

## SurveyShare: Surveying the World Online



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COURSE SHARE.COM

## Part I: Some General Online Survey Advice...



## Why Conduct Online Surveys

- Formative assessment of courses, training, ideas, or new policies (e.g., how is virtual class going?)
- Poll opinions on products
- Increase employee, customer, or learner voice and ownership
- Involve people from multiple locations, pool ideas
- Quickly gather answers to questions or updated info



## Web-Based Survey Advantages

- Faster collection of data
- Standardized collection format
- Easy to answer clicking
- Wider distribution of respondents
- Quick results (no waiting for secretary to type up)
- Cheaper than pen and paper
- Reusable/shareable survey templates
- Computer graphics reduced fatigue



## Online Survey Tool Features

- Maintain email lists and email invitations
- Download results to Excel or SPSS
- Adaptive branching and cross tabulations
- Modifiable templates
- Maintain library of past surveys
- Ability to copy surveys
- Easy email reminders and thank yous



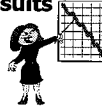
## Still More Online Survey Features

- Online help, FAQs, demos, tutorials, white papers, glossaries, site maps, tips, overviews
- Technical support, chat advice
- Supports different types of items (Likert, multiple choice, forced ranking, paired comparisons, etc.)
- Customizable audience lists
- Launch and close surveys



## More Online Survey Features

- Online viewing of assessment results and question analysis (including various graphical displays)
- Easy to author surveys
- Instant feedback to participants
- Custom reporting, editable images and background, personalized greetings
- Storage of results in Access or SQL



## Still More Features

- Ability to start and stop a survey
- Reports on subgroups
- Randomize q's to reduce bias
- Easy email reminders
- Personalized banner or logo
- Expanded question options
- Ability to copy surveys



## Still More Features

- Form pausing
- Spell checking and thesaurus
- Multi-page forums
- Email notification when completed
- Session timeouts for security
- Special export formats
- Publish results

## Web-Based Survey Problems: Why Lower Response Rates?

- Low response rate
- Lack of time
- Unclear instructions
- Too lengthy
- Too many steps
- Can't find URL
- Perceived as aggressive



## Web-Based Survey Solutions: Some Tips...

- Send second request
- Make URL link prominent
- Offer incentives near top of request
- Shorten survey, make attractive, easy to read
- Credible sponsorship—e.g., university
- Disclose purpose, use, and privacy
- E-mail cover letters
- Prenotify of intent to survey

## Pricing Options

- By # of Respondents
- Survey Invitees
- Survey Completions
- Questions
- By Month
- Days Collecting Data
- By # of Surveys Created
- Hosted, Intranet, Private Label





## 1a. Choose Template Option

**STEP**

SurveyShare.com

Academic Templates

Business Templates

Medical Templates

Other Templates

SurveyShare.com

## Choose Category of Template

**STEP**

Academic Templates

Distance Learning

- E-Learning: Student Tracking
- E-Learning: Administrative Evaluation
- E-Learning: Course Development
- E-Learning: Courseware Satisfaction
- E-Learning: Student Information
- E-Learning: Student Satisfaction
- E-Learning: Support Courses

SurveyShare.com

## Preview Templates

**STEP**

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Distance Learning Templates

- E-Learning: Student Tracking
- E-Learning: Administrative Evaluation
- E-Learning: Course Development
- E-Learning: Courseware Satisfaction
- E-Learning: Student Information
- E-Learning: Student Satisfaction
- E-Learning: Support Courses

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## 1b. Choose Specific Template

**STEP**

SurveyShare.com

1b. Choose Specific Template

SurveyShare.com

## 1b. Choose Specific Template (Continued)

**STEP**

**STEP**

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## Other Paths....

