

SurveyShare: Surveying the World Online



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Part I: Some General Online Survey Advice...



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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 learner, staff, employee, or customer voice and ownership
- Involve people from multiple locations, pool ideas
- Quickly gather answers to questions or updated info

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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

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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

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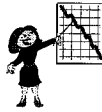
Still More Online Survey Features

- 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

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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



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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



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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



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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



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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



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Some Bonk Personal Tips...

- Contact professional organizations for lists
- Put in survey item to collect names and emails
- Put in survey a question about whether you can contact again
- Put in prizes for completion



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Some Bonk Personal Tips...

- Pilot test survey (especially multi-page ones)
- Consider forced choice questions
- Do your charts in Excel
- Contact SurveyShare support when you have questions

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Some Bonk Personal Tips...

- Recruit graduate student support
- Use the "share" feature and collaboratively build surveys
- Ask Bonk for free trials; especially for those who have doubts

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Pricing Options

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

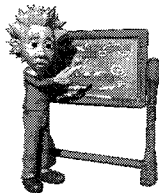
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Pricing Options

- Sample Pricing Policies
 - \$19.95/month for 1,000 respondents from SurveyMonkey
 - First 50 free; \$.20/response in SurveyKey
 - \$1.25/completed survey from SurveyWriter
 - \$449/Survey for 3 months + .05/invitee or \$1,500 + .05/invitee for 12 months from WebSurveyor
 - \$650 for 2,000 respondents from KeySurvey; \$1,450 for 5,000 respondents, and \$2,500 for 10,000

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Part 2: Features of SurveyShare




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SurveyShare Homepage (http://SurveyShare.com)

The screenshot shows the SurveyShare.com homepage with the following elements:

- Navigation:** Home, About Us, Contact Us, Privacy Policy, Terms of Service, Help, Support, Feedback.
- Features List:**
 - Info Features and Pricing information
 - Registration on SurveyShare - Overview of Features
 - Question - Subquestion - Filter Presentation
 - SurveyShare Features - (How to Present)
 - New User - Start
- SurveyShare Login:**
 - Username: [input field]
 - Password: [input field]
 - Remember Me:
 - Forgot Password? [link]
- Customer Query:**
 - Offer more information?
 - Send us a message or contact us via our support team.
 - Send us a message or contact us via our support team.
- Footer:**
 - © 2008 SurveyShare.com. All Rights Reserved.
 - SurveyShare.com is a registered trademark of SurveyShare.com.

Sign Up for Free Account



New User Signup


This account is associated with your SurveyShare.com ID. SurveyShare.com is committed to protecting the privacy of our members.

- Only the survey creator can view the results of a survey.
- All survey results are stored in a secure database.
- All survey results are stored in a secure database.
- You can use the same email address for multiple surveys.
- You can use the same email address for multiple surveys.
- You can use the same email address for multiple surveys.

Fields of interest: Name, Email, Password, Gender, etc.

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Log In to SurveyShare



STEP


SurveyShare Login

Username: [] Password: []

[Login] [Create Survey]

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Choose "Create Survey" from 1. Templates, 2. Blank Slate, 3. Prior Surveys, 4. Item Bank, 5. Template Bank, or 6. Previous Survey Bank




Create New Survey

STEP

1. SurveyShare Templates
2. Blank Slate
3. Survey from One of Your Past Surveys
4. Survey from Item Bank

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1a. Choose Template Option




Choose Survey Template

STEP

Assessment Templates, Survey Templates, Other Templates, etc.

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1a. Choose Template Option




Assessment Templates

STEP

1. Learning Objectives
2. Learning Objectives
3. Learning Objectives
4. Learning Objectives
5. Learning Objectives
6. Learning Objectives

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Choose Category of Template



Distance Learning Templates

STEP

1. Learning Objectives
2. Learning Objectives
3. Learning Objectives
4. Learning Objectives
5. Learning Objectives
6. Learning Objectives

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STEP 5

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

Item Bank Step One

Select the Template(s) from which you would like to pull survey items. If you would like to include items from an Item Bank Collection, or your previous surveys, click the tab controls to display those options. After you have checked all the surveys, templates, Item Bank Collections, and/or saved items, click the Continue button to move on to step two.

Item Bank: **Templates** Previous Surveys ← Please Close This Control

SurveyShare will retrieve your current selections if you select a different resource area with the tab controls.

Cancel Continue

Please select a subcategory from which to choose templates. You can choose as many templates from each category as you would like.

