Surveys

Link to digital tool	**Google Forms**
Level of knowledge	Basic knowledge
Learning objectives	Evaluate research data to improve ideas and experiences.
Linked to module	2, 3, 5
Description of the tool	**Surveys** are a quantitative and qualitative method for carrying out data collection, visualization, synthesis and analysis. They can be shared online easily to gather feedback and research users' needs. They also have the possibility to be anonymous, so participants can feel more confident in sharing their opinions without being identified.

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	Google Forms is a tool for creating forms and surveys easily. It allows you to see the results in sheets and to create diagrams and visualizations of the results.
	To create a Google Form, you will need a Gmail account. Inside the Google workspace you have FORMS, where you can create a new Google Form. Google has several templates, and you can customize these designs by adding pictures and changing the colors.
	You can start from a blank document or from a template, and there are various tools for users to gather different types of answers, including short answers and long answers, if you want to gather qualitative information from the participants (for example, to gather feedback).

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	The form also has the possibility to add quantitative responses with checklists and answers with multiple options.
How to use the tool as part of the course	Forms and surveys can help you at the beginning of your research **to define your audience** and are also a great tool for **gathering feedback** after an activity. **Quantitative questions** such as multiple choice and checkboxes can help you to visualize and analyze data. Once you create a survey, Google automatically creates a Google Sheet and it also creates a tab of responses where you can see summary graphics to see results and take actions.

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	Qualitative questions like paragraphs and short answers can help you to understand your audience better. In a survey, you can also ask the age ranges and interests of the participants, so you can see who is more interested in a specific topic. Once you gather enough answers you can draw conclusions and start to work on your idea.