**Designing Mobile Surveys: Techniques and Tips**

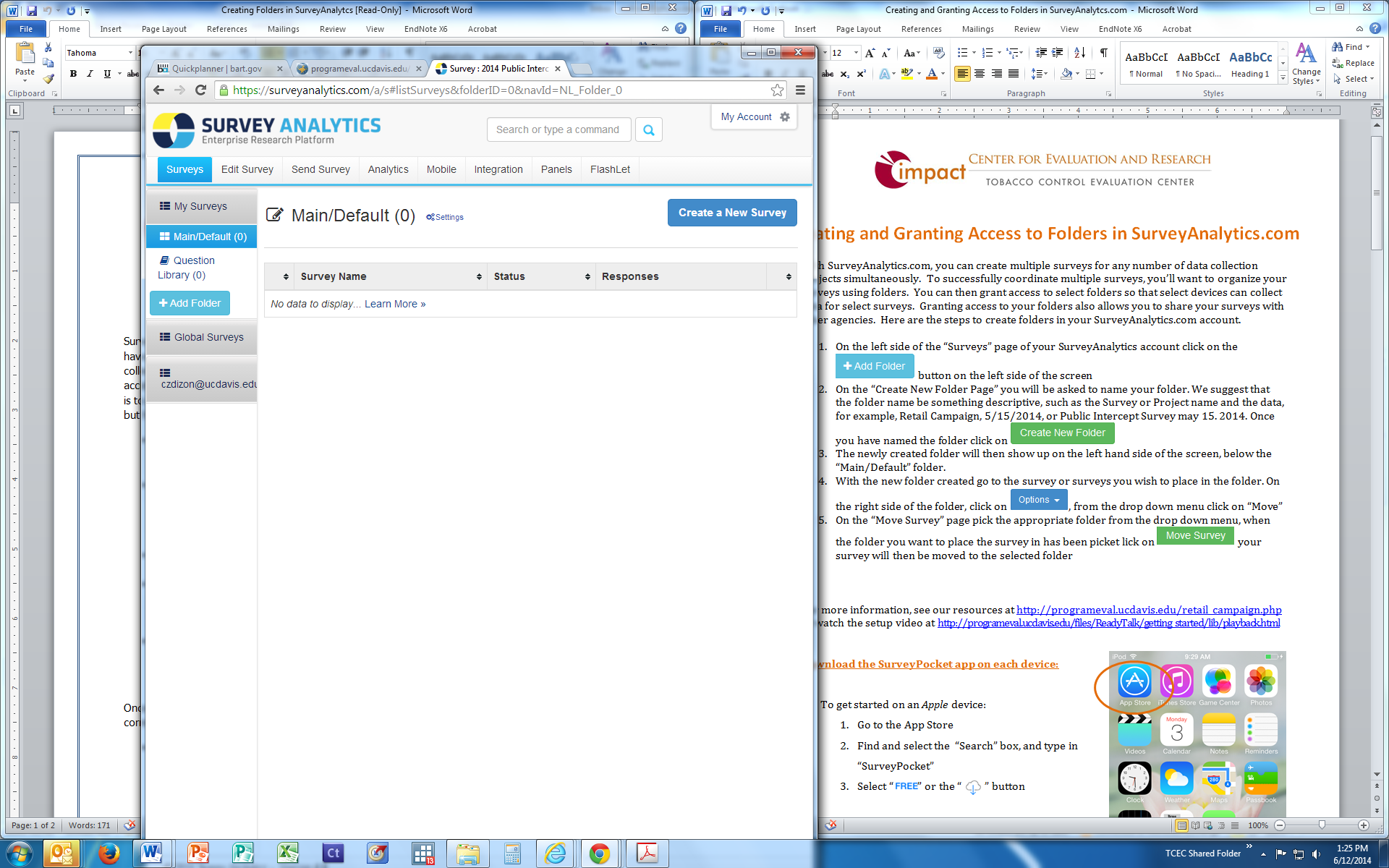
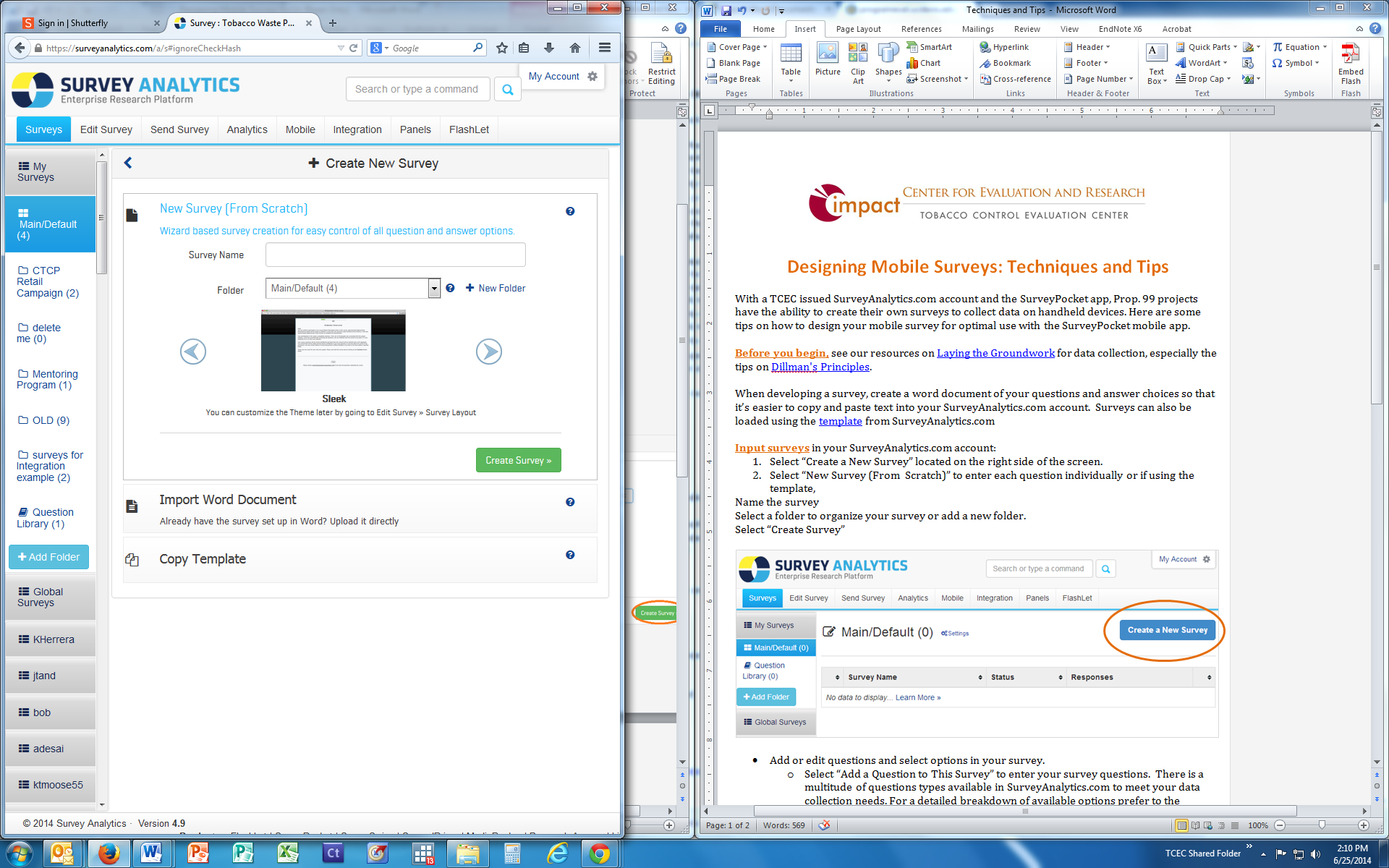
With a TCEC issued SurveyAnalytics.com account and the SurveyPocket app, Prop. 99 projects have the ability to create their own surveys to collect data on handheld devices. Here are some tips on how to design your mobile survey for optimal use with the SurveyPocket mobile app.

