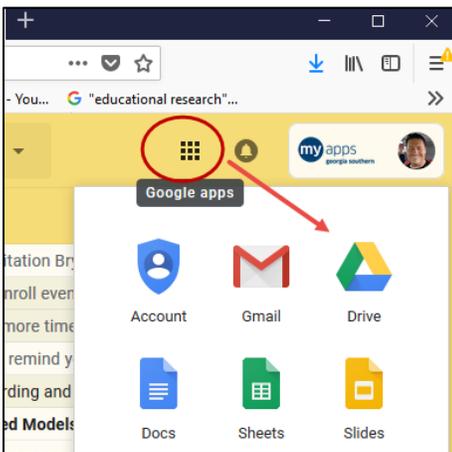


05c: Electronic Questionnaire with Google Docs

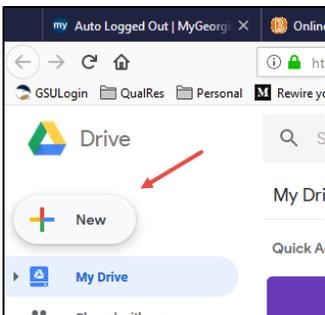
This presentation contains screenshots showing how to create an electronic questionnaire in Google Docs, and also shows some item formatting options.

1. Starting

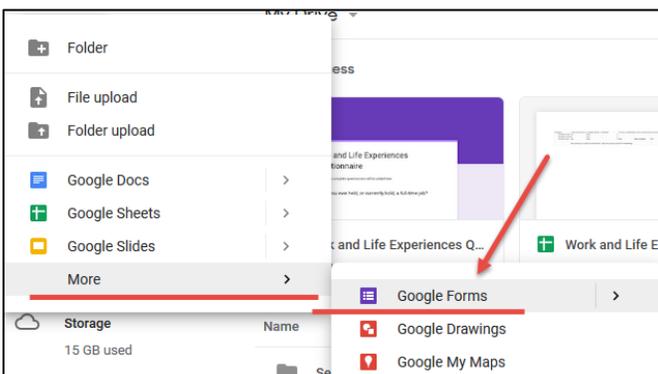
In GSU gmail, or your own Google account, click Google Apps icon (9 dots), then selection Google Drive.



Click on New in Drive



Then find and select Google Forms



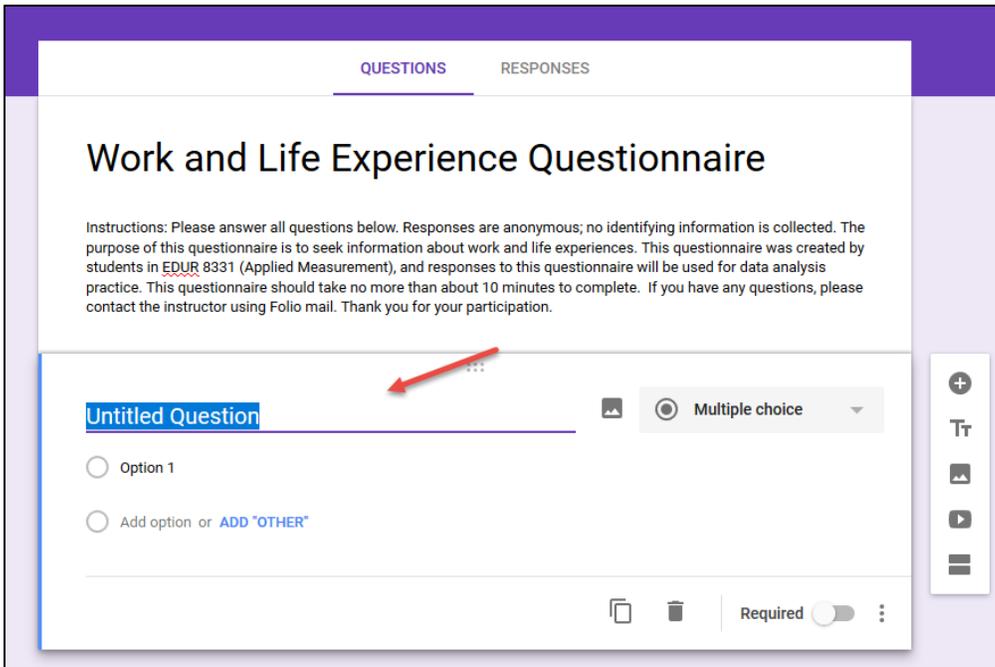
A new blank form appears as shown below. Note location for title and introduction/instructions.

