

Software Application Training



WEST CHESTER UNIVERSITY

SurveyMonkey Tutorial

Introduction

Survey Monkey is a web-based professional survey website that updates itself automatically. It allows users to email survey links, post surveys on websites, collect responses, and generate survey reports without interrupting responses.

Creating an Account

SurveyMonkey offers four different types of account plans. The basic plan will allow you to begin creating surveys immediately, free of charge.

BASIC Free	SELECT \$17 per month* <small>* Billed \$204 annually See monthly plan</small>	GOLD <i>Most Popular</i> \$25 per month* <small>* Billed \$300 annually</small>	PLATINUM \$65 per month* <small>* Billed \$780 annually Call today! 1-877-797-6965</small>
Your Plan	Upgrade »	Upgrade »	Upgrade »
<i>Features include:</i>	BASIC features +	SELECT features +	GOLD features +
10 questions per survey 100 responses per survey	Unlimited questions Unlimited responses	Unlimited questions Unlimited responses	Unlimited questions Unlimited responses
Easy-to-use web-based survey tool	Custom survey design & URLs	Custom redirect after survey is completed	Complete brand control with Research.net
Collect data via weblink , email , Facebook , or embed on your site or blog	Enhanced security (SSL/HTTPS) included	Advanced logic features: <ul style="list-style-type: none">• Random assignment for A/B testing• Question & answer piping• Question randomization or flipping	<ul style="list-style-type: none">• Your own research.net survey URLs• You control how your survey looks including adding your logo & brand colors• You decide where your respondents go after they complete your survey
Real-time results	Skip-logic & other advanced features	Text analysis for open responses	Expert phone support to answer any of your questions
24x7 email customer support	Excel export & printable PDF	SPSS integration	
See all features...	See all features...	See all features...	

To begin with a basic plan, click the **Sign Up FREE** button on the SurveyMonkey homepage.

Premium Plans

Advanced features & customization for power users.

[Pro Sign Up ►](#)

BASIC Plan

All the essentials to get you started for FREE.

[Sign Up FREE ►](#)

Creating an Account

- 1) Choose a username and password.
- 2) Enter your email.
- 3) Click **Sign Up**.

Choose a username:
ab123456@wcupa.edu
Up to 50 characters, no spaces.

Choose a password:
●●●●●●●●
Up to 25 characters, no spaces.

Retype password:
●●●●●●●●

Enter your contact email:
ab123456@wcupa.edu
Up to 50 characters.

I'd like to receive communications about SurveyMonkey services and survey tips.

Sign Up ▶

By clicking "Sign Up" you agree to our [Terms of Use](#) and [Privacy Policy](#)

Or sign up with your Google or Facebook account

Now you can link your accounts and sign in to SurveyMonkey using your Facebook or Google account. It's quick, easy, and secure - your SurveyMonkey data will be completely private.

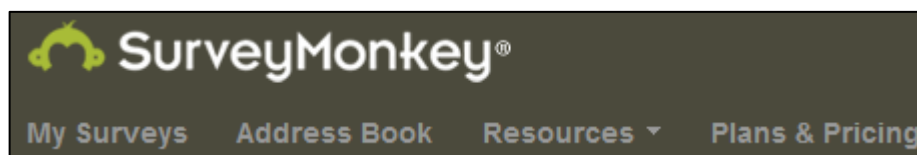
Sign Up with Google

Sign Up with Facebook

By creating an account using your Facebook or Google account, you agree to our [Terms of Use](#) and [Privacy Policy](#).

You also have the option to create a SurveyMonkey account by using your existing Google or Facebook account.

Navigation



The headings at the top of the screen are your navigation around the site.

My Surveys – Jump to a page where the surveys you have created will be listed.

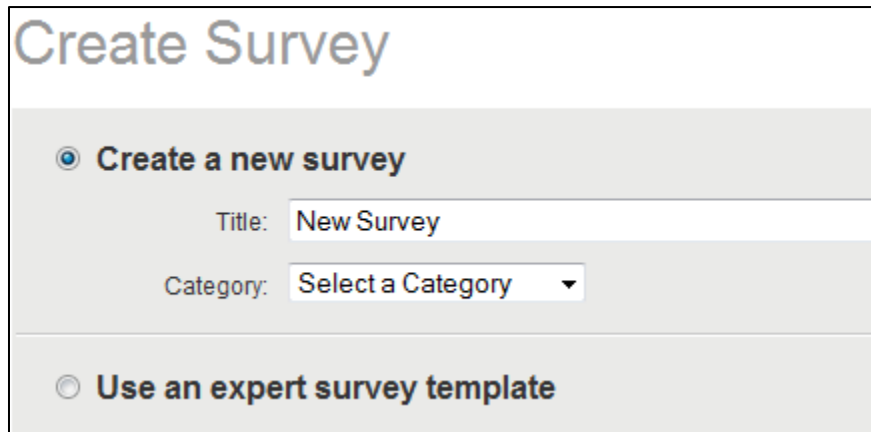
Address Book – Keeps distribution lists you've created.

