

# Information Websites & Interactive Surveys

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# with thanks to ...

- Dr Sue Ziebland, *HealthTalkOnline/YouthHealthTalk*
- Dr Shirley Large, *NHS Direct (Research)*
- Dr Andrew Westlake, *Survey & Statistical Computing*
- Dr Steve Jenkins, *Snap Surveys*
- *and all @IMDE*



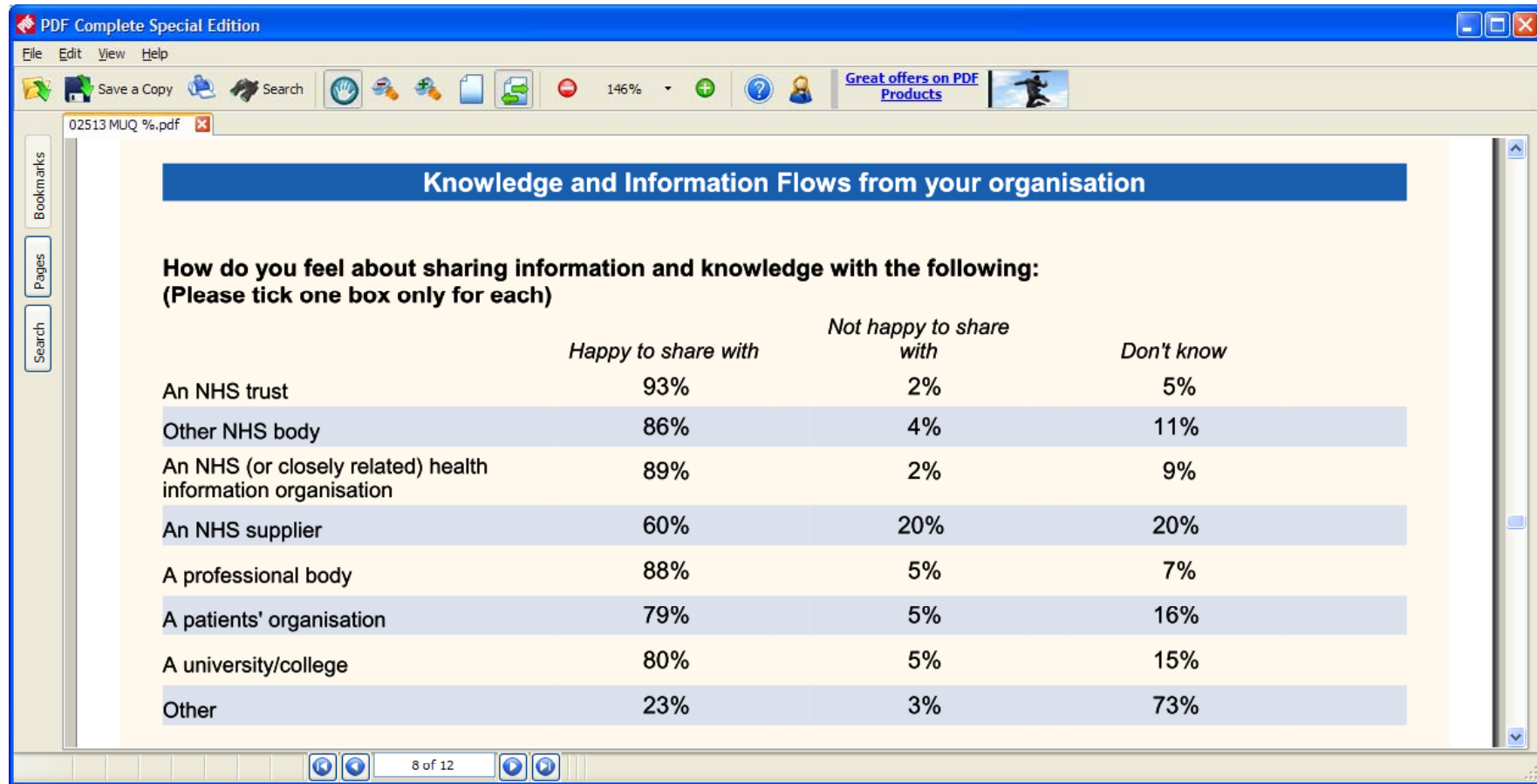
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# What's the issue?

- Surveys: relatively poor response;
- Incentives: marginal effect on response rates;
- Individuals: 'blog' or comment extensively
  - in free-form comment boxes;
  - in response to events or to a published article;
  - and even more so in private blogs.
- So, can we capture this readiness to comment in surveys?

