



# GOOGLE FORMS TUTORIAL PART 1: CREATE ONLINE SURVEYS

June 2020

maxi

# About Google Forms

- Google Forms, another product from Google, is an app to create web based forms/questionnaire and collect answers online in real-time. Can be used in any device: smartphone, laptop/PC and tablet.
- As a platform, Google Forms can be used for practically any online data gathering activities, from using a simple form to complex questionnaire. Google Forms is as useful for students doing school projects as for professionals for company projects.
  - Teachers/educators would love the scoring feature for each question based on its answer that enables Google Forms to be a quiz/test tool.
- Our years of experience using Google Forms as survey tool shows that Google Forms is solid; reliable and secure app, during questionnaire development and data collection. The forms/questionnaire also looks professional.
- Google Forms is Free.
- This tutorial is for Google Forms to create online questionnaire. Google Forms for quiz is in separate tutorial.
- This tutorial is developed by [adhi.wikantyo@maxiresearch.com](mailto:adhi.wikantyo@maxiresearch.com) at [www.maxiresearch.com](http://www.maxiresearch.com)

# Interest to Buy a New Smartphone

- For this tutorial, we have developed questionnaire titled “Interest to Buy a New Smartphone”
- The objective of the questionnaire is to understand consumer interest to buy for a new smartphone
  - For respondents to have better knowledge of the product, we need to show picture of the phone, video and its specification in the questionnaire.
- We measure the interest to buy at the price at which it is going to be sold
  - Understand the changes in interest to buy when price is increased/lowered
- As background to the finding, we want to understand smartphone brand awareness, brand image and ownership.
- First we will show how final questionnaire looks in smartphone, followed by the questionnaire viewed in laptop/PC along with description for each question item, then followed on how to make the questionnaire in laptop/PC.
  - Based on our experience, developing questionnaire is much easier and faster using laptop/PC

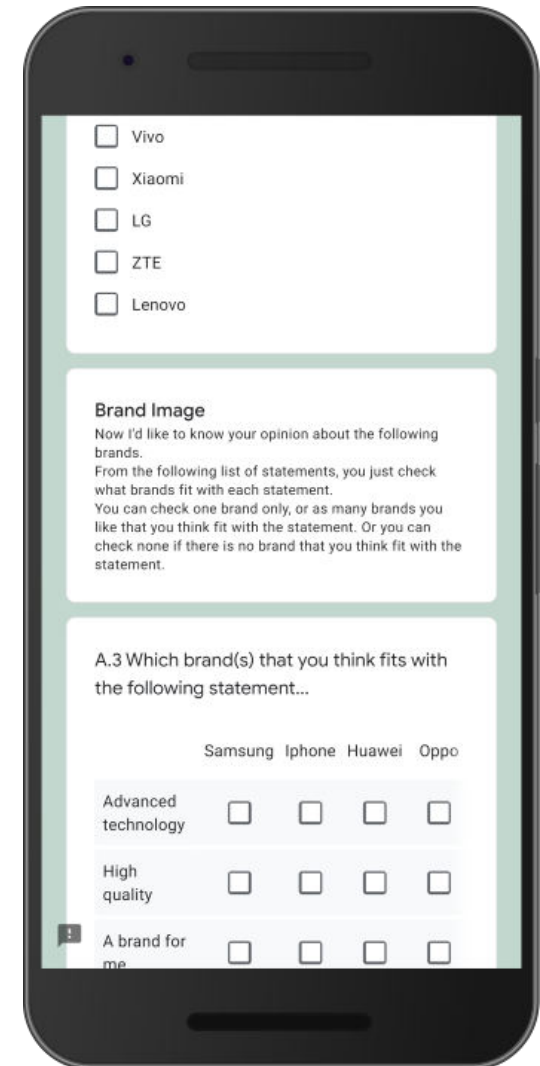
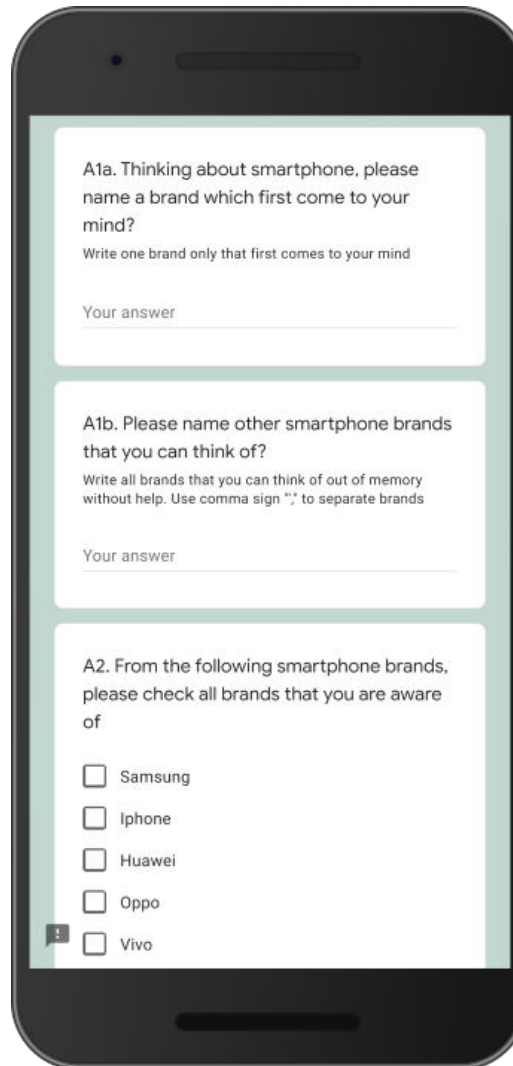
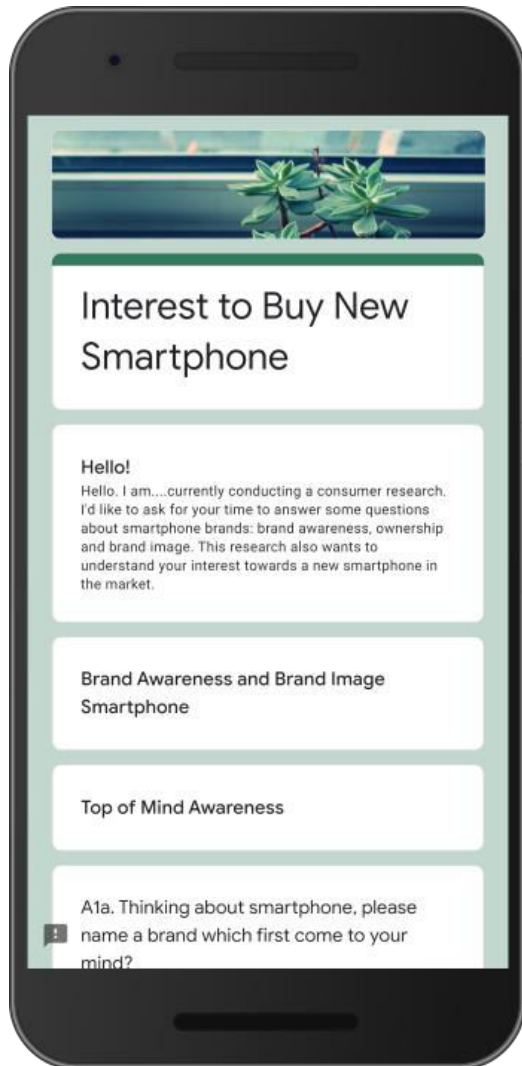


# GOOGLE FORMS QUESTIONNAIRE

How it Looks on Smartphone

# Google Form Questionnaire (1)

## How it Looks on Smartphone



# Google Form Questionnaire (2)

## How it Looks on Smartphone

Affordable price

Beautiful design

Durable

"Premium" look and feel

Friendly user interface

Understand what consumers want

**Brand Ownership**  
Now talking about smartphone brand that you currently own

A4. From the following smartphone brands, please check all smartphone brands that you currently own

You may select more than one brand, write on other for brand not listed. If more than one, insert comma sign "," between brands

Samsung

Iphone

Huawei

Oppo

Vivo

Xiaomi

LG

ZTE

Lenovo

Other: \_\_\_\_\_

A5. Now check one brand that you'd say is your main smartphone brand that you currently own

If you have more than one smartphone, choose one that you think is your main brand. If you only have one smartphone, its brand would be your main brand. Write on other for brand not listed.

A5. Now check one brand that you'd say is your main smartphone brand that you currently own

If you have more than one smartphone, choose one that you think is your main brand. If you only have one smartphone, its brand would be your main brand. Write on other for brand not listed

Samsung

Iphone

Huawei

Oppo

Vivo

Xiaomi

LG

ZTE

Lenovo

Sony

Nokia

Other: \_\_\_\_\_

# Google Form Questionnaire (3)

## How it Looks on Smartphone

**A6. What is the model?**  
Write down the model for your main smartphone brand

Your answer \_\_\_\_\_

**Reason to Buy Main Brand Smartphone**

**A7. Could you tell me the reasons why you decided to buy your main brand smartphone?**  
Write down reasons why you decided to buy your main brand smartphone

Your answer \_\_\_\_\_

**Price**

**A8 How much was the price you paid to buy your main brand smartphone?**  
Write down number, leave out currency sign. Use comma as thousand separator and period for decimal

Your answer \_\_\_\_\_

**A8 How much was the price you paid to buy your main brand smartphone?**  
Write down number, leave out currency sign.

Your answer \_\_\_\_\_

**Product Performance**  
Now please rate your main brand smartphone that you own on the following aspect.


**A9. What do you think the performance of your main brand smartphone in terms of...**

	Poor	So so	Good	Very good
Build quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Display	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Processor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Camera	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Battery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

User Interface / OS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Storage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Audio / Speakers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ports (USB/Audio)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

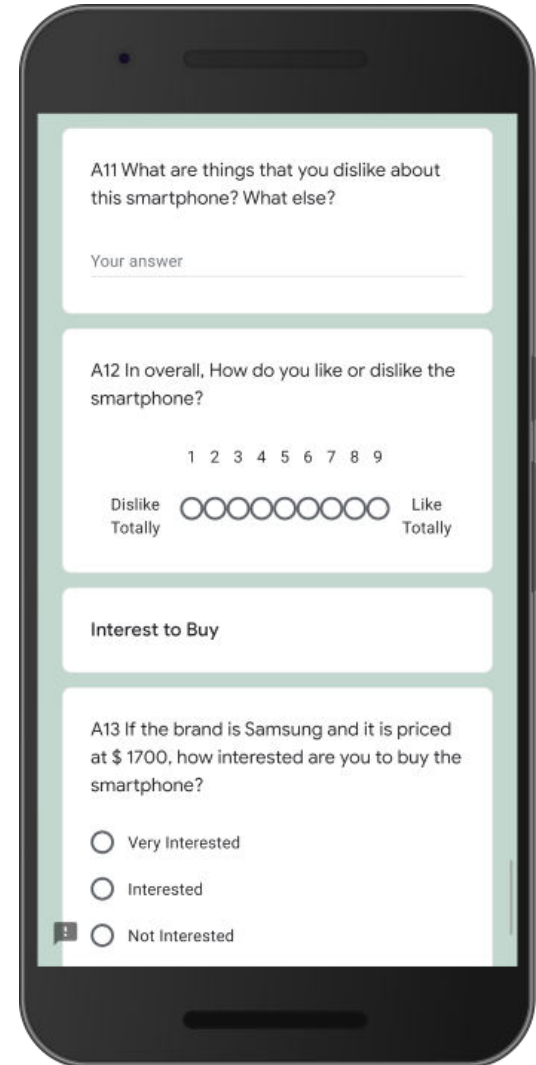
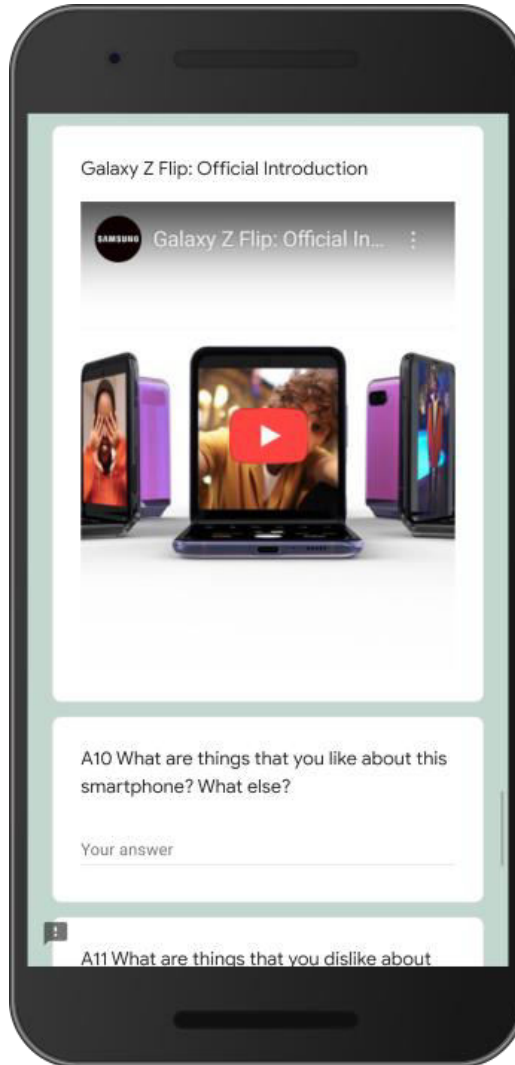
**New Product Evaluation**  
Now I am going to show you a picture of a smartphone and its specification

**New Smartphone**



# Google Form Questionnaire (4)

## How it Looks on Smartphone





# Google Form Questionnaire (5)

## How it Looks on Smartphone

1 2 3 4 5 6 7 8 9

Dislike Totally ○○○○○○○○○○ Like Totally

**Interest to Buy**

A13 If the brand is Samsung and it is priced at \$ 1700, how interested are you to buy the smartphone?

- Very Interested
- Interested
- Not Interested
- Not Interested at all

Next

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Google Forms

**Interest to Buy New Smartphone**

If Interested/Very Interested

A14 Why are you interested/very interested to buy the smartphone?

Your answer

A15 If the price was \$ 1900, how interested are you to buy the smartphone?

- Very Interested
- Interested
- Not Interested
- Not Interested at all

Back Next

**Interest to Buy New Smartphone**

If Not Interested/Not Interested at All

A14 Why are you not interested/not interested at all to buy the smartphone?

Your answer

A15 If the price was \$ 1500, how interested are you to buy the smartphone?

- Very Interested
- Interested
- Not Interested
- Not Interested at all

Back Next

# Google Form Questionnaire (6)

How it Looks on Smartphone

Interest to Buy New Smartphone

\* Required

Lastly about you...

Which country you are located? \*

Choose ▾

Name \*

Your answer

Contact Number \*

Name \*

Your answer

Contact Number \*

Your answer

Email \*

Your answer

How old are you? \*

Write down number

Your answer

Gender? \*

Male

Your answer

How old are you? \*

Write down number

Your answer

Gender? \*

Male

Female

Thank you!

Back Submit

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Google Forms



# GOOGLE FORMS QUESTIONNAIRE DESCRIPTION

Now Viewed on Laptop/PC

# Google Forms Questionnaire Description (1)

Now viewed on Laptop/PC

If at end of a question there is an asterisk sign \*, it means that the answer for the question is required otherwise form/questionnaire can not be submitted

**Interest to Buy New Smartphone** Form Title

\* Required Form Description (optional, here empty)

**Hello!** Title Title Description (optional)

Hello. I am...currently conducting a consumer research. I'd like to ask for your time to answer some questions about smartphone brands: brand awareness, ownership and brand image. This research also wants to understand your interest towards a new smartphone in the market.

**Brand Awareness and Brand Image Smartphone** Title

**Top of Mind Awareness** Title

**A1a. Thinking about smartphone, please name a brand which first come to your mind? \*** Question

Write one brand only that first comes to your mind Question Description (optional)

Your answer Question Type : Short Answer

A1b. Please name other smartphone brands that you can think of? \*

Write all brands that you can think of out of memory without help. Use comma sign "," to separate brands

Your answer

Question Type : Paragraph

A2. From the following smartphone brands, please check all brands that you are aware of \*

- Samsung
- Iphone
- Huawei
- Oppo
- Vivo
- Xiaomi
- LG
- ZTE
- Lenovo

Question Type : Checkbox  
Meaning that respondent can select 1 or more than 1 answers. Look at the boxes for answers compared to circle for Multiple Choice question type

Despite the apparently limited space for Paragraph, actually we can write as long as we want. The space will expand if necessary.

# Google Forms Questionnaire Description (2)

Now viewed on Laptop/PC

## Brand Image

Now I'd like to know your opinion about the following brands. From the following list of statements, you just check what brands fit with each statement. You can check one brand only, or as many brands you like that you think fit with the statement. Or you can check none if there is no brand that you think fit with the statement.

Description (for Title or Question) can be as long as necessary

A.3 Which brand(s) that you think fits with the following statement... \*

	Samsung	Iphone	Huawei	Oppo	Vivo	Xiaomi	LG	ZTE	Lenov
Advanced technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
High quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A brand for me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Affordable price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Beautiful design	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Durable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Premium" look and feel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friendly user interface	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Understand what consumers want	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Brand Ownership

Now talking about smartphone brand that you currently own

One can create Title with/without Description to help indicate changes in topic or as an intro before question

A4. From the following smartphone brands, please check all smartphone brands that you currently own \*

You may select more than one brand, write on other for brand not listed. If more than one, insert comma sign "," between brands

- Samsung
- Iphone
- Huawei
- Oppo
- Vivo
- Xiaomi
- LG
- ZTE
- Lenovo
- Other: \_\_\_\_\_

Question Type : Checkbox  
Meaning that respondent can select 1 or more than 1 answer choices

In "Other" one can type in other choices not listed. Space to type will expand if need be

Question Type : Checkbox Grid

Meaning that respondent can select 1 or more than 1 answers for each row

Google Forms will automatically adjust display to best fit screen device, here by adding scroll

# Google Forms Questionnaire Description (3)

Now viewed on Laptop/PC

A5. Now check one brand that you'd say is your main smartphone brand that you currently own \*

If you have more than one smartphone, choose one that you think is your main brand. If you only have one smartphone, its brand would be your main brand. Write on other for brand not listed

- Samsung
- Iphone
- Huawei
- Oppo
- Vivo
- Xiaomi
- LG
- ZTE
- Lenovo
- Sony
- Nokia
- Other: \_\_\_\_\_

Question Type : **Multiple Choice**  
Meaning that respondent can only select 1 answer choice

Can type in other brand not listed in "Other"

A6. What is the model? \*

Write down the model for your main smartphone brand

Your answer \_\_\_\_\_

Question Type : **Short Answer**

Reason to Buy Main Brand Smartphone

A7. Could you tell me the reasons why you decided to buy your main brand smartphone? \*

Write down reasons why you decided to buy your main brand smartphone

Your answer \_\_\_\_\_

Question Type : **Paragraph**  
Can type in answer as long as necessary.