The screenshot shows a blank Google Form titled "Untitled form". The interface includes a top navigation bar with a back arrow, the title "Untitled form", and icons for a palette, eye, settings, and a "SEND" button. Below the navigation bar are tabs for "QUESTIONS" and "RESPONSES". The main content area contains the form title "Untitled form" and a "Form description" field. Two red arrows point to these fields, with labels "Title here" and "Introduction and Instructions here" respectively. Below the description is a question titled "Untitled Question" with a "Multiple choice" dropdown menu. The question has two options: "Option 1" and "Add option or ADD 'OTHER'". At the bottom of the question card are icons for copy, delete, and a "Required" toggle switch.

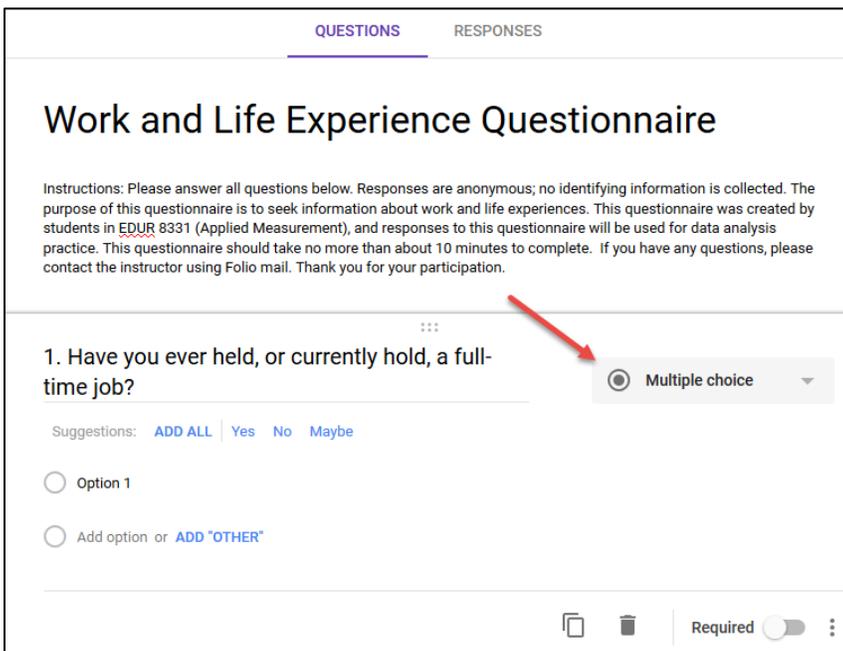
I have added a title and introduction and instructions.

The screenshot shows the same Google Form after editing. The title is now "Work and Life Experience Questionnaire". The "Form description" field contains the following text: "Instructions: Please answer all questions below. Responses are anonymous; no identifying information is collected. The purpose of this questionnaire is to seek information about work and life experiences. This questionnaire was created by students in EDUR 8331 (Applied Measurement), and responses to this questionnaire will be used for data analysis practice. This questionnaire should take no more than about 10 minutes to complete. If you have any questions, please contact the instructor using Folio mail. Thank you for your participation." Below the instructions is a question titled "Untitled Question" with a single option "Option 1". The top navigation bar now includes a folder icon, a star icon, and the text "All changes saved in Drive".

To add questions, click on the “Untitled Question” that is highlighted.



Question types can be controlled by the option bar on the right.



I want to create a second question, similar to the first, to learn whether those who currently do not have a job have ever held a job. I can copy Question 1 to form Question 2 using the two card-looking icons at the bottom.

