

How to Create a Survey on SurveyMonkey

Independent Study in Psychology
Fall 2010

Sign into SurveyMonkey



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Sign In

Don't have an account yet? [Sign Up >>](#)

Username: **ScrippsPsychology**

Password: **ebs1926**


Remember me!


[Forgot your username or password?](#)

Sign In

Sign In with Your Favorite Account

Now you can link your accounts and sign in to SurveyMonkey using your Facebook or Google Account.

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Language: English ▼

Create a Survey

psyc191 | Sign Out | Help

My Surveys Address Book My Account + Create Survey

Create a Survey

Create a new survey

Title:

Copy an existing survey...

Use a survey template...

NEW Create your survey in any language!

Now you can specify your survey language, and we will display buttons, help text, and error messages in that language. More than 20 languages available. Just go to "Survey Options" on the next page and choose your language from the Survey Language dropdown.

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Language: English ▼

Create a Consent Page

1. Consent Page

You are invited to participate in a research study conducted by [insert name here] from Scripps College for a senior thesis project. The goal of this study is to examine [insert purpose here]. You were selected as a possible participant in this study because you are over 18.

If you decide to participate in this study, you will be asked to fill out an online questionnaire, which should take approximately [insert time here] minutes.

There are minimal risks related to this study. Some of the questions may make you feel uncomfortable. Remember that your comments are completely anonymous, but if you find that the questionnaire makes you feel uneasy, you may choose to skip any question and may discontinue involvement in the study at any time.

There are no actual personal benefits for the individuals who participate in this study. There is no monetary compensation provided for participation in this study. However, information gained from this study will help [how the study will contribute to psychology].

The information you provide is completely anonymous. At no time in the study will participants be asked to identify themselves.

Your participation is voluntary. Your decision whether or not to participate will not affect your relationship with the principal investigators. If you decide to participate, you are free to withdraw your consent and discontinue participation at any time. If you find you are unable or unwilling to answer a particular question you may skip it and move on to the next item.

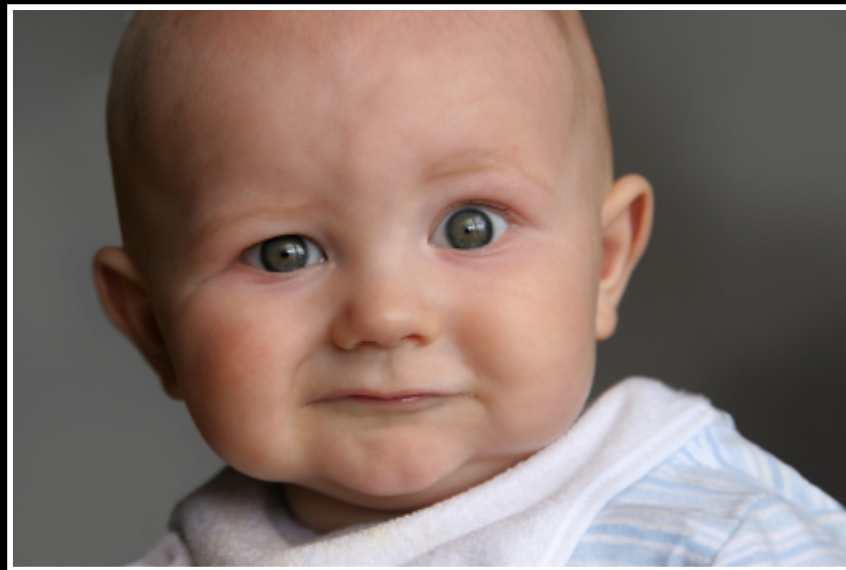
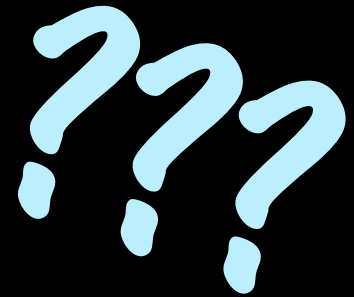
If you have any questions about the research, please feel free to contact the researcher at [insert your contact information here]. You may also contact the researcher's faculty supervisor [insert your first reader's name and contact information here]; you may contact the Chair of the Scripps Committee that monitors research, Dr. Alan Hartley (ahartley@scrippscollege.edu, 909-607-3249); or you may contact the Scripps College Human Participants Administrator, Ms. Linda Scott (lscott@scrippscollege.edu, 909-621-8178).

