

Recommended Electronic Survey Tools* for UT Austin Faculty, Staff and Students

Survey Tool	Description	Strengths	Weaknesses	Recommendation
Blackboard UT Austin supported tool	Blackboard is an electronic course management system that includes an online survey/quizzing tool for the collection of student feedback at any time during the semester. https://wikis.utexas.edu/display/bbsupport/create_survey	<ul style="list-style-type: none"> • Can create your own questions, categorize them by topic and format text without knowledge of HTML. • Can include multi-media or embed Macromedia Flash movies. • 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. • Operates within a secure environment. 	<ul style="list-style-type: none"> • Requires UT EID for authors and respondents. • Limited reporting capabilities. • Cannot display feedback after each question or at the end of a section of questions. • No graphics available to display results. • All respondents must be actively enrolled in the same course as the instructor. • Respondents are not anonymous. 	Blackboard is recommended when multiple authors need to have access to course surveys. Because student respondents are not completely anonymous, care should be taken to protect their confidentiality. The Blackboard survey tool can only conduct surveys within a course or Blackboard community. The tool has only limited data reporting capabilities and is best used when only simple analysis is required.
Ongoing Course Assessment (OCA) UT Austin developed tool	OCA is a web-based survey tool that allows UT Austin instructors to collect anonymous feedback from their students at any time during the semester using customizable surveys. www.utexas.edu/academic/diia/oca	<ul style="list-style-type: none"> • Provides basic survey templates or ability to create your own. • Includes an extensive question bank. • Ability to write your own questions. • Provides response frequencies and percentages in tabular and graphical form, downloadable to an Excel spreadsheet or Word document. • Excellent anonymity protection for respondents. • Allows multiple survey authors. • Operates within a secure environment. 	<ul style="list-style-type: none"> • Requires UT EID for authors and respondents. • Cannot be used to assess individual student performance. • Responses cannot be modified once submitted. • Cannot enhance text with underline, bold, italics, etc. • Data analysis beyond simple frequencies not possible. • Cannot insert graphics, sound, video, or mathematical expressions into surveys. 	OCA is recommended for instructors who wish to collect anonymous course feedback from their UT Austin students. Access is limited to UT Austin instructors and their designees and only students enrolled in a course being taught by the survey author (instructor) may access the survey. The OCA tool has no data analysis capabilities and is not appropriate for research purposes.

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<p>SurveyStation UT Austin developed tool</p>	<p>SurveyStation is a sophisticated survey tool developed by the UT academic community for use by faculty, staff and students (requires a UT EID)</p> <p>https://surveystation.austin.utexas.edu/LoginActiveDirectory.aspx?ReturnUrl=/Default.aspx</p>	<ul style="list-style-type: none"> • Offers a variety of question formats • Free for UT Austin faculty, staff, and students. • Easy to manage multiple surveys. • Allows users to import email lists to distribute survey. • Automated survey link distribution via email possible. • Includes survey templates and question bank. • Authors can survey any population or optionally restrict surveys to users with a valid UT EID. • Surveys can have an unlimited number of questions. • Filter feature for creating online reports. • Allows for branching and answer piping. 	<ul style="list-style-type: none"> • Survey authors must have a valid UT EID • Is not 508 compliant • No online data analysis. • Can only export data as a comma delimited file (.csv format) into Excel. 	<p>SurveyStation is recommended for UT Austin faculty, staff, and students who wish to create and administer an online survey free of charge. It is especially good if you wish to limit respondents to UT Austin faculty, staff or students through EID authentication. The interface is fairly easy to use and the help documentation is thorough. Includes advanced survey features such as branching and answer piping. This tool is not recommended for users who need to analyze data or create complex reports online.</p>
<p>LimeSurvey (formerly PHP Surveyor Tool) Commercial tool</p>	<p>LimeSurvey is an open source survey tool that allows users to develop and publish surveys, and collects responses. LimeSurvey offers an online, hosted version called LimeService as well as a downloadable version that is highly customizable using scripts.</p> <p>www.limesurvey.org</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 answers to earlier questions (branching). • Includes a question bank and survey templates. • Allows basic statistical and graphical analysis with export capability. • Data is exportable to text, CSV, PDF, SPSS, XML and Excel formats. • Supports more than 49 different languages. 	<ul style="list-style-type: none"> • Survey development is not intuitive. • Limited documentation makes learning how to use the tool difficult. • Cannot identify duplicate responses. 	<p>As open-source software, Lime Survey is recommended for experienced web programmers. The ability to customize the program through scripts makes for a potentially powerful tool. LimeService has a band-width-based pricing model. The more questions you ask and the more respondents you have, the more you pay. This benefits low-volume researchers but may be expensive for larger sample sizes.</p>

