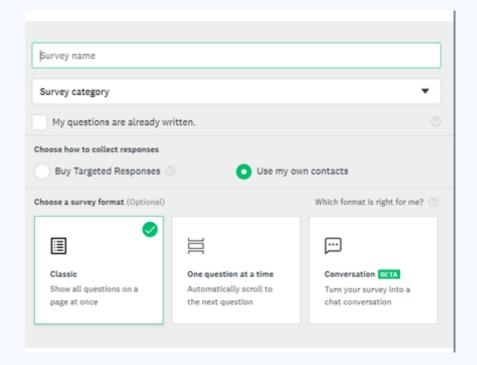
Survey Monkey

SurveyMonkey is a free online survey creation tool. Once created, you can use this to gather feedback and analyse the results.

Creating a survey

When creating a survey, you need to consider the types of data that you want to gather as this will have an impact on the question you need to ask.

Data is split into quantitative and qualitative categories. Quantitative date is all about the numbers where as qualitative data is non-numeric answers to questions, for example, long form interview responses.



Steps to creating a survey:

- Create a SurveyMonkey account
- Select 'create new survey' and name the survey this can be changed at a later date
- Start adding questions. SurveyMonkey will try to predict what answer box type you need based on what you input. This could be multiple choice, a comment box, tick box etc however, you can change this choice using the drop down menu

