# Getting started with...

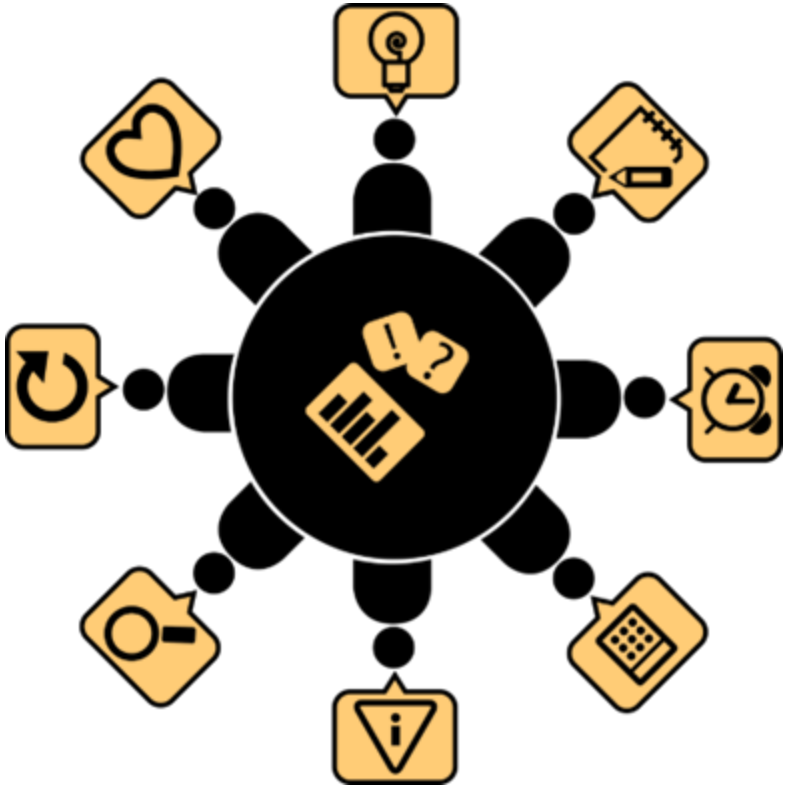
## Online forms and surveys

superhighways

harnessing technology for community benefit

# Session outline

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

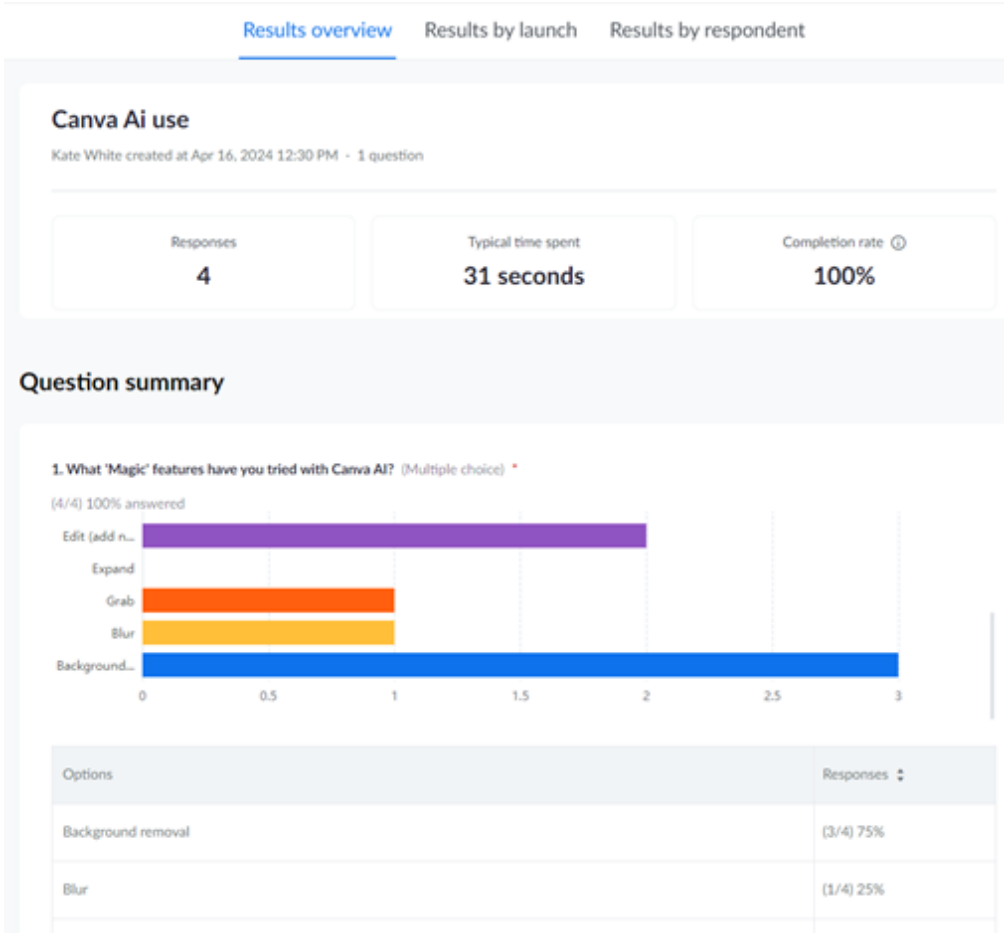


What do you use or want to use forms and surveys for?

What are you hoping to learn today?

