SurveyShare: Surveying the World Online

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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

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

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

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
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

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

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

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

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

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
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

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

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

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

Part 2: Features of SurveyShare

SurveyShare Homepage
(http://SurveyShare.com)
5b. Select Template(s) to Pick Items From

5c. Pick Items From Templates

5d. Hit Continue to Create Survey

6a. Select Item Bank Option

6b. Select SurveyShare Templates Option

6c. Select Previous Survey Bank Option
6d. Select Items from Previous Surveys

6c. Hit Continue to Create Survey

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

1. Change Survey Title

2. Change Survey Theme
2. Change Survey Theme

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

Choose a survey type:
- Desktop Theme
- Mobile Theme
- Plain

Choose a theme:
- Dark Theme
- Light Theme
- Plain Theme

3. Add, Modify, Duplicate, or Delete Items

Add or Modify Item

- Select the item you want to modify.
- Click on the pencil icon to edit the item.
- Use the delete icon to remove the item.

4. Add Item; Select Item Type

Add Item Type

- Select the type of item you want to add:
  - Text
  - Multiple Choice
  - Number
  - Date

5. Add Open-Ended Item

Add Open-Ended Item

- Enter the question text in the provided field.
- Specify any additional settings or configurations as needed.

6. Modify or Edit Item

Modify or Edit Item

- Select the item you want to modify.
- Click on the pencil icon to edit the item.
- Make your desired changes and save.

6. Edit Item (example #2)

Edit Item (example #2)

- Select the item you want to modify.
- Click on the pencil icon to edit the item.
- Make your desired changes and save.
11. Modify Survey Opening and Closing Statement

Opening and Closing Statements

Write a clear and straightforward message that opens and closes your survey. Use a consistent style and tone throughout. The opening message gives context, purpose, and intent for the survey. The closing message thanks participants for their time and effort.

<table>
<thead>
<tr>
<th>Opening Statement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome to the survey. Thank you for taking the time to participate.</td>
</tr>
<tr>
<td>Closing Statement</td>
</tr>
<tr>
<td>Thank you for completing the survey. Your participation is greatly appreciated.</td>
</tr>
</tbody>
</table>

Surveyshare.com

12. Logo, Custom Logo, or No Logo

Survey Logo

Here you may select which logo to display on your survey pages. This logo will appear whenever you preview, display a logo. Custom logos must be a .jpg, .png, or .gif image.

- Use the default logo
- Use a custom logo (e.g., an image file type: .jpg, .png, or .gif)
- Do not use a logo

Custom Logo File: [Upload]

Surveyshare.com

13. Select Expiration Date

Set the Survey Expiration Date

Expiration Date is the date that this survey will stop accepting responses. If you are not sure which Expiration Date to choose, use the default setting by SurveyShare, which gives you the option to decide later. The survey can also be extended or shortened as needed.

Expiration Date: [Set Date]

Surveyshare.com

14. Five Types of Surveys; (1) Public (URL), (2) Private (email), (3) Unsecured, (4) Password Protected, (5) Feedback Form

Choose Survey Type

Select the type of survey you want to create. Public surveys are available to anyone who has the survey URL, private surveys are for specific individuals or groups, unsecured surveys allow anyone to access the data, password-protected surveys restrict access with a secret code, and feedback forms provide a way to collect feedback on your survey.

Survey Type: [Select Type]

Surveyshare.com

15. Select Email Subject Line and Body (if applicable)

Email Management

Personalize your survey by adding a custom subject line and email body. This helps increase engagement and response rates. The subject line should be brief and descriptive, while the email body should be clear and concise.

Email Subject Line: [Type Subject]
Email Body: [Type Body]

Surveyshare.com

16. Input Respondents: Option 1. Type Respondent Emails One at a Time

Respondent Emails

Enter the email addresses of the people you want to invite to complete the survey. Separate each address with a comma. You can also upload a file containing email addresses for efficiency.

Emails:

Surveyshare.com

11
17. Input Respondents: Option 2. Type Multiple Respondent Emails

<table>
<thead>
<tr>
<th>Email Address 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email Address 2</td>
</tr>
<tr>
<td>Email Address 3</td>
</tr>
</tbody>
</table>

18. Input Respondents: Option 3. Select Respondents from Address Book

- Address Book 1
- Address Book 2
- Address Book 3

19. Input Respondents: Option 4. Select Respondents from Distribution List

- Distribution List 1
- Distribution List 2
- Distribution List 3

20. Input Respondents: Option 5. Upload Email Addresses

- Email Address 1
- Email Address 2
- Email Address 3

21. Review Survey and Options

- Survey Options
- Survey Report
- Survey Analysis
- Survey Distribution
22. Preview Survey

By now, you have received a preview of the survey questions. Please note that you will not receive any survey questions at this stage. Your feedback is valuable and will help us improve our service.