Resources – Provides access to **Customer**, **Product**, and **Research Feedback** surveys, as well as **Performance Reviews**, and other pre-made surveys.

Plans and Pricing – Explains the features of the different kinds of SurveyMonkey accounts.

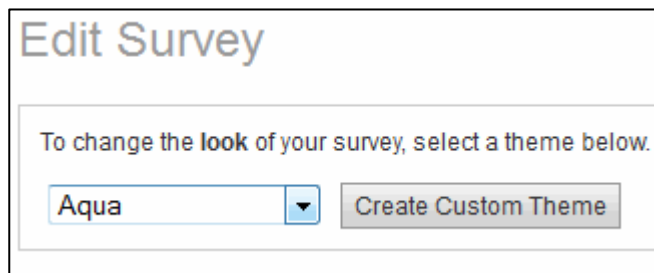
Creating a Survey

- 1) Select the **My Surveys** heading from the tabs at the top of the page.
- 2) Enter a title for your survey, or select **Use an expert survey template**.



The screenshot shows the 'Create Survey' interface. At the top, the title 'Create Survey' is displayed. Below it, there are two radio button options: 'Create a new survey' (which is selected) and 'Use an expert survey template'. Under the 'Create a new survey' option, there is a 'Title' field containing the text 'New Survey' and a 'Category' dropdown menu with the text 'Select a Category'.

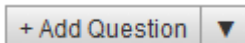
- 3) Select a theme for your survey.



The screenshot shows the 'Edit Survey' interface. The title 'Edit Survey' is at the top. Below it, a message reads: 'To change the look of your survey, select a theme below.' There is a dropdown menu with 'Aqua' selected and a 'Create Custom Theme' button.

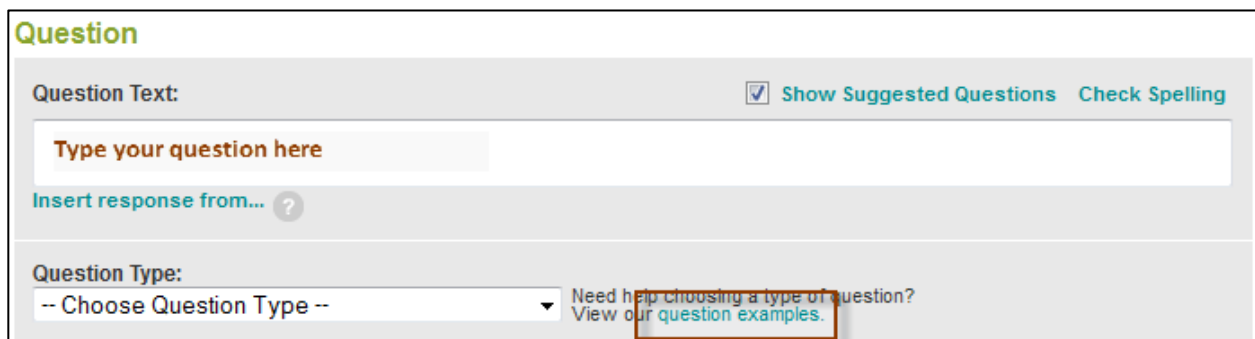
Adding Questions

- 1) Select **Add Question** to begin building a question.



A button with the text '+ Add Question' and a small downward-pointing triangle icon.

- 2) Type the question text in the first box, then choose the question type. For assistance in choosing a question type, click the **question examples** link located to the right of the drop down box.



The screenshot shows the 'Question' form. The title 'Question' is at the top left. Below it, there is a 'Question Text' field with a placeholder 'Type your question here'. To the right of the text field, there are two links: 'Show Suggested Questions' and 'Check Spelling'. Below the text field, there is a link 'Insert response from...' with a question mark icon. At the bottom, there is a 'Question Type' dropdown menu with the text '-- Choose Question Type --'. To the right of the dropdown menu, there is a link 'Need help choosing a type of question? View our question examples.' which is highlighted with a red box.

