



Creating surveys

Tools and Best Practice

#DatawiseLondon



Session outline

- ✓ Planning forms and surveys
- ✓ Types of questions
- ✓ Question writing: Do's and Don'ts including bias
- ✓ Top tips for quality and response rates
- ✓ Overview of online survey tools and useful features



Good and bad practice?

From your experience
(building or responding
to surveys):

- 1) What is good survey practice?
- 2) What is bad survey practice?



Planning your surveys



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](#)



Planning your survey

- ✓ **How?** Is a survey the best tool? Is an online survey appropriate or would face-to-face surveys be more useful / effective?
- ✓ **Why?** What do you actually want to know?
- ✓ **Who?** Survey respondents should be a sample of a larger group/population
- ✓ **When?** When is the best time to ask?
- ✓ **What?** What do you want to ask?





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



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 |



Ranking – not for the faint hearted

Respondents are asked to place a number of options in their order of preference, e.g.

Please put the following methods of communication used by the senior management team to disseminate performance information in order of effectiveness (1 = most effective; 5 = least effective):

- Email
- Face to face meeting
- Team briefing
- Noticeboard announcement
- Intranet news item



Write a scale question for your own work

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



Answers in chat...



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



Question writing

Do's and Don't's



Closed versus open-ended questions

- ✓ When you want results that are easy to quantify, used *closed-ended questions*
- ✓ When you want to give respondents the freedom to express themselves in their own words, use *open-ended questions*
- ✓ Open ended – how will you analyse the responses?
- ✓ Multiple choice response – don't forget the option to expand on their choices?



Be clear

- ✓ Use clear, concise, and uncomplicated language
- ✓ Try to avoid acronyms, technical terms or jargon that may confuse your respondents
- ✓ Provide definitions or examples if you need to include tricky terms or concepts



What can you respond to?

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

Suggested options: [Add all](#) [Seasonal](#)

- Daily
- Weekly
- Monthly
- Yearly
- Never

What issues might these choices present?

Call out or in chat...



Provide a timeframe

- ✓ “How often do you use social media?” Daily? Weekly? Monthly?
- ✓ Use a time frame that makes it easy for respondents to come up with an answer
- ✓ If you don’t have a specific time period in mind, begin questions with “in general,” “overall,” or “typically”
- ✓ Avoid absolutes



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



5 Top Tips



Further suggestions to improve the experience of the person completing your form



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

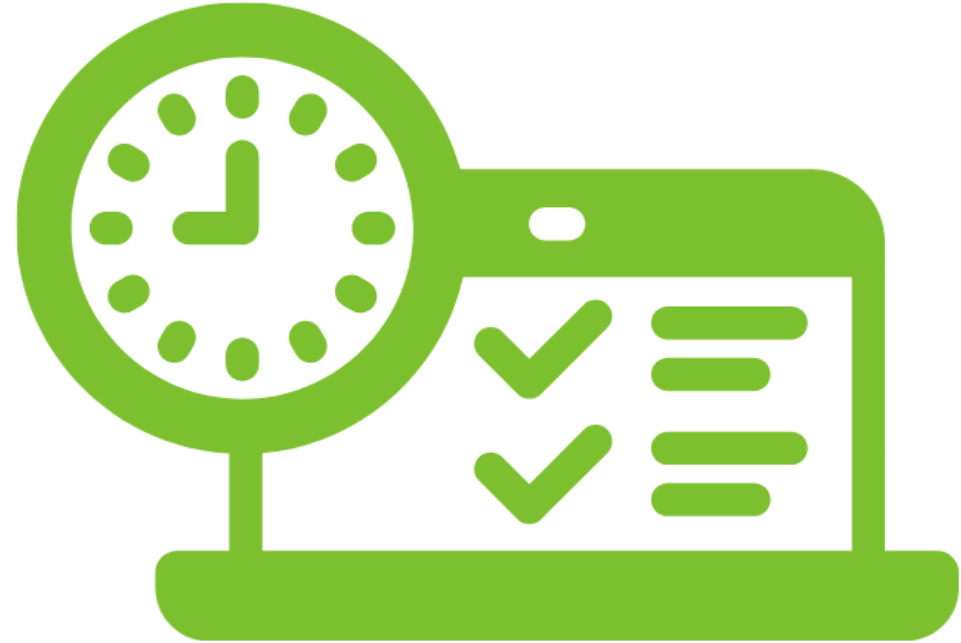
✓ **Optional questions:**

- ✓ 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'