Price

A8 How much was the price you paid to buy your main brand smartphone? \*

Write down number, leave out currency sign.

Your answer \_\_\_\_\_

Question Type : **Short Answer**  
Short answer can accept numeric in addition to text  
Can apply validation so only numbers meeting criteria accepted

# Google Forms Questionnaire Description (4)

Now viewed on Laptop/PC

## Product Performance

Now please rate your main brand smartphone that you own on the following aspect.

A9. What do you think the performance of your main brand smartphone in terms of... \*

	Very Poor	Poor	So so	Good	Very good
Build quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Display	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Processor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Camera	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Battery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
User Interface / OS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Storage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Audio / Speakers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ports (USB/Audio)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## New Product Evaluation

Now I am going to show you a picture of a smartphone and its specification

New Smartphone

After title we can add image to display



Question Type : **Multiple Choice Grid**  
Meaning that respondent can only select 1 answer for each row

# Google Forms Questionnaire Description (5)

Now viewed on Laptop/PC

Added Title with another image containing table to display. Image is particularly helpful in case of showing forms/shape unsupported by Google Forms such as tables

Specifications

<b>NETWORK</b>	Technology	GSM / HSPA / LTE
<b>LAUNCH</b>	Announced	2020, February 11
	Status	Available Released 2020, February 14
<b>BODY</b>	Dimensions	Unfolded: 167.3 x 73.6 x 7.2 mm Folded: 87.4 x 73.6 x 17.3 mm
	Weight	183 g (6.46 oz)
	Build	Plastic front, glass back (Gorilla Glass 6), aluminum frame
	SIM	Nano-SIM, eSIM Samsung Pay (Visa, MasterCard certified)
<b>DISPLAY</b>	Type	Foldable Dynamic AMOLED capacitive touchscreen, 16M colors
	Size	6.7 inches, 101.6 cm <sup>2</sup> (~82.5% screen-to-body ratio)
	Resolution	1080 x 2636 pixels (~425 ppi density) HDR10+ Cover display: 1.1", Super AMOLED, 112 x 300 pixels
<b>PLATFORM</b>	OS	Android 10.0; One UI 2
	Chipset	Qualcomm SM8150 Snapdragon 855+ (7 nm)
	CPU	Octa-core (1x2.95 GHz Kryo 485 & 3x2.41 GHz Kryo 485 & 4x1.78 GHz Kryo 485)
	GPU	Adreno 640 (700 MHz)
<b>MEMORY</b>	Card slot	No
	Internal	256GB 8GB RAM UFS 3.0
<b>MAIN CAMERA</b>	Dual	12 MP, f/1.8, 27mm (wide), 1/2.55", 1.4µm, Dual Pixel PDAF, OIS 12 MP, f/2.2, 12mm (ultrawide), 1.12µm
	Features	LED flash, HDR, panorama
	Video	2160p@30/60fps, 1080p@60/240fps, 720p@960fps, HDR10+
<b>SELFIE CAMERA</b>	Single	10 MP, f/2.4, 26mm (wide), 1.22µm, PDAF
	Features	HDR
	Video	2160p@30fps
<b>SOUND</b>	Loudspeaker	Yes
	3.5mm jack	No
		32-bit/384kHz audio Tuned by AKG
<b>COMMS</b>	WLAN	Wi-Fi 802.11 a/b/g/n/ac, dual-band, Wi-Fi Direct, hotspot
	Bluetooth	5.0, A2DP, LE
	GPS	Yes, with A-GPS, GLONASS, GALILEO, BDS
	NFC	Yes
	USB	3.1, Type-C 1.0 reversible connector, USB On-The-Go
<b>FEATURES</b>	Sensors	Fingerprint (side-mounted), accelerometer, gyro, proximity, compass, barometer
<b>BATTERY</b>		Non-removable Li-Po 3300 mAh battery
	Charging	Fast battery charging 15W Wireless charging
<b>MISC</b>	Colors	Mirror Black, Mirror Purple, Mirror Gold, Thom Browne Edition
	Models	SM-F700, SM-F700F, SM-F700F/DS, SM-F700U/DS, SM-F700U1/DS, SM-F700N, M-F7000
	SAR	0.54 W/kg (head) 0.96 W/kg (body)
	SAR EU	0.37 W/kg (head) 1.55 W/kg (body)
	Price	\$1 559.00 / € 1 490.00 / £ 1 511.97

Disclaimer. We can not guarantee that the information on this page is 100% correct. Read more

Added Title now with video to display. Can only play video hosted on Youtube, so you may need to upload your video to Youtube first.

Galaxy Z Flip: Official Introduction



A10 What are things that you like about this smartphone? What else? \*

Your answer

Question Type : Paragraph

A11 What are things that you dislike about this smartphone? What else? \*

Your answer

Question Type : Paragraph



# Google Forms Questionnaire Description (6)

Now viewed on Laptop/PC

A12 In overall, How do you like or dislike the smartphone? \*

1 2 3 4 5 6 7 8 9

Dislike Totally          Like Totally

Interest to Buy

A13 If the brand is Samsung and it is priced at \$ 1700, how interested are you to buy the smartphone? \*

Very Interested

Interested

Not Interested

Not Interested at all

Next

Question Type : Linear Scale

We show scale from lowest to highest assigned numbers (choices available from 0 to 10). We can also set our own labels for lowest-highest scale.

In this question we created question logic branching/skip logic. Those answering Interested/Very will go to a particular section while Not Interested/Not Interested At All go to another section.

Will not able to move to next section if any required answer question (with \* asterisk) is empty. This is to make sure that all necessary questions are answered.  
In this questionnaire all questions are marked as required.

Next = to next section.

The section to go to will be based on answer if it is set to do so, otherwise just continue to next section following this section in the questionnaire for any answer

# Google Forms Questionnaire Description (7)

Now viewed on Laptop/PC

This is the section for respondents answering interested/very interested

This is the section for respondents answering not interested/not at all

**Interest to Buy New Smartphone**  
\* Required

**If Interested/Very Interested**

**Section Title**  
Description Section Title is optional, here it is empty

A14 Why are you interested/very interested to buy the smartphone? \*

Your answer

Question Type : Paragraph

A15 If the price was \$ 1900, how interested are you to buy the smartphone? \*

- Very Interested
- Interested
- Not Interested
- Not Interested at all

Question Type : Multiple Choice  
Meaning that respondent can only select 1 answer

Back Next

Will go to next assigned section, in our case closing section

**Interest to Buy New Smartphone**  
\* Required

**If Not Interested/Not Interested at All**

**Section Title**  
Description Section Title is optional, here it is empty

A14 Why are you not interested/not interested at all to buy the smartphone? \*

Your answer

Question Type : Paragraph

A15 If the price was \$ 1500, how interested are you to buy the smartphone? \*

- Very Interested
- Interested
- Not Interested
- Not Interested at all

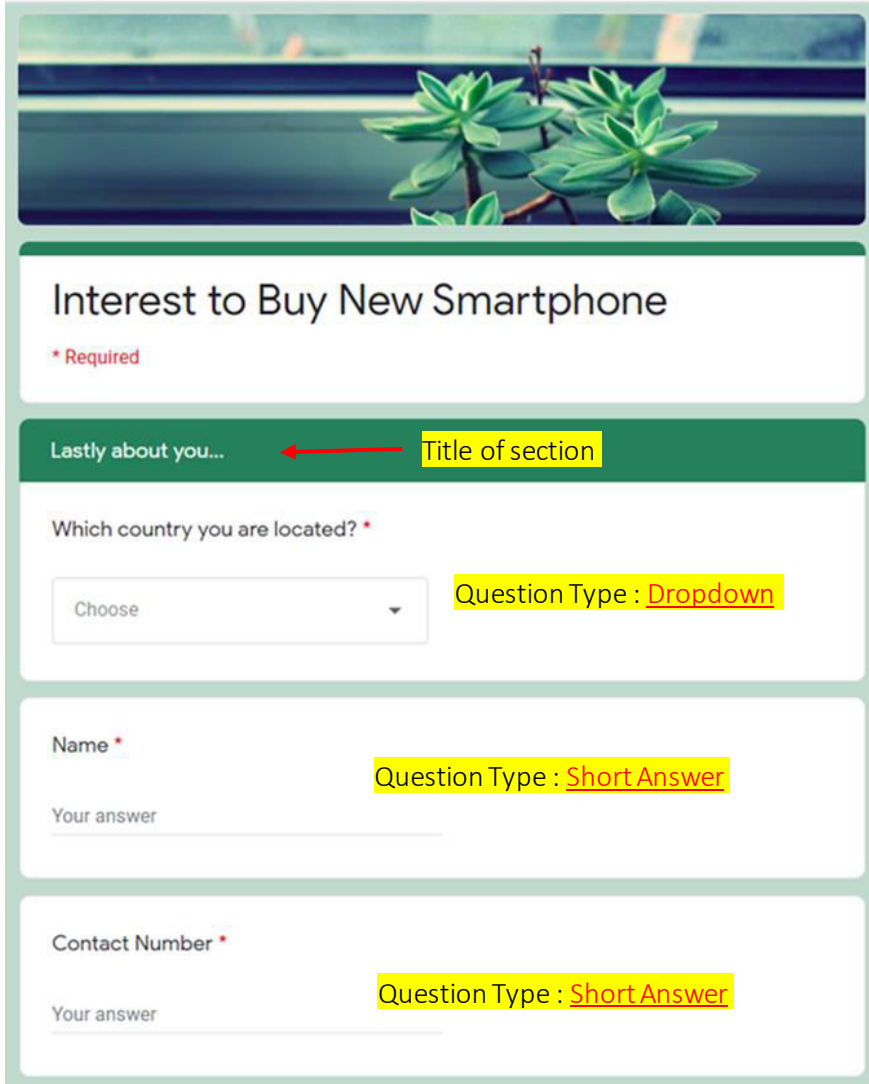
Question Type : Multiple Choice  
Meaning that respondent can only select 1 answer

Back Next

Will go to next assigned section, here the same case closing section

# Google Forms Questionnaire Description (8)

Now viewed on Laptop/PC



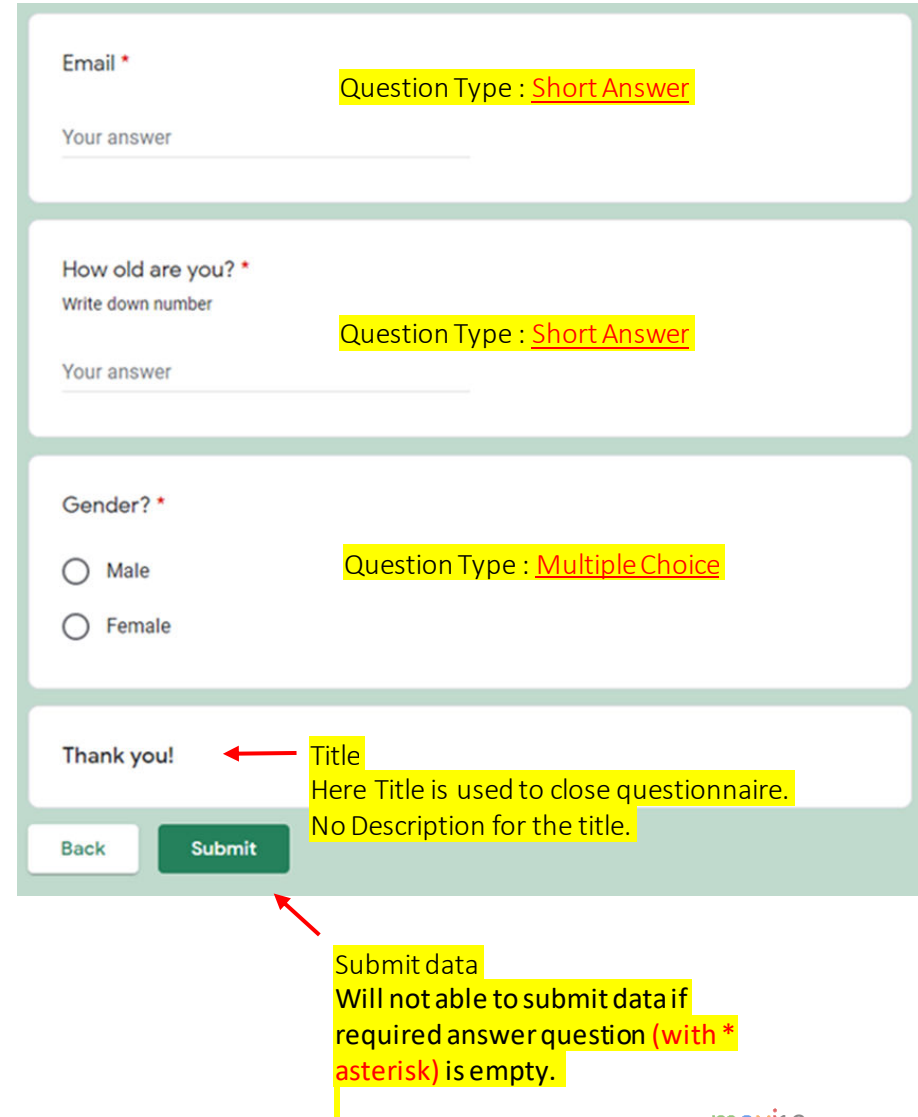
**Interest to Buy New Smartphone**  
\* Required

Lastly about you... ← **Title of section**

Which country you are located? \*  
Choose ▾ **Question Type : Dropdown**

Name \*  
Your answer **Question Type : Short Answer**

Contact Number \*  
Your answer **Question Type : Short Answer**



Email \*  
Your answer **Question Type : Short Answer**

How old are you? \*  
Write down number  
Your answer **Question Type : Short Answer**

Gender? \*  
 Male **Question Type : Multiple Choice**  
 Female

Thank you! ← **Title**  
Here Title is used to close questionnaire.  
No Description for the title.

Back Submit

**Submit data**  
Will not able to submit data if required answer question (with \* asterisk) is empty.



# GOOGLE FORMS QUESTIONNAIRE DEVELOPMENT In Laptop/PC

# Start A New Questionnaire

## In Google Forms, Form = Questionnaire

- Sign up or Sign in to your Google account
- Go to [docs.google.com/forms](https://docs.google.com/forms) or to your Gdrive click New> More > Google Forms
- In the top left, click the **plus button +**.
- A new form will automatically open



A screenshot of the Google Forms web interface. The browser address bar shows "docs.google.com/forms/u/1/". The page title is "Forms". There is a search bar and a "Template gallery" dropdown. Under "Start a new form", there are six template cards: "Blank" (with a plus sign icon), "Contact Information", "RSVP", "Party Invite", "T-Shirt Sign Up", and "Event Registration". A red arrow points to the "Blank" template. Below this is a "Recent forms" section showing a grid of previously created forms, including "Project Pastry 2", "Interest to Buy New Smartphone", "Smartphone Brands Consideration", "Project Pastry 2 for Chef", "Interest to buy Smartpho...", "PROJECT WHITE ELEPHANT", and "Prospek Pertumbuhan di 2020". The page is owned by "me".

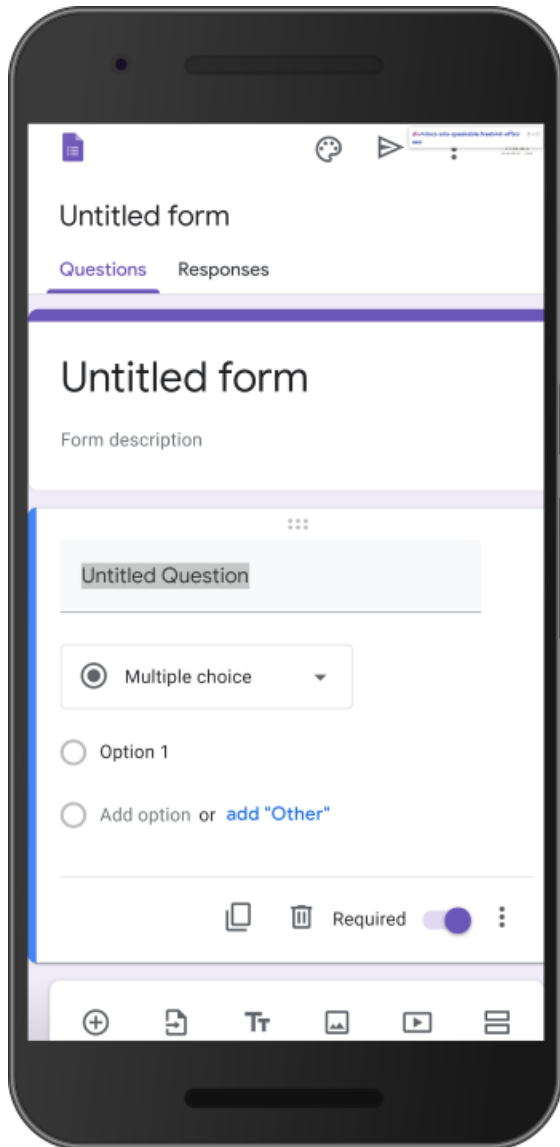
# Complete Menu to Develop Questionnaire

The image shows a screenshot of the Google Forms editor interface with various components annotated by yellow text boxes and red arrows. The interface includes a top navigation bar with 'Questions' and 'Responses' tabs, a main form area with a title 'Untitled form', a description field, and a question editor. A right-hand sidebar contains an 'Add on' menu with icons for adding questions, titles, images, and videos. A 'Send' button is also visible. Annotations provide detailed instructions for each part of the interface.

**Annotations:**

- Type in here to name the Form/ Questionnaire file
- Move the file to folder
- Select Responses tab if you want to view summary result of submitted responses
- Set questionnaire color palette here. Can add background image
- Preview the Questionnaire
- Setting
- Send
- More menu (less often used)
- To send the form
- These buttons are options available *after* current question
- To add new question
- To import question
- To add title and description
- To add image
- To add video
- To add section
- Other relevant menu such as inserting question description, shuffling order or data validation
- Whether answer is required for the question
- To delete question
- To duplicate question
- Additional "Add option" answer automatically shows up under latest answer entry
- Type in second option answer here
- Type in first option answer here
- Type in Question here
- Type Form Description here
- Type Form Title here
- To give star to the file, for future file search purpose
- Questions tab where you develop questionnaire
- Questions Responses
- Untitled form
- Form description
- Untitled Question
- Option 1
- Add option or add "Other"
- Multiple choice
- Required

# Smartphone for Developing Questionnaire



- The same menu can be found in Smartphone
- However laptop/PC is much preferable for questionnaire development particularly for long or complex questionnaire since in development:
  - Needs a lot of typing and done correctly/no typo
  - Lots of drag and drop process, needs mouse/trackpad
  - Copy from other sources (documents in laptop/PC) and paste to questionnaire
  - Larger screen view for checking each question and whole questionnaire
- Next we are back to laptop/PC

# Multiple Choice

- We select Multiple choice when we expect only one answer from the question asked.