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**STEP**

## 2. Choose Blank Slate Option

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**Edit Your Survey** Add a question to the end of your survey

**Objective of this survey:**

1 Add a question to the end of your survey  Add a question to the end of your survey

2 Add a question to the end of your survey  Add a question to the end of your survey

3 Add a question to the end of your survey  Add a question to the end of your survey

4 Add a question to the end of your survey  Add a question to the end of your survey

**How would you rate this training for meeting your needs or expectations?**

1 Excellent  Excellent

2 Satisfactory  Satisfactory

3 Unsatisfactory  Unsatisfactory

4 Poor  Poor

**How would you rate the presentation skills of the trainer?**

1 Excellent  Excellent

2 Satisfactory  Satisfactory

3 Unsatisfactory  Unsatisfactory

4 Poor  Poor

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**STEP**

## 3a. Choose Past Surveys Option

**SurveyShare.com**

**Choose a Previous Survey**

How would you like to create a survey based on one of your previous surveys?

1 Choose an older version of SurveyShare? Copy your survey's content and create a new survey.  Choose an older version of SurveyShare? Copy your survey's content and create a new survey.

2 Select a survey from the library to use as a template.  Select a survey from the library to use as a template.

Name	Course ID
Survey 30a: Training Evaluation - Managerial	1000000
Survey 30b: Training Evaluation - Managerial	1000000
Survey 30c: Training Evaluation - Managerial	1000000
Survey 30d: Training Evaluation - Managerial	1000000
Survey 30e: Training Evaluation - Managerial	1000000
Survey 30f: Training Evaluation - Managerial	1000000
Survey 30g: Training Evaluation - Managerial	1000000
Survey 30h: Training Evaluation - Managerial	1000000
Survey 30i: Training Evaluation - Managerial	1000000
Survey 30j: Training Evaluation - Managerial	1000000
Survey 30k: Training Evaluation - Managerial	1000000
Survey 30l: Training Evaluation - Managerial	1000000
Survey 30m: Training Evaluation - Managerial	1000000
Survey 30n: Training Evaluation - Managerial	1000000
Survey 30o: Training Evaluation - Managerial	1000000
Survey 30p: Training Evaluation - Managerial	1000000
Survey 30q: Training Evaluation - Managerial	1000000
Survey 30r: Training Evaluation - Managerial	1000000
Survey 30s: Training Evaluation - Managerial	1000000
Survey 30t: Training Evaluation - Managerial	1000000
Survey 30u: Training Evaluation - Managerial	1000000
Survey 30v: Training Evaluation - Managerial	1000000
Survey 30w: Training Evaluation - Managerial	1000000
Survey 30x: Training Evaluation - Managerial	1000000
Survey 30y: Training Evaluation - Managerial	1000000
Survey 30z: Training Evaluation - Managerial	1000000

**SurveyShare.com**

**STEP**

## 3b. Choose a Previous Survey

**SurveyShare.com**

**Choose a Previous Survey**

How would you like to create a survey based on one of your previous surveys?

1 Choose an older version of SurveyShare? Copy your survey's content and create a new survey.  Choose an older version of SurveyShare? Copy your survey's content and create a new survey.

2 Select a survey from the library to use as a template.  Select a survey from the library to use as a template.

Name	Course ID
Survey 30a: Training Evaluation - Managerial	1000000
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Survey 30g: Training Evaluation - Managerial	1000000
Survey 30h: Training Evaluation - Managerial	1000000
Survey 30i: Training Evaluation - Managerial	1000000
Survey 30j: Training Evaluation - Managerial	1000000
Survey 30k: Training Evaluation - Managerial	1000000
Survey 30l: Training Evaluation - Managerial	1000000
Survey 30m: Training Evaluation - Managerial	1000000
Survey 30n: Training Evaluation - Managerial	1000000
Survey 30o: Training Evaluation - Managerial	1000000
Survey 30p: Training Evaluation - Managerial	1000000
Survey 30q: Training Evaluation - Managerial	1000000
Survey 30r: Training Evaluation - Managerial	1000000
Survey 30s: Training Evaluation - Managerial	1000000
Survey 30t: Training Evaluation - Managerial	1000000
Survey 30u: Training Evaluation - Managerial	1000000
Survey 30v: Training Evaluation - Managerial	1000000
Survey 30w: Training Evaluation - Managerial	1000000
Survey 30x: Training Evaluation - Managerial	1000000
Survey 30y: Training Evaluation - Managerial	1000000
Survey 30z: Training Evaluation - Managerial	1000000

**SurveyShare.com**

**STEP**

## 4a. Choose Item Bank Category

**SurveyShare.com**

**Choose Item Bank Category**

How would you like to create a survey based on one of your previous surveys?

