



Getting started with...

Online forms and surveys



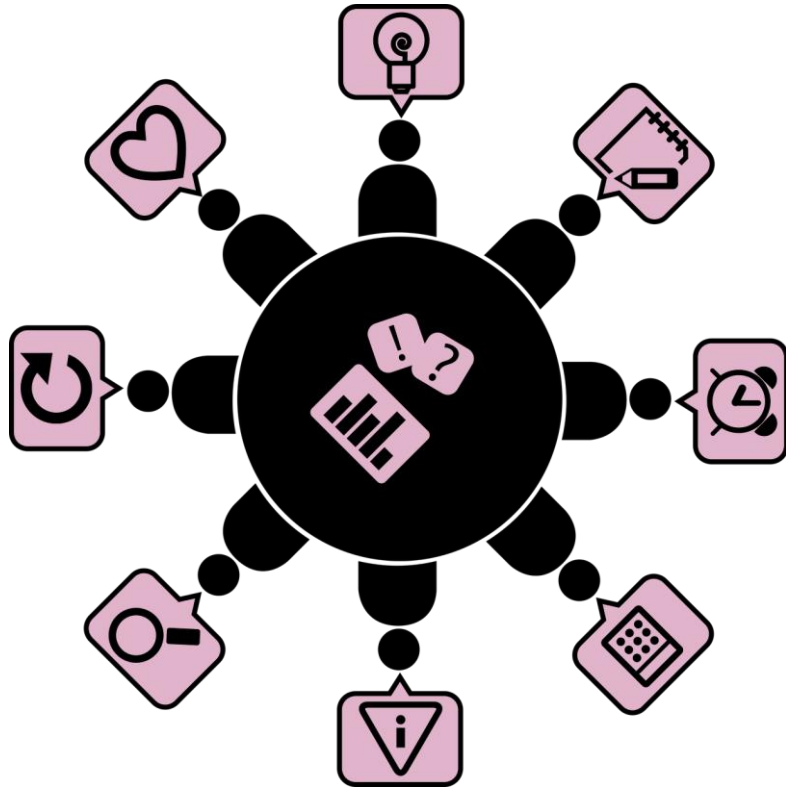
#DatawiseLondon



Session outline

- ✓ Planning forms and surveys
- ✓ Types of questions
- ✓ Question writing
- ✓ Tips for quality and responses
- ✓ Overview of online survey tools and useful features



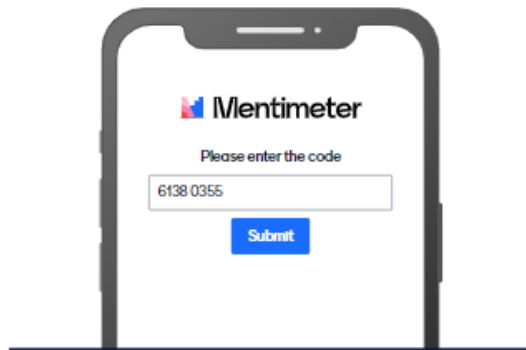


What do you use or want to use forms and surveys for?

What are you hoping to learn today?



Go to
www.menti.com



Enter the code
6138 0355

**But I'll be dropping the link
into chat today...**

<https://www.menti.com/5tu7q8z99e>



Routine data collection

Small organisations may use forms for collecting valuable information on a frequent or ongoing basis




Mobile data collection

Add form shortcuts to your Homescreen...


Virgin 13


docs.google.com/!

 **Brixton Windmill**

Visitor experience form

We want to know a bit more about people's experience visiting Brixton Windmill

 katewhite/1@googlemail.com
(not shared) [Switch accounts](#)



***Required**

On a scale of 1 - 5 (with 5 the highest) how likely are you to recommend a visit to Brixton Windmill to family and friends? *

1

2

Virgin 13

Best Start ABCD app

*** 1. Who are you?**

James

Jenny

Lorraine

Stella

Melissa

Natalia

*** 2. Which area are you working in?**

Broad Green

Thornton Heath

Selhurst

New Addington

Fieldway

Waddon

Heathfield

Upper Norwood & South Norwood

*** 3. Was it?**

A conversation with a resident

Signposting/referral

A networking opportunity/conversation with professional

An event

A case study

Next

Food Hub Collection Form

Lewisham Local food example

Food Project Name *

Please select >

Has your project collected food from The Food Hub this week?

Please select >

Your Food Service This Week

Please select which week you are reporting data for *



**Form is completed
weekly by local food
projects to
understand need in
Lewisham**



Total Number of Food Parcels Distributed This Week *

Total Number of Beneficiaries This Week

This includes household size. So if it's 1 food parcel for 2 adults and 3 children please put 5

Number of New People Registered This Week This Week

Did you experience a key issue this week? (Please select the most important one)

Anything Else You Would Like To Add for This Week?



Planning surveys





My worst survey nightmare..

