

Creating Surveys Using SurveyMonkey™

Prior to creating your survey, you should log-on to SurveyMonkey™ and create a free user account.

1. Log in to your SurveyMonkey™ account.

a. Click on the tab “Create Survey.”

2. Click on “Create New Survey from Scratch.” Next, you will see a page like this:

Create a New Survey

Select one of the options below to get started. If you already have an idea for your survey, just create a new survey from scratch. If you need a creative spark, select one of our pre-existing templates to modify and use for free.

How Would You Like to Create a New Survey?

Copy an existing survey

Use a survey template

Create a new survey from scratch

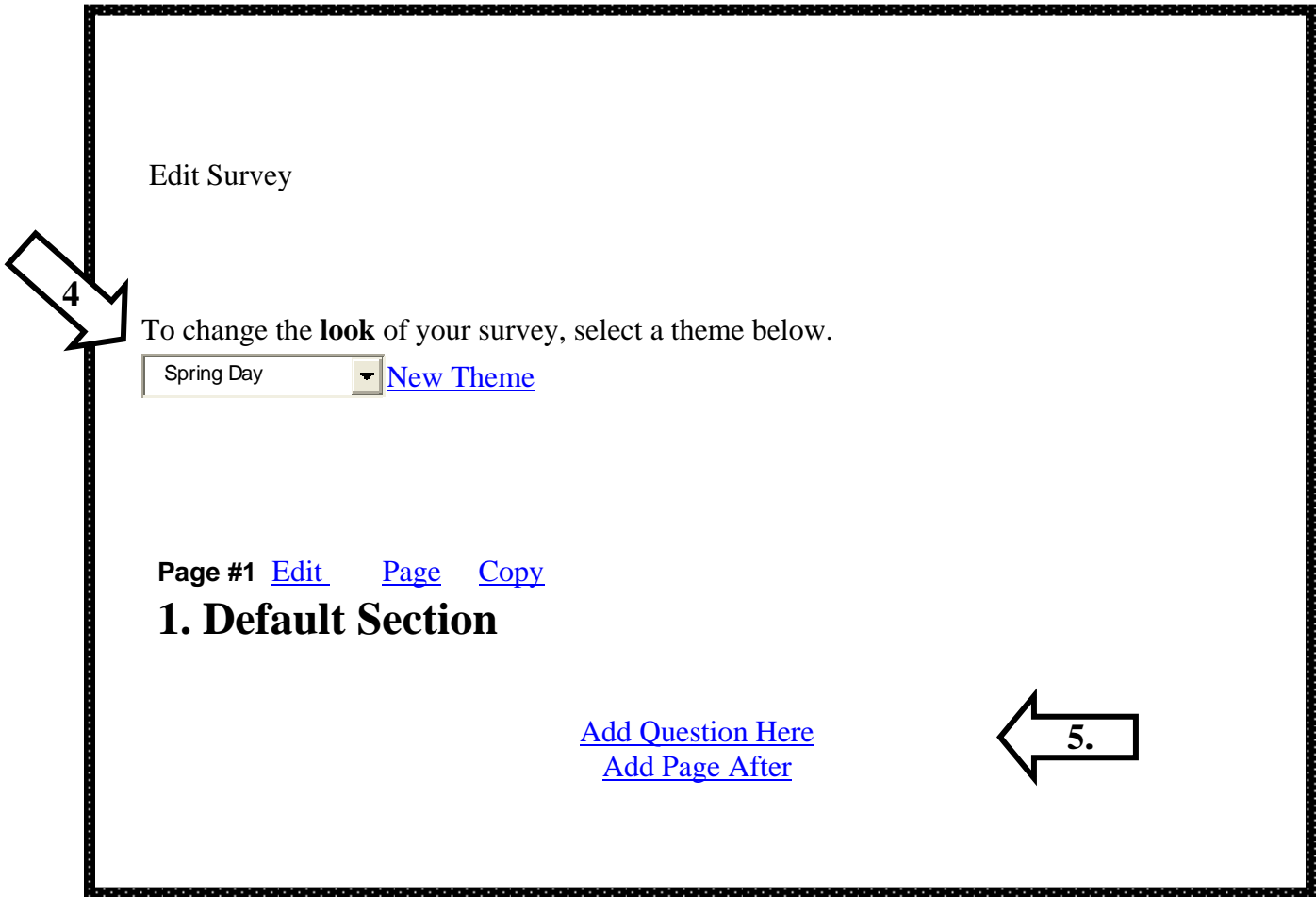
Enter a Title for this Survey:

Title: (max 100 characters)

[Cancel Create Survey >>](#)

3. Create a title for your survey by typing in your name and your survey title, then click “Create Survey” at the bottom of the page (arrow #3).

