



# Creating Surveys on Google Forms

Lesson 2


Lab for Education and Advancement in Digital Research  
[leadr.msu.edu](http://leadr.msu.edu)

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# Your experience with the survey

- Did you know what the survey was about from the description provided? Did you know who was going to be looking at your responses and why you were answering it? Do you feel like you were sufficiently informed about the contents prior to consenting to taking the survey?
- Did you wish you had been given more information about the survey beforehand?
- Was the format easy to understand?
- Did you think the questions were clear? Did any of them need more clarification?



## How did the survey answer the research question?

- What WAS the research question?
- What previous experience do students have with anthropology prior to this course and what motivated students to enroll?
- What insights does this give me? What were some preconceived notions I had when I made this survey?
- Could deeper knowledge about the undergraduate student culture help me ask better questions?



# What were the questions and why?

- What pronouns do you use? Please select all that apply
- What academic year are you in?
- What is your major?
- Why are you taking this course? Please select all that apply
- Have you taken an anthropology course before?
- What profession are you interested in pursuing after graduation?
- What is your favorite color?



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- Ask the right questions, be specific and think about what it helps you answer
- Mitigate Bias





# Types of questions you can make on Google Forms

- Multiple Choice
- Short Answer and paragraph
- Checkboxes
- Drop down
- Scale
- Grid with multiple choice or with checkboxes




# Tips and Lessons Learned from Google Forms

- Google forms is limited in immediate data visualization but for each question a chart or graph will be automatically generated.
- There are easy ways to change the type of chart you get for a singular question.
- Use some of the built-in complexities to questions to create comparisons from the beginning.
- Keep your research question specific!



# Disseminating surveys

- What methods are you going to use? What platform will you advertise on?
- How will you make sure the right population is getting the survey?
- What do you already know about the population or the topic?
- What could hinder its dissemination?



What topics and questions are you interested in?



# Thank you!

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## Office Hours:

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Email policy: I am available through email during my office hours; if you email me at other times, I will do my best to respond within 24 hours during the work week.