Highest Ed Templates

View all templates

- Academic Online Satisfaction
- Academic Membership Survey
- Campus Life Survey
- Distance Survey
- Collaborative Learning
- Collaborative Learning - Teacher
- Conference Evaluation - Speakers
- Conference Evaluation - Attendees
- Course Evaluation
- Course Evaluation

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STEP 5

5c. Pick Items From Templates

Item Bank Step Two

Select the specific survey items you would like to include in your survey. You can cycle through the specific survey items, SurveyShare will remember your selections so you can later go back to do additional survey items. Click the open button below Continue to repeat the questions on this survey.

Cancel Continue

Go back to step one and **More Resources Available**

Available Resources: **Technology Related** SurveyShare will remember your current

- The instructor made appropriate use of the available technology.
- The technology did not get in the way of my learning.
- Online conferencing helped to promote communication between students.
- Online conferencing helped to promote communication between me and the instructor.
- Online chat helped to promote communication between students.
- Online chat helped to promote communication between me and the instructor.
- E-mail helped to promote communication between students.
- E-mail helped to promote communication between me and the instructor.

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STEP 5

5d. Hit Continue to Create Survey

Item Bank Step One

Select the Template(s) from which you would like to pull survey items. If you would like to include items from an Item Bank Collection, or your previous surveys, click the tab controls to display those options. After you have checked all the surveys, templates, Item Bank Collections, and/or saved items, click the Continue button to move on to step two.

Item Bank: **Templates** Previous Surveys ← Please Close This Control

SurveyShare will retrieve your current selections if you select a different resource area with the tab controls.

Cancel Continue

Technology Related

- Technology Related
- Distance Education Related
- Student Evaluation Related
- Instructor Evaluation Related
- Course Content Related

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STEP 6

6a. Select Item Bank Option

Item Bank Step One

Select the Item Bank Collections from which you would like to pull survey items. If you would like to include items from templates, or your previous surveys, click the tab controls to display those options. After you have checked all the surveys, templates, Item Bank Collections, and/or saved items, click the Continue button to move on to step two.

Item Bank: **Templates** Previous Surveys ← Please Close This Control

SurveyShare will retrieve your current selections if you select a different resource area with the tab controls.

Cancel Continue

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STEP 6

6b. Select SurveyShare Templates Option

Item Bank Step One

Select the Templates from which you would like to pull survey items. If you would like to include items from an Item Bank Collection, or your previous surveys, click the tab controls to display those options. After you have checked all the surveys, templates, Item Bank Collections, and/or saved items, click the Continue button to move on to step two.

Item Bank: **Templates** Previous Surveys ← Please Close This Control

SurveyShare will retrieve your current selections if you select a different resource area with the tab controls.

Cancel Continue

Please select a subcategory from which to choose templates. You can choose as many templates from each category as you would like.

Academic Templates **Business Templates** **Medical Templates** **Other Templates**

- Distance Learning
- Highest Ed
- ...

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STEP 6

6c. Select Previous Survey Bank Option

Item Bank Step One

Select the surveys from which you would like to pull items. If you would like to include templates, click the tab controls to display those options. After you have checked all the surveys, click the Continue button to move on to step two.

Item Bank: **Templates** Previous Surveys ← Please Close This Control

SurveyShare will retrieve your current selections if you select a different resource area with the tab controls.

Cancel Continue

- My New Survey - 11/23/09
- My New Survey - 11/23/09
- The Future of Distance Learning in Openness and Other Training Settings - 12/23/08
- The Future of Distance Learning in Openness and Other Training Settings - 12/23/08
- E-Learning Student Satisfaction - 12/23/08
- Remote Communication - 11/23/08

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STEP 1

6d. Select Items from Previous Surveys

Create Survey Survey Control Add New Book Reports

Item Bank Step Two

Select the specific survey items you would like to include in your survey. You can cycle through the res specific survey items. SurveyShare will remember your selections, so you are free to go back to Step C selecting survey items, click the green button labeled Continue to import the questions into the survey.

Go back to step one and Make More Resources Available

Available Resources:

My New Survey 1187537281

The instructor ma... The Future of Blended Learning in Corporate and Other Training Settings

The technology did not get in the way of my teaching.

Online chat helped to promote communication between students.

Online chat helped to promote communication between me and the instructor.

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STEP 2

6c. Hit Continue to Create Survey

Edit Your Survey

- Survey Title: My New Survey 1187537281
- Survey Theme: Blue
- Survey Background: None
- Survey Control: Add New Book
- Reports: Add New Book

Explanation of symbols:

<input type="button" value="Add new question"/>	<input type="button" value="Duplicate question"/>	<input type="button" value="Edit question"/>	<input type="button" value="Merge two survey pages together"/>	<input type="button" value="Rearrange question order"/>	<input type="button" value="Delete question"/>	<input type="button" value="Add page break"/>	<input type="button" value="Add skip pattern"/>	<input type="button" value="Edit skip pattern"/>	<input type="button" value="Skip pattern not available"/>	<input type="button" value="Skip Pattern Information"/>
-------------------------------------------------	---------------------------------------------------	----------------------------------------------	----------------------------------------------------------------	---------------------------------------------------------	------------------------------------------------	-----------------------------------------------	-------------------------------------------------	--------------------------------------------------	-----------------------------------------------------------	---------------------------------------------------------

A red star denotes a question that must be answered by the respondent.