# Quick Zoom Poll …

## Then present or view results …

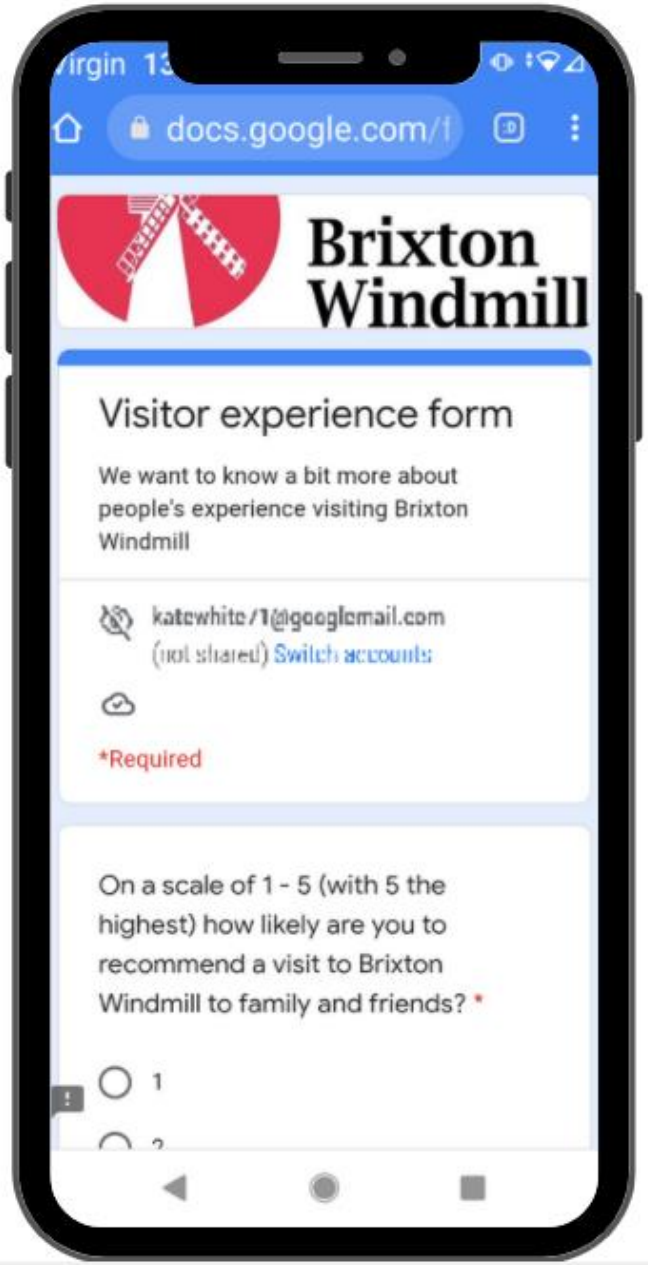


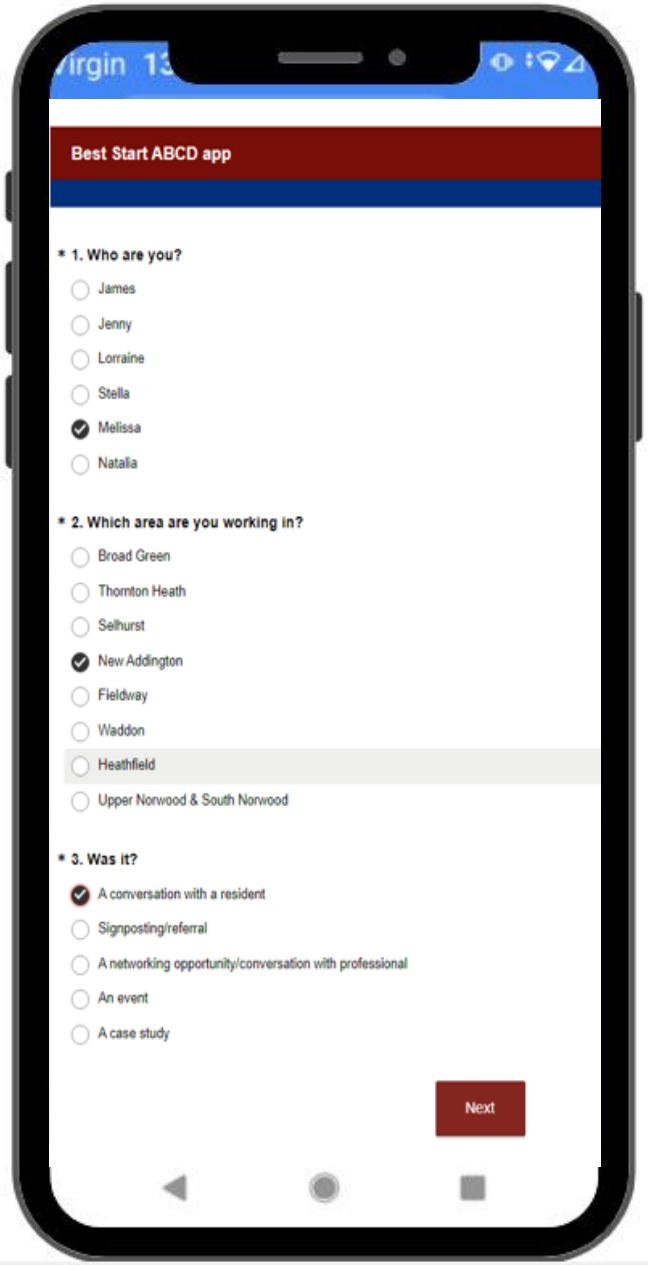
# Routine data collection

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

# Mobile data collection

## Add form shortcuts to your Homescreen…



# Food Hub Collection Form

**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** *

# Lewisham Local food example

**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)**

Please select >

**Anything Else You Would Like To Add for This Week?**

# Planning surveys

# My worst survey nightmare...

Back to Mentimeter

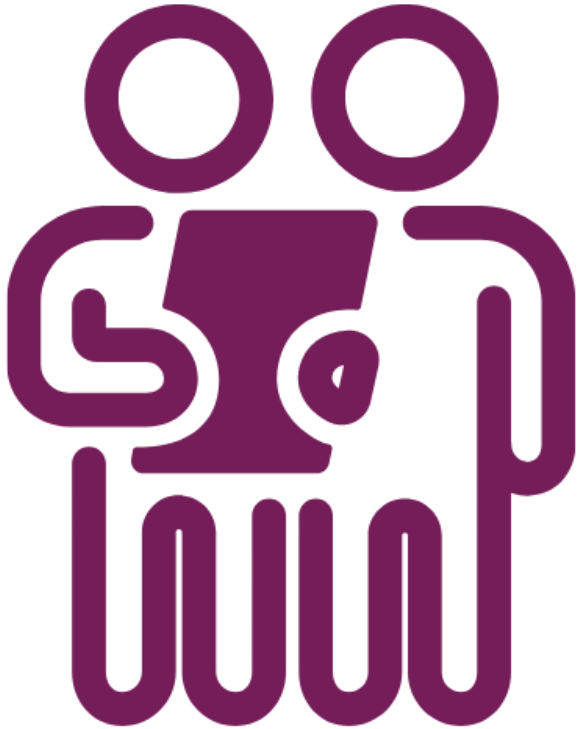
Click on the link in chat

# Good and bad practice?

From your experience (building or responding to surveys):

What does good look like?