Question and Answer Preferences

Answer Choices/Options – Depending on the type of question selected, users will be prompted to input answer choices.

Below is an image of the other options that the user has control over when constructing questions and receiving answers.

Add "Other" or a comment field (Optional)
Allow respondents to add a comment to clarify their answer.

Require an answer to this question (Optional)
Display a custom error message when respondents try to skip this question.

Randomize, flip or sort choices (Optional)
Specify a fixed or varying order of your answer choices.

Question Size and Placement (Optional)
Change the default size and placement of this question.

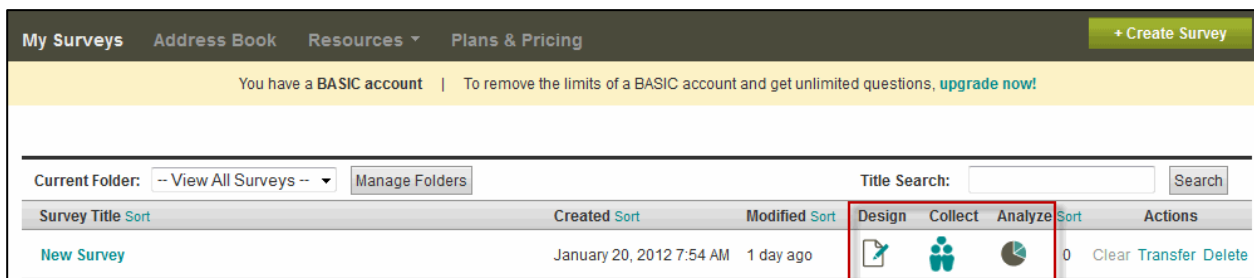
When you have completed a question, don't forget to **Save** or **Save & Add Next Question**.

To split up the length of a survey, users can separate questions or other text by selecting the **Add Page** button.



Managing Surveys

The **My Surveys** heading link serves as the homepage. From this page, users can **Design** surveys, **Collect** responses, and **Analyze** results. Your most recently edited surveys appear first on the list. Users have the option to sort surveys by date created, how long ago they were modified, or by how many respondents have replied. From this screen users also have the ability to clear surveys.



The screenshot shows the 'My Surveys' dashboard. At the top, there are navigation links: 'My Surveys', 'Address Book', 'Resources', and 'Plans & Pricing'. A green '+ Create Survey' button is in the top right. A yellow banner below the navigation says 'You have a BASIC account | To remove the limits of a BASIC account and get unlimited questions, upgrade now!'. Below the banner, there is a 'Current Folder' dropdown set to '-- View All Surveys --' and a 'Manage Folders' button. To the right is a 'Title Search' input field with a 'Search' button. The main content area is a table with columns: 'Survey Title Sort', 'Created Sort', 'Modified Sort', 'Design', 'Collect', 'Analyze Sort', and 'Actions'. The first row shows a 'New Survey' created on 'January 20, 2012 7:54 AM' (1 day ago). The 'Design', 'Collect', and 'Analyze' columns contain icons for editing, collecting responses, and analyzing results, respectively. The 'Actions' column contains 'Clear', 'Transfer', and 'Delete' links. A red box highlights the 'Design', 'Collect', and 'Analyze' columns.

Survey Title Sort	Created Sort	Modified Sort	Design	Collect	Analyze Sort	Actions
New Survey	January 20, 2012 7:54 AM	1 day ago				0 Clear Transfer Delete

Design

The **Design** tab is the main editing station for adding or deleting content and formatting your survey.

The screenshot shows the 'Design Survey' interface. At the top, there are three tabs: 'Design Survey' (highlighted with a red box), 'Collect Responses', and 'Analyze Results'. Below the tabs, the page title is 'Edit Survey'. There are two buttons: 'Preview Survey' and 'Send Survey »'. A section titled 'To change the look of your survey, select a theme below.' contains a dropdown menu with 'Aqua' selected and a 'Create Custom Theme' button. Below this is a '+ Add Page' button. The main content area is labeled 'PAGE 1' and includes 'Edit Page Options' and 'Copy' buttons. A large blue rectangular area represents the survey content, with a '+ Add Question' button below it. At the bottom of the content area is another '+ Add Page' button. The footer contains 'Back to My Surveys', 'Preview Survey', and 'Send Survey »' buttons.

