

Online Survey Tools Options

Survey Tool	Description	Strengths	Weaknesses	Recommendations
<p><u>Ongoing Course Assessment (OCA)</u> UT Austin developed product</p>	<p>Web-based survey tool that allows UT Austin instructors to create instructional assessment instruments to collect anonymous feedback from their students at any time during the semester within a secure environment</p>	<ul style="list-style-type: none"> • Provides pre-existing templates • Allows developing your own templates using OCA’s question library • Allows creating templates using your own questions • Provides response frequencies and percentages in tabular and graphical form, which can be downloaded to an Excel spreadsheet or Word document 	<ul style="list-style-type: none"> • Requires UT EID • Cannot be used to assess individual student performance • Responses cannot be modified once submitted • Cannot enhance text with underline, bold, italics, etc. • Limited control over how questions are presented • Cannot be integrated with a third-party program • Cannot insert graphics, sound, video, or mathematical expressions 	<p>OCA is recommended when anonymity is a primary concern and only aggregate-level data are needed. OCA has increased anonymity measures for respondents compared to Blackboard, and individual responses cannot be viewed. Because of a user structure similar to Blackboard’s, it is also only appropriate for administering surveys to students enrolled in a class you teach or TA for. It is also recommended when multiple individuals need access to author surveys.</p>
<p><u>Survey on the Spot</u> UT Austin developed product</p>	<p>Lets you design your own surveys for use in the College of Engineering Web site. You can create your own instructions and questions, make changes, and test your survey before publishing it on the Web.</p>	<ul style="list-style-type: none"> • Allows browser-based authoring that allows you to create your own questions • Provides a statistical representation of survey responses, such as histograms and charts • Allows e-mail broadcasting to participants or groups. 	<ul style="list-style-type: none"> • Some aspects of this tool do not work with Netscape 6.0+. It is best if you use Internet Explorer 5.0+. • No template-authoring tools available • Limited control of how questions are organized • Cannot insert graphics, sound, video, or mathematical expressions • Cannot display feedback after each question or at the end of each block or section of questions 	<p>SotS is recommended when the desired respondents are NOT all enrolled in a course you teach or TA for and when low cost is a primary concern. Because of its Web interface, it may be appropriate for use when survey authors are geographically dispersed or when admin. access via the Web is required, but not when admin. Internet access is limited. SotS is recommended when multiple survey authors are required and all authors have or can obtain a UT EID.</p>

Online Survey Tools Options

Survey Tool	Description	Strengths	Weaknesses	Recommendations
<p><u>Blackboard</u> UT Austin supported product</p>	<p>An electronic course management tool that enables faculty and students to communicate and collaborate online through real-time chat forums, asynchronous discussion boards, e-mail, and online file exchanges. The software also features an online grade book and survey/quizzing tool.</p>	<ul style="list-style-type: none"> • A vast variety of administrative privileges (e-mail broadcasting, allow designees access, etc.) • Can create your own questions, categorize them by topic, and easily enhance text without knowledge of HTML • Can include multi-media or embed Macromedia Flash movies • Option to make answering a question mandatory • Ability to download raw data to run cross-tabular analysis • Provides several course feedback surveys ready for implementation • Can be implemented as a non-graded quiz to see all answers by person 	<ul style="list-style-type: none"> • Limited reporting capabilities • Cannot display feedback after each question or at the end of a section of questions • No graphics available to display results 	<p>Blackboard's user structure makes it recommended for instances when multiple authors need to have access to surveys and when all desired respondents are enrolled in a course you teach or TA for. Because of the limited reporting availabilities, Blackboard is best used when only simple analysis and reporting need to be done.</p>
<p><u>PHP Surveyor Tool</u> UT Austin supported product</p>	<p>A set of PHP scripts that interact with MySQL to use to develop surveys, publish surveys, and collect responses to surveys</p>	<ul style="list-style-type: none"> • Accommodates an unlimited number of surveys at a time • Allows creation of a printable survey version • Allows setting conditions for questions depending on earlier answers • Provides ready-made, importable questions • Provides several ready-made templates available for download • Allows basic statistical and graphical analysis with export facility 	<ul style="list-style-type: none"> • Survey building is difficult because the navigating system is not intuitive. • Developing the survey is not user friendly. • There is no wizard to assist with authoring a survey. • Cannot prevent accidental exiting of survey 	<p>PHP Surveyor is recommended only for users with software development support or experience installing software in a UNIX environment. As open-source software, PHP Surveyor is recommended when access to the program's source code is desired for development purposes. Because of its Web interface, it may be appropriate for use when survey authors are geographically dispersed or when admin. access via the Web is required, but not when admin. Internet access is limited. No remote hosting options are provided; thus it is recommended when local hosting options are available.</p>