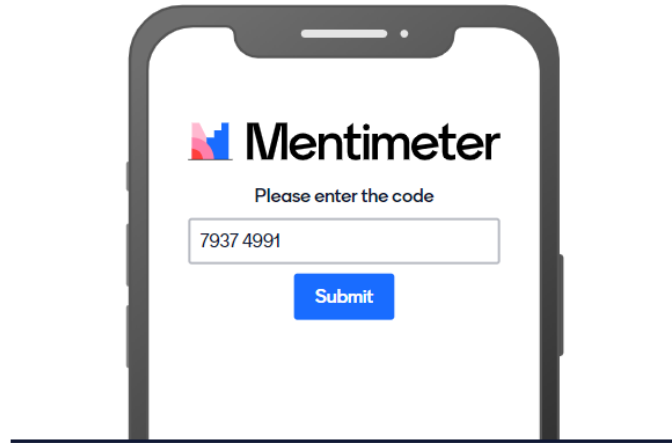
Break



Survey tools we're using...

Go to

www.menti.com



Click on the link in chat

<https://www.menti.com/3fxqeb4nqn>

use the code **27 62 95 0**



And our worst nightmares...



Back to Mentimeter
Click on the link in chat

<https://www.menti.com/6akqi16u7r>



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



In the chat again

<https://forms.gle/hHC66K2zZgjk1wBG8>



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

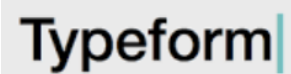


You've got options