## Development

## Preview

In question for questionnaire it is advisable to add Q1. or some other form to indicate question number

Multiple Choice question type selected from drop down menu

The development interface shows a question editor. At the top, there are tabs for 'Questions' and 'Responses'. The question text is 'A5. Now check one brand that you'd say is your main smartphone brand that you currently own'. Below the text is a subtext: 'If you have more than one smartphone, choose one that you think is your main brand. If you only have one smartphone, its brand would be your main brand. Write on other for brand not listed'. A dropdown menu is set to 'Multiple choice'. Below the question, there is a list of radio button options: Samsung, Iphone, Huawei, Oppo, Vivo, Xiaomi, LG, ZTE, Lenovo, Sony, Nokia, and Other... At the bottom, there is an 'Add option' button and a 'Required' toggle switch which is turned on. A vertical toolbar on the right contains icons for adding images, videos, and other media.

Can have as many options as you want, but the less the better. May be 10-15 maximum.

Can also add image after the text part in Question

Can add image in addition to text for option answer

After this question, what to do? From top: (1)add question, (2)import question, (3)add title/description, (4)add image, (5)add video, (6)add section

Option can include 'other' which lets respondent type in other answer by themselves if their answer choice not on the list.

To delete option answer

To delete this question

To duplicate this question

'Required' should always be selected if we want each question answered.

The preview interface shows the question as it will appear to the respondent. The question text is 'A5. Now check one brand that you'd say is your main smartphone brand that you currently own \*'. Below it is the same subtext as in the development view. The options are the same: Samsung, Iphone, Huawei, Oppo, Vivo, Xiaomi, LG, ZTE, Lenovo, Sony, Nokia, and Other: with a text input field for the 'Other' option.

The asterisk \* indicates that answer for this question is required. In case of no answer questionnaire can not be submitted.

Type here for other answer not listed

Click to display menu : (1) whether to show question description (smaller texts below question), (2) go to section based on answer, (3) Shuffle option order.



# Checkboxes

- We select Checkboxes choice when we allow one or more than one answers from the question.

## Development

Checkboxes question type selected from drop down menu

Can add image after the text part in Question

Can also add image in addition to text for option answer

Look at boxes next to option answers compared to circle for Multiple Choice

To delete option answer

Option can include 'other' which lets respondent type in other answer by themselves.

Click on this "add option" text space and you will have space to add new answer option

Required

Questions Responses

A2. From the following smartphone brands, please check all brands that you are aware of.

Samsung

Iphone

Huawei

Oppo

Vivo

Xiaomi

LG

ZTE

Lenovo

Add option or add "Other"

## Preview

A2. From the following smartphone brands, please check all brands that you are aware of \*

Samsung

Iphone

Huawei

Oppo

Vivo

Xiaomi

LG

ZTE

Lenovo

There is essentially no difference between Checkboxes and Multiple Choice except on number of answers expected from the question

Here we do not have option "Other", so respondents have to stick with available options

Click to display menu : (1) whether to show question description (smaller texts below question), (2) response validation - here on checkboxes number of answers considered valid, (3) Shuffle option order.

# Multiple Choice Grid

We select Multiple Choice Grid when we have a number of question items with same repetitive answer options. And the same case with Multiple Choice, for each question item we expect one answer only.

## Development

Multiple Choice Grid question type selected from drop down menu

The development interface shows a question editor for a Multiple Choice Grid. The question text is "A9. What do you think the performance of your main brand smartphone in terms of...". The grid has 11 rows and 5 columns. The rows are labeled with smartphone features: Build quality, Display, Processor, Camera, Battery, User Interface / OS, Storage, Security, Audio / Speakers, Ports (USB/Audio), and an "Add row" option. The columns are labeled with performance ratings: Very Poor, Poor, So so, Good, and Very good. A "Require a response in each row" toggle is at the bottom right, currently turned on. A red arrow points from the "Require a response in each row" toggle to the "Question items" label.

Rows	Columns
1. Build quality	Very Poor
2. Display	Poor
3. Processor	So so
4. Camera	Good
5. Battery	Very good
6. User Interface / OS	Add column
7. Storage	
8. Security	
9. Audio / Speakers	
10. Ports (USB/Audio)	
11. Add row	

Question items

Answer options

An example for Multiple Choice Grid question is about performance rating of items, from "Very Poor" to "Very Good")

Whether answer is required for each question item

## Preview

The preview interface shows the question and the grid as it will appear to the user. The question text is "A9. What do you think the performance of your main brand smartphone in terms of...". The grid has 11 rows and 5 columns. The rows are labeled with smartphone features: Build quality, Display, Processor, Camera, Battery, User Interface / OS, Storage, Security, Audio / Speakers, Ports (USB/Audio). The columns are labeled with performance ratings: Very Poor, Poor, So so, Good, and Very good. Each cell in the grid contains a radio button.

	Very Poor	Poor	So so	Good	Very good
Build quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Display	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Processor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Camera	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Battery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
User Interface / OS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Storage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Audio / Speakers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ports (USB/Audio)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Click to display menu : (1) whether to show question description (smaller texts below question), (2) limit to one response per column, (3) Shuffle option order.

# Checkbox Grid

We select Checkbox Grid when we have a number of question items with same repetitive answer options. And the same case with Checkbox, for each question item it is allowed to have one answer or more than one answers.

## Development

Checkbox Grid question type selected from drop down menu

The screenshot shows the development interface for a Checkbox Grid question. The question text is "A.3 Which brand(s) that you think fits with the following statement...". The interface is divided into "Rows" and "Columns". The "Rows" section lists 10 question items, each with a delete icon (X) on the right. The "Columns" section lists 10 answer options: Samsung, Iphone, Huawei, Oppo, Vivo, Xiaomi, LG, ZTE, and Lenovo, each with a delete icon (X) on the right. A dropdown menu is open, showing "Checkbox grid" as the selected option. A red arrow points from the dropdown menu to the text "Checkbox Grid question type selected from drop down menu". Another red arrow points from the "Answer options" text to the list of brands. A third red arrow points from the "Question items" text to the list of question items. At the bottom, there is a "Require a response in each row" toggle switch, which is currently turned on. A red arrow points to the menu icon next to the toggle switch.

Question items

Answer options

## Preview

The screenshot shows the preview interface for the same Checkbox Grid question. The question text is "A.3 Which brand(s) that you think fits with the following statement...". The preview shows a grid of 10 rows and 10 columns. The rows are labeled with the question items: "Advanced technology", "High quality", "A brand for me", "Affordable price", "Beautiful design", "Durable", "Premium look and feel", "Friendly user interface", and "Understand what consumers want". The columns are labeled with the answer options: "Samsung", "Iphone", "Huawei", "Oppo", "Vivo", "Xiaomi", "LG", "ZTE", and "Lenov". Each cell in the grid contains a checkbox. A red arrow points from the "Require a response in each row" toggle in the development interface to the "Require a response in each row" toggle in the preview interface. Another red arrow points from the "Require a response in each row" toggle in the development interface to the "Require a response in each row" toggle in the preview interface. A third red arrow points from the "Require a response in each row" toggle in the development interface to the "Require a response in each row" toggle in the preview interface. The "maxi27" logo is visible in the bottom right corner.

Click to display menu : (1) whether to show question description (smaller texts below question), (2) limit to one response per column, (3) Shuffle option order.

No need to think about the display, particularly for large number of question items or answer options. Google Forms will take care of it, here by adding scroll

# Linear Scale

We select Linear Scale because we want respondent to give a score, a number between assigned range. It is usually used for evaluation about product or service. The lowest and highest number in the range can have labels to help respondent in giving score.

## Development

Linear scale question type selected from drop down menu

The screenshot shows the development interface for a linear scale question. The question text is "A12 In overall, How do you like or dislike the smartphone?". The question type is set to "Linear scale". The range is set from 1 to 9. The lowest number (1) is labeled "Dislike Totally" and the highest number (9) is labeled "Like Totally". The "Required" toggle is turned on. A menu icon is visible at the bottom right of the question editor.

1 to 9

1 Dislike Totally

9 Like Totally

Required

Set Highest Number: From 2-10

Set Lowest Number Options: 0 and 1

Set Label for Lowest Number

Set Label for Highest Number

Click to display menu : whether to show question description (smaller texts below question)

## Preview

The screenshot shows the preview interface for a linear scale question. The question text is "A12 In overall, How do you like or dislike the smartphone?". The scale is displayed with numbers 1 through 9. The lowest number (1) is labeled "Dislike Totally" and the highest number (9) is labeled "Like Totally". There are radio buttons for each number.

A12 In overall, How do you like or dislike the smartphone? \*

1 2 3 4 5 6 7 8 9

Dislike Totally          Like Totally

# Paragraph

- When we ask question and expect the answer to be in long text, select Paragraph. In questionnaire usually the paragraph question type is related to why/reasoning questions where answer can be quite long and unstructured.
- Another example of question that answers in long text is for writing list of items.

Development

Paragraph question type selected from drop down menu

The screenshot shows the development interface for a paragraph question. The question text is "A7. Could you tell me the reasons why you decided to buy your main brand smartphone?". Below the question is a text input field with the placeholder "Write down reasons why you decided to buy your main brand smartphone". The interface includes a "Paragraph" dropdown menu, a "Required" toggle switch, and a three-dot menu icon. A red arrow points to the dropdown menu, and another red arrow points to the three-dot menu icon.

Preview

Question about why/reasons

The preview shows the question "A7. Could you tell me the reasons why you decided to buy your main brand smartphone?\*" with the instruction "Write down reasons why you decided to buy your main brand smartphone". Below the instruction is a text input field labeled "Your answer".

Click to display menu : whether to show question description, apply validation, for example minimum or maximum character to be accepted answer

The screenshot shows the development interface for a paragraph question. The question text is "A1b. Please name other smartphone brands that you can think of?". Below the question is a text input field with the placeholder "Write all brands that you can think of out of memory without help. Use comma sign ',' to separate brands". The interface includes a "Paragraph" dropdown menu, a "Required" toggle switch, and a three-dot menu icon.

Question about list of items

The preview shows the question "A1b. Please name other smartphone brands that you can think of?\*" with the instruction "Write all brands that you can think of out of memory without help. Use comma sign ',' to separate brands". Below the instruction is a text input field labeled "Your answer".

# Short Answer

- Short Answer is question type that expects answer in short text or number

Development

Short Answer question type selected from drop down menu

Preview

The screenshot shows the development interface for a Short Answer question. The question text is "A1a. Thinking about smartphone, please name a brand which first come to your mind?". Below the question is a text input field. The question type is set to "Short answer" in a dropdown menu. A red arrow points to the dropdown menu. At the bottom right, there is a "Required" toggle switch which is turned on, and a red arrow points to the three-dot menu icon next to it.

Click to display menu : menu to show question description and apply validation, what criteria would be applied

The screenshot shows the development interface for a Short Answer question. The question text is "A8 How much was the price you paid to buy your main brand smartphone?". Below the question is a text input field. The question type is set to "Short answer" in a dropdown menu. At the bottom right, there is a "Required" toggle switch which is turned on, and a three-dot menu icon next to it.

Short Answer question expecting answer in text

The preview shows the question "A1a. Thinking about smartphone, please name a brand which first come to your mind?". Below the question is a text input field with the placeholder text "Your answer".

Short Answer question expecting answer in number

The preview shows the question "A8 How much was the price you paid to buy your main brand smartphone?". Below the question is a text input field with the placeholder text "Your answer".

# Dropdown

- Dropdown is similar to Multiple Choice, where we expect only one answer from the question.

## Development

The screenshot shows a development environment for a question. At the top, there are tabs for 'Questions' and 'Responses'. The question text is 'Which country you are located?'. To the right of the question text is a dropdown menu currently set to 'Dropdown'. Below the question text is a list of 29 countries, each with a small 'x' icon to its right. The countries listed are: 1. Afghanistan, 2. Albania, 3. Algeria, 4. Andorra, 5. Angola, 6. Antigua and Barbuda, 7. Argentina, 8. Armenia, 9. Australia, 10. Austria, 11. Azerbaijan, 12. Bahamas, 13. Bahrain, 14. Bangladesh, 15. Barbados, 16. Belarus, 17. Belgium, 18. Belize, 19. Benin, 20. Bhutan, 21. Bolivia, 22. Bosnia and Herzegovina, 23. Botswana, 24. Brazil, 25. Brunei, 26. Bulgaria, 27. Burkina Faso, 28. Burundi, 29. Côte d'Ivoire.

Dropdown question type selected from drop down menu

Question about country location has 195 countries to choose from

Shown only 29 countries here for illustration

## Preview

The screenshot shows a preview of the question. The question text is 'Which country you are located? \*'. Below the question text is a dropdown menu with the text 'Choose' and a small downward arrow.

- The difference with Multiple Choice is that for Dropdown the option answers will only be shown after clicking dropdown button. Dropdown is particularly useful when the number of option answers is taking up much space if shown as Multiple Choice.

# Data Validation

- Answer to question only valid/accepted when meeting certain criteria set by us.

## Development

Questions Responses

A8 How much was the price you paid to buy your main brand smartphone?

Short answer

Write down number, leave out currency sign.

Short answer text

Number Between 10 and 10000 Custom error text X

Text

Length

Regular expression

Product Performance

Now please rate your main brand smartphone that you own on the following aspect.

Short Answer Question Type

For Short Answer we can apply one of these Data Validation type: Number, Text, Length and Regular Expression

In this example we want the valid input to be a number between 10 and 10000, otherwise do not accept

## Preview

A8 How much was the price you paid to buy your main brand smartphone?

Write down number, leave out currency sign.

5

! Must be a number between 10 and 10000

Product Performance

Now please rate your main brand smartphone that you own on the following aspect.

What happens when the input is not valid. Can not move to next question until the answer is corrected

A7. Could you tell me the reasons why you decided to buy your main brand smartphone?

Paragraph

Write down reasons why you decided to buy your main brand smartphone

Long answer text

Length Minimum character count 10 Custom error text X

Regular expression

Paragraph Question Type

For Paragraph we can apply one of these Data Validation type: Length and Regular Expression

In this example we want the valid input to be text with minimum of 10 characters, otherwise do not accept

A7. Could you tell me the reasons why you decided to buy your main brand smartphone?

Write down reasons why you decided to buy your main brand smartphone

yes

! Must be at least 10 characters

What happens when the input is not valid. Can not move to next question until the answer is corrected

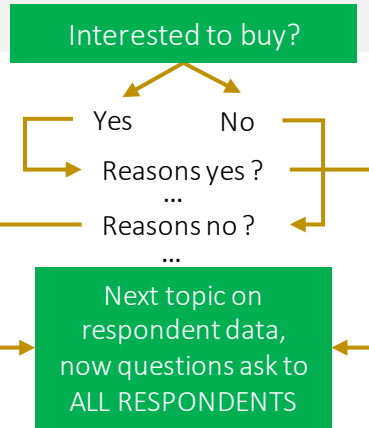


# Conditional Branching / Skip Logic (1)

- Conditional branching or skip logic means that respondents will have different follow up questions based on their answer at question where branching is made.

In our example questionnaire follow up question about reasons for being interested to buy will be asked ONLY to those who ANSWER INTERESTED to buy.

On the other hand, follow up questions on reasons for not being interested will be asked ONLY to those who ANSWER NOT INTERESTED to buy.



- STEPS TO CREATE CONDITIONAL BRANCHING**
1. Complete all questions for the questionnaire
  2. Create Section(s) for your questionnaire , give title for each of the section
  3. Go to branching question(s), show menu Go to section based on answer, for each answer from the available section list choose your to go section.

**Key in Conditional Branching is 'SECTION'**

For each answer choose section to go to available in the section list. The list is only available after section(s) has been created

The screenshot shows a question titled "Interest to Buy" with a dropdown menu open. The menu options are: "Continue to next section", "Go to section 1 (Interest to Buy New Smartphone)", "Go to section 2 (If Interested/Very Interested)", "Go to section 3 (If Not Interested/...Interested at All)", "Go to section 4 (Lastly about you...)", and "Submit form". A red arrow points to the "Go to section 2" option. Below the menu, a "Show" panel is visible with the option "Go to section based on answer" checked. A red arrow points to this option.

If in branching question respondent selects an answer choice that doesn't have Go to section set, the default is next section

Click this to show Go to section based on answer as branching menu (only on Multiple Choice/Dropdown question type).

The screenshot shows a list of sections in the survey editor. Each section has a title, a description, and a question. The questions are: "A13 If the brand is Samsung and it is priced at \$ 1700, how interested are you to buy the smartphone?", "A14 Why are you interested/very interested to buy the smartphone?", "A15 If the price was \$ 1900, how interested are you to buy the smartphone?", "A14 Why are you not interested/not interested at all to buy the smartphone?", and "A15 If the price was \$ 1500, how interested are you to buy the smartphone?". Red arrows point to the "Insert Section here" text between sections.

Insert Section here

Insert Section here

# Conditional Branching / Skip Logic (2)

A13 If the brand is Samsung and it is priced at \$ 1700, how interested are you to buy the smartphone?

- Very Interested
- Interested
- Not Interested
- Not Interested at all



At this question, click the add section button

Then a section right below the question is created. Give the section a title and description (optional)

Go back to branching question, choose section to go for each answer

Section 2 of 4

If Interested/Very Interested

Description (optional)

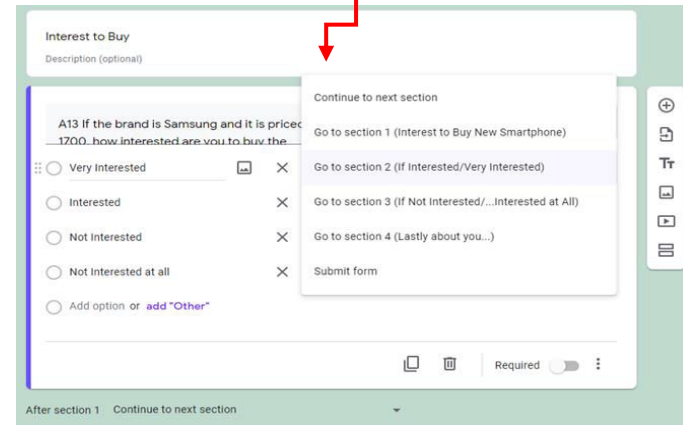
A14 Why are you interested/very interested to buy the smartphone?