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



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STEP 1

1. Change Survey Title

Edit Your Survey

- Survey Title: My New Survey 1187537647
- Survey Theme: Blue
- Survey Background: None
- Survey Control: Add New Book
- Reports: Add New Book

Explanation of symbols:

<input type="button" value="Add new question"/>	<input type="button" value="Duplicate question"/>	<input type="button" value="Edit question"/>	<input type="button" value="Merge two survey pages together"/>	<input type="button" value="Rearrange question order"/>	<input type="button" value="Delete question"/>	<input type="button" value="Add page break"/>	<input type="button" value="Add skip pattern"/>	<input type="button" value="Edit skip pattern"/>	<input type="button" value="Skip pattern not available"/>	<input type="button" value="Skip Pattern Information"/>
-------------------------------------------------	---------------------------------------------------	----------------------------------------------	----------------------------------------------------------------	---------------------------------------------------------	------------------------------------------------	-----------------------------------------------	-------------------------------------------------	--------------------------------------------------	-----------------------------------------------------------	---------------------------------------------------------

A red star denotes a question that must be answered by the respondent.

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STEP 1

1. Change Survey Title

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:

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STEP 2

2. Change Survey Theme

Change Theme

Please select a theme below. The example shows you what this theme will look like on your survey.

Choose survey color theme:

Choose survey background:

This is an example of what your survey would look like. This is the text color:

Disagree

Undecided

Agree

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6. Edit Item (example #3)

Survey Question Editor

Select a Survey Question Type from this drop-down list. You may assign a variable name.

Radio Button (Choose One of Several) You may assign a variable name.

* The question must be previewed [?]

Item, Topic, or Question Text:

Please indicate your gender:

Possible Response Options:

Female

Male

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7. Create Duplicate Item

• Add a new question at the end of this page.
• Add questions from the item bank to the end of this page.

1) The instructor made appropriate use of the available technology.
 Strongly Disagree
 Disagree
 Agree
 Strongly Agree

2) The instructor made appropriate use of the available technology.
 Strongly Disagree
 Disagree
 Agree
 Strongly Agree

3) The technology did not get in the way of my learning.
 Strongly Disagree
 Disagree
 Agree
 Strongly Agree

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8. Move an Item Up or Down

Rearrange Question Order

First, select a question by clicking on it.

- To move that selected question down, click the green button with the 'down' arrow.
- To move that selected question up, click the green button with the 'up' arrow.
- If you would like to save the changes, click the Change button.
- To discard the changes, click the Cancel button.

1) The instructor made appropriate use of the available technology.
2) The instructor made appropriate use of the available technology.
3) Online chat helped to promote communication between students.
4) Page Break.
5) Please indicate your gender.
6) Where are you primarily employed?
7) How many employees are in your organization?
8) The technology did not get in the way of my learning.
9) What is your primary role concerning blended learning in your organization?

From the selected question, move it up or down.

Change

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9. Insert Header in Survey

Survey Question Editor

Select a Survey Question Type from this drop-down list. You may assign a variable name. [?]

Presession - Header

Item, Topic, or Question Text:

Background Information

Question Preview

Click here to preview your changes in this example form below.

Section 1: Background Information

Cancel Add Check/Preview

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9. Insert Header in Survey

• Add a new question at the end of this page.
• Add questions from the item bank to the end of this page.

1) The instructor made appropriate use of the available technology.
 Strongly Disagree
 Disagree
 Agree
 Strongly Agree

2) The instructor made appropriate use of the available technology.
 Strongly Disagree
 Disagree
 Agree
 Strongly Agree

Background Information

3) The technology did not get in the way of my learning.
 Strongly Disagree
 Disagree
 Agree
 Strongly Agree

4) Online chat helped to promote communication between students.

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10. Submit SurveyShare Survey

1) I am
 1950-
 1951-1960
 1961-1970
 1971-1980
 1981-1990
 1991-1999
 More than 10 years

2) The technology did not get in the way of my learning.
 Strongly Disagree
 Disagree
 Agree
 Strongly Agree

3) What is your primary role concerning blended learning in your organization?
 Coaching
 Consulting
 Facilitating
 Planning
 Designing
 Measuring
 Other

4) How many employees are in your organization?

5) Where are you primarily employed?

6) How many employees are in your organization?

7) What is your primary role concerning blended learning in your organization?

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