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



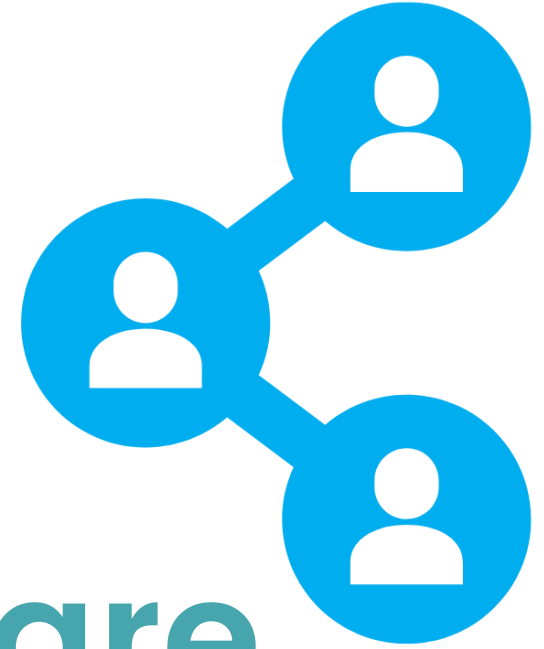
SurveyMonkey

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" src="...">
```

Copy

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

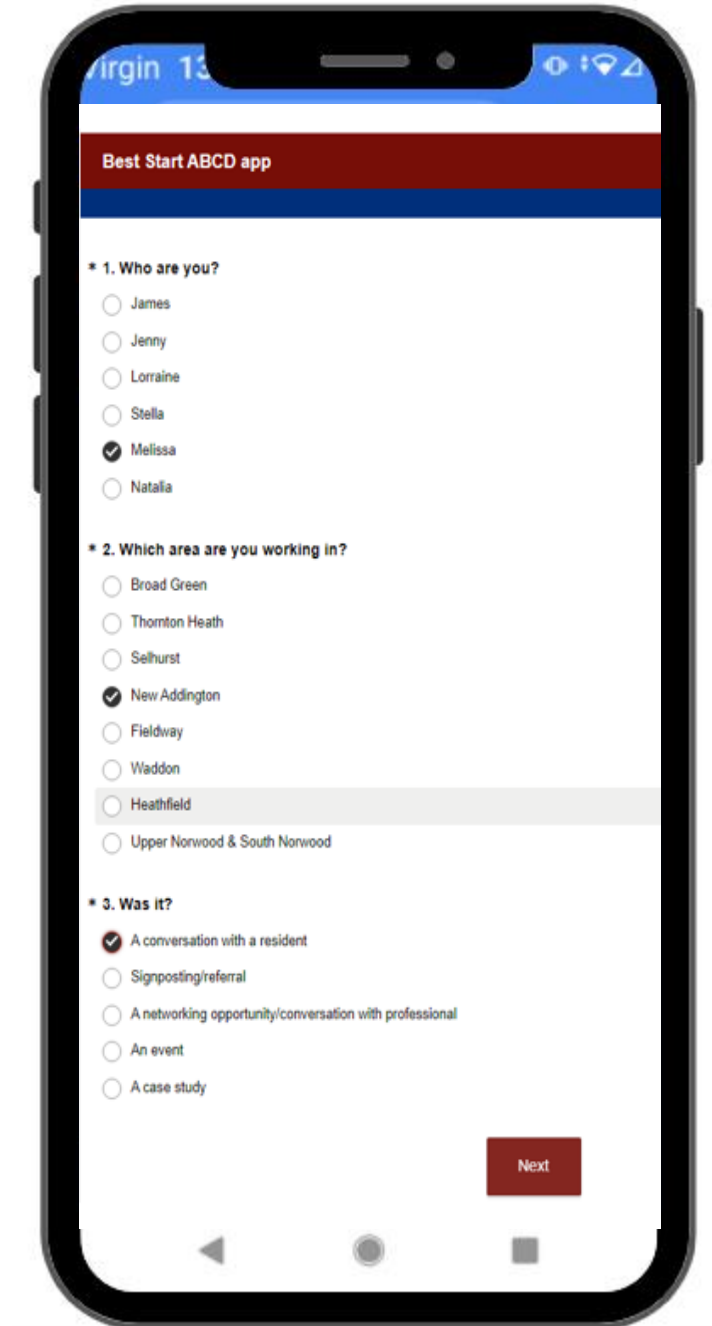
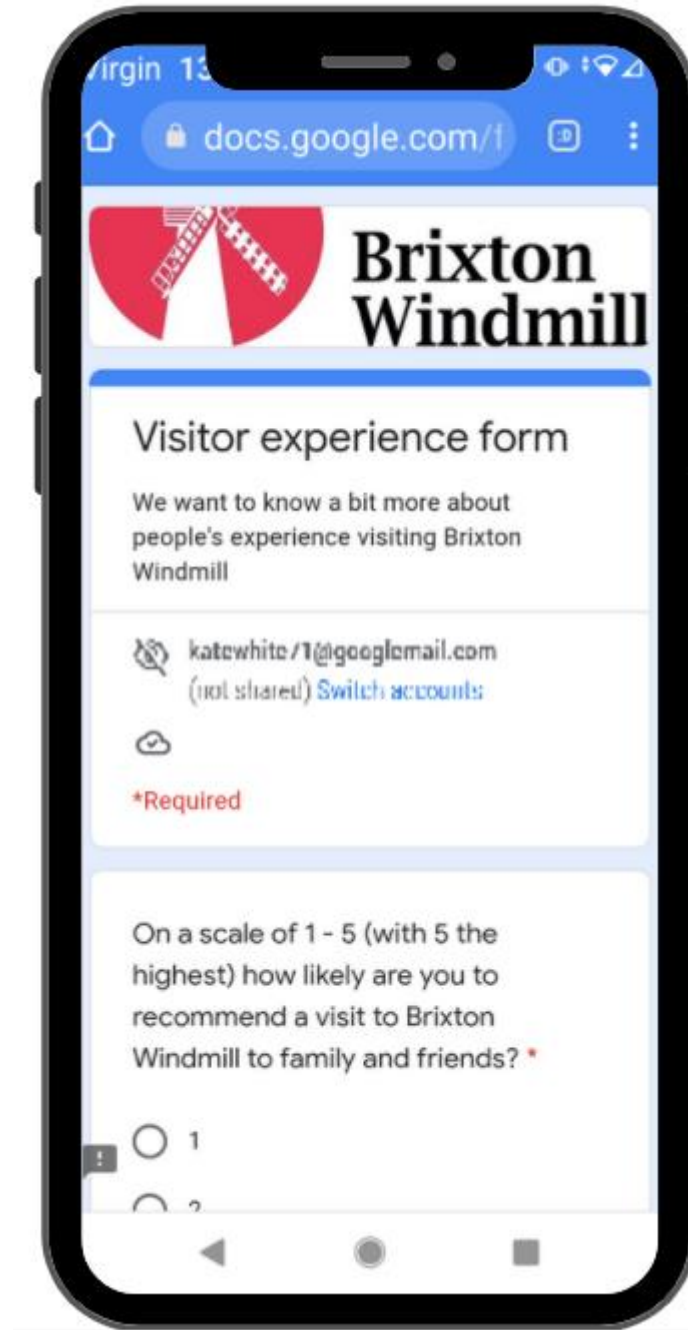


Download



How are you going to share it?

In person with mobile devices?



The results

Read the report

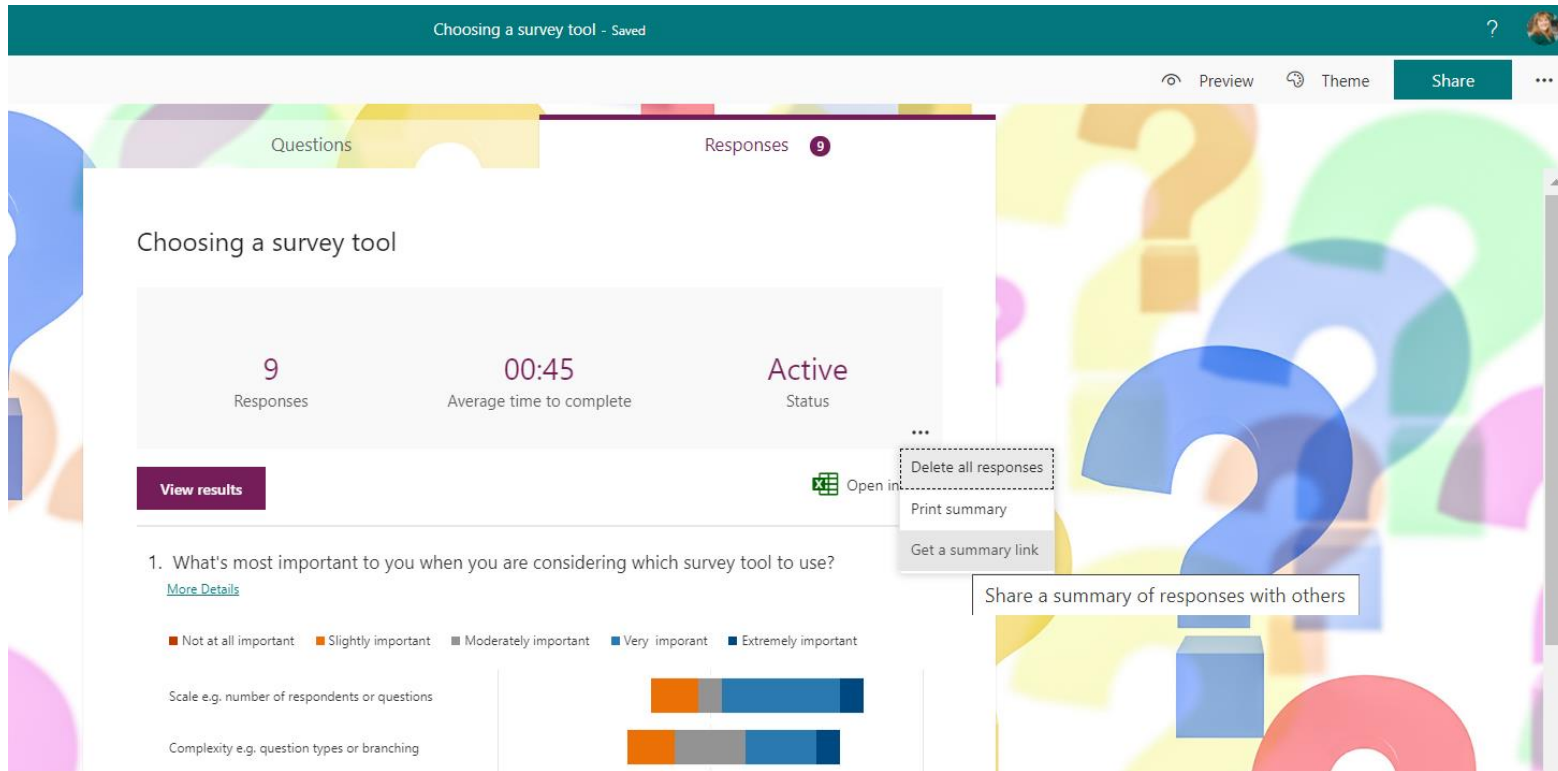
The report is based on the responses to the KVA **Extraordinary** Survey in October 2020. 27 voluntary social enterprise (VCSE) or Kingston took part.



