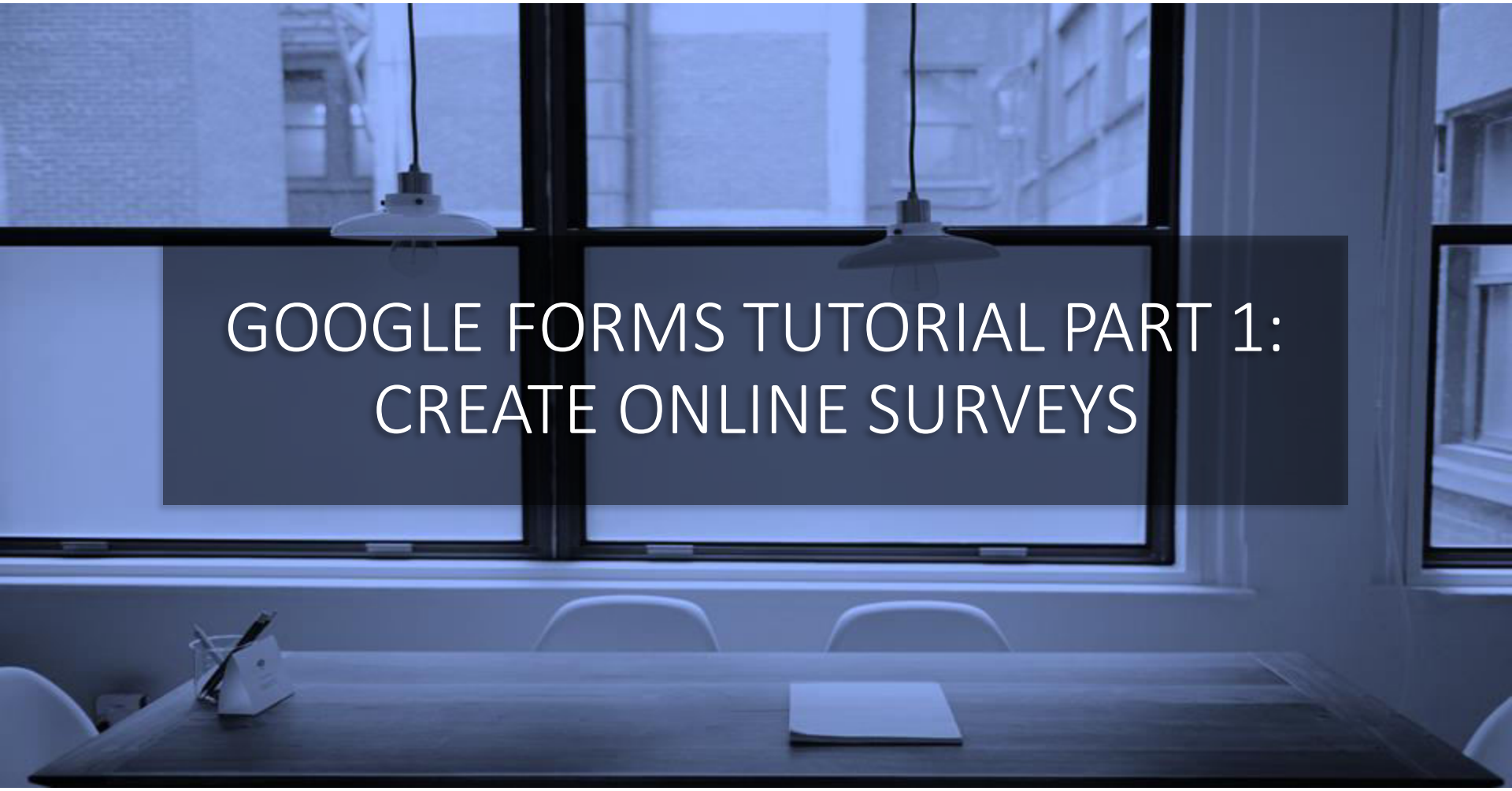


GOOGLE FORMS TUTORIAL PART 1: CREATE ONLINE SURVEYS

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.wikantyoso@maxiresearch.com at www.maxiresearch.com

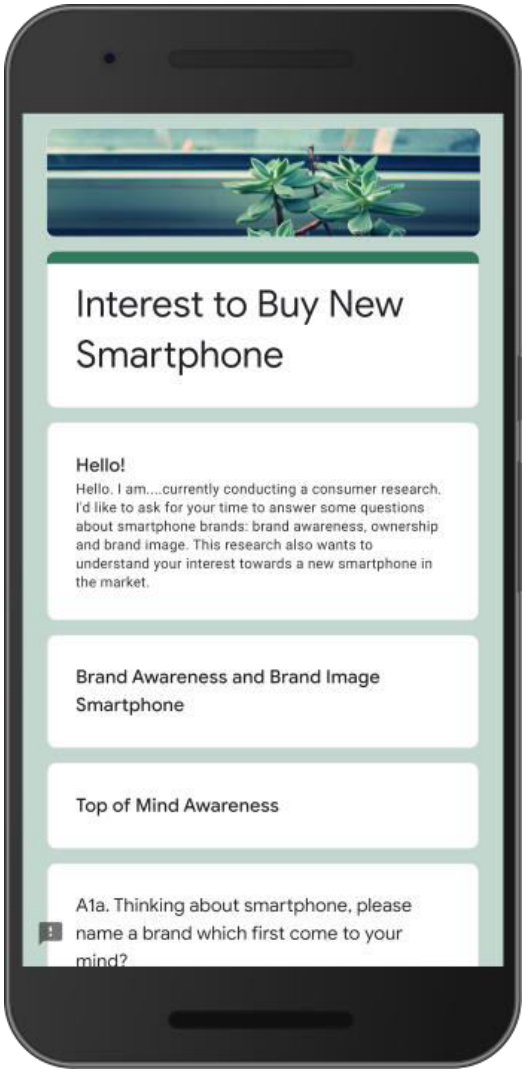
Interest to Buy a New Smartphone

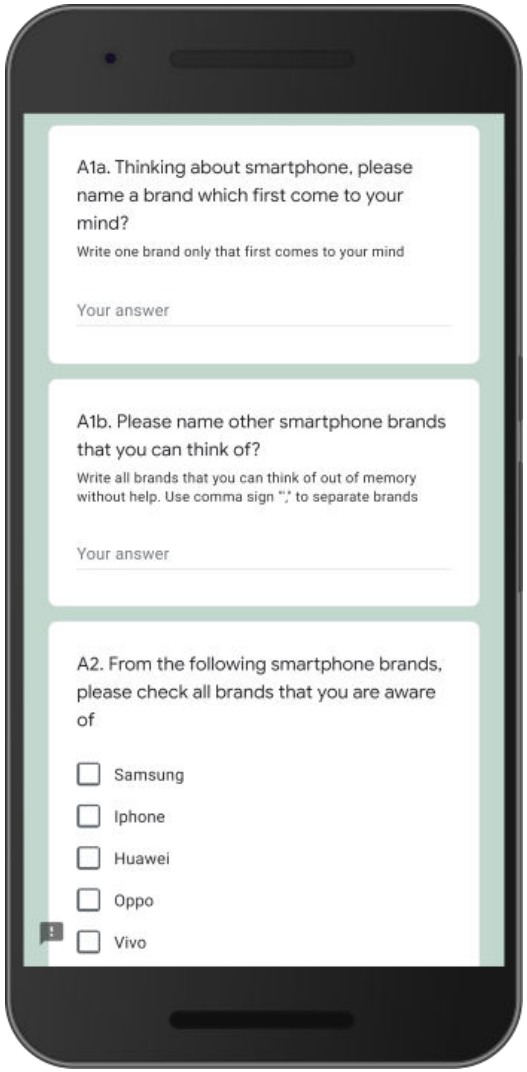
- For this tutorial, we have developed questionnaire titled “Interest to Buy a New Smartphone”
- The objective of the questionnaire is to understand consumer interest to buy for a new smartphone
    - For respondents to have better knowledge of the product, we need to show picture of the phone, video 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

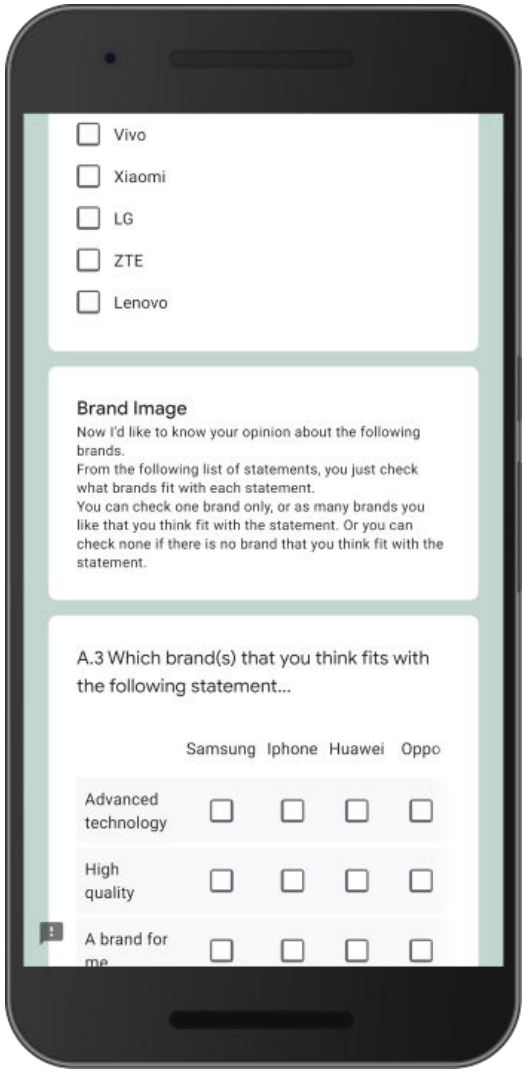
GOOGLE FORMS
QUESTIONNAIRE
How it Looks on Smartphone

Google Form Questionnaire (1)

How it Looks on Smartphone

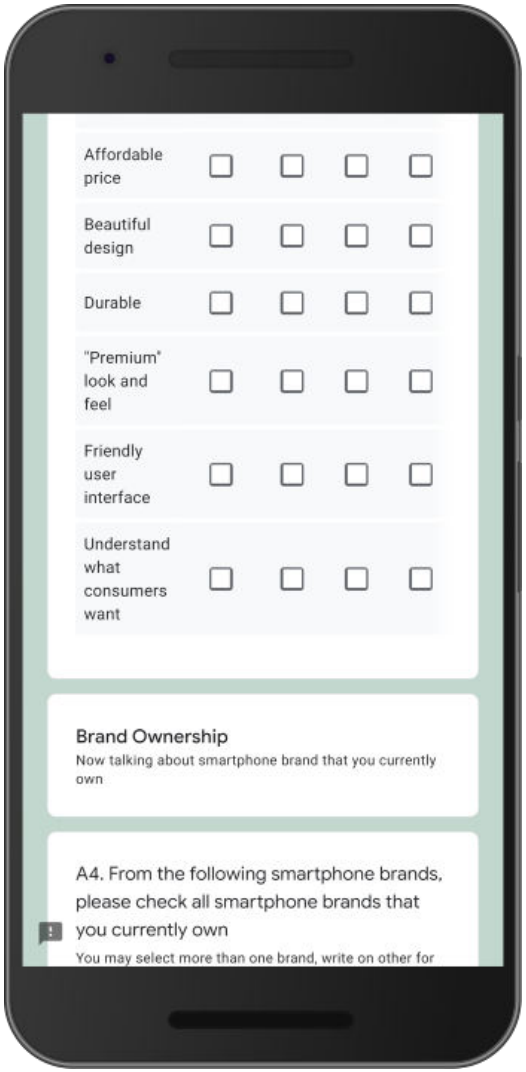


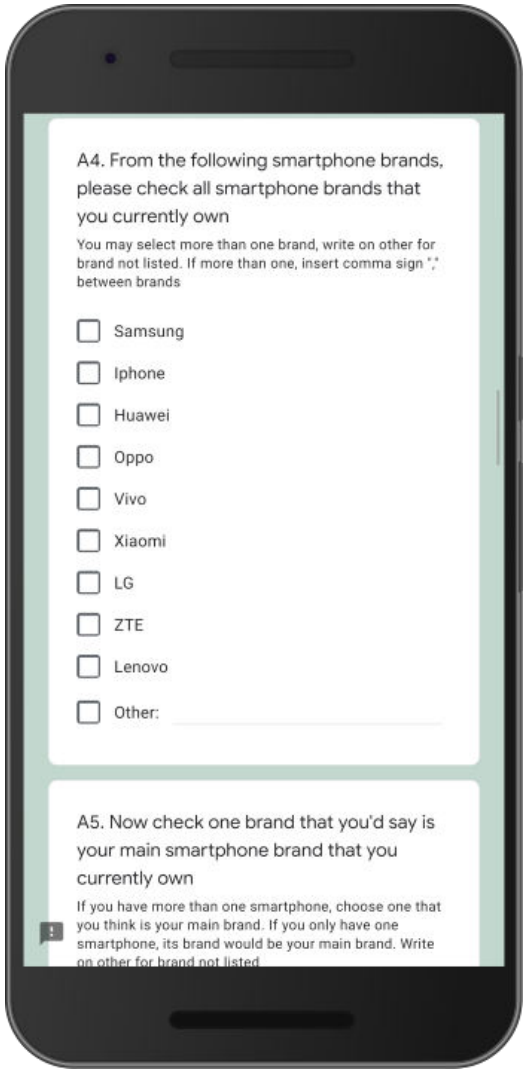


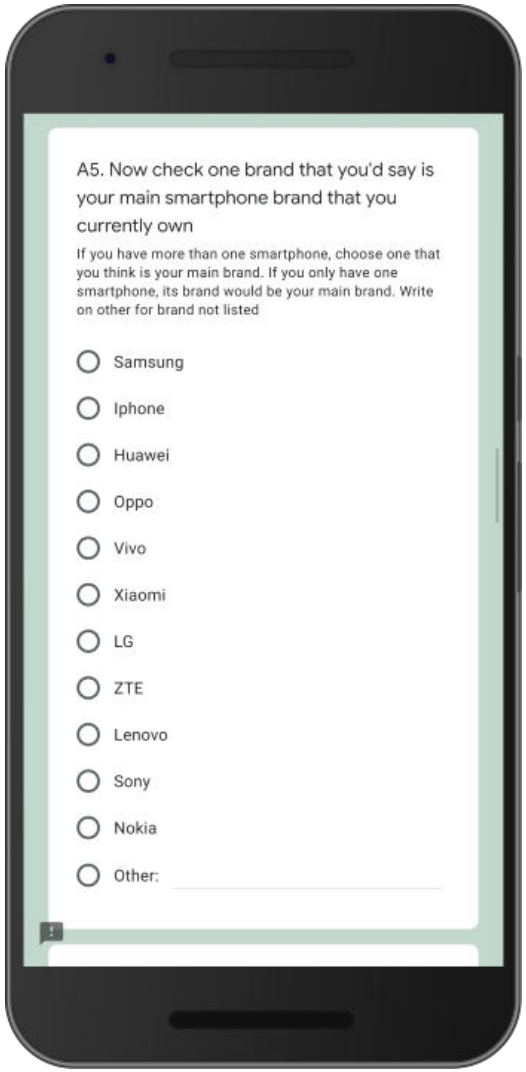


Google Form Questionnaire (2)

How it Looks on Smartphone

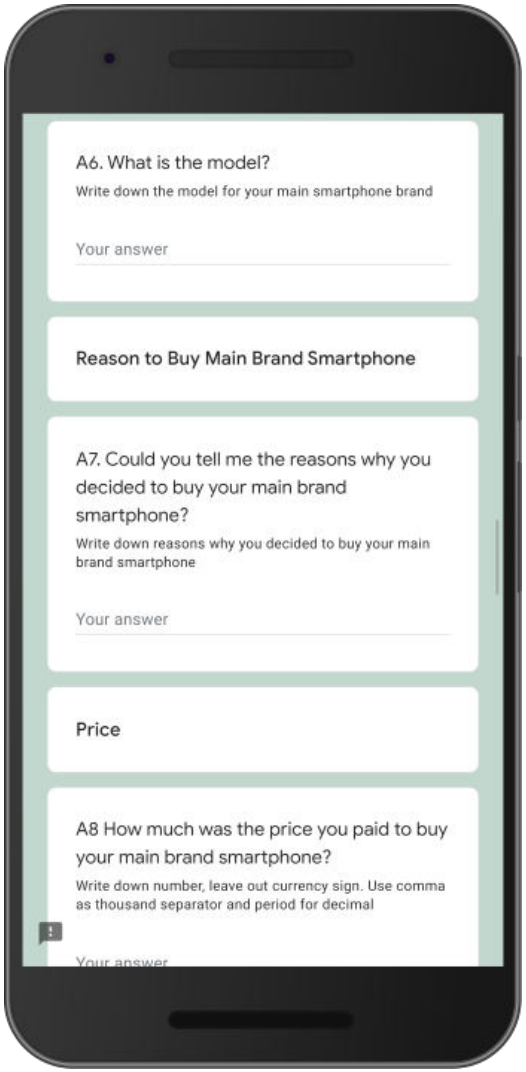


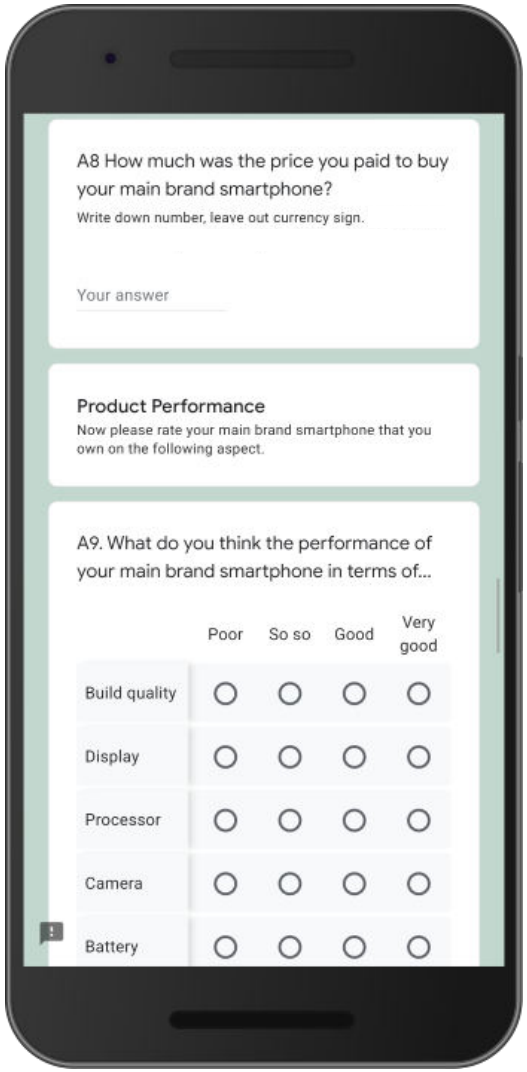


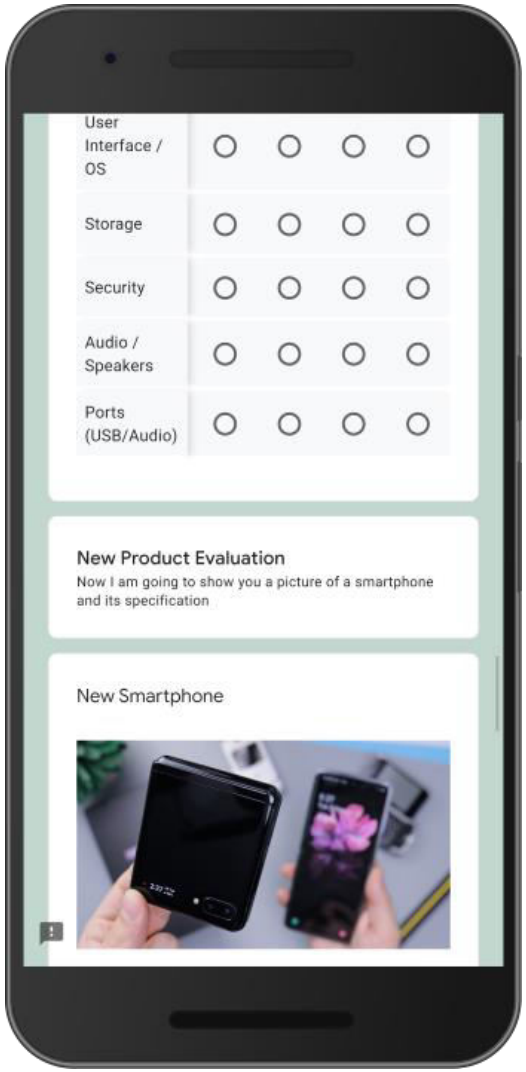


Google Form Questionnaire (3)

How it Looks on Smartphone

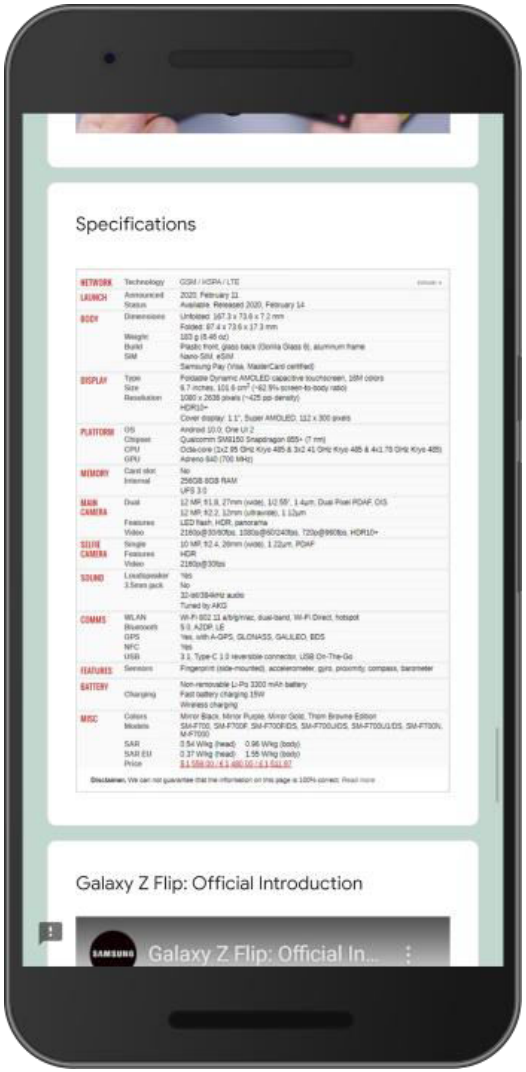


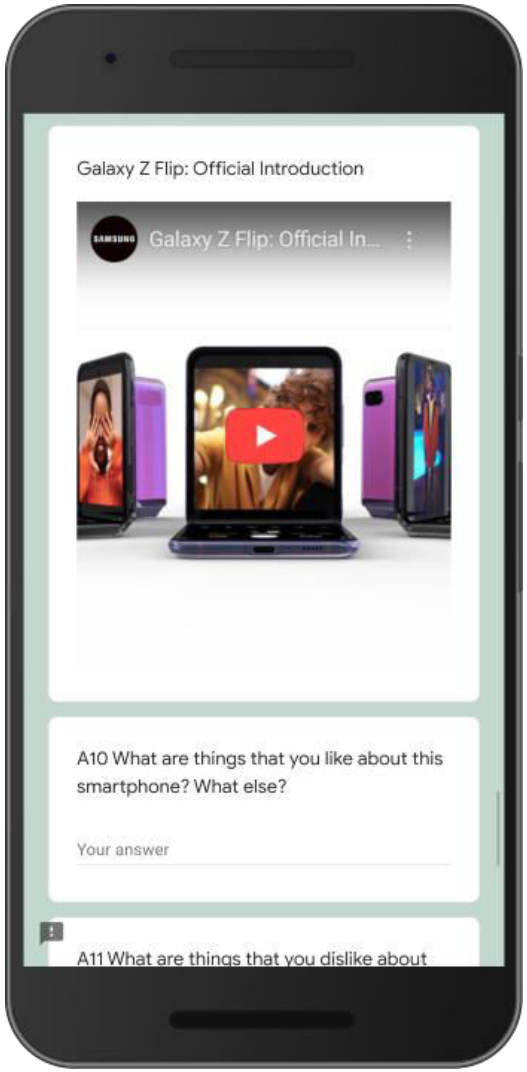


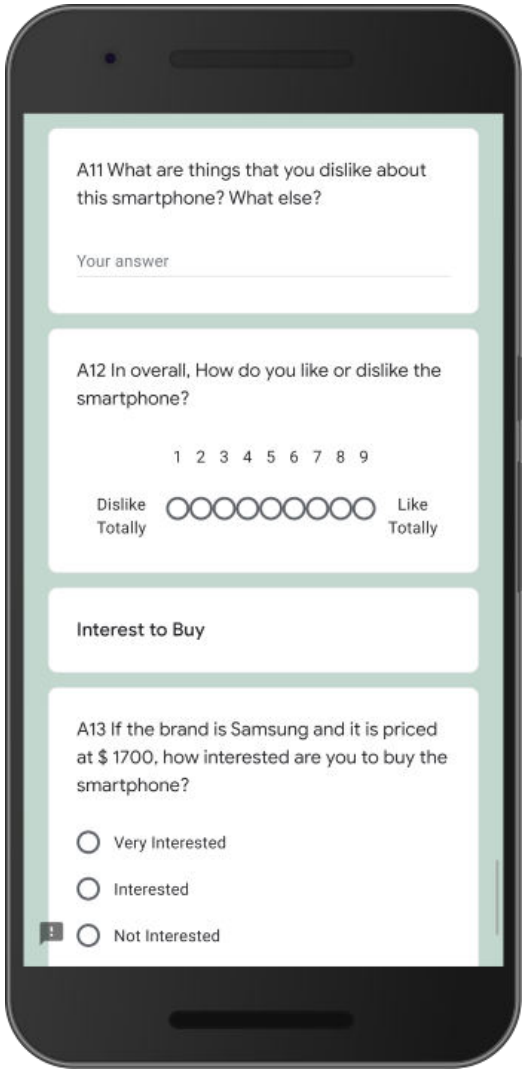


Google Form Questionnaire (4)

