

# RESOURCE TOOLKIT FOR PROGRAM-SPECIFIC ONLINE DATA COLLECTION & EVALUATION

## INTRODUCTION

This resource toolkit provides Texas RPE Implementers with online data collection and evaluation guidance and an overview of potential survey platforms for online data collection of their program-specific evaluation data (i.e. participant surveys or evaluation tools that accompany programs (e.g. Be Strong, Second Step, Close to Home, etc.)). For the most up to date information regarding Texas RPE individual-level data collection requirements please visit [www.evalsvpptx.com/SET](http://www.evalsvpptx.com/SET).

## CONSIDERATIONS FOR ONLINE DATA COLLECTION

Many programs have evaluation tools designed to be collected in-person. However, with the increasing need to provide RPE programming online, implementers may need to transition to online data collection. For some evaluation tools that transition may be simple enough – you just copy and paste each question into an online survey platform and give participants an anonymous link to complete it in the virtual classroom chat box, or through a follow-up email. In many other cases, it will be a little more complicated. **It is recommended that you reach out to the creator of the program for any program-specific guidance or resources they may have.**

There are a variety of things to consider when adapting a paper-based evaluation tool into an online version.

**Question Order and Wording.** It is extremely important to keep the question wording and order of questions as close to the original tool as possible. The designer of your program has likely tested their evaluation tools to make sure they are reliable (produces consistent results) and valid (produces true results). If you change the instrument then it may invalidate those tests.

**Protect Identity of Survey Respondent.** Ensure that you are only collecting identifiable information that your original tool requests. Keep participant responses anonymous (respondent identity unknown) or confidential (respondent identity known but kept private), as the tool specifies. Many online data collection tools have features that allow you to collect internet IP addresses, distribute surveys by email or collect participant names and/or other identifying information that will prevent your data from being anonymous. Ensure necessary features/data entry fields are deactivated to

prevent unintentional identification of the respondent. Clearly tell the respondent if their answers are linked to their name or if they are anonymous or confidential.

**Respondent’s Environment.** Consider how the online learning environment differs from an in-person environment. In person, a participant would know they could ask the program facilitator a question or get clarification on what is being asked. Be sure to tell respondents how they can privately get assistance from the facilitator, if needed. If the evaluation tool asks sensitive questions, acknowledge that and give the respondent flexibility to answer the questions at a more convenient time, if appropriate.

**Respondent’s Technology.** Understand the technology most of your participants use when accessing online programming. If many access it on their phones, a survey platform with an app or mobile-friendly capabilities, such as automatically optimizing to mobile devices or tablets, may be the most appropriate option.

**Respondent’s Choice to Participate.** Always remember that individuals have the right to choose whether they participate in a survey or evaluation. To help encourage participation, make the process clear and easy to access (ex: hyperlinks, QR codes, user-friendly platforms) in a timely manner and provide information on how the results will be used by your program.

## ONLINE DATA COLLECTION PLATFORMS

Implementers may choose any data collection platform that best fits their needs and any specified requirements of their program, even if it is not included within this resource guide.

There are five online survey platforms featured in this guide: Google Forms, Survey Monkey, Typeform, SoGoSurvey, and Planet Survey. The information displayed in Chart 1 applies to the free version of each of these online survey platforms. Some platforms have paid versions that increase limits or add additional features. Each platform is mobile-friendly if the respondent opens the survey link on their phone or tablet. Survey Monkey and SoGoSurvey have iOS (Apple) and Android apps available. The Typeform app is only available for iOS. A link for guidance on how to utilize each platform is provided in their respective sections below.

