1.

PART 1

Survey

Survey Introduction

- Whether online or offline, you need to politely approach survey respondents and get them excited to fill your questionnaire when carrying out a research survey.
- Therefore, before going into the questions you want to ask, you need to kickstart your data collection process with a compelling survey or questionnaire introduction.
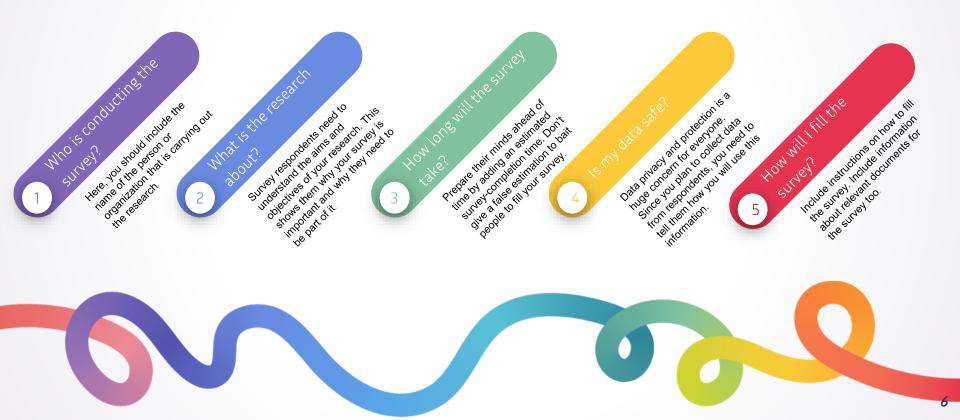
Survey Introduction

- A survey introduction is a concise description with relevant information about a survey.
- It is the first part of the survey that prospective respondents interact with and it helps them decide whether to fill your questionnaire or not.

"You only get one chance to engage your potential respondents with an online survey - and it all hinges on the introduction".

Features of a Survey Introduction

1 Who is conducting the survey?

Here, you should include the name of the person or organization that is carrying out the research.

2 What is the research about?

Survey respondents need to understand the aims and objectives of your research. This shows them why your survey is important and why they need to be part of it.

3 How long will the survey take?

Prepare their minds ahead of time by adding an estimated survey-completion time. Don't give a false estimation to bait people to fill your survey.

4 Is my data safe?

Data privacy and protection is a huge concern for everyone. Since you plan to collect data from respondents, you need to tell them how you will use this information.

5 How will I fill the survey?

Include instructions on how to fill the survey. Include information about relevant documents for the survey too.

2.

PART 2

Google Form

Google Form

Google Forms: Background

- Tool to develop online forms & surveys
- Collaborate with others
- Background in survey development or programming *not needed*
- *Flexible*
- *Free*
- *Use via Google Docs*

Other Platforms & Features

- Other platforms include: SurveyMonkey, Zoomerang, Access, Qualtrics
- Each with varying features, capabilities, costs, requisite technical backgrounds. Consider:

  - Ability to collaborate with others in survey design
  - Desire to see data in real-time
  - Flexibility to customize messages, logos
  - Advanced skip patterns, if/then statements
  - Need for easily understood data outputs
  - Cost

- Google Forms perfectly fine for our use

Getting Started

3-steps

- Develop survey
- Collect survey data
- Analyze data

How to Get Started

- Open your Google Docs folder
- Select *Forms*
- Select *Go to Forms*
- By default, you will see a blank survey
- As you develop a survey, it will auto-save

- Tutorial: Google Forms - Introduction

THANK YOU