How it Looks on Smartphone

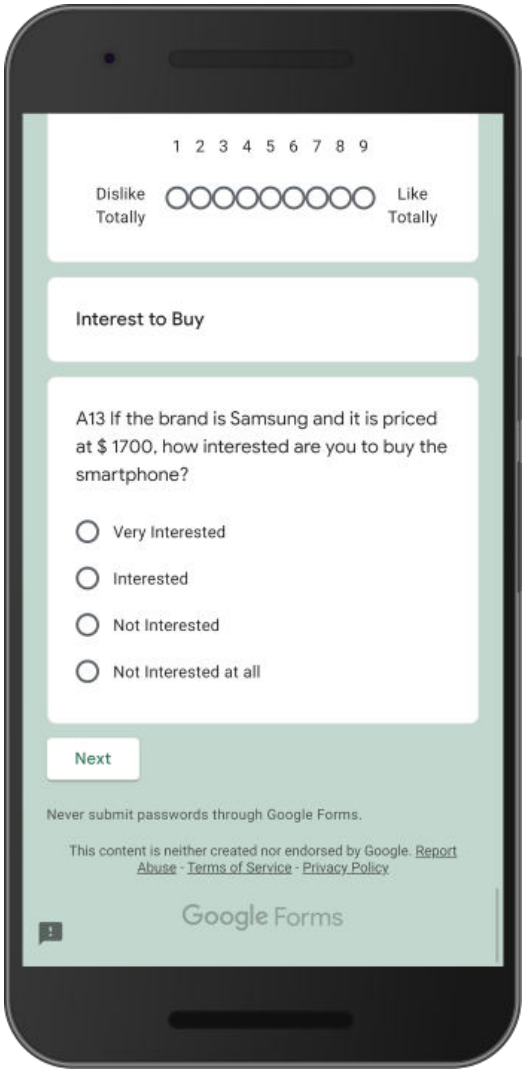


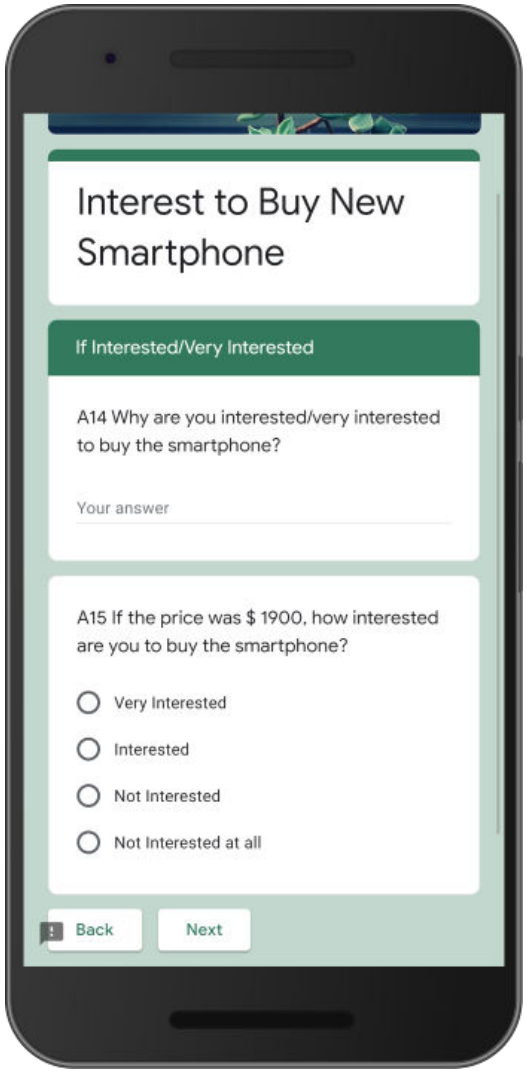


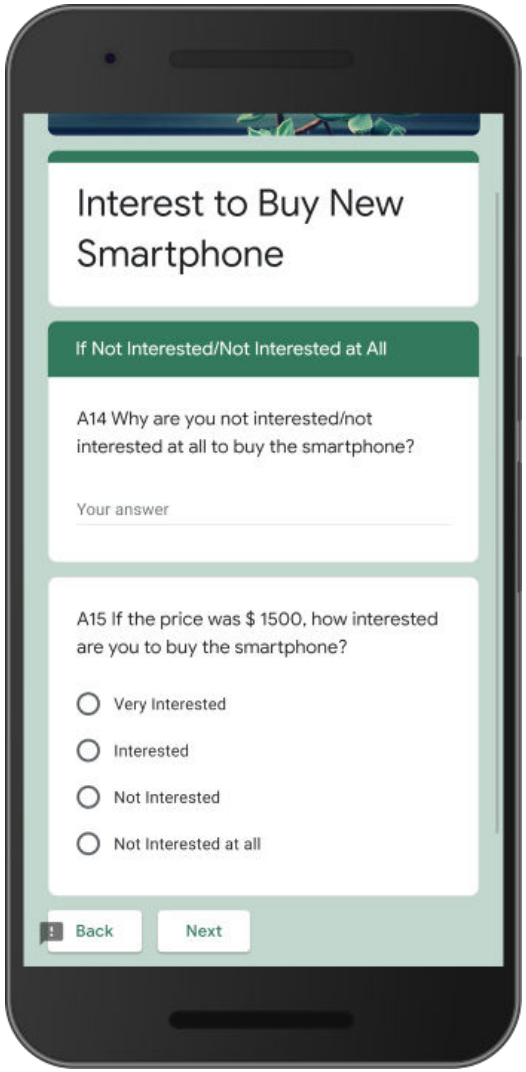


Google Form Questionnaire (5)

How it Looks on Smartphone

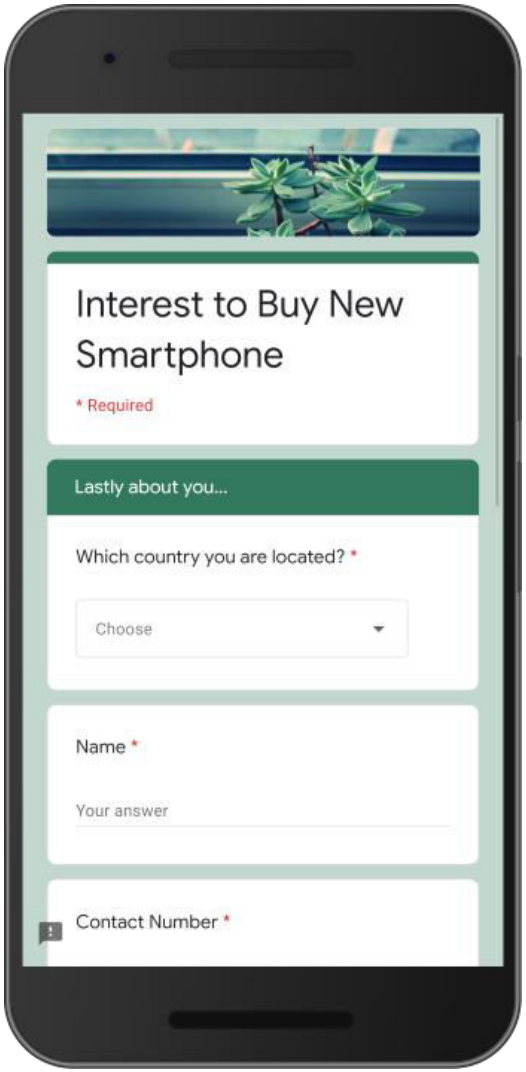


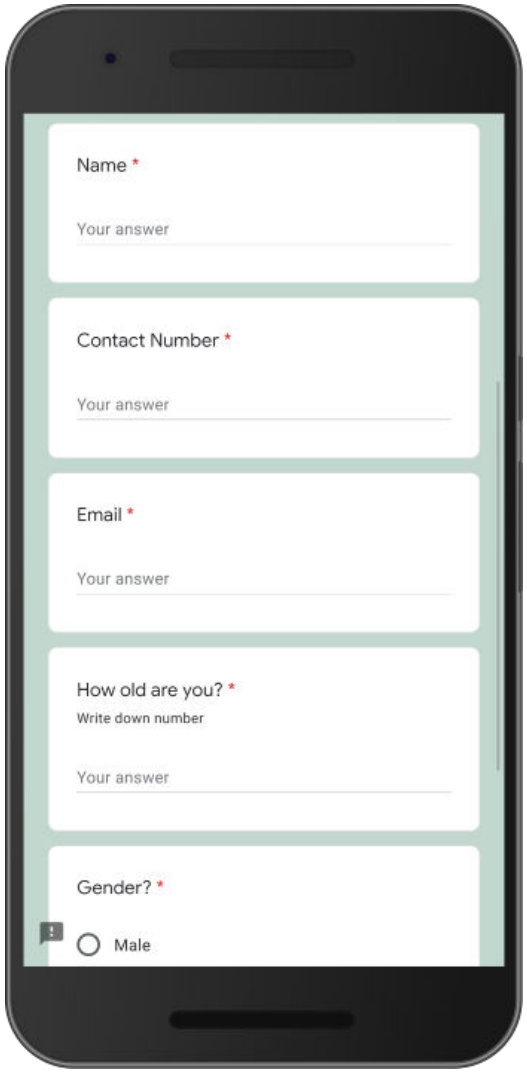


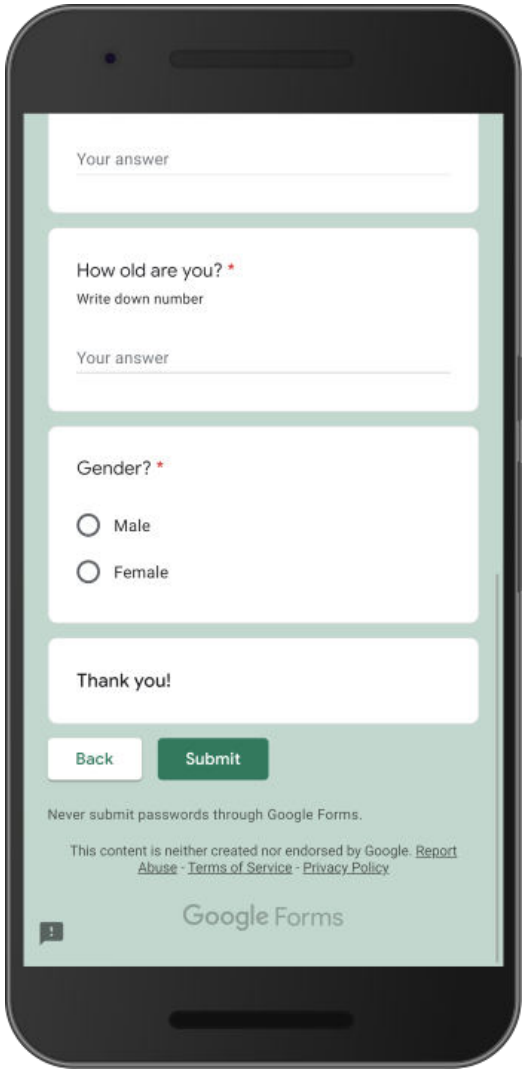


Google Form Questionnaire (6)

How it Looks on Smartphone







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

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.

Title Description (optional)

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

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

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

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	☐	☐	☐	☐	☐	☐	☐	☐	☐
High quality	☐	☐	☐	☐	☐	☐	☐	☐	☐
A brand for me	☐	☐	☐	☐	☐	☐	☐	☐	☐
Affordable price	☐	☐	☐	☐	☐	☐	☐	☐	☐
Beautiful design	☐	☐	☐	☐	☐	☐	☐	☐	☐
Durable	☐	☐	☐	☐	☐	☐	☐	☐	☐
"Premium" look and feel	☐	☐	☐	☐	☐	☐	☐	☐	☐
Friendly user interface	☐	☐	☐	☐	☐	☐	☐	☐	☐
Understand what consumers want	☐	☐	☐	☐	☐	☐	☐	☐	☐

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

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

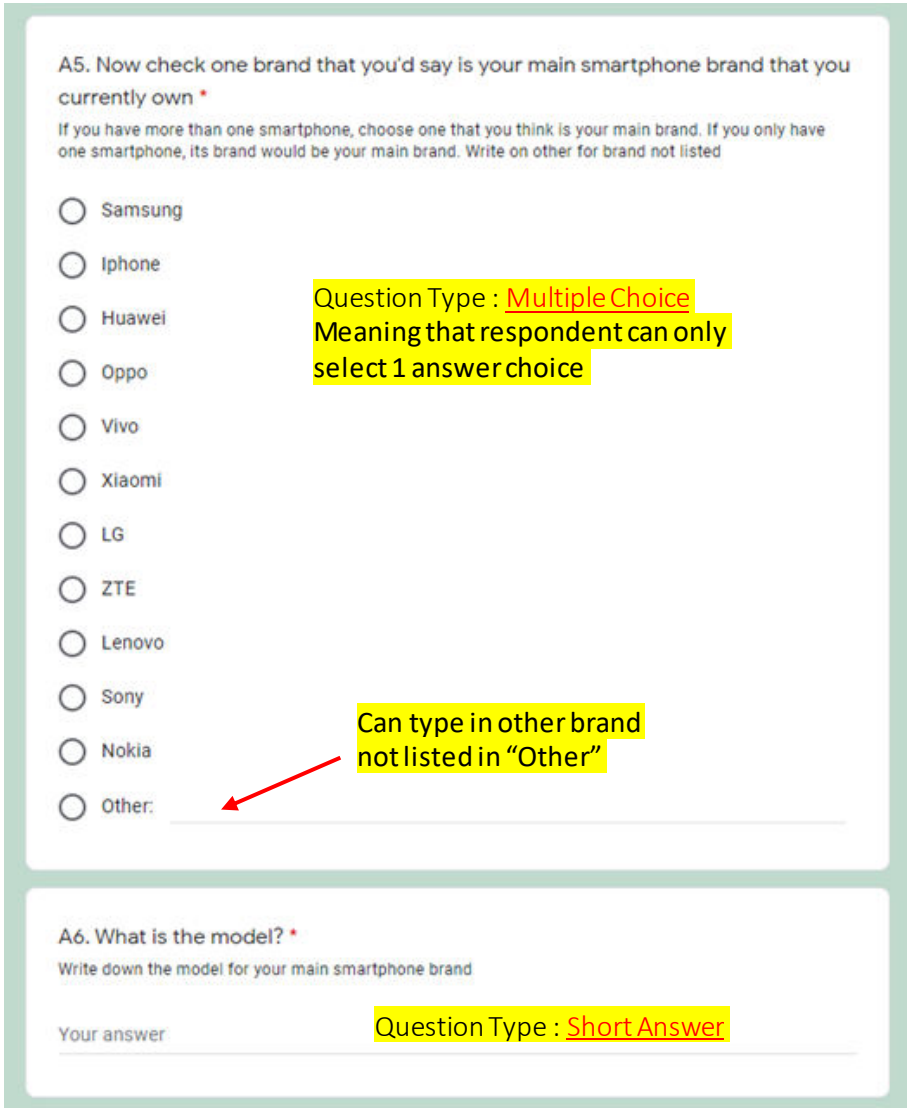
- ☐ Samsung
- ☐ Iphone
- ☐ Huawei
- ☐ Oppo
- ☐ Vivo
- ☐ Xiaomi
- ☐ LG
- ☐ ZTE
- ☐ Lenovo
- ☐ Other:

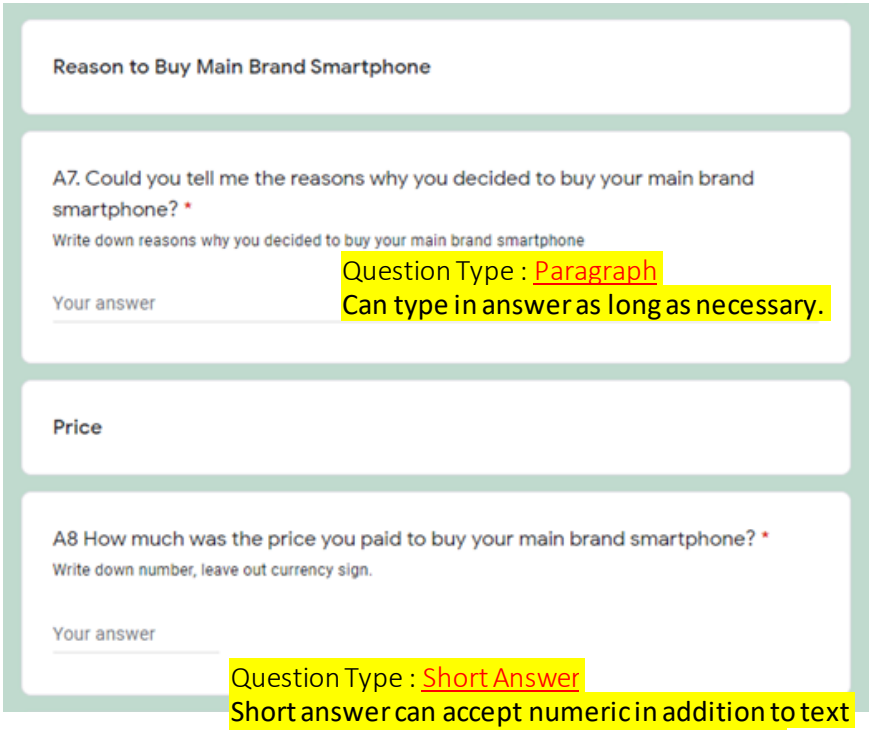
Question Type : Checkbox
Meaning that respondent can select 1 or more than 1 answer choices

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

Google Forms Questionnaire Description (3)

Now viewed on Laptop/PC





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	○	○	○	○	○
Display	○	○	○	○	○
Processor	○	○	○	○	○
Camera	○	○	○	○	○
Battery	○	○	○	○	○
User Interface / OS	○	○	○	○	○
Storage	○	○	○	○	○
Security	○	○	○	○	○
Audio / Speakers	○	○	○	○	○
Ports (USB/Audio)	○	○	○	○	○

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

NETWORK	Technology	GSM / HSPA / LTE
LAUNCH	Announced	2020, February 11
	Status	Available. Released 2020, February 14
BODY	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)
DISPLAY	Type	Foldable Dynamic AMOLED capacitive touchscreen, 16M colors
	Size	6.7 inches, 101.6 cm² (~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
PLATFORM	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)
MEMORY	Card slot	No
	Internal	256GB 8GB RAM UFS 3.0
MAIN CAMERA	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+
SELFIE CAMERA	Single	10 MP, f/2.4, 26mm (wide), 1.22µm, PDAF
	Features	HDR
	Video	2160p@30fps
SOUND	Loudspeaker	Yes
	3.5mm jack	No 32-bit/384kHz audio Tuned by AKG
COMMS	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
FEATURES	Sensors	Fingerprint (side-mounted), accelerometer, gyro, proximity, compass, barometer
BATTERY		Non-removable Li-Po 3300 mAh battery
	Charging	Fast battery charging 15W Wireless charging
MISC	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 / €1,480.00 / £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

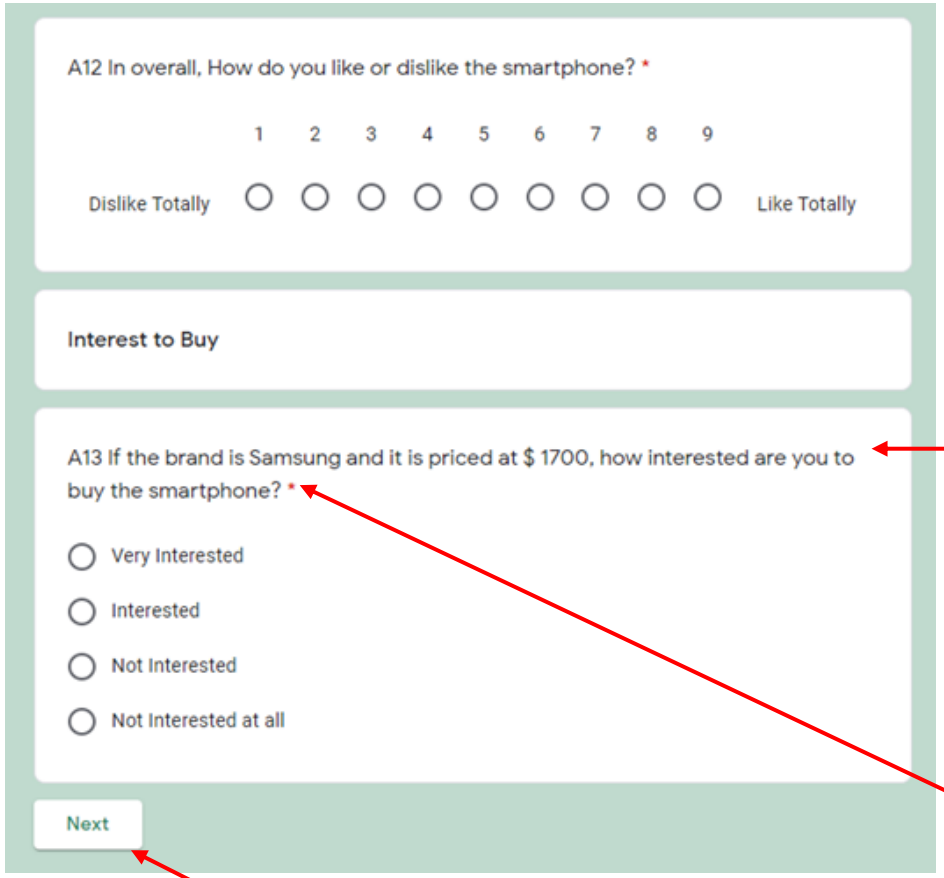
A11 What are things that you dislike about this smartphone? What else? *

Your answer

Question Type : Paragraph

Google Forms Questionnaire Description (6)

Now viewed on Laptop/PC



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.

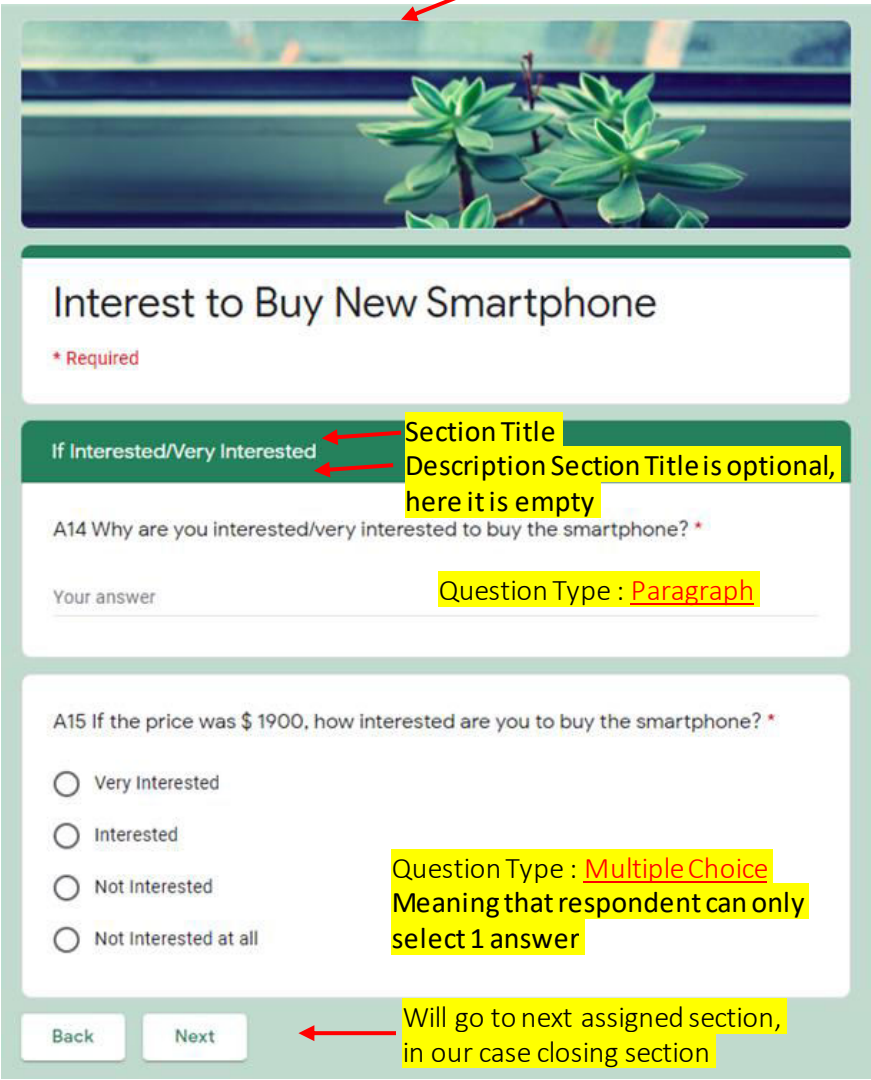
Next = to next section.

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

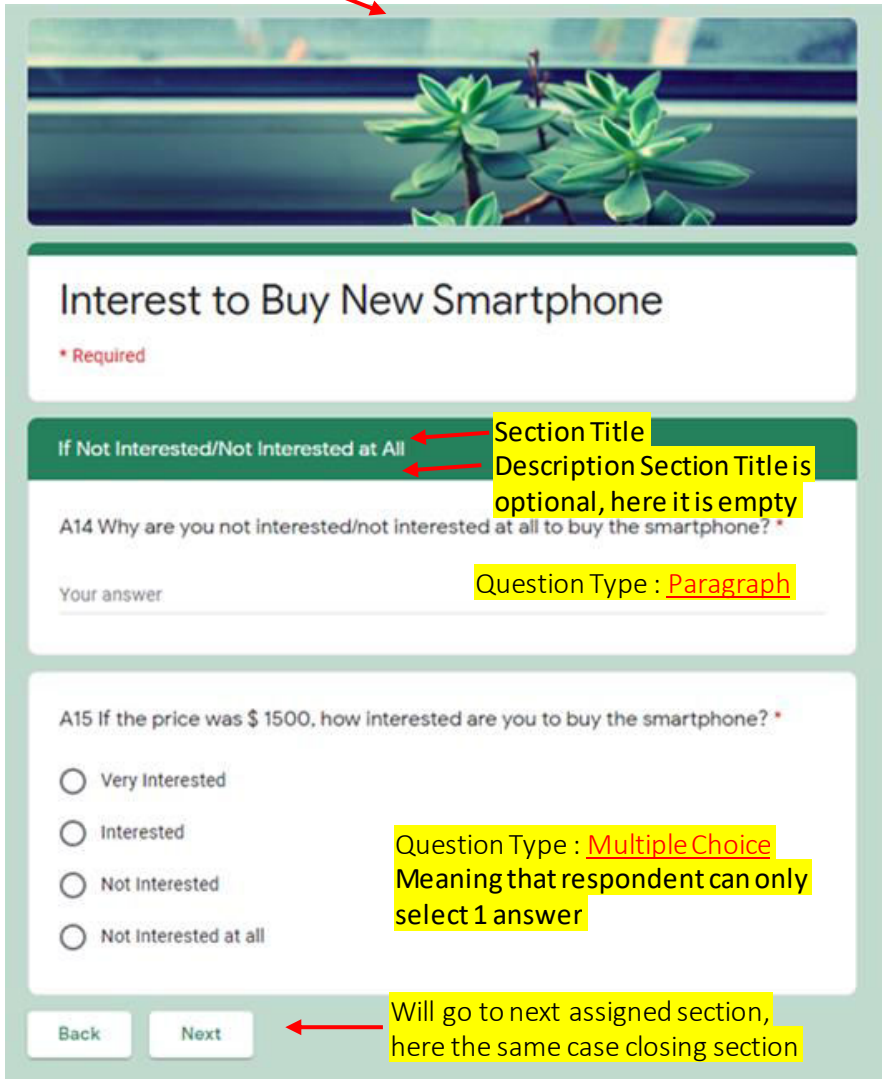
Google Forms Questionnaire Description (7)