You may print a copy of this consent form for your own personal use.

By choosing to continue, you are indicating that you have read and understand the information provided above, that you are 18 years of age or older, that you willingly agree to participate, that you may withdraw your consent at any time and discontinue participation without penalty, that you have received a copy of this form, and that you are not waiving any legal claims, rights or remedies.



Different Types of Questions



Multiple Choice (One Answer)

These questions only allow a respondent to choose one answer from the answer choices.

Multiple Choice (Only One Answer)

- Multiple Choice (Multiple Answers)
- Comment/Essay Box
- Rating Scale
- Matrix of Choices (Only One Answer Per Row)
- Matrix of Choices (Multiple Answers Per Row)
- Matrix of Drop-down Menus
- Single Textbox
- Multiple Textboxes
- Numerical Textboxes
- Descriptive Text
- Image
- Demographic Information (US)
- Demographic Information (International)
- Date and/or Time

Do you like peanut butter?

- Yes
- No

Multiple Choice (Multiple Answers)

These questions allow respondents to choose as many answers as they want from the answer choices. Perfect for those "Choose all that apply" questions.

- Multiple Choice (Only One Answer)
- Multiple Choice (Multiple Answers)**
- Comment/Essay Box
- Rating Scale
- Matrix of Choices (Only One Answer Per Row)
- Matrix of Choices (Multiple Answers Per Row)
- Matrix of Drop-down Menus
- Single Textbox
- Multiple Textboxes
- Numerical Textboxes
- Descriptive Text
- Image
- Demographic Information (US)
- Demographic Information (International)
- Date and/or Time

What type(s) of peanut butter do you like? (Please choose all that apply.)

- Crunchy
- Smooth
- Other (please specify)

Multiple Choice (Multiple Answers)

These questions allow respondents to choose as many answers as they want from the answer choices. Perfect for those "Choose all that apply" questions.

- Multiple Choice (Only One Answer)
- Multiple Choice (Multiple Answers)**
- Comment/Essay Box
- Rating Scale
- Matrix of Choices (Only One Answer Per Row)
- Matrix of Choices (Multiple Answers Per Row)
- Matrix of Drop-down Menus
- Single Textbox
- Multiple Textboxes
- Numerical Textboxes
- Descriptive Text
- Image
- Demographic Information (US)
- Demographic Information (International)
- Date and/or Time

What type(s) of peanut butter do you like? (Please choose all that apply.)

Crunchy

Smooth

Other (please specify)

Comment/Essay Box

This question allows the respondent to type in a large amount of text for their response.

- Multiple Choice (Only One Answer)
- Multiple Choice (Multiple Answers)
- Comment/Essay Box**
- Rating Scale
- Matrix of Choices (Only One Answer Per Row)
- Matrix of Choices (Multiple Answers Per Row)
- Matrix of Drop-down Menus
- Single Textbox
- Multiple Textboxes
- Numerical Textboxes
- Descriptive Text
- Image
- Demographic Information (US)
- Demographic Information (International)
- Date and/or Time

Please describe your first experience with Peanut Butter.

Rating Scale

These questions allow respondents to rate items based on some rating criteria.

- Multiple Choice (Only One Answer)
- Multiple Choice (Multiple Answers)
- Comment/Essay Box
- Rating Scale**
- Matrix of Choices (Only One Answer Per Row)
- Matrix of Choices (Multiple Answers Per Row)
- Matrix of Drop-down Menus
- Single Textbox
- Multiple Textboxes
- Numerical Textboxes
- Descriptive Text
- Image
- Demographic Information (US)
- Demographic Information (International)
- Date and/or Time

Please rate the following qualities of peanut butter.

	Extremely Important	Important	Doesn't Matter Much	Deal Breaker	N/A
Salty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Crunchy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smooth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brown	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nutty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Matrix of Choices (Only One Answer Per Row)

These questions allow a respondent to choose one answer from the answer choices for each row of the question.

- Multiple Choice (Only One Answer)
- Multiple Choice (Multiple Answers)
- Comment/Essay Box
- Rating Scale
- Matrix of Choices (Only One Answer Per Row)**
- Matrix of Choices (Multiple Answers Per Row)
- Matrix of Drop-down Menus
- Single Textbox
- Multiple Textboxes
- Numerical Textboxes
- Descriptive Text
- Image
- Demographic Information (US)
- Demographic Information (International)
- Date and/or Time

How often do you eat the following types of peanut butter?