Back to Mentimeter

Click on the link in chat

<https://www.menti.com/5tu7q8z99e>



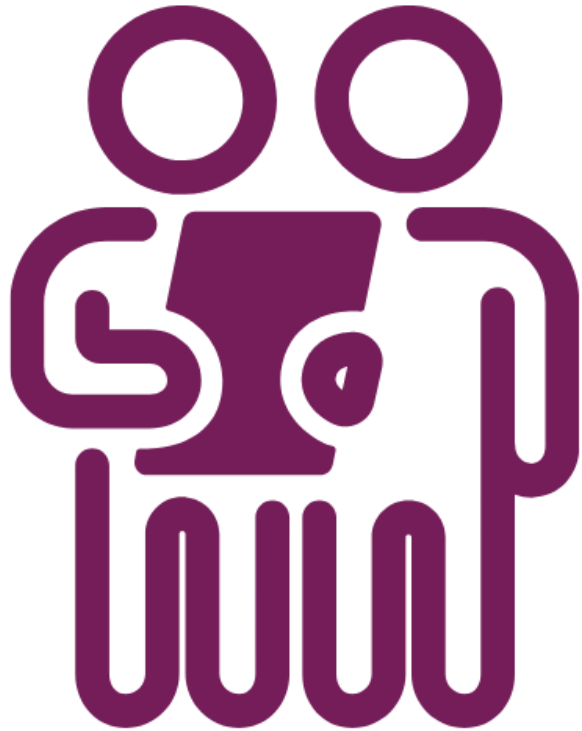
Good and bad practice?

From your experience
(building or responding to
surveys):

What does good look like?

Breakouts in pairs for 5
mins





What things do you need to think about as you plan your form or survey?

Answers in chat please



Questions to ask yourself first...



- ✓ Why do you need this information?
- ✓ What are you going to do with it?
- ✓ How will you tell people?
- ✓ Privacy and consent – do you have simple information available?
- ✓ What next for the data – [Responsible Data Lifecycle matrix](#)





Types of questions

There are many ways to ask for information.
Some question types are not available in free
survey or form options.



What question types are there?

Answers in chat...



Common question types

- ✓ **Multiple choice** (choose one or more options)
- ✓ **Rating scale** (pick a value – usually a number or letter)
- ✓ **Likert scale** (opinions and feelings)
- ✓ **Matrix** (few questions in a row that have the same response options)
- ✓ **Dropdown** (single option only, good for long lists)
- ✓ **Open-ended** (text)
- ✓ **Ranking questions** (rearrange in order of importance)
- ✓ **Image choice** (like multiple choice)
- ✓ **Slider** (a scale, but more interactive)




Multiple choice

If I could volunteer anywhere...

1

You'll find me... *



- On a beach with sand between my toes
- In the mountain's fresh alpine air
- Dappled by sunlight in the woods
- In my pyjamas in bed, I've got used to this...
-

- ✓ The respondent chooses one or more options from a list
- ✓ Make it clear if people are allowed to select more than one option (sometimes referred to as Checkboxes)
- ✓ Give them the choice of adding an alternative to those on your list



1. How often do you want to receive our newsletter?

Suggested options: **Add all** Seasonal

- Daily
- Weekly
- Monthly
- Yearly
- Never

Are there any issues with these multiple choice options?

Call out or in chat...



Rating

The respondent is asked to select one point on a rating scale (e.g. from Strongly Agree to Strongly Disagree)

Rating Scale for School Climate

(Excerpt)

Please indicate your feelings about the climate in your school by circling the letter corresponding to your choice.

A = Strongly agree

B = Agree

C = Neither agree nor disagree

D = Disagree

E = Strongly disagree

- | | | | | | |
|--|---|---|---|---|---|
| 1. My child is safe while at school. | A | B | C | D | E |
| 2. I feel welcome at my child's school. | A | B | C | D | E |
| 3. Student discipline rules are enforced consistently. | A | B | C | D | E |



What's an example of a scale based question?

- ✓ Satisfaction
- ✓ Agreement
- ✓ Frequency
- ✓ Importance usefulness, confidence etc.
- ✓ Quantity



A note on scales

- ✓ **Satisfaction:** Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied (5 points) + DON'T KNOW
- ✓ **Agreement:** Strongly agree, Tend to agree, Neither agree nor disagree, Tend to disagree, Strongly disagree (5 points) + DON'T KNOW
- ✓ **Frequency:** Always, Usually, Sometimes, Rarely, Never (5 points) OR Very often, Fairly often, Not very often, Not at all often (4 points) + DON'T KNOW
- ✓ **Importance usefulness, confidence etc:** Very important, Fairly important, Not very important, Not at all important (4 points) + DON'T KNOW
- ✓ **Quantity:** A great deal, A fair amount, Not very much, Not at all (4 points) + DON'T KNOW
- ✓ **Recommend (Net Promoter Score):** 0 = Would not recommend, 10 = Would definitely (11 points) + DON'T KNOW



**Do you always
diet when you
are overweight?**

**What's the
problem with this
question?**



Biased / unbalanced questions

1. **Leading questions:** prompt a respondent towards providing an already-determined answer
2. **Loaded questions:** contain a controversial assumption or value judgement
3. **Double-barrelled questions:** merging two questions in one
4. **Unbalanced questions:** do not present the respondent with all reasonably plausible sides of an issue
5. **Overly broad questions:** there are either **too** many possible answers, or good answers would be **too** long for this format



Biased /unbalanced answer options

AVOID

How helpful did you find our advisor?