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



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

Female

Question Type : Multiple Choice

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

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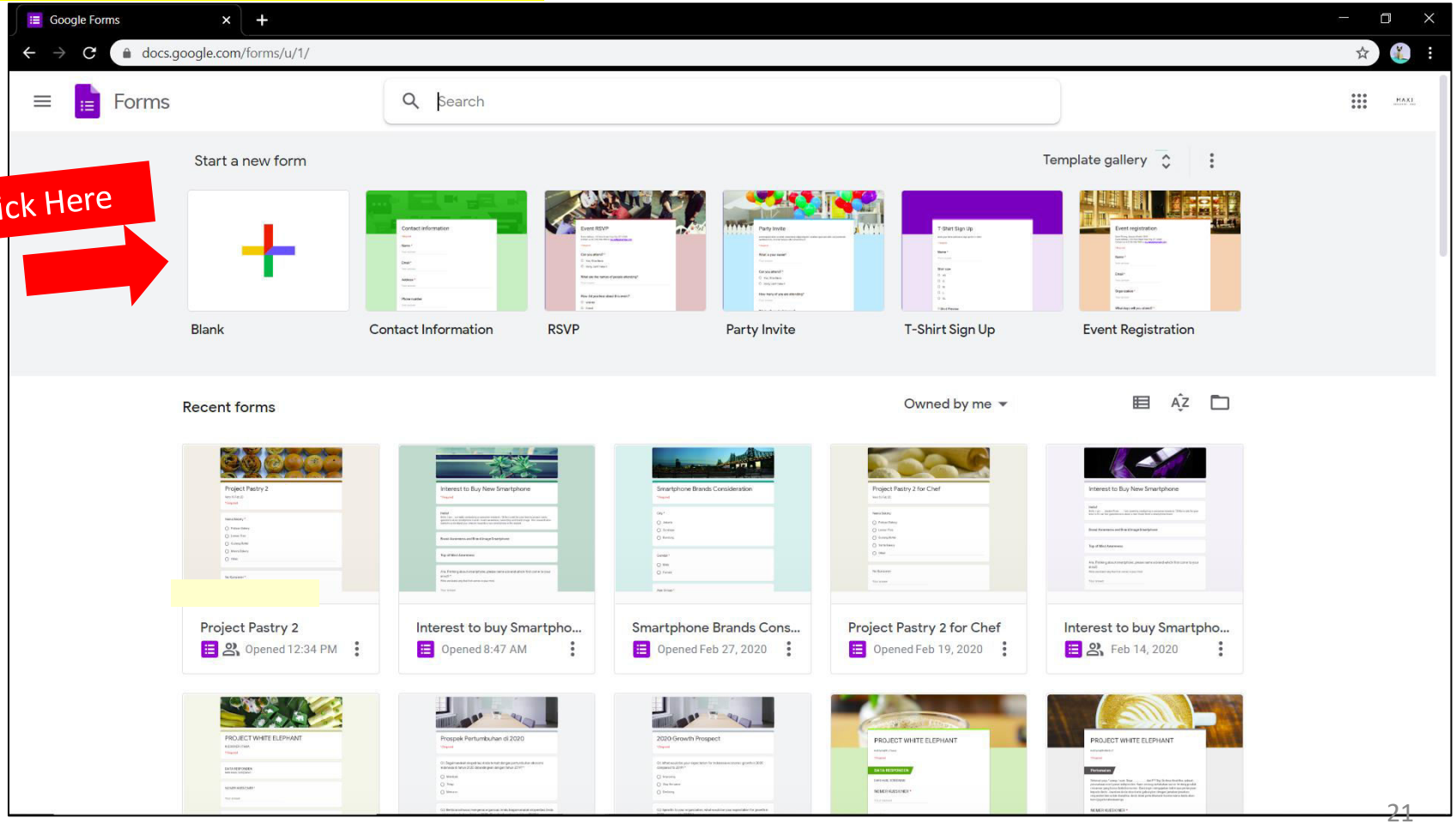
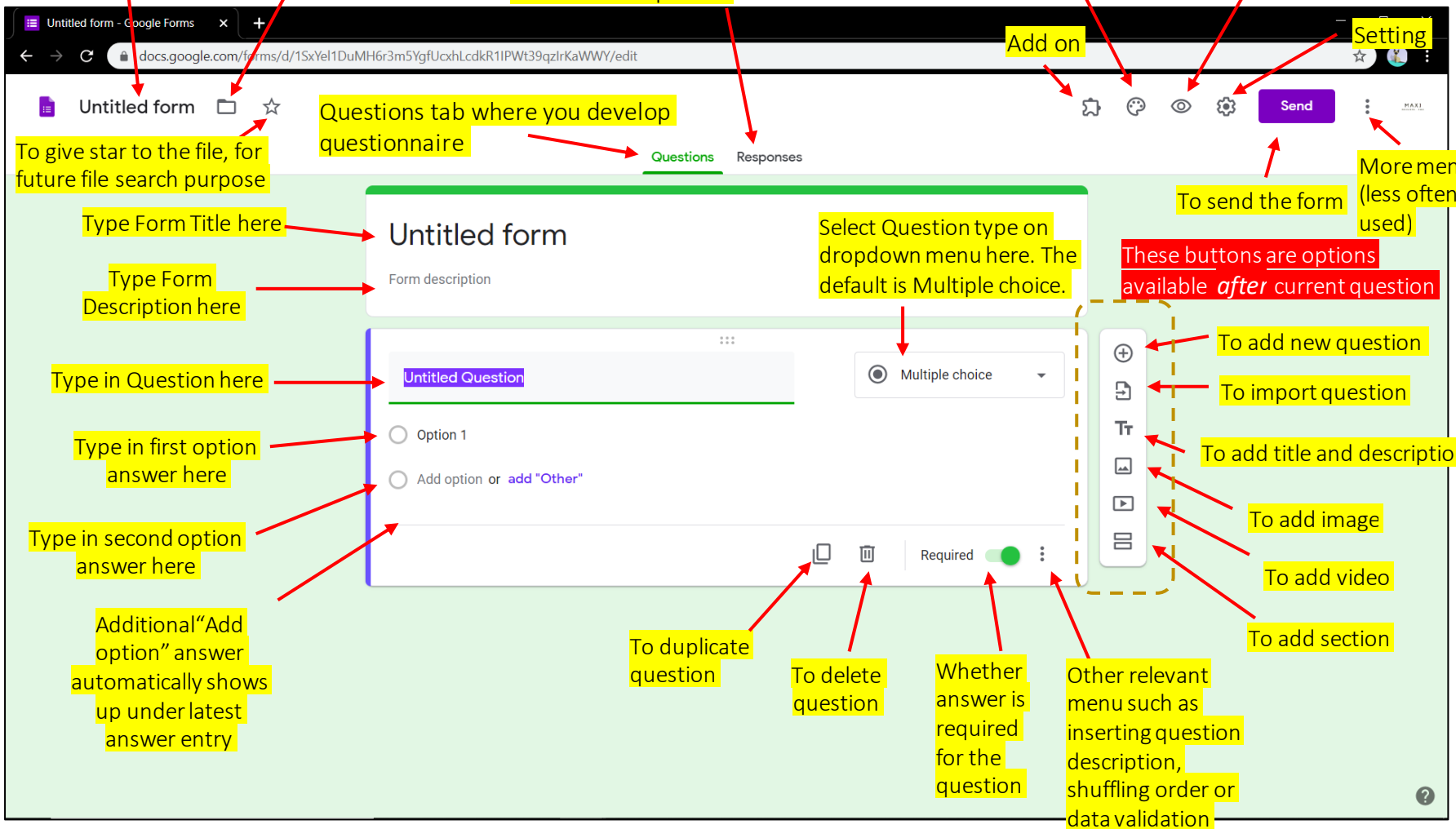
Start A New Questionnaire

In Google Forms, Form = Questionnaire

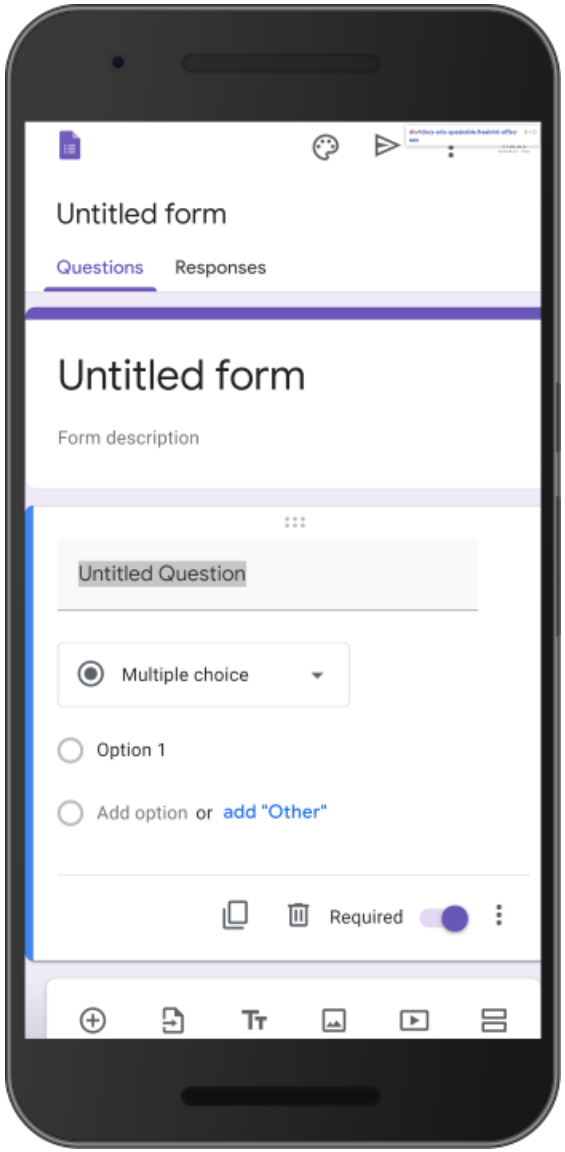
- Sign up or Sign in to your Google account
- Go to docs.google.com/forms or to your Gdrive click New> More > Google Forms
- In the top left, click the **plus button +.**
- A **new form** will automatically open



Complete Menu to Develop Questionnaire



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

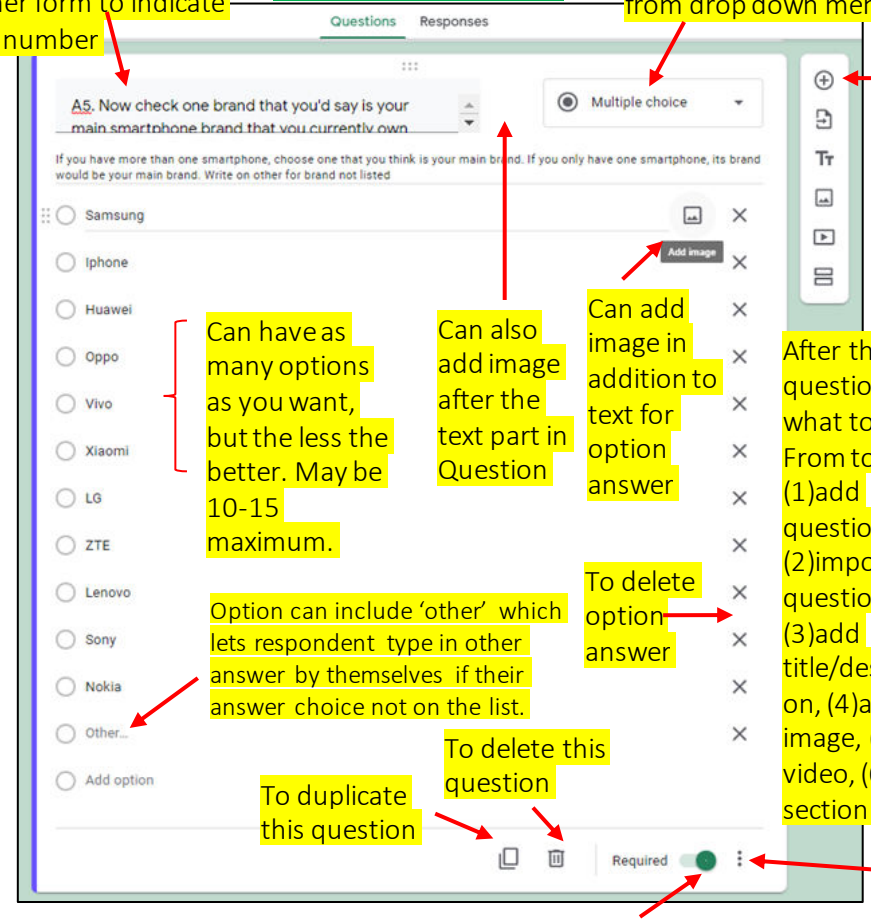
Multiple Choice

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

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

Development

Multiple Choice question type selected from drop down menu



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

To delete option answer

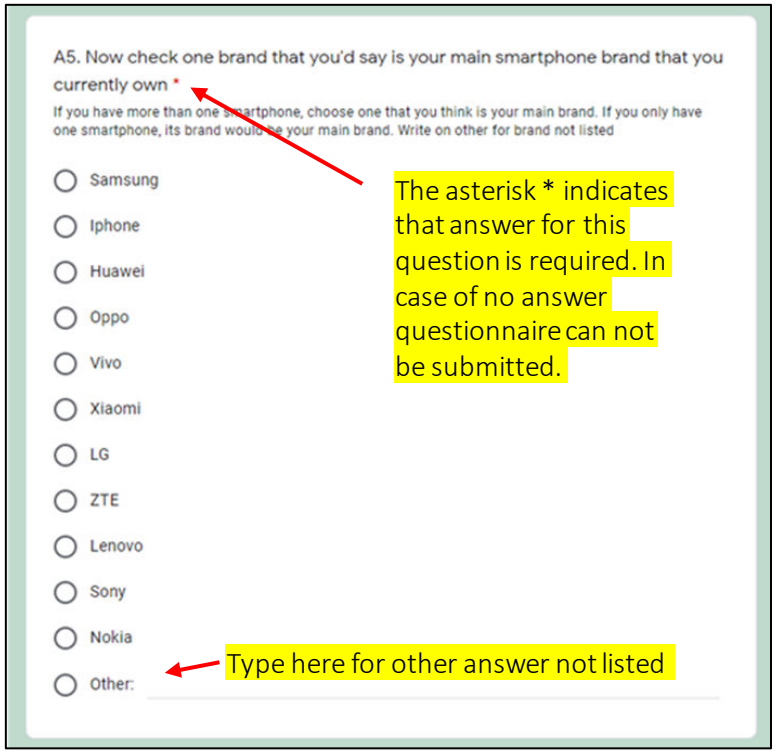
Option can include 'other' which lets respondent type in other answer by themselves if their answer choice not on the list.

To delete this question

To duplicate this question

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

Preview



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.

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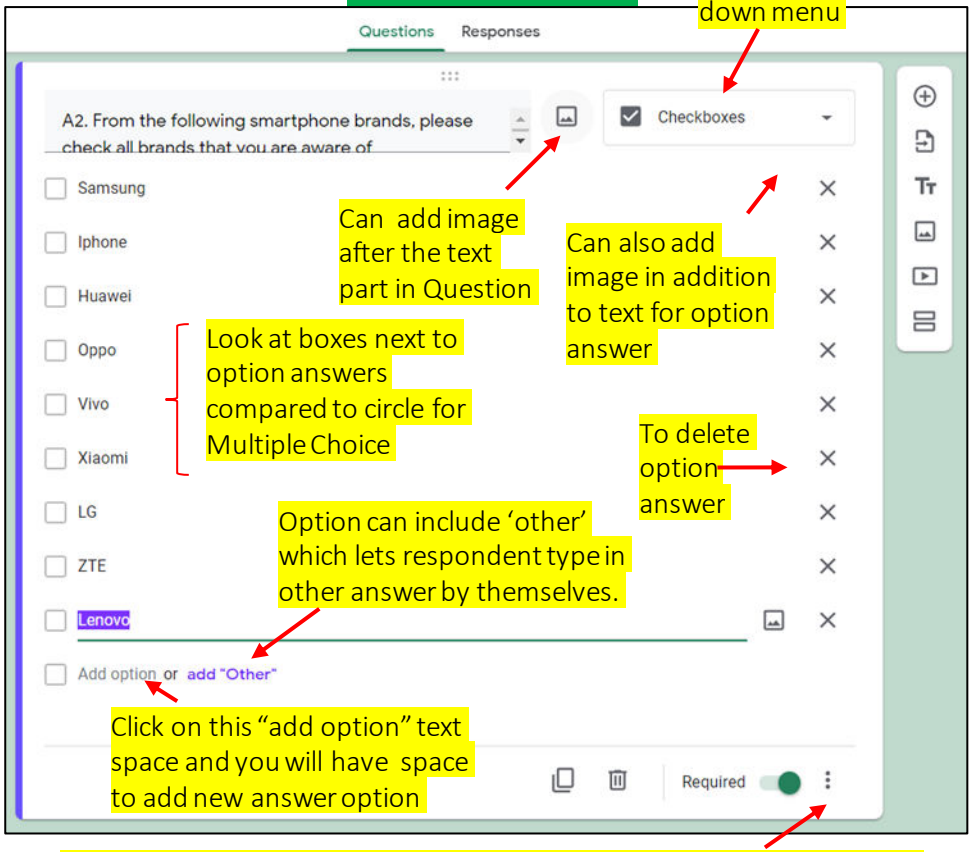
Checkboxes

- 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

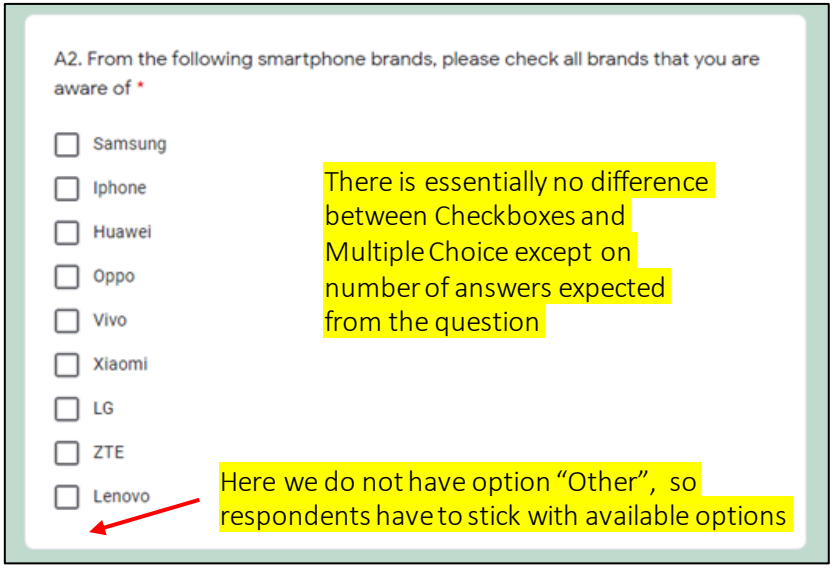
To delete option answer

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

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.

Preview



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

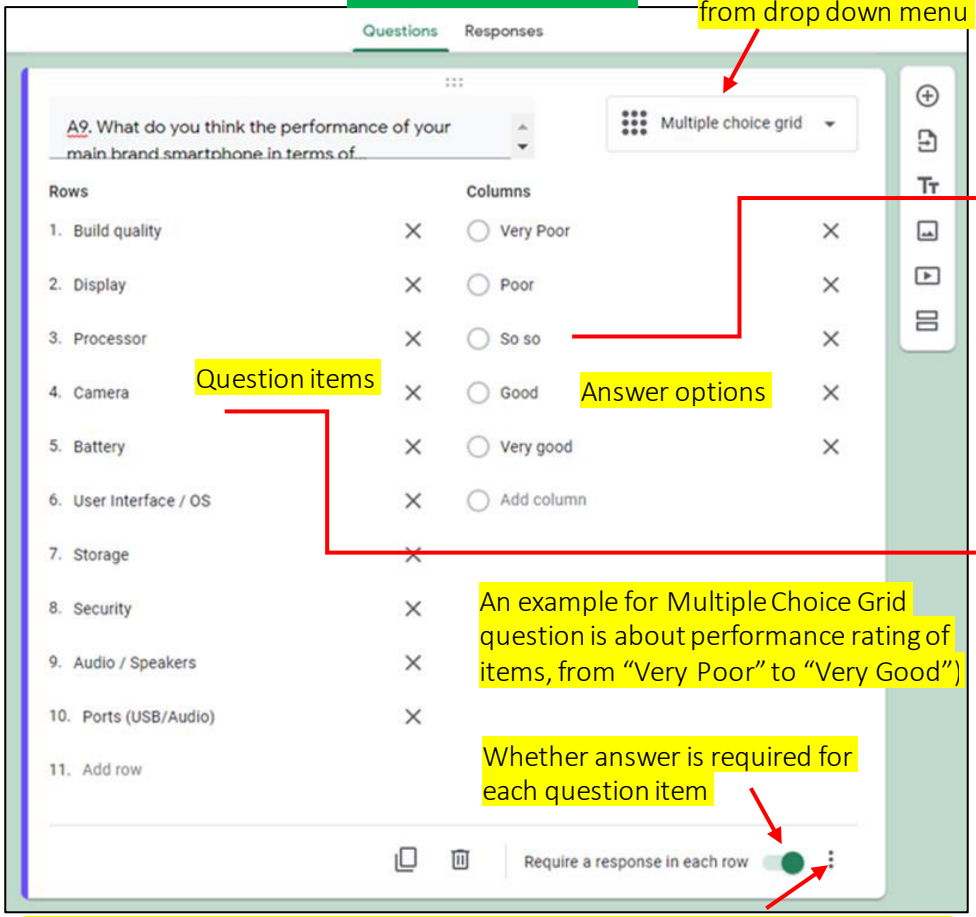
Here we do not have option "Other", so respondents have to stick with available options

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



Question items

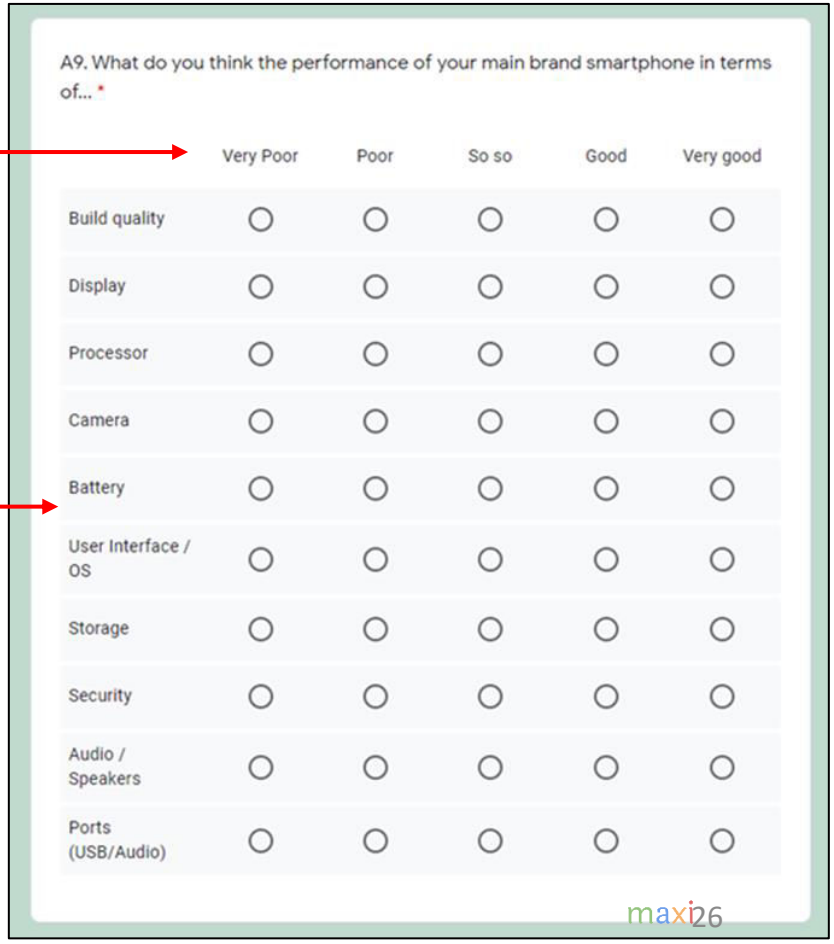
Answer options

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

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.

Preview



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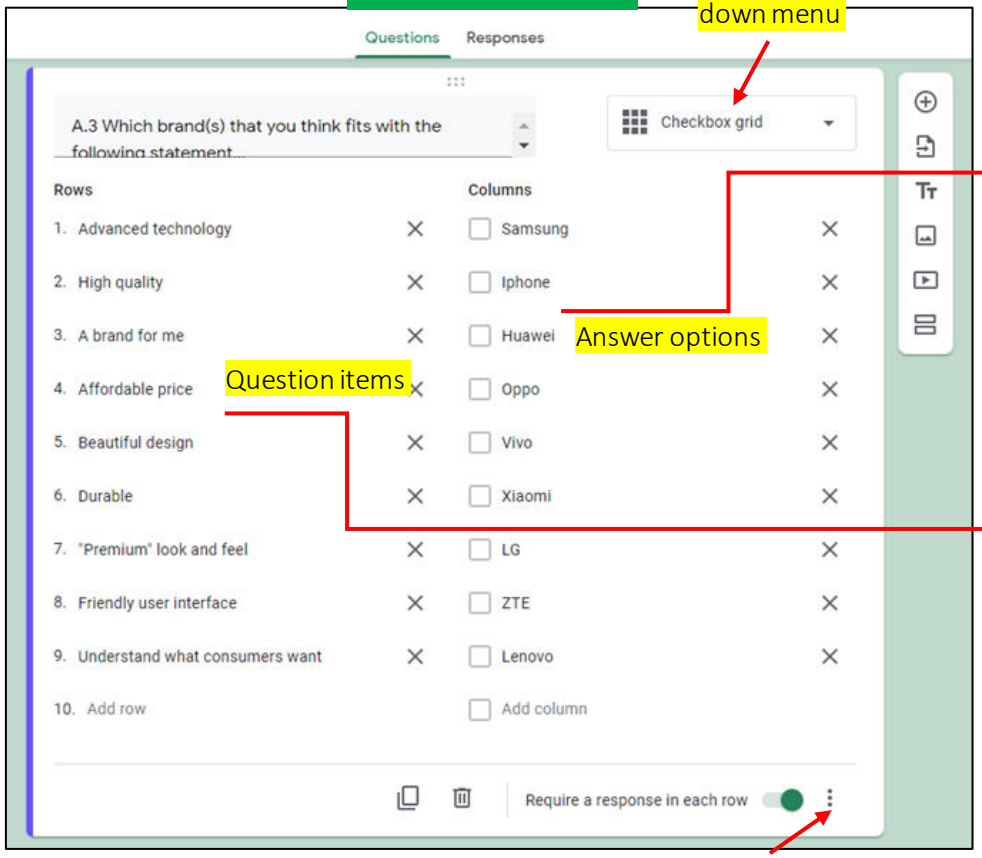
Checkbox Grid

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

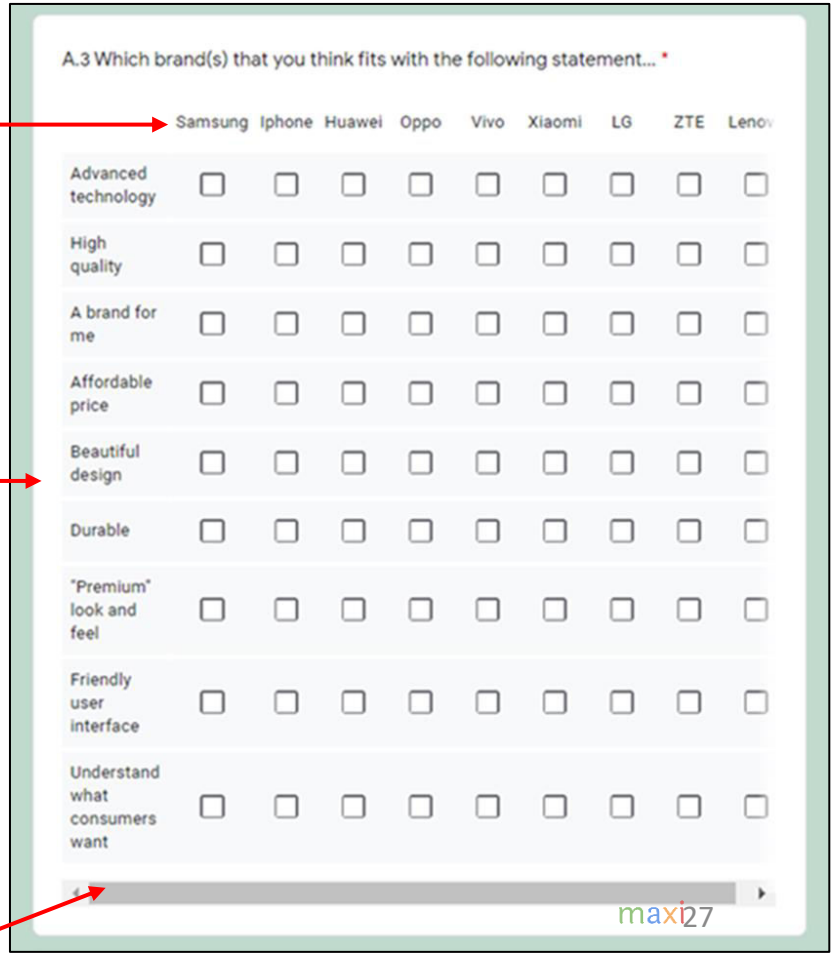
Checkbox Grid question type selected from drop down menu



Answer options

Question items

Preview



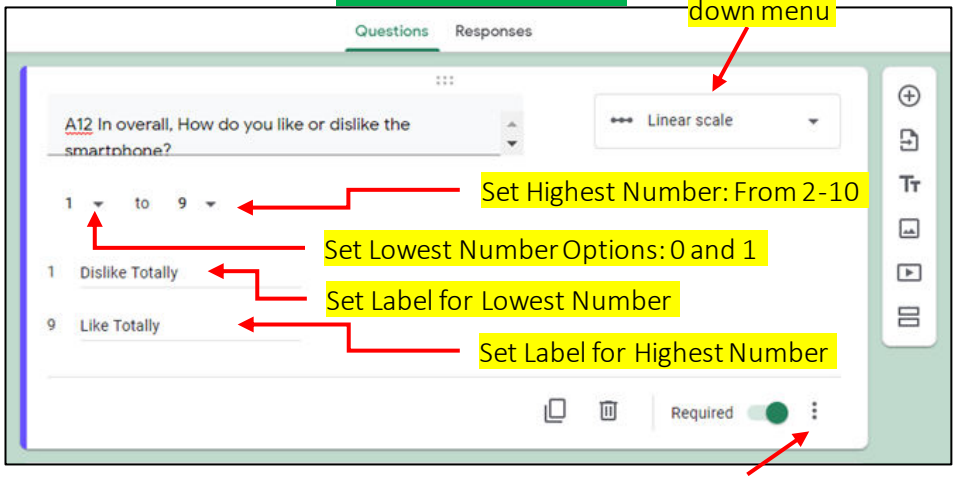
Click to display menu : (1) whether to show question description (smaller texts below question), (2) limit to one response per column, (3) Shuffle option order.

