

Google Forms & Survey Monkey



Description : Learn how to create and distribute electronic surveys using these two popular web-based applications. We will discuss the advantages and disadvantages of each tool.

Questions? Email wic1@pobox.upenn.edu or stop by the Weigle Information Commons.

Learning Objectives

- Create surveys with different questions types
- Apply themes and use templates
- Collect responses by embedding survey in a website or sending through email
- Analyze survey data using charts

Go to <http://wic.library.upenn.edu/wicshops/surveys2.html> to complete the two surveys.

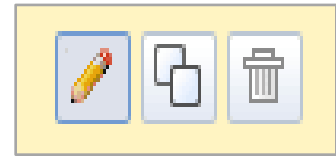
Google Forms: basics

To create forms with Google, you must have a Google account. To get started, go to www.docs.google.com and log in.

1. Select **Form** from the **Create new** drop-down menu.
2. Enter title, form instructions, and text for question 1 in the **Question Title** field.
3. Select a question type using the drop-down menu, and click **Done** when finished.
4. To add another question, click the **Add Item** button.
5. To change the look of the form, click the **Theme** button. This will take you to the gallery page.

The screenshot shows the Google Forms editor interface. At the top, there is a navigation bar with buttons for '+ Add item', 'Theme: Plain', 'Email this form', 'See responses', 'More actions', and 'Save'. Below this, there is a section for 'Enter Title' and 'Instructions for completing the form go here.'. The main question area is highlighted in yellow and contains the following fields: 'Question Title' (Full Name), 'Help Text' (This text provides question clarification to respondents), and 'Question Type' (Text). Below these fields is a 'Their answer' placeholder. At the bottom of the question area, there is a 'Done' button and a checkbox for 'Make this a required question'. Red arrows point to the 'Theme: Plain' button, the 'Edit' button, the 'Delete' button, and the 'Duplicate' button.

- Click the pencil icon to make changes to a particular question.
- Click the double square icon to duplicate a question.
- Use the trash can icon to delete a single question.
- The toolbar will only appear when you mouse over the question area.
- Click and drag the mouse to change the order of questions.



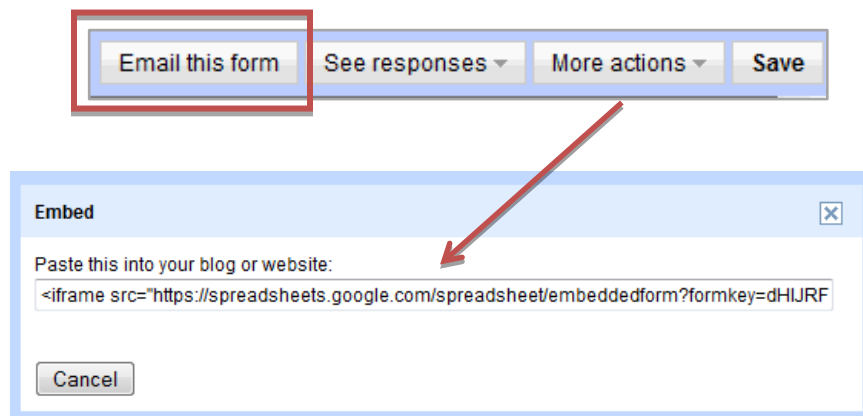
Question Type Example : <http://tinyurl.com/6xhlp8k>

Google Forms: collect responses

You may either email recipients a link to your form or embed the form on a website or blog. A Google form is automatically given a URL; however, a person would have to be provided the address to find the form online.

- Click **Email this form** to enter email addresses of recipients or choose them from your Google Contacts list.
- To get the HTML code for the form, click **More actions** and select **Embed**. Copy and paste the code into your site.

*Note: Use the **More actions** drop-down menu, to modify your form's exit screen.*



Google Forms: see responses

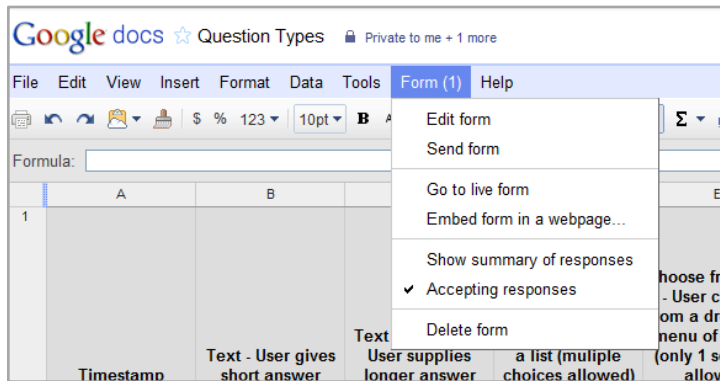
- As recipients complete the form, rows in a Google spreadsheet are populated (including a timestamp).