**BEFORE YOU BEGIN,** see our resources on [Developing](http://testbed4.ucdavis.edu/data-collection/index.html) Instruments for data collection, especially the tips on [Dillman's Survey Design Principles](http://programeval.ucdavis.edu/documents/DillmanPrinciples.pdf).

When developing a survey, create a word document of your questions and answer choices so that it’s easier to copy and paste text into your SurveyAnalytics.com account. Surveys can also be loaded using the [template](https://surveyanalytics.com/help/454.html) from SurveyAnalytics.com

**CREATING SRUVEYS** in your SurveyAnalytics.com account:

1. Select “Create a New Survey” located on the right side of the screen.
2. Select “New Survey (From Scratch)” to enter each question individually or if using the template, select “Import Word Document” and follow the onscreen directions
3. In the pop-up window, enter a name for the survey
4. Select a folder to organize your survey or choose “+ New Folder
5. Select “Create Survey”



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**ADD QUESTIONS**

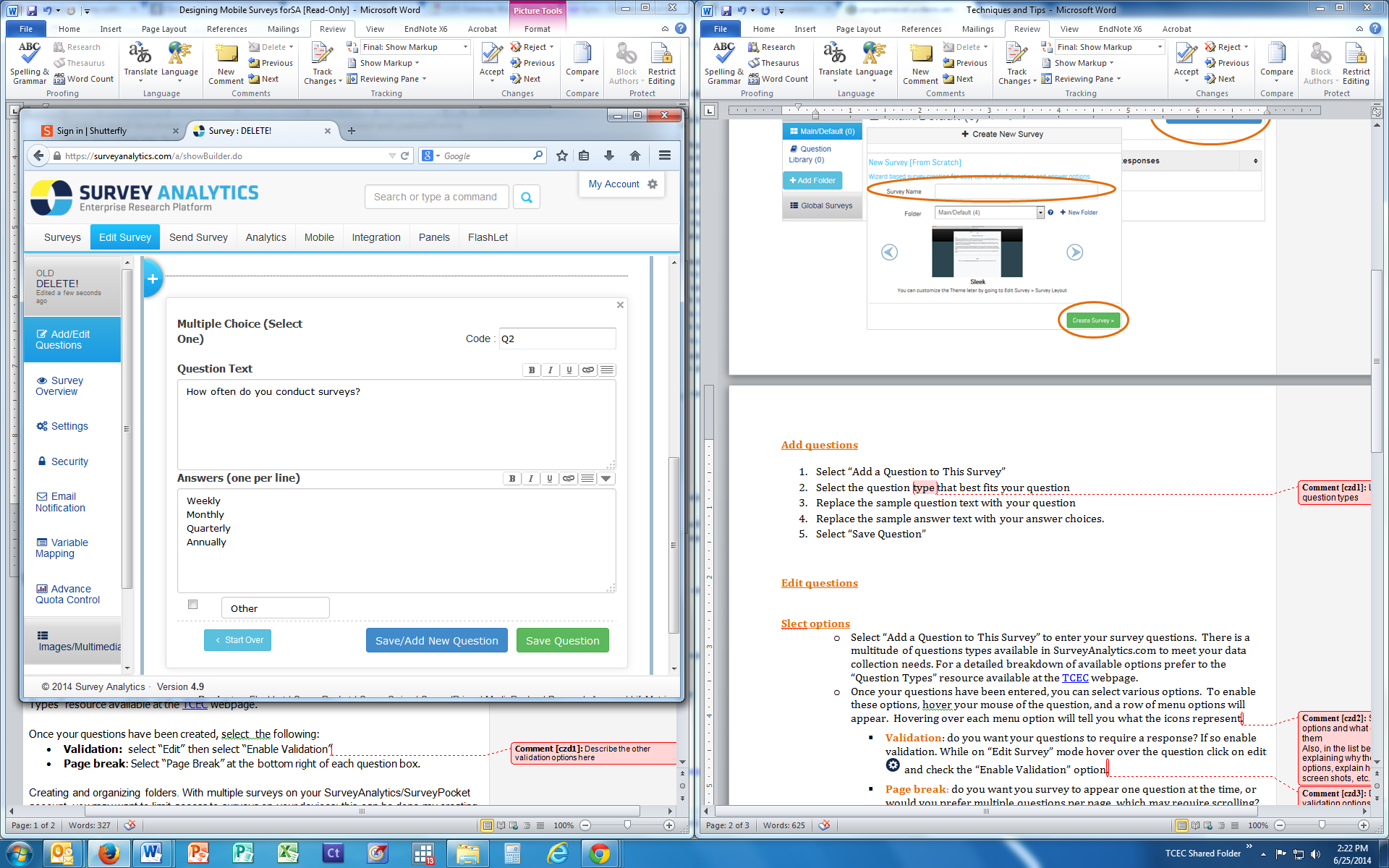
1. Select “Add a Question to This Survey” or the + sign in the blue half circle
2. Select the [question type](http://www.surveyanalytics.com/help/21.html) that best fits your question