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

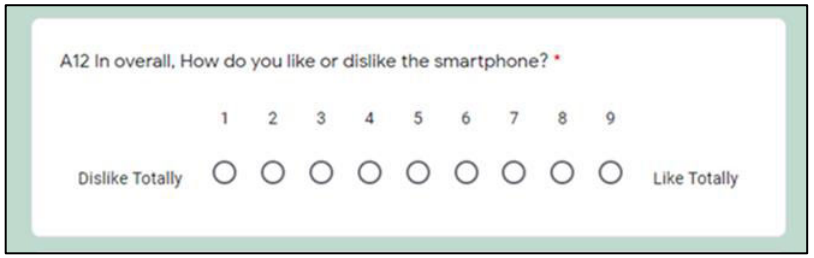
Linear Scale

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



Preview

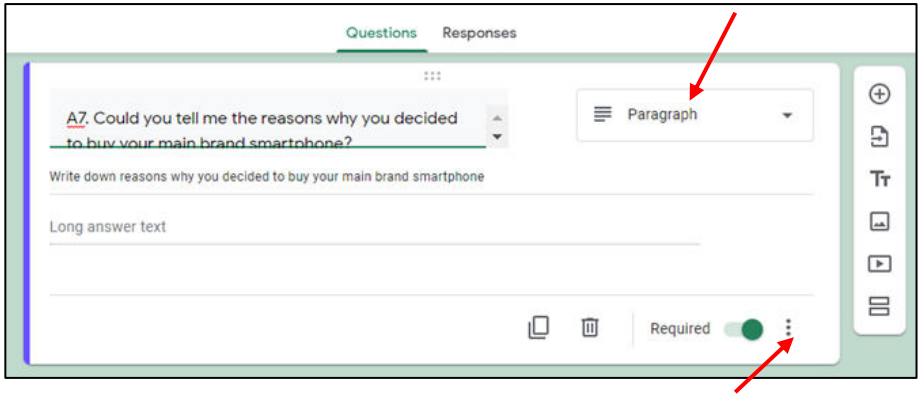


Paragraph

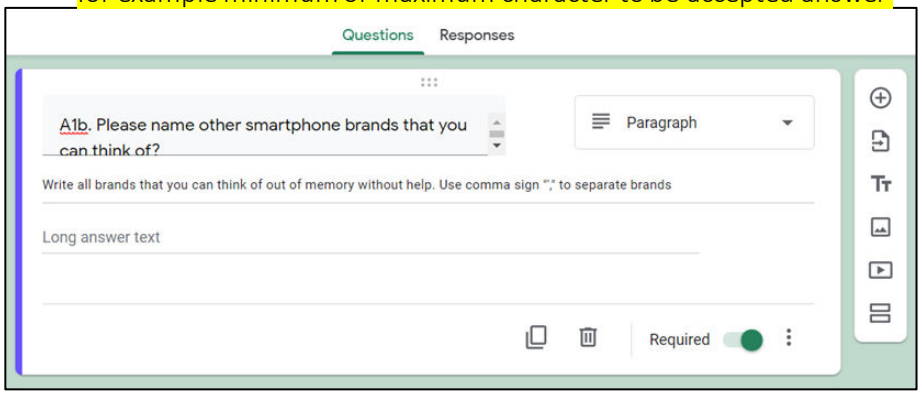
- When we ask question and expect the answer to be in long text, select Paragraph. In questionnaire usually the paragraph question type is related to why/reasoning questions where answer can be quite long and unstructured.
- Another example of question that answers in long text is for writing list of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

Development

Paragraph question type selected from drop down menu

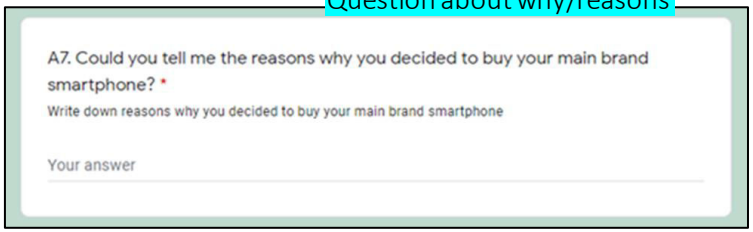


Click to display menu : whether to show question description, apply validation, for example minimum or maximum character to be accepted answer

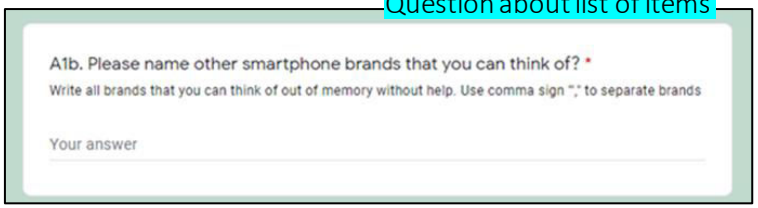


Preview

Question about why/reasons



Question about list of items

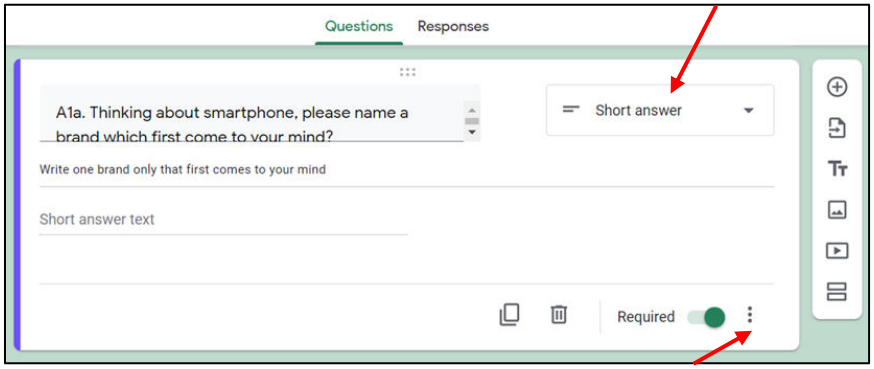


Short Answer

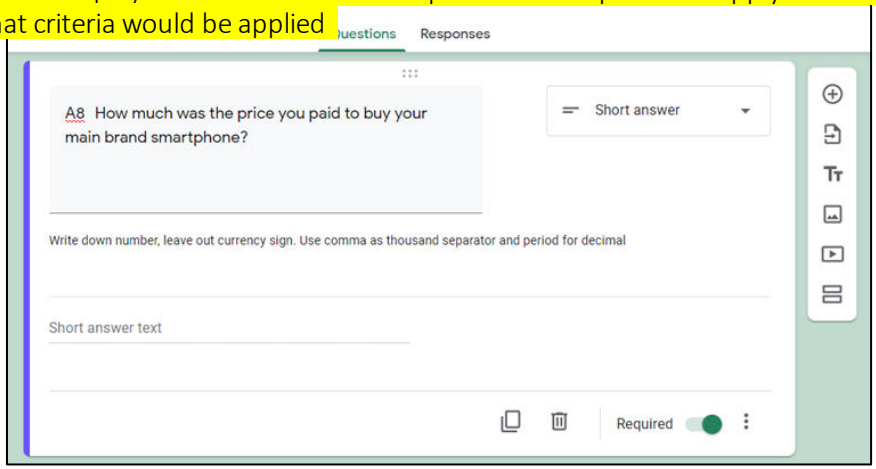
- Short Answer is question type that expects answer in short text or number

Development

Short Answer question type selected from drop down menu

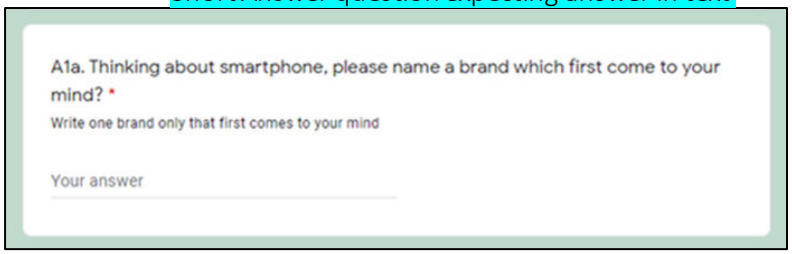


Click to display menu : menu to show question description and apply validation, what criteria would be applied

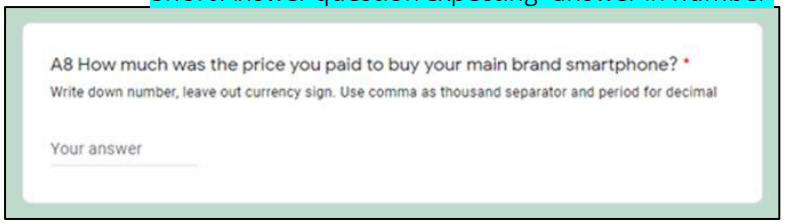


Preview

Short Answer question expecting answer in text



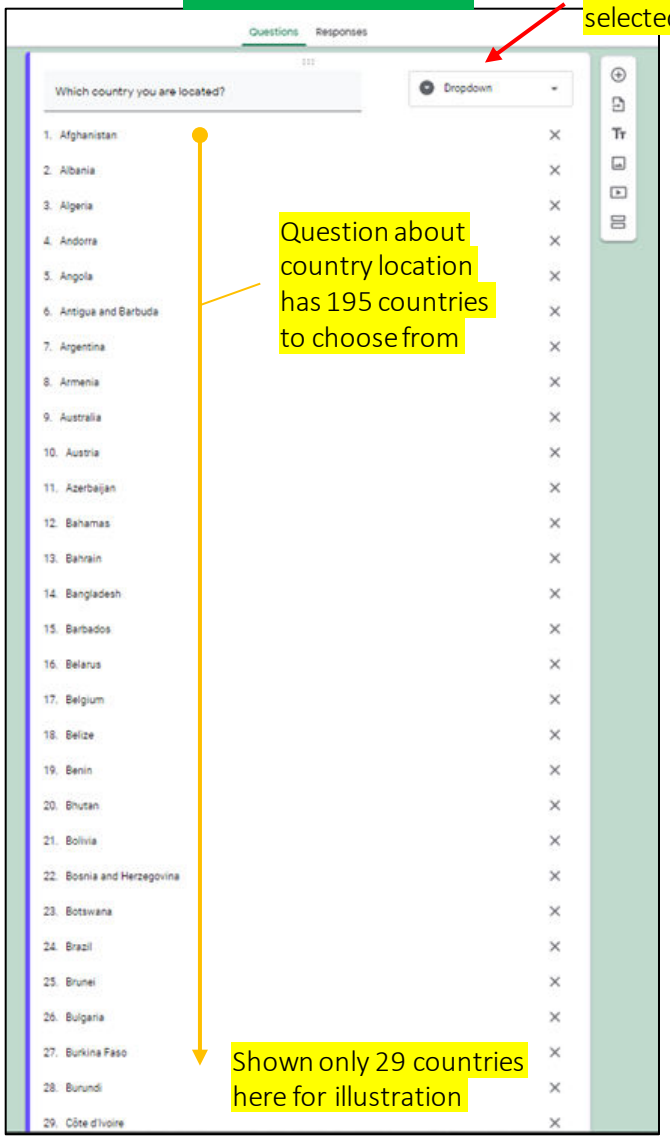
Short Answer question expecting answer in number



Dropdown

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

Development

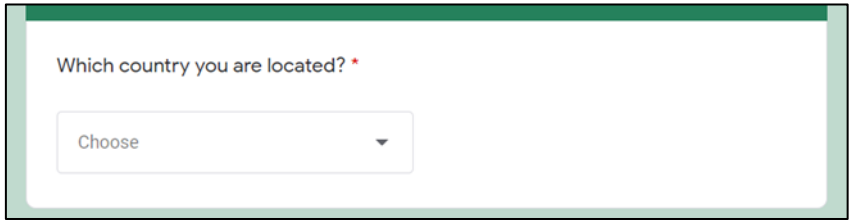


Dropdown question type selected from drop down menu

Question about country location has 195 countries to choose from

Shown only 29 countries here for illustration

Preview

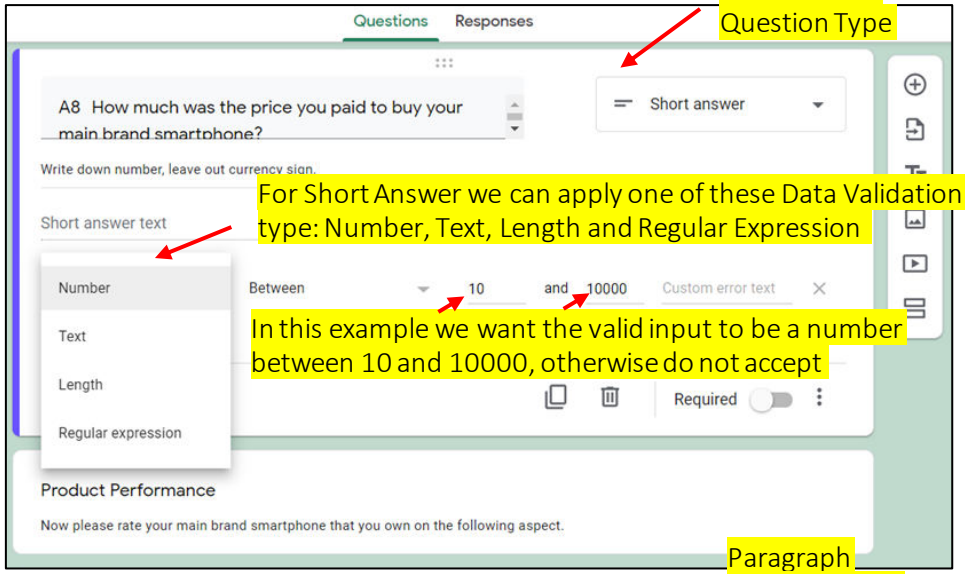


- The difference with Multiple Choice is that for Dropdown the option answers will only be shown after clicking dropdown button. Dropdown is particularly useful when the number of option answers is taking up much space if shown as Multiple Choice.

Data Validation

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

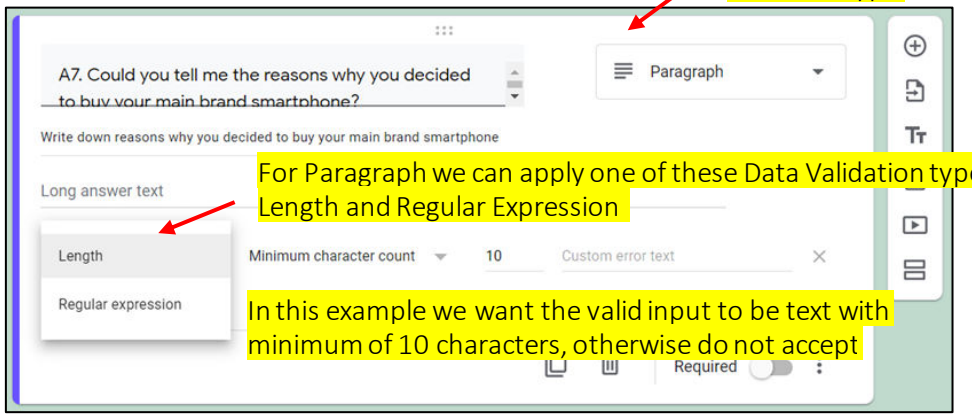
Development



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

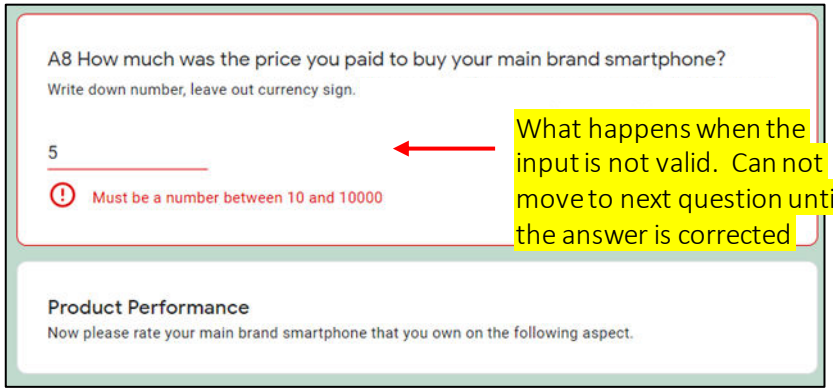


Paragraph Question Type

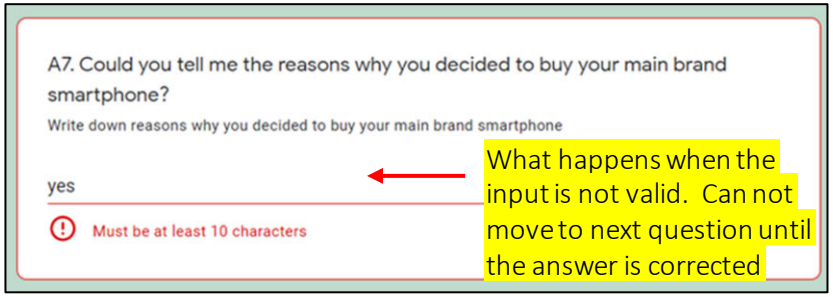
For Paragraph we can apply one of these Data Validation type: Length and Regular Expression

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

Preview



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

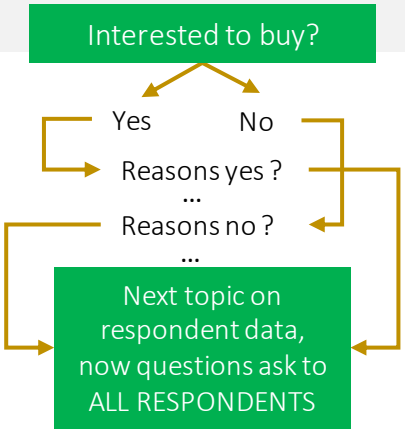


What happens when the input is not valid. Can not move to next question until the answer is corrected

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.

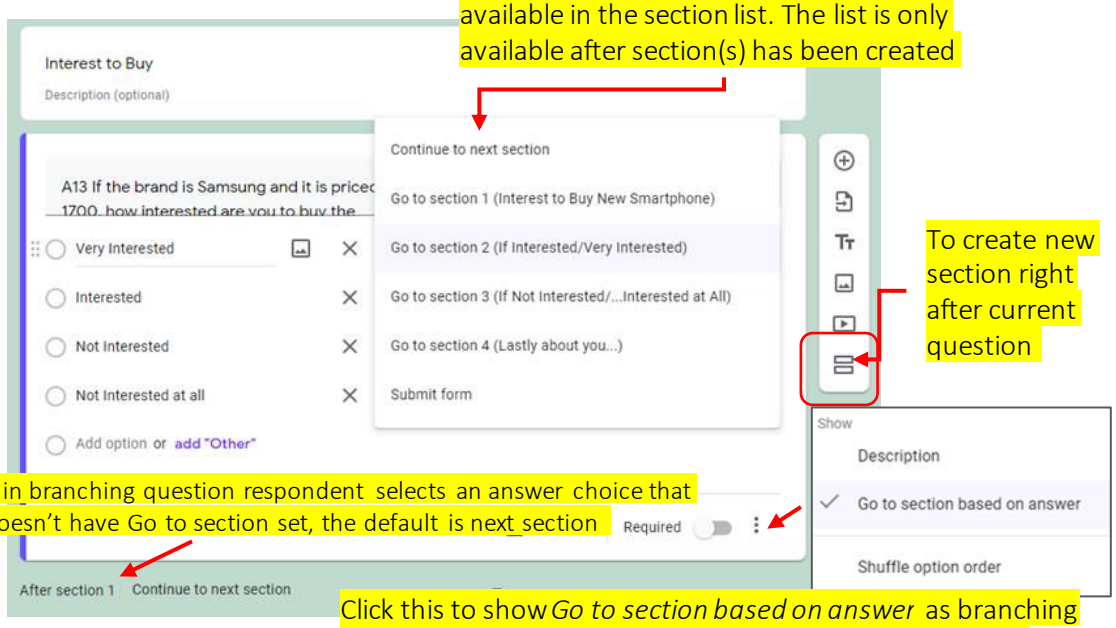
In our example questionnaire follow up question about reasons for being interested to buy will be asked ONLY to those who ANSWER INTERESTED to buy.
On the other hand, follow up questions on reasons for not being interested will be asked ONLY to those who ANSWER NOT INTERESTED to buy.



Key in Conditional Branching is 'SECTION'

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.

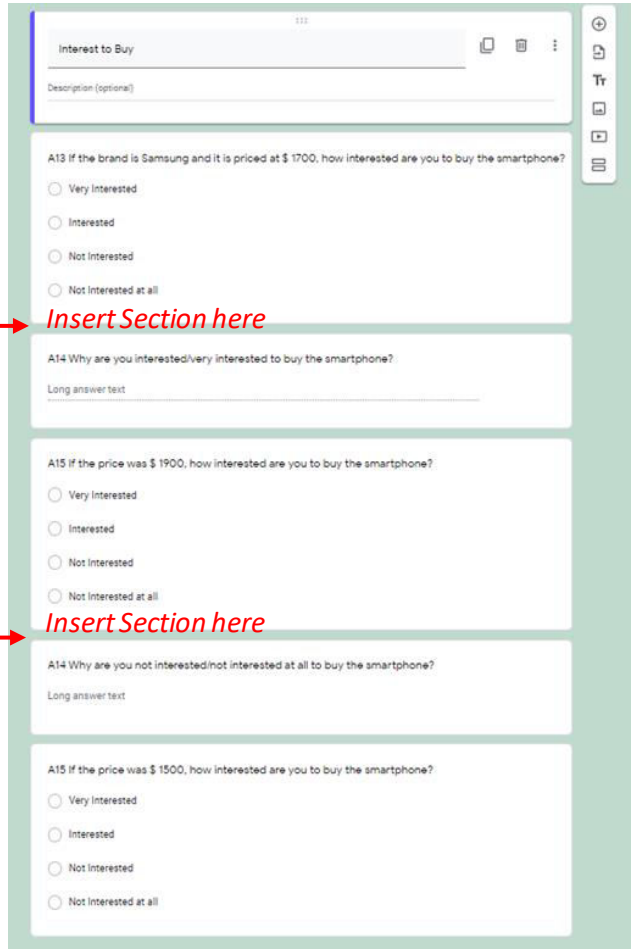
For each answer choose section to go to available in the section list. The list is only available after section(s) has been created



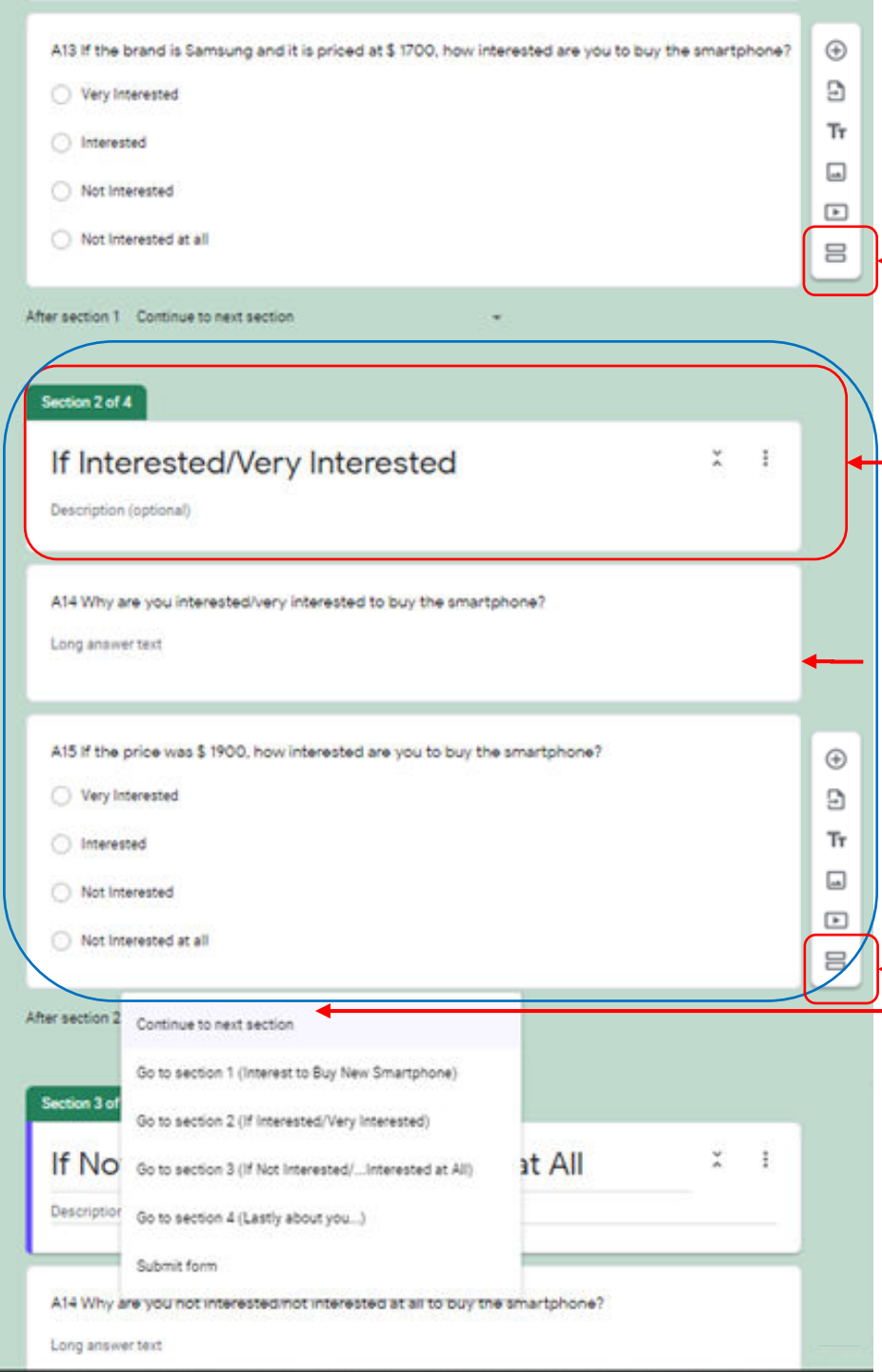
To create new section right after current question

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).