Long answer text

A15 If the price was \$ 1900, how interested are you to buy the smartphone?

- Very Interested
- Interested
- Not Interested
- Not Interested at all

Section can contain any number of questions (including no question, only title)



At this question, click the add section button. In addition to adding new section, this also automatically define the end of current section

At the bottom of each section, there is dropdown menu on which section to go after the section is completed. However this menu can be considered secondary/back up only, and not always executed. Executed when needed only after running conditional branching in the question. Default is to continue to next section.

# Importing Questions

- Instead of creating questions from scratch, you can import questions from previous questionnaires/forms.

The image is a composite of three screenshots illustrating the process of importing questions. The top-left screenshot shows a questionnaire editor with a section titled 'Section 4 of 4' and the text 'Lastly about you...'. A red box highlights the 'Import questions' icon (a document with a plus sign) in the right-hand toolbar. A yellow callout box points to this icon with the text 'Click here to import questions'. The bottom-left screenshot shows the same questionnaire editor, but now with a list of questions imported from a previous form. A red box highlights the 'Import questions' icon in the toolbar, and a yellow callout box points to it with the text 'Click this button and imported questions will be added right below question/section title where it clicks the import button'. The right side of the image shows a 'Select Form' dialog box. It lists several forms, including 'Product Test'. A yellow callout box points to the 'Product Test' form with the text 'Questionnaire/Form to import questions from'. Below the list of questions in the 'Product Test' form, several questions are checked with green boxes. A yellow callout box points to these checked questions with the text 'Check on the questions you want imported'. Another yellow callout box points to the 'Import questions (7)' button at the bottom of the dialog with the text 'Scroll to find questions'. A final yellow callout box points to the 'Import questions (7)' button with the text 'Then a window shows up listing down all your questionnaires/forms. Select which questionnaire/form that contains questions you want to import from'.

Section 4 of 4

Lastly about you...

Description (optional)

Example here you want to have some questions about respondent profile. You have similar questions on previous questionnaires/forms and want to import them.

Click here to import questions

Select Form

Forms Previously selected

Then a window shows up listing down all your questionnaires/forms. Select which questionnaire/form that contains questions you want to import from

Questions Responses

A14 Why are you not interested/not interested at all to buy the smartphone?

Long answer text

A15 If the price was \$ 1500, how interested are you to buy the smartphone?

Very Interested

Interested

Not Interested

Not Interested at all

After section 3 Continue to next section

Section 4 of 4

Lastly about you...

Description (optional)

Product Test

Change form

Section: Demographic Profile

Which country you are located? Dropdown: 195 options

Name Short answer

Contact Number Short answer

Email Short answer

How old are you? Short answer

Gender? Multiple choice: 2 options

Thank you! Title

Import questions (7)

Questionnaire/Form to import questions from

Scroll to find questions

Check on the questions you want imported

Click this button and imported questions will be added right below question/section title where it clicks the import button

# Reordering Question

- Reordering question position by drag and drop.

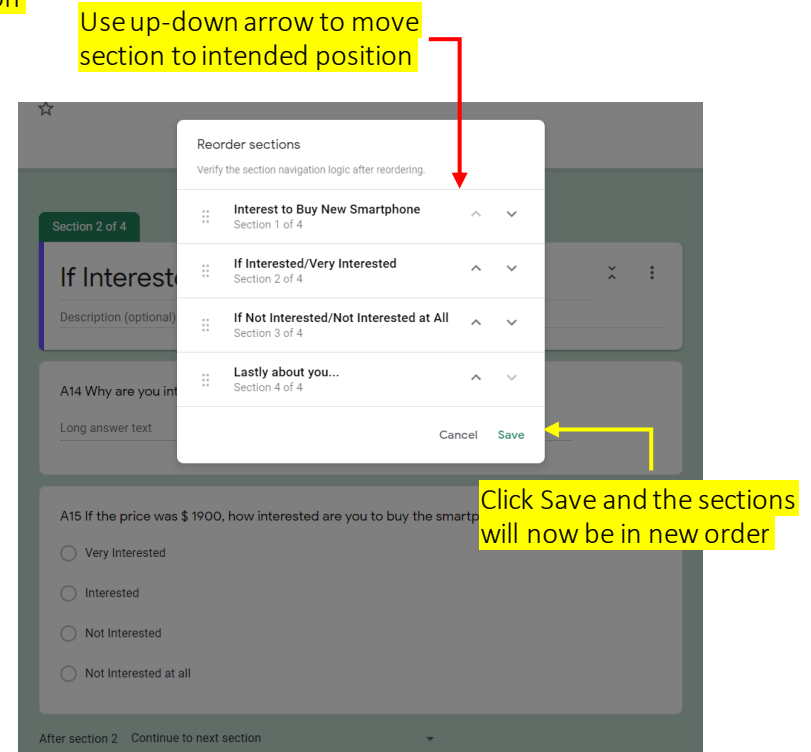
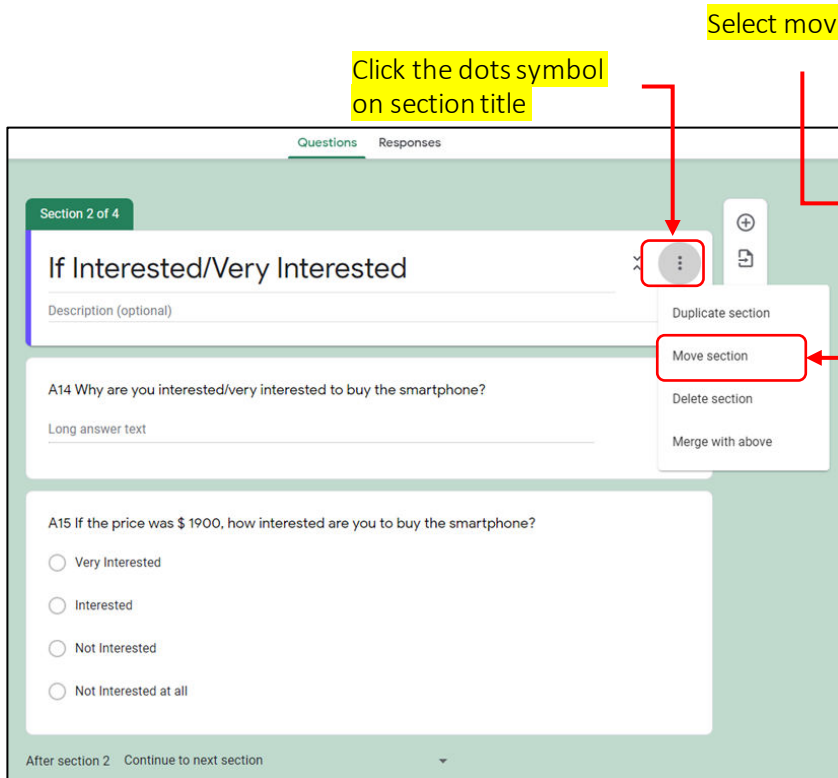
Focus to the question to reorder its position

The screenshot shows the 'Questions' tab of a survey editor. The main question is 'Top of Mind Awareness' with a description 'Description (optional)'. Below it is question A1a: 'Thinking about smartphone, please name a brand which first come to your mind?'. A red box highlights a three-dot menu icon next to the question title. A yellow callout box with the text 'Hold this place holder' has an arrow pointing to this icon. To the right of the question is a dropdown menu set to 'Short answer'. Below the question is a text input field with the placeholder 'Write one brand only that first comes to your mind'. Further down is question A1b: 'Please name other smartphone brands that you can think of?'. At the bottom is question A2: 'From the following smartphone brands, please check all brands that you are aware of', with checkboxes for 'Samsung' and 'Iphone'. A vertical toolbar on the right side contains icons for adding, deleting, and reordering questions.

The screenshot shows the same survey editor interface as the previous one, but with question A1a moved to a position below question A1b. A red box highlights the three-dot menu icon next to A1a. A yellow callout box with the text 'Drag and drop it to intended position' has an arrow pointing to this icon. The rest of the interface, including the 'Top of Mind Awareness' question and question A2, remains in the same relative positions as in the first screenshot.

# Reordering Section

- How to reorder a section in relation to other sections.



# Upload File to Form/Questionnaire

- You can upload file to your form/questionnaire.

## Development

We can upload file to your form/questionnaire (not shown in final questionnaire, just for example only)

Type your instruction

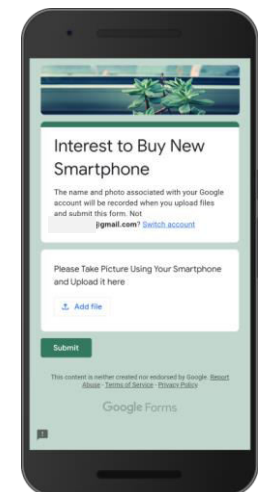
Select file upload from dropdown menu

The screenshot shows the development interface for a Google Form titled "Interest to Buy New Smartphone". The form description is "Please Take Picture Using Your Smartphone and Upload it here". The interface includes a list of file types to allow, with "Image" selected. The "File upload" option is highlighted in the dropdown menu. The maximum number of files is set to 1 and the maximum file size is 10 MB. A note at the bottom states "This form can accept up to 1 GB of files.".

If want to be more specific about the file : file type, number of file and size

## Preview

The preview shows the final form layout. The title is "Interest to Buy New Smartphone". The description is "The name and photo associated with your Google account will be recorded when you upload files and submit this form. Not : @gmail.com? [Switch account](#)". The question is "Please Take Picture Using Your Smartphone and Upload it here" with an "Add file" button.





# SENDING OUT QUESTIONNAIRE

# Settings

## General

- Settings General tab: Menus regarding respondents email, sign-in, editing answers in submitted form and viewing summary responses

Settings

General Presentation Quizzes

Collect email addresses Will automatically add a question about respondent's email

Response receipts Respondent will receive a copy of submitted form to their email

Requires sign in:

Limit to 1 response One respondent can only answer one questionnaire. Needs Google account to login

Respondents can:

Edit after submit Will be provided link to edit at confirmation page (confirmation page example next page), that is if respondent want to go back to the form/questionnaire and do revision on their answers

See summary charts and text responses Will be provided link at confirmation page to view responses of all the answers that has been provided by all respondents

Cancel Save

Click this for Setting



# Setting Presentation

- Setting Presentation tab: Menus regarding additional information that appears on forms/questionnaire or confirmation page, page that shows up after form/questionnaire submit.

**Settings**

General **Presentation** Quizzes

Show progress bar Located at bottom of each section the number of section you have completed (page here = section)

Shuffle question order Shuffle question order within a section (but not between section)

Show link to submit another response After submit, if checked, a link will be provided at confirmation page to open new form/questionnaire. Useful for data collectors

**Confirmation message:**

Your response has been recorded.

Default message is "Your response has been recorded".

Cancel Save

Next Page 1 of 4

Confirmation Page that shows up after form/questionnaire submit.

Interest to Buy New Smartphone

Your response has been recorded.

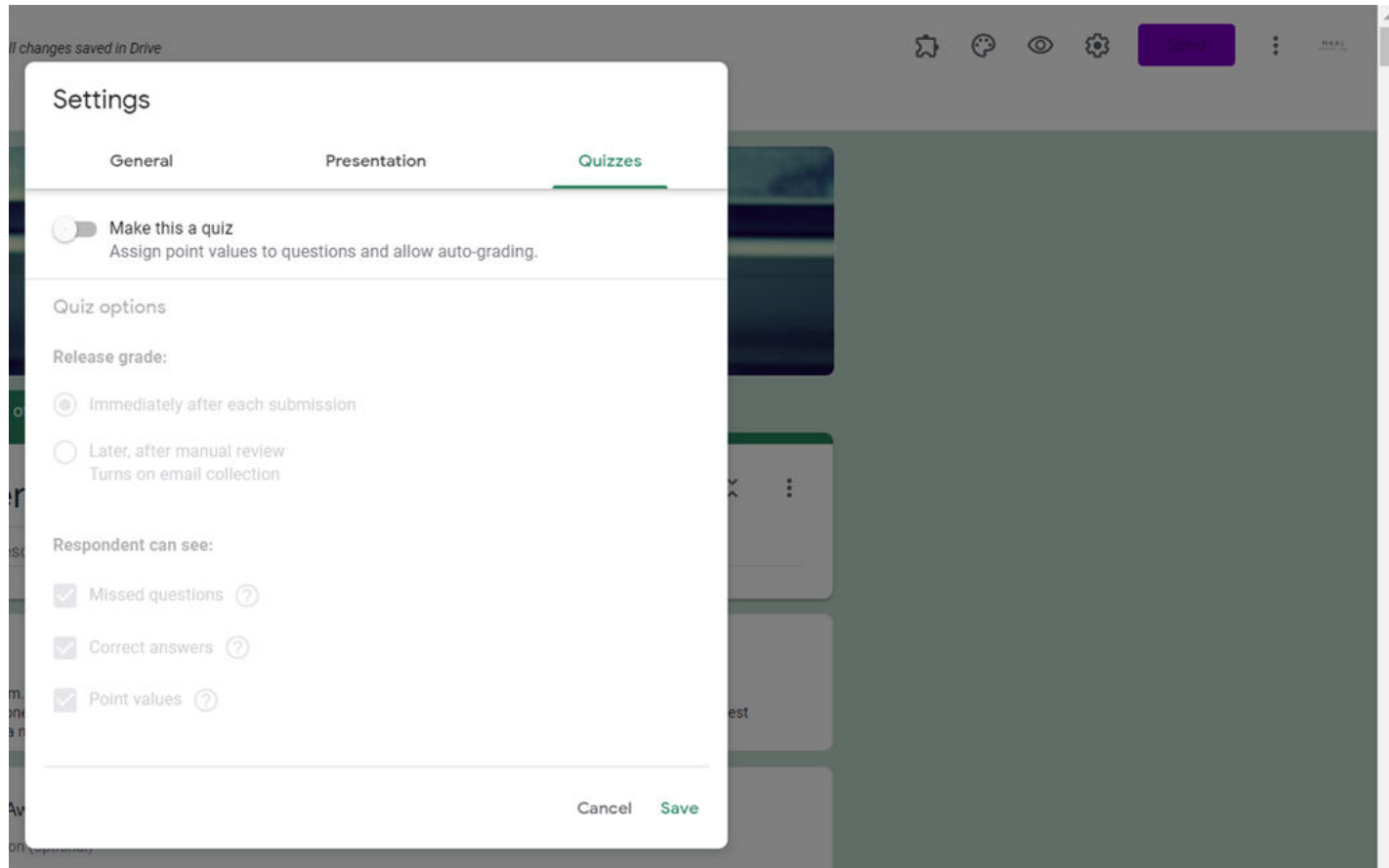
Submit another response

Links to edit after submit and view summary responses will be available here if checked in General tab

# Setting

## Quizzes

- Setting Quiz tab: Menus that only relevant if the form/questionnaire is used as quiz / test, in which case for each question there is right/wrong answer and then their scores.
- More on Google Forms as Quiz in Part 2 of this Tutorial.



# Send

## Sending Out the Form/Questionnaire – 1. By Email

**Send form**

Collect email addresses

Send via

Email

To: Email address recipient1, email recipient2, so on

Subject: Interest to Buy New Smartphone

Message: I've invited you to fill out a form:

Include form in email

Add collaborators

Cancel **Send**

**Will automatically add a question about respondent's email, same as in Setting>General**

**Send the form/questionnaire by email**

**Email address recipient1, email recipient2, so on**

**Interest to Buy New Smartphone**

**I've invited you to fill out a form:**

**Click to Send**

**Send the form/questionnaire enabled for editing**

**How the invitation to edit email looks from recipient**

**Form/questionnaire is in email body**

**How the email looks from recipient**

**Click the button to get to form/questionnaire**

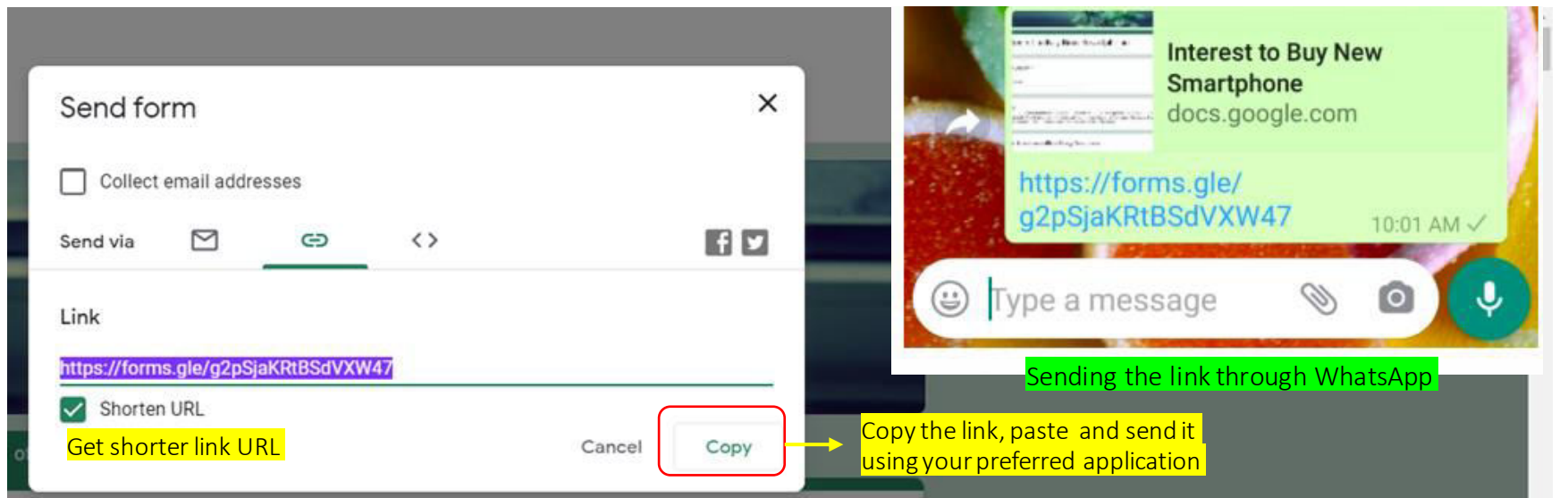
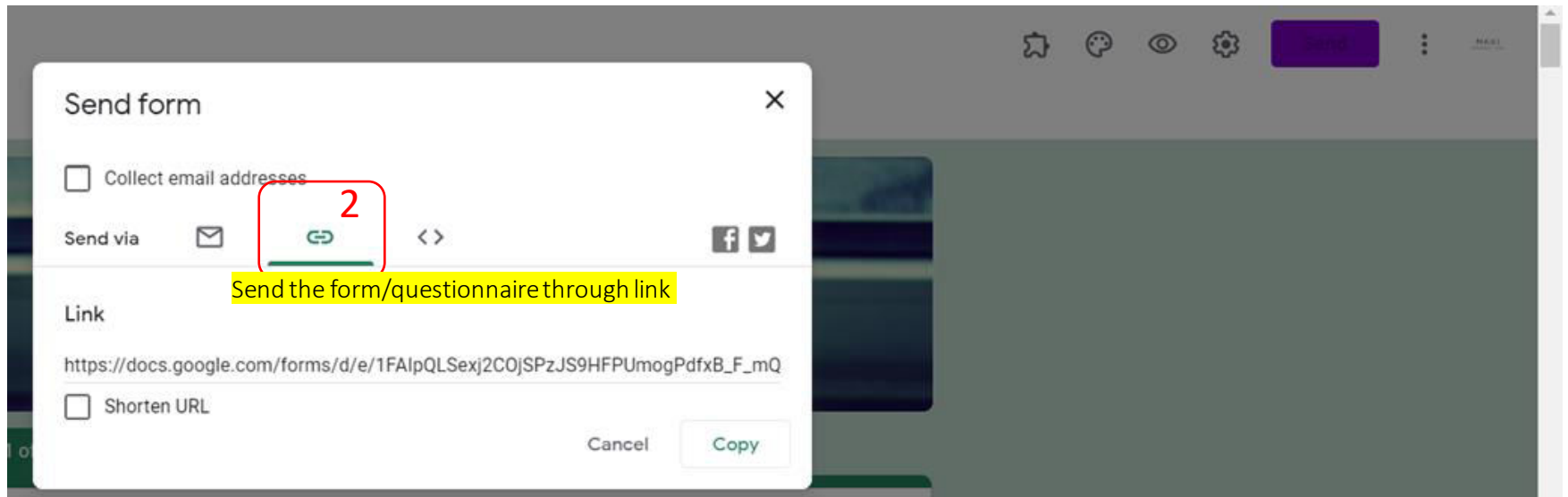
**Send reminder**