	Daily	Weekly	Monthly	Yearly	Never (N/A)
Crunchy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smooth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Matrix of Choices (Multiple Answers Per Row)

These questions allow respondents to choose as many answers as they want from the answer choices for each row.

- Multiple Choice (Only One Answer)
- Multiple Choice (Multiple Answers)
- Comment/Essay Box
- Rating Scale
- Matrix of Choices (Only One Answer Per Row)
- Matrix of Choices (Multiple Answers Per Row)**
- Matrix of Drop-down Menus
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My family likes the following type(s) of peanut butter.

	Crunchy	Smooth
Me	<input type="checkbox"/>	<input type="checkbox"/>
My Spouse	<input type="checkbox"/>	<input type="checkbox"/>
My Children	<input type="checkbox"/>	<input type="checkbox"/>

Matrix of Drop-Down Menus

This Question allows you to rate an items over different scales.

- Multiple Choice (Only One Answer)
- Multiple Choice (Multiple Answers)
- Comment/Essay Box
- Rating Scale
- Matrix of Choices (Only One Answer Per Row)
- Matrix of Choices (Multiple Answers Per Row)
- Matrix of Drop-down Menus
- Single Textbox
- Multiple Textboxes
- Numerical Textboxes
- Descriptive Text
- Image
- Demographic Information (US)
- Demographic Information (International)
- Date and/or Time

Please rate both the Texture and Taste of the following Brands of Peanut Butter.

	Texture	Taste
Skippy	<input type="text"/>	<input type="text"/>
Jif	<input type="text"/>	<input type="text"/>
Peter Pan	<input type="text"/>	<input type="text"/>
Adams	<input type="text"/>	<input type="text"/>

Single Textbox

This question allows the respondent to type in their own answer.

- Multiple Choice (Only One Answer)
- Multiple Choice (Multiple Answers)
- Comment/Essay Box
- Rating Scale
- Matrix of Choices (Only One Answer Per Row)
- Matrix of Choices (Multiple Answers Per Row)
- Matrix of Drop-down Menus
- Single Textbox**
- Multiple Textboxes
- Numerical Textboxes
- Descriptive Text
- Image
- Demographic Information (US)
- Demographic Information (International)
- Date and/or Time

What is the first word that comes to mind when you think about Peanut Butter?

Multiple Textboxes

This question allows the respondent to type in their own answer over several fields.

- Multiple Choice (Only One Answer)
- Multiple Choice (Multiple Answers)
- Comment/Essay Box
- Rating Scale
- Matrix of Choices (Only One Answer Per Row)
- Matrix of Choices (Multiple Answers Per Row)
- Matrix of Drop-down Menus
- Single Textbox
- Multiple Textboxes**
- Numerical Textboxes
- Descriptive Text
- Image
- Demographic Information (US)
- Demographic Information (International)
- Date and/or Time

Please list your top three favorite brands of Peanut Butter.

One

Two

Three

Numerical Textboxes

This Question type limits the response to only a numerical answer.

- Multiple Choice (Only One Answer)
- Multiple Choice (Multiple Answers)
- Comment/Essay Box
- Rating Scale
- Matrix of Choices (Only One Answer Per Row)
- Matrix of Choices (Multiple Answers Per Row)
- Matrix of Drop-down Menus
- Single Textbox
- Multiple Textboxes
- Numerical Textboxes**
- Descriptive Text
- Image
- Demographic Information (US)
- Demographic Information (International)
- Date and/or Time

How many pounds of Peanut Butter do you buy each year?

Jif

Peter Pan

Skippy

Adams

Descriptive Text

This question type can be used when you want to enter text into the survey without asking a question.

Multiple Choice (Only One Answer)
Multiple Choice (Multiple Answers)
Comment/Essay Box
Rating Scale
Matrix of Choices (Only One Answer Per Row)
Matrix of Choices (Multiple Answers Per Row)
Matrix of Drop-down Menus
Single Textbox
Multiple Textboxes
Numerical Textboxes
Descriptive Text
Image
Demographic Information (US)
Demographic Information (International)
Date and/or Time

"Man cannot live by bread alone; he must have peanut butter."
-James A. Garfield

Image

This question-type allows you to display an image on your survey.