Conditional Branching / Skip Logic (2)

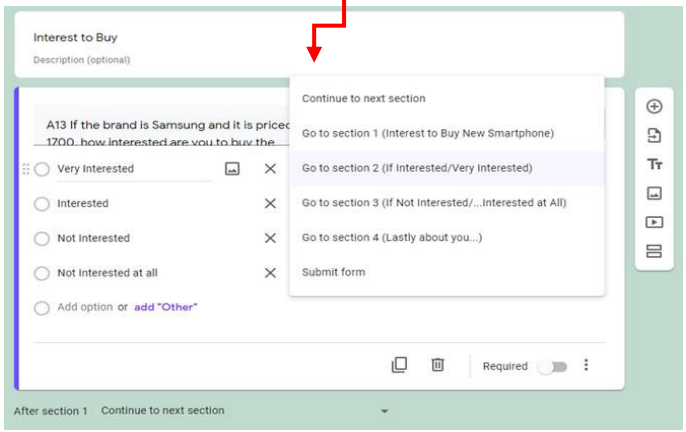


At this question, click the add section button

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

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

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



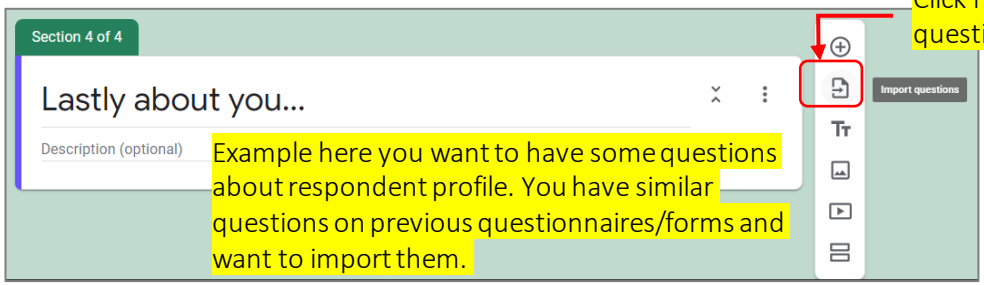
At this question, click the add section button. In addition to adding new section, this also automatically define the end of current section

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.

maxi34

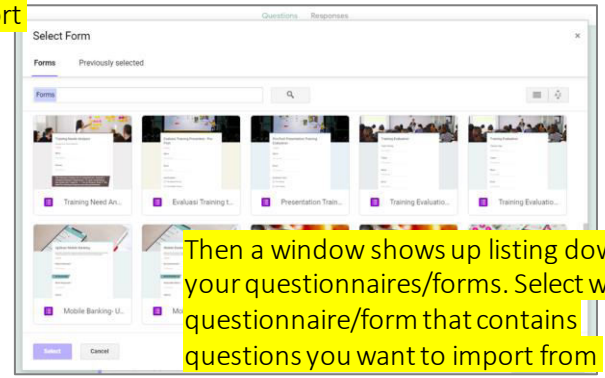
Importing Questions

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

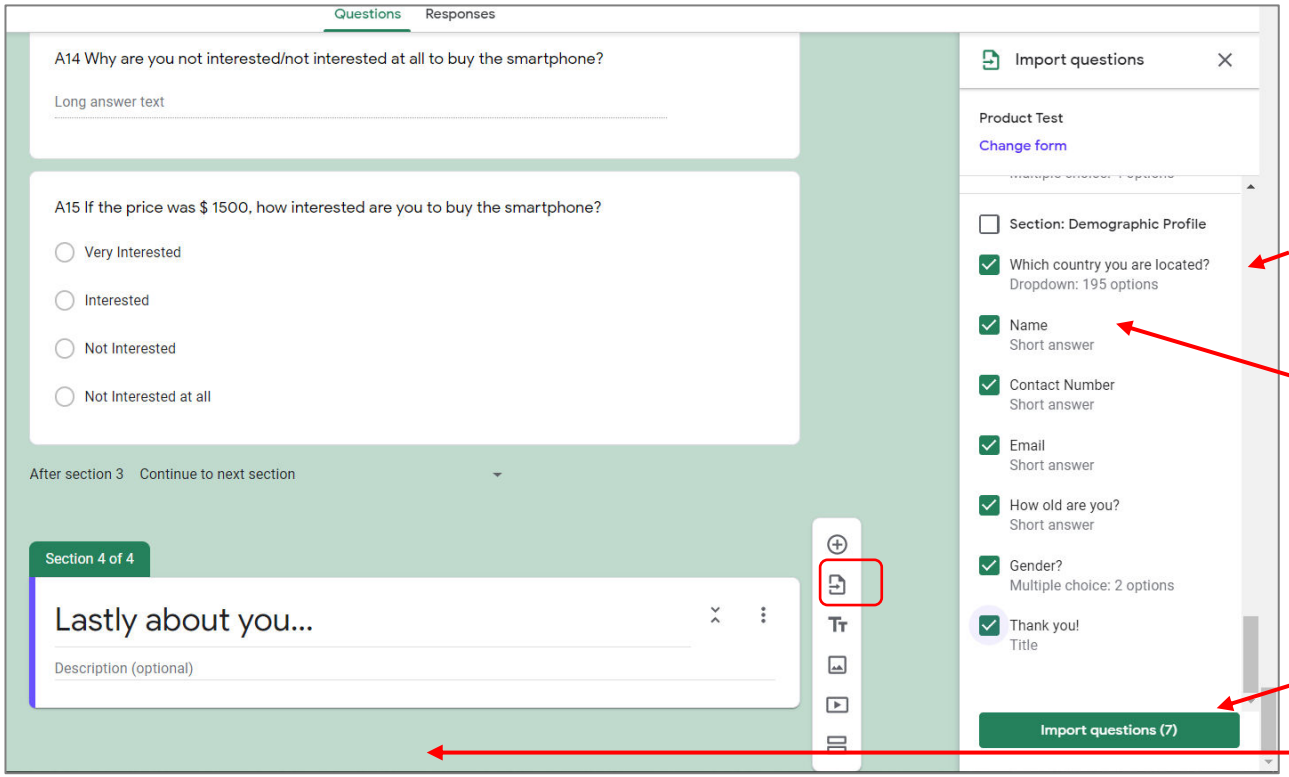


Click here to import questions

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



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



Questionnaire/Form to import questions from

Scroll to find questions

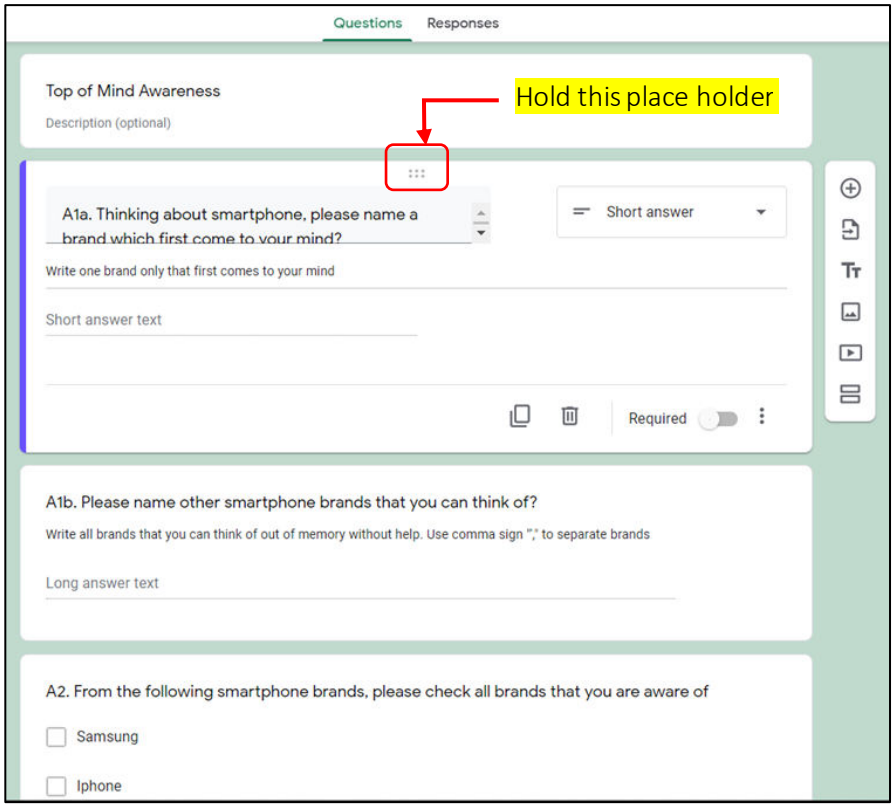
Check on the questions you want imported

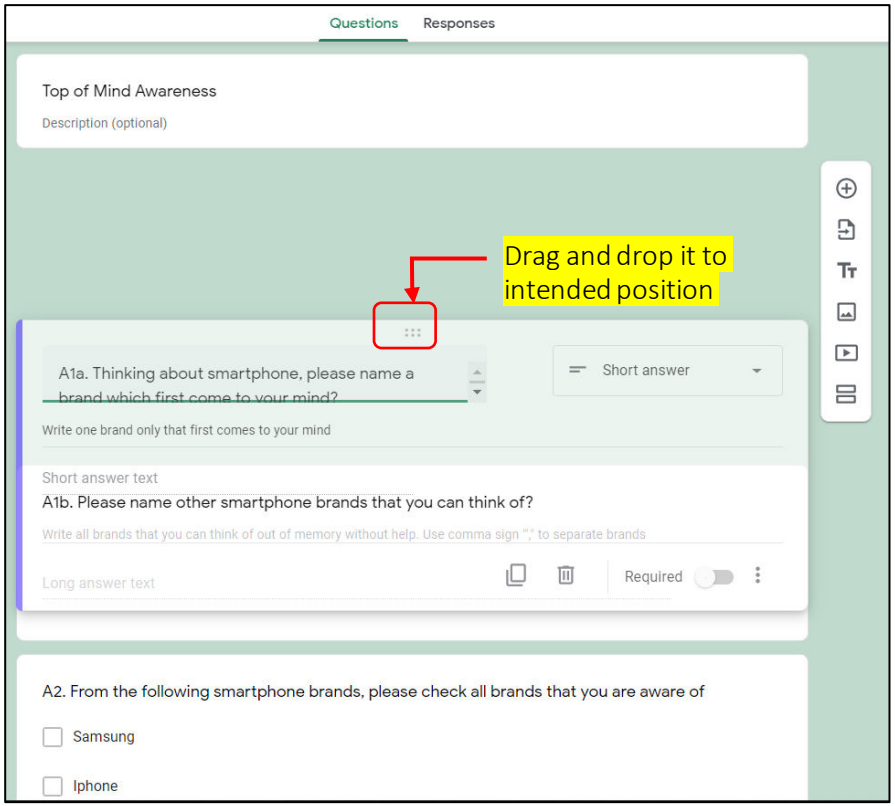
Click this button and imported questions will be added right below question/section title where it clicks the import button

Reordering Question

- Reordering question position by drag and drop.

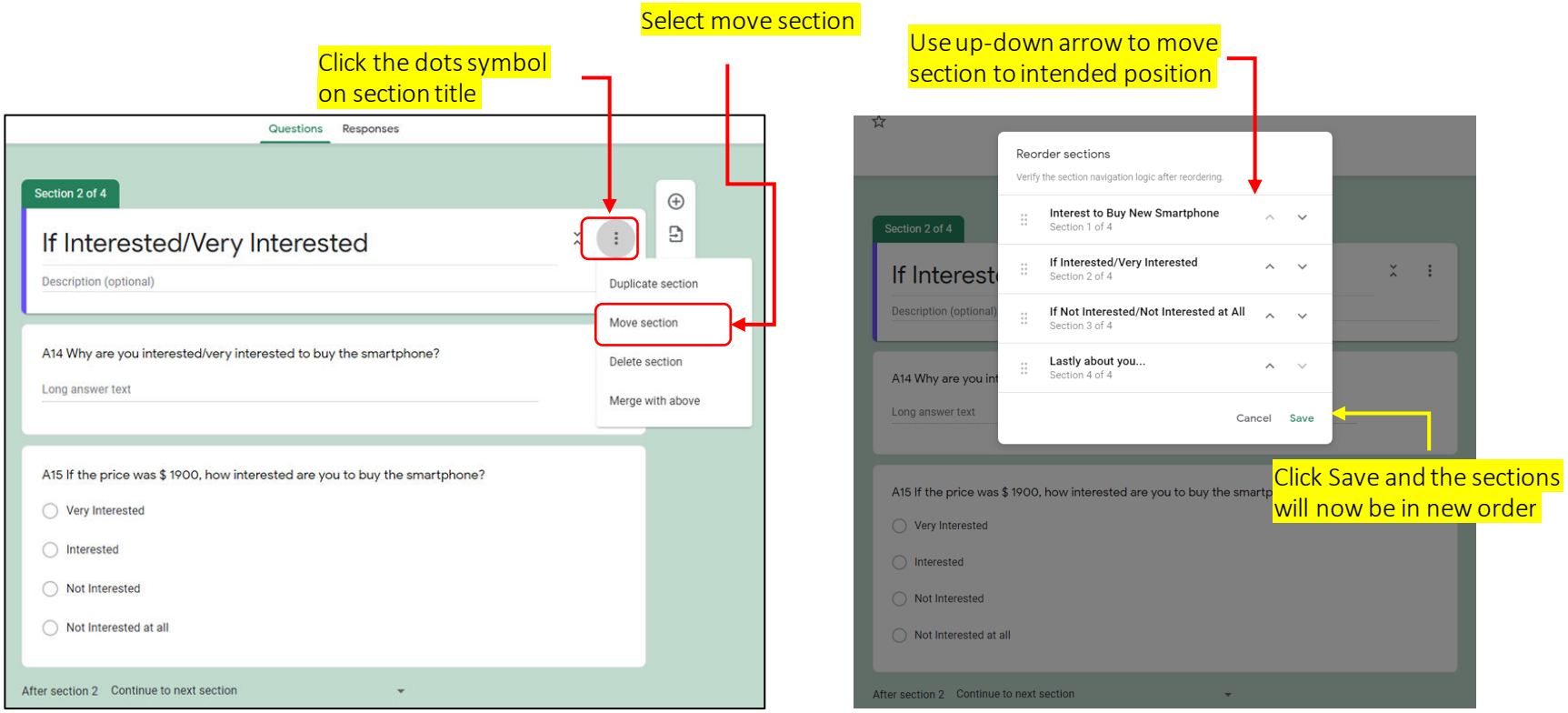
Focus to the question to reorder its position





Reordering Section

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

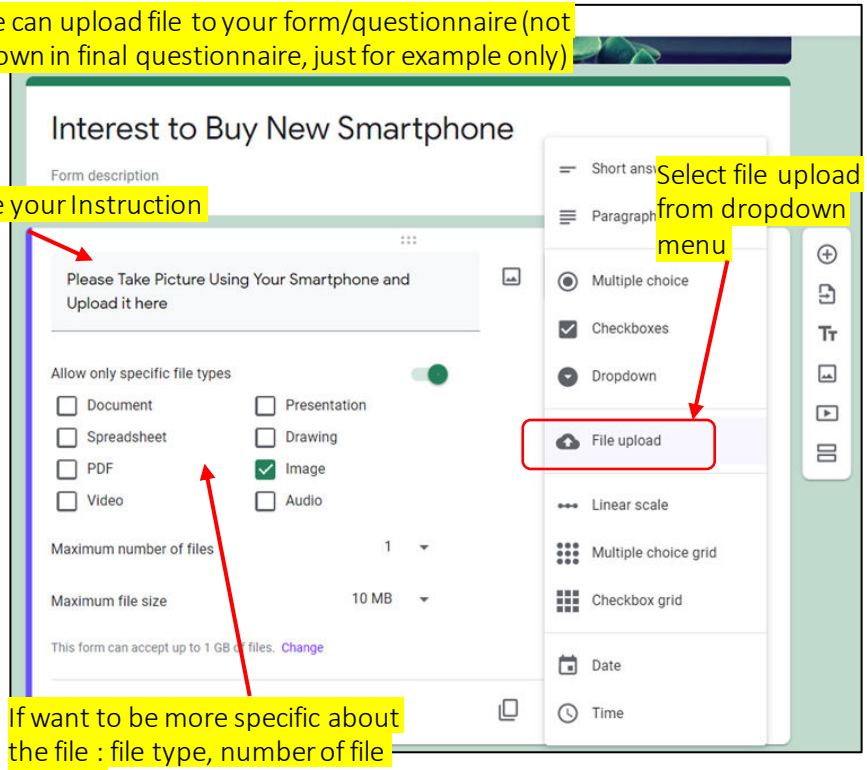


Upload File to Form/Questionnaire

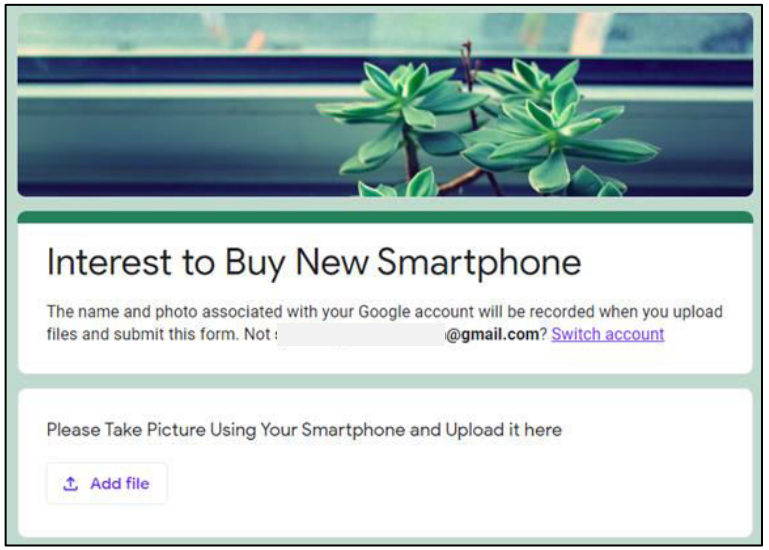
- You can upload file to your form/questionnaire.

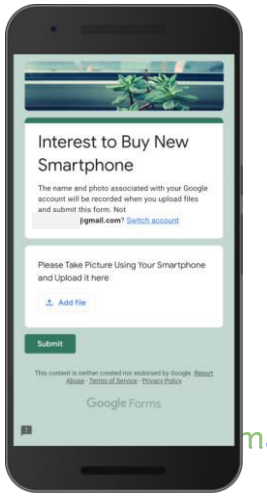
Development

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



Preview



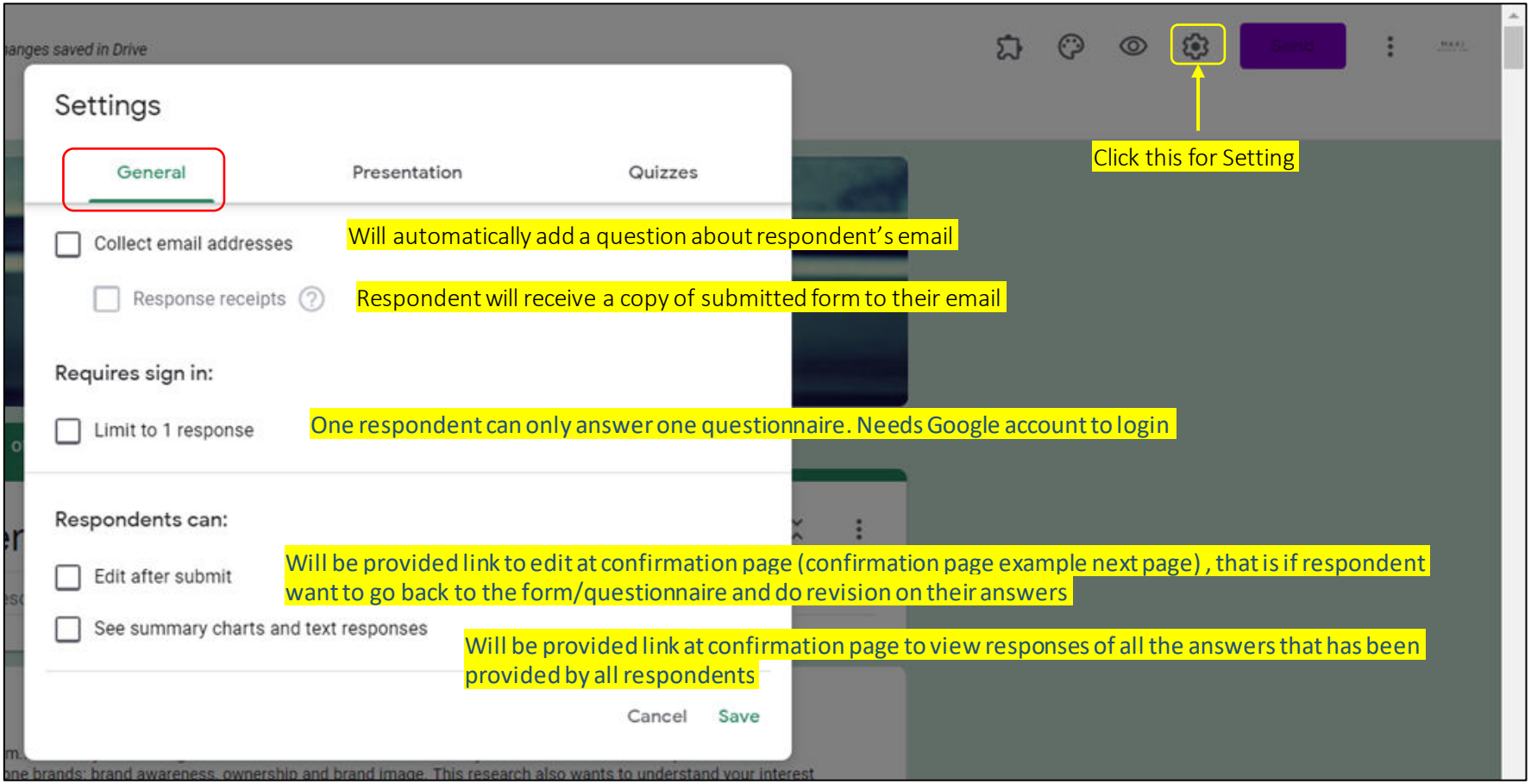


maxi38

SENDING OUT
QUESTIONNAIRE

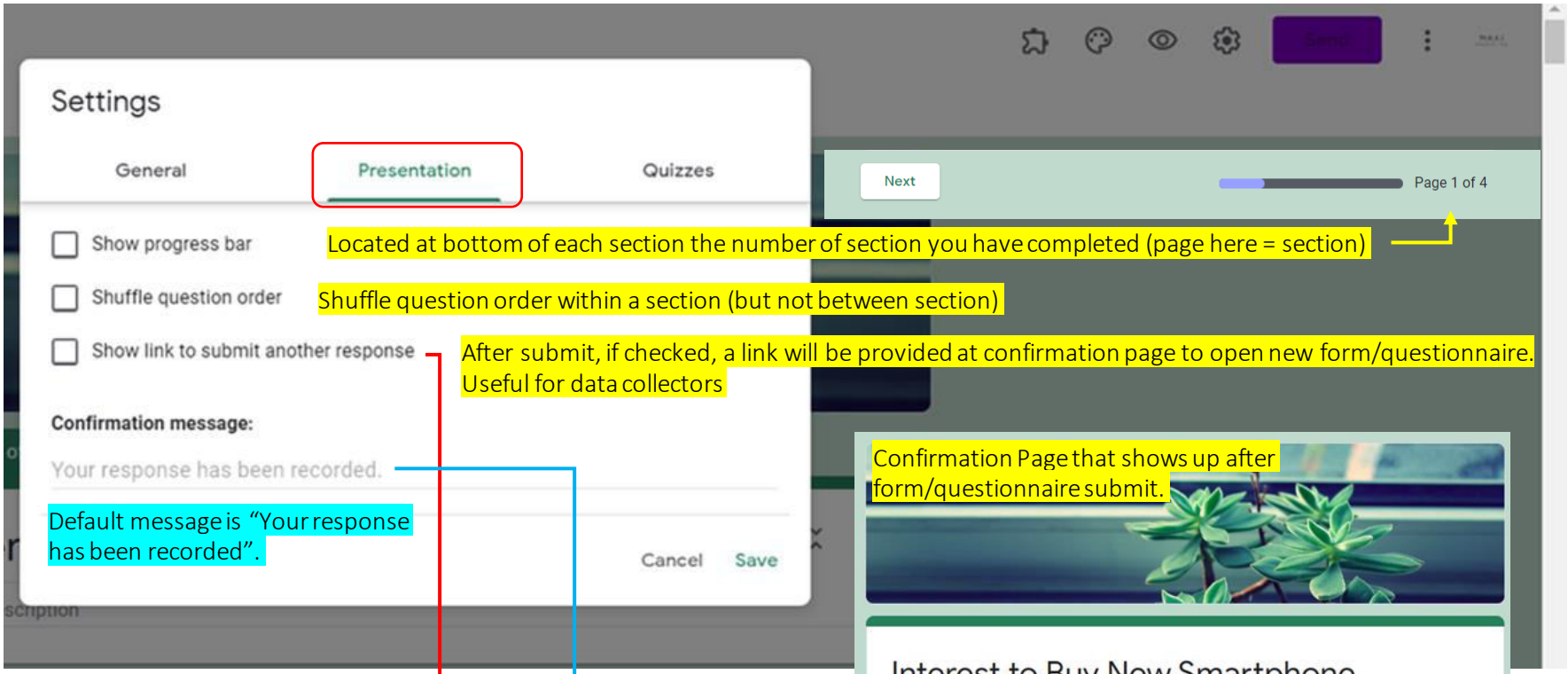
Settings
General

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



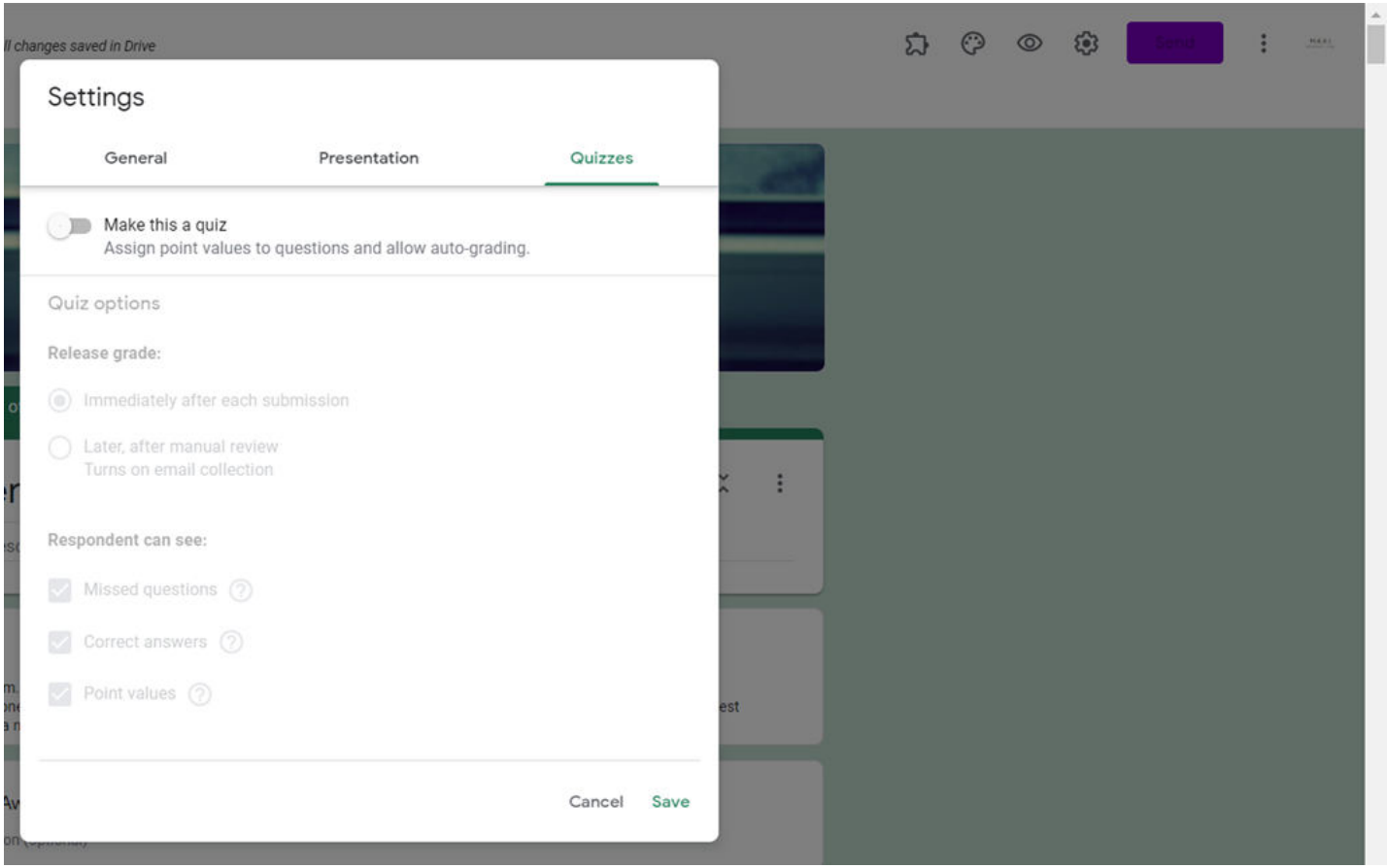
Setting
Presentation

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



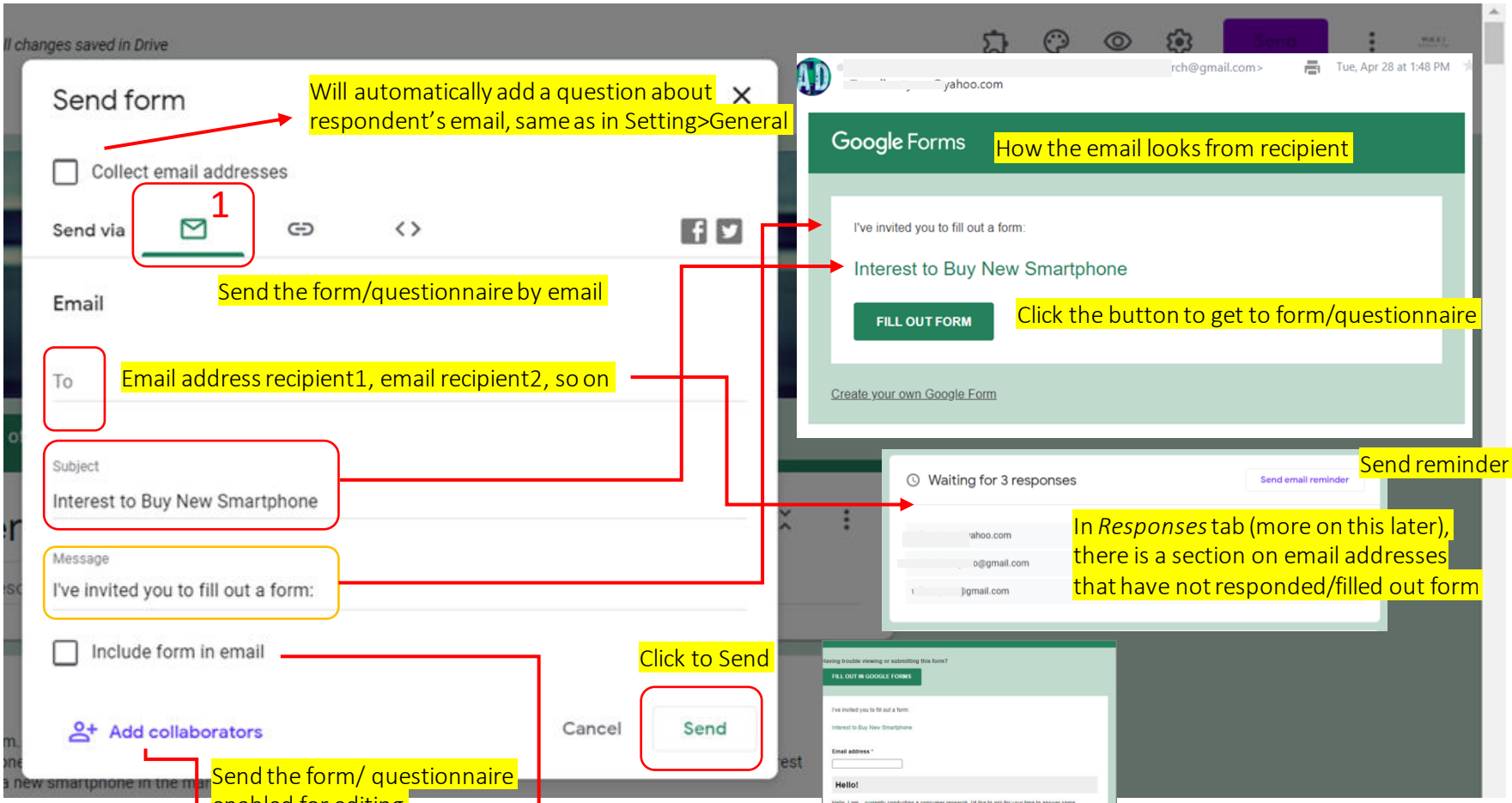
Setting
Quizzes

- 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.



