

Go ahead... Ask your questions!



Trainers-R-Us
Knowledge + Technology = Success

“Tech Tools with Tine” Webinar Series Presents:

SurveyMonkey

Collect Data. Learn what patrons want. Ask the hard questions!

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Sometimes data is needed...

- Research for a Book
- Training Needs Assessment
- Continuous Improvement
- Employee Feedback



Create your survey - Quick Steps

1. Login / Create Account

2. Choose **Create Survey**



+ Create Survey

3. Add a Page



+ Add Page

4. Add Questions



+ Add Question ▼

5. Repeat

6. Choose **Collect Responses**

7. Create Collectors



Design Survey



Collect Responses



Analyze Results

- Web, Email, FB, Embedded



+ Add Collector



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Pick Your Survey

- Create from scratch
- Copy a previously created survey
- Use a template

☉ Use an expert survey template

CATEGORY

Community (2)
Customer Feedback (7)
Demographics (9)
Education (20)
Events (7)
Healthcare (14)
Human Resources (18)
Industry Specific (58)
Just for Fun (9)
Market Research (12)
Non-profit (5)
Political (11)



Working with Pages

- Opening Page
 - Include what your survey is about
 - May want images or text boxes
- Section Pages
 - Break your questions into categories
- Thank You Page (manually or auto-feature with Pro)
 - The last page of your survey
 - Tells your participants what to do next

The screenshot shows the 'Edit Survey' interface in SurveyMonkey. At the top right, there are buttons for 'Preview Survey' and 'Send Survey'. Below this, a section titled 'To change the look of your survey, select a theme below.' contains a dropdown menu set to 'Aqua' and a 'Create Custom Theme' button. The 'TITLE & LOGO' section has an 'Edit Title' button and a yellow 'Upgrade to Add Logo' button. The main content area shows a dark blue header with the text 'SurveyMonkey Usage'. Below the header is a '+ Add Page' button. The 'PAGE 1' section has 'Edit Page Options' and 'Copy' buttons. Below this is a large white area with a '+ Add Question' button. At the bottom of the main content area is another '+ Add Page' button. The footer contains a 'Back to My Surveys' button on the left and 'Preview Survey' and 'Send Survey' buttons on the right.

Questions You Can Create

Close-Ended

- One-answer Multiple Choice
- Multi-answer Multiple Choice
- Rating / Ranking
- Matrix (Buttons)
- Matrix (Drop-downs)

Open-Ended

- Single Textbox
- Multiple Textboxes
- Comment/Essay Box
- Numerical Textboxes
- Standard Contact Information
- Date and/or Time



Question Mechanics

Question

Question Text: Show Suggested Questions

Insert response from... ?

Question Type:

Need help choosing a type of question?
View our [question examples](#).

- Choose Question Type –
- Multiple Choice (Only One Answer)
- Multiple Choice (Multiple Answers)
- Comment/Essay Box
- Ranking
- 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 (U.S.)
- Demographic Information (International)
- Date and/or Time

Name it and Claim it!

Make it Required!

Need Help?

Choose from a Question Bank

- Question Bank ?
- Community
- Customer Feedback
- Demographics
- Education
- Events
- Healthcare
- Human Resources
- Industry Specific
- Just for Fun
- Market Research
- Non-Profit
- Political

! This question requires an answer.

*** 2. Contact Information:**

Name: (not required)

Formatting Options

- Require Answer to Question
- Add Comment Field
- Font Types and Formatting
- Sort/Randomize answer choices
- Bold, Italics, bullets, HTML, etc.
- Change Question Size and Placement

Page and Question Numbering

Use Page Numbering
 Use Question Numbering
 Number each page of questions separately
 Number questions over entire survey

Progress Bar Settings

Show Progress Bar

Survey/Page Titles

Show Survey Title in Actual Survey
 Show Page Titles in Actual Survey

Survey Language

Select your language below:

Navigation Buttons

Previous Button:
Next Button:
Done Button:
Exit Link:

Required Question Highlight

Use asterisk (*) to highlight required questions
 Do not highlight required questions



Collectors

How Would You Like to Collect Responses?

- Web Link**
Create a Web Link to send via email or post to your web site.
- Email**
Create custom email invitations and track who responds in your list.
- Buy a Targeted Audience**
Purchase a group of respondents that fit your criteria to take your survey.
- Website**
Embed your survey on your website or display your survey in a popup window.
- Share on Facebook**
Post your survey to your Facebook Wall or Friends, or embed on your Page.

