

Survey Tools pt.I exercise: Google Forms



Problem:

You are helping organise a college social day. In addition to activities everyone will be doing, for the afternoon session each person must choose whether they will do **Rock Climbing** or **Ballroom Dancing**.

The organisers of these sessions need some information about the people choosing their activity:

Rock Climbing	Level of previous experience (rated as Beginner, Intermediate or Everest) Whether or not they have a head for heights (yes or no) Shoe size required
Ballroom Dancing	Preferred dances (one or more chosen from Waltz, Foxtrot, Jive, Salsa and Headbanging) Role preferred (Gentleman, Lady or No Preference) Number of <u>Left feet</u> (between zero and 2 inclusive)

Other Information

As there will be meals provided, you need to find out if any participants have any special dietary requirements (vegan, vegetarian, gluten free, chocolate rich etc).

Some people will be making their own way to the venue, but the college will put on a minibus or coach if there is demand. You need to find out how many people would want this option.

Thinking & Planning

1. Decide how many questions you will need, which will need to be answered by everyone, and which must be answered after choosing an afternoon activity. Use this 'grouping' of questions to help decide how many sections your form will need, and plan the 'route' on paper.
2. Put some ideas into the [planning sheet](#) to help you decide how to configure the questions (go to **File > Make a copy** while signed into Google to get an editable version of the Doc).

Form Design and Testing

3. Create a Google Form in Google Drive, following the planning you have just done for question types etc.
4. Generate a spreadsheet to hold the results.
5. Plan and enter some sample data to use to test the form - choose extreme and borderline values to test validation.

Google Forms resources: subjectguides.york.ac.uk/skills/surveys

Planning sheet for Google Forms exercise

Questions to be answered by everyone

Question	Question type	Validation/Options	Required?

Questions for those opting for Rock Climbing activity

Question	Question type	Validation/Options	Required?

Questions for those opting for Ballroom Dancing

Question	Question type	Validation/Options	Required?

Form response options

Will you collect user email address automatically?	
Restrict to UoY users?	
Are respondents allowed just one or several responses?	*
Should respondents be able to amend choices after initial submission?	
Will you allow respondents to view a summary of responses?	
Do you want the responses recorded in a connected spreadsheet?	

** leave on multiple responses when designing/testing so you can enter multiple text results;
likewise, please leave it on today so that teams can submit multiple entries*

Retrieving Submitted Data

Open the responses spreadsheet document for your form.

Summarising values

Create a new sheet and rename it **Stats**

Use functions to summarise values from the response data for the items shown below:

Label	Calculated Value	Suggested function
Total Number		<i>count or counta</i>
Number choosing Rock climbing		<i>countif</i>
Number choosing Ballroom dancing		<i>countif</i>
Minibus please		<i>countif</i>
Make my own arrangements		<i>countif</i>

Filters

On the responses sheet, create and save separate **filter views** to show:

- The list of people interested in travelling by minibus
- The list of people interested in travelling by minibus
- The list of rock climbers
- The list of ballroom dancers

Using Query functions

Create a new sheet and use a query function to produce a list of rock climbers, showing only their names and the data relevant to the rock climbing activity (experience, Head for Heights and Shoe size).

Likewise, create a new sheet and use a query function to produce a list of ballroom dancers, showing only their names and the data relevant to the dancing activity (Dances, Role and Feet).

Create another new sheet and use a query function to list Name, email address and travel preference. See if you can edit the queryexpression so that it references the text '**Minibus**' or '**Make my own arrangements**' entered in another cell above the query function.

Essential Spreadsheets support site: subjectguides.york.ac.uk/spreadsheets

Survey Tools pt.II exercise: Qualtrics



Preparing a survey in Qualtrics

The same survey you designed in Google Forms has been made up in Qualtrics but you'll need to make a few tweaks before we're ready to go:

1. Download the "[Survey Tools example](#)" project file.
2. Create a new Project in Qualtrics [using the file](#):
Create new project > Survey > Get started
How do you want to start your survey?: Import a QSF file
3. Set validation to force a response for Q1 so that everyone will have to answer it.
4. Set validation to require an email address in Q2.
5. Rearrange the options on Q6 so that they match the layout of Q5.
6. Convert Q7 to a dropdown list and ensure that validation is set to request a response.
7. By default, the first option in an answer has the value "1", the second, "2", etc. Using the cog menu on the left of the question, recode the underlying values in Q7 so that the shoe sizes have the appropriate weight. If you don't do this, calculations made in the report may be misleading.
8. Fix Q8 to allow the choice of more than one option.
9. Add a free text "Other" field to Q11.
10. Add a free text question (Q12) at the end for "Any other requirements".
11. Structure the survey appropriately in the Survey Flow.
12. Add a "back" button via the Survey Options.
13. Add a custom end of survey message that includes the respondent's name.

Analysing data and creating reports in Qualtrics

Now we've built our survey, we need to generate some test data. We can use that data to create a report...

1. Using the "Preview" option, have a few goes at filling out your survey.
2. Generate 20 responses of test data (Tools menu).
3. If you're good for time, use the Data & Analysis "Text" option to assign tags to some of the responses for the free-text field.
4. Customise the default report in an interesting way.

Qualtrics Support Site: www.qualtrics.com/support/

Forms & Surveys Skills Guide: subjectguides.york.ac.uk/skills/surveys