Appendices

APPENDIX IX: *SurveyMonkey* Administration Guide

PRICING: A SurveyMonkey account is a modest investment. At the time of the piloting of the Self-Assessment, a professional SurveyMonkey account cost was $19.95 per month or $200 per year. Go to www.surveymonkey.com for more information.

The checklist below provides a basic guide on how to use *SurveyMonkey* to implement, collect, and transfer data:

☐ Administering Surveys with *SurveyMonkey*

Once the design is complete, the survey is ready to be sent to participants. When distributing the survey, you must determine the method you will use to collect responses. The method used to collect responses is also known as a "collector". While most people use a single collector, you may want to use multiple collectors if you are sending your survey to different groups of people.

The following three "collector" types will determine what restrictions you will have in collecting your data, including whether or not you can track your participants:

Web Link Collector: A web link collector collects responses anonymously through the use of a generic link.

PopUp Collector: The popup collector provides a code to generate a popup invitation on a designated website. Unless an LHD chooses to implement the surveys through an internal intranet program, this method is not recommended. This method was not used in piloting the Self-Assessment.

Email Invite Collector: The email invite collector collects responses that are linked to the participant through a unique link. This collector allows the survey creator to track the status and identity of the participants.

☐ Anonymous Responses: Web Link Collector

The Web Link Collector must be used to post generic links, and allows for data collection to occur anonymously.

- On the My Surveys page, click on the Collect icon, this will then show a list of collectors that have been created for that particular survey.
- Click on the first option 'Create a link to send in your own email message or to place on a webpage' then create a name for this link. When finished click on Next Step.
- On the next page, settings and restrictions can be changed by clicking on the options (i.e. Change Settings, Change Restrictions) located on the left side of the page. These options include settings that allow multiple responses to surveys, display a 'thank you' page, and allow participants to edit their responses.
- Click on the Get Survey Link button. From here you have the option of copying and pasting the survey link into emails which will be manually sent out, or the option of copying the HTML code onto a webpage so that participants can click on the link and access the survey from the webpage.
- Save the Collector and distribute the survey to the participant through email or posting the link on a webpage.

☐ Tracked Responses: Email Invitation Collector

The Email Invitation Collector must be used in order to send a unique link to each participant, which allows tracking of the status and identity of the participants.

- A list of emails and participants can be added to an Address Book that can be used later on to send out emails. Click on the Address Book tab.
- Create a name for the Address Book and enter the contact information as needed. Make sure that the contact information is added in the correct field order 'Email, First Name, Last Name, Custom Data.' Each email should start on a new line. When done click on Add Contacts.
- On the My Surveys page, click on the Collect icon to create a Collector. If there is already a previously set up Collector click on the button Add New Collector.

- Click on the second option 'Upload your own emails and have us send a survey invitation' then create a name for this link. When finished, click on Next Step.
- On the next page, the survey creator can change settings and restrictions can be changed by clicking on the options (i.e. Change Settings, Change Restrictions) on the left side of the page. These options include settings that allow multiple responses to surveys, display a 'thank you' page, and allow participants to edit their responses.
- Click on the Edit Recipients button to add participants to the survey. Participants can be added manually or from the Address Book. If you would like to use the Address Book to add participants, then choose the appropriate Address Book and click Add Recipients. Participants can be added and removed as needed. When done, click on Create Email Message.
- Customize the email message.
- Survey delivery can be scheduled for *SurveyMonkey* to send out the invitation email with the survey link.

☐ How to Check Response Rates on *SurveyMonkey*

Using Response Summary, you can check response rates and analyze the survey data.