- ✓ Extremely helpful
- ✓ Very helpful
- ✓ Helpful

USE INSTEAD

How helpful did you find our advisor?

- ✓ Very helpful
- ✓ Helpful
- ✓ Neither helpful nor unhelpful
- ✓ Unhelpful
- ✓ Very unhelpful



**In small groups
re-write these**
biased questions





"AND FINALLY QUESTION FIFTY, DO YOU EVER FEEL LIKE KILLING SOMEONE?"

What other tips do we have for creating a better experience for people completing our forms and surveys?

As many as we can in chat...



1) Don't let your survey get too long



"AND FINALLY QUESTION FIFTY, DO YOU EVER FEEL LIKE KILLING SOMEONE?"

- ✓ Better response rates
- ✓ Better quality responses
- ✓ 3-5 minutes completion time
- ✓ 15-20 closed-ended questions max
- ✓ Every question should add value



2) Mandatory versus optional questions

✓ **Mandatory questions:**

- ✓ Necessary if you want to compare data across respondents (full data sets)
- ✓ Allows for before and after comparison of respondents

✓ **Optional questions:**

- ✓ Respondents may not know the answers to all of your questions
- ✓ They may not feel comfortable answering some questions
- ✓ Forcing respondents to answer questions may make them more likely to quit



3) Do a test run

- ✓ Typos or other mistakes
- ✓ Send a test survey to people with knowledge of the subject to check the language and feed back on clarity of questions
- ✓ How long does it take to complete your survey?



4) Asking sensitive questions



Hi there!
How much do
you weigh?

- ✓ Establish rapport first
- ✓ Start with questions that don't make people feel vulnerable, just like in-person conversations
- ✓ Make questions optional if possible
- ✓ Make it clear why you're asking a personal or sensitive question



5) Question ordering

- ✓ General → specific
- ✓ Unprompted → prompted
- ✓ Important → less important
- ✓ Start and end with something 'fun' or interesting
- ✓ Watch out for things that might influence later responses
- ✓ Stay consistent in the order of question responses, e.g. from 'bad' to 'good'



Break



Survey tools we're using...



Back to Mentimeter



Choosing a survey tool



In the chat again

<https://forms.office.com/r/kZrH9xg50Z>



Features of surveys

A sample Google Form with video and question branching. Today we're going to use it as a mini break too!

*Required

Watch this 1 minute video



The link will be shared in the chat.



What features are important?

- ✓ Export options e.g. to Excel
- ✓ File upload
 - ✓ Google Forms - need Google account
 - ✓ Microsoft - only internal to your organisation
- ✓ Video / images
- ✓ Branching (skip logic)
 - ✓ Free in Google and Microsoft
 - ✓ Paid for feature in most others
- ✓ Save and come back to it later
 - ✓ Need a standalone survey e.g. SurveyMonkey





உள்ளூர் நுண்ணறிவு ஒன்று
முதல் ஒரு பதிவுகள் வரை

அதிவேக ரீடரை இயக்கு

* தேவையான

1. அமைப்பான்மை *

Enter your answer

2. முதல் பெயர் *

Enter your answer

3. கடைசி பெயர் *

Translation needed?

Direct people to
right click
anywhere in your
form and select
Translate to, then
select the
language they
need

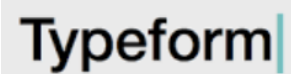


You've got options

A survey tool already available to you within your office suite



A standalone survey tool



Free – too good to be true?

 Mentimeter

2 questions only (per 'presentation')

Typeform

10 questions, 10 responses p/m

 JotForm

5 forms, 100 responses p/m, 100MB storage

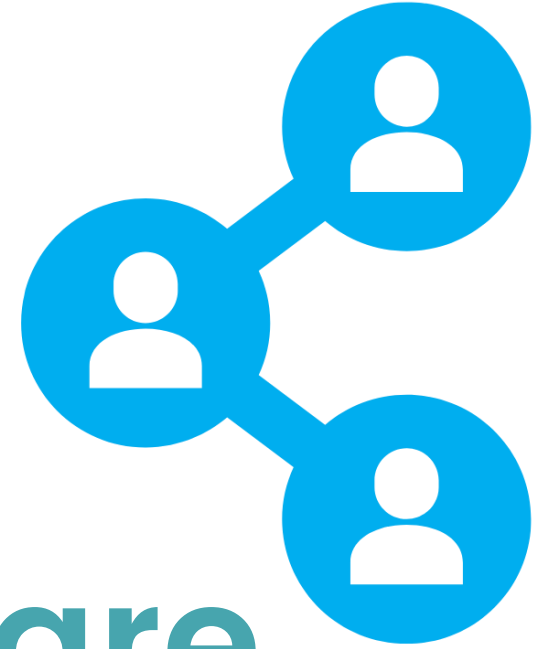

SurveyMonkey

10 questions, view only, 40 responses p/m

 SmartSurvey

15 questions, view only, 100 responses p/m





Share. Analyse. Share

You've asked for lots of useful information.
What will you do next?



