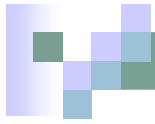




Create on Online Survey (using SurveyMonkey)

May 31, 2006

Instructor: Cindy Boeke



Topics Covered

- Survey overview
- Online survey planning
- Designing questions
- Setting up the survey
- Introducing the survey
- Graphic design
- Question types
- Preview/Testing
- Distribution
- Analyzing results
- Exporting results/Back-up
- Make your own survey!



Survey Overview

- Background: “Conducting Survey Research”
(Colorado State University)
<http://writing.colostate.edu/guides/research/survey/index.cfm>
- Types of surveys: Oral, Written, Online
- Must weigh audience preference, resources available, and cost associated with each survey



Survey Sampling

- Probability Sampling: You can make generalizations about larger populations when you obtain a statistically valid sample; gives survey more “scientific” validity
- Nonprobability Sampling: Used when sampling for proportionality is not the primary concern or is not feasible
- Background resources:
 - “Sampling Procedures and Methods”
<http://writing.colostate.edu/guides/research/survey/com4b1a.cfm>
 - Sampling Terminology
<http://www.socialresearchmethods.net/kb/sampterm.htm>
- Always track the pool of respondents (number and type), number of responses and response rate achieved



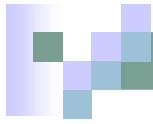
Question Planning

- Closed-ended questions: Give users one or more choices; often use Likert Scale, e.g. 1-5 or ranking; easy to analyze
- Open-ended questions: Users often skip; more labor-intensive to analyze and summarize; yield detailed and personalized information
- Always give users options for Other and/or Don't know
- When giving choices that may present bias, alphabetize or randomize the answer choices



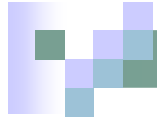
Question Planning (cont'd)

- Questions should be:
 - Clearly written
 - Unbiased
 - Short
 - Specific
- Use a mixture of formats and question types to prevent respondent fatigue
- Keep the survey as short as possible (20 questions or less is ideal)
- Design questions that provide the information you need in the way that is easiest for you to analyze and manage



Online Surveys

- Advantages: Low cost; large reach; easy to design, conduct, control start/finish dates, and aggregate answers
- Disadvantages: Users must have computer; respondents' preference; potential hardware/software glitches



Online Survey Privacy

- Can track users if using an imported email list
- Must state upfront the level of privacy that is guaranteed
- Must state whether information will be shared and whether it will be attributed to specific users
- Must get their permission when planning to attribute information to specific users



Online Survey Planning

- Question planning: Start with defining the information you want to know; Plan/approve all questions before you begin the online design process
- Question formats: Use the ones that will elicit the most specific information in ways that are easy to analyze
- Design: Survey layout, testing
- Distribution: List of respondent's emails; web link to survey; collection options; privacy statement; schedule
- Analysis: Summarize, synthesize, and analyze the data and information
- Survey back up



Online Survey Tools

(not exhaustive, listed alphabetically)

- Apian Survey Pro <http://www.apian.net/>
- CoolSurveys <http://www.coolsurveys.com/>
- EZSurvey <http://www.raosoft.com/>
- Hosted Survey <http://www.hostedsurvey.com/home.html>
- InfoPoll <http://infopoll.com/live/surveys.dll/web>
- Insite Survey Systems <http://www.insitesurveys.com/>
- Opinio <http://www.objectplanet.com/opinio/>
- PollCat <http://www.pollcat.com/>
- PollPro <http://www.pollpro.com/>
- Snap Survey Software <http://www.mercatorcorp.com/>
- SurveyMonkey <http://www.surveymonkey.com>



Online Survey Tools (cont'd)

- StatPac <http://www.statpac.com/>
- SumQuest <http://www.sumquest.com/>
- SuperSurvey <http://www.supersurvey.com/>
- SurveyCrafter <http://www.surveycrafter.com/interim2/>
- SurveyGold <http://www.surveygold.com/>
- Survey Said <http://www.surveysaid.com/>
- SurveySite <http://www.surveysite.com/>
- Survey System <http://www.surveysystem.com/>
- SurveyView <http://www.surveyview.com/>
- Zoomerang <http://info.zoomerang.com/>



Before We Begin our Survey

- We will need:
 - Welcome text
 - A description of the survey goals
 - A privacy statement
 - Information about deadlines and taking the survey
 - Questions




Let's Make an Online Survey!

