CEBES – Checklist for Reporting Results of Internet E-Surveys

Below you find information for the reporting of survey results that have been obtained using online media (internet, smartphones etc.). This checklist is part of step 3 of the CEBES procedure. It is a slightly adapted version of the official CHERRIES guidelines (*Checklist for Reporting Results of Internet E-Surveys*; Quelle: http://www.jmir.org/2004/3/e34/)

The following questions should be answered in publications that report results of online surveys (in case they apply). According, y the design of the survey should take these issues into account, such that the survey generates the information needed.

Study conception and design:

- What was the design of the study, what was the target audience
- Was a power analysis performed for evaluating the sample size
- How was the questionnaire developed? Has the questionnaire been pre-tested regarding comprehensibility and usability? What was the test group size?

Study approval:

- Which body has approved the study?
- How was the informed consent of the participants obtained? Were the participants informed, how long it usually takes to complete the questionnaire, which data were surveyed, for how long these data are stored, who performed the study and what the aim of the study was.
- By which means was data protection ensured in case of collecting personal information (in particular measures for unauthorized access to the data, see also the guidelines for data storage)?

Participant recruiting:

- Was the access to the study open or closed (in case of a closed study: was only a defined sample approached, e.g. access using a password)?
- How were the participants contacted (e.g., e-mail invitations, putting the survey link on a page with high traffic)?
- How was the survey advertised (e.g., using offline media, mailing lists, banner ads)? To what extent could the context of advertising create a bias (e.g. when advertising on a health internet portal)? In some cases, the advertising text may have to be published in an appendix.

Structure of the survey:

- Of what kind was the questionnaire (e.g., e-mail-attachment, survey software; if yes: which one)?
- Were incentives used for filling out the survey (e.g., payment, lotteries, non-monetary benefits like access to certain websites or access to the results of the study)?
- In which time frame was the study performed?
- How many questions and answer-items did the questionnaire involve (this may be discussed in the results section)? On who many screen pages were the questions allocated (e.g., one page per question, or all questions on one page)?
- Did the questionnaire include randomizations (e.g. of questions or items) or adaptive filtering (i.e. the kind of answers determines, which questions the participants see)?
- Was answering enforced? If yes, did the questionnaire cover the whole “answer space” (e.g., by including items like „I don’t know“, or “nor applicable”)?
- Could the participants go back in the survey, i.e. could they change answers previously given?
- Could the respondents review and change their answers (e.g., through a review step which displays a summary of the responses and asks the respondents if they are correct)?

Different types of response rates

- Was the number of page visits (*view rate*) and the number of visitors (*unique site visitor*; the same person could visit the same survey several times) recorded (e.g., by using the IP-address of cookies)?
- How was the *participant rate* (= unique visitors who agreed to participate / unique first survey page visitors) evaluated (e.g., by counting all participants that gave informed consent)? Is this number equal to those participants that concluded the questionnaire (*completion rate = users who finished the survey/users who agreed to participate*)?
- Were measures taken to prevent that the same person answers the questionnaire several times? For this, several options are possible: using cookies (were the participants informed that cookies were used?), checking the IP address, log-file analysis, access control in case of closed surveys.

Analysis (setting aside standard methodological issues)

- Were only complete questionnaires used or also questionnaires that only have been partly completed (if yes: please explain, why this is acceptable)?
- Was the time the participants needed to complete the survey recorded? If yes: did you use a cut-off value (minimal time needed to answer a question) to exclude careless answering? If yes: how was this cut-off value determined?
- Were the answers weighted in any way, or where other methods used (e.g., *matching*, *propensity score*) to correct for non- representativeness of a sample?