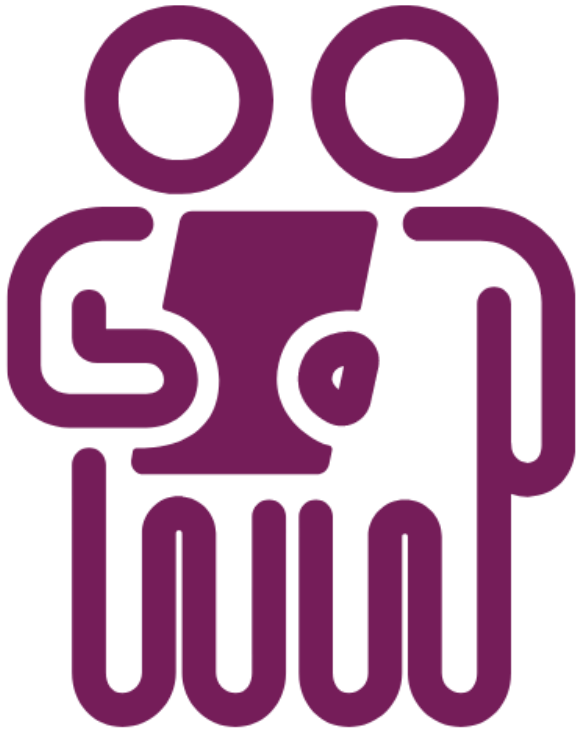
Unmute and call out



# 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?

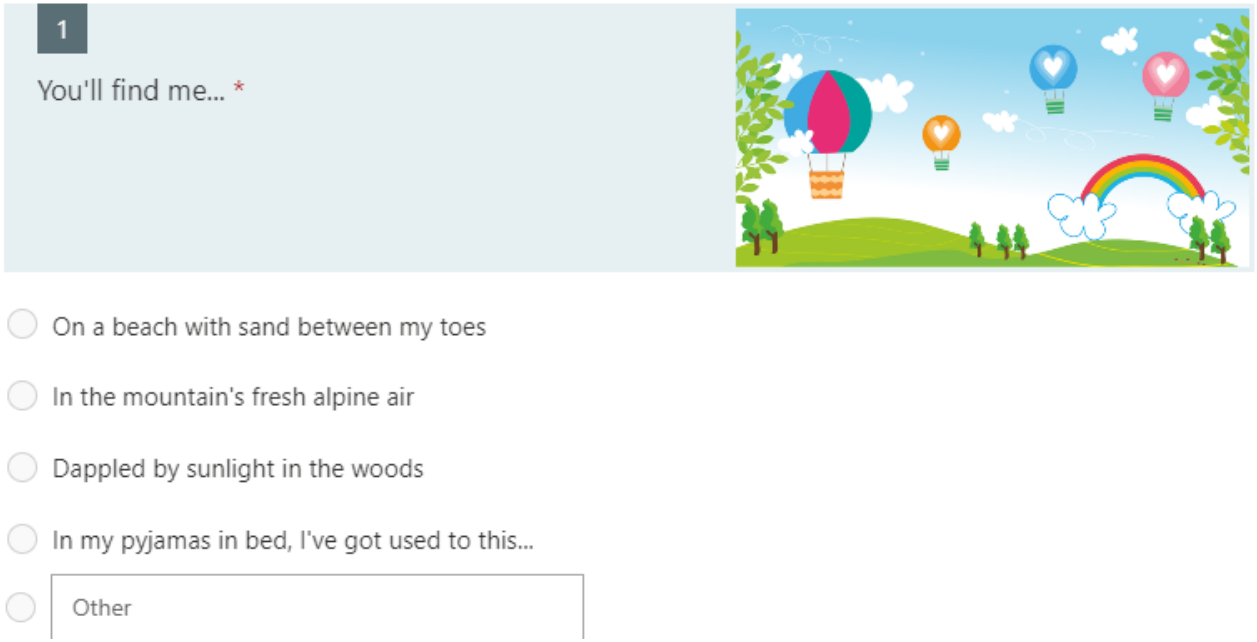
Answers in chat....

# Common question types

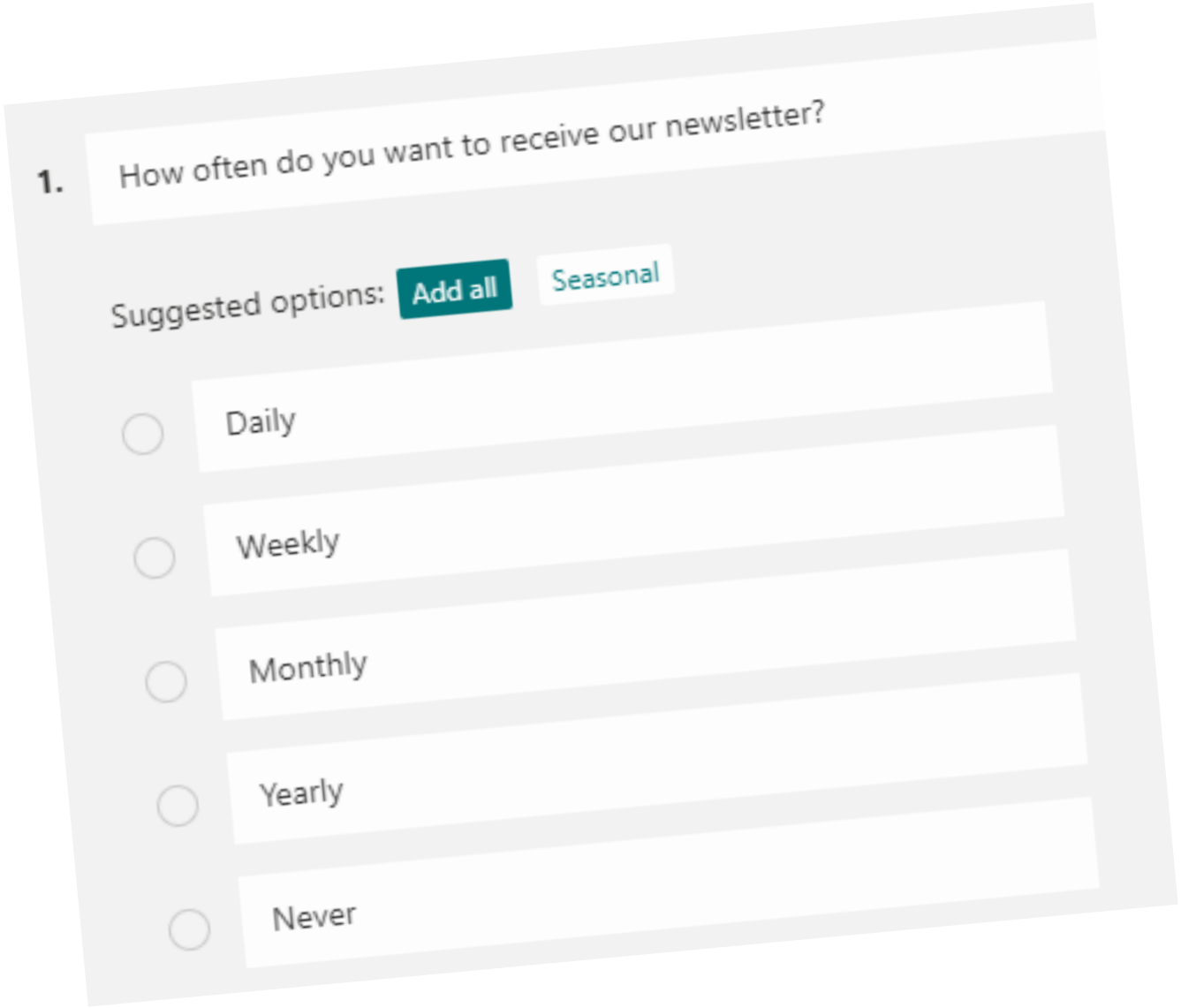
- ✓**Single choice** (radio dial select one from a list of options)
- ✓**Multiple choice** (choose one or more options from a list)
- ✓**Rating scale** (pick a value – usually a number e.g. star rating or 1-5)
- ✓**Likert scale** (opinions and feelings – e.g. satisfaction)
- ✓**Matrix** (a few questions 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...




- ✓ 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




# Are there any issues with this question and the multiple choice options provided?

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)

- ✓ Very often
- ✓ Fairly often
- ✓ Not very often
- ✓ Not at all often
- ✓ (4 points) + DON'T KNOW

- ✓ **Recommend (Net Promoter Score):**
- ✓ 0 = Would not recommend
- ✓ 10 = Would definitely recommend
- ✓ (11 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

# 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

# Break

# In small groups re-write these biased questions

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...

