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## 1. INTRODUCTION

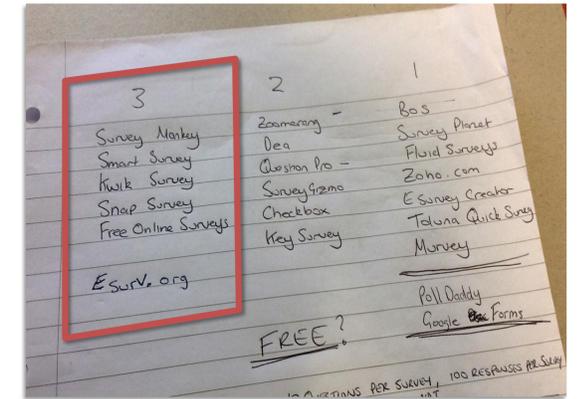
With many free survey tools available for students to use in their studies, and without any guidance on which surveys tools are the most suitable, it is easy for students to choose a survey tool which does not meet their requirements.

The aim for this project is to enable the university to recommend a suitable **FREE** survey tool that will satisfy the data collection and analysis required in their studies.

## 2. BACKGROUND

Students have been using the main three main internet search engines for their choice of survey tool for their studies. It has been noted that although initially many of the online tools seemed useful, during this research we found that most free survey tools had many shortcomings.

These included: (1) Inability to export the data; (2) Limits to the number of surveys or questions; (3) No support to help with issues; (4) Having to pay an expensive fee to retrieve data; (5) Data protection issues.



## 3. MAIN RESEARCH

The research centered on the main three search engines, (Google, Bing and Yahoo) and with help from students, a selection of keywords were chosen to complete the search. We then compiled a list of survey tools that were highlighted the most regularly along with some that students already knew, and from these chose ten to begin our research.

With a short questionnaire comprising some of the features that most surveys would require, we created a survey, inputted the results and attempted to retrieve the data in exactly the same way a student would (noting any shortcomings).

Failure for a package to meet either the University's data protection rules and/or the ability to export the raw data without incurring any costs were the two criteria that would immediately eliminate the package from the recommended list. All the other features were given a lower priority and were rated on ease of use and necessity for an individuals needs as opposed to a one size fits all approach.

	essential	desirable	great	acceptable	not acceptable	no information	Free Online Survey Tools			
Component	Survey Monkey	Smart Survey	Kwik Survey	Free Online Survey	E.Surv	Question Pro	Poll Daddy	Google Forms	Qualtrics	Quick Surveys
Data Protection / Record Man.	Red	Green	Red	Yellow	Red	Yellow	Red	Yellow	Yellow	Red
Student User Friendly Interface	Green	Green	Yellow	Green	Green	Green	Green	Green	Green	Yellow
Data Exporting	Red	Red	Yellow	Red	Yellow	Red	Red	Yellow	Green	Green
Number of Questions	10	15	unlimited	20	unlimited	10	10	unlimited	unlimited	unlimited
Number of Responses	100	100	250	50	unlimited	100	1000	unlimited	250	unlimited
User experience and set up	Yellow	Red	Red	Yellow	Green	Yellow	Yellow	Red	Green	Green
Schedule	Grey	Red	Green	Green	Green	Green	Green	Green	Green	Green
Customisation	Red	Red	Green	Red	Green	Red	Green	Green	Green	Green
Integration with Social Networks	Grey	Green	Green	Green	Green	Green	Green	Green	Green	Green
View on Mobile Phone	Grey	Green	Green	Green	Green	Green	Yellow	Green	Green	Green
Upload Multimedia	Green	Green	Green	Green	Green	Red	Green	Green	Green	Green
Logic	Red	Red	Green	Red	Green	Red	Green	Red	Green	Green
Custom Message	Grey	Red	Grey	Green	Red	Red	Red	Red	Red	Red
storage time	Grey	Red	Grey	Yellow	Green	Red	Red	Red	Red	Red

## 4. CONCLUSION

eSurv (<http://esurv.org>) was clearly the most appropriate tool given our strict set of requirements. Both the data protection and export functions meet the needs of students. Although eSurv was the overall best solution it was not the best in every category. Qualtrics and Toluna are better for exporting data directly into SPSS. Google Forms and Qualtrics had better student interfaces. Smart Survey had the best data protection compliance.

However, excellent functionality, ease of use, Data Protection Act compliance and no product limitations make eSurv the free online survey tool that we are happy to recommend.

Take our eSurv survey:

<https://esurv.org?u=surveys-survey>

