

SurveyMonkey



Introduction

This hands on course explains how to use the online SurveyMonkey research tool and gives useful insights into some key aspects of surveying research methodology and questionnaire design. It is applied training, so delegates will have online access throughout the training to practice the techniques they are learning.

This course is suitable for beginners as well as those with some experience.

Who will benefit?

Anyone who is new to or has limited experience in using SurveyMonkey or designing online surveys.

Course Content

- Design a survey which meets the objectives of the project
- Structure a questionnaire and write suitable questions
- Create a survey from scratch using a range of question types
- Format the look and feel of your survey for online and print versions
- Collect responses using Survey Monkey's range of collector tools
- Write suitable survey invitations and schedule reminder to help improve response rates
- Analyse your results 'question by question' and create meaningful charts
- Export results in various report formats
- Use the 'filter' and 'compare' (cross-tab) functions to analyse your data with reports / charts
- Analyse your results and build a management reports in various formats including Excel and PowerPoint
- Share the results of the survey online with key stakeholders
- Present your findings in a compelling and interesting way