# Survey tools we're using...

Back to Mentimeter

Go to Menti.com and type in this code:

8254 8741

# Choosing a survey tool

The link will be shared in the chat
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

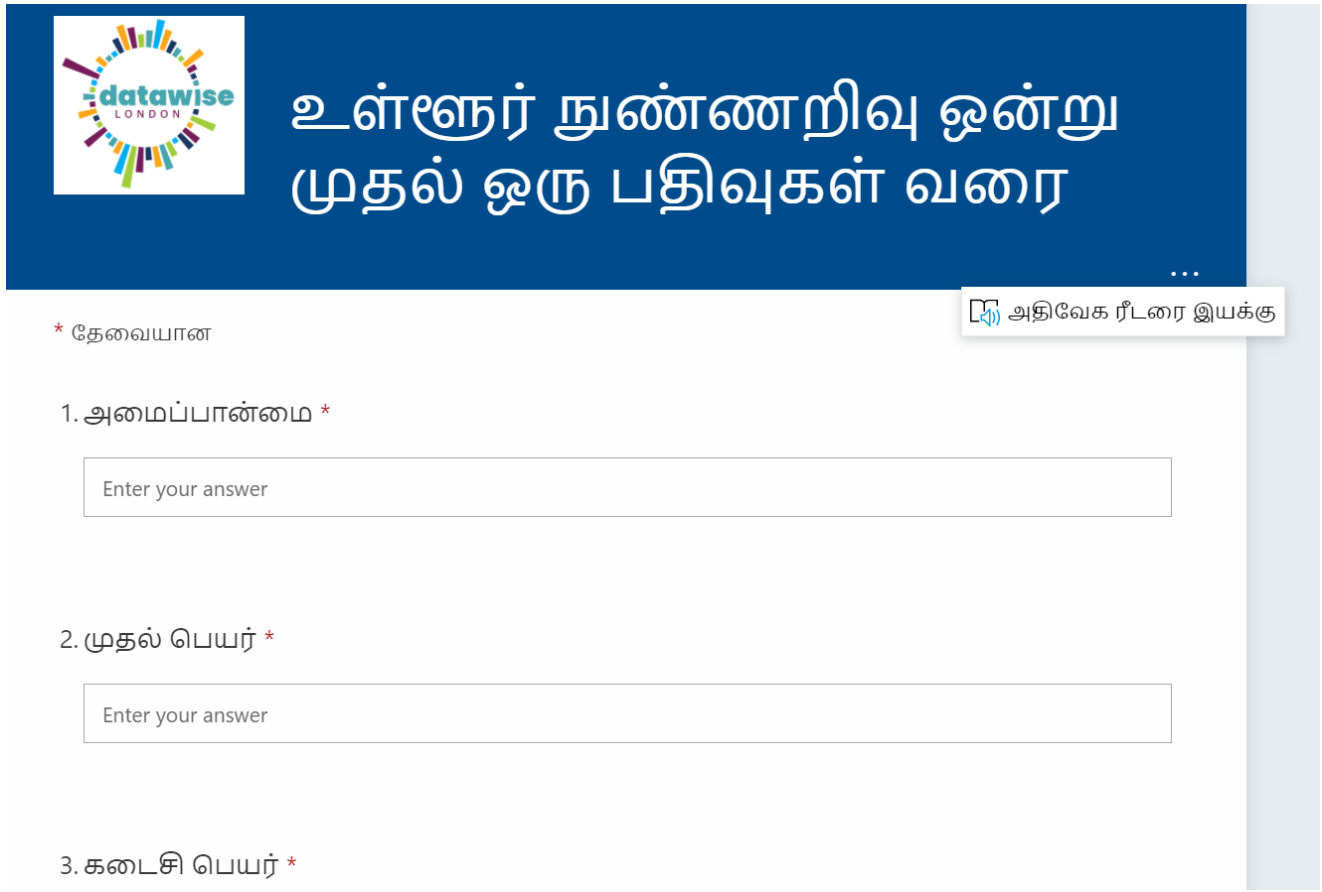
Watch this 1 minute video

The link will be shared in the chat.

https://forms.gle/5qYHQwSRA6h6jx5h8

# 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 – paid version
  - ✓Or your respondents need to sign into Google account



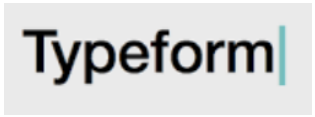

# Translation needed?

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

# You've got options

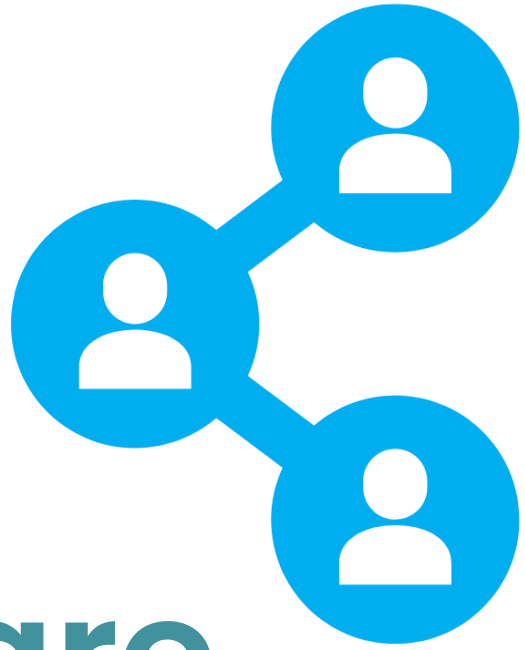
A survey tool already available to you within your office suite

A standalone survey tool



# Free – too good to be true?

| | |
|---|---|
| Mentimeter | 34 slide types, 50 participants p/m |
| Typeform | 10 questions, 100 responses p/m |
| JotForm | 5 forms, 100 responses p/m, 100MB storage |
| SurveyMonkey | 10 questions, view only, 25 responses p/m |
| SmartSurvey | 15 questions, view only, 100 responses p/m |