1. If you currently have a job, is it full-time or part-time?

Multiple choice

- Full-time
- Part-time
- Both, I currently have full-time and part-time jobs
- I have never had a full-time or part-time job
- Add option or [ADD "OTHER"](#)

  Required



Question 2 seeks information about past employment

2. If you are not currently employed, have you ever held a full-time or part-time job?

Multiple choice

- Yes, Full-time
- Yes, Part-time
- Both, I have had full-time and part-time jobs
- No, I have never held a job
- Add option or [ADD "OTHER"](#)

  Required

If you need to remove a response option, that can be done with the X icons on the right.

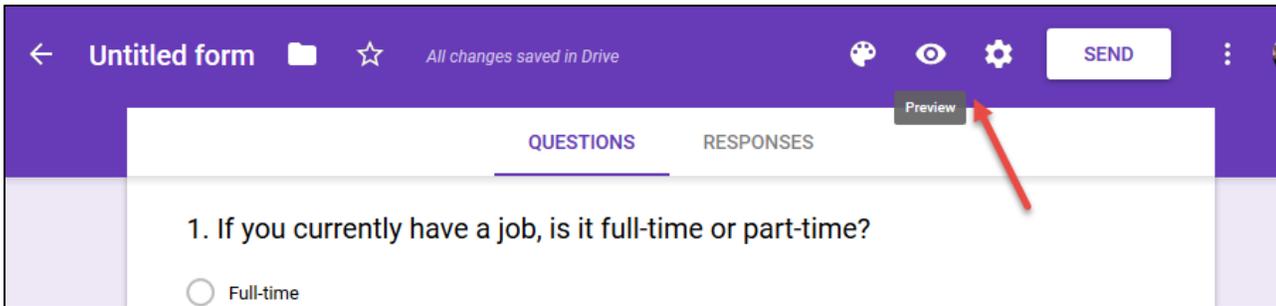
2. If you are not currently employed, have you ever held a full-time or part-time job?

Multiple choice

- Yes, Full-time
- Yes, Part-time
- Both, I have had full-time and part-time jobs
- No, I have never held a job
- Add option or [ADD "OTHER"](#)



We can view the current layout of the questionnaire by clicking on the “eye” icon at the top.



Here is the current view of the questionnaire as it would appear to respondents. Google has developed to work with small-screen devices (cell phones, tablets) so it looks big on a computer screen. Because of this design, some formatting options do not work well in Google Forms.

Work and Life Experience Questionnaire

Instructions: Please answer all questions below. Responses are anonymous; no identifying information is collected. The purpose of this questionnaire is to seek information about work and life experiences. This questionnaire was created by students in EDUR 8331 (Applied Measurement), and responses to this questionnaire will be used for data analysis practice. This questionnaire should take no more than about 10 minutes to complete. If you have any questions, please contact the instructor using Folio mail. Thank you for your participation.

1. If you currently have a job, is it full-time or part-time?

Full-time

Part-time

Both, I currently have full-time and part-time jobs

I have never had a full-time or part-time job

2. If you are not currently employed, have you ever held a full-time or part-time job?

Yes, Full-time

Yes, Part-time

Both, I have had full-time and part-time jobs

No, I have never held a job

This form was created inside of Georgia Southern University. Report Abuse - Terms of Service - Additional Terms

Google Forms

Note options on the right of items – these allow for adding additional items or other information.

Formatting Likert-type scales.

Multiple Choice – note that all response options are labeled (Poor, Fair, etc.). Left is item building screen, right is questionnaire view screen.

Linear Scale – this option provides numbers in the spreadsheet when responses are recorded, but does not allow for response option labels except for the two anchor points.

Multiple choice Grid – works well for items with a leading stem and the items are short – only one or a few words.