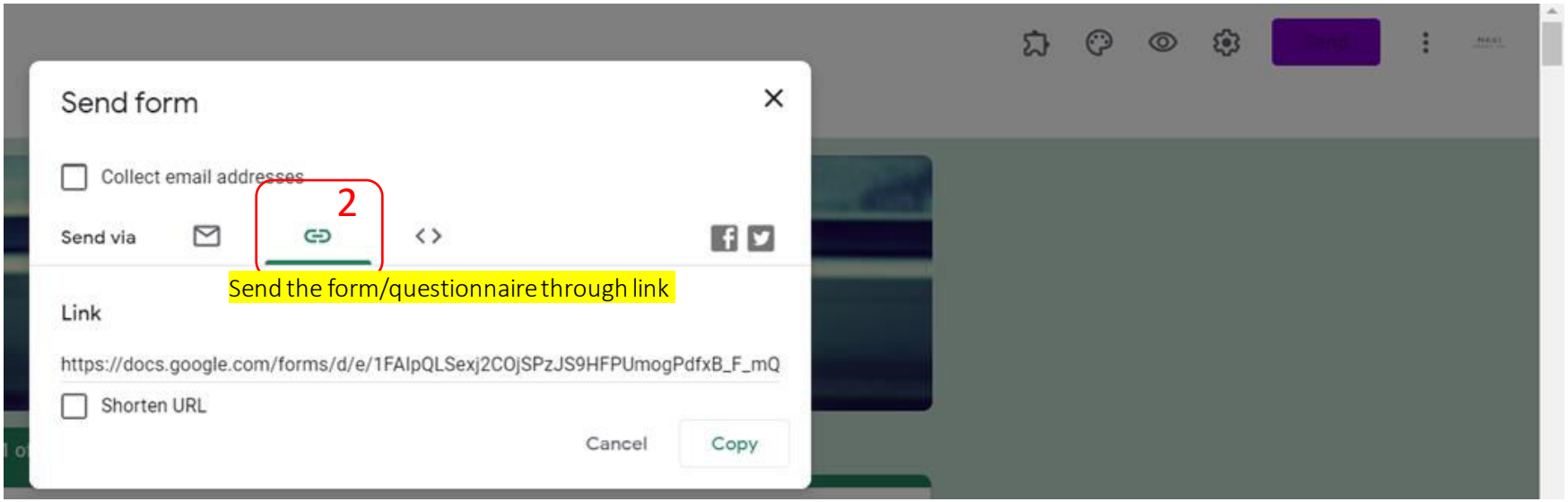
Send

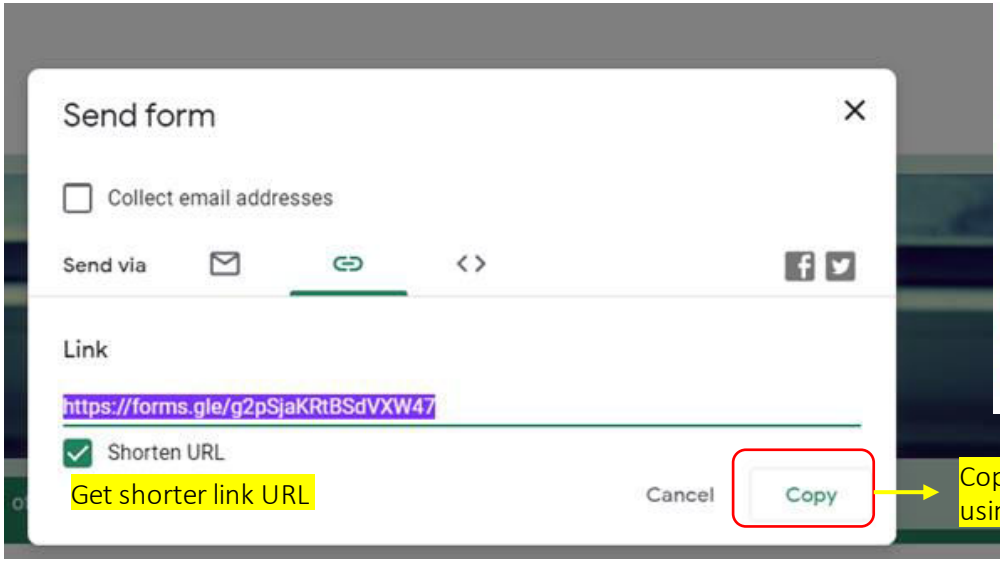
Sending Out the Form/Questionnaire – 1. By Email



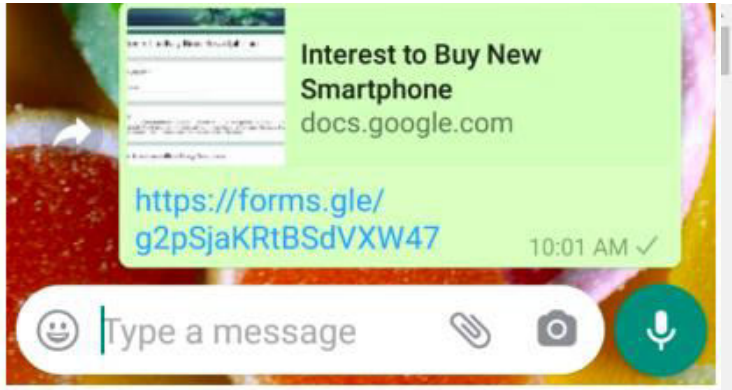
Send

Sending Out the Form/Questionnaire – 2. Through Link





Copy the link, paste and send it using your preferred application

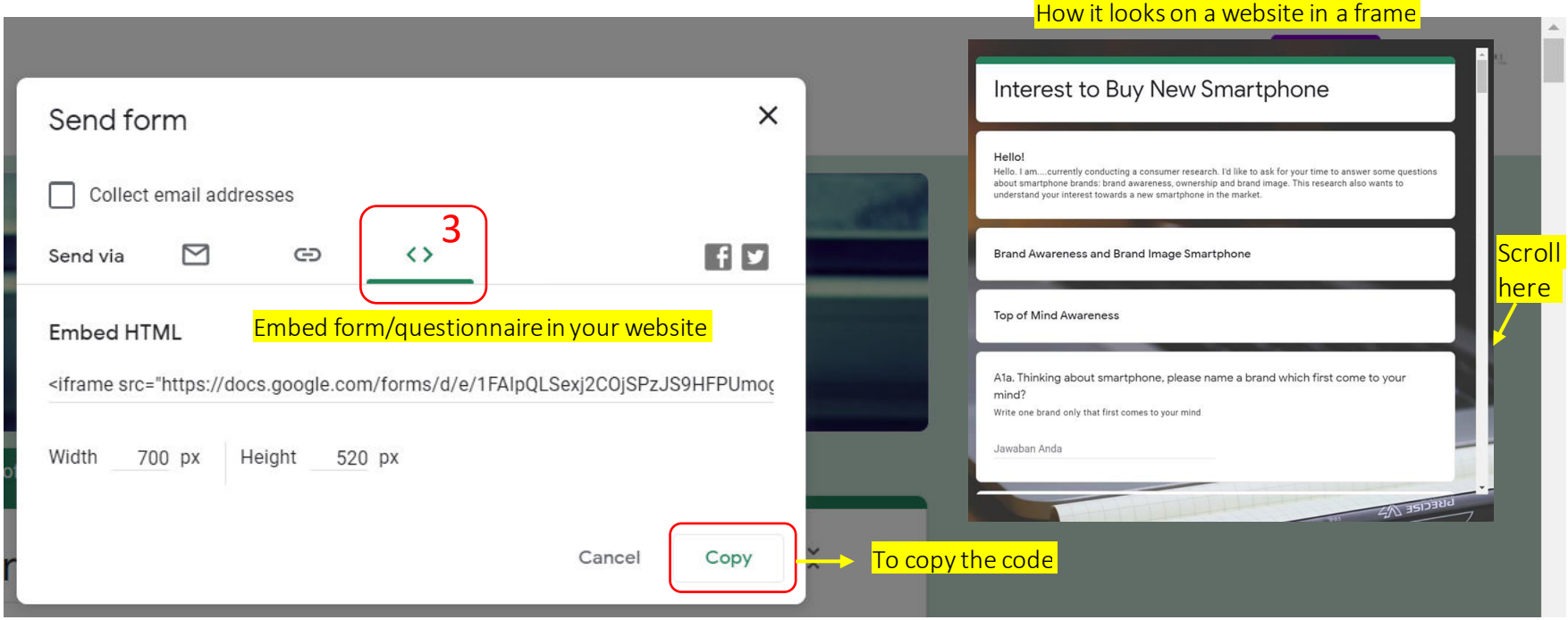


Sending the link through WhatsApp

Send

Sending Out the Form/Questionnaire – 3. Embed HTML

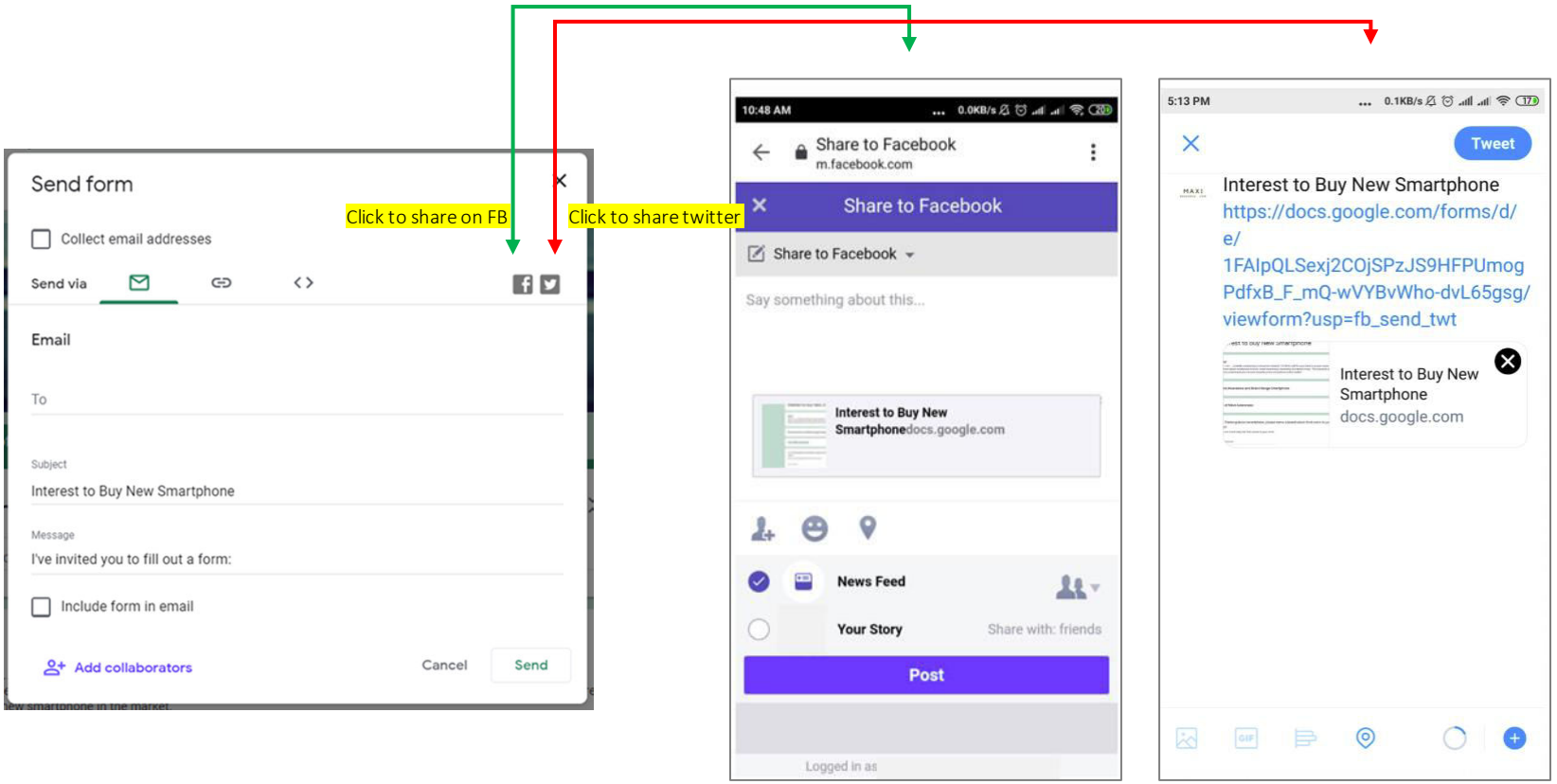
- To have the form/questionnaire appear on your website in a frame



Send

Share it on Social Media

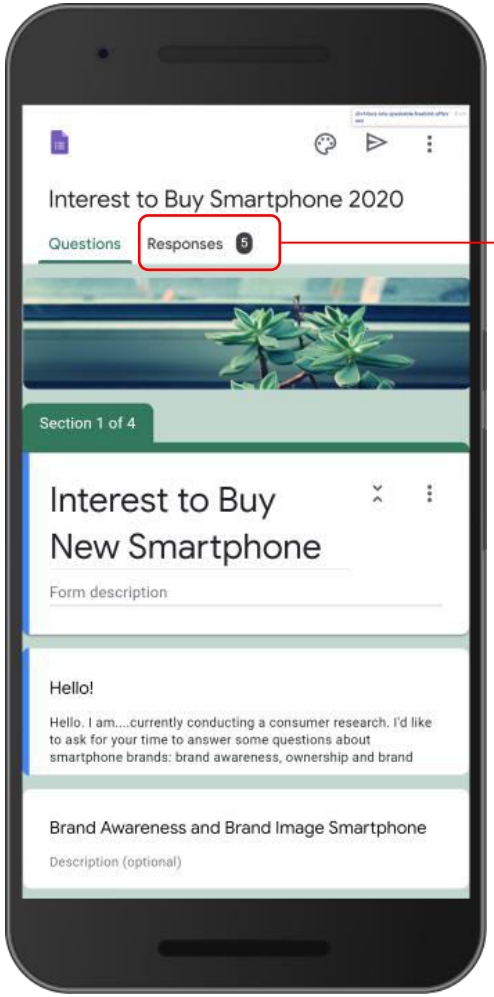
- Share the form/questionnaire in Facebook or Twitter



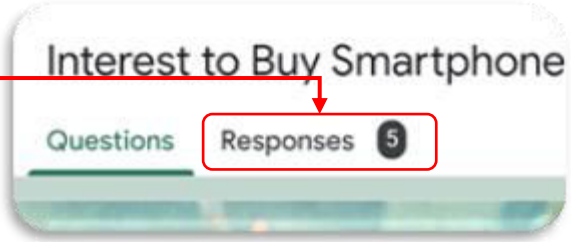
COLLECTING
RESPONSES

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.



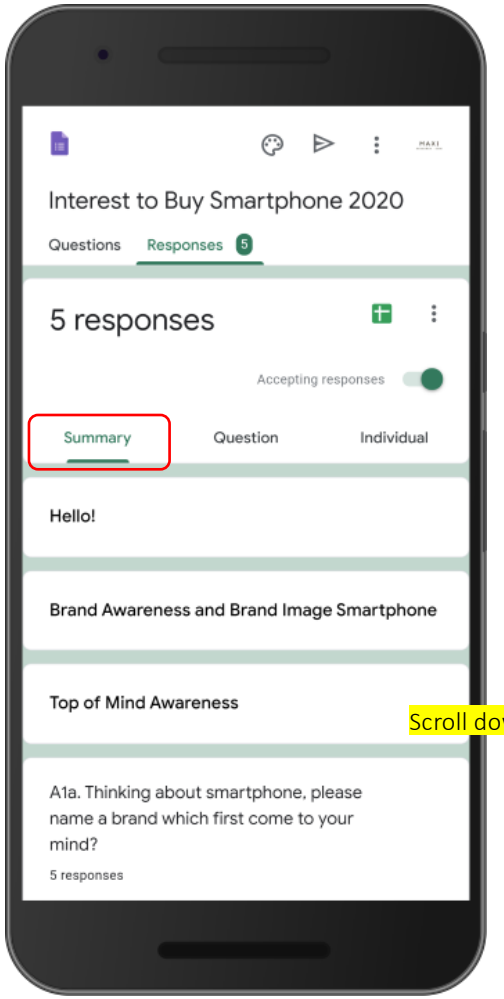
Just open the Google Forms questionnaire in your smartphone to have updated number of submitted responses.



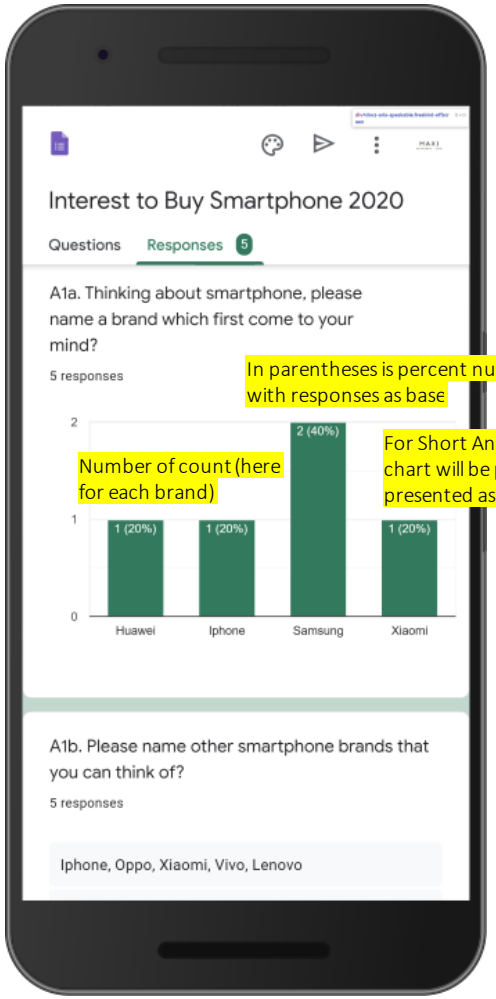
Now, we have 5 responses

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.



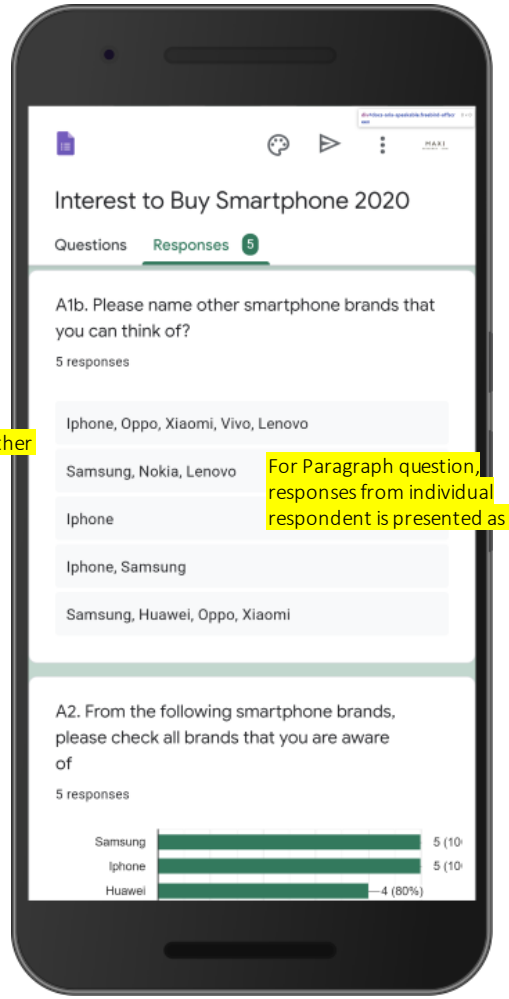
Scroll down



In parentheses is percent number with responses as base

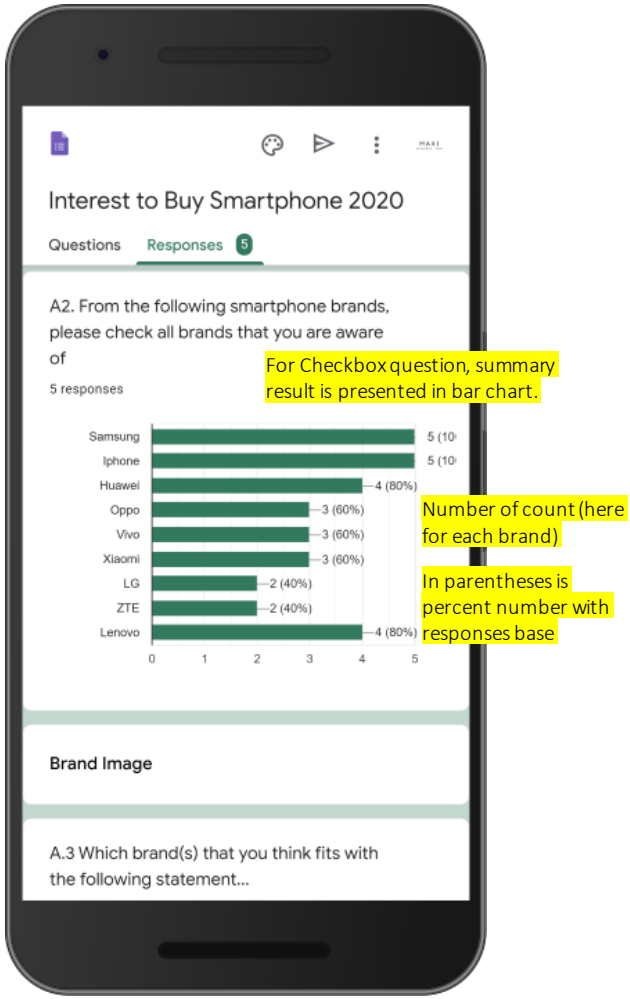
Number of count (here for each brand)

For Short Answer question, either chart will be produced or presented as it is



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

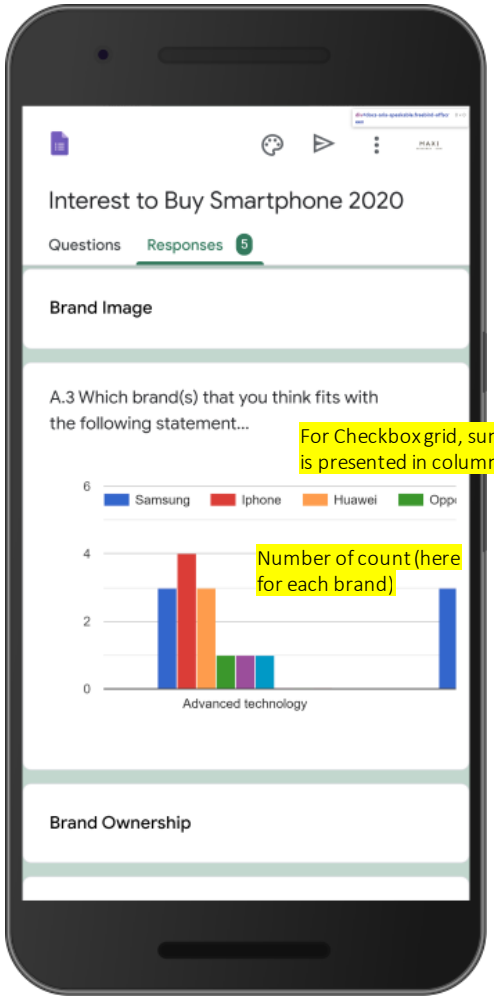
Responses – Summary (2)



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

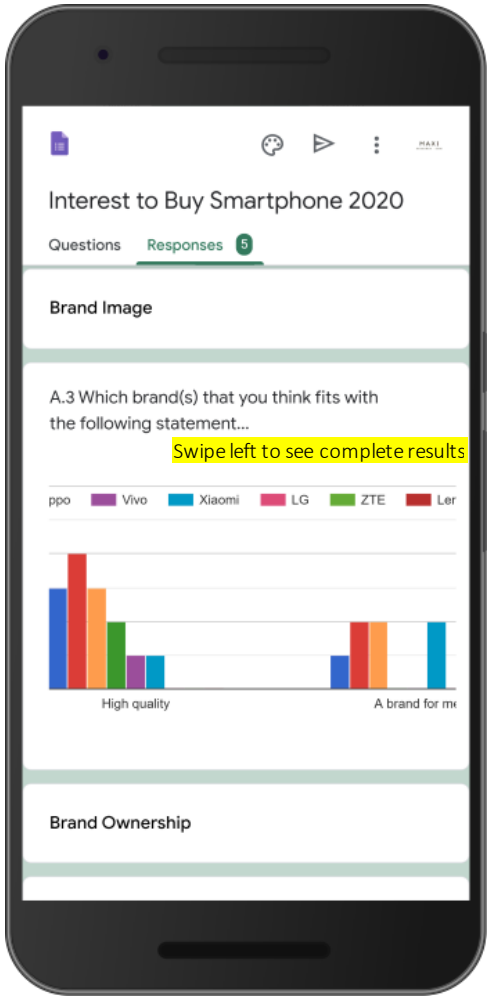
Number of count (here for each brand)

In parentheses is percent number with responses base

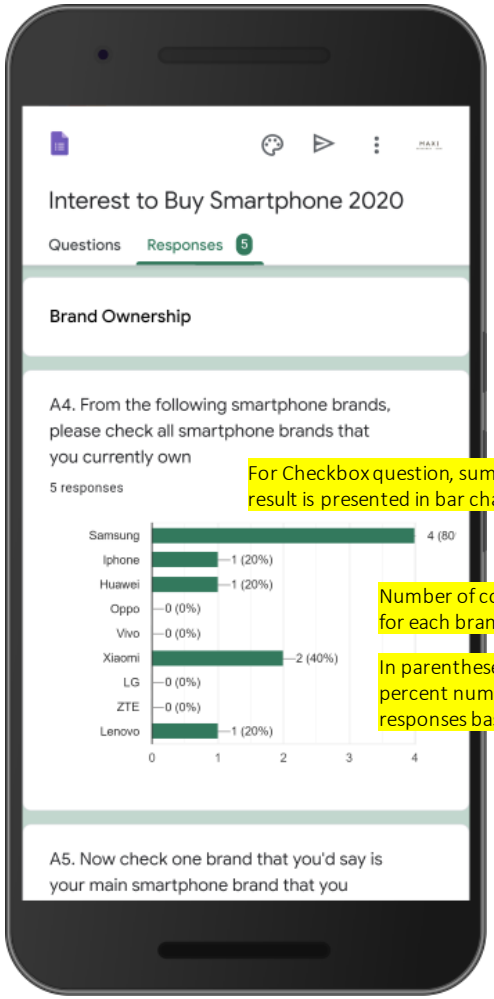


For Checkbox grid, summary result is presented in column chart

Number of count (here for each brand)



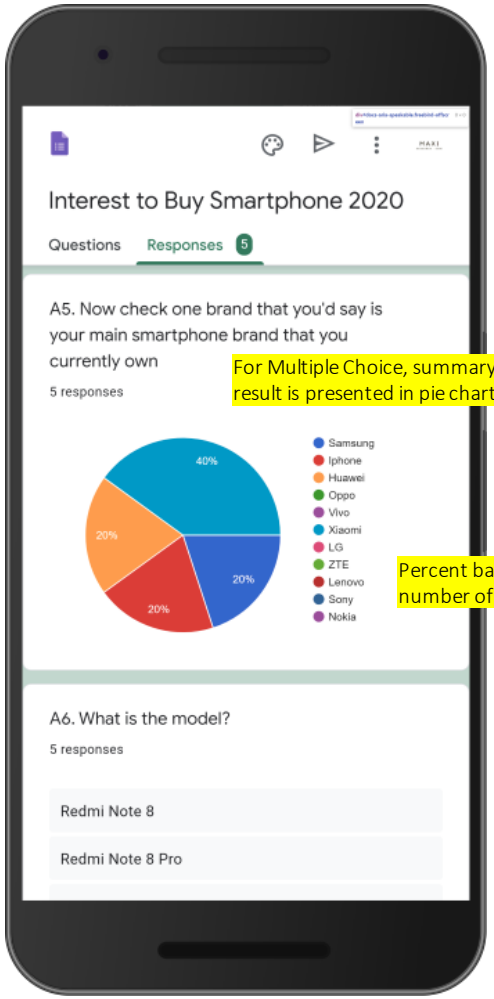
Responses – Summary (3)