- ✓ 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



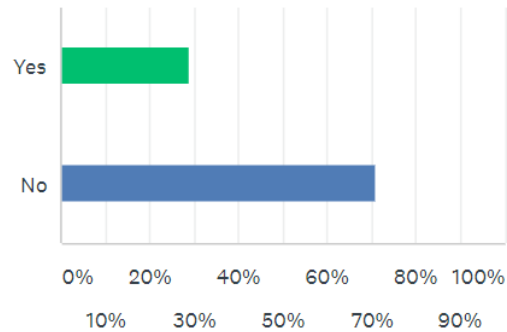
Instant analysis & build a dashboard

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

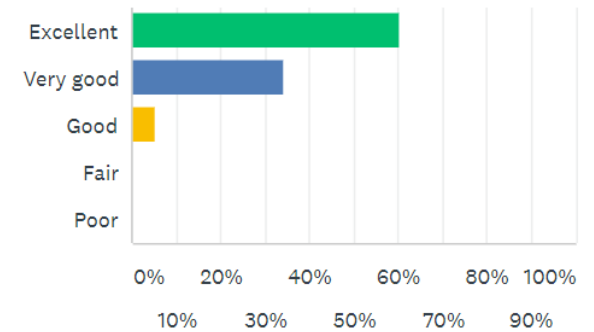
NEXT →

Impact Aloud 2020 Evaluation

🔍 (0)

How would you rate Impact Aloud 20...

Answered: 38 Skipped: 7

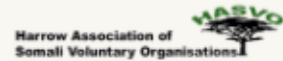


Impact Aloud 2020 Evaluation

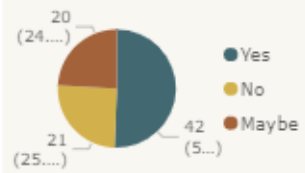
🔍 (0)



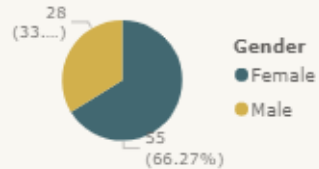
Survey Data



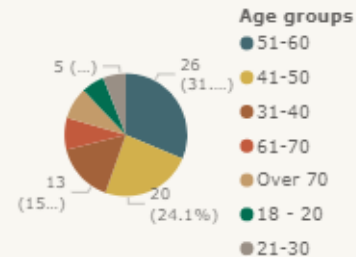
