

Survey Monkey/Momentive: A brief guide.

The software allows you to set up a survey using different question types and features. It is important that you understand the possibilities and constraints of these and this brief guide is designed to help you. You should also think about how you wish to analyse the responses as this might affect the kind of question you need.

This survey is designed to demonstrate the main question types:

<https://eu.surveymonkey.com/r/FW7KYD6>

General features

Many question types will prompt you to add a 'not applicable' or 'other' option.

You can require an answer to a question. This means that the participant will not be able to proceed with the survey until they have provided a response.

It is possible to set a score for each question, but this will probably only be relevant if you are setting a quiz rather than conducting a survey.

Text This is for you to add some text that is not part of a question. For instance, you might use this to introduce your survey to participants or thank them at the end. This is not the same as using text or comment box questions. NB: You only see the text option if you click on the drop-down arrow to the right of the New Question Box. It does not appear if you click the + sign. It is also available from the Build menu.

You need to save each question after you have completed it.

Main Question Types

Question Type	Features	Notes
Multiple Choice	Participants can choose just one of the options given.	Think about whether you need an 'other' or 'not applicable' option.
Drop-Down	Participants can choose just one of the options given.	Think about whether you need an 'other' or 'not applicable' option.
Check box	Participants can tick several boxes.	Only use this question type if you want to allow more than one choice - when you export the data each choice will be reported as if it were a separate question. Think about whether you need a 'none of the above' option.
Slider	Participants give a rating on a given scale.	You can choose the range of the slider.
Star Rating	Participants give a rating by choosing a number of stars.	You can change the number of stars. Other symbols are available.
Text Box	Participants can write up to 100 words.	Useful for open-ended questions.
Comment box	Participants can input as many words as they wish.	Only use this if you want to allow responses of more than 100 words.

Ranking	Participants put a set of statements in rank order.	Participants can use each rank once. These questions can be difficult to analyse.
Matrix	Allows you to put several questions using the same responses in to a matrix.	Keep the matrix small. Large numbers of rows or columns can be off-putting to participants.
Rating Scale	Combines several questions which use the same rating scale, with one question on each row.	Don't put too many questions together.

Other Question Types

Question Type	Features	Notes
Image Choice	Participants can choose from from a list of images. The default allows just one choice but this can be edited.	Descriptive text can be added.
File upload	Allows a participant to upload a file of up to 16MB.	You can specify file types and add instructions.
Multiple Text boxes	Allows several text boxes as part of the same question.	You can specify the format (e.g. number/date) for each box.
Click Map	Asks participants to click on a certain spot on an image.	

Other features

Image	Can be included in a question or as background.	
A/B Tests	This allows you to set two versions of text, an image or a question and the proportion who will see each version.	Useful if you want to see how the prompts influence the answers.

Results

The [Analyze Results](#) section gives you several ways to view the responses to your survey.

Question Summaries

Lists the answers to each question.

Insights and Data Trends

This shows an overview of the number of responses for each question, grouped by date. You can edit how you see these.

Individual Responses

This shows how each participant answered all of the questions.

The Present Results section will give you a 'New dashboard' button.

For a question where the participants could choose from the options presented, this will show the percentage of participants who chose each option and a graph or chart. You can use the Customize tab to change the type of chart and then save it. You should check with your lecturer whether they would prefer you to generate your own charts and graphs.

For a slider question you will see a (mean) average score.

For a ranking question you will see the percentage who gave an option a particular ranking (i.e. the rows will add to 100%). You will also see a score. This is calculated by first assigning points to each rank, where the lowest rank is given one point and the highest rank points equal to the number of ranks possible. (Essentially the points are the reverse of the rank.) The score is then the mean number of points for each option. The higher the score the more highly the option has been ranked. Not applicable options are excluded from the calculations.

Exporting Your data

You can choose to export the data in various formats. If you want to carry out your own analysis you will probably want to export to an Excel spreadsheet or directly into SPSS. The exported data will contain columns (e.g. IP address) that you might not need, but these can be removed if you wish.