# What does a traditional survey look like?



# Misleading premiss ...

- ... the most robust surveys are either very rapid large sample surveys, such as of passengers in transit, or panel surveys, where the stability of the sample provides a reliable picture of opinion shifts.
- BUT ... are we looking for *opinion* or for *validation*?
- ... we can't have both (say the statisticians!)

# How did we get here?

- HealthTalkOnLine (and YouthHealthTalk) can raise up to £120k per condition they cover;
- ... but they find reluctance to fund a “proper” evaluation.
  
- NHS Direct have thousands of hits on their website
- ... but they don’t know if they give the “right” information.

# What might they have in common?



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*Now, why didn't I think of that before?*



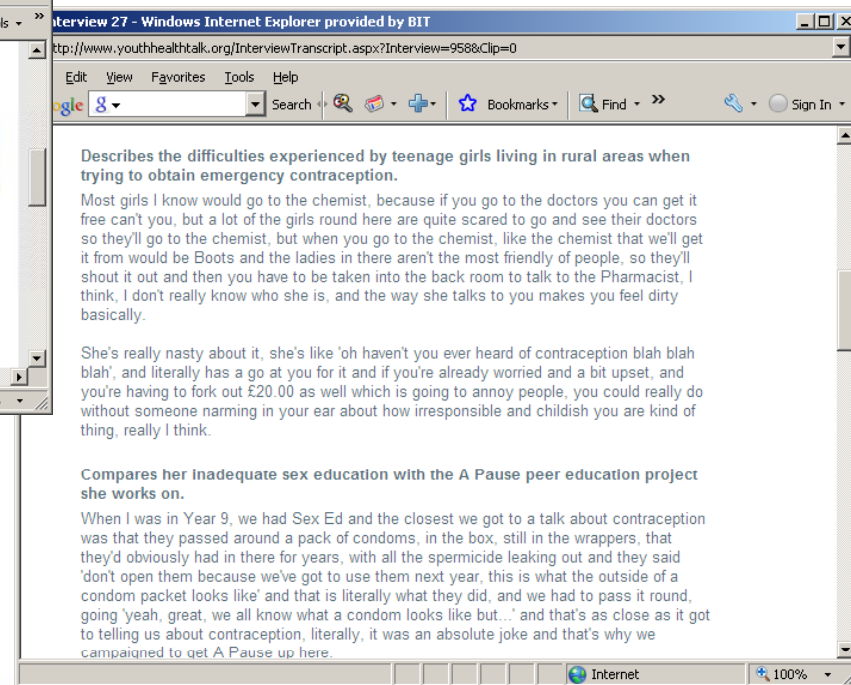
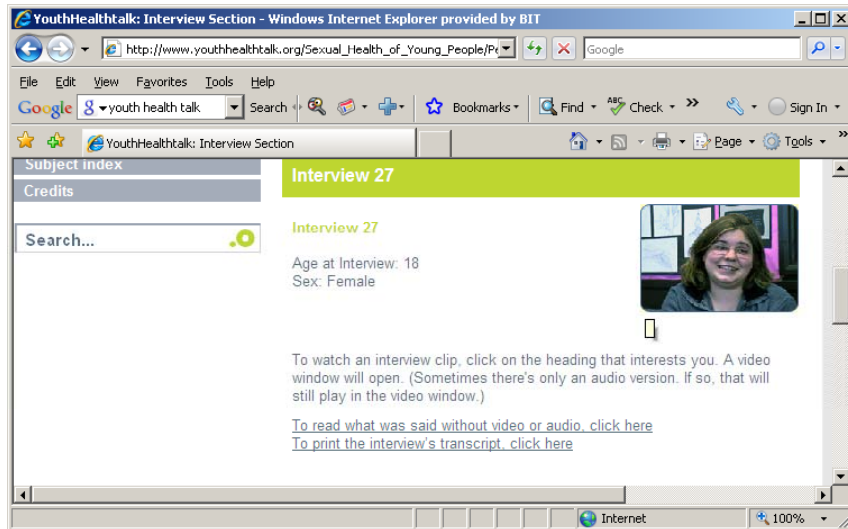
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# Seriously ...

- Emergency contraception is a major issue for the young
  - they can listen to narratives of experience on YouthHealthTalk;
  - they can turn to NHS Direct for advice
  - they can get a phone number to speak to someone *right now*
- So, proposal #1 to emerge from our discussion will seek ways to track navigation of links between *YHT* and *NHS Direct* with appropriate consent to follow up.

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# ... and what else?

- In proposal #2, we are looking to fund a technical study to thread (rather like an “aspect”) a survey element into an ordinary website, so that
  - at “appropriate” points, a dancing red question mark  appears
  - to signal an opportunity to “tweet”
- Need to experiment to see to what extent such tweets need to be solicited, provoked or guided.
- Tag clouds from the tweets for instant feedback to the user?