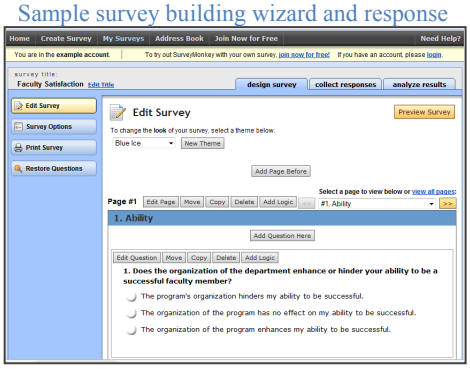
Description

SurveyMonkey is an *online survey tool* that enables people of all experience levels to create their own surveys quickly and easily. Surveys with 10 or fewer questions can been written and analyzed free of charge.

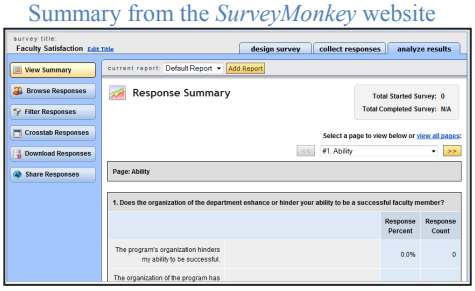
Sample survey building wizard and response



General Strengths & Weaknesses

UMMS users primarily report *convenience* of data collection for use in lecture empirical demonstration. Others use *SurveyMonkey* as one way to collect baseline knowledge of an audience (student, collegial) in advance of presentations.

Summary from the *SurveyMonkey* website



One UMMS user reports: *"…relatively easy to analyze using their tools and to pull into other analytic programs."*

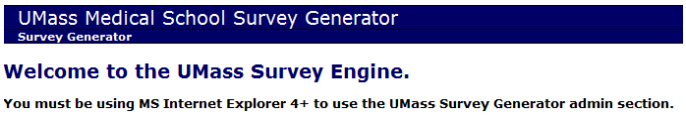
The primary *weakness* with Survey Monkey is the licensing fee required to create and analyze a survey with more than 10 questions. In general, online survey methods are impersonal and static snapshots of knowledge.

Peer Resources

Sheldon Benjamin
Michael Ennis
Deborah Field
Patricia Franklin
Mary Hawthorne
Tracy Kedian
Suzana Makowski
Mark Manning
Tiffany Moore Simas
Lyn Riza
Ruthann Rizzi
Carrie Saarinen

UMMS Information Services Support

UMMS does not currently support Survey Monkey use. UMMS offers the online survey tool UMass Survey Engine



Contact the UMMS HelpDesk for more information

For more information: *SurveyMonkey* web site