



# **THE CHAUNCEY GROUP INTERNATIONAL**



## **Internet-Delivered Job Analysis Surveys: Adventures in Cyberspace**

**MAPAC Conference**

**September 21, 2000**



# Focus of Session

- **Benefits and challenges of Internet-delivered job analysis surveys.**
- **Recommendations for successfully conducting Internet surveys**



# Nielsen/NetRatings

## HOT OFF THE NET -- JULY 2000 INTERNET USERS

<b>United States</b>	<b>148.8m</b>
<b>Japan</b>	<b>28.3m</b>
<b>United Kingdom</b>	<b>19.5m</b>
<b>Canada</b>	<b>13.1m</b>
<b>Australia</b>	<b>7.6m</b>
<b>Singapore</b>	<b>1.7m</b>



# Access Statistics Tracked at The Chauncey Group International

	<u>Year</u>	<u>Internet Access</u>
Architects	2000	84.9%
Laboratory Workers:	2000	
--Entry Level		43.0%
--Middle Level		62.0%
--Upper Level		84.0%
Manufacturing:		
--Quality Technicians	1998	47.0%
--Inspectors	1998	46.0%
Nurses	1999	54.6%
Trade Group	2000	40.0%

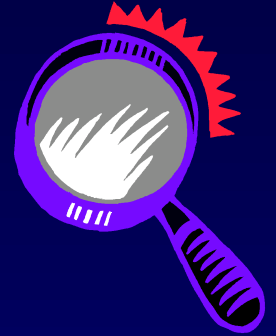
# A look at an online survey...

**Profession: Architecture**

**Surveys**

**Disseminated: 4000 in the  
US, US  
territories,  
and Canada**





# BENEFITS & CHALLENGES



# BENEFITS

- **Ease of delivery**
- **Less costly and less labor intensive (printing, assembling mailing, postage, tracking surveys, data entry)**
- **E-mail participation invitation (Yes/No)**
- **E-Mail reminders**
- **Surveys on special topics (e.g., emerging trends, cutting-edge practices)**



# CHALLENGES

- **Accuracy of e-mail addresses**
- **System speed may be slow (uploading an internet survey may take time)**
- **Survey fatigue (too long staring at a computer screen)**
- **Surveys may not be well-known in different cultures**
- **Privacy/security**



# Recommendations

- **Find out if internet use is common for the target group**
- **Advise clients to start collecting data about internet use by their members or employees**
- **Send out invitations that allow sample to respond (Yes, I will complete the survey; No, I will not complete the survey)**
- **For internationally-delivered surveys, develop strategies to achieve high response rates**