

Survey Resources: Survey Platform Analysis

GoogleForms (<https://www.google.com/forms/about/>)

Pros:

- Free (with gmail account)
- Data exported to Google sheets (cloud-based Excel-like program)
- Some fun, customizable features
- Simple, straight forward, easy-to-use interface

Cons:

- Limited question type
- Limited advanced features
- Security

Well-Suited For: Small, classroom-based projects with basic questions

SurveyMonkey (<https://www.surveymonkey.com/>)

Pros:

- Free, up to a certain point
- Easy to use platform; user-friendly interface

Cons:

- Advanced features, longer surveys (>10 questions), and larger population (>100 responses) require subscription
- Even with subscription, features can still be limited
- Security

Well-Suited For: Small to medium projects with basic questions for single populations

Qualtrics (<http://www.qualtrics.com/>)

Pros:

- Free through Berkeley; unlimited participants and responses
- Robust platform with many advanced features
- Pleasing, professional layout
- Security

Cons:

- Slightly clunky interface
- Limited customization of format/layout

Well-Suited For: Large-scale, official research projects with (or without) complex questions and multiple populations

Survey Resources: Annotated Bibliography

Dörnyei, Z. (2003). *Questionnaires in second language research: Construction, administration, and processing*. Mahwah, New Jersey: Lawrence Erlbaum Associates.

This succinct, no frills, and well-organized book covers the basics of survey or questionnaire development, execution, and analysis in second/foreign language teaching and research. The format of the book includes helpful one to two sentence summaries of the most important sections as well as plenty of examples to help illustrate the three stages of the questionnaire: constructing the questionnaire, administering the questionnaire, and processing collected data. Perhaps the most helpful sections of this overall helpful book come at the end: a summative checklist for all questionnaire phases and an appendix list of example studies that utilize surveys within different research domains (e.g., feedback, language anxiety, motivation in language learning). This book is a great resource for all educators and researchers looking to build a survey, both quantitative and qualitative, at a range of scales.

Norris, J. M., Davis, J. M., Sinicrope, C., & Watanabe, Y. (Eds.). (2009). *Toward useful program evaluation in college foreign language education*. Honolulu: National Foreign Language Research Center.

This book provides useful insight into how surveys, among other instruments, can provide instructors and departments with insight into language classes and programs. This is done through a series of chapters on efforts across American universities to evaluate foreign language programs. Each chapter provides copies of surveys and other instruments used, which provides the reader concrete examples of different types of surveys. This is an excellent resource for foreign language departments looking to assess a range of different issues (from student motivation to language proficiency) in their own departments as well as classroom teachers looking to learn more about their students. It is also a great way to see how surveys can be effectively used, providing illustrations that do much to further understanding of the tool.

Codó, E. (2008). Interviews and questionnaires. In L. Wei & M. Moyer (Eds.), *The Blackwell guide to research methods in bilingualism and multilingualism* (pp. 158–176). Oxford: Wiley-Blackwell.

This chapter resides in a much larger volume about research methods in bilingualism/multilingualism, which is in itself a very helpful reference text. This particular chapter covers the development of both interview questions and survey questions. There is very useful and clearly-articulated information on how to develop questions (what language or register to use; how to phrase questions; question formats or types) as well as how to organize them in the eventual protocol. The author makes a clear connection between surveys and quantitative data; while this connection is not always true—that is, there can be qualitative surveys—it is often the association that comes with surveys. Adding on to previous works cited here, the author highlights the ways in which quantitatively-oriented surveys can be effective (e.g., in providing a big picture or identifying target subjects for future inquiry). The volume also contains important information on sampling, which will influence the claims that you can make based on the data. Overall, this chapter is a good resource for all educators, as it contextualizes and highlights the whole survey design process; it would be particularly useful for those looking to develop a quantitative survey.