

Steps for working with CE Program Support to create a Zoomerang survey

Cooperative Extension Program Support recommends the use of Zoomerang (www.zoomerang.com) for most basic online surveys. Designing your online survey is quick and easy. Just follow these steps.

Before You Start

1. Make sure an on-line survey is the best, most appropriate way to collect the data you want. Consider other ways of collecting the information before you commit to an online survey. Review:

Quick Tip 11 Sources of Evaluation Information

<http://www.uwex.edu/ces/pdande/resources/pdf/Tipsheet11.pdf>

Quick Tip 23 Considerations for Using Computer-Based Surveys

<http://www.uwex.edu/ces/pdande/resources/pdf/Tipsheet23.pdf>

Quick Tip 7 Collecting Evaluation Data: Surveys

<http://www.uwex.edu/ces/pdande/resources/pdf/Tipsheet7.pdf>

Publication G3658-2 Questionnaire Design: Asking questions with a purpose

<http://www.uwex.edu/ces/pdande/evaluation/evaldocs.html>

2. Request Program Leader approval. A Zoomerang survey is considered a project by Program Support. You will need to contact your program leader for approval and prioritization.

3. Then, consult with PD&E staff for specific assistance. We strongly encourage you to discuss any questions you may have about your audience and your information needs with them. They will help you design a questionnaire appropriate for your information-gathering context.

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4. Determine what you need to do to meet human subjects requirements. You should include an informed consent statement as part of your introduction to the questionnaire. More Information is available at: <http://www.uwex.edu/hsp/> and from Ray Schultz, Secretary of the Faculty and Staff, at ray.schultz@uwex.edu (608) 262-4387

Next Steps

1. Determine the title of your survey. A brief descriptive title is best. Example: "2004 ANRE Conference Feedback."

2. Write a short introduction to your survey, if you want to use one. This is not required, but it is a good place to include human subjects disclaimers and general instructions.

3. Choose a color scheme. Zoomerang offers several color schemes. We will brand your survey with the Extension Logo (blue/black/white). So, we suggest one of the following color schemes:

Graphite Gray

Bahama Blue

[Your Survey Title]

To type in your initial question, click Edit. Insert adds a new question either above or below this one.



[Your Survey Title]

To type in your initial question, click Edit. Insert adds a new question either above or below this one.



Basic Black

[Your Survey Title]

To type in your initial question, click Edit. Insert adds a new question either above or below this one.



4. Determine how many questions you want.

We can format your survey all on one page, or we can use multiple pages. Please think about how many questions you want to ask, and if there are natural page breaks. We recommend no more than 10 questions on a page. The most successful surveys should be brief – requiring no more than 10 minutes of time for the respondent. Less than 20 questions is a good goal.

5. “Skip” questions

Zoomerang can accommodate “skip” questions (Example: If no, please skip to question #5). Skip questions affect how many pages your survey will have and how they must be laid out. In Zoomerang, questions that determine skipping must be mandatory, and must accept only one answer.

6. Question numbers

Zoomerang cannot accommodate sub-question numbers. For example, you can not use 1a, 1b, 1c to group your questions. Numbers are automatically assigned in sequential order.

Your Questions

Determine the type of questions you want.

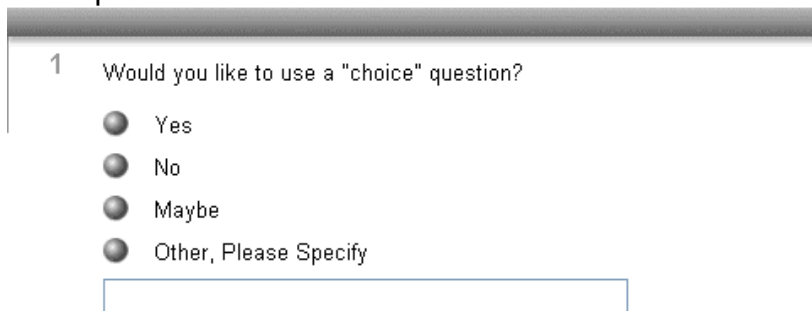
Zoomerang offers several types of questions. Each is listed below with an example. For each question you can also decide:

- Is the question mandatory? Mandatory questions must be answered to continue on with the survey. We assume no questions are mandatory unless instructed otherwise.
- Would you like an “other” option? Questions that have an “other” option will include a text field so that the user can type in a different response.