Would you take the vaccine?



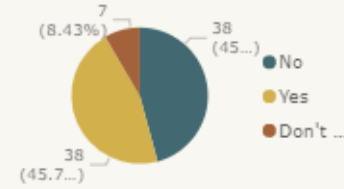
Participants Gender



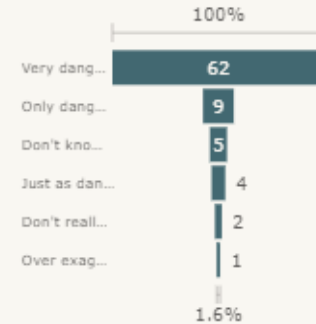
Participants Age group



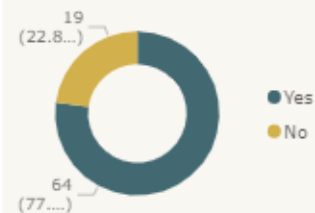
Considered to be part of the Vulnerable Groups



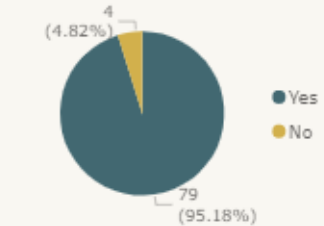
What are your thoughts and views on Covid19



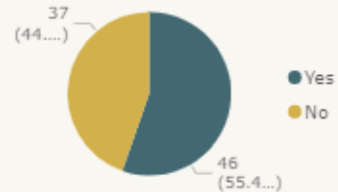
Do you personally know of anyone that has died of Covid19?



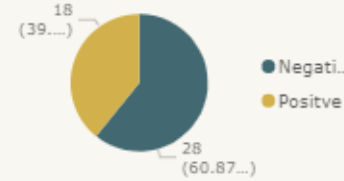
Do you personally know of anyone that was infected by the Corona...