- Multiple Choice (Only One Answer)
- Multiple Choice (Multiple Answers)
- Comment/Essay Box
- Rating Scale
- Matrix of Choices (Only One Answer Per Row)
- Matrix of Choices (Multiple Answers Per Row)
- Matrix of Drop-down Menus
- Single Textbox
- Multiple Textboxes
- Numerical Textboxes
- Descriptive Text
- Image**
- Demographic Information (US)
- Demographic Information (International)
- Date and/or Time

This is an image of a jar of peanut butter!



Demographic Information (US)

This question-type allows respondents to provide information about themselves.

- Multiple Choice (Only One Answer)
- Multiple Choice (Multiple Answers)
- Comment/Essay Box
- Rating Scale
- Matrix of Choices (Only One Answer Per Row)
- Matrix of Choices (Multiple Answers Per Row)
- Matrix of Drop-down Menus
- Single Textbox
- Multiple Textboxes
- Numerical Textboxes
- Descriptive Text
- Image
- Demographic Information (US)**
- Demographic Information (International)
- Date and/or Time

Please tell us about where you live.

Name:

Company:

Address:

Address 2:

City/Town:

State:

ZIP:

Demographic Information (International)

This question-type allows respondents to provide information about themselves.

Multiple Choice (Only One Answer)
Multiple Choice (Multiple Answers)
Comment/Essay Box
Rating Scale
Matrix of Choices (Only One Answer Per Row)
Matrix of Choices (Multiple Answers Per Row)
Matrix of Drop-down Menus
Single Textbox
Multiple Textboxes
Numerical Textboxes
Descriptive Text
Image
Demographic Information (US)
Demographic Information (International)
Date and/or Time

Please tell us about where you live.

Name:

Company:

Address:


Address 2:

City/Town:

State/Province:

ZIP/Postal Code:

Country:

A close-up photograph of a hand dropping a large number of white dice. The dice are captured in mid-air, creating a sense of motion and randomness. The background is solid black, which makes the white dice stand out prominently. The hand is positioned at the top left of the frame, with fingers slightly curled as if releasing the dice.

How to Randomize Questions with Multiple Answers

Randomize Choices

Select a Type of Question Examples

Multiple Choice (Only One Answer) ↓

Pick a display format:

Display Choices as Buttons (1 column) ↓

Question Text

[Ask your question here]

[Check spelling](#)

Answer Choices (each choice on separate lines)

Option A
Option B
Option C

[Check spelling](#)

Sort/Randomize Choices (optional)

- Sort choices alphabetically
- Randomize choices

Add Comment Field (optional)
To allow respondents to enter in their own comment to this question, click the checkbox above.


Require Answer to Question (optional)

[« Back to Survey](#) [Save Changes](#)



If you want to require that participants provide an answer, scroll further down. Under the “Sort/Randomize Choices” option is another option to “Require Answer to Question.”

CHECK THAT!

A close-up photograph of a hand dropping a large number of white dice. The dice are captured in mid-air, creating a sense of motion and randomness. The background is solid black, which makes the white dice stand out prominently. The hand is positioned at the top left, with fingers slightly curled as if releasing the dice.

How to Randomize Different Versions of a Survey

Create a Multiple Choice (Only One Answer) Question

Multiple Choice (Only One Answer) ▾

Pick a display format:

Display Choices as Buttons (1 column) ▾

Question Text

Please select the number that appears at the top of the list. The number will not always be 1.

[Check spelling](#)

Answer Choices (each choice on separate lines)

1
2
3

[Check spelling](#)

Click “Sort/Randomize Choices”

Sort/Randomize Choices (optional)

Sort choices alphabetically

Randomize choices

Add Comment Field (optional)

To allow respondents to enter in their own comment to this question, click the checkbox above.

Require Answer to Question (optional)

To require an answer to this question, click the checkbox above.

Change Question Size & Placement (optional)

To change the default size and placement of this question, click the checkbox above.

Click “Add Question Logic”

4. Randomizing Different Versions of a Survey

Add Question Here

Edit Question

Move

Copy

Delete

Add Question Logic



1. Please select the number that appears at the top of the list. The number will not always be 1.

2

3

1

Add Question Here

Click “+ Add New Logic”

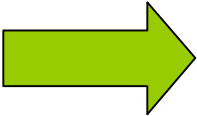
Edit skip logic ×

Question skip logic enables you to redirect people to another page in your survey based on a response to a particular question. The skip is triggered when the respondent clicks the "Next" button. Currently, only single and multiple choice questions are allowed to trigger a skip. For more information on using skip logic in your survey, please consult our [skip logic guide](#).