For Checkbox question, summary result is presented in bar chart

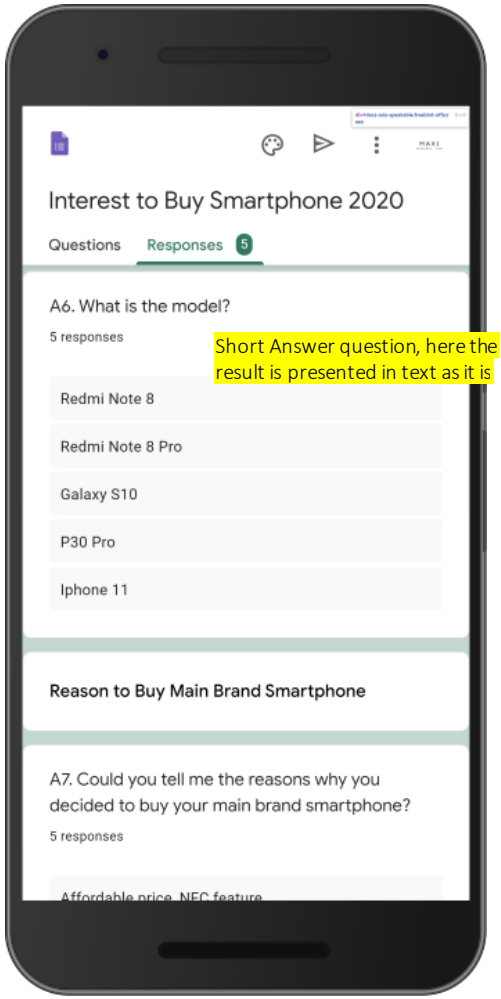
Number of count (here for each brand)

In parentheses is percent number with responses base



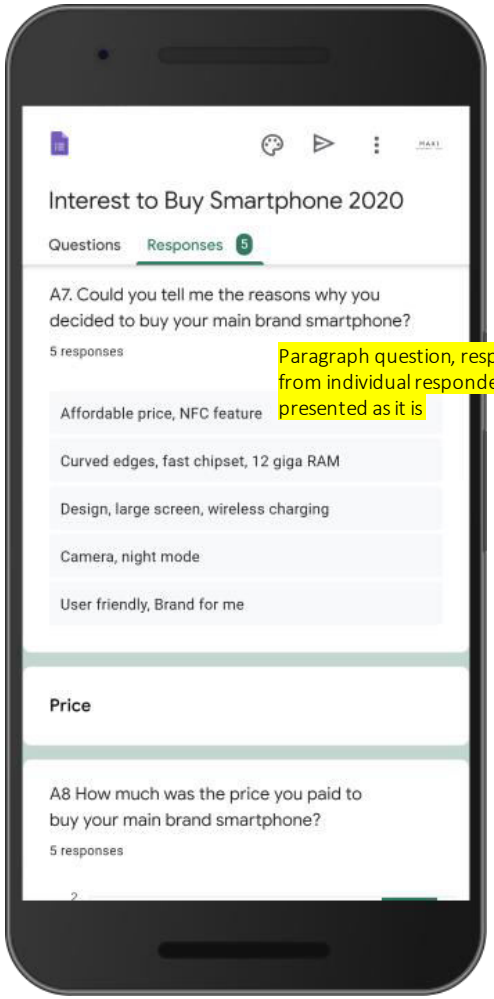
For Multiple Choice, summary result is presented in pie chart

Percent base is number of responses

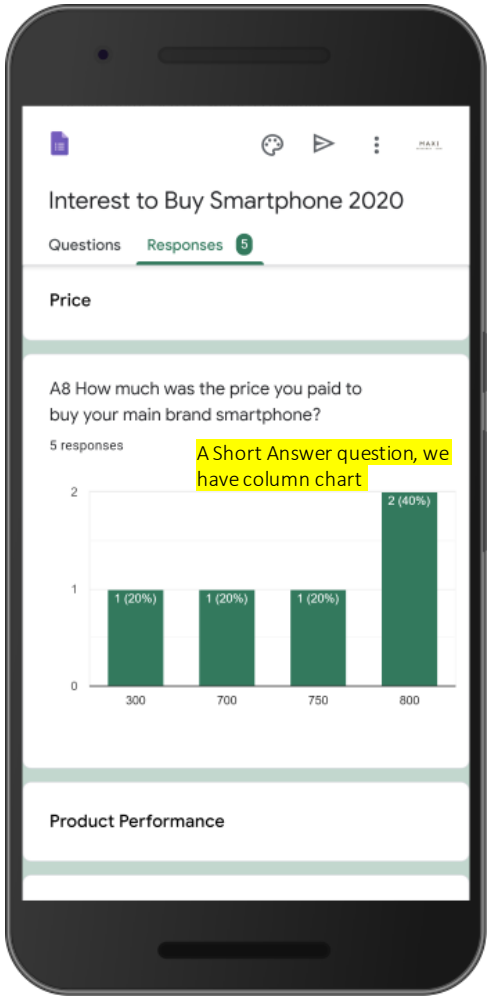


Short Answer question, here the result is presented in text as it is

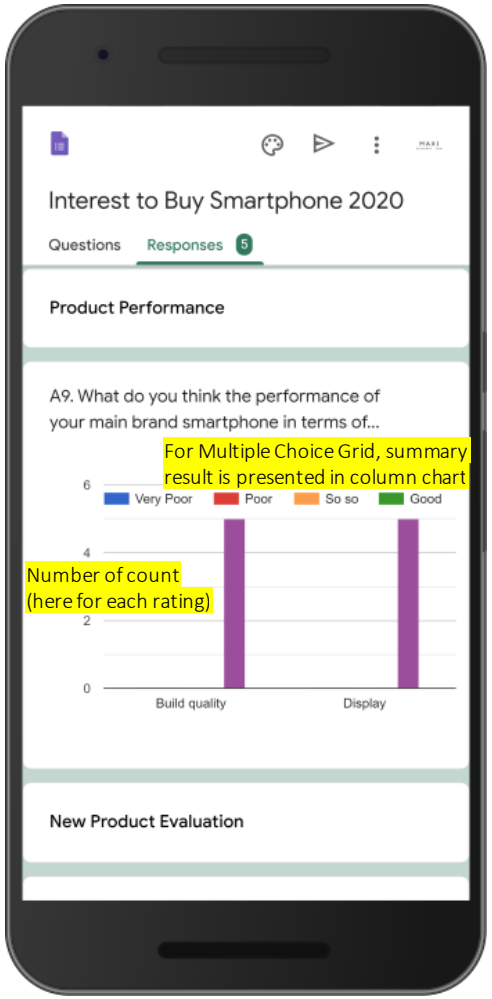
Responses – Summary (4)



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



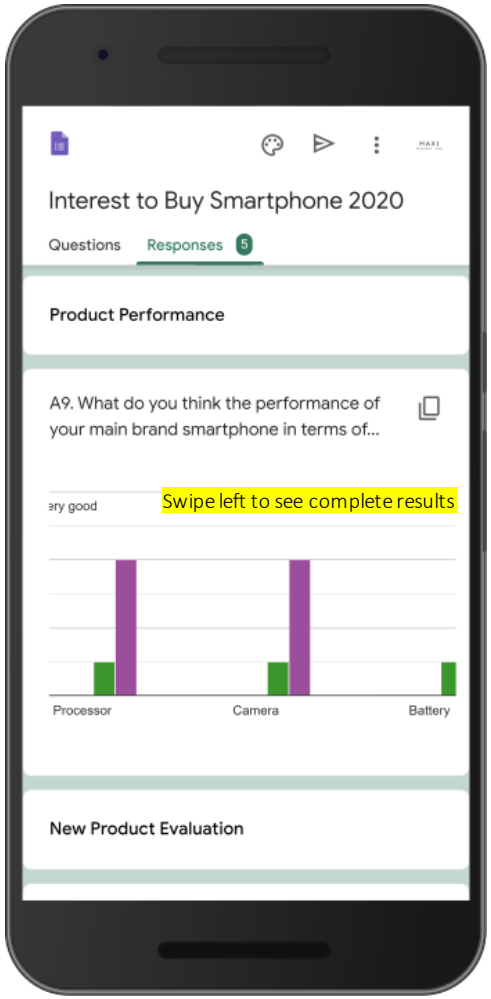
A Short Answer question, we have column chart

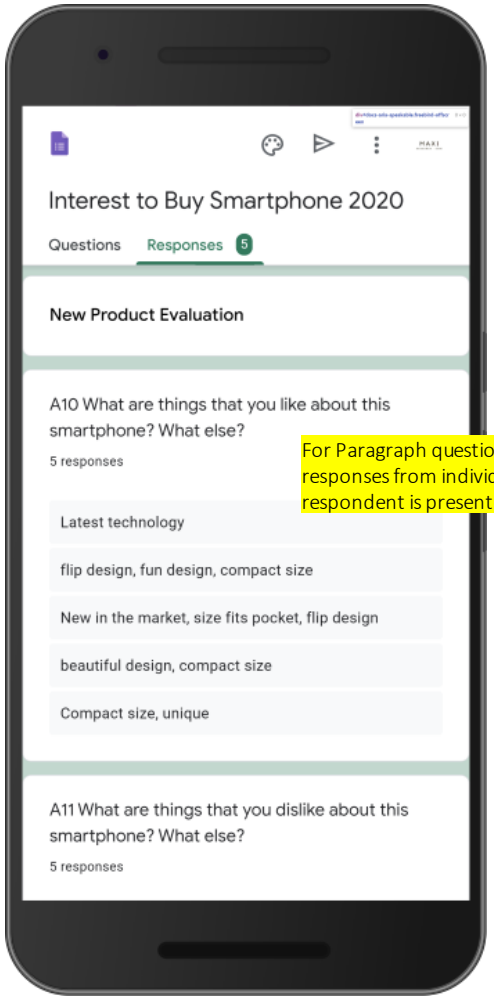


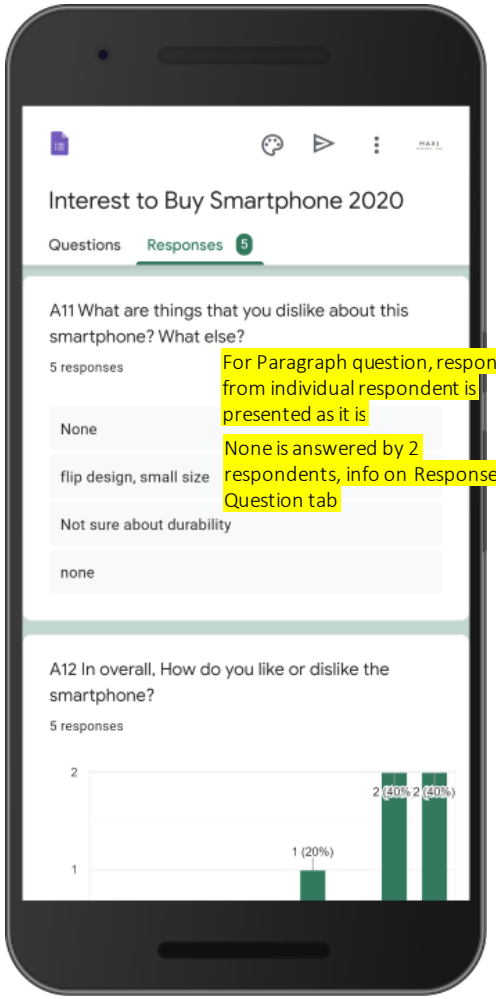
For Multiple Choice Grid, summary result is presented in column chart

Number of count (here for each rating)

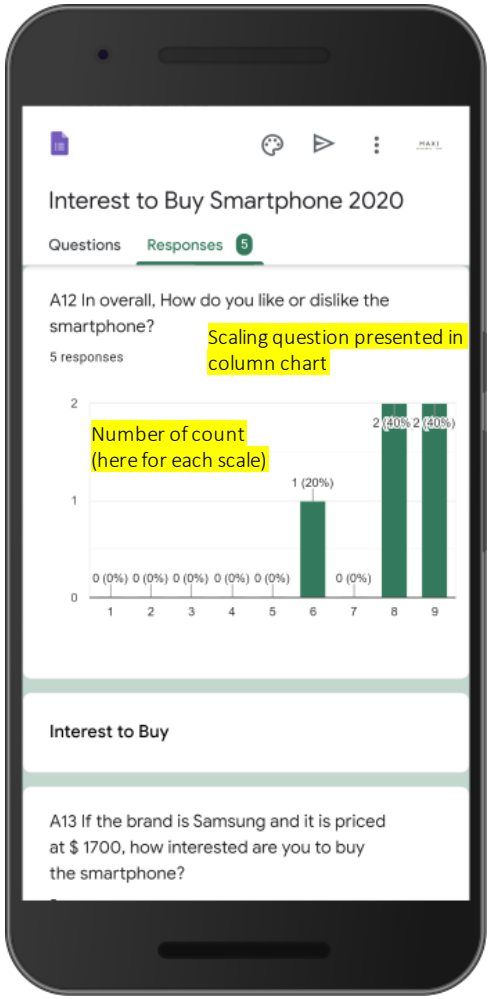
Responses – Summary (5)

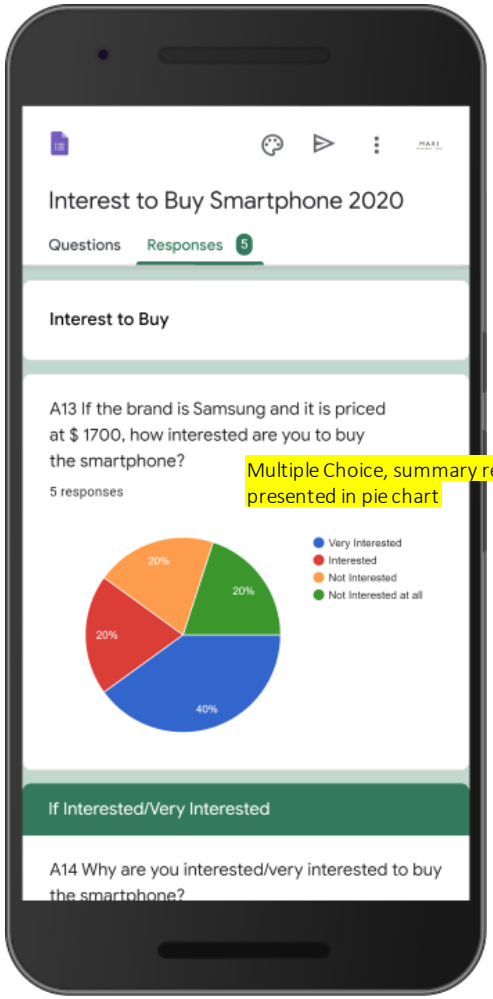


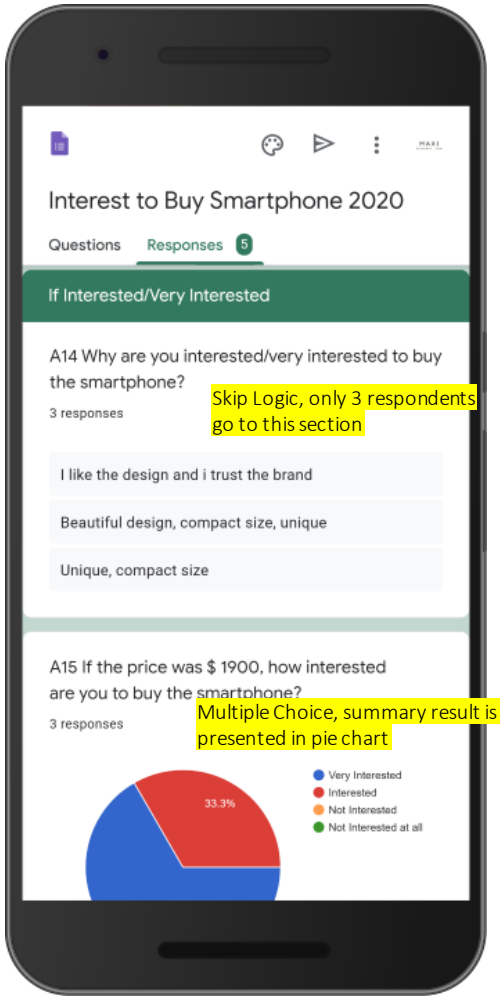




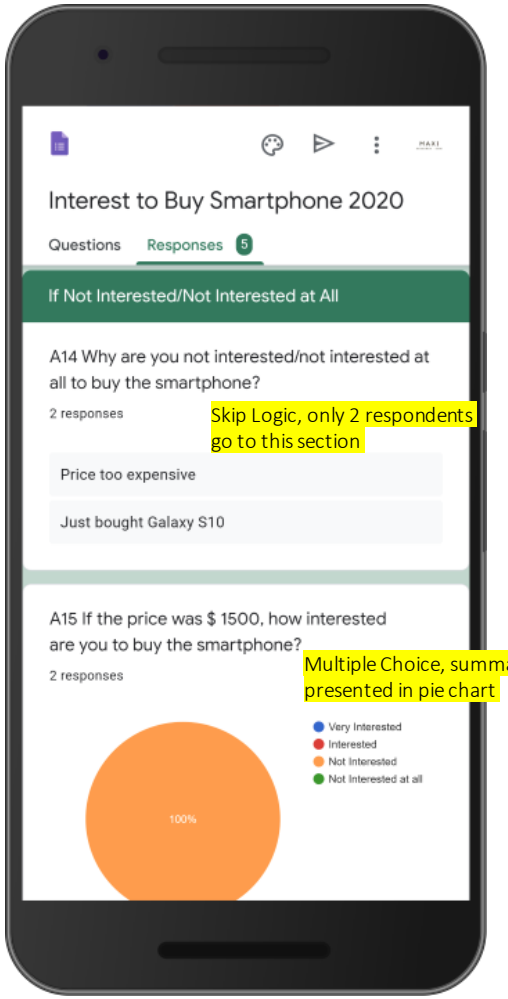
Responses – Summary (6)





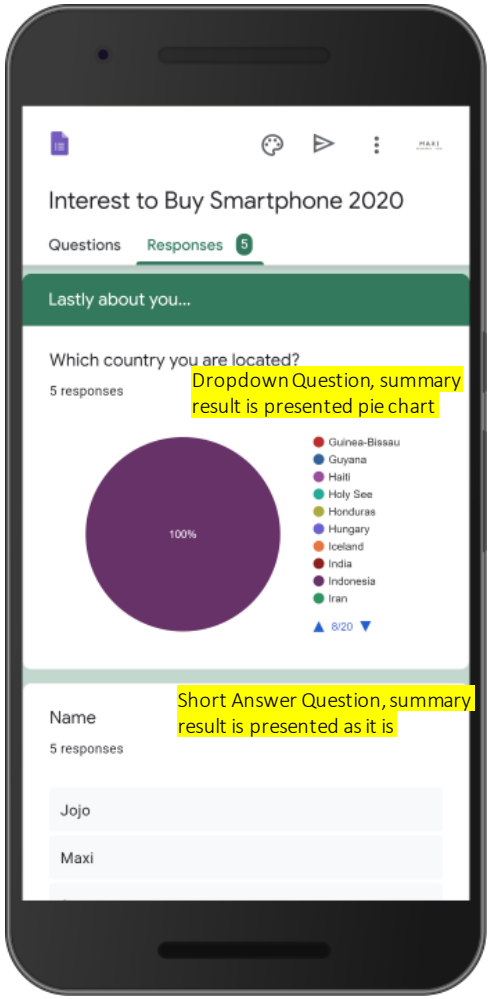


Responses – Summary (7)



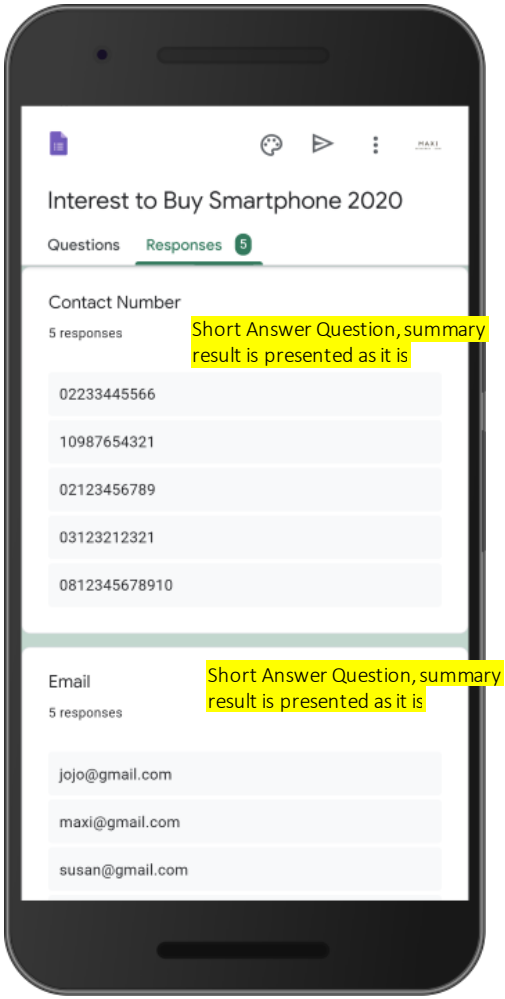
Skip Logic, only 2 respondents go to this section

Multiple Choice, summary result is presented in pie chart



Dropdown Question, summary result is presented pie chart

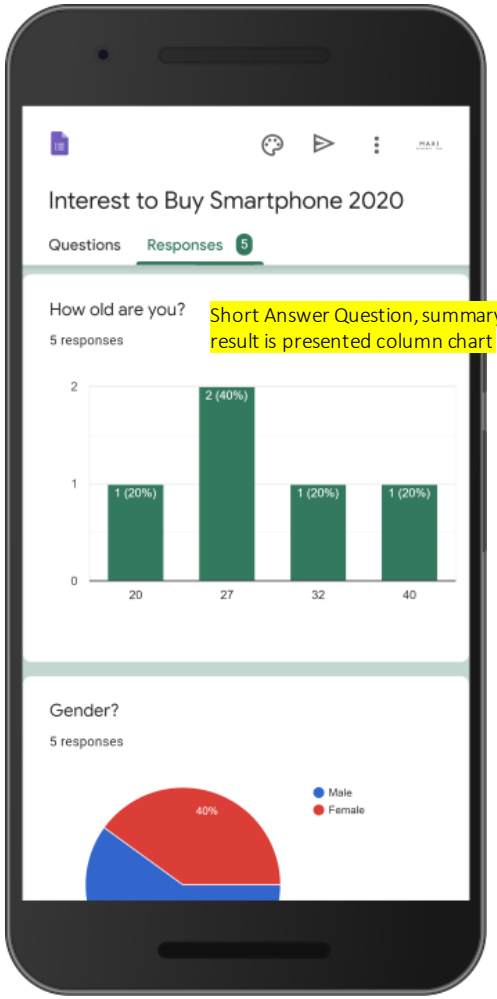
Short Answer Question, summary result is presented as it is



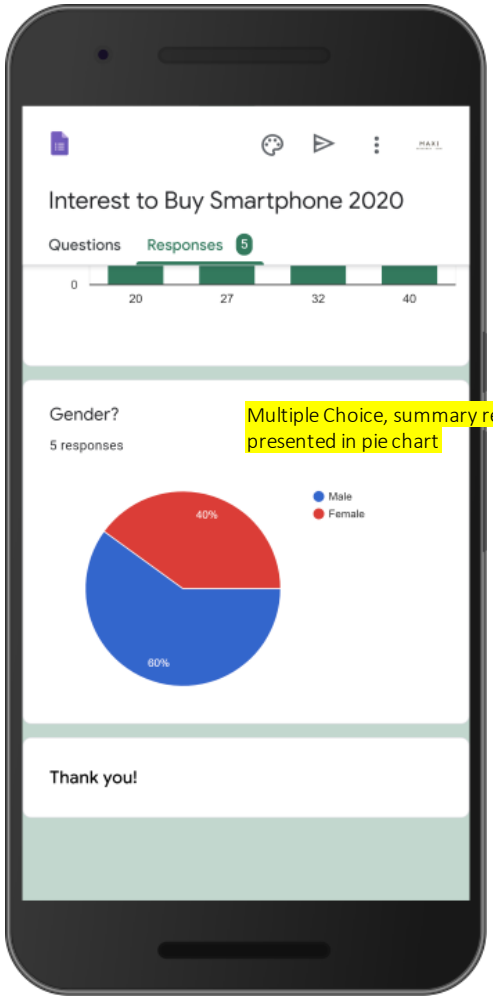
Short Answer Question, summary result is presented as it is

Short Answer Question, summary result is presented as it is

Responses – Summary (8)



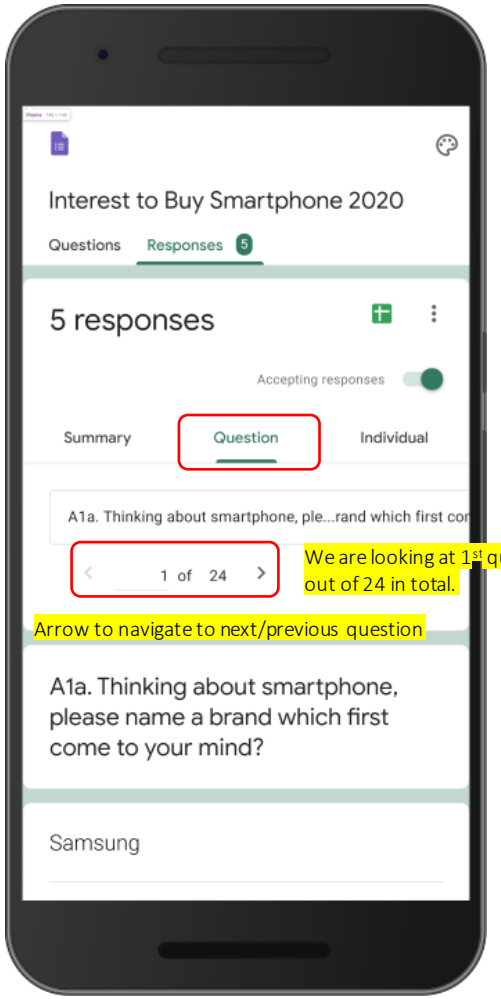
Short Answer Question, summary result is presented column chart

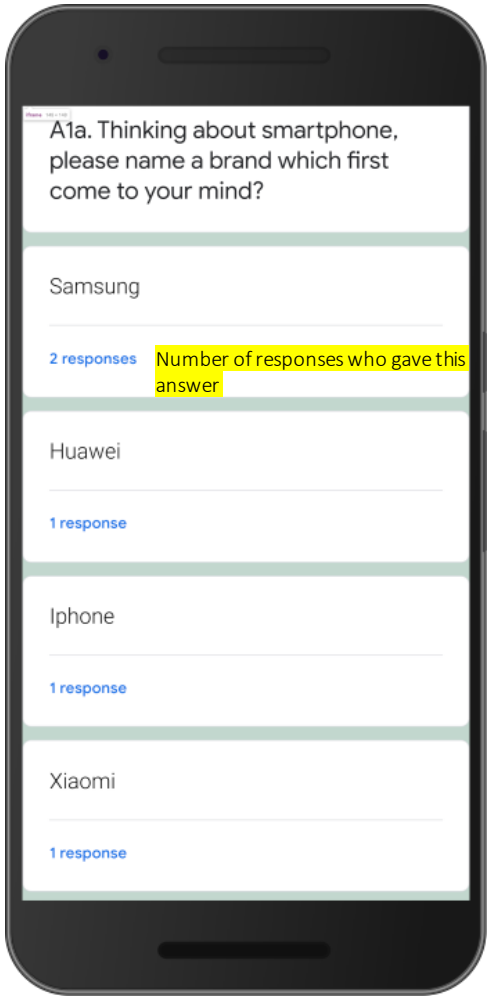


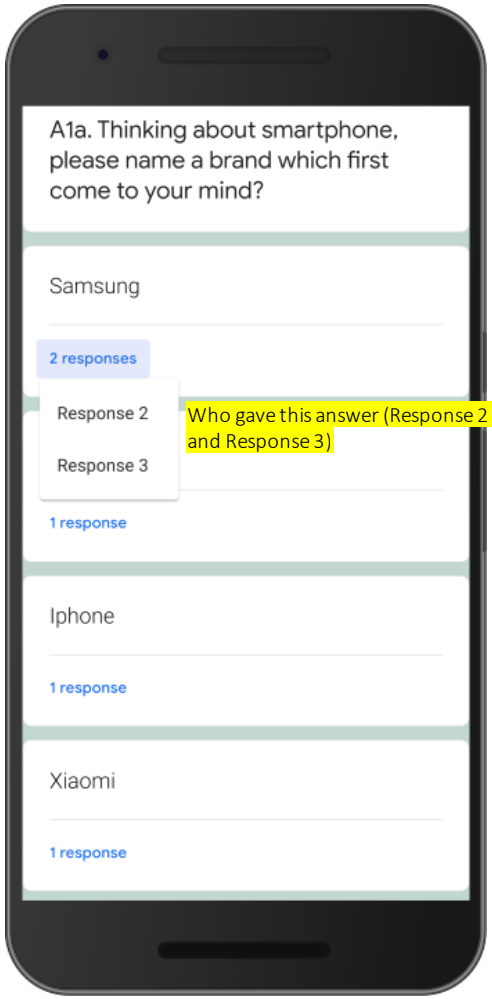
Multiple Choice, summary result is presented in pie chart