- To view results, either click the **See responses** button or select the spreadsheet from your list of Google docs. You have the option to see individual responses or summary data (charts).
- In the spreadsheet, you may create charts and perform statistical analysis on the collected data.
- You have the option to share the spreadsheet with others, as is the case with all Google docs.



To view additional form options within the spreadsheet, click on the **Form** drop-down menu.

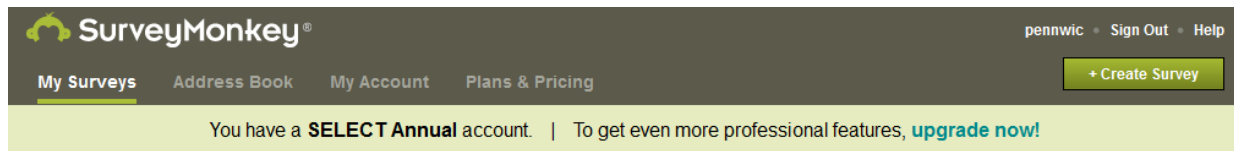
- Edit form
- Send form
- Go to live form
- Embed in a webpage
- Show summary of responses (charts)
- Accepting responses
- Delete form



Survey Monkey: account options

BASIC Free	SELECT \$16.99 per month* <small>* Billed \$199 annually</small>	GOLD \$24.99 per month* <small>* Billed \$299 annually</small>	PLATINUM \$64.99 per month* <small>* Billed \$779 annually</small> <i>Call today! 1-877-908-1498</i>
	Your Plan	Upgrade »	Upgrade »
<i>Features include:</i>	BASIC features +	SELECT features +	GOLD features +
10 questions per survey 100 responses per survey	Unlimited questions Unlimited responses	Unlimited questions Unlimited responses	Unlimited questions Unlimited responses
Easy-to-use web-based survey tool	Custom survey design & URLs	Custom redirect after survey is completed	Complete brand control with Research.net
Collect data via weblink, email, Facebook , or embed on your site or blog	Enhanced security (SSL/HTTPS) included	Advanced logic features:	<ul style="list-style-type: none"> • Your own research.net survey URLs • You control how your survey looks including adding your logo & brand colors • You decide where your respondents go after they complete your survey
Real-time results	Skip-logic & other advanced features	<ul style="list-style-type: none"> • Random assignment for A/B testing • Question & answer piping • Question randomization or flipping 	Expert phone support to answer any of your questions
24x7 email customer support	Excel export & printable PDF	Text analysis for open responses	
See all features...	See all features...	SPSS integration	See all features...
		See all features...	













Survey Monkey: dashboard

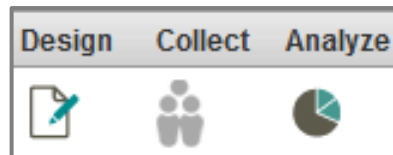


SurveyMonkey® pennwic · Sign Out · Help

My Surveys Address Book My Account Plans & Pricing + Create Survey

You have a **SELECT Annual** account. | To get even more professional features, [upgrade now!](#)

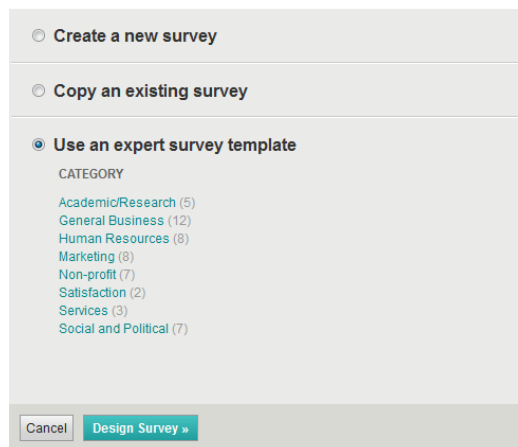
Survey Title Sort	Created Sort	Modified Sort	Design	Collect	Analyze Sort	Actions
Survey Monkey WICshop Survey	June 18, 2011 10:37 AM	3 days ago				1 Clear Transfer Delete
Mashup 2011	May 6, 2011 11:05 AM	29 days ago				131 Clear Transfer Delete
David B. Wiegles Information: Program Evaluation Form	May 17, 2011 8:10 AM	36 days ago				0 Clear Transfer Delete
mashup 2011 test	May 6, 2011 11:05 AM	46 days ago				0 Clear Transfer Delete