How are you going to share it?

Most forms / surveys have a range of different options...



Social Media

Post your survey
on Facebook,
LinkedIn, or
Twitter

Copy this code and paste it in a webpage or Sway.

```
<iframe width="640px" height="480px">
```

Copy

Recipients can scan the
code on a phone or
tablet to access the
form.




Download



How are you going to share it?


In person with mobile devices?


virgin 13
docs.google.com/f

 **Brixton Windmill**

Visitor experience form

We want to know a bit more about people's experience visiting Brixton Windmill

 katewhite/1@gmail.com
(not shared) [Switch accounts](#)



***Required**

On a scale of 1 - 5 (with 5 the highest) how likely are you to recommend a visit to Brixton Windmill to family and friends? *

1
 2

virgin 13

Best Start ABCD app

* 1. Who are you?

James
 Jenny
 Lorraine
 Stella
 Melissa
 Natalia

* 2. Which area are you working in?

Broad Green
 Thomson Heath
 Selhurst
 New Addington
 Fieldway
 Waddon
 Heathfield
 Upper Norwood & South Norwood

* 3. Was it?

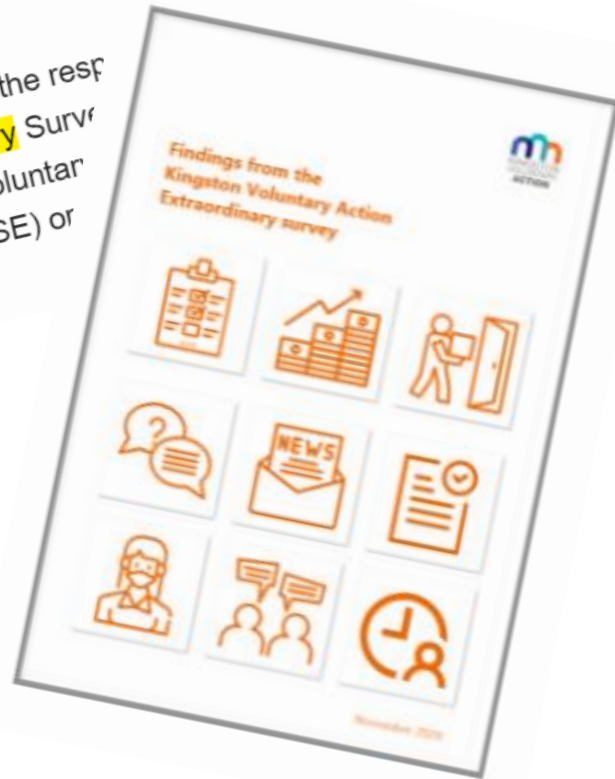
A conversation with a resident
 Signposting/referral
 A networking opportunity/conversation with professional
 An event
 A case study

