



:student voice

# HOW TO....

## Use SurveyMonkey!

There are loads of different reasons you might want to run a survey –you might be a Course Rep finding out your Course mates opinions, or maybe you are researching for a campaign! SurveyMonkey is a really useful tool for making online surveys. This handy guide will cover how to use it to create a survey and look at your results!

### LOG IN AND CREATE A SURVEY



1. Go to [www.surveymonkey.com](http://www.surveymonkey.com)
2. Click the sign up FREE button and create your free account.
3. The first page will show you your list of all the surveys you have created (the first time you log in this will be blank!). Click on the button in the top right corner that says 'Create Survey'. Enter a title for your survey and click continue.
4. You are now on the 'Edit Survey' page. This is where you can create your survey.
5. First click 'Edit Page Options' and select 'Edit Page Information' from the drop-down menu. Here you can add a sub-title and page description. A page description is particularly useful on the first page to introduce your survey. When you are done click 'Save Page'
6. Now click on '+Add Question'. When you have typed in your question click on the bar that says 'Choose Question Type'. The drop-down menu displays a range of options. Once you have chosen one and inputted the necessary info, click the 'Save & Close' button or the 'Save and Add Next Question' button at the bottom of the window.
7. When you are editing a question you can also select whether you want it to be compulsory (they have to complete it before they can complete the survey).
8. There are several question types that we suggest you try:
  - a. **Multiple choice (only one answer)** – this asks participants to select one option from a range of choices. You can type your answers in the 'Answer Options' box. You must press 'Enter' to ensure the different answers are listed as separate options. Below this you are given the opportunity to leave a text box which can be used as an 'Other' box, or re-worded to something else (e.g. 'Please explain your answer.')
  - b. **Multiple choice (multiple answers)** – this is the same as above, but participants can select multiple options.
  - c. **Comment/Essay Box** – this allows participants to leave open-ended comments. Although these allow more open feedback they are more difficult and time-consuming to analyse.
  - d. **Ranking** – this asks participants to rank different options (e.g. what aspects of their experience they rank higher than other aspects). List the options as normal and when you return to the main page they will be displayed as options to be selected and ranked.
  - e. **Rating Scale** – This allows participants to rate their experience on a pre-determined scale. You can select how many numbers you want the scale to be made up of, as well as what labels you want to attach to give context to the scale. You can select multiple options to be rated.
9. Continue to add questions till you are happy with your survey. You can re-edit any of the questions before the survey is sent out. You can also move around the question order. Next to the 'Edit Question' button is a button called 'Add Question Logic'. Clicking on this lets you can design your survey so that the answer participants select for a particular question changes the questions they are then asked in the rest of the survey.
10. You can add additional pages if you want to split your survey into sections. You can add page descriptions for each of these pages.
11. When you are happy with your survey, you can preview it by clicking 'Preview Survey' and then click 'Send Survey' to progress to the next section.

## SEND YOUR SURVEY

1. Here you will see your survey's web-link. Click 'customize' to name your survey link. It is a good idea to name it something relevant to the content. This lets potential respondents know that the survey is relevant to them.
2. In the left hand column you can click on 'Change Settings'. Click on this and you are given a range of other options such as:
  - a. Allow multiple responses – useful if you are trying to get people to fill a survey in on the same computer or tablet.
  - b. Allow responses to be edited – where you have created a survey with multiple pages you can choose whether participants have the option to go back to previous pages to edit their response or not.
  - c. Display survey results – this gives you the option to display the results to participants on completion. We suggest you don't do this, to ensure your results retain confidentiality.
  - d. Survey completion – where are participants sent when they have finished the survey? You can choose to redirect to another webpage such as your Blog. Alternatively you can set the survey window to close or, if you have selected 'allow multiple responses' above, you can loop the survey back to the beginning.
3. Remember to click 'save settings' when you are done with this section.
4. **Before you send out your survey, please check it with the Student Voice team.** This is so we can advise you on any bias in your questions or whether a similar piece of research has already been done.
5. You are now ready to send out your survey. Click 'Edit Web Link' in the left hand column to be taken back to the screen that displays your survey link. Simply copy and paste the link into whatever communication method you want to use – for example email, Facebook, twitter.

## ANALYSING THE RESULTS

1. Log in and select your survey from the list on the homepage.
2. You will see a 'response summary' page, which will show you how many people have completed your survey and when. The word 'Open', means your survey is still active. Click on this and it will take you to a page where you can 'close' the survey. Click on the word 'open' again and select 'Stop Collecting Now'.
3. Click on the 'Analyse Results' tab in the sub-menu.
4. The questions are automatically analysed and presented in a basic bar-graph format. The data is presented in a table below the graph. It also tells you how many participants completed that question.
5. Clicking 'Customize' on the bar above the graph will give you a range of options that will let you change the type of graph you use to display your results. It also gives you a range of 'display options' such as whether to use real figures or percentages, and whether you want to display the data table.
6. Clicking 'Export Chart' allows you to download the chart to use for other purposes.
7. You can also look at all the responses of an individual participant.
8. You have the opportunity to do more in-depth analysis if you want to. In the top left corner of the page is a section called 'Current View'. Here you can ask the programme to filter the results in a variety of ways, for example by only displaying responses from people who responded in a specific way to a specific question, or only displaying responses from people who completed the survey on a specific day.
9. You can also compare question responses by how participants have responded to another question (e.g. you could compare people who had rated their course feedback as good to those who had rated it as bad and then look at how both groups rated their overall course satisfaction, allowing you to demonstrate the link between good feedback and good overall satisfaction).

### Was this helpful?

For feedback and more information on creating a survey, please pop in and speak to the Student Voice Team who would be happy to talk you through it!

### Get in touch:

[studentvoice@su.plymouth.ac.uk](mailto:studentvoice@su.plymouth.ac.uk)

01752 588361

Pop in: 1<sup>st</sup> floor of the SU (by the advice centre)