4. On the next page you may select a look or style for your survey.



Edit Survey

To change the **look** of your survey, select a theme below.

Spring Day [New Theme](#)

Page #1 [Edit](#) [Page](#) [Copy](#)

1. Default Section

[Add Question Here](#)
[Add Page After](#)

5. After choosing the survey style, click on the “Add Question Here” button.

You can continue to add questions by using this button.

6. Demographic questions (if desired) should be created using the “Multiple Choice (Only One Answer)” option.

Select a Type of Question ([Examples](#))

Multiple Choice (Only One Answer)

Pick a display format:

Display Choices as Buttons (1 column)

Question Text

What is your gender?

Check spelling (in English)

Answer Choices (each choice on separate lines)

Male
Female

After creating a question, you may add another by clicking on “Add Question.”

7. Yes/No questions should also be created using the “Multiple Choice (Only One Answer)” option.

Select a Type of Question ([Examples](#))

Multiple Choice (Only One Answer)

Pick a display format:

Display Choices as Buttons (1 column)

Question Text

Have you or anyone you know ever been involved in an accident between a train and a vehicle? [Check spelling \(in English\)](#)

Answer Choices (each choice on separate lines)

Yes

No

[Check spelling \(in English\)](#)

Sort/Randomize Choices (optional)

Sort choices alphabetically

Randomize choices

To sort or randomize the choices to this question, click the checkbox above.

8. When using Yes/No questions you will often want to create a follow-up question.

For example, if a respondent answers “Yes” to a Yes/No question, you may wish to learn more information. This is accomplished by first creating the Yes/No question and then adding a follow-up question.

You can create a follow-up to any question by clicking on the “Add Comment Field.” By typing, “If Yes, please explain” you will learn additional information.

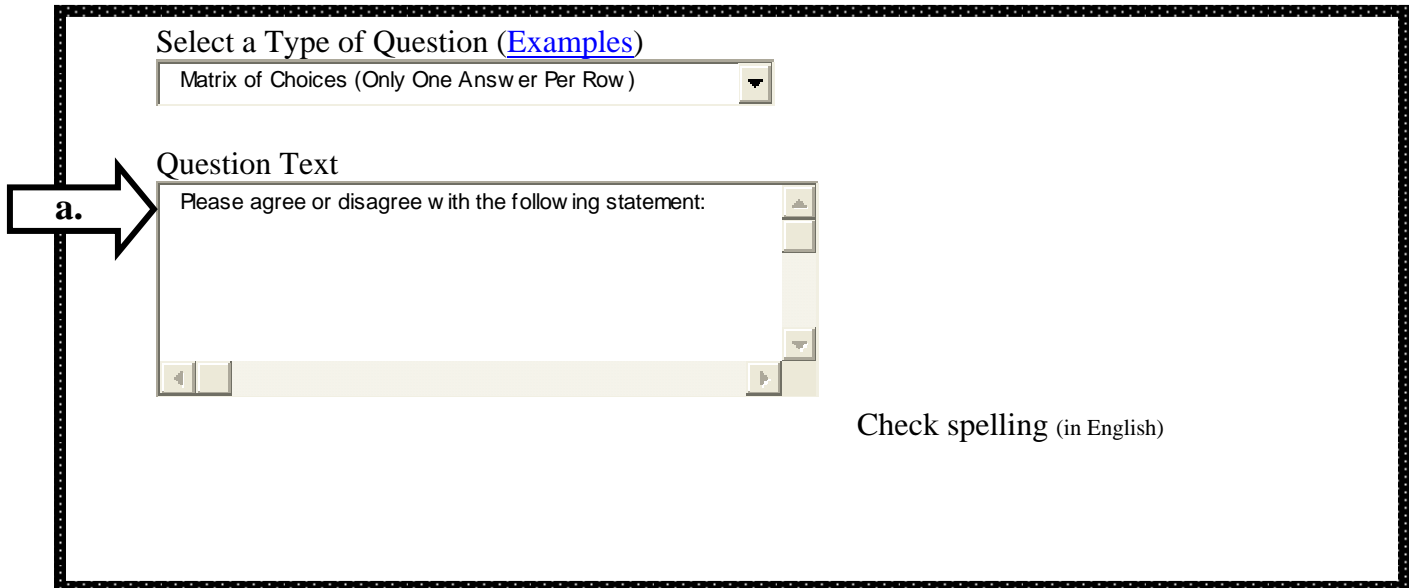
The image shows a screenshot of the SurveyMonkey interface for configuring a comment field. It features several settings with callout boxes:

- 8.** A checkbox labeled "Add Comment Field (optional)" is checked.
- Field Label:** A text input field contains "If Yes, Please explain". To its right is a "Check spelling (in English)" checkbox.
- 9.** The "Comment Box Size" section has three dropdown menus: "single line of text", "3 lines", and "50 chars wide".
- Text Validation:** A dropdown menu is set to "don't validate comment text".
- At the bottom, there is an unchecked checkbox labeled "Make Comment Field an Answer Choice".

9. You may give your respondent more room to provide details by clicking on the “Comment Box Size” option to enlarge the amount of text space available.

10. To create a scale question use the “Matrix of Choices (One Answer Per Row)” option:

- a. Type “Please agree or disagree with the following statement:” in the Question Text box.



Select a Type of Question ([Examples](#))

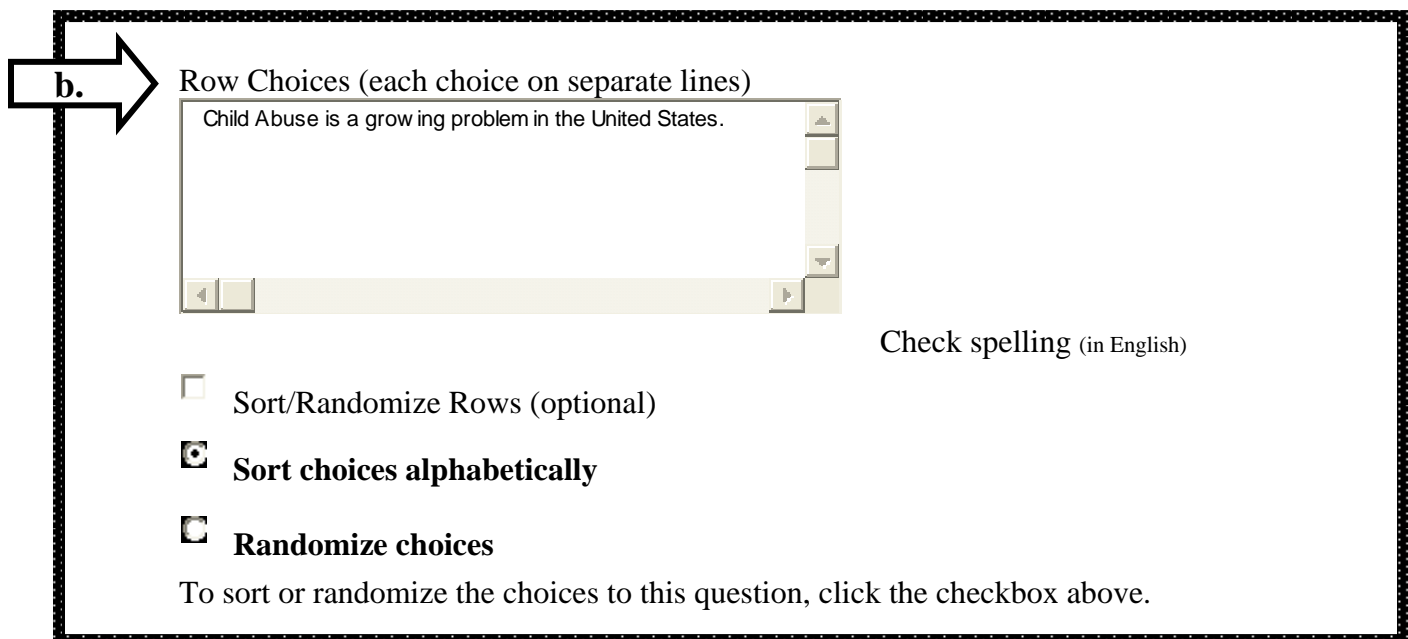
Matrix of Choices (Only One Answer Per Row)

Question Text

Please agree or disagree with the following statement:

Check spelling (in English)

- b. Type the statement you plan to ask respondents to rate in the “Row Choices” box.