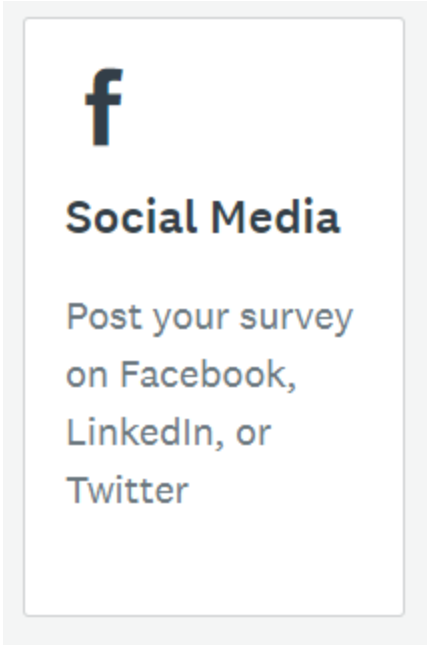


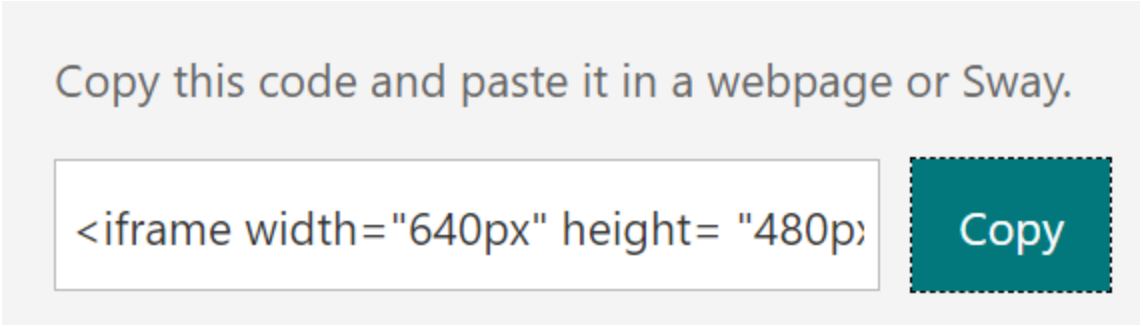
# Share. Analyse. Share

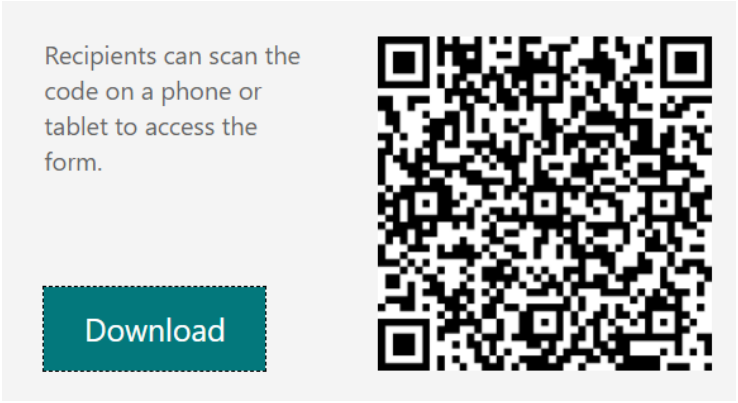
You've asked for lots of useful information.
What will you do next?