* (keep in mind that some question types are not available for mobile devices)

1. Replace the sample question text with your question
2. Replace the sample answer text with your response choices
3. Select “Save Question”

Then repeat this process for every question in the survey.

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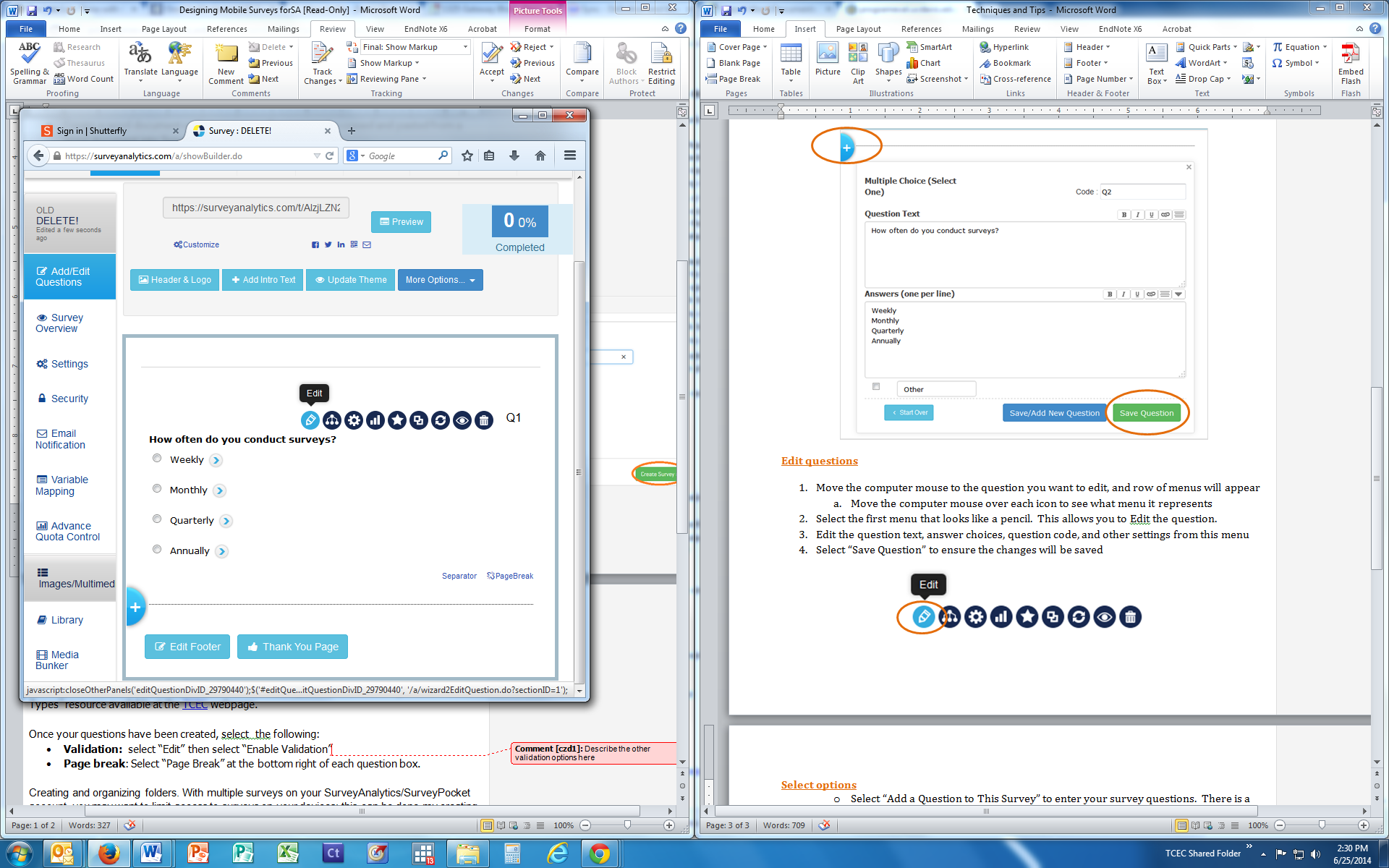
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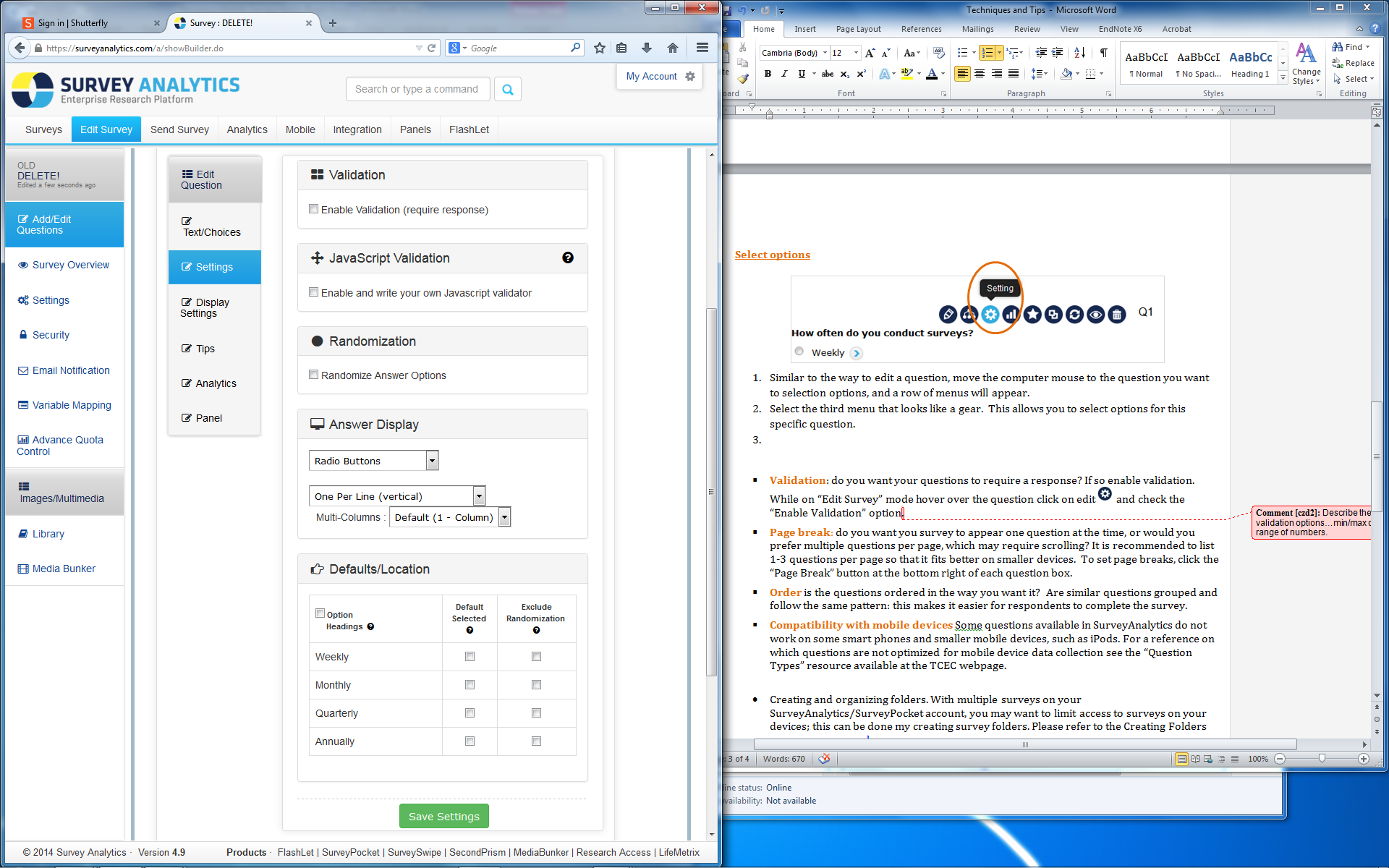
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**EDIT QUESTIONS**