3. How would you rate the quality of the following hotels?

Multiple choice grid

Rows		Columns	
1. Holiday Inn	×	<input type="radio"/> Poor	×
2. Marriott	×	<input type="radio"/> Fair	×
3. Hilton	×	<input type="radio"/> Good	×
4. Motel 6	×	<input type="radio"/> Very Good	×
5. Red Roof	×	<input checked="" type="radio"/> Excellent	×
6. Add row		<input type="radio"/> Add column	

3. How would you rate the quality of the following hotels?

	Poor	Fair	Good	Very Good	Excellent
Holiday Inn	<input type="radio"/>				
Marriott	<input type="radio"/>				
Hilton	<input type="radio"/>				
Motel 6	<input type="radio"/>				
Red Roof	<input type="radio"/>				

Does not work well when items are a full sentence in length because the sentence wraps in a narrow space and uses small font (see second image below).

Question

Multiple choice grid

Rows		Columns	
1. 3. How would you rate the quality of Holiday...	×	<input type="radio"/> Poor	×
2. 4. How would you rate the quality of Marriott?	×	<input type="radio"/> Fair	×
3. 5. How would you rate the quality of Hilton?	×	<input type="radio"/> Good	×
4. 6. How would you rate the quality of Motel 6?	×	<input type="radio"/> Very Good	×
5. How would you rate the quality of Red Roof Inn?	×	<input type="radio"/> Excellent	×
6. Add row		<input type="radio"/> Add column	

	Poor	Fair	Good	Very Good	Excellent
3. How would you rate the quality of Holiday Inn?	<input type="radio"/>				
4. How would you rate the quality of Marriott?	<input type="radio"/>				
5. How would you rate the quality of Hilton?	<input type="radio"/>				
6. How would you rate the quality of Motel 6?	<input type="radio"/>				
7. How would you rate the quality of Red Roof Inn?	<input type="radio"/>				

Checkbox grid option

	Poor	Fair	Good	Very Good	Excellent
3. How would you rate the quality of Holiday Inn?	<input type="checkbox"/>				
4. How would you rate the quality of Marriott?	<input type="checkbox"/>				
5. How would you rate the quality of Hilton?	<input type="checkbox"/>				
6. How would you rate the quality of Motel 6?	<input type="checkbox"/>				
7. How would you rate the quality of Red Roof Inn?	<input type="checkbox"/>				

Dropdown option

How would you rate the quality of Holiday Inn?

Dropdown

1. Poor
2. Fair
3. Good
4. Very Good
5. Excellent
6. Add option

Best not to use dropdown option because it can be tedious to selection choose and also select responses. Can frustrate some respondents.

How would you rate the quality of Holiday Inn?

Choose

- Poor
- Fair
- Good
- Very Good
- Excellent

It is possible to divide questionnaire into sections. Each section may have a different title and description.

Section 2 of 2

This is a second section. Allows for changing of topics, if needed.

Description (optional)

Add section

Signal a new section is available.

2. If you are not currently employed, have you ever held a full-time or part-time job?

- Yes, Full-time
- Yes, Part-time
- Both, I have had full-time and part-time jobs
- No, I have never held a job

How would you rate the quality of Holiday Inn?

- Poor
- Fair
- Good
- Very Good
- Excellent

NEXT

A red arrow points to the 'NEXT' button.

Filter, or conditional, questions can be implemented using the item options (3 dots below), then selecting “Go to section based on answer.” Google Docs does not offer the “go to item” option, but does allow one to skip sections.

1. Are you, or have you, ever been employed earning an income?

Multiple choice

- Yes, I have been, or currently am, employed or self-employed earning an income.
- No, I have never been employed or self-employed earning an income.
- Other...
- Add option

Required

2. What is your sex?

- Female
- Male

Settings menu:

- Show
- Description
- Go to section based on answer
- Shuffle option order

A red arrow points to the 'Go to section based on answer' option in the settings menu.

The conditional instructions for Google Docs have been set. For those who have been employed, they will answer questions in Section 2 (Employment and Life), for those who are not employed or have never been employed, they will be taken automatically to section 3 (Test Bonus Points).

2. Are you, or have you, ever been employed earning an income? Multiple choice

- Yes, I have been, or currently am...   Go to section 2 (Employment and Life)
- No, I have never been employed...  Go to section 3 (Test Bonus Points)
- Other...  Continue to next section
- Add option

  Required 