

# SurveyMonkey 101: How to Create Basic Surveys with SurveyMonkey



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# Overview



- Introduction to SurveyMonkey
- Common Question Types
- Common Survey Mistakes
- Tips to Increase your Response Rate
- Practice time
- Q&A

# Online Survey Tool Examples



Google Forms

FluidSurveys

Kwik Surveys

Qualtrics

POLL DADDY

*Survey Planet*

Zoomerang

*getfeedback*

SURVEYMONKEY

SurveyGizmo

Checkbox

Zoho

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# Common Question Types



**Closed-ended Questions:** Respondents choose from an answer set

Multiple Choice	One answer from list of answer choices
Checkboxes	Multiple answers from list of answer choices
Dropdown	One answer from list of answer choices; saves space

More information on all question types:

[https://help.surveymonkey.com/articles/en\\_US/kb/Available-question-types-and-formatting-options](https://help.surveymonkey.com/articles/en_US/kb/Available-question-types-and-formatting-options)

# Common Question Types



**Open-ended Questions:** Respondents answer a question in their own words

Single Textbox	For short or numerical written answers
Comment Box	Open-ended, written feedback

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# Common Survey Mistakes



- 1.) Goal and objectives are not clear → Have a clear understanding of:
  - ✓ Your goals and reasons for creating this survey
  - ✓ Your desired accomplishments
  - ✓ How you will use the data
  
- 2.) Survey is lengthy and tries to answer multiple objectives
  - ✓ Keep your survey short and sweet
  - ✓ Stay focused
  
- 3.) Survey lacks consistency
  - ✓ Be consistent in your survey design

# Common Survey Mistakes



4.) Survey does not follow a logical order

- ✓ Keep a good logical order
- ✓ Start with most important question first

5.) Questions are overly complex and hard to answer

- ✓ Keep your question language simple and easy to read
- ✓ Although open-ended questions are valuable, limit their number
- ✓ Avoid biased questions by using a neutral language
- ✓ Avoid double-barreled questions



# Bad Survey Question Examples



## Overly complex language:

<b>Bad</b>	<b>Good</b>
<i>How would you rate the state of cleanliness of your classroom?</i>	<i>How clean was the classroom?</i>

# Bad Survey Question Examples



## Biased questions I: Leading questions

<b>Bad</b>	<b>Good</b>
<p><i>The program you attended is hard. Please indicate how difficult the program was for you?</i></p>	<p><i>How do you feel about the following statement: The program I attended was difficult.</i></p> <p><i>Strongly agree. Somewhat agree. Neither agree nor disagree. Somewhat disagree. Strongly disagree.</i></p>

# Bad Survey Question Examples



## Biased questions II: Loaded questions

<b>Bad</b>	<b>Good</b>
<i>Where do you currently enjoy exercising?</i>	<i>Do you currently exercise? If yes, where do you currently exercise?</i>

# Bad Survey Question Examples



## Double-barreled questions:

<b>Bad</b>	<b>Good</b>
<p><i>How would you rate your satisfaction level with your instructor and the course materials?</i></p>	<p><i>How would you rate your satisfaction level with the instructor?</i></p> <p><i>How would you rate your satisfaction level with the course materials?</i></p>

# Tips to Increase Response Rate



- ✓ Short surveys typically have a higher response rate!
- ✓ Choose a time where your audience is most likely to respond!
- ✓ If possible, address respondents by their name!
- ✓ Send out reminders, but do not bother people!
- ✓ Give a response deadline!
- ✓ Consider offering an incentive!

# Pricing Overview



	Basic	Standard	Advantage	Premier
Price	Free	\$35/Month (billed monthly)	\$35/Month (billed annually)	\$99/Month
# of surveys	Unlimited	Unlimited	Unlimited	Unlimited
Questions per survey	10	Unlimited	Unlimited	Unlimited
# of responses	100/survey	1000/month	Unlimited	Unlimited
Feature examples	--- --- 1 filter/Trended data --- --- ---	Customized surveys Data exports Survey analysis Text analysis only Skip-logic only ---	Customized surveys Data exports Survey analysis Text analy./Stat. signifi. Skip-logic/Piping ---	Customized surveys Data exports Survey analysis Text analy./Stat. signifi. Skip-logic/Piping Multilingual surveys

Detailed information: [https://www.surveymonkey.com/pricing/?ut\\_source=header](https://www.surveymonkey.com/pricing/?ut_source=header)

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For detailed information: [https://www.surveymonkey.com/pricing/?ut\\_source=header](https://www.surveymonkey.com/pricing/?ut_source=header)



**Time to Practice!**



# Thank You



## Questions?

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