

Creating Surveys in Monkey

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Resources

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

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:

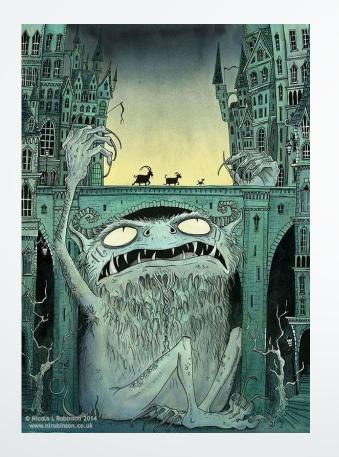
- Define your population
- Determine the response format(s) to use
 - Paper-&-pencil
 - Online
 - In-person
- Be cautious of bias

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



- <u>Give yourself time to plan and draft! Do not</u> <u>fear the sloppy copy</u>
- 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: <u>https://bit.ly/3iCvBW4</u>





Intro to SurveyMonkey

Username: YCResearch Password: Blue&Gold49er Link: <u>https://www.surveymonkey.com/</u>