

MONITORING ONLINE SURVEY DATA COLLECTION WITH AN INTERACTIVE DASHBOARD: INSIGHTS FROM THE 2024 HSKM MEDIA CAMPAIGN EVALUATION



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INTRODUCTION

The Media Campaign Evaluation on ‘Hentikan Stigma Kesihatan Mental’ (HSKM) 2024 survey was conducted to evaluate the level of exposure, understanding, and public responsiveness to key messages promoting mental health awareness among Malaysians aged 18 and above. To ensure data quality and support informed decision-making for the HSKM survey's success, effective monitoring of data collection activities was essential. For this purpose, we utilized an interactive dashboard built with **Google Looker Studio**. This platform was crucial as it allowed us to create engaging and shareable reports from various data sources without the need for programming. Its key features—including **data visualization, data connectivity to sources like Google Sheets, customization, and interactive dashboards**—empowered our team to transform raw data into easy-to-understand visuals, providing us with dynamic tools to make data-driven decisions effectively.



OBJECTIVES

This poster aims to share the experience and provide insights on monitoring online survey data using a real-time interactive dashboard, based on the **HSKM 2024 Media Campaign Evaluation survey**. The primary objective of this dashboard was to track key operational indicators, specifically **response rates and overall data collection progress for daily, weekly, and final reporting milestones**.

METHODS

An interactive dashboard was developed to monitor online survey data with a focus on accessibility and efficiency. **Google Looker Studio** was chosen for its zero cost, intuitive interface, and powerful data connectivity. The creation of the dashboard involved a structured, iterative process:

- 1. Iterative Design:** The dashboard was developed with continuous input from the HSKM research and data collection teams. Its design was based on the questionnaire itself, ensuring that the visualizations and key indicators were directly aligned with the survey data being collected, which included **socio-demographic information** from respondents.
- 2. Data Integration:** Automatic syncing with Google Sheets was implemented to integrate the raw survey data and provide near real-time updates. This was a critical component of our strategy to reduce manual tracking.
- 3. Visual Components:** Key components were added to the dashboard to effectively visualize data. These included **bar charts** for geographical and demographic distribution (e.g., Zone, State, Age Group), **pie charts** for gender and ethnicity, a **line graph** for daily submission trends, and a **milestone bar** to visually track progress against project targets. The data collection was monitored over a **specified timeframe** to track progress effectively.

This approach allowed the team to effectively monitor daily and cumulative progress, as well as track milestones, throughout the data collection period.

ACKNOWLEDGEMENTS

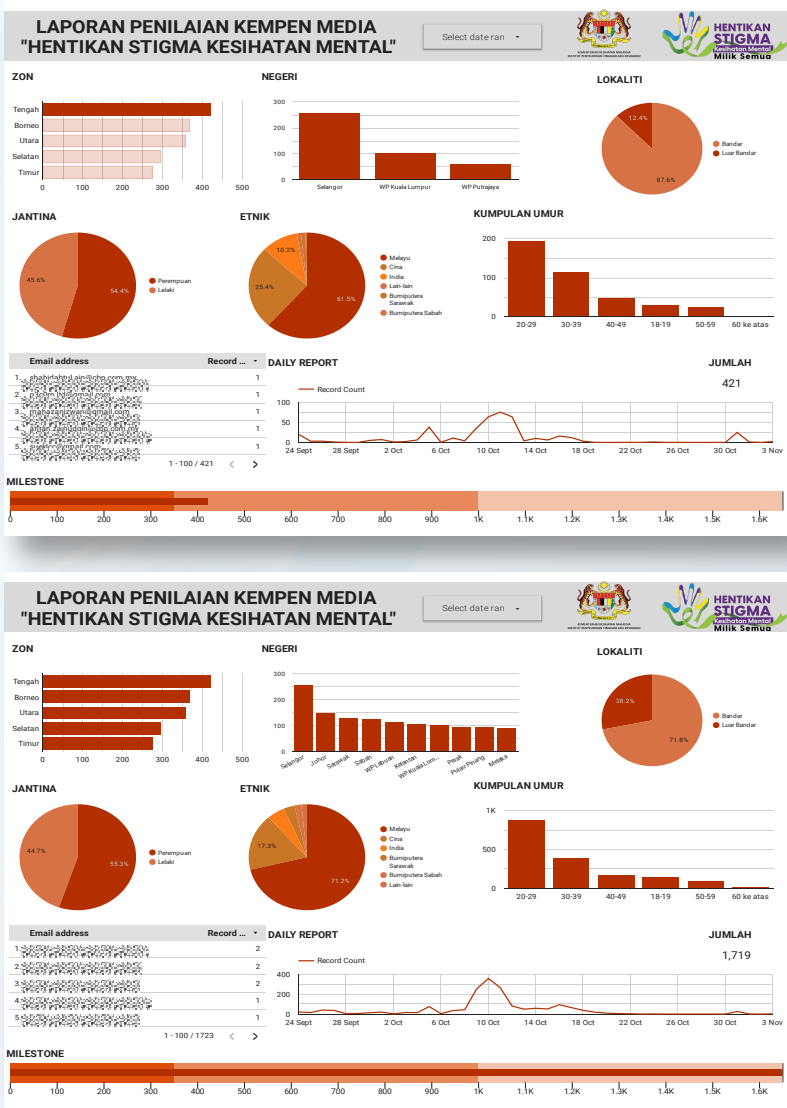
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RESULTS

The final dashboard included several key features that directly addressed the team's monitoring needs. It provided clear and intuitive visualizations that served as a user-friendly alternative to traditional static graphs and complex data tables. As seen in the dashboard below, we were able to visualize key metrics in a single, comprehensive view.



Retrieved August 1st, 2025, from <https://lookerstudio.google.com/reporting/ce6f160f-2d29-4757-85eb-7f77f136e2f4>

The dashboard provided a real-time snapshot of key operational indicators:

Geographical and Demographic Data:

The dashboard displayed data by **Zone, State, and Locality**, as well as demographic information such as **Gender, Ethnicity, and Age Group**. This allowed for a detailed understanding of survey respondent distribution.

Daily and Cumulative Survey Submission Charts:

A line graph for the daily report showed submission trends over time, while a total count of submissions (e.g., "1,719") provided a clear cumulative metric.

Milestone Progress:

A clear **milestone bar** at the bottom of the dashboard visually tracked the team's progress against predefined targets. This visual cue provided an immediate status update on the campaign's progress.

This approach significantly improved monitoring efficiency by streamlining reporting during team meetings and reducing the need for manual data aggregation.

DISCUSSION

The interactive dashboard proved to be a practical and highly efficient solution for the HSKM 2024 survey. During the data collection survey, its real-time monitoring capabilities, driven by automated data integration from Google Sheets, eliminated the time lag of manual data aggregation. This allowed the team to make rapid, data-informed decisions to adhere to the required sample criteria and given timeframe. The real-time insights from the dashboard directly impacted decisions on time management, resource allocation, and budget, which in turn helped ensure the quality of the data received. The intuitive interface of the dashboard was crucial, as it empowered non-technical staff to manage and interpret the data independently. This approach not only freed up valuable staff time for critical tasks like data quality checks but also fostered a culture of data-driven decision-making across the entire team, significantly enhancing operational efficiency and strategic responsiveness.

CONCLUSION

The interactive dashboard proved to be a valuable tool for improving oversight of the **HSKM 2024 survey**. By enabling real-time monitoring of key indicators, it enhanced the team's ability to manage data collection and make informed decisions. Ultimately, the dashboard provided a practical and efficient solution that supported the successful execution and evaluation of the survey.

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