# How are you going to share it?

## Most forms / surveys have a range of different options…

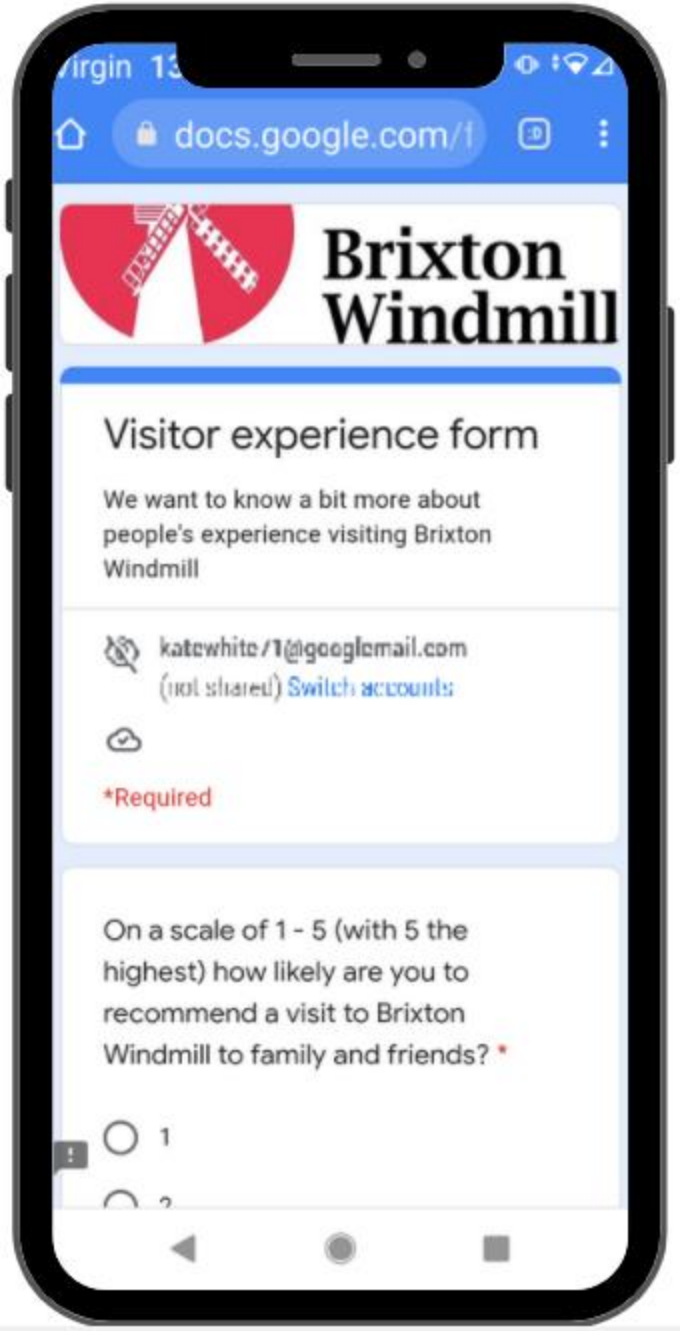


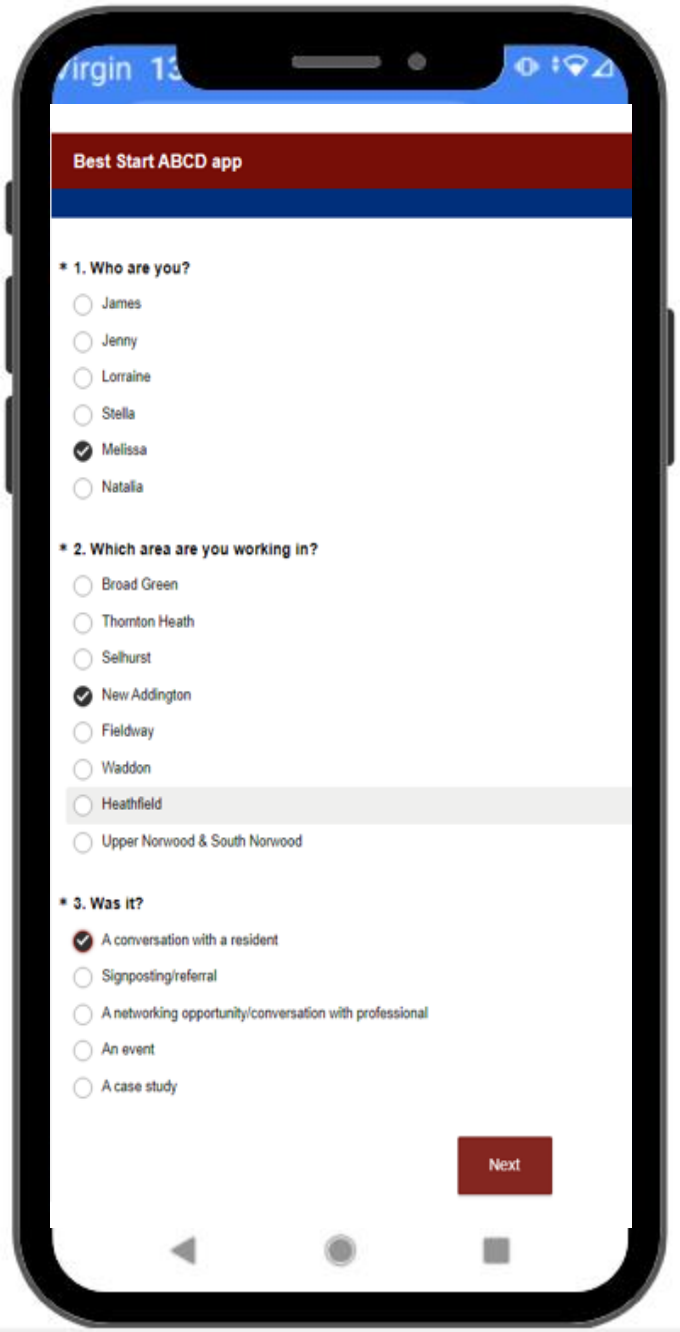



# How are you going to share it?

## In person with mobile devices?

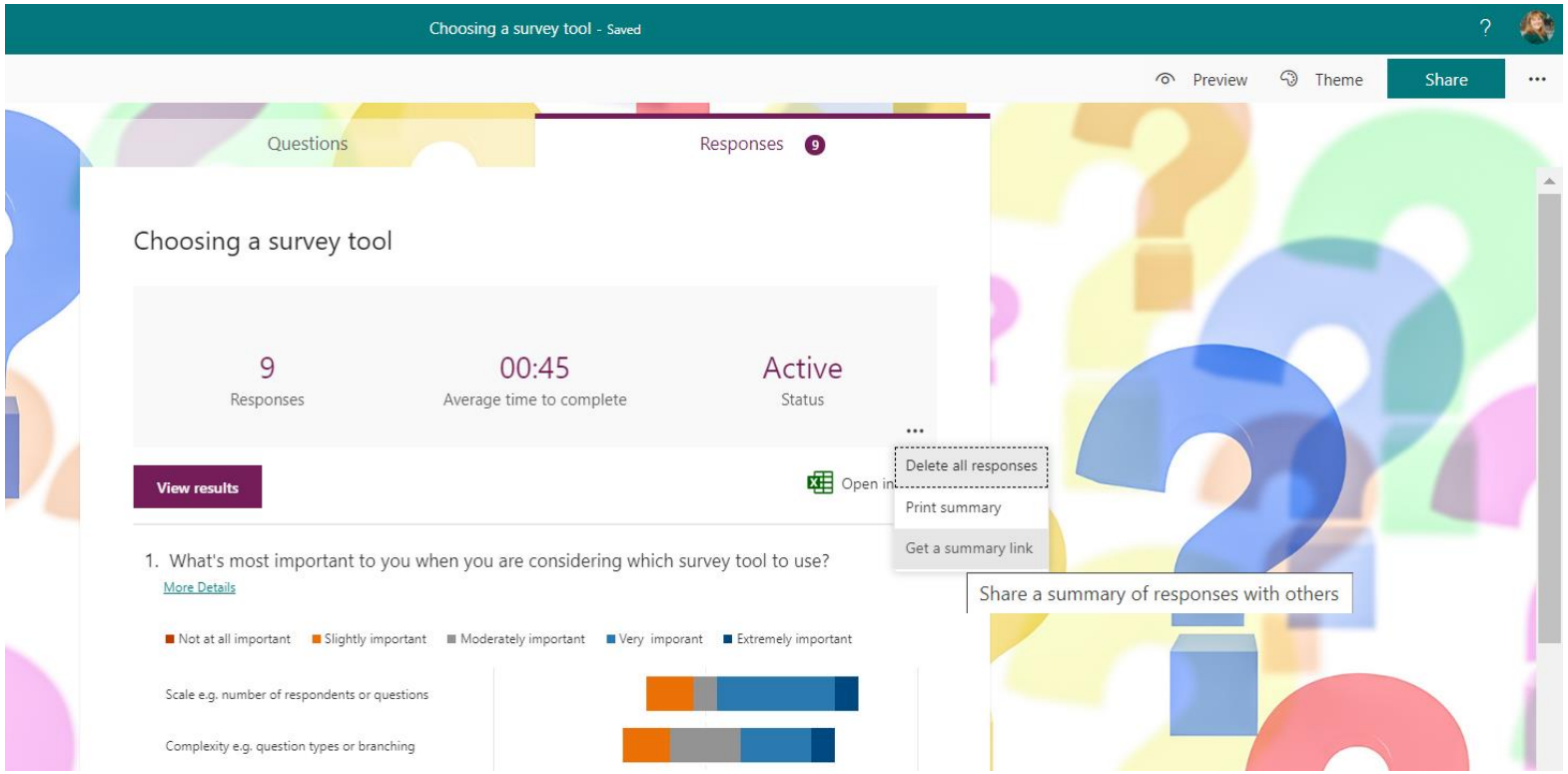


# The results

- ✓What can you realistically do with 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

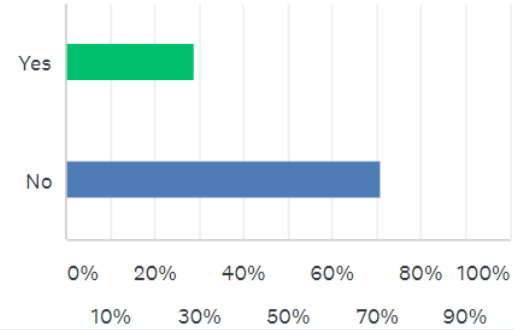
# Instant analysis & build a dashboard

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

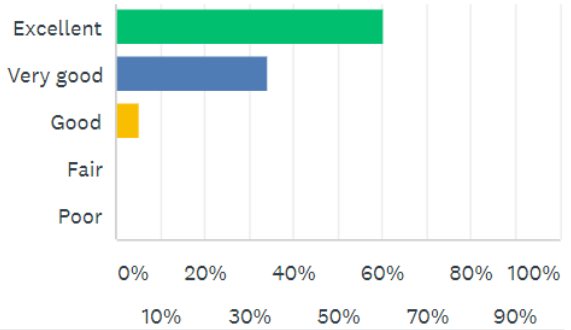
"Really loved the entire day! The impact assessment and 2 storytelling sessions were th 3 I attended. I found your facilitators friendly and welcoming. Lots of people know each othe but I didn't and was made to feel very welcome I forgot to save the chat!! Could that be shared as well?"

← 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)

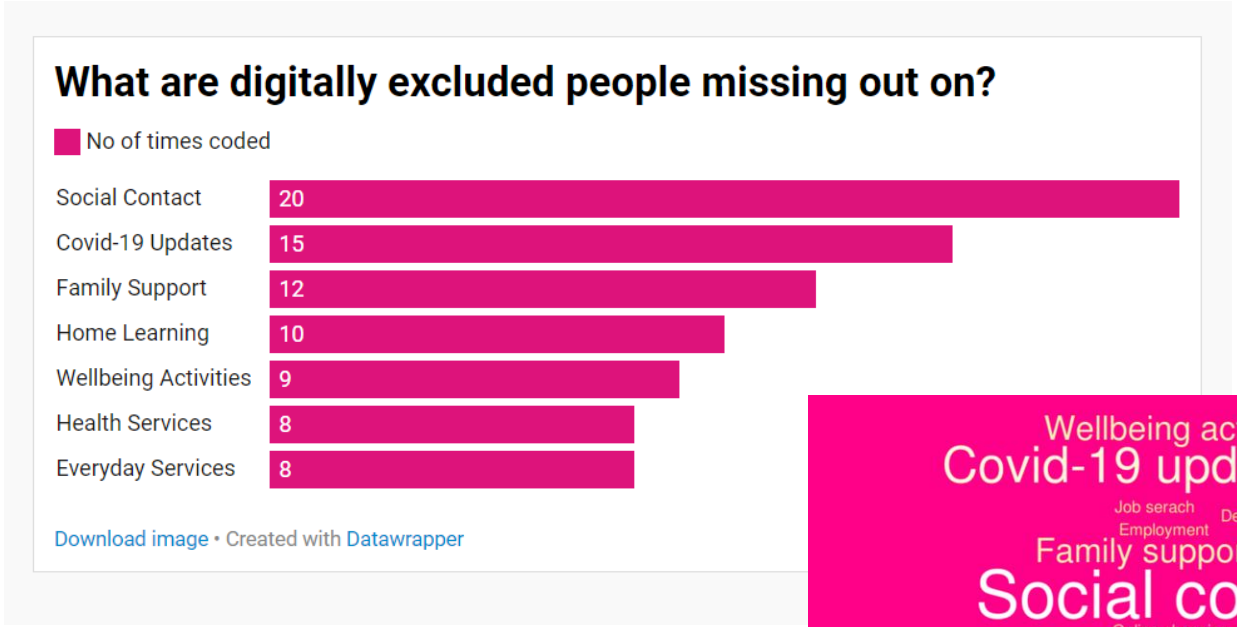
# Present survey headline results in engaging ways

