**Notes on using Survey Monkey**

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**Survey Monkey is most effective when the interviewer sits with the interviewee and goes through the questions in person filling out the answers on the survey form. Allow 30-40 minutes for this process.**

**Asking someone to fill out the survey later usually means it is not done and if it is done, does not elicit as much information. Avoid at all costs.**

**Survey Design**

* **The reason you use Survey Monkey is because it will provide you with all sorts of charts and tables that you can use in your final report,**
* **Also academics consider it more private than using google forms. This is important if you are working with a professor hoping to get review board certification or publish in a peer-reviewed journal.**
* **When designing your questions they have to be something that it makes sense to answer on Survey Monkey ie multiple choice but with a comments box. You need to put your questions into a taxonomy so they can be visualized later. SM is not good for long rambling descriptions of events.**
* **Keep your questions simple, do not have too many choices for each answer.**
* **Yes and No and Sometimes is the simplest. (But then you need to explain what is sometimes: ”once a month” “two to five times a month” “once a year”. You also need a comment box that says “explain”**
* **For other questions never have more than five categories “strongly disagree, somewhat disagree, don’t have a view, somewhat agree, strongly agree”**
* **Make sure when giving multiple choice that people are not boxed into answering only one of the options. For example**
* **Do you read?**
* ***The New Yorker***
* ***Politico***
* ***The New Republic***
* ***The Nation***
* ***The Guardian***
* ***Buzzfeed***
* ***Medium***
* ***Fusion***
* ***Mic***
* ***Grist***
* ***Upworthy***
* ***Buzzfeed***

**(check as many as apply)**

* **Make sure the order of the questions make sense. For example if you ask someone “do you ride a bicycle to work yes or no”**

**The following question should not be “how long does it take you to get to work?10 minutes,20minutes, 30minutes”**

**Taking Notes**

As you are filling out the Survey Monkey survey you will likely hear all kinds of comments that you will want to note down as these will provide thick description and important qualitative material for your research. They may not fit into the survey template but you do not want to lose this important information.

So pull out your notebook and write down all the extra comments by hand. Always note the time, date, place of the interview and get a follow up phone number in case of questions.

As you write down the extra materials please put a notation next to each comment showing which question it pertains to, May be the interviewee answered the question in Survey Monkey as a yes or no but had something else to say about that question. She can tell it to you and you can write it down.

That night when you get home, immediately type up all these extra quotes and bold the quotes you think you will want to use in your final report. Write them up as complete sentences and write yourself a little reminder at the top of the page about who the person was and where you saw them and what you were doing.

Do not delay!