**Survey Requirements**1. 6-8 questions 2. Minimum of 25 respondents 3. Include analysis (charts & graphs with explanation of results) in the Discussion section

-------------------------------------------------------------------------------------------------------------------------------------

**From Survey Monkey Website:**

http://help.surveymonkey.com/articles/en\_US/kb/Design-Tips-How-to-create-and-administer-effective-surveys

**Considerations for Creating Effective Surveys:**

The types of questions you use play a role in producing unbiased or relevant survey responses. As the author, consider what questions to use and when it is appropriate to use them.

* These range from open-ended (comments to essays) to closed-ended (yes/no, multiple choice, rating scale, etc).
* In the end, it is the question types that determine what kind of information is collected.

\*\*\*\*\* For our purposes, use closed-ended questions

**Be Brief - Be Objective - Be Simple - Be Specific**

A good design should help to stimulate recall (if necessary); it should motivate the respondent to answer; and the sequence of questions should help to create a certain flow through the survey. It is good practice to avoid the unintentional violation of a survey's objectivity, so avoid the following:

**1. Leading Questions:**

You don't want to lead your respondents to answering questions a certain way based on the wording or structure of them.

|  |
| --- |
| Example: We have recently upgraded SurveyMonkey’s features to become a first class tool.  What are your thoughts on the first class site?  Replace with: What are your thoughts on the upgrades to SurveyMonkey? |

**2. Loaded Questions:**

Loaded questions work through emotionally charged items like words, stereotypes, etc. This too can push respondents towards a specific answer choice.

**3. Built in assumptions:**

Do not ask questions that assume the respondents are familiar with the specifics.

**4. Use simple language - no jargon:**

Use words that are direct and familiar to the respondents. Try not to use jargon or technical concepts. Avoid double negatives and double-barreled questions.

Double-Barreled questions split questions into more than one part, idea or meaning. The answer choice for each part might have separate meanings to the ideas presented within the one question.

|  |
| --- |
| Example: How useful do you find SurveyMonkey’s Help Center Topics and the email support center?  Replace with:  Question 1: How useful do you find SurveyMonkey’s Help Center Topics?  Question 2:  How useful do you find SurveyMonkey’s email support? |

**SurveyMonkey Question Types:**

When you add or edit questions in the survey designer, there is a drop-down menu provided for selecting the question type.

**Use of Space and Design:**

You are the survey author and designer, so you can make it as visually interesting as you would like! If you are a Professional subscriber with SurveyMonkey, you will be able to [customize](http://help.surveymonkey.com/articles/en_US/kb/How-can-I-brand-the-survey-to-my-company) the design according to your needs. Here are some tips to remember when creating the look of an online survey:

1. Make the survey visually appealing and user-friendly.
2. Try not to use small [fonts](http://help.surveymonkey.com/articles/en_US/kb/How-can-I-change-the-fonts-and-sizes-in-my-survey) or fonts that are not easy to read. Some participants may have a difficult time reading small print.
3. To avoid clutter, use [white space](http://help.surveymonkey.com/articles/en_US/kb/Can-I-change-the-question-size-label-space-etc) .
4. Ask only one question per line. If it makes sense you can place questions [side by side](http://help.surveymonkey.com/articles/en_US/kb/Can-I-place-questions-side-by-side-or-in-columns) using our tool.
5. Group similar question together or in the [same area](http://help.surveymonkey.com/articles/en_US/kb/How-can-I-insert-a-page-break-or-split-pages-in-my-survey)  of the survey by using page breaks. It is also good with our system to add more than one page to the survey. That way if respondents need to [resume](http://help.surveymonkey.com/articles/en_US/kb/Can-a-survey-be-saved-halfway-and-finished-later) later, their progression will be saved when the [Next] button is clicked.
6. Ask interesting questions in the beginning of the survey to grab the participants’ attention. This helps to stimulate interest.
7. Place [demographic](http://help.surveymonkey.com/articles/en_US/kb/Do-you-have-a-demographic-type-question) and/or sensitive questions at the end of the survey. If they are in the beginning, participants may opt out early.
8. Finally, test the survey before going live. A small sample of [test](http://help.surveymonkey.com/articles/en_US/kb/Can-I-test-my-survey-before-it-goes-live) respondents can help verify if your survey is working properly. This enables you to revise and edit questions and the survey design.

**Decide how you will send the survey electronically**

**Email Invitation:**

Message content is important. The invitation message is what your respondents will see first. Upon their initial glance of the invitation, recipients could send it directly to SPAM if you ignore these tips:

* Include your contact information, how you got the email address, the survey intention, what you will do with the data, if it is anonymous, etc.
* Personalize the message. Include the [name of your respondents](http://help.surveymonkey.com/articles/en_US/kb/What-are-custom-tags-e-g-Custom-Value) in the body.
* Create a reply email address.
* Indicate how long the survey takes to complete and indicate the cutoff date.