**In Responses tab (more on this later), there is a section on email addresses that have not responded/filled out form**

**maxi43**

# Send

## Sending Out the Form/Questionnaire – 2. Through Link



# Send

## Sending Out the Form/Questionnaire – 3. Embed HTML

- To have the form/questionnaire appear on your website in a frame

The image shows a 'Send form' dialog box on the left and a browser preview on the right. The dialog box has a 'Send via' section with icons for email, link, and HTML. The HTML icon is highlighted with a red box and the number '3'. Below this is the 'Embed HTML' section with a yellow highlight 'Embed form/questionnaire in your website'. It shows an `<iframe>` code snippet and dimensions of 700 px width and 520 px height. A 'Copy' button is highlighted with a red box and an arrow pointing to a yellow highlight 'To copy the code'. The browser preview on the right shows the form titled 'Interest to Buy New Smartphone' with a scroll bar on the right side, highlighted with a yellow box and the text 'Scroll here'.

Send form

Collect email addresses

Send via

Embed HTML **Embed form/questionnaire in your website**

```
<iframe src="https://docs.google.com/forms/d/e/1FAIpQLSexj2COjSPzJS9HFPUmog" width="700 px" height="520 px">
```

Width 700 px | Height 520 px

Cancel **Copy** → To copy the code

How it looks on a website in a frame

Interest to Buy New Smartphone

Hello!  
Hello. I am...currently conducting a consumer research. I'd like to ask for your time to answer some questions about smartphone brands: brand awareness, ownership and brand image. This research also wants to understand your interest towards a new smartphone in the market.

Brand Awareness and Brand Image Smartphone

Top of Mind Awareness

A1a. Thinking about smartphone, please name a brand which first come to your mind?  
Write one brand only that first comes to your mind.

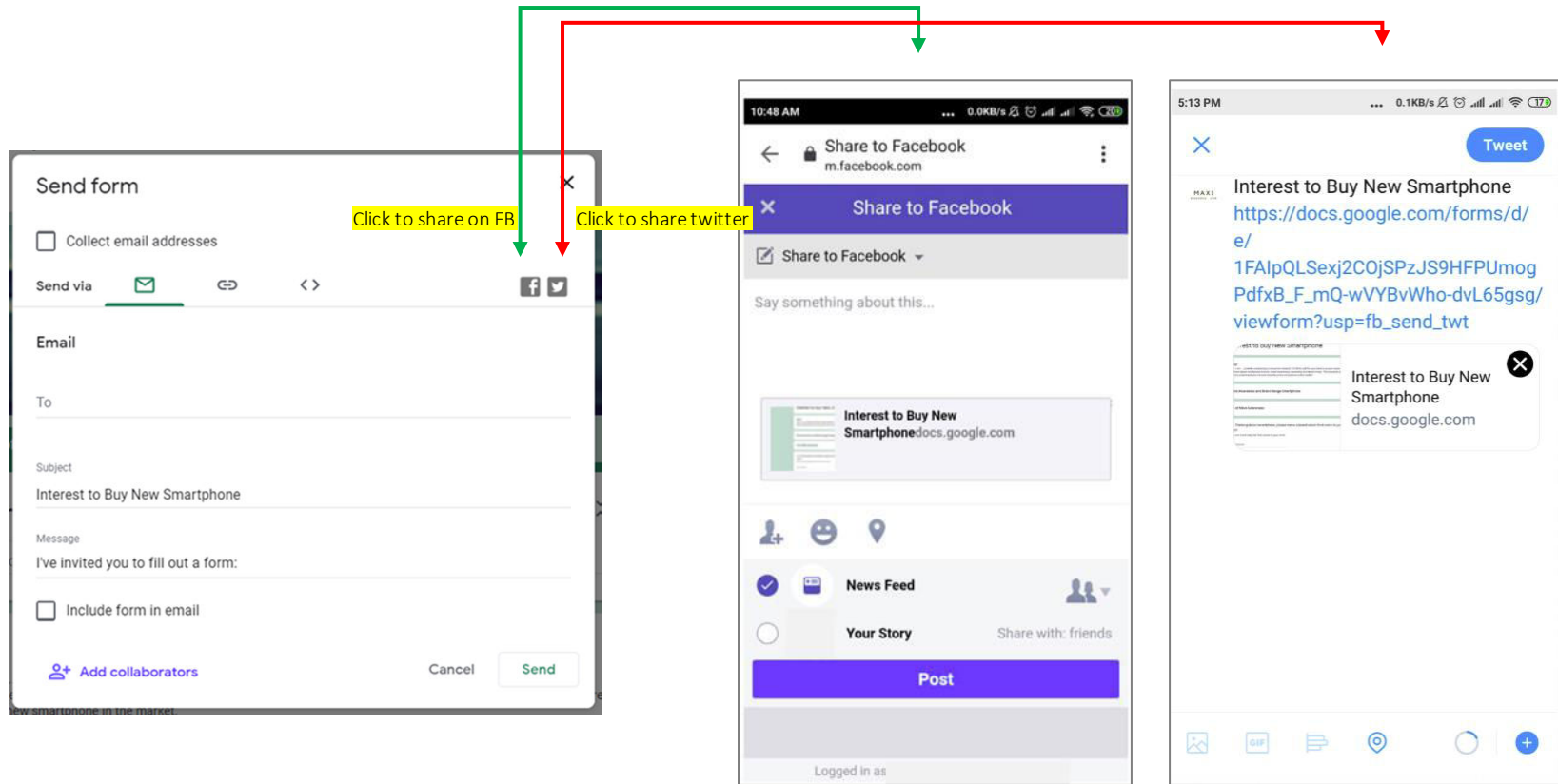
Jawaban Anda

Scroll here

# Send

Share it on Social Media

- Share the form/questionnaire in Facebook or Twitter

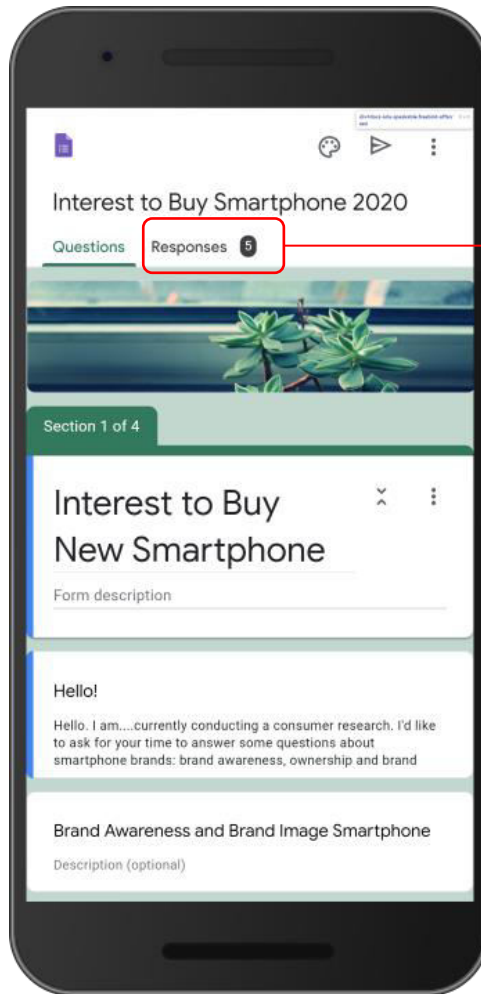


A blue-tinted photograph of a meeting room. In the foreground, a dark wooden table is set with a white notepad and a pen holder containing several pens. Two white chairs are visible behind the table. In the background, a large window with black frames looks out onto a building. Two white pendant lights hang from the ceiling. The text "COLLECTING RESPONSES" is overlaid in white, bold, sans-serif font on a semi-transparent dark rectangle in the center of the window.

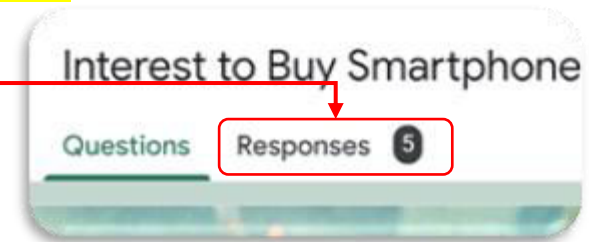
# COLLECTING RESPONSES

# Responses Tab

- In addition to Question tab to develop questionnaire, Form maker/editor can have access to Response tab. The number in responses shows number of submitted responses in real time.



Just open the Google Forms questionnaire in your smartphone to have updated number of submitted responses.

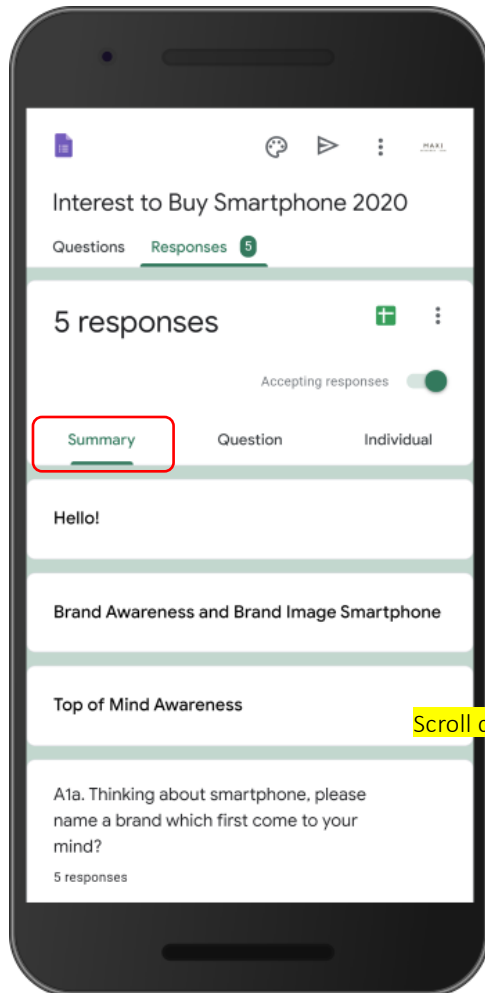


Now, we have 5 responses

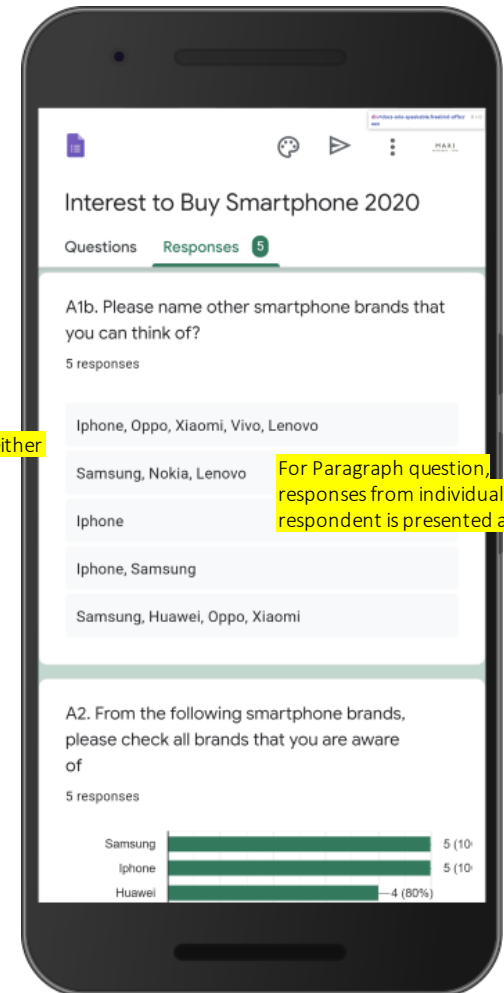
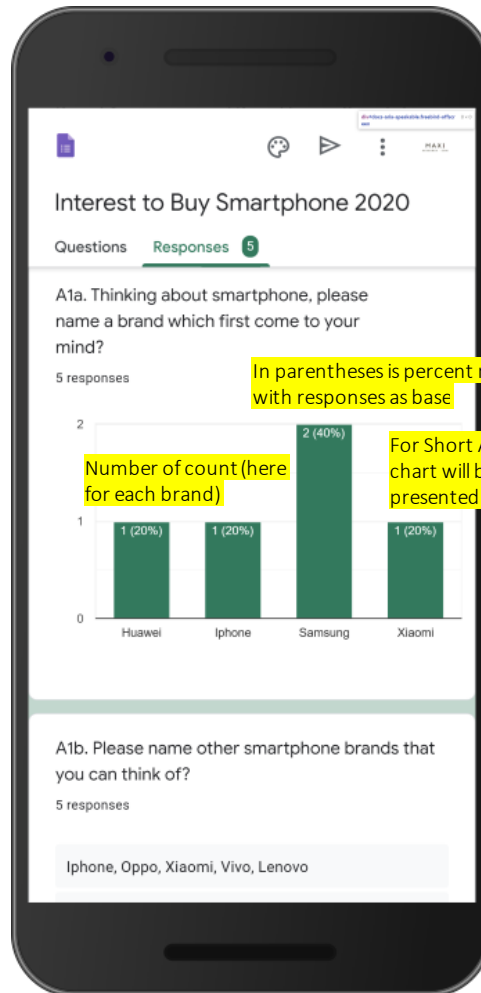


# Responses – Summary (1)

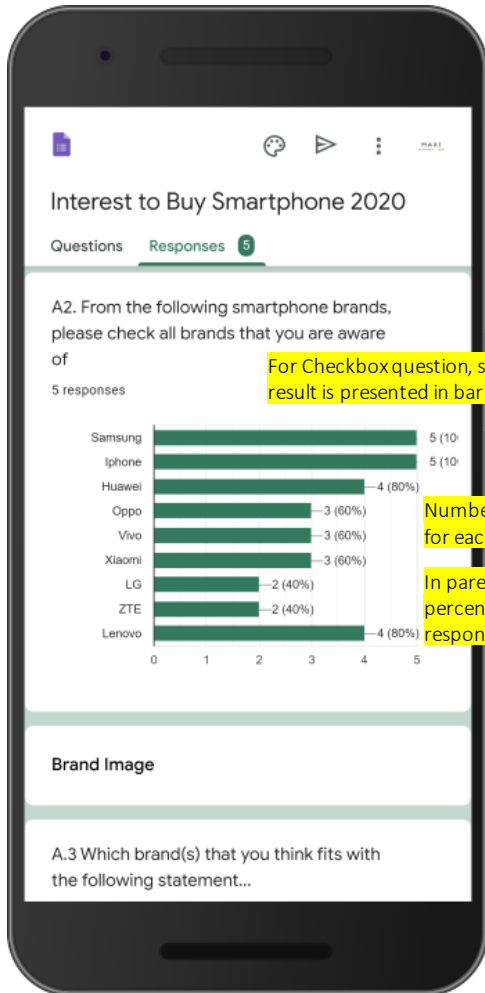
In Responses – Summary we can find summary result from all responses submitted so far. Continuously updated every time new data comes in.



Scroll down



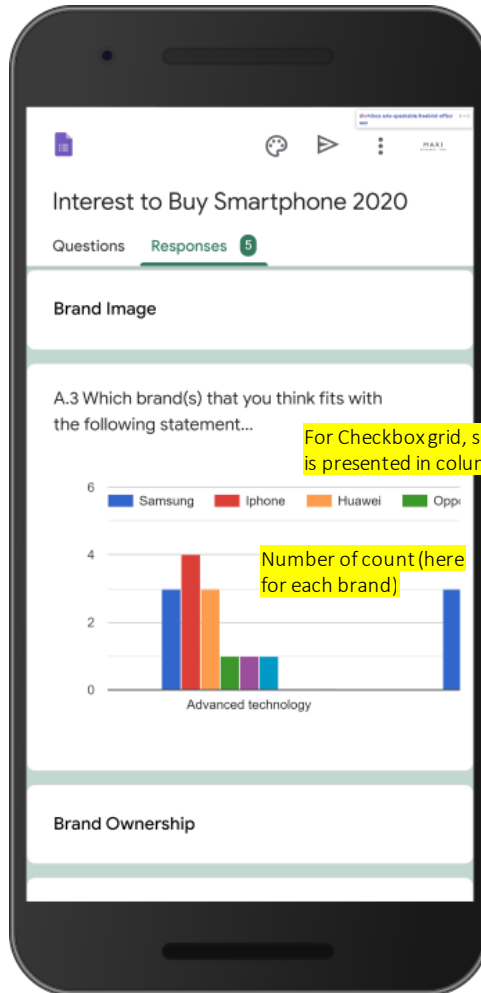
# Responses – Summary (2)



For Checkbox question, summary result is presented in bar chart.