Online Survey Tools Options

Survey Tool	Description	Strengths	Weaknesses	Recommendations
<p><u>SAMigo</u> UT Austin supported product</p>	<p>An assessment authoring and delivery system that allows you to create, deliver, and grade assessments, control assessment settings with templates, and manage assessment contents using question pools</p>	<ul style="list-style-type: none"> • Provides browser-based authoring that allows you to create and edit your own questions and templates • Allows you to insert graphics and mathematical expressions • Displays feedback after each question and at the end of each block of questions • Provides real-time reporting of results that allows you to graph your results. 	<ul style="list-style-type: none"> • Cannot create your own reports with the fields and labels needed • No printed manuals, authoring tutorials, or HTML manuals available for assistance • No integration with third party programs 	<p>SAMigo is recommended only for users with software development support or experience installing software in a UNIX environment. Because of its Web interface, it may be appropriate for use when survey authors are geographically dispersed or when admin. access via the Web is required, but not when admin. Internet access is limited. Individuals with experience in writing software may find that the availability of SAMigo's source code increases the flexibility of the program.</p>
<p><u>SurveyGold</u> Commercial product</p>	<p>Guides you through the process of creating and conducting your survey with an intuitive, easy-to-use interface and familiar features that help you get the results you want, quickly and easily</p>	<ul style="list-style-type: none"> • Uses a familiar Explorer interface • Allows you to conduct the same survey online, over the phone, or in person • Allows you to assign point values to questions to turn any questionnaire into an exam • Allows unlimited surveys and responses • Provides real-time reporting • Allows simple data analysis, publishing of Word or Web reports, and conversion of data to Excel and SPSS 	<ul style="list-style-type: none"> • Cost is between \$149.00 and \$299.00, depending on edition • Cannot insert graphics, sound, video, or mathematical expressions • Cannot enter hyperlinks within feedback without knowledge of HTML • Cannot display feedback after each question or at the end of each block or section of questions • Participants cannot log into reporting system and view their results 	<p>SurveyGold is recommended when multiple methods of data collection (e.g., phone, in-person, on-line) will be used. Additionally, SurveyGold's support of Microsoft products and SPSS make it recommended when easy transfer of data is a high priority. In contrast to other programs, survey development is done offline and must be uploaded to a client-owned Web server when complete. Therefore, it is not recommended when survey authors are not using the same computer or local hosting space is not available.</p>

Online Survey Tools Options

Survey Tool	Description	Strengths	Weaknesses	Recommendations
SurveyMonkey Commercial product	An online survey tool that is freely available for basic surveys and subscription-based for enhanced features	<ul style="list-style-type: none"> • Allows you to select among item formats (multiple choice, Likert scale, open-ended short or long answers, essay forms, etc.) • Allows you to keep the survey closed until you want to make it public • Allows you to take it to your Web page server, or just provide the link to Monkey server • Provides analysis of results for you • Allows survey takers to go back to edit responses 	<ul style="list-style-type: none"> • For more than 100 respondents, there is a fee for using this service (\$19.99/month for under 1,000 respondents) • Once somebody answers a question, you cannot edit the survey, and the answers given count in your final results. To see results, you must go to the SurveyMonkey site. 	SurveyMonkey is recommended when the potential number of respondents will not exceed 100 or when funds are available for a subscription. Because of its Web interface, it may be appropriate for use when survey authors are geographically dispersed or when admin. access via the Web is required, but not when admin. Internet access is limited. Surveys are hosted by SurveyMonkey, so it is also appropriate for use when no local hosting solution is available.

Note: All information is subject to change as companies make modifications to their products. This information should be viewed as a general guide to some of the online survey options available to members of the UT Austin community.