Next

The results

Read the report

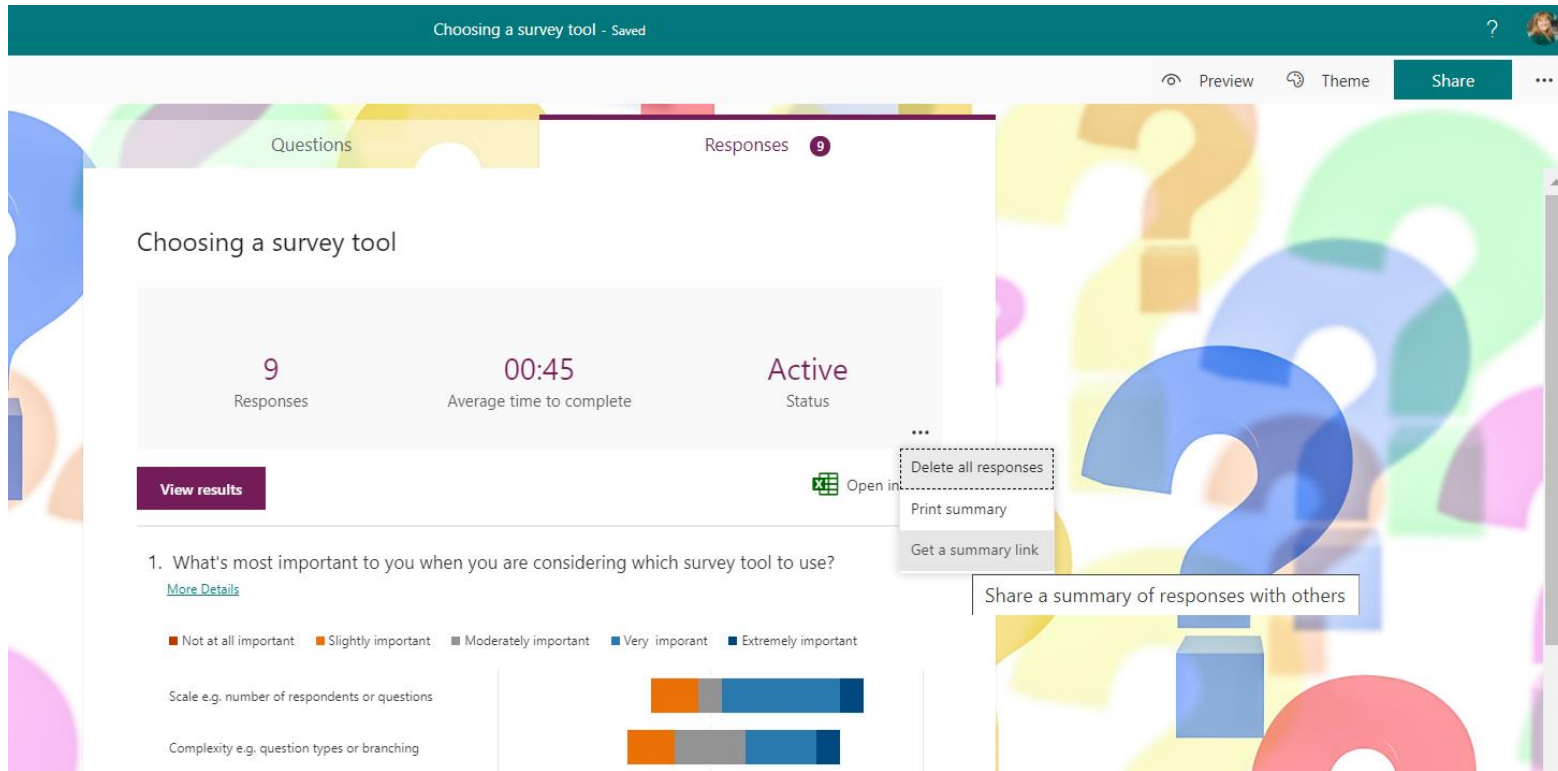
The report is based on the responses to the KVA **Extraordinary** Survey in October 2020. 27 voluntary social enterprise (VCSE) or Kingston took part.



- ✓ What can you realistically do about the results?
- ✓ Go back to the 'Why'
- ✓ Sharing back with community / stakeholders can help drive engagement



Instant reporting



- ✓ Screenshots
- ✓ PDF downloads
- ✓ Summary links to share full report



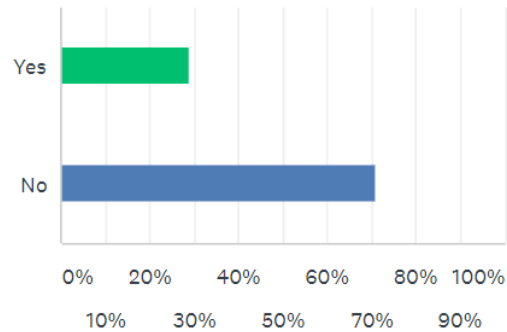
Instant analysis & build a dashboard

Impact Aloud 2020 Evaluation

Impact Aloud 2020 Evaluation

Have you been to one of our Impact ...

Answered: 45 Skipped: 0



Impact Aloud 2020 Evaluation

🔍 (0)

What were your highlights of the day?

Answered: 38 Skipped: 7

“Really loved the entire day! The impact assessment and 2 storytelling sessions were the 3 I attended. I found your facilitators friendly and welcoming. Lots of people know each other but I didn't and was made to feel very welcome I forgot to save the chat!! Could that be shared as well?”

← PREV

21 of 38

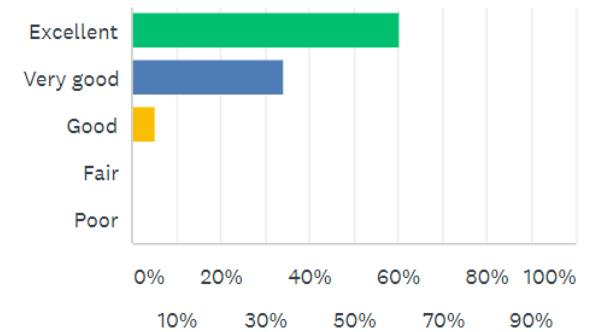
NEXT →

Impact Aloud 2020 Evaluation

🔍 (0)

How would you rate Impact Aloud 20...

