



SurveyMonkey

Purpose

SurveyMonkey is a web-based tool that enables you to create online surveys.

Description

SurveyMonkey enables anyone to create professional online surveys quickly and easily. The user creates their survey with the tool's survey editor where they can select from over a dozen types of questions (single choice, multiple choice, rating scales, drop-down menus, and more). It is possible to require answers to any question, control the flow with custom skip logic, or randomize answer choices to eliminate bias. In addition, you can alter the colours and layout of your survey.

Each survey has its own link, which can be e-mailed to respondents. The tool also has an invitation generator, and an automated email notification and list management feature to track your respondents. It is possible to view results as they are collected, view graphs and charts, and then dig down to get to individual responses. You can securely share your survey results with others and download the raw data into Excel or SPSS.

Ways of using this tool

Lecturers and tutors may wish to use Survey Monkey to collect feedback on teaching sessions when they need to use more or different question types than those available within the WebLearn questionnaire tool or when they need to reach a wider audience

(i.e. non WebLearn users). The tool can be used for any type of survey, for example to delivery a survey intended to gather research data or to request feedback after organising an event or conference.

Learn More

You can visit the SurveyMonkey web site at:

<http://www.surveymonkey.com/home.asp>

Access

SurveyMonkey is hosted by a third party and used entirely from its online home at: <http://www.surveymonkey.com/home.asp>

A basic subscription is free and includes all of the basic features of SurveyMonkey. This is a good option for individuals, students, and anyone who doesn't need the advanced features of the tool. Unlike some similar services there are no banner ads on your surveys, but basic subscribers are limited to a total of 10 questions and 100 responses per survey.

A professional subscription is in the region of \$19.95 USD/month (or \$200.00 USD/year). This charge includes up to 1000 responses per month with an additional charge of \$0.05 USD per survey response for any responses over the limit. Professional subscriber have access to all the advanced features of SurveyMonkey but the most common reason for upgrading is the increased number of questions and responses allowed. Professional accounts allow the creation of surveys with unlimited numbers of pages and questions.

This document is part of a larger set aimed at introducing the reader to a wide range of technologies. Please visit this web page for more information:

<http://www.oucs.ox.ac.uk/ltg/>

Your primary support for IT issues comes from your department or college. If you would like advice on using surveys in learning and teaching at Oxford please contact OUCS.

Last updated by Joseph Talbot, May 11th, 2009