

Towards a networked SurveyMonkey

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Overview

- What is SurveyMonkey?
 - Why networked?
 - Is this Web2.0?
 - Example: Go-Survey
 - Lessons learned so far
 - Next steps
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What is SurveyMonkey?

- <http://www.surveymonkey.com/>
 - Tool for creating web surveys
 - Supports survey design, data collection and analysis
 - **Advantage:** survey creation very simple, no programming skills necessary, access via web
 - **Disadvantage:** no support for collecting information about the **relations** among the participants
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Example Website Survey

3. Demographic

Please provide us with some background information to help us design the

2. What kind of connection do you have to the Internet?

- 28.8 Kbps modem
- 56 Kbps modem
- ISDN
- Cable modem
- DSL
- T1 or better
- Do not know

3. Where are you located?

- United States
- Other Country

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Why networked?

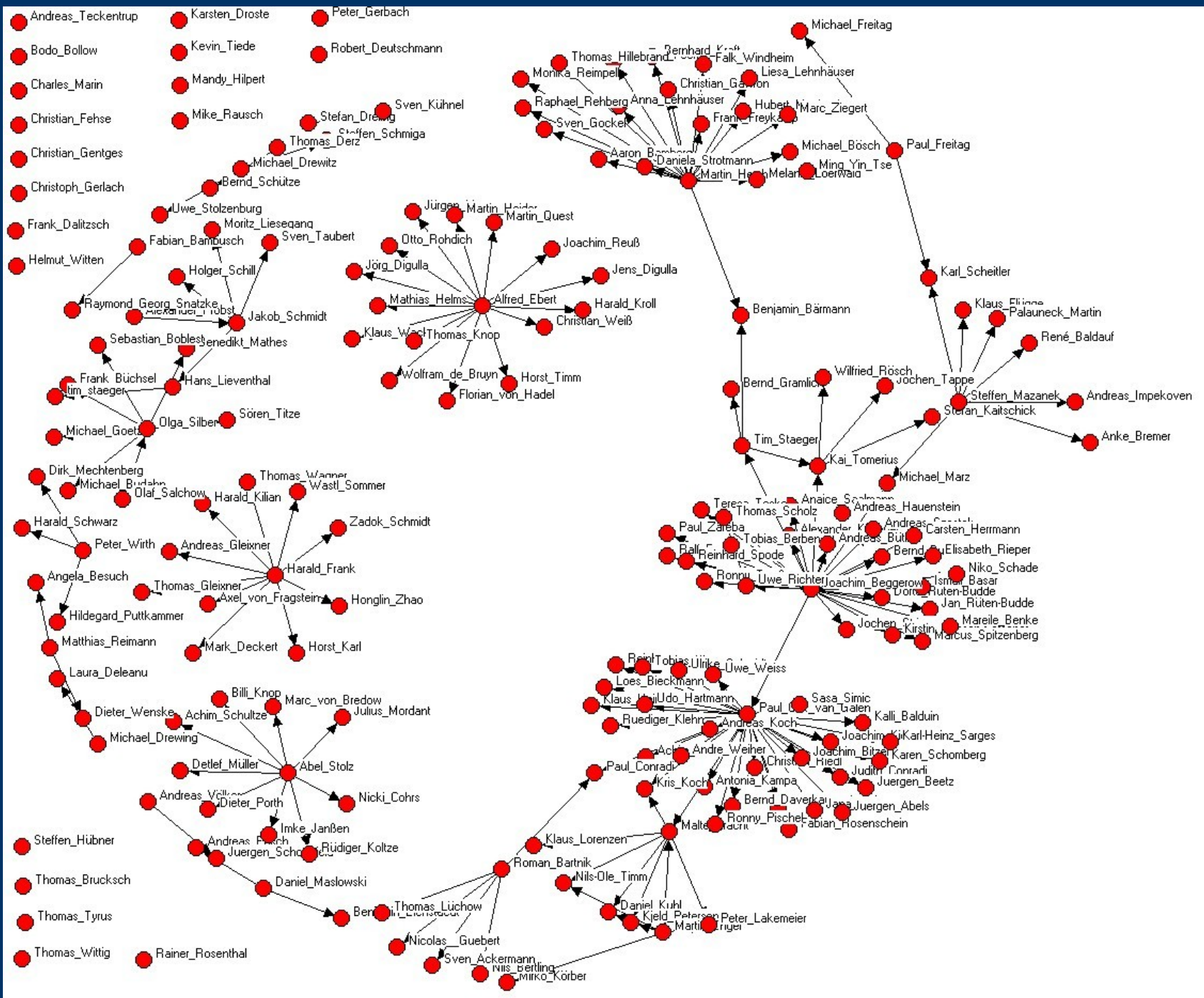
- More holistic perspective on a given set of actors than a static survey
 - Analysis of the different roles in the network
 - Identification of influential people by using common centrality measures, e.g. Eigenvector-Centrality (cf. Google's PageRank)
 - In business settings: Identification of structural holes, bottlenecks, clusters, etc.
 - Benefit for participants: Awareness of personal network
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Is this Web2.0?

- Network of networks
 - Communities may approve the use of their network data for others
 - The more people participate the better (both for themselves and for overall analysis)
 - Browse the network and identify people you should communicate/play/flirt with (similar to, but more general than openBC)
 - Interaction with other services (e.g. openBC) imaginable
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Example: Go-Survey

- Go-Survey at <http://smazanek.drition.net/> launched
 - Kinds of relations: plays with, is taught by, was introduced to the game by
 - Announced at the news mailing list of the DGoB (Deutscher Go-Bund)
 - By now more than 100 registrations
 - Output network as GraphML for further processing
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Lessons learned so far

- Collect as few data as possible
 - Define kinds of relations as precisely as possible (consider the use of different intensity levels)
 - Stimulate participation by incentives: award for the most engaged teacher
 - If possible show a nice diagram in an early stage
 - Provide a place for discussion
 - Short time-frame sufficient, in case of a longer time-frame store timestamps
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Next steps

- Generalization of the Go-Survey to allow all-purpose network surveys
- Find programmers and venture capital
- Launch the application
- Later: special services for firms, e.g. provision of user-own intranet installation of the survey server