Building with a Purpose: Making Online Survey Tools Work for You

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Activity instructions

Activity 1. Create an online survey in SurveyMonkey or Google Forms.
- SurveyMonkey: https://www.surveymonkey.com
- Google Forms: https://www.google.com/forms/about/ or https://drive.google.com

1. How many times have you been to Colorado?
Hint: Use multiple choice question type
a. This is my first time!
b. 2-5 times
c. 5+ times
d. I live here
e. Other (please describe): *[Hint: make this an answer choice in SurveyMonkey]*

2. How would you rate the following RIPL activities so far?
Hint: Google Forms – use grid question type / SurveyMonkey – use matrix question type

	Excellent	Good	Fair	Poor	Don't know/Not applicable
General sessions	☐	☐	☐	☐	☐
Presenters	☐	☐	☐	☐	☐
Food (meals and snacks)	☐	☐	☐	☐	☐
Breakout sessions	☐	☐	☐	☐	☐

3. What's one thing you learned today?
Hint: Google Forms – use paragraph text question type / SurveyMonkey – use essay question type

Activity 2. Prepare survey for distribution
- SurveyMonkey: Open web link collector. Collect Responses tab < Send It Fast and Easy < Web Link Collector
- Google Forms: Send Form button (top right corner)

Activity 3: Review survey results
- SurveyMonkey example: https://www.surveymonkey.com/results/SM-WHNFY76D/
- Google Forms example: http://goo.gl/forms/MXrREShosO

Selecting an online survey tool
1. Start at the end. What is the purpose of your survey(s)? What do you want response data to look like? How much analysis do you want to do yourself?
2. Show me the money! How much are you willing to spend? How much would it cost per survey you're planning? Another consideration: Some online tools offer discounts for non-profits.
3. Know your limits. Some tools limit the number of surveys or responses you can have at various account levels. How many surveys will you need? How many responses might a survey get in your community?
4. Revisit survey basics. What question types will you need? How complex will your surveys be?
5. Usability on the back end. Are you a design wonk or are you looking for plug-and-play? Do you need lots of customization or are the defaults all you need? Who needs access to the back end—just one person or does your library need several administrators?
6. Consider your respondents. How are you looking to distribute the survey? Via link? Embedded in email? What will they be comfortable with? What will their experience be like?
7. Mobile-friendliness. A must-have!
8. What happens to the data? Take a look at data security, privacy policies, and confidentiality features to make sure your respondents' data will be treated responsibly.

A few web-based survey tools
- SurveyMonkey / surveymonkey.com
- Survey Gizmo / surveygizmo.com
- Typeform / typeform.com
- SoGoSurvey / sogosurvey.com
- QuestionPro / questionpro.com
- Client Heartbeat / clientheartbeat.com
- Zoho Survey / zoho.com/survey
- SurveyPlanet / surveyplanet.com

Integrated online survey tools
- MailChimp / kb.mailchimp.com/campaigns/design/send-a-survey
- Constant Contact / constantcontact.com/online-surveys
- WordPress: YOP Poll / wordpress.org/plugins/yop-poll; WP-Polls / wordpress.org/plugins/wp-polls
- Drupal: Webform / drupal.org/project/webform; LimeSurvey Sync / drupal.org/project/limesurvey_sync

Free online survey tools
- Google Forms / google.com/forms/about
- Lime Survey / limesurvey.org/en
- 123Contact / 123contactform.com/online-survey-tool
- Kwik Surveys / kwiksurveys.com