Question Types:

1. Choice – One Answer (Bullets)

A choice/bullet question offers the user a set of choices, from which the user must select one. This option works best when there is a small set of choices. Example:



1 Would you like to use a "choice" question?

Yes

No

Maybe

Other, Please Specify

2. Choice – One Answer (Drop Down)

A choice/drop down question offers the user a set of choices, from which the user must select one. This option works best when there is a large set of choices. Example:



1 Please pick your county

Adams ▾

3. Rating Scale – One Answer (Bullet)

A rating scale presents the user with a series of choices on a continuum. The user may only select one choice. Note that you may customize the scale both in number of steps and in captions for each step. Example:

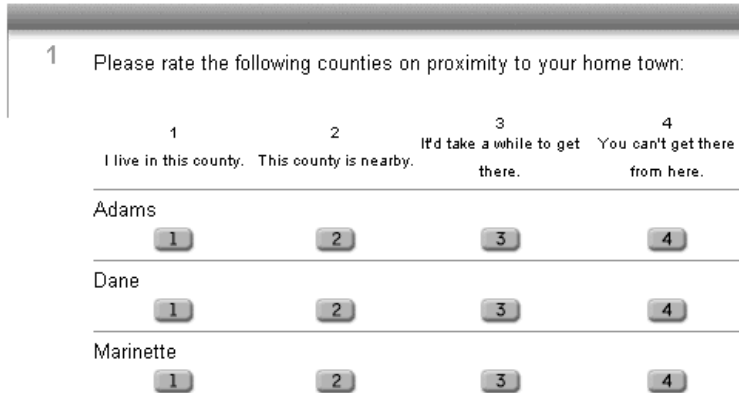


1 How well do you like Zoomerang?

Poor	Fair	Good	Excellent
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. Matrix – One answer/question

A matrix works like a rating scale, but groups logically-related questions together with a heading. A user can provide one answer for each item in the group. Example:

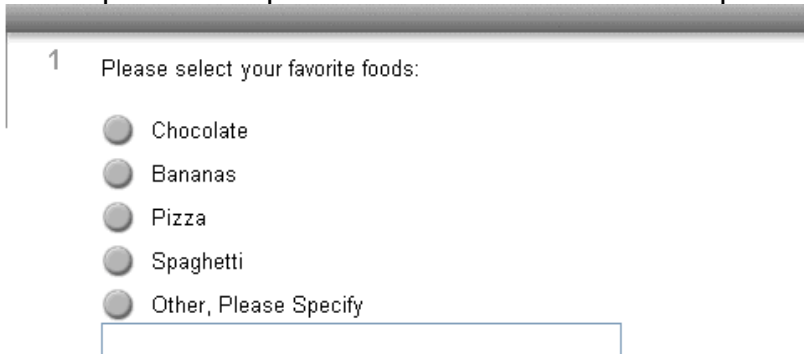


1 Please rate the following counties on proximity to your home town:

	1 I live in this county.	2 This county is nearby.	3 It'd take a while to get there.	4 You can't get there from here.
Adams	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dane	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marinette	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Multiple Choice

A multiple choice question lets the user select all options that apply. Example:



1 Please select your favorite foods:

- Chocolate
- Bananas
- Pizza
- Spaghetti
- Other, Please Specify

6. Yes/No

A yes/no question functions like a choice question, but the possible answers are limited to Yes and No. Example:

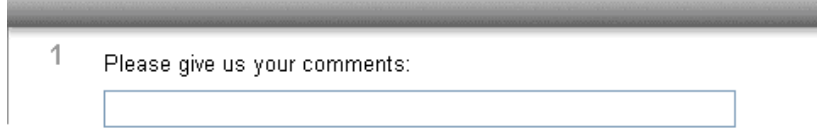


1 Have you visited www.zoomerang.com?

YES NO

7. Open-Ended (Single Line)

An open-ended single line question allows users to type text into a single line field. This is a good option if you expect a brief (a few words) response to your question. Example:



1 Please give us your comments:

8. Open-Ended (Multi-Line)

An open-ended multi line question functions just like a single line, but with additional space. Example:



1 Please give us your comments:

9. Open-ended with Prompt

An open-ended prompted question groups a series of open-ended questions together with a heading. Example:



1 Please give us your comments about:

Chocolate

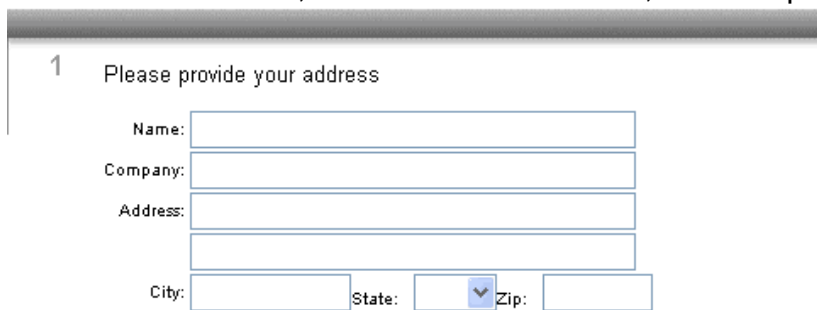
Bananas

Pizza

Spaghetti

10. Address

You can use an “address” question to ask people for their contact information. You can customize the heading. (“Please provide your address” in the example.) You can also customize each field, for non-U.S. addresses, for example. Example:



1 Please provide your address

Name:

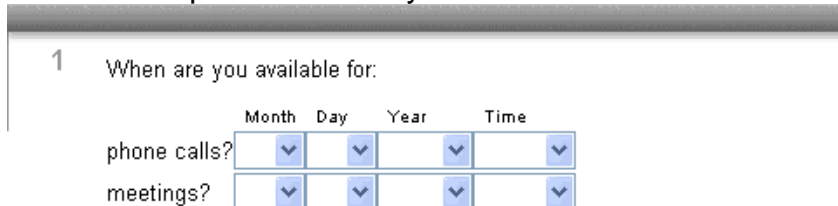
Company:

Address:

City: State: Zip:

11. Date/Time

A date/time question allows you to collect data for dates and times. For example:



1 When are you available for:

	Month	Day	Year	Time
phone calls?	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
meetings?	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Final Steps

1. The “Thank You Page.” When a respondent completes your survey, they can be directed to a “Thank You Page.” This is a good place to thank the respondent for their time, and to let them know when and how summarized results will be announced, if you have chosen this approach. There are several options available.
 - a. If you plan to use the survey at a conference, you can redirect the user back to the start of the survey. (This option does not provide a thank you page.)
 - b. If you don’t wish to include thank you information, or wish to have a webpage on your own site that thanks the user, you can redirect the user directly to another website, such as the Cooperative Extension home page. (This option does not provide a thank you page. Please provide the URL you’d like for the redirect.)
 - c. Standard or Branded page. If you’d like to brand the thank you page, you can provide an image and we can upload it. You can add text and links to additional pages.
- Example:



Thank you for participating in our survey. Please visit the [Family Living Web Site](#) for the latest information about all our programs.



View Survey Results

[Click to see how others responded.](#)



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2. Decide how you want to distribute the survey. Zoomerang offers several options.
 - a. Use a list of email addresses. If you would like to invite a select group of people to participate, you may provide us with a list of email addresses. Each person will receive an individual invite to participate. You will be able to send reminders, track respondents, and receive detailed deployment information. This is the only option which allows responders to begin the survey, stop and resume it again later.
 - b. Generate a URL link. If you don’t have a list of email addresses, or want this survey to be open to the public, you can request a URL link.
3. Determine if you want to allow the survey by more than one user per computer. You have two choices
 - a. The survey may be taken multiple times per computer station. Select this option if you will be using the survey in a kiosk, tradeshow, or when you would like to allow respondents to take the survey more than once.
 - b. The survey may be taken only once per computer station. Select this option if you are posting survey to a web site or sending the link through your own email system and want to prevent each respondent from taking the survey more than once.
4. Results! You have three options for viewing and sharing results.
 - a. Private – results are not disclosed to anyone but CE Tech Services staff and you. You can receive results in an Excel file or view graphical (simple bar graph) representations of results online. In addition, you may assign a password to the web-based results for this option.

For the following two options, you can put the link to the results on the thank you page or keep it for yourself and only share it with those you wish to have it. You may also add a password to further protect the results.

b. Restricted – results are aggregated and shared. Individual responses are not shown. Example:

1. Please select from the following destinations:		Number of Responses	Response Ratio
The Sheraton Palace in San Francisco		11	15%
Stinson Beach in San Francisco		23	32%
Mackegney Green Park in Tiburon		15	21%
The Casa Madrona in Sausalito		21	30%
Other, Please Specify		17	24%

c. Public – results are shared, including individual results. Example:

3 PLEASE DESCRIBE YOUR RELATIONSHIP WITH YOUR MANAGER	
#	Response
1	WHAT RELATIONSHIP? I DONT EVEN THINK SHE KNOWS WHO I AM. AS A MATTER OF FACT, I'M NOT SURE SHE WORKS HERE ANYMORE.
2	We don't really communicate that much. Maybe once a month.
3	Bob is very open to new ideas and gives me lots of good feedback. Sometimes he is late for our weekly meetings. That would be my only complaint.
4	Good on a professional level but very bad on a personal level.

5. Survey Closing.

a. All surveys require a closing date. Please think about how long you would like your survey to remain available. Generally, we suggest about two weeks.

b. If you would like any special information to be posted when your survey is closed, you can provide that text. You can also link to another site, if you'd like to make results available after the survey is closed.

Example:

Sorry! The survey is now closed. We will post results on the [Family Living Home Page](#) when they are available.



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Last Notes:

1. Surveys can be sent to Tech Services in Microsoft Word format, or in text format in an email.

2. We require clients to review the draft survey for any necessary changes. The draft survey and the final survey will have different URL's, and the draft survey will be closed when the final survey is posted.

3. Once your survey is at the top of our priority list, it usually takes one to two weeks to complete and post the final survey. Please plan accordingly.

If you have questions or comments, please contact Deanna Schneider (608) 265-7923 or deanna.schneider@ces.uwex.edu). We look forward to helping you put your survey on the web.