Row Choices (each choice on separate lines)

Child Abuse is a growing problem in the United States.

Check spelling (in English)

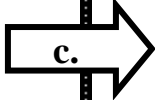
Sort/Randomize Rows (optional)

Sort choices alphabetically

Randomize choices

To sort or randomize the choices to this question, click the checkbox above.

- c. Type the options you plan to offer the respondents in the “Column Choices” box. Each choice must be on a separate line.

c.  Column Choices (each choice on separate lines)

Strongly Agree
Agree
Not Sure
Disagree
Strongly Disagree

Check spelling (in English)

11. Continue to add questions by clicking “Add Question Here.” With your free account on SurveyMonkey™ you may ask up to 10 questions in a survey. Follow-up questions are considered part of the previous question and do not count against your total. Follow-up questions appear below your original question and are not given a new number.

You can move/edit or delete questions in your survey by selecting the following buttons:

Move
Copy
Delete
Edit Question

12. Stand alone or “Open-ended” questions can also be added to your survey. This is accomplished by using the “Comment/Essay” option in questions menu. Type your question into the “Question Text” box.

12.

Select a Type of Question ([Examples](#))

Comment/Essay Box

Question Text

Check spelling (in English)

Require Answer to Question (optional)

Check spelling (in English)

To require an answer to this question, click the checkbox above.

Change Question Size & Placement (optional)

Comment Box Size: 3 lines 50 chars wide

Question Placement: Start question on new row

Question Margin: Left: Top: Right: Bottom:

To change the default size and placement of this question, click the checkbox above.

a.

a. You may want to enlarge the “Comment Box Size” to allow for responses longer than 3 lines.

13. Once your survey is complete, you will need to send it to your classmates. You do this by clicking on the “Collect Responses” tab at the upper right hand side of your screen. You will see the options listed below. The best way to do this is to create a link that you will send in an e-mail message you create. Select the default “Create a Link...” by hitting the “Next Step” option. You will be taken to a page that provides you with a hyperlink to your survey.




Collect Responses for “Liane's Example Comm 101”

[Next Step >>](#)

Select the method you would like to use to collect responses. We refer to the method that you use to collect responses as a "collector". While most people use only a single collector, you may want to use multiple collectors if you are sending your survey to different groups of people. Each collector can have its own unique settings and restrictions, and can be closed and opened independently. For more information about collectors, visit the [help center](#).

How Would You Like to Collect Responses?


13. →

-  Create a link to send in your own email message or to place on a webpage
The simplest and fastest way to collect responses. We generate a link for your survey that you can just copy and paste.
-  Upload your own emails and have us send a survey invitation
You can upload your emails, and we will send a survey invitation on your behalf. You can customize the message that is sent, and track who responds in your list.
-  Create a popup invitation for your webpage
We give you the code to generate a popup invitation on your own webpage.

Enter a Name for this Link:

Name: (max 50 characters)

14. You will be taken to a page that provides you with a hyperlink to your survey. A hyperlink is a URL that allows your respondents to simply click on the URL to be taken to your survey.

 Sending Survey Link in an Email?

Simply copy the link in the blue box below. Then, paste the link into the body of your email message so that when others receive your email, they can click the link and access your survey.

http://www.surveymonkey.com/s.aspx?sm=zlBxvB85C6JXG8x_2fP6AosQ_3d_3d

15. Create an e-mail message in your MC e-mail. Your instructor will provide you with an address that will include all of your classmates. The e-mail should be polite and brief, asking your classmates to please complete your survey. Copy the link and paste it into an e-mail to your classmates. You must insert a hyperlink to aid your classmates in responding to your survey. This can be done by clicking on the “Insert” tab on your task bar.

16. Be sure to always log out of your account when you are finished working on your survey.

17. To analyze your responses log back in to your account. Click on the “Analyze Results” tab. To view the answers to open-ended questions, click on the “View” balloon.

Please note that the SurveyMonkey™ site also provides you with video tutorials. These are available on the left side of the home page. Your instructor will provide you with additional details regarding the specifics of this assignment.