

Tool 4.1: Survey Monkey Basics

Survey Monkey is a useful online tool for creating and administering surveys as well as managing and analyzing data. To use the service, you'll first need to create a survey monkey account. While free accounts are available (with a ten questions limit), paid accounts are affordable and well-worth the price. This tool will walk you through the basics of using Survey Monkey from creating a survey in survey monkey to downloading your data.

A. Creating a Survey

One of the best things about survey monkey is that you can completely design your survey online, using Survey Monkey's interface. To begin, simply click the green "Create Survey" button on the upper right of your Survey Monkey home screen. After choosing a title for your survey and selecting a category, you're ready to start entering questions!

- Enter content (questions, images, text, etc) in the center of the page. Be sure to carefully review and consider the question types as this will affect data analysis later.
- Here are examples of each question type: http://www.surveymonkey.com/QuestionBuilder_Examples.aspx

Some important question types to highlight

1. Multiple Choice (only one answer): Use this for traditional multiple choice questions, including "yes"/"no" questions
2. Multiple Choice (multiple answers): Use this for "check all" questions
3. Rating Scale: Use for rating questions ("On a scale of 1 to 10...")
4. Matrix of Choice: Use this for consolidating several rating questions into one chart
5. Numerical Textbox: Use this for questions with a numerical response, such as age or income
6. Single Textbox: Use this for open-ended questions
7. Demographic Information (U.S. or International): Generally, do NOT use these questions as they are primarily "Contact Information"

Once you've entered all your questions, customize your survey by adding additional pages, selecting a theme (at the top), and moving around questions. Further visual adjustments are available by clicking on Survey Options on the left column. A grey button at the top right allows you to preview the survey.

B. Collecting Survey Responses

Be sure to completely finalize your survey before you begin to collect survey responses. Survey monkey will generally let you make edits after you've done so, but it could seriously impact your data.

To collect data in survey monkey, you can either have respondents fill out the survey online or you can collect paper surveys and manually enter them into the online database. There are pros and cons to both options.

a. Online

On the top right, navigate to and click on the "Collect Responses" grey tab.

There are four collection options:

1. Web Link to send via email
2. Email to send email invitations and track who responds via Survey Monkey
3. Website to embed the survey in a website
4. Share on Facebook to post the survey to wall or embed on a page

Once you decide on the collection method, you'll have to select a name for this collector. This can be a very helpful way to track how you are getting responses if you choose multiple methods. Once you've named the collector, click next.

Depending what you choose as your collection method, the next page will vary, but generally you'll be able to customize the message or link or display.

Pros: Crowd-sources data entry

Cons: Not accessible for respondents without internet or without understanding of the internet, difficult to ensure integrity of data collected

b. Manual Data Entry

To enter data manually, you'll need to create a web link using the method above (be sure to name the collector). Once that is done, simply click on the manual data entry link

on the left column. Then click the blue "Add New Response" button to begin entering new surveys. Be sure to always use the manual data entry link (i.e. don't just use the link you just created) so that you can go back and edit the surveys if you make a mistake.

Pros: You can edit a survey after you enter it

Cons: Slightly more time-consuming

Noteworthy Collector Settings:

Each time you set up and create a new collector, you can adjust the settings for that particular collector. Here are some key settings you should check:

1. Use SSL encryption? Enable SSL to ensure secure transfer of data.
2. Survey Completion: Use this setting to redirect respondents to your website when they have completed the survey.
3. Allow Responses to be Edited? There are three options here, but generally the last one should never be used for formal surveys ("Yes, respondents can re-enter the survey at any time to update their responses"), since this can impact the integrity of the data. Either of the other two options is fine depending on your particular survey.
4. Allow Multiple Responses: If you are collecting responses via a kiosk or computer lab, allow multiple responses. If not, don't allow multiple responses. Note: If you are manually entering hard copy surveys (meaning you plan to enter several surveys from one computer), you do NOT need to enable multiple responses. Simply use the Manual Data Entry protocol above.

C. Analyzing your data in Survey Monkey

Access your data by clicking on the grey "Analyze Results" tab on the top right. This will bring up multiple options for viewing and analyzing your data along the left column with the summary as the default initial page. If you want to analyze the data in Survey Monkey there are a number of tools available to analyze both quantitative (closed questions) and qualitative data (open-ended questions).

Important Note: At the top of the page, there is a pull down menu that says “Default Report.” At the beginning this will simply be the number of total surveys collected. Once you begin analyzing though, this can easily be changed. Every time you enter this page, make sure you are viewing all of the surveys collected and not a filtered subset.

1. **Quantitative Data:** Viewing the data in the summary is usually sufficient to get frequencies and counts for each question. The “Browse Responses” Tab allows you to look at each survey individually. Use the “Crosstab Responses” button on the left to crosstab different questions (e.g. cross-tab income by education to see if there is a difference in education levels between income levels). The “Filter Responses” Tab allows you to create a subset of the full data for separate analysis (e.g. to analyze responses from only the female respondents).
2. **Qualitative Data:** In the summary view, scroll down to a qualitative question (includes “Other” responses). Click on “X replies,” where X is the number of responses for that question. This will bring up three tabs with all the responses, an automated text analysis from Survey Monkey and categories. On the first tab, go through all the responses and sort each response into categories that you define. To get started use the automated text analysis tab that pulls out the most used words. Then click on the categories tab to review the final counts and frequency for each category of responses.

D. Downloading to Other Programs for Analysis

Begin by clicking the grey “Analyze Results” tab on the top right. On the left column navigate to the “Download Responses” tab. Generally, you’ll want to download all the responses and not just the summary report, but there are a number of options depending on the software you have available. The best option is probably downloading all the responses in SPSS format. Just enter your email address and you will be sent the file.

E. Additional Resources

- **Survey Monkey Manual:** <http://help.surveymonkey.com/euf/assets/docs/pdf/UserManual.pdf?noIntercept/1>
- **Survey Monkey Help Center:** <http://help.surveymonkey.com/app/home>
- **Survey Monkey Templates:** <http://www.surveymonkey.com/mp/use-cases/>