Answered: 38 Skipped: 7



Impact Aloud 2020 Evaluation

🔍 (0)



The dashboard

Parcels - Weekly

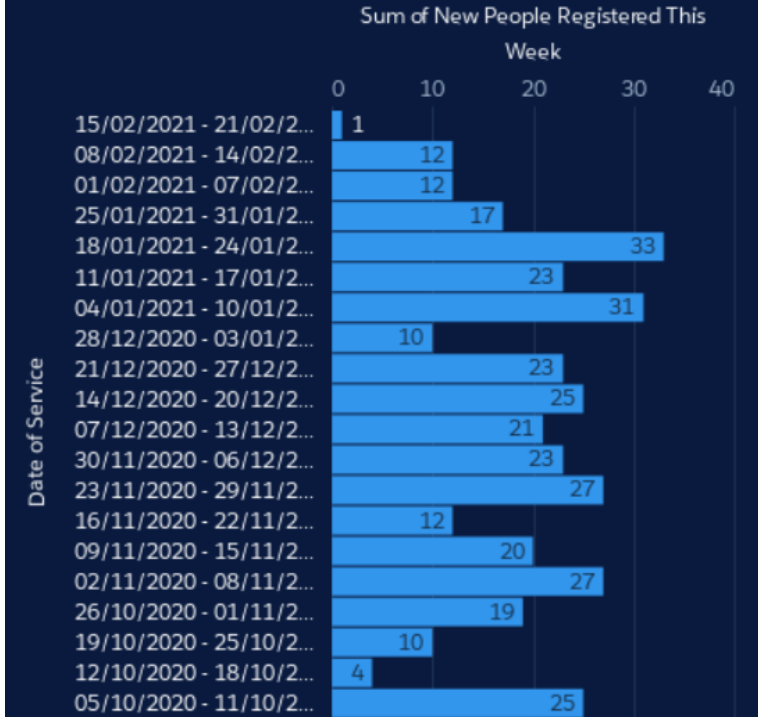
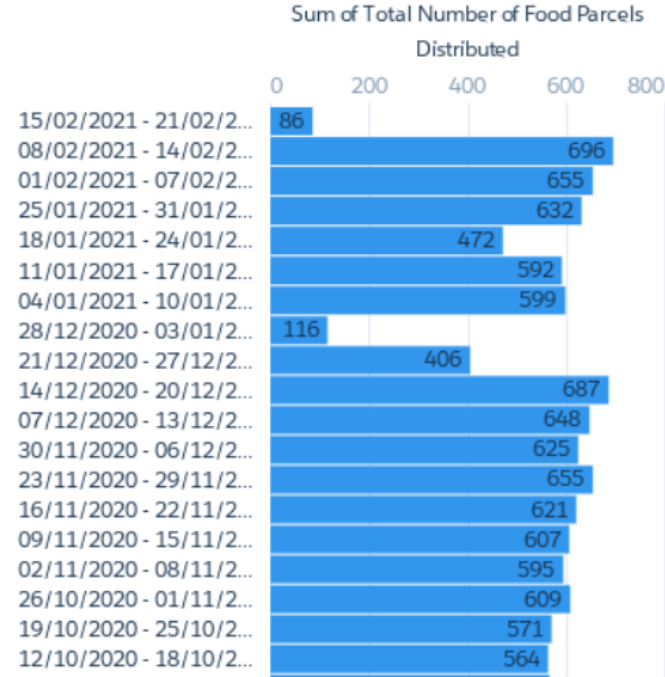
New People Registered - Weekly

Total Beneficiaries (since 28 Sep 2020)

27,861

Total Food Parcels (since 28 Sep 2020)

11,576



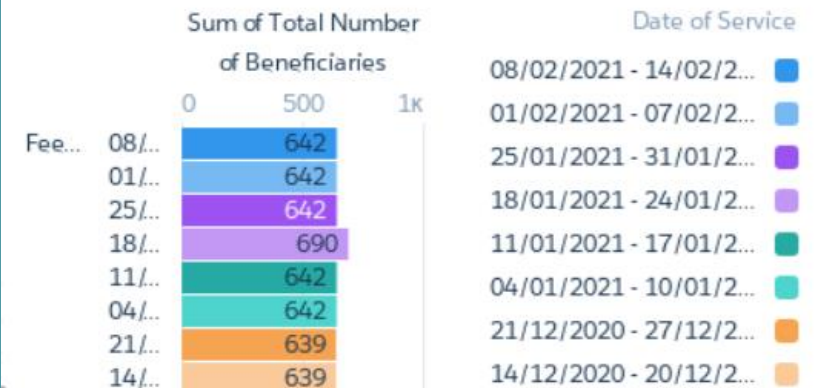
Food Project - Key Issues



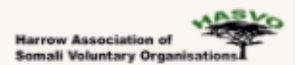
Food Project - Key Issue Other

DATE OF SERVICE	FOOD PROJECT NAME	OTHER: KEY ISSUE
09/02/2021	Evelyn Community Store	The weather played a big part although we did deli...
23/12/2020	Feed the Hill	Lots more schools shut due to covid, self-isolatin...
07/10/2020	Feed the Hill	We have started trying to have some recipients col...