**Chart 1. Overview of Features for Each Survey Platform (Free Version)**

| Platform      | Survey Limit | Question Limit | Respondent Limit | Custom Design Options | Data Export Options | App Available |
|---------------|--------------|----------------|------------------|-----------------------|---------------------|---------------|
| Google Forms  | Unlimited    | Unlimited      | Unlimited        | Yes                   | Yes                 | No            |
| Survey Monkey | Unlimited    | 10             | 100              | No                    | No                  | Yes           |
| Typeform      | Unlimited    | Unlimited      | 100/month        | Yes                   | Yes                 | iOS only      |
| SoGoSurvey    | Unlimited    | Unlimited      | 200/year         | Yes                   | Yes                 | Yes           |
| Survey Planet | Unlimited    | Unlimited      | Unlimited        | Yes                   | No                  | No            |

## GOOGLE FORMS

<https://www.google.com/forms/about/>

Google Forms is completely free and has no restrictions on the number of surveys you can create, the number of questions in each survey, or the number of responses you can collect. You can also automatically export your results to Google Sheets for online access and sharing. You can add collaborators and embed surveys into emails. However, the service does require that you have a Gmail email account, which can be obtained free of charge.

Directions for how to use Google Forms can be obtained from

<https://www.howtogeek.com/434570/the-beginners-guide-to-google-forms/>.

**Surveys:** *Unlimited*

**Questions:** *Unlimited*

**Respondents:** *Unlimited*

**Custom design options:** Yes

**Data export options:** Yes

**App Available:** *No*

## SURVEY MONKEY

[www.surveymonkey.com](http://www.surveymonkey.com)

The free version of Survey Monkey only allows for 10 questions and 100 responses per survey. If you want to create more in-depth surveys, collect more responses, customize your survey design or export your data then you can upgrade to the paid version of the site.

Directions for how to use Survey Monkey can be obtained from

[https://help.surveymonkey.com/articles/en\\_US/kb/How-to-create-a-survey](https://help.surveymonkey.com/articles/en_US/kb/How-to-create-a-survey).

**Surveys:** *Unlimited*

**Questions:** *10*

**Respondents:** *100*

**Custom design options:** *No*

**Data export options:** *No*

**App Available:** *Yes – iOS and Android*

## TYPEFORM

<http://www.typeform.com/>

Typeform has a very modern look to it. The platform allows an unlimited number of questions and surveys but limits respondents to 100 per month if you are using the free version. It allows questions to be displayed dynamically, with a large number of response types (multiple choice, picture choice, text responses, opinion scales, etc.)

Directions for how to use Typeform can be obtained from

<https://help.typeform.com/hc/en-us/articles/360029112492-My-first-typeform>.

**Surveys:** *Unlimited*

**Questions:** *Unlimited*

**Respondents:** *100/month*

**Custom design options:** Yes

**Data export options:** Yes

**App Available:** *Yes – iOS only*

## SOGOSURVEY

[www.sogosurvey.com](http://www.sogosurvey.com)

With SoGoSurvey you can design, distribute, and analyze an unlimited number of surveys with an unlimited number of questions as long as you don't exceed 200 respondents per year. The free version also allows you to customize your survey design and export data.

Directions for how to use SoGoSurvey can be obtained from

<https://www.sogosurvey.com/help/how-to-create-a-survey/>.

**Surveys:** *Unlimited*

**Questions:** *Unlimited*

**Respondents:** *200/year*

**Custom design options:** Yes

**Data export options:** Yes

**App Available:** *Yes – iOS and Android*

## SURVEY PLANET

[www.surveyplanet.com](http://www.surveyplanet.com)

Survey Planet allows you to collect an unlimited number of surveys, with an unlimited number of questions, from an unlimited number of respondents for free. You can even choose custom design options to make the survey unique to your organization. However, if you would like to easily export the data then you will have to upgrade to the Pro version of the survey platform.

Directions for how to use Survey Planet can be obtained from

<https://docs.surveyplanet.com/>.

**Surveys:** *Unlimited*

**Questions:** *Unlimited*

**Respondents:** *Unlimited*

**Custom design options:** *Yes*

**Data export options:** *No*

**App Available:** *No*