1. Move the computer mouse to the question you want to edit, and row of menus will appear
   * Move the computer mouse over each icon to see what menu it represents
2. Select the first menu that looks like a pencil. This allows you to Edit this specific question
3. Edit the question text, answer choices, question code, and other settings from this menu
4. Always remember to select “Save Question” to ensure the changes will be saved



**EDIT QUESTION SETTINGS**

1. Similar to the way to edit a question, move the computer mouse to the question you want to selection options, and a row of menus will appear
2. Select the third menu icon that looks like a gear and you can select options for this specific question:
   * + **Validation:** Do you want your questions to require a response? If so, check the “Enable Validation” option. Respondents will not be able to skip this question and cannot continue without entering an answer. For open ended text questions, you can also specify a character limit or numeric range
     + **JavaScript Validation:** Not used at this time
     + **Randomization:** For multiple choice questions, answer choices appear in the order you enter them. But in some cases, you may want to randomize the order in which they appear to prevent order bias
     + **Answer Display:** For multiple choice questions, the response choices can appear as buttons (boxes or circles) or a drop down menu. Select the option that best fits the question
     + **Defaults/Location:** Click the “?” logo for more information about these options
3. Select “Save Settings” to ensure new changes will be saved

**OTHER OPTIONS**

* + - **Page break**: You can control how many questions are displayed on the screen by using page breaks. Multiple questions per page may require the scrolling up and down to see everything. On smaller devices, it is recommended to list only 1-3 questions per page so that the text fits better on the smaller screen. To set page breaks, click the “Page Break” button at the bottom right of each question box
    - **Order:** Once you’ve had a chance to see the survey laid out, you often find ways it can be improved simply by changing the order of questions. Clustering similar question topics or question types can make it easier for respondents to complete the survey. To change the sequence of questions:

1. select the 7th pop up menu called “Re-order”
2. select where you want the question to appear
3. select “Reorder Question” to ensure changes will be saved

* **Folders:**  With multiple surveys in your SurveyAnalytics.com account, you'll want to create and manage [folders](http://programeval.ucdavis.edu/documents/Folders.docx) for easier organization and access.
* **Miscellaneous:** There are other options for various question types. Click on the “?” icon or use the SurveyAnalytics.com search bar for more information
* **Presentation Text:** Add the question type, “Presentation Text” for any instructions or extra information for your survey. It is particularly useful to notify respondents about a change in topic or question pattern
* **Automatic page turning:** If a respondent answers a Multiple Choice (Select One) question, the page may automatically turn to the next question. Unfortunately, this not a setting or option that can be turned on or off. However, we have a workaround. By adding the question type “Presentation Text” after the Multiple Choice (Select One) question, the page should no longer automatically turn.