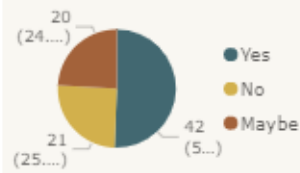
Total Beneficiaries - by project



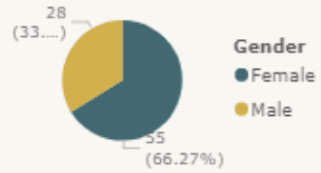
Survey Data



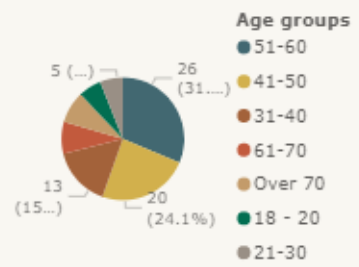
Would you take the vaccine?



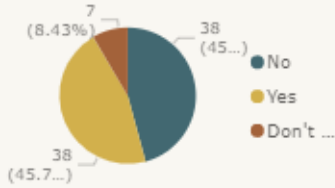
Participants Gender



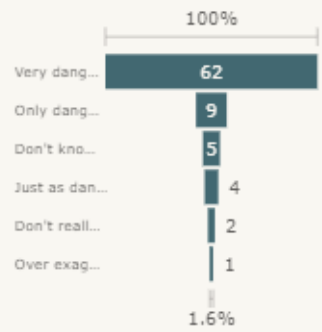
Participants Age group



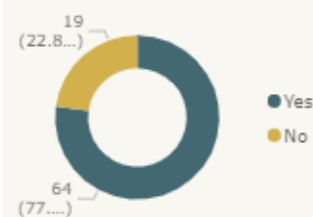
Considered to be part of the Vulnerable Groups



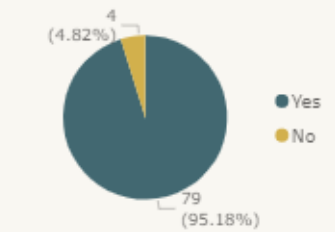
What are your thoughts and views on Covid19



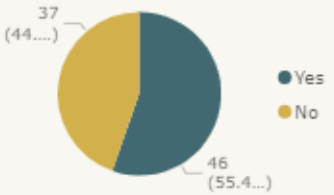
Do you personally know of anyone that has died of Covid19?



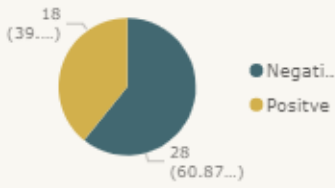
Do you personally know of anyone that was infected by the Corona...



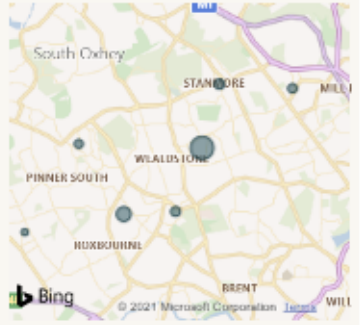
Tested for Covid19



Result of Covid-19 test



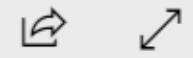
Area



TEL: 0208 423 5948

EMAIL: INFO@HASVO.ORG

WEBSITE: WWW.HASVO.ORG





Search

Excel Bitesize 4 Analysing survey data Topic 1: Get & Transform data (Power Queries)

An explanation of the Get & Transform data & Queries



▶ PLAY ALL

Excel Bitesize 4

6 videos • 36 views • Updated today



There is an Excel workbook of sample data and exercises and a step by step guidelines document to accompany this Excel Bitesize 4 session. To download please register with Superhighways via this link:

<https://forms.office.com/r/y36bt9sCt7>



Superhighways

SUBSCRIBE

1
Excel Bitesize 4 Analysing survey data
Topic 1: Get & Transform data (Power Queries)
An explanation of the Get & Transform data & Queries
11:03

2
Excel Bitesize 4 - Topic 2:
Unpivot Data - Method 1
How to unpivot data from
multiple columns
14:18

3
Excel Bitesize 4 - Topic 3:
Unpivot Data - Method 2 (delimited)
How to unpivot
data from multiple
columns
12:31

4
Excel Bitesize 4 - Topic 4:
Creating a Pivot table & Column chart
11:26

5
Excel Bitesize 4 - Topic 5
Open text questions
How to create open text text boxes for analysis
23:19

Excel for Analysing your Survey Data

[Watch and learn on our YouTube channel.](#)

You'll need to register to download the data set to work with



Present survey headline results in engaging ways

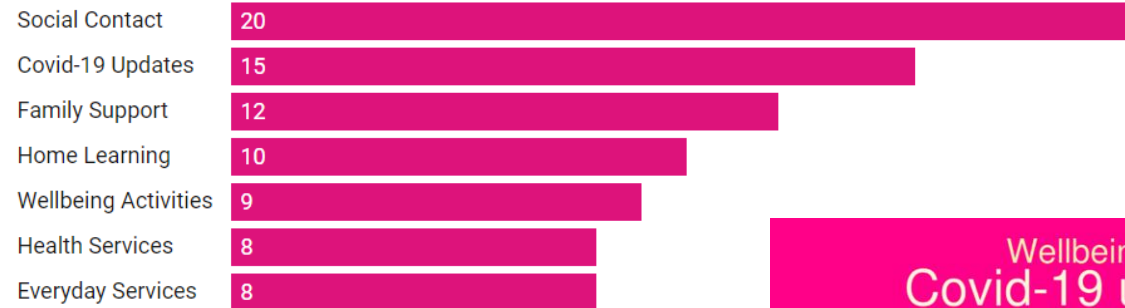
There are some additional tools that can help

Datawrapper



What are digitally excluded people missing out on?