- We will use SurveyMonkey
- Note: transferring text from Word to SM causes formatting errors; always type the text in SM, then copy it into word for a spellcheck and change errors directly into SM
- Go to <http://www.surveymonkey.com>
- Click on Signup on the top right
- Fill in your email and create a password
- Hit Submit
- Log in to SurveyMonkey



Setting up the Survey

- Click on New Survey and select From Scratch
- Click on Edit Title and type in “Patron Reading Habits”
- Go to Page 1, we will now set up our introductory pages. Click on Edit Page



Welcome Text/Survey Goals

- In the title type Welcome to the Patron Feedback Survey
- Type in the Welcome Text: The Patron Reading Habits Survey is for users of the [Name] Library. With your feedback we can determine which resources we should continue to carry and which news ones we should add to our holdings.
- Note: You can use HTML for formatting. Put `Patron Reading Habits Survey`
- Copy and spellcheck in Word.
- Click Update



Privacy Statement

- Click Add Page and make a page called Privacy Statement with the following text:
- Unless you give us your express permission, survey responses will be kept in strict confidence and not attributed to any individual.

We will use the information gathered in this survey to improve, enhance and/or expand our programs and services.

- Copy and spellcheck
- Click Update



Deadline/Taking the Survey

- **Click Add Page and make a page called Taking the Survey with the following text (you do not need to type all of this in, but note the details that should be provided):**

- The deadline for taking the survey is Friday, June 2, 2006.

This 10-question survey should take approximately 10 minutes or less to complete, depending on the number of questions you answer and the level of detail you provide.

All questions are optional.

You may finish the survey in more than one session until the survey deadline, (as long as you use the same computer) by hitting "Exit Survey."*

Once you hit "Done" (at the end of the survey) you will NOT be able to edit your survey.

* To exit the survey, be sure to click ahead to a blank question. Any information you type on the page you exit from will not be saved.

Copy and spellcheck. Update.



Changing/Customizing the Color Scheme

- Go to Theme at the top and apply different color schemes.
- Select Desert Dunes.
- Click on Add. In page body, select Pick Color. Pick Black (or any color).
- Now select a theme you would like.



Survey Deadline

- Click on My Surveys
- Next to Patron Reading Habits, click on Options
- Under Survey Limits type in the deadline for your survey, e.g. June 2, 2006, after which no responses will be accepted.



Survey Questions

- Please rate the following using a 1-5 scale, with 5 being the highest:
The library carries the materials I need the most.
- How many times do you visit the library?
- How many times do you use e-resources from your desk or home?
- Which of the following resources do you use (check all that apply.)
- What materials do you wish we had that we currently don't carry?
- What do you think we should do to make our library better?
- May we have permission to attribute your to your responses when sharing this data?
- If you answered yes, what is your name?



Question 2

- First add a new page with the title “Visiting The Library” (leave description blank)
- Now Add Question
- Click on Type of Question and review the options
- Select Choice One Answer (vertical or horizontal)
- Add: How many times do you visit the library?
- Type the answer choices, e.g. Daily, Weekly, Monthly, Yearly, Never, and Don't know. Select other.



Question 3

- Add a page with the title: Using Electronic Services
- Add a question. Select Choice (One Answer-Menu)
- Add: How many times do you use e-resources from your desk or home?
- Put the same answers in the Menu: Daily, Weekly, Monthly, Yearly, Never, and Don't know.



Question 1

- Add a page titled: General Satisfaction
- Add a question, Select Matrix-One Answer Per Row-(Rating Scale)
- Add: Please rate the following using a 1-5 scale, with 5 being the highest: The library carries the materials I need the most.
- Make a Row called General Satisfaction
- Select 6 choices and type in 1, 2, 3, 4, 5, and Don't know for the Rating Scale



Question 4

- Add a Page titled Resources You Use
- Add a question. Select Choice Multiple Answers (vertical or horizontal)
- Add: Which of the following resources do you use (check all that apply).
- Type in some databases, etc.
- Alphabetize your answer choices.
- Remember to add All of the above and None at the end.