- To check the Response Summary of survey, first log into the *SurveyMonkey* account and click on the My Surveys tab.
- The My Surveys tab will show all of the surveys currently being administered or surveys that have been closed. Click on the Analyze icon of the survey to check response rates.
- A Response Summary will appear at the top of the page, indicating the number of surveys that were started (Total Started Survey), and the number of surveys completed (Total Completed Survey).
- Total Completed Survey number includes respondents who have clicked the "Done" button on the survey and answered a question on the survey. *This does not mean that they have answered all of the questions on the survey, but have answered enough questions that allowed them to move through all of the pages on the survey and click the "Done" button.*

☐ How to Send Reminder Emails

If response rates are low, reminder emails can be sent to participants who have not answered the survey or partially answer the survey. There is also the option of only sending reminder emails to those who have a No Response status.

- On the My Surveys page, click on the Collect icon. Click on the collector that contains the email list that is currently being used for that survey. This will open the Message Manager, which shows a summary of the number of surveys sent, the number of current participants, and the number of those who have not responded to the survey.
- Click on the Edit Message button on the left hand side of the page then click on the Create New Message button. This will allow the survey creator to pick which emails to send the reminder message to.
- There are multiple options for the recipients of reminder emails. Reminder emails can be sent to those who have not responded to the survey or to those who have only partially responded but have not completed the survey. Select the appropriate options for whom to send the reminders to.
- Once you select the names to receive reminder emails, a Compose Email Message page opens. The body of the email message and subject of the email can be customized. Click Save and Preview when done.
- Select the appropriate reminder email recipients.

☐ How to Close the Survey Once Data Collection is Done

Surveys can be closed once data collection is done by closing the Collector manually.

- On the My Surveys page, click on the Collect icon located next to the survey title.
- Click on the Open brown box icon in order to set it in the closed position. Once the survey is closed the icon should be a brown box with a red X on top of it, indicating that it is a closed collector.

☐ How to Export Data from *SurveyMonkey* to SPSS

To export data from *SurveyMonkey* to SPSS, multiple steps must be conducted.

- First the data must be exported to an Excel file. In order to do this, click on the Analyze icon on the My Surveys page.
- Click on Download Responses found on the left side of the page.
- You must choose the Download format. It is recommended that you use All Response Collected Spreadsheet.
- In the 'Columns' field choose 'condensed', and in the 'cells' field choose 'numerical values'.
- Enter the email address the survey creator wishes the data file to be sent to and click Request Download.
- An email should be sent to the specified email address that was provided for the Request Download configuration. Click on the link sent and download the data. Save the compressed file onto the computer.
- Once you have downloaded the file, open the folder, and open the folder inside titled 'Excel'. Here open the file 'Sheet_1'. It is recommended that you rename and save this as a different file in order to preserve the original data.
- Begin to clean the Excel data sheet. The amount of cleaning in Excel will depend on the nature of the dataset. Rows 1 and 2 contain variable labels in the data set. You must consolidate all information wanted into Row 1, then delete Row 2. Row 1 will read as the variable label in SPSS once exported.
- Open SPSS, and open a blank database.
- In the blank SPSS database, open up the saved and cleaned Excel file. To do this, go to File – Open – Data. Change the file type to .xls files, find the Excel file and click Open. The data from the Excel file should be exported to SPSS. Check to make sure variable labels and data have been transferred correctly and save the file as an SPSS file.

☐ How to Transfer the Survey from One Account to Another

Surveys can be transferred from one account to another on *SurveyMonkey*.

- Log into *SurveyMonkey*. Click on the My Account tab.
- Click on the Transfer Survey button located on the left side of the page.
- In order to transfer the survey to another account, the username of that account must be known. Enter the account username the survey is being transferred to.
- Select the survey to be transferred from the dropdown menu and select Copy Survey or Move Survey button. If copying the survey to your own account to administer the survey at your LHD, choose the "Copy Survey" option. This will copy only the survey instrument itself and not any previously recorded data. Once an option is chosen, click on the button and the survey will have been moved or copied to the designated *SurveyMonkey* account.

Red Flag

If Copy Survey option is chosen, this will only copy the survey instrument itself into another account. The data and responses from the survey will not be transferred to the other account and will be lost. To transfer responses from the survey choose the Move Survey option.