1 Choose an older version of SurveyShare? Copy your survey's content and create a new survey.  Choose an older version of SurveyShare? Copy your survey's content and create a new survey.

2 Select a survey from the library to use as a template.  Select a survey from the library to use as a template.

3 Select a category from the library to use as a template.  Select a category from the library to use as a template.

**Category:**  Technology

Distance Education

Student Evaluation

Instructor Evaluation

Course Content

**SurveyShare.com**

**STEP**

## 4b. Pick Items from Category

**SurveyShare.com**

**Pick Items from Category**

How would you like to create a survey based on one of your previous surveys?

1 Choose an older version of SurveyShare? Copy your survey's content and create a new survey.  Choose an older version of SurveyShare? Copy your survey's content and create a new survey.

2 Select a survey from the library to use as a template.  Select a survey from the library to use as a template.

3 Select a category from the library to use as a template.  Select a category from the library to use as a template.

**Category:**  Technology

Distance Education

Student Evaluation

Instructor Evaluation

Course Content

**SurveyShare.com**

**STEP**

## 4c. Hit Continue to Create Survey

**SurveyShare.com**

**Hit Continue to Create Survey**

How would you like to create a survey based on one of your previous surveys?

1 Choose an older version of SurveyShare? Copy your survey's content and create a new survey.  Choose an older version of SurveyShare? Copy your survey's content and create a new survey.

2 Select a survey from the library to use as a template.  Select a survey from the library to use as a template.

3 Select a category from the library to use as a template.  Select a category from the library to use as a template.

**Category:**  Technology

Distance Education

Student Evaluation

Instructor Evaluation

Course Content

**SurveyShare.com**

**STEP**

## 5a. Choose Template Bank Option

SurveyShare.com

**STEP**

## 5b. Select Template(s) to Pick Items From

SurveyShare.com

**STEP**

## 5c. Pick Items From Templates

SurveyShare.com

**STEP**

## 5d. Hit Continue to Create Survey

SurveyShare.com

**STEP**

## 6a. Select Previous Survey Bank Option

SurveyShare.com

**STEP**

## 6b. Select Items from Previous Surveys

SurveyShare.com

**STEP 6**

## 6c. Hit Continue to Create Survey

SurveyShare.com

## Let's Walk through the process after selecting a template!

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**STEP 1**

## 1. Change Survey Title

SurveyShare.com

**Change Survey Title**

Here you can change the title of your survey. Your respondents will see this survey title when they take your survey.

Title:

Site 119AG | Privacy Statement  
Terms of Service | Feedback | Send Feedback  
Copyright © 1999-2004 SurveyShare Online Surveys Tool. All rights reserved.

SurveyShare.com

**STEP 2**

## 2. Change Survey Theme

SurveyShare.com

**Change Theme**

Select a Survey Theme from this drop down

- Radio Button - Choose One of Several
- Radio Button - Top/First
- Radio Button - Choose Agree/Disagree
- Radio Button - Choose Agree/Disagree
- Radio Button - Choose One of Several
- Radio Button - One of Several w/Other Option
- Radio Buttons - Matrix of Likert Scale
- Radio Buttons - Rank Matrix (1 to 10)
- Pushdown - True/False
- Pushdown - Yes/No
- Pushdown - Disagree/Agree/No
- Pushdown - Disagree/Agree/No
- Pushdown - Choose One of Several
- Pushdown - Multi Question Menu Matrix
- Text - Open Answer Long
- Text - Open Answer Short
- Checkbox - Check All That Apply
- Checkbox - Check All That Apply/Other Option
- Checkbox - Question Matrix
- Procedural - Header
- Procedural - Instruction Text