Tested for Covid19



Result of Covid-19 test



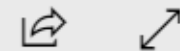
Area



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



2



3



4



5



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

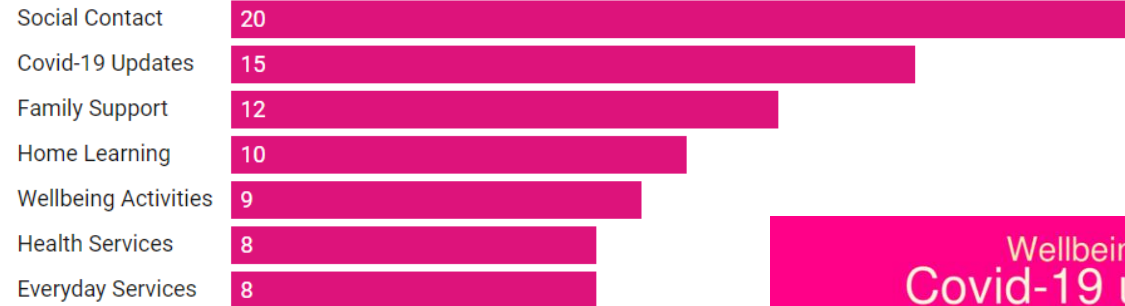
There are some additional tools that can help

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

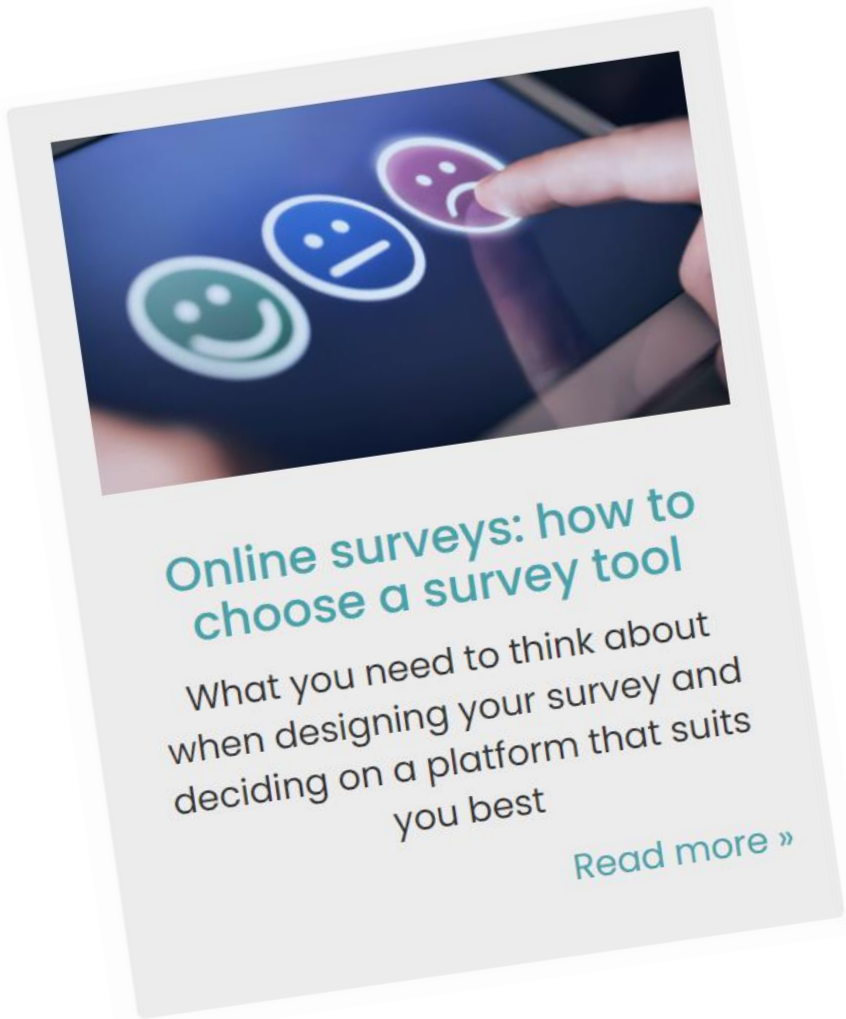
Read our Resource: [How to choose a survey tool](#)

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

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