Quick Tips:

1. Almost always, skip logic should be applied to the last question on the page.
2. Design your entire survey first, and then add your skip logic.
3. Skip logic works best when you have your Collector set to only allow One Response, and your responses are not editable.

Question: "Please select the number that appears at the ..."

 **+ Add New Logic**

Select Dropdown Choices

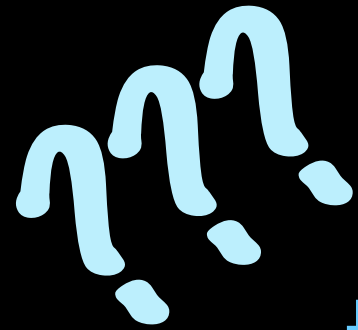
Edit skip logic ✕

3. Skip logic works best when you have your Collector set to only allow One Response, and your responses are not editable.

Question: "Please select the number that appears at the ..."

When respondent selects choice	<input type="text" value="1"/>	<input type="button" value="Delete Logic"/>
then jump to page	<input type="text" value="4. Survey 1"/>	
When respondent selects choice	<input type="text" value="2"/>	<input type="button" value="Delete Logic"/>
then jump to page	<input type="text" value="5. Survey 2"/>	
When respondent selects choice	<input type="text" value="3"/>	<input type="button" value="Delete Logic"/>
then jump to page	<input type="text" value="6. Survey 3"/>	

Each multiple-choice option (i.e. 1, 2 or 3) should connect to a different survey page.



How to Branch to Different Sets of Questions



Branching questions is similar to randomizing different versions of a survey: the only difference is that the choices are not randomized.

YOU WILL BE USING “ADD QUESTION LOGIC” :)

Note that you can only
“Add Question Logic”
to multiple choice
questions!

How to Collect Responses



Click the Tab “Collect Responses”

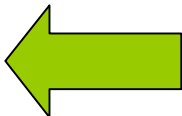

Zoe's Survey Template [Edit](#)

Design Survey **Collect Responses** **Analyze Results**

« Cancel **Next Step »**

Select the method you would like to use to collect responses. We refer to the method that you use to collect responses as a "collector". While most people use only a single collector, you may want to use multiple collectors if you are sending your survey to different groups of people. Each collector can have its own unique settings and restrictions, and can be closed and opened independently. For more information about collectors, visit the [help center](#).

How Would You Like to Collect Responses?

- Create a link to send in your own email message or to place on a webpage**
The simplest and fastest way to collect responses. We generate a link for your survey that you can just copy and paste. 
- Upload your own emails and have us send a survey invitation**
You can upload your emails, and we will send a survey invitation on your behalf. You can customize the message that is sent, and track who responds in your list.
- NEW Add the survey to your website**
Embed your survey on your website or display your survey in a popup window.
-  **Share your survey on Facebook**
Easily distribute your survey to your friends and colleagues on Facebook.

Enter a Name for this Collector:

Name: (max 100 characters)


« Cancel **Next Step »**

Create a Custom Link

Get Survey Link
Change Settings
Change Restrictions
Manual Data Entry
Close Collector Now


Zoe's Survey Template [Edit](#) Web Link OPEN

REMINDER: Before you send out your link, be sure to review the collector's [settings](#) and [restrictions](#).

 **Sending Survey Link in an Email?**


We've moved to shorter, more user-friendly URLs. Simply copy the link in the gray box below. Then, paste the link into the body of your email message so that when others receive your email, they can click the link and access your survey. [Need to see the original link?](#)

`http://www.surveymonkey.com/s/JR9W9X5`

 **Placing Survey Link on a Webpage?**

Simply copy the code in the blue box below. Then, paste the code into the HTML of any webpage so that others can click the link and access your survey.

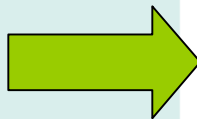
`Click here to take survey`

 **Create a custom link that's easy to use and remember.**

You can create as many custom links as you wish and assign them to any surveys you create. Note: A custom link can only be used with one open collector at a time.