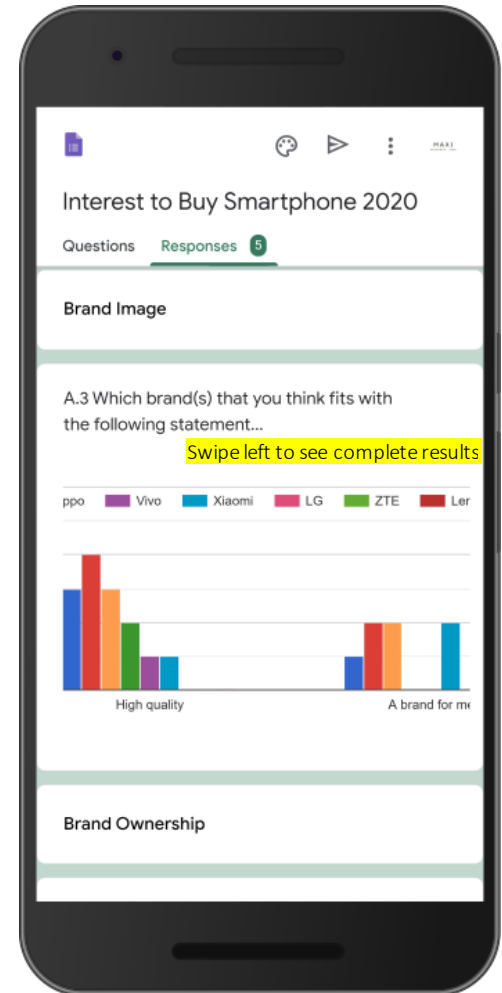
Number of count (here for each brand)

In parentheses is percent number with responses base



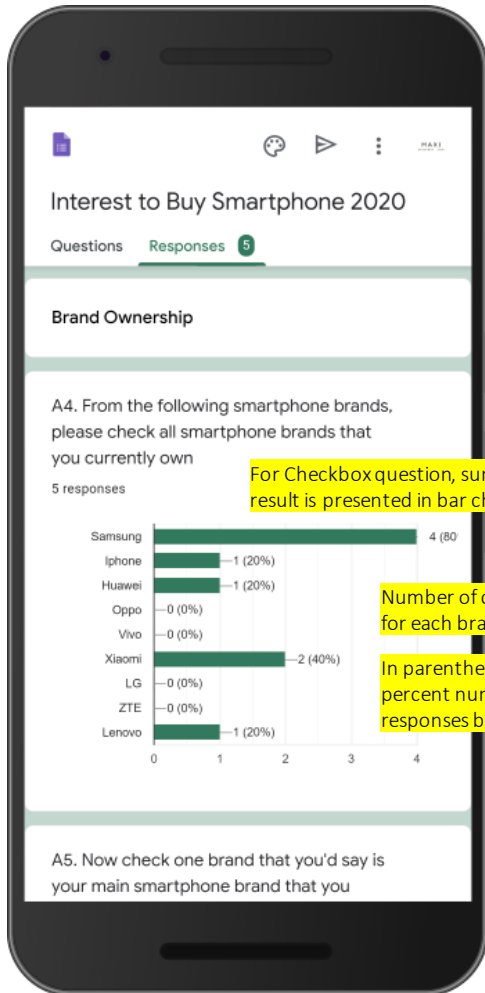
For Checkbox grid, summary result is presented in column chart

Number of count (here for each brand)



Swipe left to see complete results

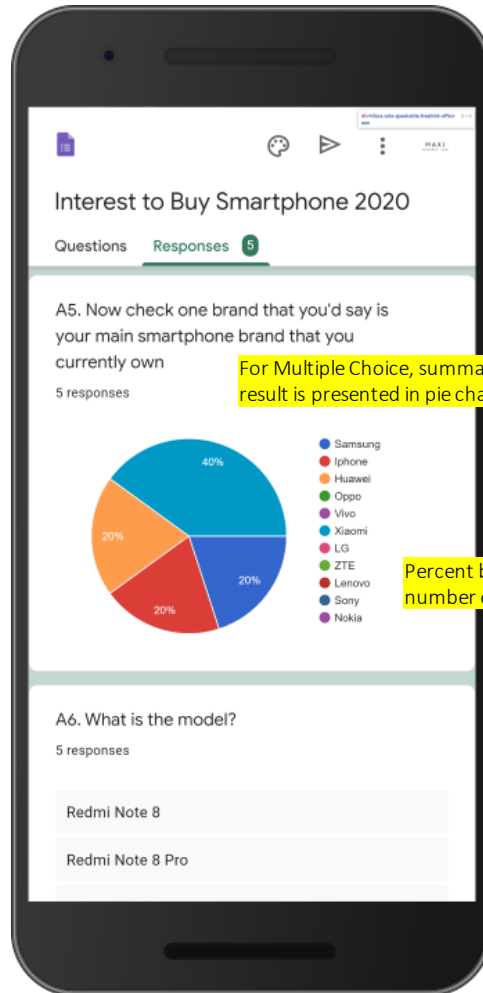
# Responses – Summary (3)



For Checkbox question, summary result is presented in bar chart

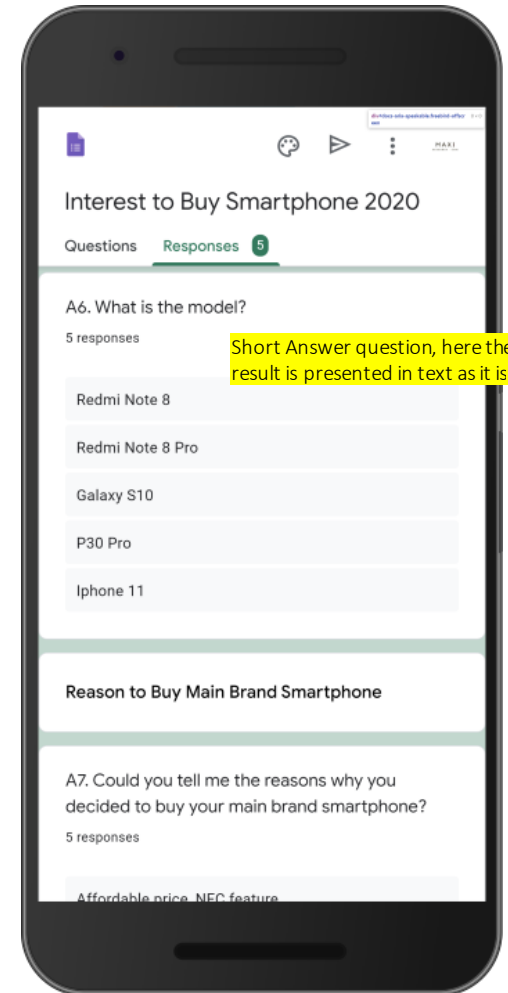
Number of count (here for each brand)

In parentheses is percent number with responses base



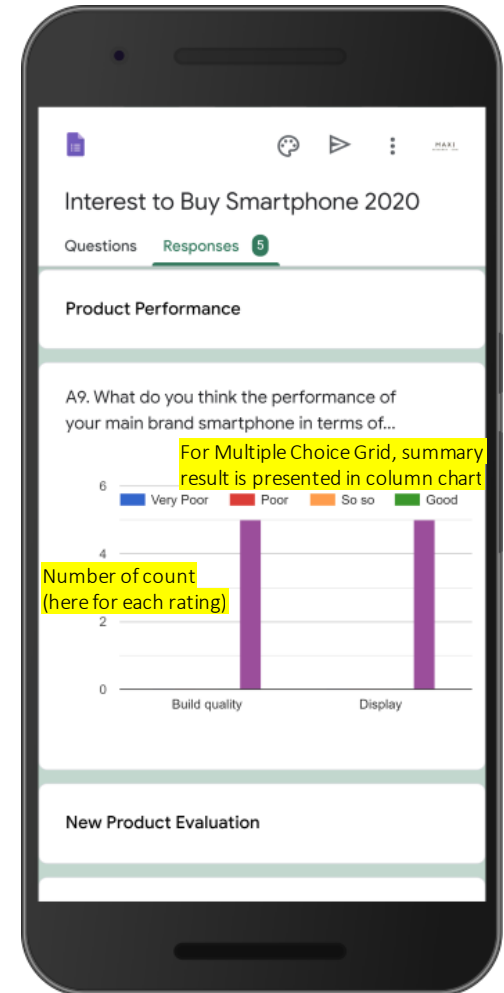
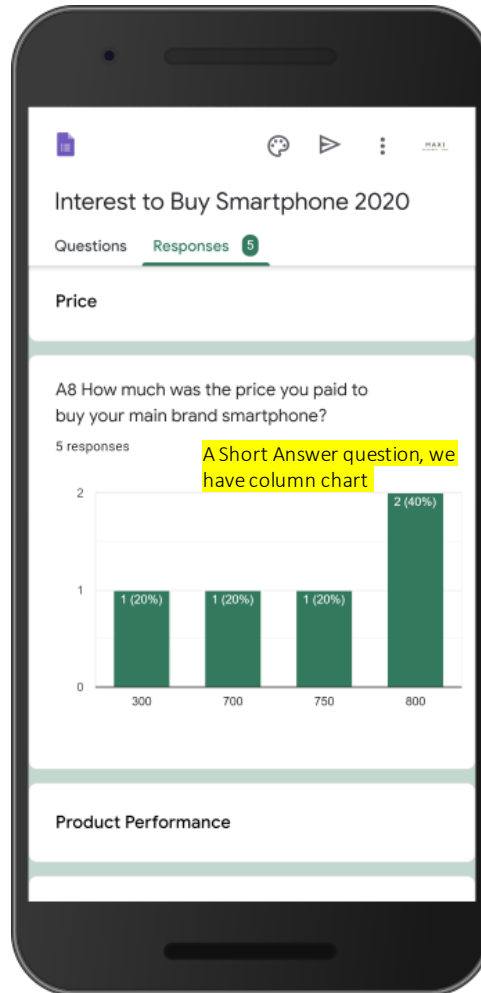
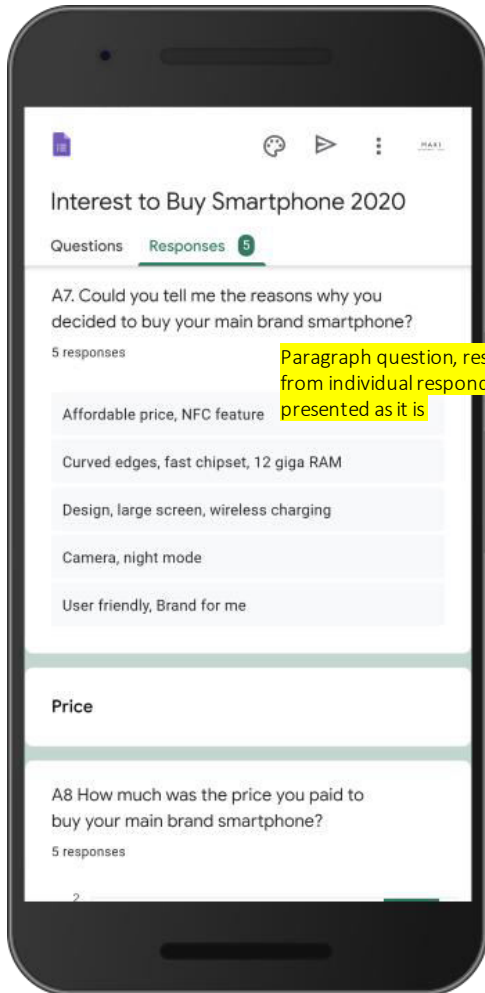
For Multiple Choice, summary result is presented in pie chart

Percent base is number of responses

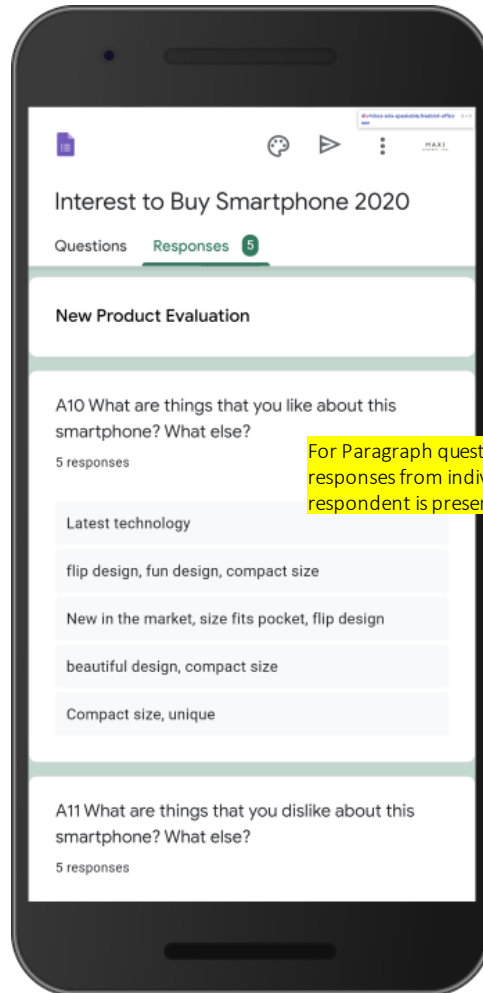
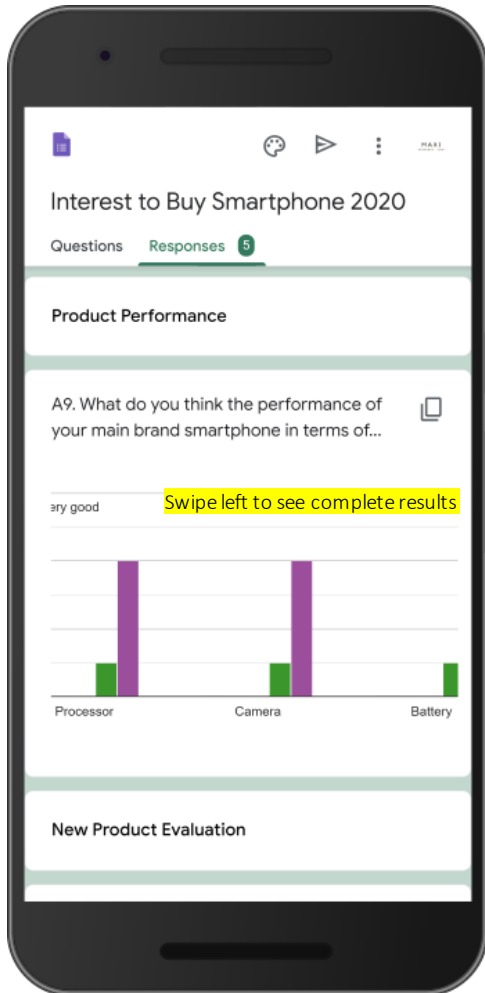


Short Answer question, here the result is presented in text as it is

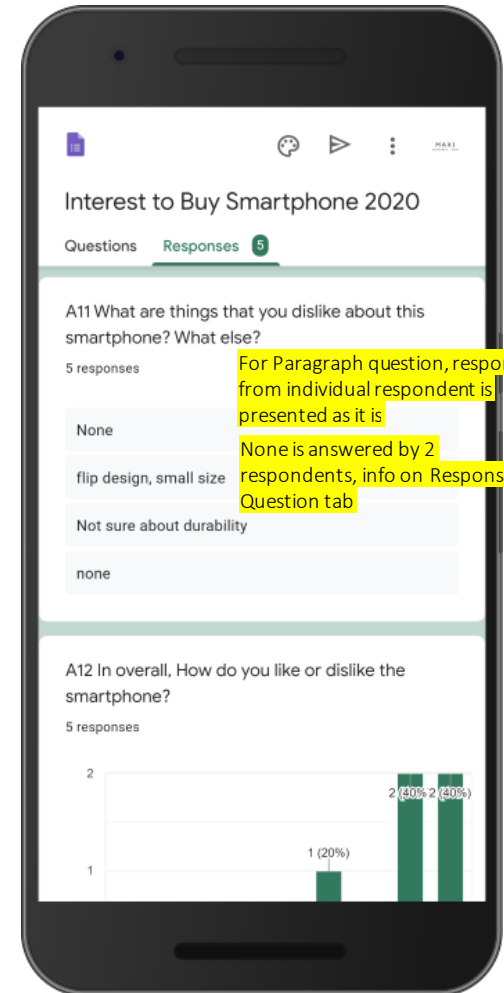
# Responses – Summary (4)