Collect Responses

After you are done designing and editing your survey, click the **Send Survey** button.

[Send Survey »](#)

This will bring you to the **Collect Responses** tab. This is where your survey link is generated. Copy and paste this link to share with your audience.

The screenshot shows the 'Collect Responses' interface. At the top, there are three tabs: 'Design Survey', 'Collect Responses' (highlighted with a red box), and 'Analyze Results'. The page title is 'Send Your Survey'. Below the title, there are two buttons: 'Web Link' and 'OPEN'. A green banner with a red 'NEW' icon says 'Add a Reward: We handle all the details when you add a sweepstakes, coupon, or gift card. Learn more »'. Below this is a section titled 'Your Survey Web Link' with a folder icon. It contains 'Collector Name: New Link Edit'. Below that, it says 'Copy, paste and email the web link below to your audience.' A red box highlights the URL 'http://www.surveymonkey.com/s/TS9Y9N2'. To the right of the URL is a 'Customize' button. Below the URL section, it says 'Copy and paste the HTML code below to add your Web Link to any webpage:'. A text box contains the HTML code: 'Click here to take survey'. The footer contains 'Back to My Surveys', 'Preview Survey', and 'Send Survey »' buttons.

Other Ways to Collect Responses

- 1) Select **My Surveys**.

My Surveys

- 2) Click the **Collect** icon.

Collect



- 3) Click **Add Collector**.
- 4) Choose from the options listed, then select **Next Step**.
- 5) Follow the instructions to complete setup.

Analyze Results

To analyze the results of your survey, click the **Analyze Results** tab. From this screen, the results will be listed in detail for the collector to view accordingly.

Design Survey Collect Responses **Analyze Results**

Default Report + Add Report

Response Summary

Total Started Survey: 6
Total Completed Survey: 6 (100%)

PAGE: 1

1. What was your major? [Download](#)

	Response Count
Show Responses	6
answered question	6
skipped question	0

2. What is your GPA? [Create Chart](#) [Download](#)

	Response Percent	Response Count
4.1 or above	0.0%	0
3.6 - 4.0	33.3%	2
3.1 - 3.5	33.3%	2
2.6 - 3.0	16.7%	1
2.1 - 2.5	16.7%	1
2.0 or below	0.0%	0
answered question		6

The Left Panel

Depending on what area of the site you are in when developing a survey, the links inside the grey left hand side panel will vary.

Design Survey Options

Survey Options -- Users are provided with more choices for design options, such as page numbering.

Question Bank – Need help conjuring up questions? Check the question bank to get some ideas.

Print Survey – Printing your survey is possible with a Pro account.

Restore Questions – If you deleted a question from your survey within the past 14 days, and wish you thought twice about it, you can seek out the deleted question in this section, and insert it back into your survey.

Collect Responses Options

Edit Web Link – The link for your survey can always be found here. If you wish to change the link, you can also do that from this section.

Change Settings – Collector settings can be changed from this section, such as allowing multiple responses or allowing respondents to see survey results.

Rewards – Offer a reward with the completion of your survey.

Change Restrictions – Settings include a cutoff date and time, a max response count, password protection, and IP blocking.

Manual Data Entry – If you need to insert responses collected outside of SurveyMonkey, or perhaps after the collector has closed, you can insert those responses on this screen.

Close Collector Now – End your survey and collect all responses.

Analyze Results Options

View Summary – The basic information and results for each question are listed.

Browse Responses – Displays each participant’s answers to all questions.

Filter Responses – Filter by any question.

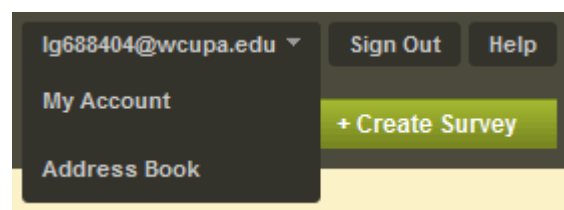
Crosstab Responses – Cross tabulate responses by any closed-ended question.

Download Responses – There are several ways to download your survey responses, such as in Microsoft Excel, PDF, or HTML format

Share Responses – Sharing responses with others without giving them access to your account is a Pro account feature.

Managing Your Account

To view account details, click **My Account** under your username in the right hand corner of the page. From this area, notice you can view your **Address Book**, the **Help** page, and **Sign Out** of your account



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