23. Review Names and Emails Associated with Survey (alphabetic listing)

These are the names and emails associated with the survey.

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Andy</td>
<td><a href="mailto:andy@example.com">andy@example.com</a></td>
</tr>
<tr>
<td>Bob</td>
<td><a href="mailto:bob@example.com">bob@example.com</a></td>
</tr>
<tr>
<td>Carl</td>
<td><a href="mailto:carl@example.com">carl@example.com</a></td>
</tr>
<tr>
<td>Dan</td>
<td><a href="mailto:dan@example.com">dan@example.com</a></td>
</tr>
</tbody>
</table>

24. Go to Surveys Page and Click Activate

To activate the survey, follow these steps:
1. Log in to your account.
2. Go to the Surveys page.
3. Find the survey you want to activate.
4. Click on the 'Activate' button.

25. Activate Survey

Survey activation requires an email confirmation. Please check your inbox for the activation email and follow the instructions.

26. Schedule Survey Activation

Survey activation can be scheduled for a specific date and time. Please refer to the instructions provided for the scheduling process.
27. Congrats Survey Activated!

Congratulations! "Student Technology Survey" has been activated!

Your email address is registered and you will receive the survey.

Instructions:
- Complete the survey to receive a certificate for your participation.
- The survey is available at SurveyShare.com.

What to do:
- If your email address is not valid, you will be notified.
- The survey is available in English and Spanish.

Use these links to continue, or select an option below the message:
- Take survey further (below).
- Sign up for more.
- Take a new survey.
- View results of this survey.

SurveyShare.com

28. Sample Survey Email Invitation

29. Sample Survey Welcome Message

SurveyShare.com

29. Sample Survey Welcome Message

SurveyShare.com

30. Take Survey Sample Appearance to Respondents

SurveyShare.com
30. Take Survey Sample Appearance to Respondents

31. Sample Survey Submission Acknowledgement and Thank You

32. Send Reminder E-mail

33. Send Thank You E-mail

34. Send General Comment Email
### 35. Surveys Page: List of Surveys Created and Current Status

<table>
<thead>
<tr>
<th>Survey Created</th>
<th>Survey Description</th>
<th>Created Date</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Survey 1</td>
<td>Survey on Technology</td>
<td>01/01/2023</td>
<td>Open</td>
</tr>
<tr>
<td>Survey 2</td>
<td>Feedback Survey</td>
<td>02/02/2023</td>
<td>Closed</td>
</tr>
<tr>
<td>Survey 3</td>
<td>Employee Satisfaction</td>
<td>03/03/2023</td>
<td>Open</td>
</tr>
</tbody>
</table>

### 36. View Results

#### Cross Tabulation

<table>
<thead>
<tr>
<th>Gender</th>
<th>Question #</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>Question 1</td>
<td>146</td>
<td>163</td>
</tr>
<tr>
<td>Female</td>
<td>Question #</td>
<td>106</td>
<td>125</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gender</th>
<th>Question #</th>
<th>106</th>
<th>125</th>
</tr>
</thead>
</table>

#### Cross Tabulation Results

<table>
<thead>
<tr>
<th>Question #</th>
<th>Male</th>
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</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>146</td>
<td>163</td>
</tr>
<tr>
<td>2</td>
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<td>125</td>
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</table>

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</tr>
</tbody>
</table>
43. View Graphs: Pie Chart

44. Customized Charts

45. View Open-Ended Results

46. View Emails of Respondents Who Skipped Certain Questions

47. View All Respondents Emails

48. Address Management Page
49. Adding New Addresses

50. Options for Creating New Distribution Lists

51. Selection of Names for New Distribution List

52. Survey Resources Page

53. Tool for Sharing Survey Templates and Results

54. Copy Survey that has been Shared in Inbox.
55. Sharing Survey Template Option

56. Share Survey Results

57. Search for People to Share With

58. Sharing Success!!

Enterprise Features

- The enterprise tools encompass 3 sections, which are detailed below
  1. Self Management of Users
  2. Creating and Managing a Custom Template Section
  3. Changing System Defaults (currently only the main logo)
7. SurveyShare Enterprise: View Manage Templates

Welcome to SurveyShare.com

Templates / Surveys
Done That Template
One Template Survey in a User

- General Services Certification Audit Template
- Bill Online
- GfK Online
- Ask Template
- Bill Online
- Technology Evaluation Audit Template
- Bill Online
- Big Data Survey Winter 2012
- Ask Template
- Bill Online
- AEC Template
- Make Change
- Edit Delete