# Responses – Summary (5)



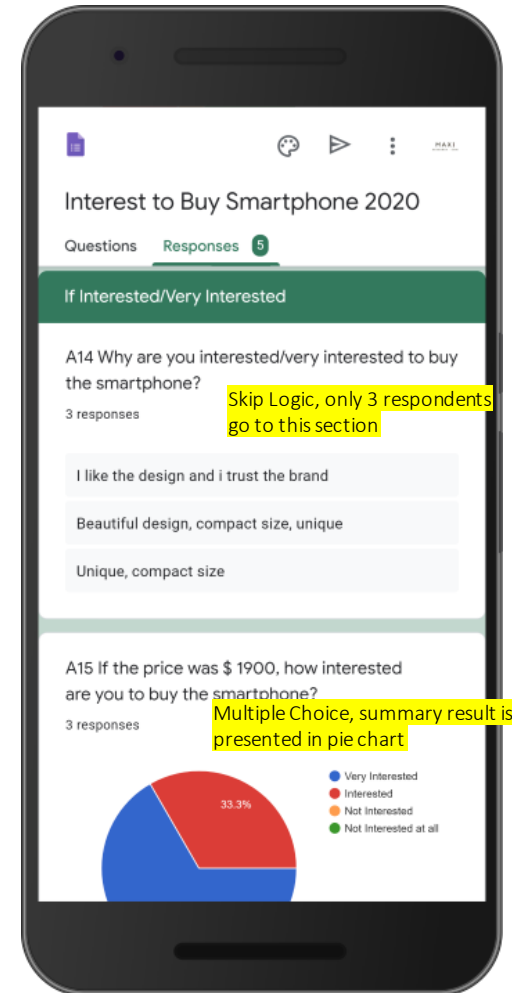
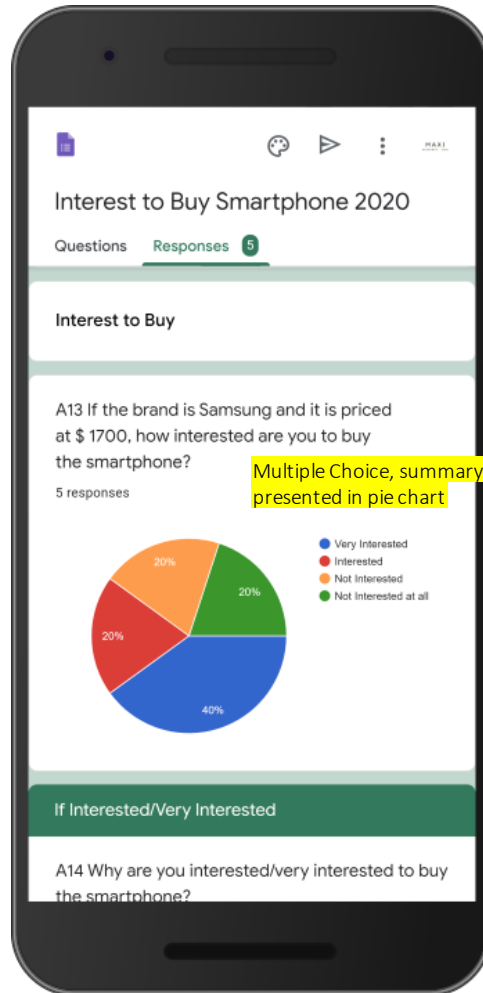
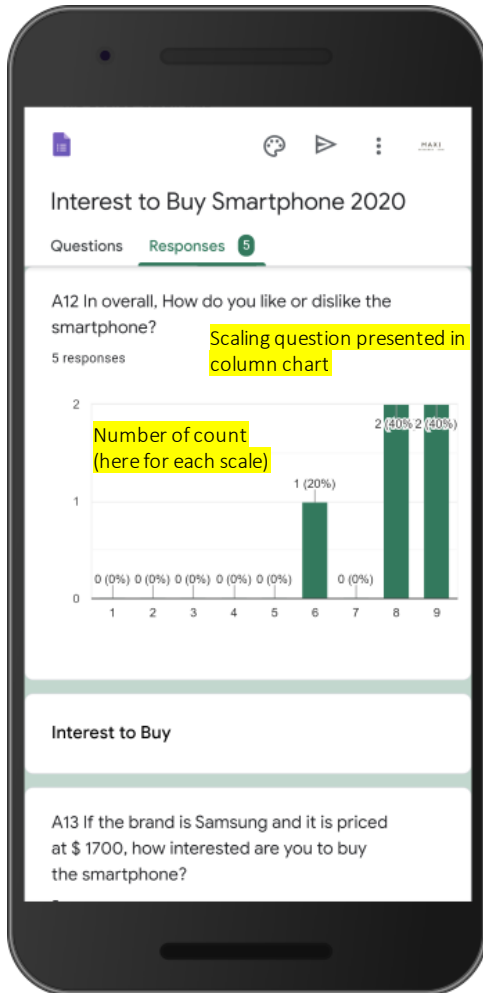
For Paragraph question, responses from individual respondent is presented as it is



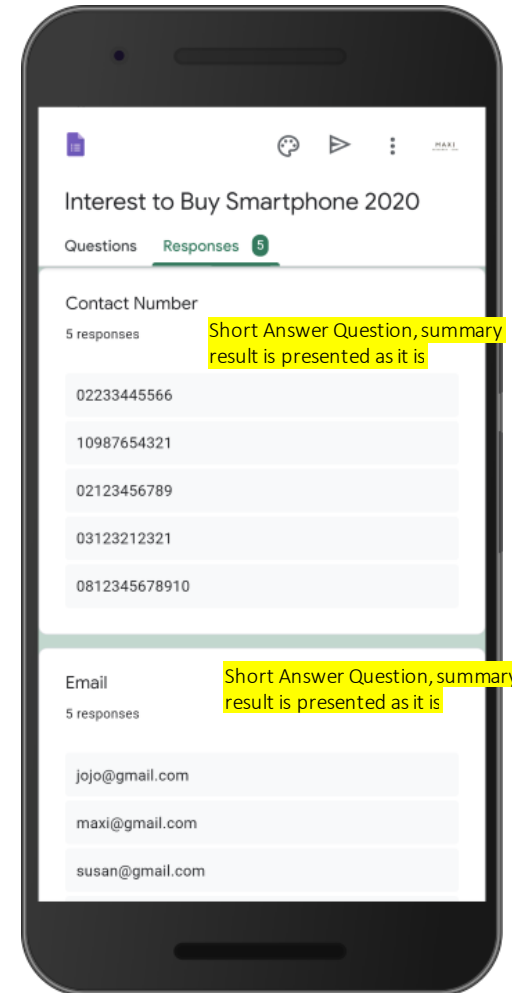
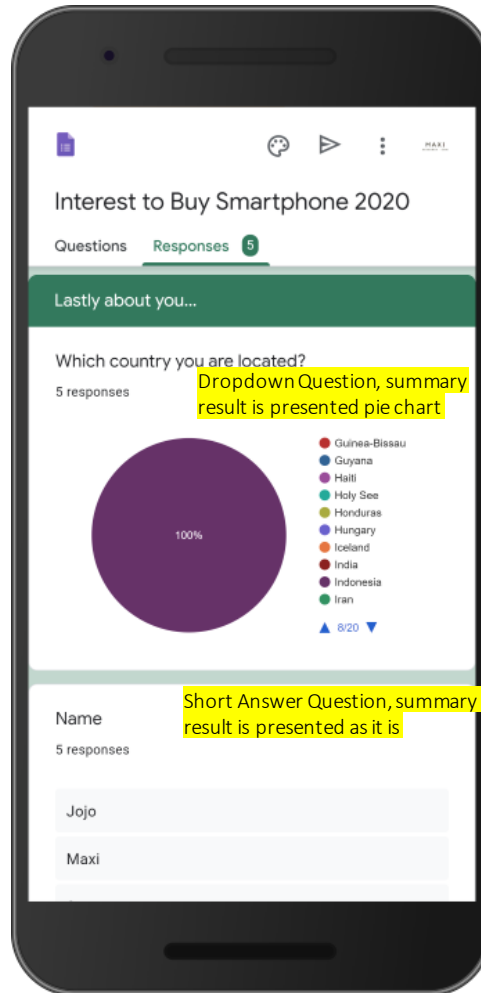
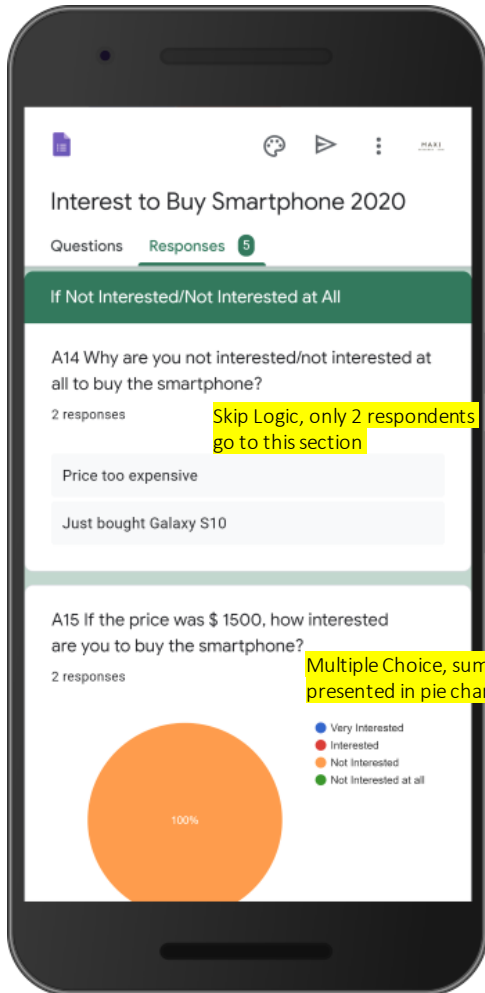
For Paragraph question, responses from individual respondent is presented as it is

None is answered by 2 respondents, info on Responses> Question tab

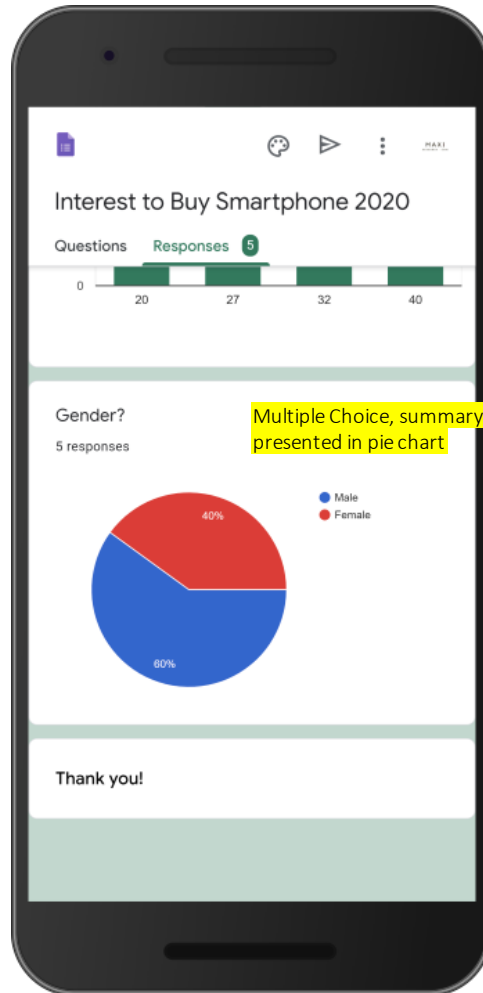
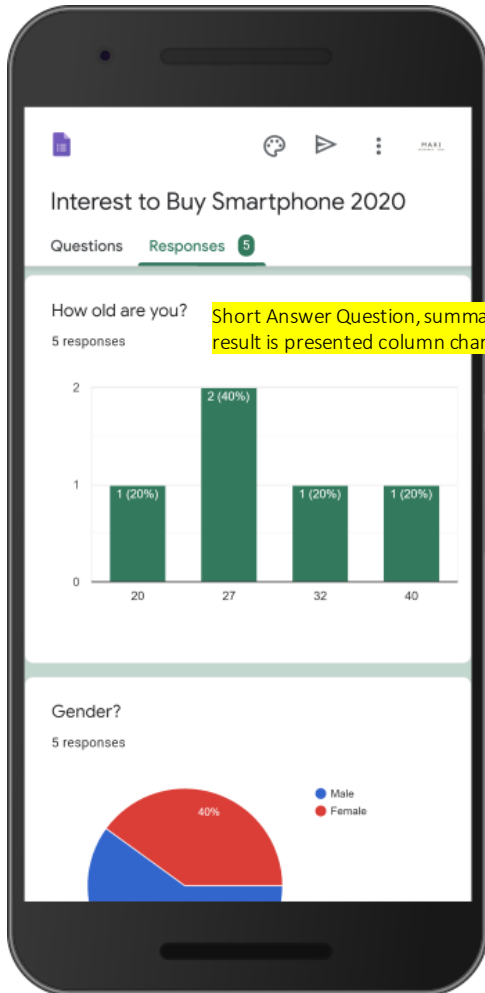
# Responses – Summary (6)



# Responses – Summary (7)



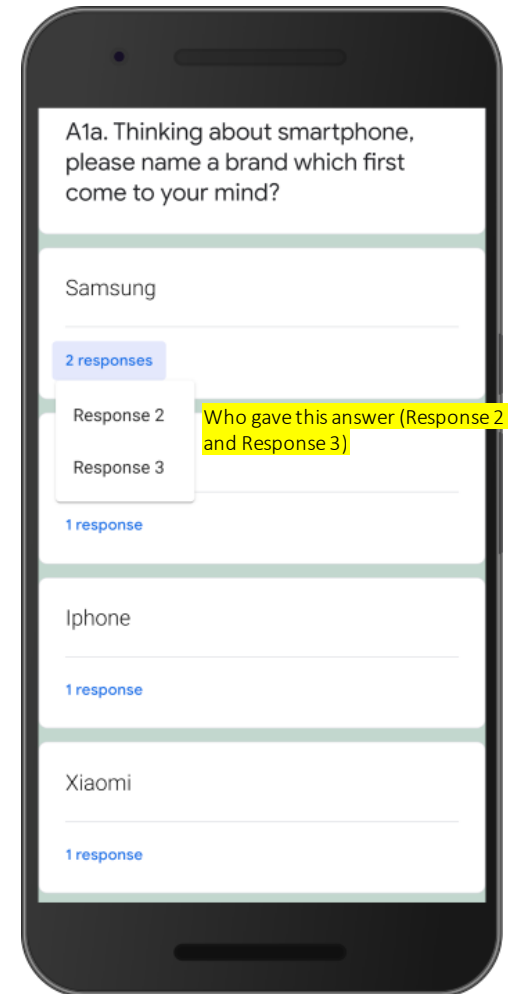
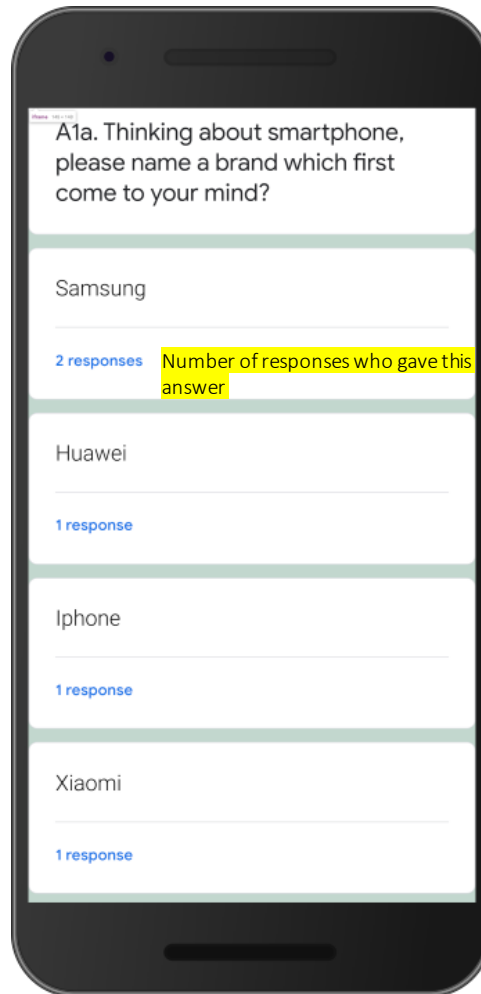
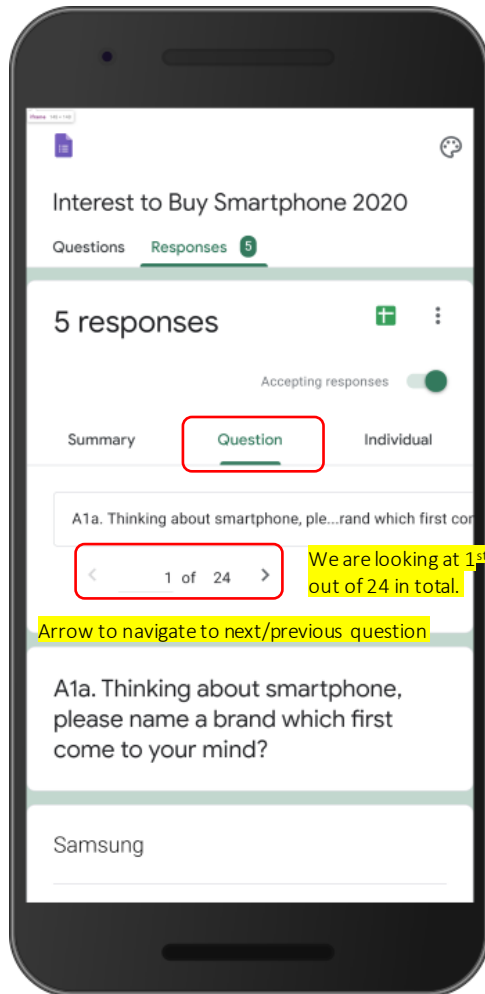
# Responses – Summary (8)





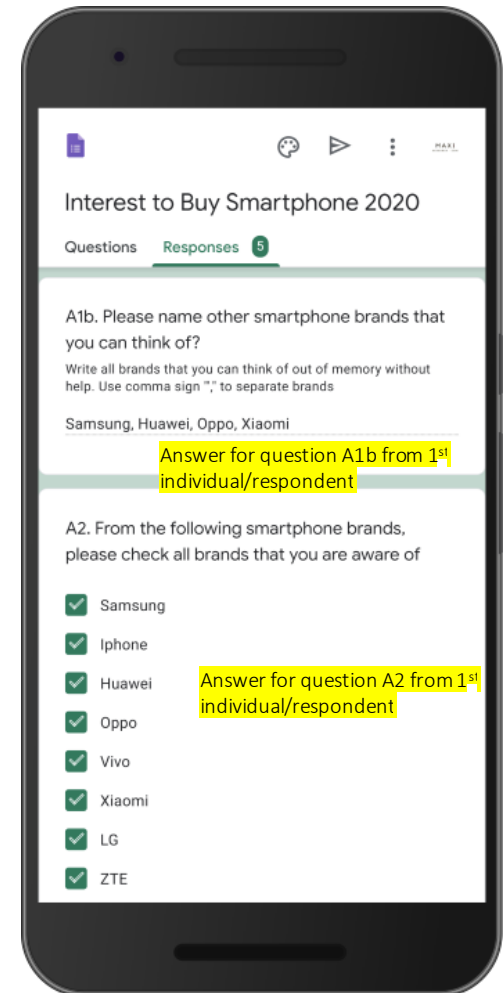
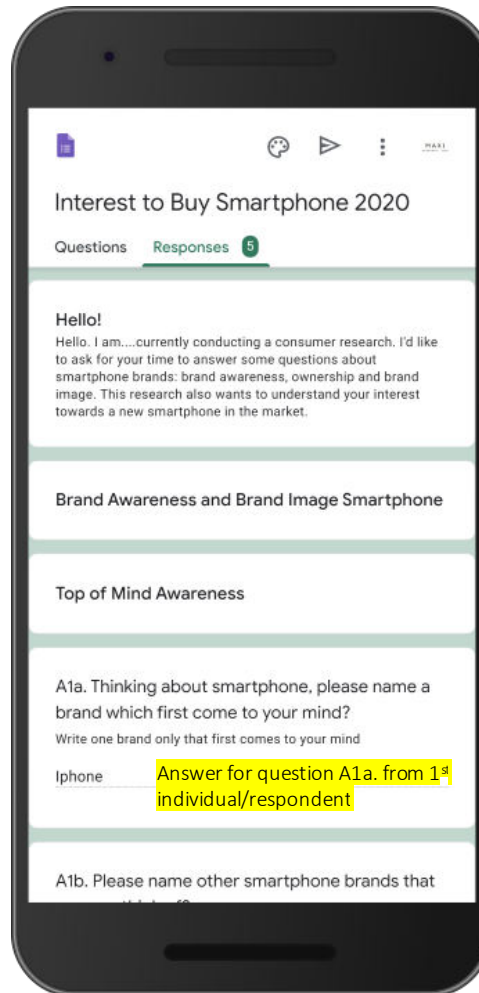
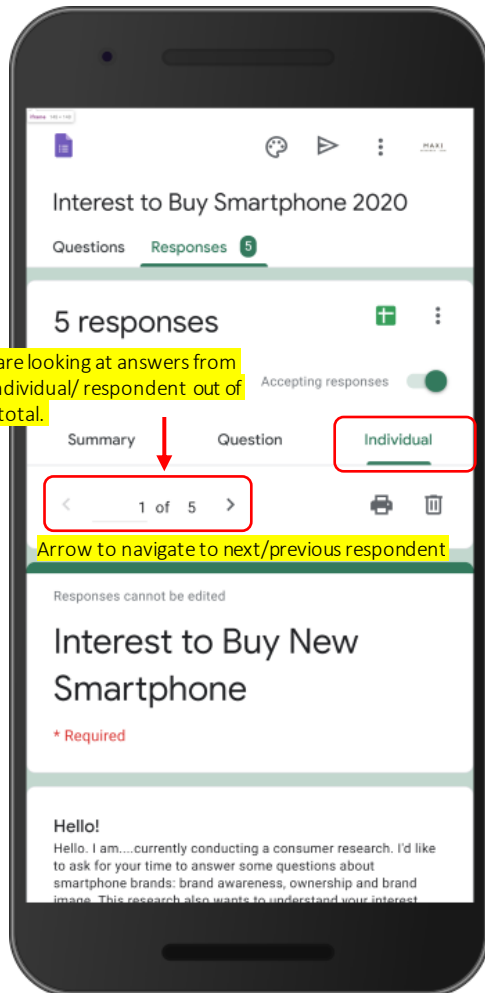
# Responses – Question

