Google Forms & Survey Monkey

Description: Learn how to create and distribute electronic surveys using these two popular web-based applications. We will discuss the advantages and disadvantages of each tool.

Questions? Email wic1@pobox.upenn.edu or stop by the Weigle Information Commons.

Learning Objectives

- Create surveys with different question types
- Apply themes and use templates
- Collect responses by embedding survey in a website or sending through email
- Analyze survey data using charts

Go to http://wic.library.upenn.edu/wicshops/surveys2.html to complete the two surveys.

Google Forms: basics

To create forms with Google, you must have a Google account. To get started, go to www.docs.google.com and log in.

1. Select Form from the Create new drop-down menu.
2. Enter title, form instructions, and text for question 1 in the Question Title field.
3. Select a question type using the drop-down menu, and click Done when finished.
4. To add another question, click the Add Item button.
5. To change the look of the form, click the Theme button. This will take you to the gallery page.
Click the pencil icon to make changes to a particular question.
Click the double square icon to duplicate a question.
Use the trash can icon to delete a single question.
The toolbar will only appear when you mouse over the question area.
Click and drag the mouse to change the order of questions.

**Question Type Example**: [http://tinyurl.com/6xhlp8k](http://tinyurl.com/6xhlp8k)

**Google Forms: collect responses**

You may either email recipients a link to your form or embed the form on a website or blog. A Google form is automatically given a URL; however, a person would have to be provided the address to find the form online.

- Click **Email this form** to enter email addresses of recipients or choose them from your Google Contacts list.
- To get the HTML code for the form, click **More actions** and select **Embed**. Copy and paste the code into your site.

*Note: Use the More actions drop-down menu, to modify your form’s exit screen.***

**Google Forms: see responses**

- As recipients complete the form, rows in a Google spreadsheet are populated (including a timestamp).
To view results, either click the **See responses** button or select the spreadsheet from your list of Google docs. You have the option to see individual responses or summary data (charts).

In the spreadsheet, you may create charts and perform statistical analysis on the collected data.

You have the option to share the spreadsheet with others, as is the case with all Google docs. 

To view additional form options within the spreadsheet, click on the **Form** drop-down menu.

- Edit form
- Send form
- Go to live form
- Embed in a webpage
- Show summary of responses (charts)
- Accepting responses
- Delete form

### Survey Monkey: account options

![Survey Monkey account options](image)
Survey Monkey: dashboard

Survey Monkey: design survey

Create Survey

- Create a new survey
- Copy an existing survey
- Use an expert survey template

Question Type Examples: [http://tinyurl.com/6f6sf8j](http://tinyurl.com/6f6sf8j)
Please complete the survey. We will review the results at the beginning of the workshop.

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**Survey Monkey: collect responses**

**How Would You Like to Collect Responses?**

- Create a link to send in your own email message or to place on a webpage
  The simplest and fastest way to collect responses. We generate a link for your survey that you can just copy and paste.

- Upload your own emails and have us send a survey invitation
  You can upload your emails, and we will send a survey invitation on your behalf. You can customize the message that is sent, and track who responds in your list.

- **NEW** Add the survey to your website
  Embed your survey on your website or display your survey in a popup window.

- Share your survey on Facebook
  Easily distribute your survey to your friends and colleagues on Facebook.

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**Survey Monkey: analyze results**
Web resources

- Survey Monkey Guide
- Google Forms Tutorial

Lynda.com training videos

The Weigle Information Commons and Vitale Digital Media Lab make several Lynda.com accounts available to our users. Lynda.com provides over 50,000 professional training videos across 750 online courses on varied topics. To use our accounts, you must watch the videos in the WIC or the Digital Media Lab.

Please stop by the Vitale Digital Media Lab or the WIC Desk if you'd like to spend time viewing the videos, and just ask the staff person on duty to log you in. View Google Docs Essential Training.