

# How to guide

## 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 data is all about the numbers whereas qualitative data is non-numeric answers to questions, for example, long form interview responses.

The screenshot shows the 'Create Survey' form in SurveyMonkey. It includes a 'Survey name' text field, a 'Survey category' dropdown menu, and a checkbox for 'My questions are already written.' Below this is a section 'Choose how to collect responses' with two radio buttons: 'Buy Targeted Responses' and 'Use my own contacts' (which is selected). The next section is 'Choose a survey format (Optional)' with three options: 'Classic' (selected with a green checkmark), 'One question at a time', and 'Conversation BETA'. Each option has a brief description of how the survey will be presented.

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

The screenshot shows the 'BUILD' sidebar in SurveyMonkey. It lists various question types that can be added to the survey: Multiple Choice, Checkboxes, Star Rating, Dropdown, Matrix / Rating Scale, Best Worst Scale, File Upload, Ranking, Net Promoter® Score, and Image Choice.

The screenshot shows the question editor in SurveyMonkey. It includes a 'Survey Name here' field, a 'PAGE TITLE' field, and a question input area. The question input area has a text field for the question and a dropdown menu for the question type, which is currently set to 'Multiple Choice'. There is a 'Copy and paste questions' button and a 'Done' button at the bottom.