Enter a Name for this Collector:

Name: (max 100 characters)

5 Ways to Get More Responses



Send your audience your survey **web link**



Embed your survey on your website or blog



Email your survey to respondents



Add your survey to your **Facebook fan page**



Share your survey link on **Twitter**

Collector Restrictions

- Set a Cutoff Date & Time**
To stop collecting responses after a particular date and time
- Set a Max Response Count**
To automatically close the survey after reaching a certain number of responses
- Enable Password Protection**
To set a password and restrict access to your survey
- Enable IP Blocking**
To block or allow respondents from a particular IP address

Edit Web Link

[Change Settings](#)

[Rewards](#)

[Change Restrictions](#)

[Manual Data Entry](#)

[Close Collector Now](#)



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Reporting

Active Surveys						
TITLE	MODIFIED	RESPONSES	DESIGN	COLLECT	ANALYZE	
SurveyMonkey Usage Created November, 15 2013	11/15/13	0				
Federated Search - Library Field Created July, 26 2007	01/31/11	116				
Online New Faculty Orientation Course Modu... Created May, 11 2009	06/11/09	14				

You can see your results using the Analyze feature

Tech Tools with Time

Design Survey Collect Responses Analyze Results

▼ CURRENT VIEW ?

← FILTER → COMPARE → SHOW

No rules applied ?

Rules allow you to FILTER, COMPARE and SHOW results to see trends and patterns. [Learn more](#) >

▼ SAVED VIEWS (1) ?

Original View (No rules applied) ▼

+ Save as...

► EXPORTS ?

RESPONDENTS: 2 of 2 Export All ▼

Question Summaries Data Trends Individual Responses

Respondent #2 < >

All Pages < >

#2 INCOMPLETE Edit Delete Export

Collector: TSLAC Link (Web Link)
Started: Wednesday, November 20, 2013 7:48:18 AM
Last Modified: Wednesday, November 20, 2013 8:44:30 AM
Time Spent: 00:53:12
IP Address: 204.65.194.100

PAGE 2: Series Opinion

Q1: How did you first learn about Tech Tools with Time?

Export your results

See a summary

Look at individual responses

Report Data

Q2

Other (include frequency -- Regularly, Occasional, Do not but would like to)

Answered: 4 Skipped: 13

Responses (4) Text Analysis My Categories

PRO FEATURE
Use text analysis to search and categorize responses; see frequently-used words and phrases. To use Text Analysis, upgrade to a GOLD or PLATINUM plan.
[Upgrade](#) [Learn more >](#)

Categorize as... Filter by Category Search responses

Showing 4 responses

Synchroneyes - should be using regularly when it works
5/27/2005 5:57 AM [View respondent's answers](#)

Publisher or similar software--do not but would like to General info on using My Computer, My Documents, and My Network Places--do not but would like to
5/25/2005 7:42 AM [View respondent's answers](#)

Publisher--Do not but would like to
5/25/2005 6:50 AM [View respondent's answers](#)

Can't think of anything else at this time--would like to reserve the option of changing my mind.
5/20/2005 7:50 AM [View respondent's answers](#)

Q3

Library Systems - What areas would you like more training on, in:

Answered: 5 Skipped: 12

Answer Choices	Responses	Percentage	Count
Millenium	Responses	80%	4
Connexion	Responses	60%	3
ILLiad	Responses	60%	3
Ariel	Responses	40%	2
Character-based III	Responses	20%	1

Q1 [Edit Question](#) [Add Question Logic](#) [Move](#) [Copy](#) [Delete](#)

1. Do You Like SurveyMonkey?

Yes

No

Q6 [Customize](#) [Export Chart](#) [Share](#)

How do you learn best?

Answered: 13 Skipped: 4

Answer Choices	Responses	Percentage	Count
A lecture setting	Responses	38.46%	5
Group discussion.	Responses	7.69%	1
Demonstration	Responses	84.62%	11
Hands-on.	Responses	92.31%	12
Manuals, cheat sheets, tips and tricks handouts	Responses	76.92%	10

Total Respondents: 13

What does PRO give me?

- Add your own logo & personalize your theme
- Use a custom survey URL
- Get unlimited questions (more than 10) & responses
- Create & download reports

BASIC Free	SELECT \$17 per month* <small>* Billed \$204 annually See monthly plan</small>
Your Plan	Upgrade »
<i>Features include:</i>	<i>BASIC features +</i>
10 questions per survey 100 responses per survey	Unlimited questions Unlimited responses
Easy-to-use web-based survey tool	Custom survey design & URLs
Collect data via weblink, email, Facebook, or embed on your site or blog	Enhanced security (SSL/HTTPS) included
Real-time results	Skip-logic & other advanced features
24x7 email customer support	Excel export & printable PDF
See all features...	See all features...



Help Files

- Example Templates for Different Surveys:
 - <https://www.surveymonkey.com/mp/survey-types/>
- Survey Pointers for Libraries:
 - http://works.bepress.com/cgi/viewcontent.cgi?article=1054&context=james_donovan
- SurveyMonkey and Plinkit:
 - https://www.youtube.com/watch?v=bLYmA7-WO_8&feature=plcp



December 6...

eBooks / Audiobooks!

Tech Tools with Tine Webinar presented on November 22, 2013.