

The Defacto Issues in the Online Surveys



Gomathy C K
Department of Computer Science and Engineering
SCSVMV University
Tamilnadu
India

ABSTRACT: *With the rapid advancements of technology, online surveying becomes a topic of great concern today and should be given much attention. Online surveying identifies a person and is permanently associated with the person and there will be a big blunder if the online surveying is compromised. So, it becomes the prime responsibility of an organization to store the online surveying features in a secured manner way. There are various approaches for generating online surveying tools and the template that ensures the protection as well as the merits and demand. Surveying systems are recent advancements in the field of online surveys and template protection which have strengthened public confidence and acceptance of overall the entire world.*

Keywords: Information Management, Online Assessment, Survey Policy, Information Security, Web Service

Received: 11 December 2018, Revised 15 August 2019, Accepted 10 October 2019

DOI: 10.6025/ijwa/2020/12/1/16-20

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1. Introduction

Today in the era of information technology, online tools have become an integral part of our lives and without which people cannot live. Users' opinions now form the core of decision-making process for managers and authorities. In this scenario, Online Surveys may be used as part of argument decision, or to importune opinions before making momentous changes or conclusions. They can be useful in upward agreement when community opinion is not straight away obvious in the usual discussion. For pattern, a review may bring in opinions from people who agree with one place.

With the evolution of digital communication there are drastic changes with respect to the way by which the surveys are administrated. The email surveys became popular during the 1980s which turned to web-based ones in the 1990s (Schonlau et al., 2001).

The results of a survey is not binding and may be subject to understanding. A survey strength from point to point is called a poll,

and it may involve voting for dissimilar options, but it is not the same thing as an election. Opinion surveys should be used to decide whether a consensus exists, not to decide which side “wins”. Attractive surveys and polls can never generate accord, they can only show an offered compromise, if any. Using a survey may be useful because some people who oppose will yet be familiar with and accept the accord evaluation of the community. All these things can do it with the help of this simple tool called Survey.

The online Surveying Tool assists us in gathering opinions or influence of the citizens about an issue through online instead of manually taking the opinion or manually conducting an opinion poll. This reduces the waste of time to demand the people and get them contribute in this poll by manually coming and troubling their works. And it is a tedious process to calculate and get the final result of the poll also can get the instant access to your real-time results. One can restrict the access to results.

2. Earlier Studies

Evans and Anil Mathur (2005) presented the strengths and weaknesses of online surveys in a comprehensive, detailed, and systematic manner besides comparing the online surveys with mail, personal, and mail surveys. Online surveys have potential as well as limitations. These are addressed individually in detail by many researchers such as Fricker and Schonlau, 2002; Furrer and Sudharshan, 2001; Ilieva et al., 2002; Malhotra, 2004; McDaniel and Gates, 2005; Tingling et al., 2003; Wilson and Laskey, 2003. However, all these studies are comprehended in the review by Evans and Mathur. (2005). The three possible surveys are clustered in the broader headings such as mail surveys. Personal surveys and telephone surveys. While discussing and comparing them the studies have listed the features of them. However, some surveys offer the feature of interactiveness in surveys which call for listing options of questions based on the first few responses of the respondents. Such interactive surveys form the next generation of online surveys.

The current online surveys use many techniques and they reflect the progress in the technologies such as crowdsourcing and big data. These developments are likely to have a good impact on the forthcoming online surveys. (Evans and Mathur 2019)

3. Manual and Online surveys

The traditional surveys conducted manually suffer from several weaknesses. When an analyst intent to collect feedback from the public about an issue then they collect it by directly going to a place manually, contact the respondents and ask that persons give their feedback. It is possible only to record the responses manually and bring together all views and record and finally calculate all the options and produce final results accordingly. It amounts to the investment of time and resources to a greater extent.

The problems are:

- Difficulty in contacting the concerned person.
- Difficult to handle more persons for collecting opinions.
- Difficulty of maintaining each survey, type of answers and their answers

Thus the surveys need to replace the existing manual system with a software solution. The analysts or media people can organize the online surveys with ease and using user-friendly screens. They can place any survey on the site and can choose the type of answers for each and every survey.

We in this work besides reviewing the online surveys help to provide inputs for designing online surveys. The proposed system has one administrator to manage the users, conducting the surveys by placing the survey questions and their type of answers. The client can start the survey. When the person enters the online survey then he can visit the survey questions and their feedback types. The Client can choose the answer depends on the type of answer type. These tools store each and every back detail with the date also. Later on, the administrator or authorized person can view the results in graphical representation format. The Benefits are:

- Faster processing when compared to existing one.
- Maintaining all the Survey details
- Modifications of Survey details immediately at any point of time
- Administrator can view results in pictorial representation.

- Easy maintenance of survey details.

4. Online Surveying Specification

The online surveying designer’s goal is how the questions are to be produced and in what format. Samples of the results and questions are also presented. Second input data and database files have to be designed to meet the requirements of the proposed output. The processing phases are handled through the online surveying tool Construction and Testing. Finally, details related to the justification of the system and an estimate of the impact of the system on the user and the organization are documented and evaluated by management as a step towards in implementation strategy and psychological anonymity and response behavior.