■ No of times coded



[Download image](#) • Created with [Datawrapper](#)



3 out of 5 people are missing social contact



Next steps

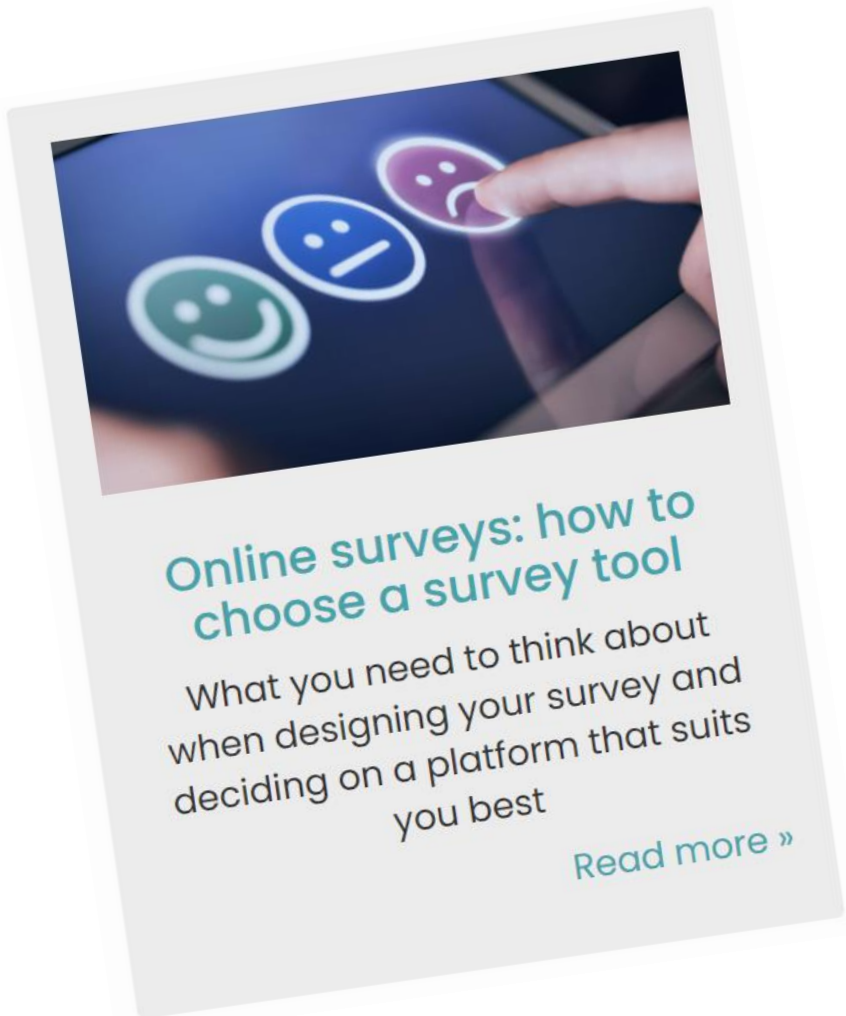
Read our Resource: [How to choose a survey tool](#)

Contact us for a 1:1 support session via info@superhighways.org.uk

Further free training available including:

- Hands on O365 Forms
- Hands on Google Forms
- Analysing your survey data in Excel
- An introduction to Qualitative Data Analysis

[Find out more on book your places now!](#)



Resources

- ✓ [Sample size calculator](#)
- ✓ [SurveyMonkey templates](#)
- ✓ [Smartsurvey templates](#)
- ✓ [Harvard University guide](#) on question wording
- ✓ [NCVO tips on questionnaires](#)
- ✓ [Data Star tips](#)
- ✓ [NPC guide](#) on sampling
- ✓ [Market Research Society](#) Code of Conduct
- ✓ [Social Research Association](#) Ethical Guidelines



More resources

Well being surveys

- [What Works Wellbeing](#) outlines several tools and also has a survey builder:
- [Four well-being questions](#) from the Office for National Statistics (ONS)
- [Inspiring Impact](#) has information on *Developing a measurement framework: a tool for mental health and wellbeing charities*

Accessible Surveys

Pretty much all of the tools on the market enable accessible survey creation. Here are some useful guides:

[Evaluation Support Scotland](#)

[Survey Gizmo's practical guide](#)

[Survey Monkey's practical guide](#)





Thank you for listening

KATE WHITE

SORREL PARSONS

info@superhighways.org.uk

[@SuperhighwaysUK](https://twitter.com/SuperhighwaysUK)

#DatawiseLondon

