Using Survey Monkey for Course Evaluation

Create a survey, improve your practice

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What is Survey Monkey?

• Survey Monkey is an easy-to-use tool for the creation of online surveys. Its primary strength is its intuitive Web interface, which makes it easy for even non-technical folks to create surveys and export collected data.
Getting Started with Survey Monkey

• Navigate to www.surveymonkey.com
• Select either Premium Plans or Basic Plan (free)
• Pick a username
• Choose a password
• Enter your contact email address
• Create Account
• Note: You can sign up with your Google or Facebook account

Create Your First Survey

Creating a New Survey Form

Step 1:
• Sign into your Survey Monkey account

Step 2:
• Click the [Create Survey] button located on the top right of all of the pages in your account to open the create survey page.

Step 3:
• There are 3 different options you can use to create a new survey. Select one of those options to apply to your new survey form.
• Create a new survey from scratch – will create a blank survey form that you can use to add your own questions
• Copy an existing survey – can be used to create a copy of a survey form you have already created
• Use a Survey Template – will allow you to select from our list of pre-designed survey forms that you can customize to fit your needs.
Add a question

• Click the [Add Question Here] button in the location on the page you want your question to display.
  – When the Question Editor window opens, select which Question Type you want from the drop-down menu at the top of the page.
  – This will display all of the appropriate text fields where you can customize the question text, answer choices, etc. to format your question.

Optional Question Formatting

• In addition to being able to customize your question type, text and answer choices, you also have options to customize how each question looks and behaves for respondents. You can find these options listed in the Edit Question window by using the Scroll bar on the left hand side.
• Click on any of the options below for more details about how each feature works.
  • Sort/Randomize answer choices
  • Add Comment Field
  • Validate Text
  • Require Answer to Question
  • Change Question Size and Placement
Question Formatting (cont.)

• You can use the following editing options within your main Survey Edit page, click on them for more details about how each edit option works:
  • Move Question
  • Copy Question
  • Delete Question
  • Restore Question

Viewing Your Survey Page Design

• When you first start designing a survey, the first page is considered the "default" page.
  – The system has that page selected in the drop-down menu located on the upper right-hand side of the Edit Survey page.
• This default section shows the first page of your design. (This presentation is also visible the same way in the Analyze section.)
  – To view a specific page, select it from that drop-down menu titled "Select a page to view below or view all pages."
  – To view all pages at once, click the view all pages link. You can then scroll through each page.
  – To view only one page again, click the [Show this Page Only] button located on the top of the page.
Add Pages

• When you create a survey, the default Edit Survey page opens to page #1.
  – Click the [Add Page Before/After] button to add a new page to your survey. In this page you can choose to insert a title for your page and include text for an introduction or description of the page.
  – Click the [Split Page Here] button before any question to create a page break in your survey and divide the questions onto separate pages.

Customize Your Survey Design

A. Survey Design Options
• In addition to being able to customize your questions and pages, you also have options to customize specific design options for the whole survey. You can find these settings listed in the [Survey Options] section of the Design page.

• You can use the following editing options within your main Survey Edit page, click on them for more details about how each edit option works:
  • Edit Page and Question Numbering
  • Add a Logo
  • Progress Bar
  • Hide/Display Survey and Page Titles
  • Edit Navigation Links (Prev, Next, Done, Exit Survey)
  • Required Questions
Customize Your Survey Design (cont.)

B. Themes

• You can also customize the colors and fonts in your survey to help further brand your survey form and associate it with your own business colors and style templates. Survey Monkey offers a number of pre-created themes to select from (all of which are 508 compliant (U.S. Only)) or you can select a theme and then edit it to customize all of the colors and fonts to meet your specifications.

Saving Your Survey

• Every time you click any of the [Save] buttons (e.g. while saving a question, saving survey option settings, adding a page, creating skip logic, etc.) it saves your survey design up to that point.
  -- There is not one overall [Save] button. If you logout of your account and login later, your survey is saved under the My Surveys section.
• You can then pick up where you left off by clicking the Design icon. This will open up the Edit Survey mode to show you all of the saved questions, pages, and settings.
How to Publish/Send Your Survey

• After the design process, you are ready to send it to an audience. Because this is an online application, respondents will access the survey using a link, or URL. In order to get the link for distribution, the next step is to create a Collector. We offer several collection methods and these are dependent upon how you want to gather your data:
  • Anonymously
  • Track the identity
  • Embed popups
  • Use social networks

How to Use Collectors to Distribute Your Survey

• Have you finished your survey design? Now you can decide how you would like to distribute your survey to collect responses:
  • Sending your survey via email?
  • Putting a link on your blog?
  • Using social media to reach your audience?
  • Collecting responses is as simple as copying and pasting a link to your survey into an outgoing email message or into a page on a website. By creating a Collector, you will choose how you want to send the survey to your audience. Once you distribute the survey link, responses are returned automatically into your SurveyMonkey account.
  • Review the different ways in which you can distribute a survey:
    • What is a Collector and How do I Send a Survey?
    • Creating a Web Link Collector
    • Creating an Email Invitation Collector
    • Creating a Facebook Collector
    • Creating a Website Survey Collector
    • Collector Setting Options
    • Additional Data Collection Options
How to Analyze Your Survey Results

• View your results anytime as they are being collected in real-time.
  – Watch live graphs and charts, and then dig down to get individual responses.
  – Securely share your survey results with others.
  – Powerful filtering and cross tabulation allows you to display only the responses you're interested in.
  – With one click, you can download a summary of your results in multiple formats.

• As a reminder, all the data you collect remains absolutely private.

View Survey Results

A. Response Summary:
  • The Response Summary is the default Analyze page, but can also be accessed by clicking on the [View Summary] button in the left tool bar in the Analyze section. This page provides the Summary View of your survey results and displays information such as the number of respondents that answered each question, the percentages each answer option received and basic graphs among other data.
  • NOTE: Open-ended responses will not be visible directly on the Summary page. Please click the [show replies] button in the space where the open-ended question would be to see all of your respondents' comments.

B. Browse Individual Responses:
  • To view individual responses, click the [Browse Responses] button in the left tool bar in the Analyze section. The Browse Responses page will open to the most recently submitted response and will allow you to page through a full responses one by one. You can view collection information about each response in the header and can also Edit or Delete individual responses here.
  • Click on the options below for more details about how to use the Editing Features in the Browse Responses page:
    - Delete Individual Responses
    - Edit Individual Responses

C. Custom Reports:
  • Create a Custom Report by selecting the [Add Report] button next to the 'current report' drop-down menu at the top of the Response Summary page.
  • Custom Reports give customers an opportunity to create a new report and specify which questions or pages they would like to view in the Analyze page. Creating a custom 'view' of your survey data allows you to examine a set of correlated questions in one page instead of scrolling through the entire report to find and compare these questions.