Figure 1. Impact in surveying system

The online surveying tools normally contain the following specifications

- User Registration
- Survey Maintenance

Survey Collection

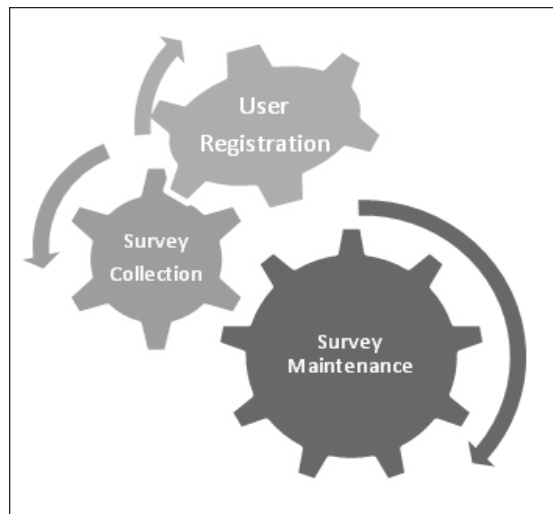


Figure 2. Online surveying Tool

4.1. User Registration

The responsibility of this module is to manage the user means using this module the user can create, delete and update him information. Each user has the edit option also. This specification as they maintain the users centrally for this application. The Registration form can provide a username and password for each and every user. Using that username and password each user can enter into the application. This application stores the usernames and passwords in the database file.

4.2. Survey Maintenance

This specification allows the administrator can create a new survey. This survey includes the creation of survey questions and their type of answers on fly. At any point of time the survey details can be changed. They can edit the surveys by using edit entry

forms. They can decide what text to be displayed after he has given the feedback in the feedback from using edit exit page option.

4.3. Survey Collection

This specification allows the users to open the survey and gives the responses of corresponding Questions. This allows the normal user who wants to give their opinions to visit the survey forms and give their feedback depending on that survey Questions. It can collect the feedback from different user and stores it Database file. It doesn't allow the user to give the feedback after the closing of the survey. It helps us in giving the statistics.

5. Online Surveying Knowledge Sharing Summit

Surveying has been conducted in several forms by a large number of interviewers with the intention of creating a platform for sharing rich experiences of the practitioners who use the online surveying tools. There is a sharing the results of the surveys; however, the tools and systems used are not much explicitly known. The available research provides an online forum for users and to interact exchange success stories and best practices for possible replications. The development of a surveying system involves a series of production activities where opportunities for injection of manual fallibilities are enormous. Errors may begin to occur at the very inception of the process where the objectives may be erroneously or imperfectly specified, as well as errors that occur in later design and surveying stages. Because of manual inability to perform and communicate with perfection, online surveying is accompanied by a quality assurance activity.

Software Testing is a critical element of software quality assurance and represents the ultimate review of specification, design and coding. Online surveying is a set of activities that can be planned in advance and conducted systematically. For this reason, a template for online tools and set of steps into which can place specific test case design techniques and testing methods-should be designed for the software engineering process.

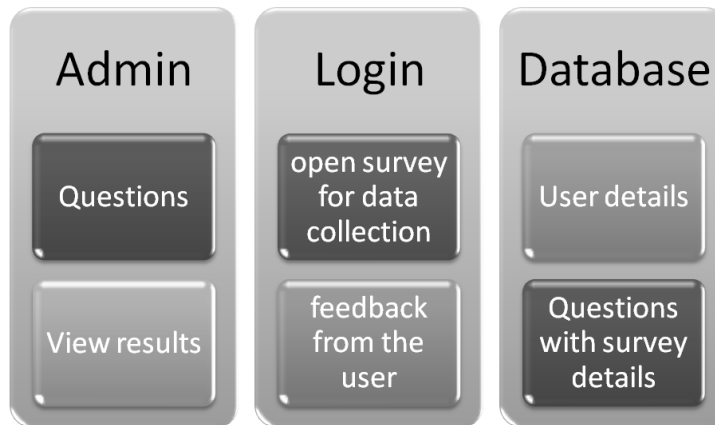


Figure 3. The system administrator control

In the above figure, the administrator controls the set of questions and issues that are raised during the surveying. Naturally the administrator keep the questions and responses databases. The system controller has the role of the login to the system to open the survey. The data collected from the survey is stored in the databases. This database also keeps the user details and survey details.

6. Conclusion

Software security applies information security principles to software development. Information security is commonly defined as “the protection of information systems against unauthorized access to or modification of online surveying information, whether in storage, processing or transit, and against the denial of service to authorized users of the provision of service to unauthorized users, including those measures necessary to detect, document, and counter such threats. “Many questions regarding security are related to the software life cycle itself. In exacting, the protection of Lines of code and software processes must be measured throughout the design and development phase. In accumulation, security must be sealed during process and safeguarding to ensure the reliability of a part of the software.

A safety measure requires more supervision and explanatory risk than it does technology. When developing software one must first determine the risks of an exacting application. For example, today's typical web site may be subject to a variety of risks, ranging from destruction, to dispersed denial of service attacks, to transactions with the wrong party. Once the online surveying risks are identified, identifying suitable security actions becomes tractable. In exacting, when defining requirements, it is significant to believe how the application will be used, who will be using the application, etc. With that in sequence, online surveying can make a decision whether or not to support composite features like auditing, accounting, no repudiation, etc. This paper work has a broad future scope as it can be extended to provide services to the customers (seekers or employers) online. This system can be implemented for online transactions without the intervention of the authority. This work helps us in collecting opinions or voice of the people about an issue through online instead of manually taking the feedback or manually conducting opinion polls.

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