Survey Monkey: design survey

+ Create Survey

Create Survey



Create a new survey

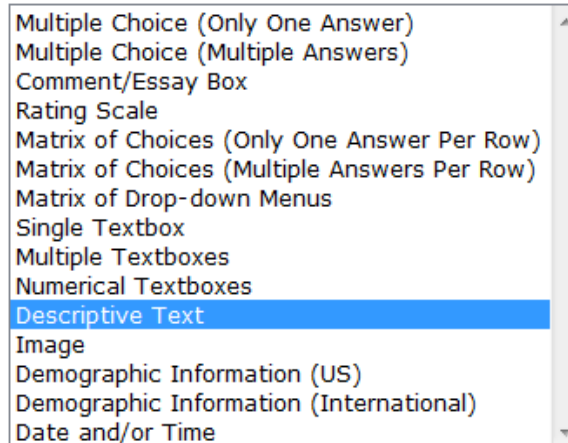
Copy an existing survey

Use an expert survey template

CATEGORY

- Academic/Research (5)
- General Business (12)
- Human Resources (8)
- Marketing (8)
- Non-profit (7)
- Satisfaction (2)
- Services (3)
- Social and Political (7)

Cancel Design Survey »



- Multiple Choice (Only One Answer)
- Multiple Choice (Multiple Answers)
- Comment/Essay Box
- Rating Scale
- Matrix of Choices (Only One Answer Per Row)
- Matrix of Choices (Multiple Answers Per Row)
- Matrix of Drop-down Menus
- Single Textbox
- Multiple Textboxes
- Numerical Textboxes
- Descriptive Text**
- Image
- Demographic Information (US)
- Demographic Information (International)
- Date and/or Time

Question Type Examples : <http://tinyurl.com/6f6sf8j>

Edit Question ▼ Move Copy Delete

Please complete the survey. We will review the results at the beginning of the workshop.

+ Add Question ▼ Split Page Here

Survey Monkey: collect responses

Survey Monkey WICshop Survey Edit

Design Survey Collect Responses Analyze Results

Edit Survey
Survey Options
Print Survey
Restore Questions
Page Randomization

Edit Survey Preview Survey Send Survey »

To change the look of your survey, select a theme below.

Blue Ice ▼ Create Custom Theme

How Would You Like to Collect Responses?

- Create a link to send in your own email message or to place on a webpage**
 The simplest and fastest way to collect responses. We generate a link for your survey that you can just copy and paste.
- Upload your own emails and have us send a survey invitation**
 You can upload your emails, and we will send a survey invitation on your behalf. You can customize the message that is sent, and track who responds in your list.
- NEW Add the survey to your website**
 Embed your survey on your website or display your survey in a popup window.
- Share your survey on Facebook**
 Easily distribute your survey to your friends and colleagues on Facebook.

Survey Monkey: analyze results

Survey Monkey WICshop Survey Edit

Design Survey Collect Responses Analyze Results

Edit Survey
Survey Options
Print Survey
Restore Questions
Page Randomization

Edit Survey Preview Survey Send Survey »

To change the look of your survey, select a theme below.

Blue Ice ▼ Create Custom Theme

- View Summary
- Browse Responses
- Filter Responses
- Crosstab Responses
- Download Responses
- Share Responses

Default Report ▾ + Add Report

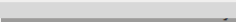
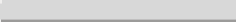
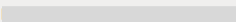

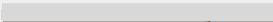
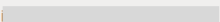
Response Summary

Total Started Survey: 131
Total Completed Survey: 131 (100%)

PAGE: 1

1. Please choose your top three mashup videos:

 Create Chart  Download

	First	Second	Third	Rating Average	Response Count
Video 1: 	16.7% (1)	33.3% (2)	50.0% (3)	2.33	6
Video 2: 	0.0% (0)	71.4% (5)	28.6% (2)	2.29	7
Video 3: 	25.0% (2)	25.0% (2)	50.0% (4)	2.25	8
Video 4: 	61.1% (11)	22.2% (4)	16.7% (3)	1.56	18
Video 5: 	33.3% (2)	16.7% (1)	50.0% (3)	2.17	6
Video 6: 	94.4% (67)	5.6% (4)	0.0% (0)	1.06	71

Note – Video titles have been blocked

 Create Chart  Download

Web resources

- [Survey Monkey Guide](#)
- [Google Forms Tutorial](#) 

Lynda.com training videos

The Weigle Information Commons and Vitale Digital Media Lab make several Lynda.com accounts available to our users. Lynda.com provides over 50,000 professional training videos across 750 online courses on varied topics. To use our accounts, you must watch the videos in the WIC or the Digital Media Lab.

Please stop by the Vitale Digital Media Lab or the WIC Desk if you'd like to spend time viewing the videos, and just ask the staff person on duty to log you in. View [Google Docs Essential Training](#).