

Creating Effective Surveys Using Google Forms

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Introduction

- About google forms
 - It is a tool that allows collecting information from users via a personalized survey or quiz
 - Part of Google Drive office suite, so you need a google account to create a survey, however, participants don't.
 - It is free!
 - Allows collaboration and sharing
 - Allows third-party add-ons

Introduction

- Design framework:
 - Set goals (i.e. purpose)
 - Generate ideas and questions
 - Build a prototype
 - Test
 - Improve
 - Launch
 - Collect and analyze

Introduction

- Effective surveys:
 - Clear purpose
 - Easy to manage
 - Easy to take
 - Produce accurate data
- Purpose
 - What for do you need the survey?
 - Who is your audience?
 - What type of data do you need?

Creating a Survey

- General settings
 - Form settings
 - Theme options
- Sections
 - If multiple goals or more than 10 questions → sections to simplify the filling process
 - Also for logical flow/ skip jumps
 - Viewed as different pages
 - Section settings: title, description, duplicate, move, delete, merge
- Titles and explanations
 - Within the same section
 - Dividing the questions into different sets without making separate sections

Creating a Survey

- Adding and editing questions
 - Add, delete duplicate
 - Required question
 - Different types
 - Add image to question
 - Preview
- Validating answers
 - Number, text, length, regular expression and custom error message
- Logical flow of the survey
 - Go to section based on answer
 - Alternative sections
 - Skip jumps

Types of questions

Sharing and Collaboration

- Editing vs non-editing collaborators
- Sending to participants:
 - Direct to email
 - Link
 - Email
 - Post on a website
 - QR Code

Collecting and Analyzing Responses

- Built in summary
- Export as excel
- Pivot tables

Additional Tools

- 3rd party add-ons