



# Creating Surveys in Monkey

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# Resources

- Survey How-To Document: <https://bit.ly/3gsV3eA>
- Yuba College-Designing Effective Surveys Fall 2017: <https://bit.ly/38vTKsC>
- SurveyMonkey User Guide: <https://bit.ly/3iCvBW4>

# First Steps

1. Develop a set of objectives, goals &/or purpose.
2. List the information you need to obtain to achieve the objectives/goals/purpose.
3. Explore existing resources.
4. Ask-Is a survey the best way to collect this information?

# Yes-A Survey is the Only Way!

If a survey is the only way to collect the information you need:

- Define your population
- Determine the response format(s) to use
  - Paper-&-pencil
  - Online
  - In-person
- Be cautious of bias

Detailed planning is required for a successful & useful survey.

# A Good Survey Will:

- *Always* be tested for understanding, accuracy and validity
- Include a brief statement explaining
  - why you are collecting the information/purpose of the survey
  - assure confidentiality
  - if possible-how results will benefit the participant
- Ask questions that are specific & precise
- Be as short as possible
- Not ask for personal information unless you really need it
- Organize the questions in a clean layout
- Group questions by subject or type

# Developing Survey Questions



**Use Caution - Bias is lurking around every corner**

# Things to Avoid

- Double barreled questions
- Overlapping options
- Jargon
- Difficult words &/or awkward phrases
- Unwarranted assumptions
- Leading & biased questions
- Universals & double negatives
- Vague Qualifiers



# Ensuring a Successful Survey

Refer to *Designing Effective Surveys* for more information:

<https://bit.ly/38vTKsC>



- Give yourself time to plan and draft! Do not fear the sloppy copy
- Have clear objectives, goals &/or purpose for the survey
- ID your sample
- *Always* be tested before administering to sample
- Include a brief statement explaining why and what
- Ask questions that are specific & precise
- Be well organized and as short as possible
- Our office is happy to review your draft survey



# About Yuba College SurveyMonkey Account



- Yuba College has an Advantage Team Account
- Only allows two users on at a time
- Must request validation code and email Cassie to login
- Respect the shared space-do not open anyone else's surveys
- Maintain your own folder and clear out old surveys

# What We Will Review

- Building basics
  - Question types
  - Using logic
  - Adding style
- Share a draft for feedback
- Collecting results
  - Types of collectors
  - Track responses
- Analyzing results
  - Using filters
  - Exporting results



Refer to the SurveyMonkey User Guide for more information:

<https://bit.ly/3iCvBW4>



# Intro to SurveyMonkey

Username: YCResearch

Password: Blue&Gold49er

Link: <https://www.surveymonkey.com/>