There are some additional tools that can help

Datawrapper

Canva

Word It Out



**3 out of 5 people are missing social contact**

# The dashboard

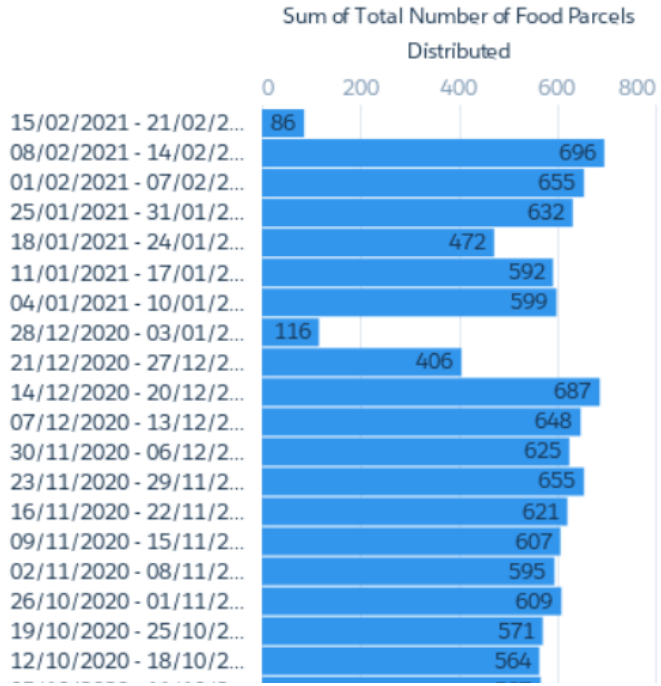
**Total Beneficiaries (since 28 Sep 2020)**

27,861

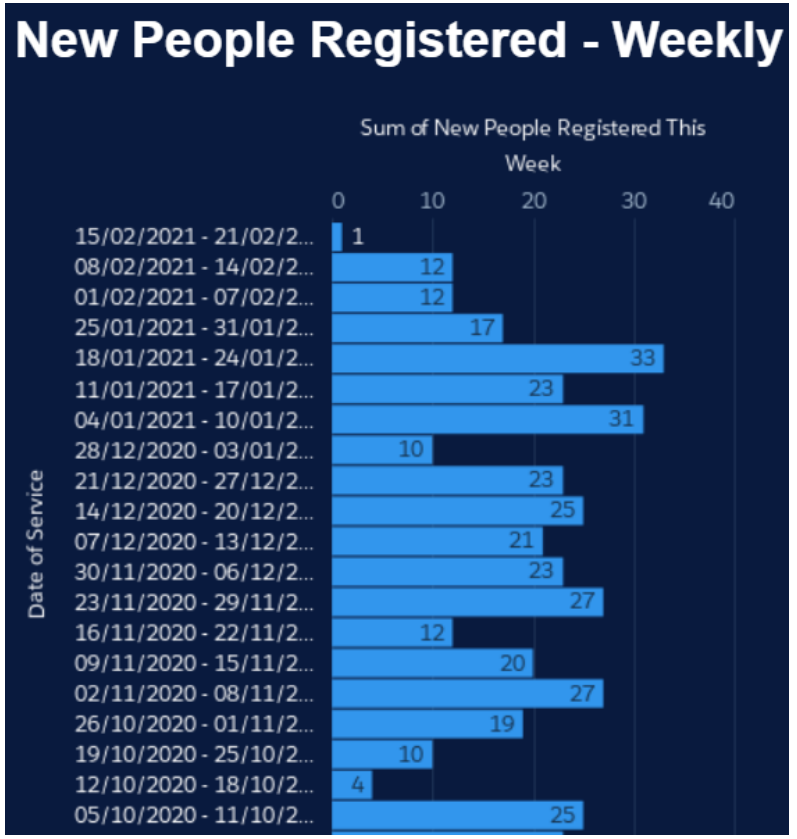
**Total Food Parcels (since 28 Sep 2020)**