Question 5

- Add a page titled: Materials You Want
- Add a question. Select Open-Ended One or More Lines w/Prompt
- Add: What materials do you wish we had that we currently don't carry?
- Type 1., 2., 3., 4., 5. in the Answer Choices



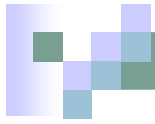
Question 6

- Add a page titled Making The Library Better
- Add a question. Select Open-Ended Essay
- Add: What do you think we should do to make our library better?



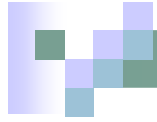
Question 7 & 8

- Add a page titled: Permission To Use Your Name
- Add a question. Select Choice-One Answer (any type)
- Add: May we have permission to attribute your to your responses when sharing this data?
- Before going back, add another question. Select Open-ended One-line w/prompt.
- Add: If you answered yes, what is your name?



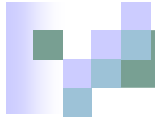
Edit Numbering

- Let's make the numbering less confusing
- Go to the top of the survey and click Edit Numbering
- De-select Auto-Number Pages



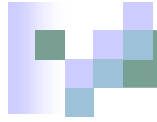
Moving Questions

- Go to General Satisfaction; Question 3
- Click on Copy/Move
- Under Select Destination Location, make sure Before this Page is selected
- Move it before Visiting the Library



Preview the Survey

- Click Preview
- Go through your survey and type in answers
- Go to My Surveys
- Notice under Analyze you now have 1 answer



Analyze Results

- Go to My Surveys
- Click on Analyze next to Patron Reading Habits and view your results
- On top right, click Detail, this allows you to view individual responses



Distribute the Survey

- Go under My Surveys
- Click on the box that says Closed next to Patron Reading Habits to Open the Survey
- Click on List Management at the top
- Next to Default List click Add; Make a list called New List
- Click on Import on the top right
- Delete the emails and type in your email.
- Click Add and then Back



Distribute the Survey (cont'd)

- Click Send Message on the top right
- Under Select List, select New List
- Select Send Message to All Recipients
- Click Next
- Select the Patron Reading Habits Survey
- Fill in the rest of the message and information.
- Click Send.
- Your message is distributed.



Manual Link to your Survey

- Go under My Surveys
- Go to Collect under the Patron Reading Habits Survey
- Go under Create Link for an Email Message
- You can cut and paste this link in any email
- You can also make a link for a web page



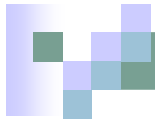
Survey Options

- Go under My Survey
- Go under Options
- Note the different options available, depending on who will be taking your survey
- They will allow
 - People to edit surveys (or not);
 - Take the survey more than once from the same computer (or not)



Survey Management/Back-up

- You will need a premium account for more options that enable:
 - Export of data into Excel and Access
 - Online sharing of data, both Summary and Individual Responses
 - Filtering, Skip Logic, and other features



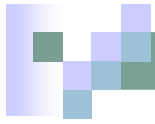
A View of a Premium Account

- Demonstration via my premium account of SurveyMonkey's advanced features
- Also, go to SurveyMonkey Home page
- At bottom right, under Analyze Results, you can
 - Download Example Export Formats
 - View the findings a survey with thousands of responses



Questions 9 & 10

- Make up two questions
- Make pages for them
- Select question formats and add them to your survey
- Also make a closing page, thanking people for taking the survey



Test Your Survey

- Hit Preview and test your final survey
- Share your survey URL with your neighbor and take each other's survey
- Analyze your results



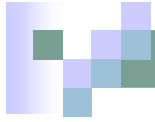
Deleting Individual Responses

- Before opening your survey, delete your test results
- Go to Analyze and select the Detail view
- Select Delete this Respondent at the top.
- This is a final procedure, it cannot be undone.



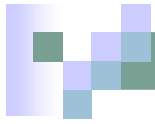
Copy Your Blank Survey

- Under My Surveys select New Survey
- Select From Existing and pick Patron Reading Habits.
- Copy it
- Rename it (go into Edit title and call it Patron Reading Habits Copy)



That's It!

- You have now created your first online survey.
- The possibilities are endless!



Please Provide Feedback

- Please post comments on <http://trainingwiki.pbwiki.com> (Password is “trainingwiki”).
- Send me an email: cboeke@verizon.net