`http://www.surveymonkey.com/s/`

(Up to 100 letters and numbers, no spaces.)




Apply Your Custom Link

Get Survey Link
Change Settings
Change Restrictions
Manual Data Entry
Close Collector Now


Zoe's Survey Template [Edit](#) Web Link **OPEN**

REMINDER: Before you send out your link, be sure to review the collector's [settings](#) and [restrictions](#).

 **Sending Survey Link in an Email?**


Simply copy the link in the gray box below. Then, paste the link into the body of your email message so that when others receive your email, they can click the link and access your survey.

`http://www.surveymonkey.com/s/Zoe_Template_Survey`

 **Placing Survey Link on a Webpage?**

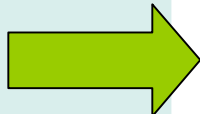
Simply copy the code in the blue box below. Then, paste the code into the HTML of any webpage so that others can click the link and access your survey.

`Click here to take survey`

 **Create a custom link that's easy to use and remember.**

You can create as many custom links as you wish and assign them to any surveys you create. Note: A custom link can only be used with one open collector at a time.

`http://www.surveymonkey.com/s/`
(Up to 100 letters and numbers, no spaces.)



How to



Download Your Data

Click the Tab “Analyze Results”

Zoe's Survey Template [Edit](#)

Design Survey

Collect Responses

Analyze Results

View Summary

Browse Responses

Filter Responses

Crosstab Responses

Download Responses

Share Responses

Default Report

+ Add Report

Response Summary

Total Started Survey: 0
Total Completed Survey: N/A

There are no questions in this survey.

Download Responses

Crosstab Responses

Download Responses

Share Responses

You can download the responses you've collected at any time, even while you are still receiving responses. We simply take a snapshot of your current responses, without disrupting your survey. If you are trying to retrieve a previous download, click "View Download History".

Choose Type of Download

Summary Report

Download a summary report of your survey that you can save or print.

1)

All Responses Collected

Download the entire response set of your survey, for importing into a spreadsheet or database.

2)

Choose Format

Spreadsheet Format

The data is formatted to open with spreadsheet software. Choose the options below to change how the spreadsheet columns are exported. Please note that if the exported data cannot fit in 256 columns, it will be split into multiple files.

Columns:

Choose whether question choices are condensed or expanded to fit one or multiple columns.

Cells: Actual Choice Text

Numerical Value (1-n)

spreadsheet.

Qualitative

Quantitative

Relational Database Format

A relational database view of your data with a separate file created for each database table. Knowledge of SQL (Structured Query Language) is necessary.

Send Results to this Email Address

Email address:

Enter an email address where a link to your download will be sent.

[Request Download »](#)

Go to “Download History”

Zoe's Survey Template Edit

[Design Survey](#) [Collect Responses](#) [Analyze Results](#)

[View Summary](#)
[Browse Responses](#)
[Filter Responses](#)
[Crosstab Responses](#)
[Download Responses](#)
[Share Responses](#)

Download History

[« Back to Downloads](#)

Below is a list of all your downloads in the past 14 days.

Date Requested	Survey Name	Report Name	Format	Actions
9/10/2010 8:54 PM	Zoe's Survey Template	Default Report	Spreadsheet Condensed (actual values)	Waiting...

Click “Download”

The screenshot shows the SurveyMonkey dashboard for a user named 'psyc191'. The main navigation bar includes 'My Surveys', 'Address Book', and 'My Account'. The current page is 'Zoe's Survey Template', with tabs for 'Design Survey', 'Collect Responses', and 'Analyze Results'. The 'Download History' section is active, displaying a table of downloads from the last 14 days. The table has columns for 'Date Requested', 'Survey Name', 'Report Name', 'Format', and 'Actions'. A single entry is shown for 'Zoe's Survey Template' with a 'Download' button highlighted. A 'Downloads' window is open over the table, showing a file named 'Results' (5.6 KB) with a search icon and a 'Clear' button at the bottom.

Date Requested	Survey Name	Report Name	Format	Actions
9/10/2010 8:54 PM	Zoe's Survey Template	Default Report	Spreadsheet Condensed (actual values)	Download Delete

Then double click “Results” in the box that pops up :)

Go To Results → Excel →
Collector List

*An Excel spreadsheet with
your data should appear*

**Now It's Time to
Analyze!!!**