In Responses – Question we can find answers for each question and who gave the answer

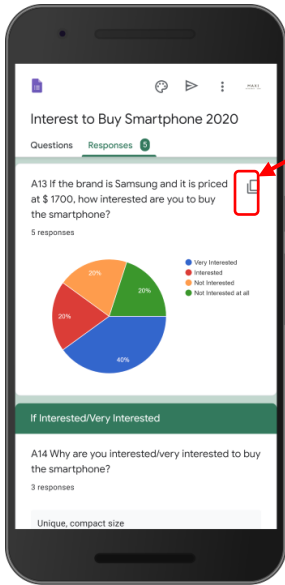


# Responses – Individual

In Responses – Individual we are looking at answers to each question for each individual/respondent



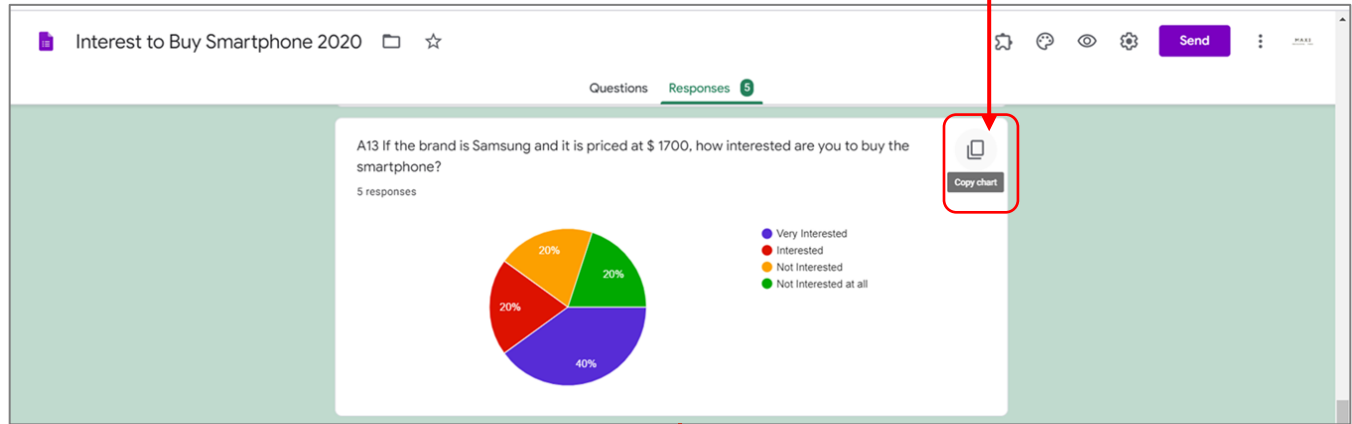
# Copying Chart



The chart part on the Response Summary can be copied as image.

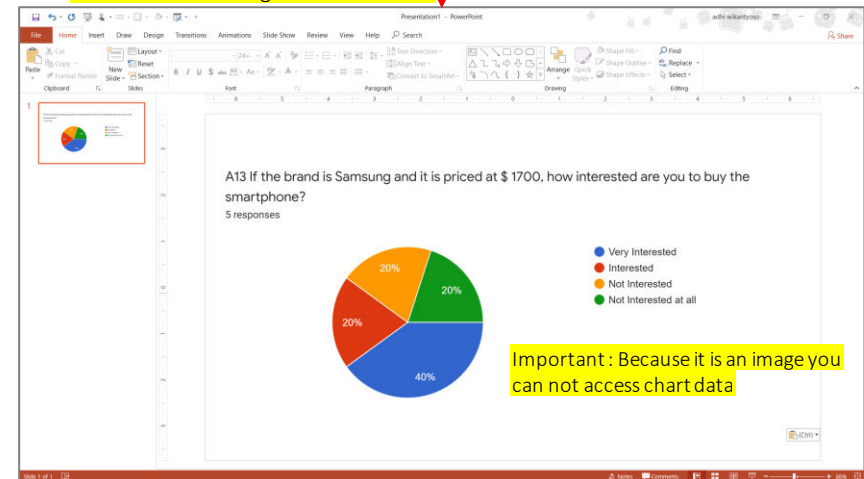
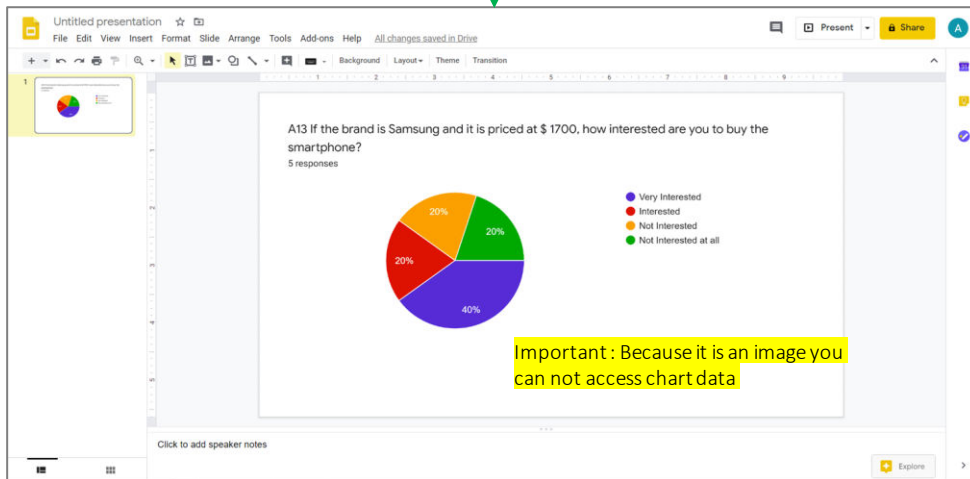
On smartphone, tap on the chart area and this copy symbol shows up. Click to copy the chart to the clipboard (during pasting however only the text part may be pasted). Alternatively take screenshot.

On laptop/PC hover cursor on chart area, and this copy symbol shows up. Click to copy chart



Paste the chart image to Google Slide

Paste the chart image to Power Point





# SURVEY DATA IN SPREADSHEET



# Pivot Table in Google Sheet

- In Google Sheet, by using Pivot Table, we can produce tables and charts for each question

Interest to Buy Smartphone 2020 (Responses) ☆

File Edit View Insert Format Data Tools Form Add-ons Help All changes saved in Drive

100% \$ % .0 .00 123 Default (Ari... 10 B I A

A13 If the brand is Samsung and it is priced at \$ 1700, how interested are you to buy the smartphone?

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	A13 If the brand is Samsung an	COUNTA of A13		A1a. Thinking about smartphor	COUNTA of A1a		COUNTA of A5. Now a	Gender?					
2	Interested	20.00%		Huawei	20.00%		A5. Now check one br	Female	Male	Grand Total			
3	Not Interested	20.00%		Iphone	20.00%		Huawei	50.00%		20.00%			
4	Not Interested at all	20.00%		Samsung	40.00%		Iphone		33.33%	20.00%			
5	Very Interested	40.00%		Xiaomi	20.00%		Samsung	50.00%		20.00%			
6	<b>Grand Total</b>	<b>100.00%</b>		<b>Grand Total</b>	<b>100.00%</b>		Xiaomi		66.67%	40.00%			
7							<b>Grand Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>			
8													
9													
10	A1b. Please name other smartp	COUNTA of A1b		A7. Could you tell me the reaso	COUNTA of A7.								
11	Iphone	20.00%		Affordable price, NFC feature	20.00%								
12	Iphone, Oppo, Xiaomi, Vivo, Ler	20.00%		Camera, night mode	20.00%								
13	Iphone, Samsung	20.00%		Curved edges, fast chipset, 12	20.00%								
14	Samsung, Huawei, Oppo, Xiaon	20.00%		Design, large screen, wireless i	20.00%								
15	Samsung, Nokia, Lenovo	20.00%		User friendly, Brand for me	20.00%								
16	<b>Grand Total</b>	<b>100.00%</b>		<b>Grand Total</b>	<b>100.00%</b>								
17													
18													
19													
20													
21													
22													
23													
24													
25													
26													

If the brand is Samsung and it is priced at \$ 1700, how interested are you to buy the smartphone?

Interest Level	Percentage
Very Interested	40.0%
Interested	20.0%
Not Interested	20.0%
Not Interested at all	20.0%

Form Responses 1 Pivot Table 1



# Pivot Table in Microsoft Excel

- And in Excel you can run Pivot Table to create Tables/Charts


Interest to Buy Smartphone 2020 (Responses) (1) - Excel

File Home Insert Draw Page Layout Formulas Data Review View Developer Help Search

A1

Count of A13if the brand is Samsung and it is priced at \$ 1700, how interested are you to buy the smartphone?	Count of A1a. Thinking about smartphone, please name a brand which first come to your mind?	Count of A5. Now check one brand that you'd say is your main smartphone brand that you currently own																																																
<table border="1"> <thead> <tr> <th>Row Labels</th> <th></th> </tr> </thead> <tbody> <tr> <td>Interested</td> <td>20.00%</td> </tr> <tr> <td>Not Interested</td> <td>20.00%</td> </tr> <tr> <td>Not Interested at all</td> <td>20.00%</td> </tr> <tr> <td>Very Interested</td> <td>40.00%</td> </tr> <tr> <td><b>Grand Total</b></td> <td><b>100.00%</b></td> </tr> </tbody> </table>	Row Labels		Interested	20.00%	Not Interested	20.00%	Not Interested at all	20.00%	Very Interested	40.00%	<b>Grand Total</b>	<b>100.00%</b>	<table border="1"> <thead> <tr> <th>Row Labels</th> <th></th> </tr> </thead> <tbody> <tr> <td>Huawei</td> <td>20.00%</td> </tr> <tr> <td>Iphone</td> <td>20.00%</td> </tr> <tr> <td>Samsung</td> <td>40.00%</td> </tr> <tr> <td>Xiaomi</td> <td>20.00%</td> </tr> <tr> <td><b>Grand Total</b></td> <td><b>100.00%</b></td> </tr> </tbody> </table>	Row Labels		Huawei	20.00%	Iphone	20.00%	Samsung	40.00%	Xiaomi	20.00%	<b>Grand Total</b>	<b>100.00%</b>	<table border="1"> <thead> <tr> <th>Row Labels</th> <th>Female</th> <th>Male</th> <th>Grand Total</th> </tr> </thead> <tbody> <tr> <td>Huawei</td> <td>50.00%</td> <td>0.00%</td> <td>20.00%</td> </tr> <tr> <td>Iphone</td> <td>0.00%</td> <td>33.33%</td> <td>20.00%</td> </tr> <tr> <td>Samsung</td> <td>50.00%</td> <td>0.00%</td> <td>20.00%</td> </tr> <tr> <td>Xiaomi</td> <td>0.00%</td> <td>66.67%</td> <td>40.00%</td> </tr> <tr> <td><b>Grand Total</b></td> <td><b>100.00%</b></td> <td><b>100.00%</b></td> <td><b>100.00%</b></td> </tr> </tbody> </table>	Row Labels	Female	Male	Grand Total	Huawei	50.00%	0.00%	20.00%	Iphone	0.00%	33.33%	20.00%	Samsung	50.00%	0.00%	20.00%	Xiaomi	0.00%	66.67%	40.00%	<b>Grand Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>
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APPENDIX:  
Splitter: Excel Add-In for  
Google Form Survey Data  
Analytics

# Multiple Data in a Single Cell Problem

Hypothetical data from example questionnaire. One cell contains answer from particular question and respondent. Please note that answers for some questions almost all cells contain multiple data

Checkbox question, can have one or more than one answer

A1b. Please name other smartphone brands 1/A	
Samsung, Huawei, Oppo, Xiaomi	\$
Iphone	\$
Iphone, Oppo, Xiaomi, Vivo, Lenovo	\$
Iphone, Samsung	\$
Samsung, Nokia, Lenovo	\$

Paragraph question, respondents can answer as they wish

A7. Could you tell me the reasons why you de A	
User friendly, Brand for me	
Design, large screen, wireless charging	
Affordable price, NFC feature	
Camera, night mode	
Curved edges, fast chipset, 12 giga RAM	

Pivot Table in Google Sheet

*Data in a cell is treated as one single data*

	A1b. Please name other smartp	COUNTA of A1b		A7. Could you tell me the reaso	COUNTA of A7
10					
11	Iphone	20.00%		Affordable price, NFC feature	20.00%
12	Iphone, Oppo, Xiaomi, Vivo, Ler	20.00%		Camera, night mode	20.00%
13	Iphone, Samsung	20.00%		Curved edges, fast chipset, 12	20.00%
14	Samsung, Huawei, Oppo, Xiaon	20.00%		Design, large screen, wireless c	20.00%
15	Samsung, Nokia, Lenovo	20.00%		User friendly, Brand for me	20.00%
16	<b>Grand Total</b>	<b>100.00%</b>		<b>Grand Total</b>	<b>100.00%</b>
17					

Pivot Table in Microsoft Excel

*Data in a cell is treated as one single data*

	Count of A1b. Please name other smartphone brands that you can think of?		Count of A7. Could you tell me the reasons why you decided to buy your main brand smartphone?
11			
12			
13	<b>Row Labels</b>		<b>Row Labels</b>
14	Iphone	20.00%	Affordable price, NFC feature
15	Iphone, Oppo, Xiaomi, Vivo, Lenovo	20.00%	Camera, night mode
16	Iphone, Samsung	20.00%	Curved edges, fast chipset, 12 giga RAM
17	Samsung, Huawei, Oppo, Xiaomi	20.00%	Design, large screen, wireless charging
18	Samsung, Nokia, Lenovo	20.00%	User friendly, Brand for me
19	<b>Grand Total</b>	<b>100.00%</b>	<b>Grand Total</b>
20			
21			
22			

# Splitter: Solution to Multiple Data in Spreadsheet Cell

- Microsoft Excel allows Excel-Add In, that is customized solution added to regular Excel.
- We have developed Splitter Add-In\* to address multiple data in a cell so that it can analyze survey data in Excel downloaded from Google Forms.

\* For Excel for Windows only

Splitter splits multiple data in spreadsheet cell into its individual data

Resp	Total
Samsung	60.0%
Huawei	20.0%
Oppo	40.0%
Xiaomi	40.0%
Iphone	60.0%
Vivo	20.0%
Lenovo	40.0%
Nokia	20.0%
Total	300.0%

Resp	Total
User friendly	20.0%
Brand for me	20.0%
Design	20.0%
large screen	20.0%
wireless charging	20.0%
Affordable price	20.0%
NFC feature	20.0%
Camera	20.0%
night mode	20.0%
Curved edges	20.0%
fast chipset	20.0%
12 giga RAM	20.0%
Total	240.0%

# Splitter: Excel Add-In for Google Form Survey Data Analytics

- Splitter is Excel Add-In for Google Forms Survey Data Analytics. It is specially designed for Google Forms survey data downloaded as Excel.
  - Splitter makes your Excel a *powerful* survey analytics tool.
- Splitter solves key issue for Google Forms survey data format downloaded in spreadsheet which otherwise Pivot Table would suffice : how to handle multiple data in a single cell.
- We have three Splitter versions:
  1. Student version : For Google Forms Questionnaire with Closed End questions only
    - Closed End : **Multiple Choice** (question with single answer) and **Checkboxes** (question with multiple answers allowed - multiple data in a cell in a cell format)
    - Analysis : Crosstabulations and Filter. [Download Tutorial](#)
  2. Pro version : For Google Forms Questionnaire that has Open End Questions
    - Open End : Instead of choosing available option, respondent write their own answer whether in **Short Answer** (question with answer in short text or numeric) or **Paragraph** (question with answer in long text or essay). Answers for open end question especially **Paragraph** often contains multiple data in a cell.
    - Analysis : Cross tabulations, Filter and Coding for Open End Questions. [Download Tutorial](#)
  3. Pro X version : Data Entry Diagnostic and Editor
    - Mainly for Paper Questionnaire with manual data entry in Excel. Closed End and Open End Questions. [Download Tutorial](#)



# APPENDIX: More Google Forms Materials

# More Google Forms Materials

- GOOGLE FORMS TUTORIAL PART 2: CREATE ONLINE QUIZ/TEST
  - Download pdf [here](#).
- Link to the Google Forms questionnaire used in this tutorial
  - Click [here](#) to view, Click [here](#) to copy to your Gdrive
- How to add Geocode information of a device submitting Google Forms
  - Geocode = Latitude, Longitude and Address (Street Name and Number, City, State, ZIP Code, Country) of a Device submitting Google Forms
  - Download pdf [here](#).
- Collection of Google Forms questionnaires that you can copy to your Gdrive for free.
  - Click [here](#).



# THANK YOU

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