

## 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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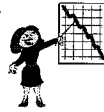
## Still More Online Survey Features

- 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 Bank 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 Bank Personal Tips...

- Recruit graduate student support
- Use the "share" feature and collaboratively build surveys
- Ask Bank 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

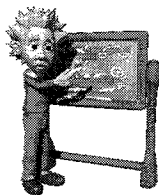
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## Pricing Options

- 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, Account, My Account, My Surveys, My Invitations, My Reports, My Settings, My Profile, My Preferences, My Account Settings, My Account Information, My Account Security, My Account Billing, My Account Support, My Account Feedback, My Account Help, My Account Contact, My Account Information, My Account Security, My Account Billing, My Account Support, My Account Feedback, My Account Help, My Account Contact.
- 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]
  - [Log In] [Forgot Password?]
- Customer Query:**
  - Offer more recommendations
  - TurnShare has a great idea for how to create a survey that looks professional, is easy to use, and provides you with easy to use - Key Surveys, Custom Choice Filter, Easy to Use
- Footer:**
  - © 1999-2008 SurveyShare.com. All Rights Reserved.
  - SurveyShare.com is a registered trademark of SurveyShare.com.

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## 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.
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Fields of interest: Name, Email, Password, Gender, Birthdate, City, State, Country, Phone Number, Fax, Department, Job Title, Other Information, Other Information.

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## Log In to SurveyShare



**STEP**


SurveyShare Login

Username:

Password:

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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**


This screen will take you to the next step in creating your survey.

1. You can create a new survey from a template.
2. You can create a new survey from a blank slate.
3. You can create a new survey from a previous survey.

**STEP**

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## 1a. Choose Template Option




**Choose Survey Template**

Select a template to use for your survey. You can also create a new survey from a blank slate.

**STEP**

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## 1a. Choose Template Option




**Distance Learning Templates**

|  |  |  |
|--|--|--|
| <p><b>1. Learning Objectives</b></p> <p>Identify the learning objectives for the course.</p> | <p><b>2. Learning Objectives</b></p> <p>Identify the learning objectives for the course.</p> | <p><b>3. Learning Objectives</b></p> <p>Identify the learning objectives for the course.</p> |
|--|--|--|

**STEP**

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## Choose Category of Template



**Distance Learning Templates**

Click on a template

**STEP**

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