11,576

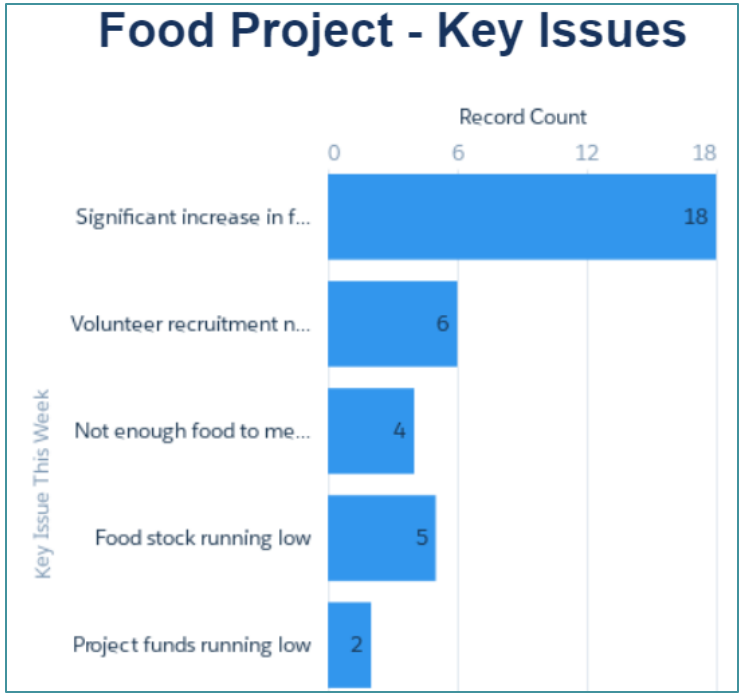
## Parcels - Weekly




## New People Registered - Weekly



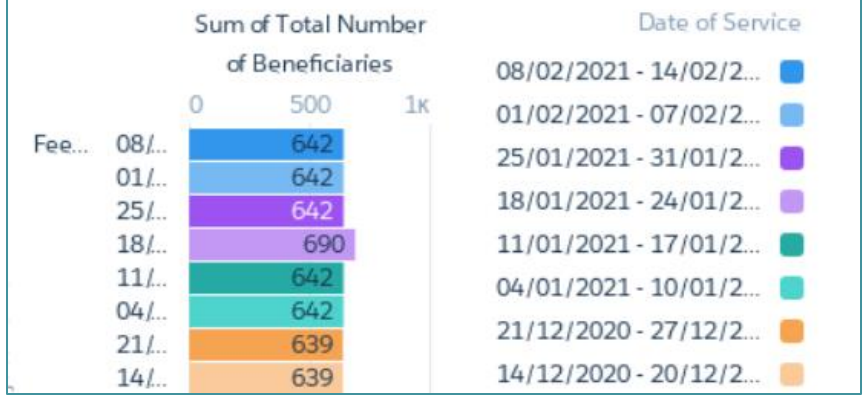

## Food Project - Key Issues

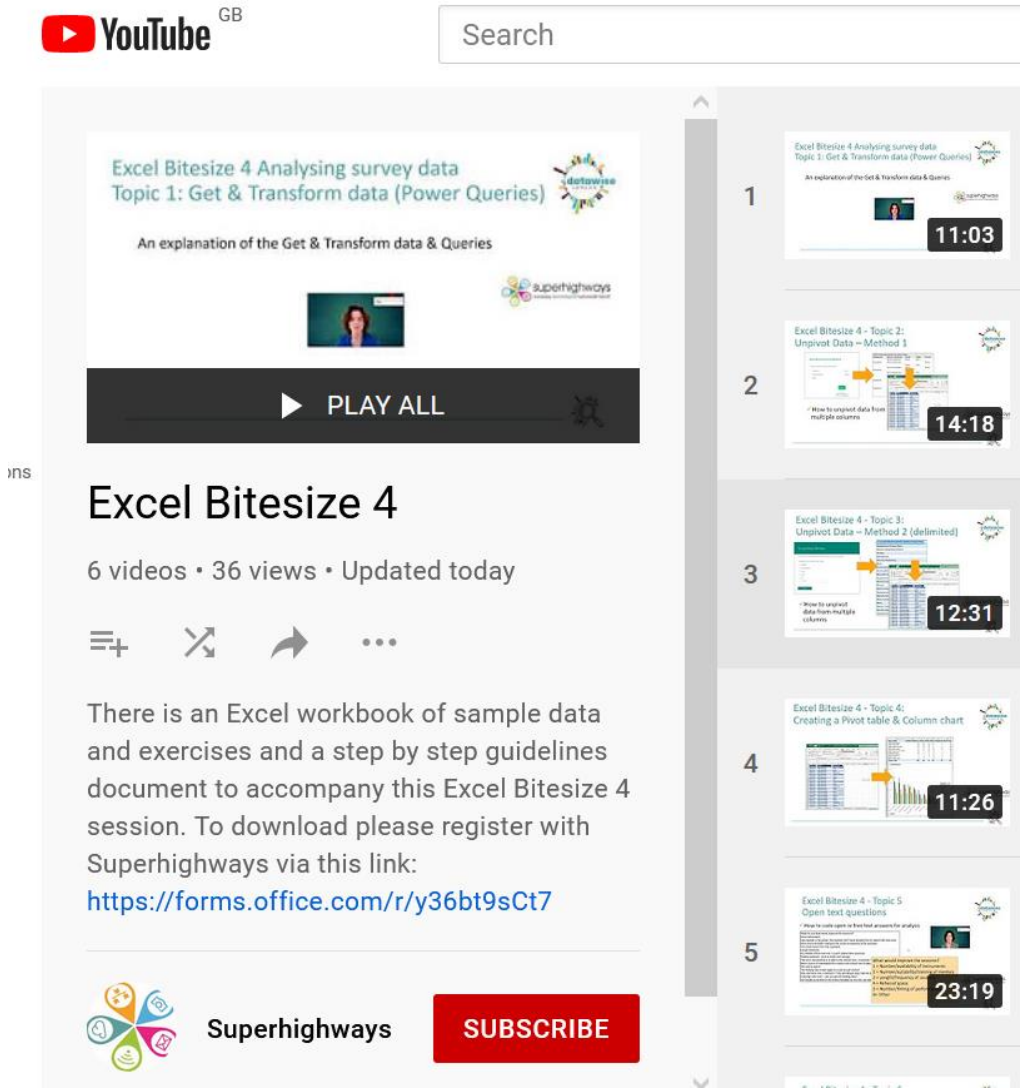



## Food Project - Key Issue Other

| 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






# 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. We also have courses coming up soon...

# Need some more Excel skills?

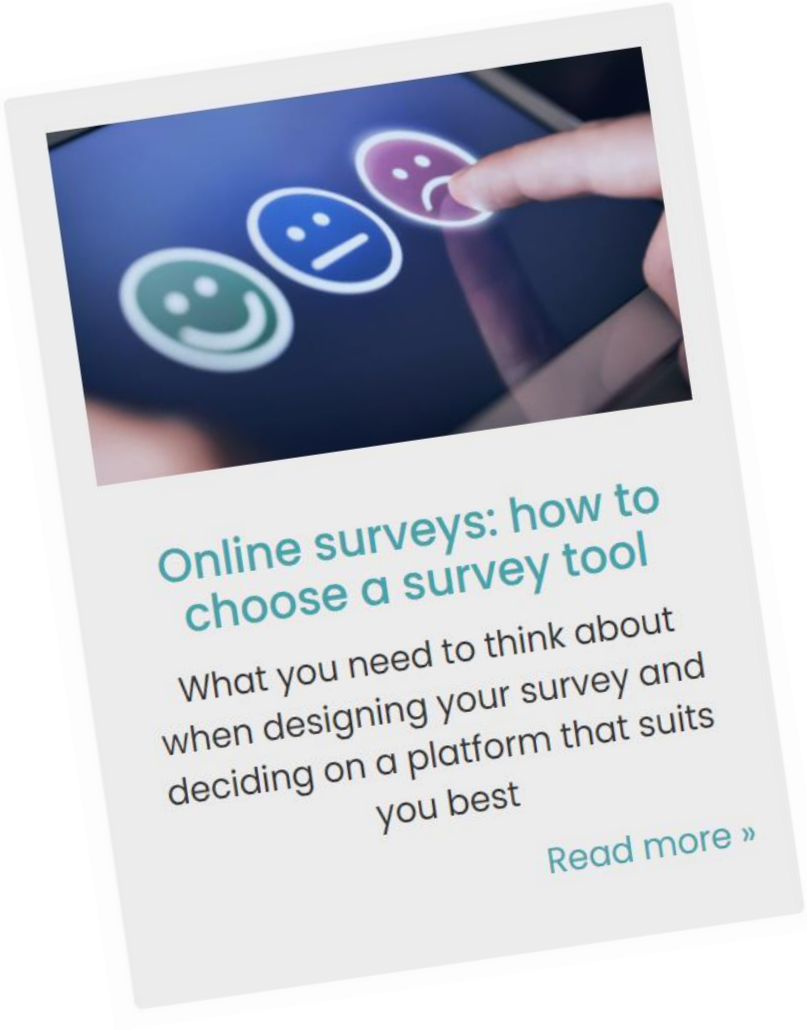
Follow along with our practical Excel videos

✓ Excel Bite-size 1: Managing your data (guidelines/data)

✓ Excel Bite-size 2: Creating a workable data set (guidelines/data)

✓ Excel Bite-size 3: Analysing your data (guidelines/data)

Or join our Introduction, Next steps 1 and Next steps 2 tutor led sessions on Zoom. Check dates here or get in touch for a 1:1.




# 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 and book your places now!

Sign up for e-news

# Thank you for listening

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superhighways

harnessing technology for community benefit