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<p>QuestionPro Commercial tool</p>	<p>QuestionPro is web-based software for creating and distributing surveys. The free version provides the development of basic surveys (with no more than 10 questions), and a subscription-based version that includes many advanced features. www.questionpro.com</p>	<ul style="list-style-type: none"> • An intuitive wizard interface makes it easy to create and distribute surveys. • Allows authors to choose a variety of question formats. • Allows for survey responses to be automatically emailed to you as they are collected. • Data can be exported into either an Excel report or a CSV file. • Advanced version provides response based grouping analysis and for data to be exported into SPSS. • Results are provided in real-time. • Allows creation of a printable survey version. 	<ul style="list-style-type: none"> • Free basic version allows for only 2 surveys, each with a maximum of 10 questions. • User-interface not ideal. 	<p>QuestionPro has many advanced features that will meet most survey needs, but these features are available only with the paid version (currently, \$15 a month). QuestionPro surveys are designed and hosted online, so no software is required.</p>
<p>StatPac Commercial tool</p>	<p>StatPac is a comprehensive survey package that allows you to design surveys, collect data, and receive support for both quantitative and qualitative data analyses. www.statpac.com</p>	<ul style="list-style-type: none"> • A variety of question formats available. • Server available to host surveys remotely. • Provides free statistical software through the Statistics Calculator. • Allows creation of a printable survey version. • Respondents can save their progress and continue later. • Questions can have parameters to control data entry. • Qualitative analysis possible. 	<ul style="list-style-type: none"> • Free version only analyzes the first 35 records of any data file • Can only be used with Windows. • Cannot download results into Excel, SPSS or SAS. • Interface and graphics are basic. • Requires software installation 	<p>StatPac will be most useful for surveys that have an extremely large number of questions. This tool is not recommended for survey authors who prefer SPSS or SAS as their primary statistical analysis package since StatPac is not able to transfer data. The tool works well for those without access to statistical analysis software.</p>

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SurveyCrafter Commercial tool	SurveyCrafter allows authors to create original surveys using a variety of question types and incorporating organizational logos, designs and fonts. SurveyCrafter Professional can perform several statistical analyses including frequency tables, graphs, standard deviation, banner tabulations and correlation matrices. www.surveycrafter.com	<ul style="list-style-type: none"> • Can create a print version of survey • Allows authors to choose a variety of question formats using a drag and drop method. • Users can design sophisticated skip patterns (branching). • Includes survey templates. • Respondents can save their progress and continue later. • Excellent tutorial. 	<ul style="list-style-type: none"> • Requires software installation. • Expensive. 	SurveyCrafter Professional has a good balance of creative freedom coupled with strong statistical analysis but may not be affordable for casual users.
SurveyGold Commercial tool	SurveyGold guides authors through the process of creating and conducting surveys with a familiar, intuitive, easy-to-use interface and features similar to Internet Explorer. www.surveygold.com	<ul style="list-style-type: none"> • User-friendly interface is easy to use. • Surveys are publishable online or on paper. • Researchers can conduct and manually enter interview responses as they are conducted over the phone or face-to-face. • Allows you to turn any questionnaire into an exam by assigning point values to questions • Allows an unlimited number of surveys and responses • Provides real-time reporting in graphs, cross-tabs, means or weight indexes. • Allows simple data analysis, publishing in Word or Web reports, and conversion of data into Excel or SPSS files. 	<ul style="list-style-type: none"> • Limited response sets and statistical analysis tools. • Cannot display feedback after each question, block or section of questions. • Survey data is automatically deleted after it is downloaded providing no way to backup data. • Requires software installation. • Expensive. 	SurveyGold is recommended when multiple methods of data collection (e.g., phone, in-person, on line) are used. Additionally, SurveyGold's support of Microsoft products and SPSS make it highly useful when ease of data transfer is a priority. In contrast to other programs, survey development is done offline and must be uploaded to a client-owned Web server when completed. Therefore, the tool is not recommended when multiple survey authors cannot use the same server or local hosting space is unavailable. May not be affordable for casual users.

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SurveyMonkey Commercial tool	SurveyMonkey is an online survey tool that is available free for basic surveys and subscription-based for enhanced features. It is easy to use and flexible enough for a wide variety of purposes. www.surveymonkey.com	<ul style="list-style-type: none"> • Highly flexible and easy to use. • Pay version very affordable (\$20/month). • Excellent tutorials and help features. • Provides basic descriptive statistics such as frequencies and cross-tabs • Can filter results by question. • Provides downloadable charts and graphs of question responses. • Supports multiple languages. • Allows users to share surveys and results. • Automated survey link distribution via email possible. • 508 compliant. 	<ul style="list-style-type: none"> • Free version has limited functionality. • Can only download data into Excel or as a .pdf file. 	SurveyMonkey is especially recommended for inexperienced surveyors. It is easy to create and administer surveys although online data analysis is limited. Tutorial and help documents are easy to understand and clear. The pay version is very affordable.
Zoomerang Commercial tool	Zoomerang allows authors to organize the process of creating and managing surveys and responses through a feature-rich dashboard interface. Because functionality is centralized it is easy to learn for new users. www.zoomerang.com	<ul style="list-style-type: none"> • Offers a variety of question formats. • Easy survey management. • Able to create a printable survey version. • Supports multiple languages. • Option to purchase email distribution lists. • Allows for multiple authors. • Intuitive, easy-to-use interface. 	<ul style="list-style-type: none"> • Free version does not allow users to download results. • Cannot create custom-path (logic items) in free version 	Although easy-to-use, the free version lacks advanced features and is suitable for only the most basic surveys. The subscription-based version offers more advanced features while retaining the easy-to-use interface.

***Note: UT Austin supported tools are highlighted in blue.** All information is subject to change as organizations make modifications to their survey tools. This information should be viewed as a general guide to some of the better electronic survey options available to members of the UT Austin community. For information on best practices for creating and using surveys, consult DIIA's Instructional Assessment Resources (IAR) at <http://www.utexas.edu/academic/diia/assessment/iar/>
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