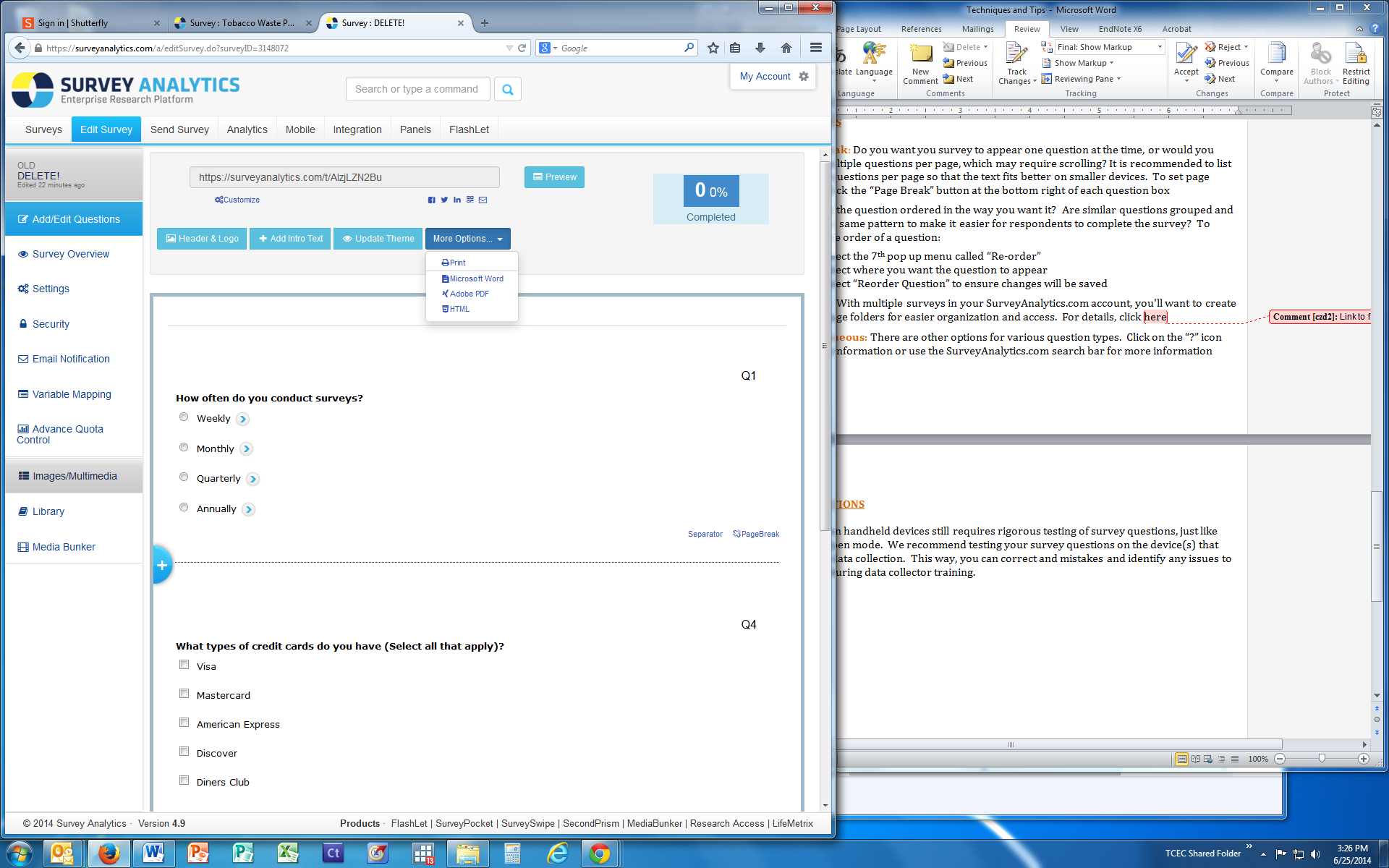
**RECOMMENDATIONS**

Collecting data on handheld devices still requires rigorous [testing](http://tobaccoeval.ucdavis.edu/documents/PilotTesting2.pdf) of survey questions, just like with the paper/pen mode. We recommend testing your survey questions on the device(s) that will be used for data collection. This way, you can correct and mistakes and identify any issues to emphasize during data collector training.

PRACTICE PRACTICE PRACTICE! All data collectors should have ample time to practice, ask questions, and debrief regarding the survey questions, answer choices, and use of handheld devices for data collection.

Lastly, you may want to print out the survey to submit progress reports. Here are the steps to print surveys in SurveyAnalytics.com.

1. Select the survey you want to print
2. Selct “More Options”
3. From the drop down menu, select “Print” (or save as a file)



Please contact us with your own techniques and tips for designing mobile surveys.

We’d love to share tips from the field.

For technical assistance related to handheld devices, contact the

TCEC Data Collection Help Desk at 530-754-8929 or [JTAnd@phs.ucdavis.edu](mailto:JTAnd@phs.ucdavis.edu)