, 5.8 percent points significant improvement in response rate

- By theme
  - Significant increase: Career Development, and Sustainability and Knowledge Enrichment
  - Significant decrease: Contributions and, and Physical and Psychological Wellness

Findings (3)

3. Numbers of written comments

- Overall response rate increased significantly from 0.04 comments per respondent (15/358) to 0.37 (681/1824)

Questions	2015/16 eSAQ (N=358)		2016/17 eSAQ (N=1824)	
	No. of comments	Rate	No. of comments	Rate
Overall	15	0.04	681	0.37
If you have any other comments or suggestions on the activity, please write them in the following box.	3	0.01	56	0.03
What aspect(s) of the course do you like most?	5	0.01	265	0.15
How might the course be improved?	4	0.01	207	0.11
Please suggest complementary course (s) / topic(s) that you think are interesting or useful.	3	0.01	66	0.04
Please suggest PE course(s) that you might be interested in.	N/A	N/A	87	0.05

Findings (4)

4. Word count of comments

- The rate rose significantly from 0.31 words per respondent (111/358) to 2.00 (3645/1824)

Questions	2015/16 eSAQ (N=358)		2016/17 eSAQ (N=1824)	
	No. of word count	Rate	No. of word count	Rate
Overall	111	0.31	3645	2.00
If you have any other comments or suggestions on the activity, please write them in the following box.	30	0.08	557	0.31
What aspect(s) of the course do you like most?	46	0.13	1223	0.67
How might the course be improved?	23	0.06	1453	0.80
Please suggest complementary course (s) / topic(s) that you think are interesting or useful.	12	0.03	220	0.12
Please suggest PE course(s) that you might be interested in.	N/A	N/A	192	0.11

Examples of comments from eSAQ

- This workshop is actually really useful. It is practical. It provides information we needed as well as practices which is the most important part.
- 活動中途加入了海雲台讓我們更能感受到韓國的美麗，亦因這次體驗團我嘗試到很多不曾嘗試的東西
- 好好既運動！令學務煩重的大家可以好好出一身汗，又可以認識多一種新式運動
- 老師會派發筆記給我們 讓我們自己在家裏也能做yoga
- I like the teacher prepared a fruitful learning materials and give help when students are in need, The teacher also teach us in a humorous manner.
- 音響設備及隔音方面比較差
- 開課時間應該早一點，不要跟中期試相撞
- Change time or location should send email to the students. Lesson documents should send earlier before the lesson starts.

Conclusion

- Response rate using paper form seems better than using eSAQ

- New implementation: not familiar?

- Response rate using eSAQ improved in 2016/17

- Response rate of written comments improved

Recommendation

- Ease of access to the page

- Improve response rate
  - Limit the number of times respondents are contacted
  - Offer small incentives
  - E-mail reminder
  - Show of estimate of completion time

- Persuade respondents
  - Clear objective of survey
  - Feedback is valued and acted upon