SurveyShare.com

**STEP 3**

## 3. Add, Modify, Duplicate, or Delete Items

SurveyShare.com

**Edit Your Survey**

SurveyShare.com

**STEP 4**

## 4. Add Item; Select Item Type

SurveyShare.com

**Survey Question Editor**

Select a Survey Question Type from this drop down

- Radio Button - Choose One of Several
- Radio Button - Top/First
- Radio Button - Choose Agree/Disagree
- Radio Button - Choose Agree/Disagree
- Radio Button - Choose One of Several
- Radio Button - One of Several w/Other Option
- Radio Buttons - Matrix of Likert Scale
- Radio Buttons - Rank Matrix (1 to 10)
- Pushdown - True/False
- Pushdown - Yes/No
- Pushdown - Disagree/Agree/No
- Pushdown - Disagree/Agree/No
- Pushdown - Choose One of Several
- Pushdown - Multi Question Menu Matrix
- Text - Open Answer Long
- Text - Open Answer Short
- Checkbox - Check All That Apply
- Checkbox - Check All That Apply/Other Option
- Checkbox - Question Matrix
- Procedural - Header
- Procedural - Instruction Text

SurveyShare.com

## 5. Add Open-Ended Item

**SurveyShare.com**

**Survey Question Editor**

Select a Survey Question Type from the drop-down list. The star symbol is a useful hint. [?]

Item: Open-Ended Text

Basic: Use a Free response question. The focus will be on the "TEXT" box.

Click here to determine changes in the changes list below.

Example of Free-Open-Ended-Response-Question-Type

Please add any suggestions you have for improving our website.

Buttons: [Cancel] [OK] [Cancel]

## 6. Modify or Edit Item

**SurveyShare.com**

**Open-Ended Editor**

Question ID: Choose this if several. (Public Question Type)

Question Text: Edit the question text with the availability of radio buttons of options.

Response Options:
 

- Not specified
- Subtotal
- Discontinued
- Only Discontinued

Select a Question Type from the drop-down list. The star symbol is a useful hint. [?]

Default Text: Edit and enter any text that will be visible to the user prior to the question.

Response Options: Edit the response options (one per line). Click to open the editor to generate your response.

Buttons: [OK] [Cancel] [Cancel]

## 6. Edit Item (example #2)

**SurveyShare.com**

**Survey Question Editor**

Select a Survey Question Type from the drop-down list. The star symbol is a useful hint. [?]

Item: Open-Ended Text

Basic: Use a Free response question. The focus will be on the "TEXT" box.

Click here to determine changes in the changes list below.

Example of Free-Open-Ended-Response-Question-Type

Please add any suggestions you have for improving our website.

Buttons: [Cancel] [OK] [Cancel]

## 7. Create Duplicate Item

**SurveyShare.com**

**Duplicate Item**

Options:
 

- Copy: Use a duplicate of the original question.
- Survey: Change the question type to the same as the original.
- Duplicate: Duplicate the question.
- Remove: Remove the question.

Add a new question at the end of this survey.

1) What is the name of the university course in which you participate?

2) What is the name of the university course in which you participate?

Buttons: [OK] [Cancel] [Cancel]

## 8. Move an Item Up or Down

**SurveyShare.com**

**Move Item**

In this section you may rearrange the items in your Survey.

- To move an item down, click on it in the box, then click the "down" button.
- To move an item up, click on it in the box then click the "up" button.
- If you would like to make the changes, click on the "change" button.
- To discard the changes made click on the "cancel" button.

Buttons: [Change] [Cancel] [Cancel]

## 9. Insert Header in Survey

**SurveyShare.com**

**Insert Header**

Add a new question at the end of this survey.

1) Do you think that New Zealand can recapture the America's Cup?

Open-Ended Questions

2) So, what do you think happened this year?

Add a new question after the last question.

Buttons: [OK] [Cancel] [Cancel]