Responses – Question

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

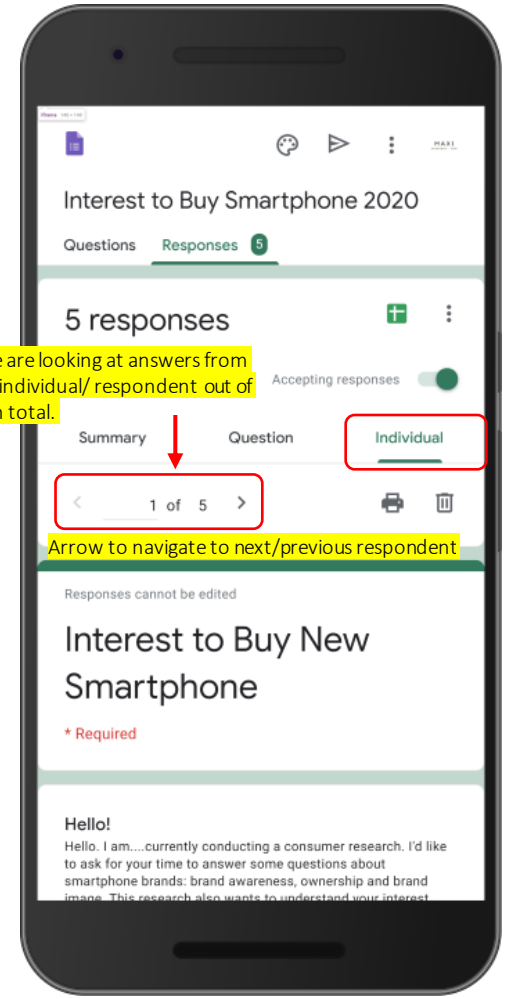






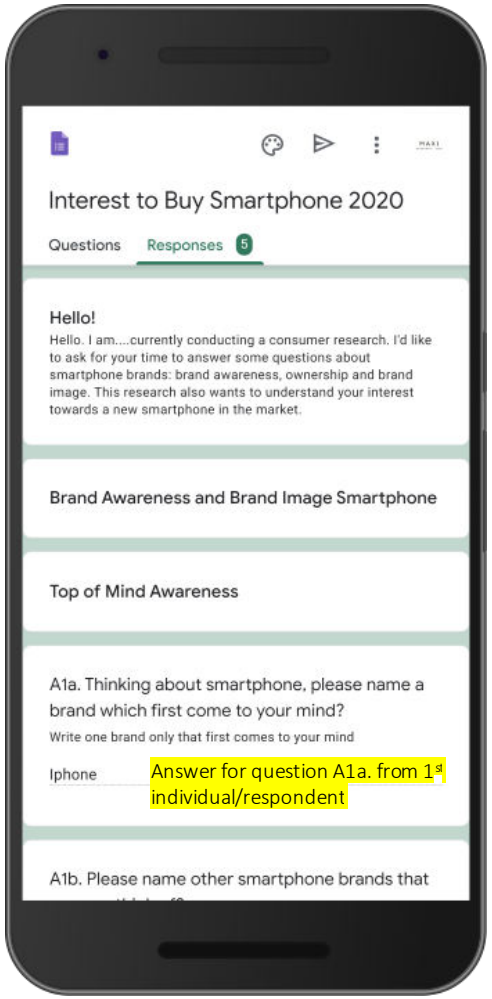
Responses – Individual

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

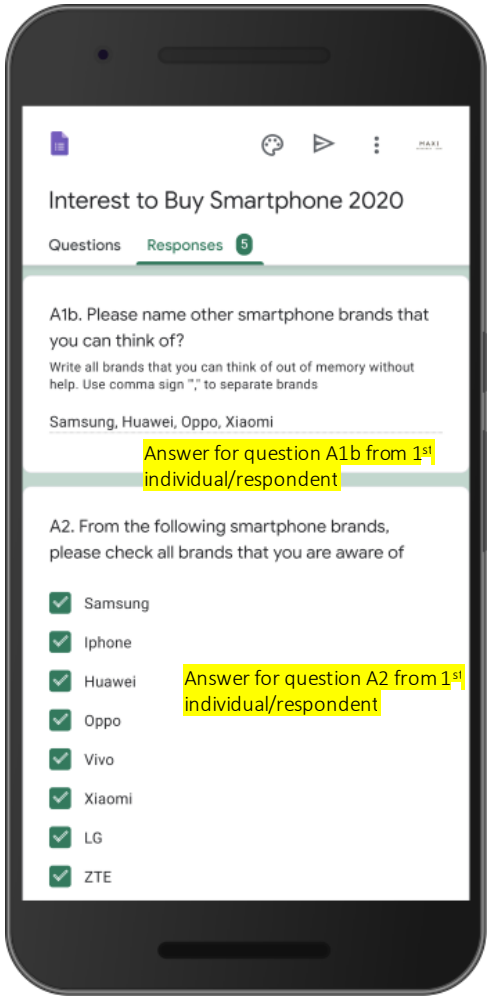


We are looking at answers from 1st individual/ respondent out of 5 in total.

Arrow to navigate to next/previous respondent



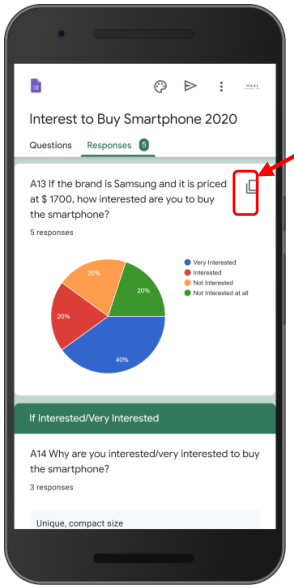
Answer for question A1a. from 1st individual/respondent



Answer for question A1b from 1st individual/respondent

Answer for question A2 from 1st individual/respondent

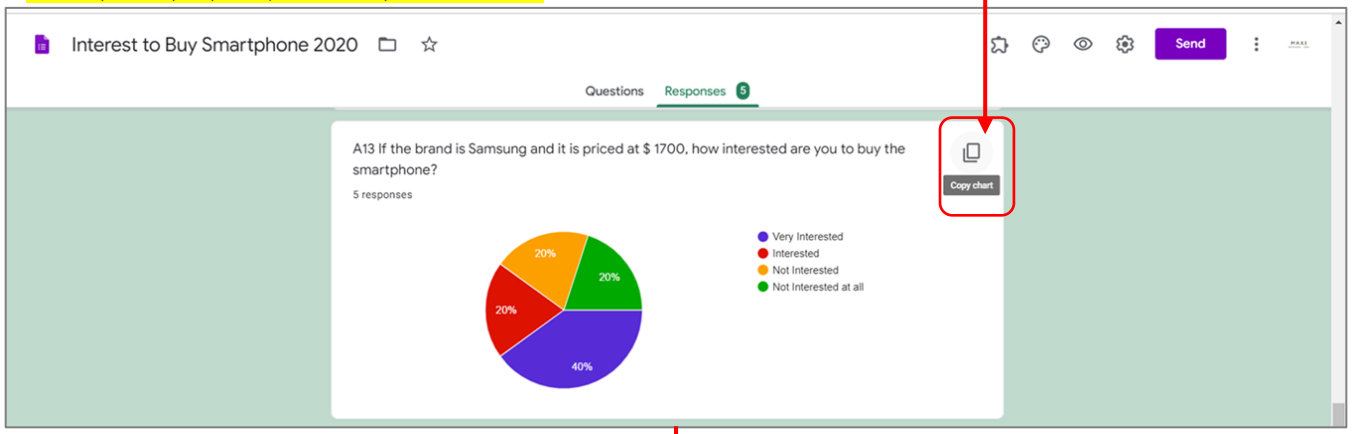
Copying Chart



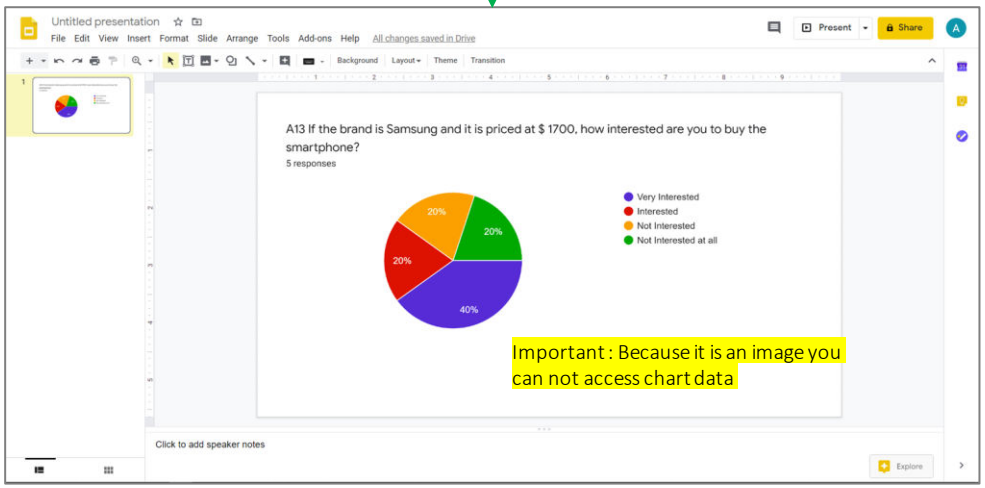
The chart part on the Response Summary can be copied as image.

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.

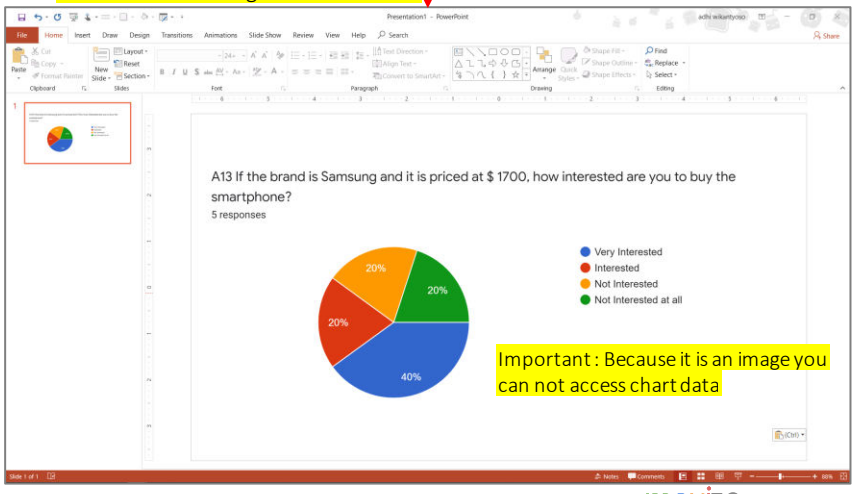
On laptop/PC hover cursor on chart area, and this copy symbol shows up. Click to copy chart

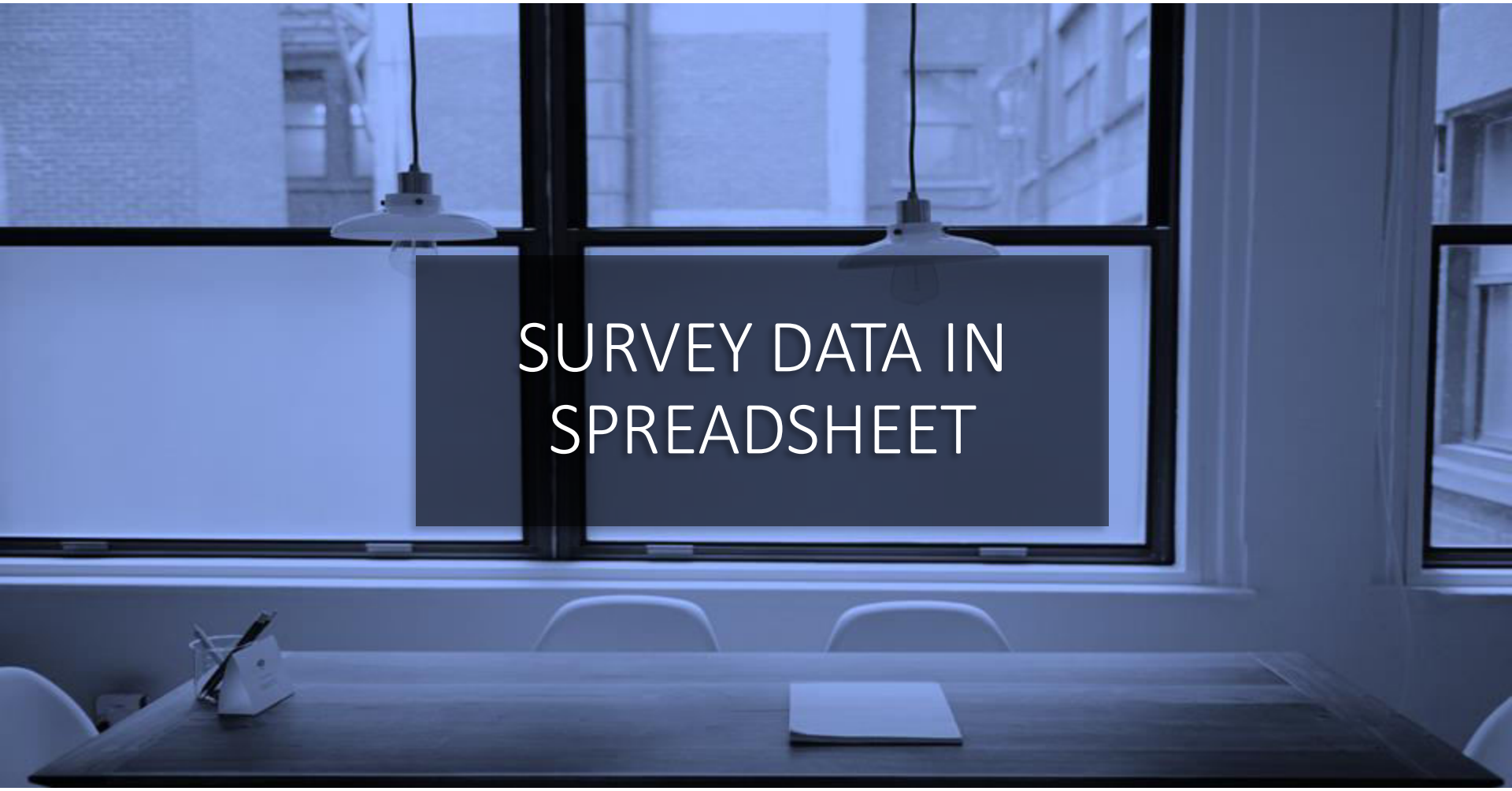


Paste the chart image to Google Slide



Paste the chart image to Power Point

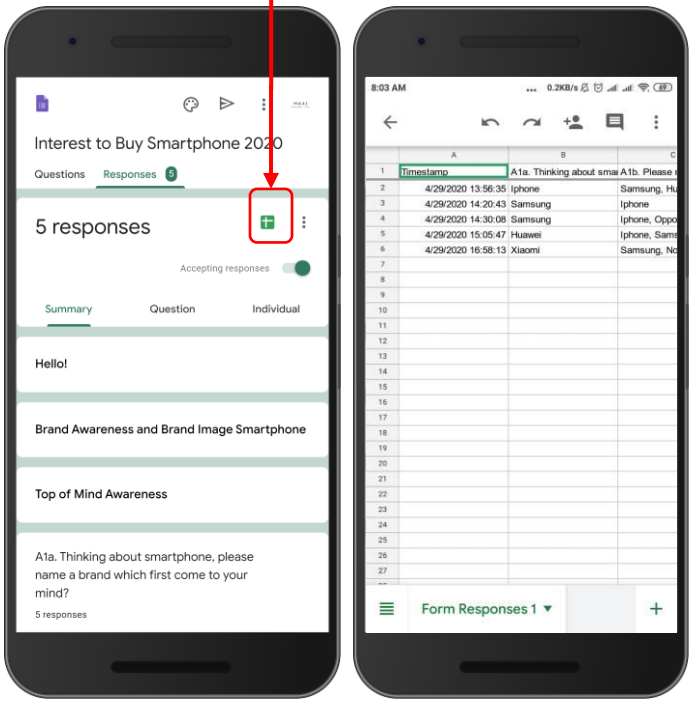



SURVEY DATA IN
SPREADSHEET

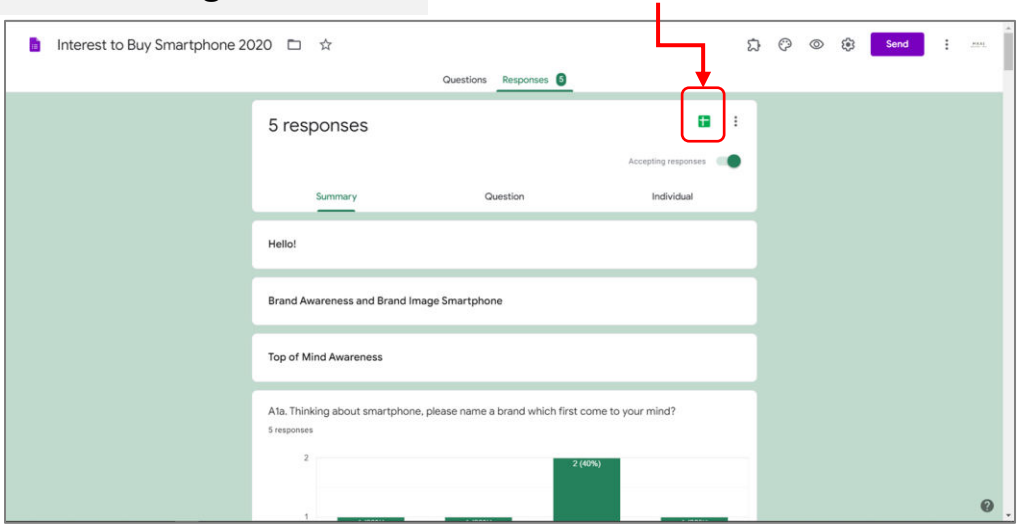
Google Forms Survey Data is Available in Spreadsheet

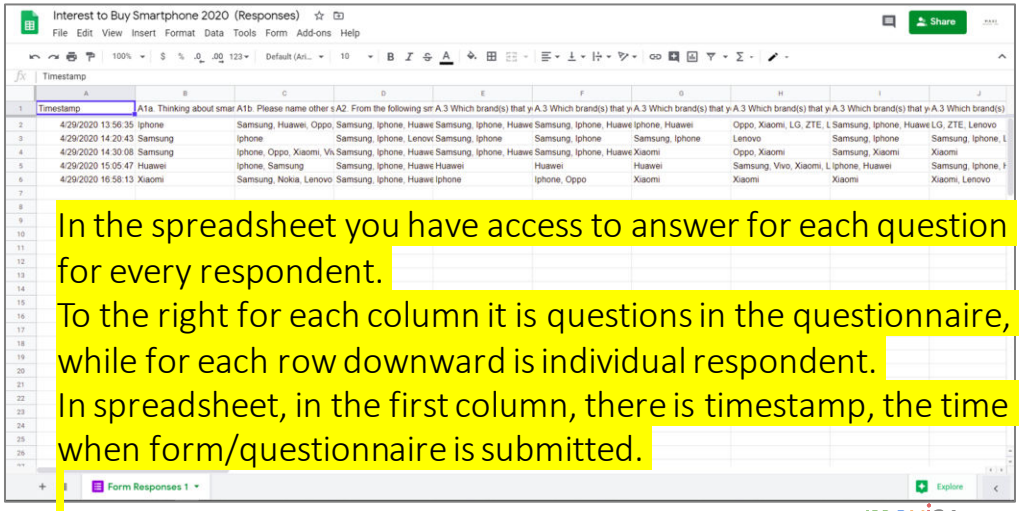
- Major advantage of using Google Forms is that we can readily access responses original data in spreadsheet in Google Sheet.

Link to responses data, answers for each question from each individual respondent (raw data) in spreadsheet format



Link to responses data in spreadsheet format using Laptop/PC

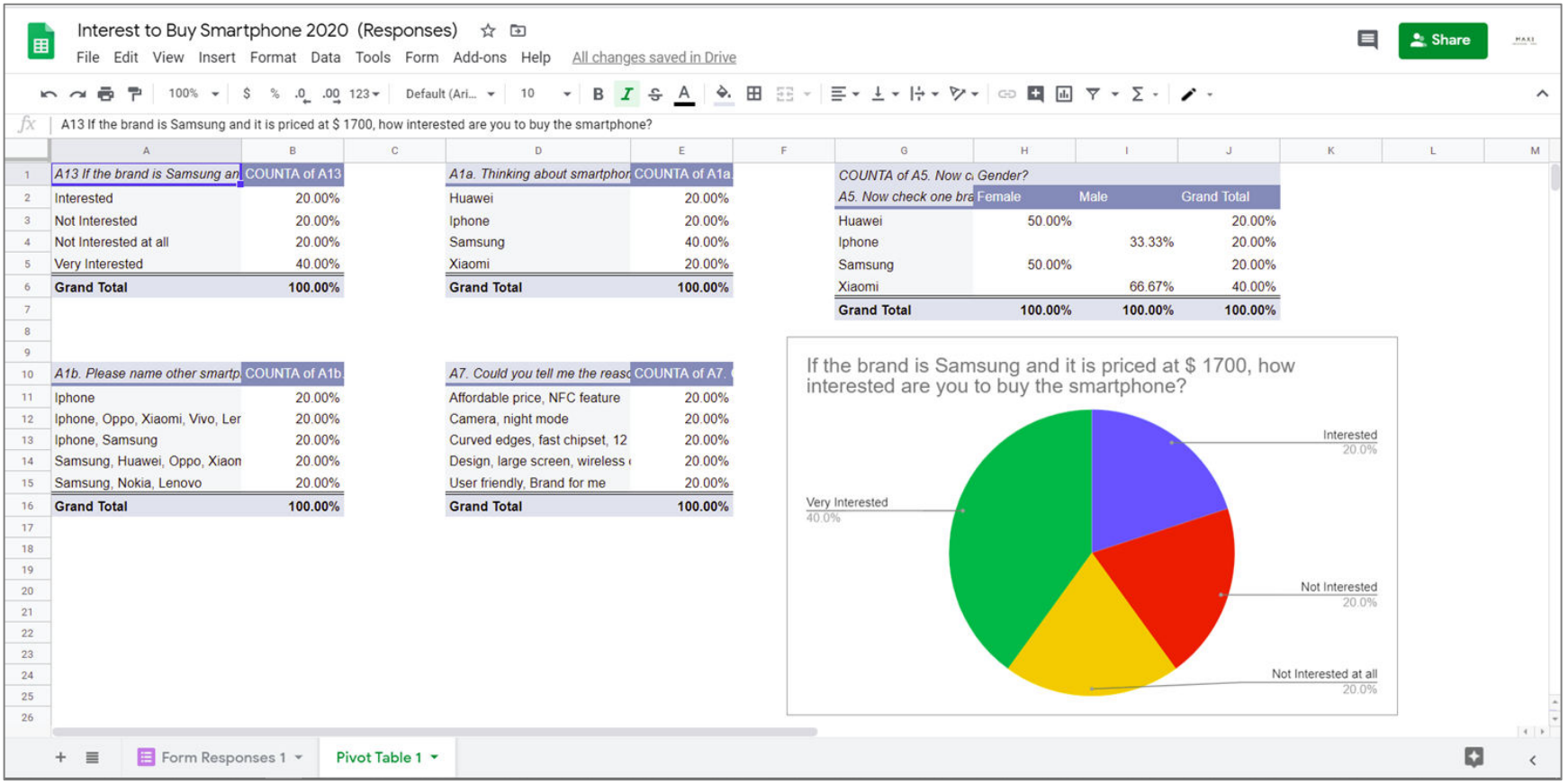




In the spreadsheet you have access to answer for each question for every respondent.
To the right for each column it is questions in the questionnaire, while for each row downward is individual respondent.
In spreadsheet, in the first column, there is timestamp, the time when form/questionnaire is submitted.

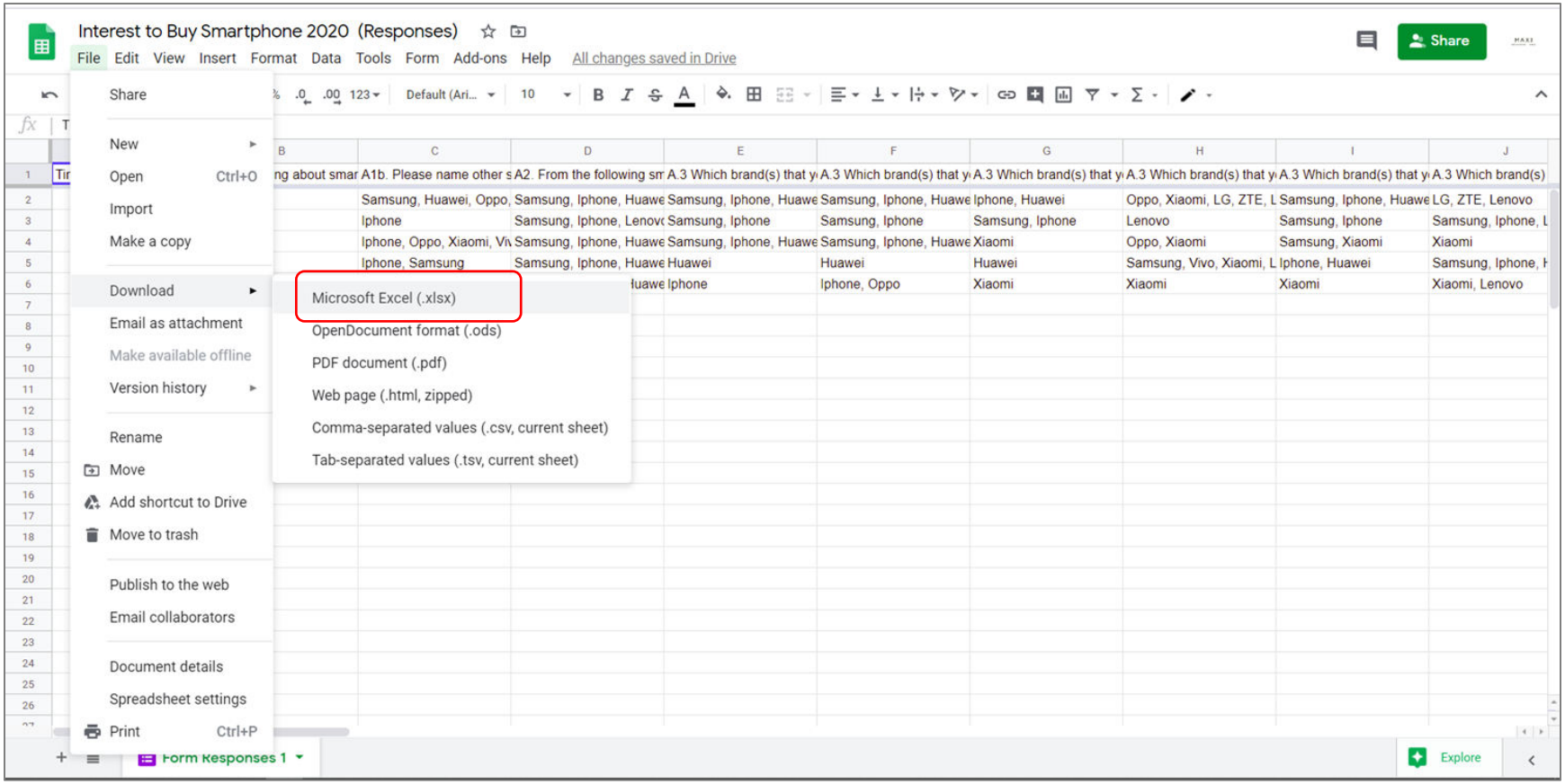
Pivot Table in Google Sheet

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



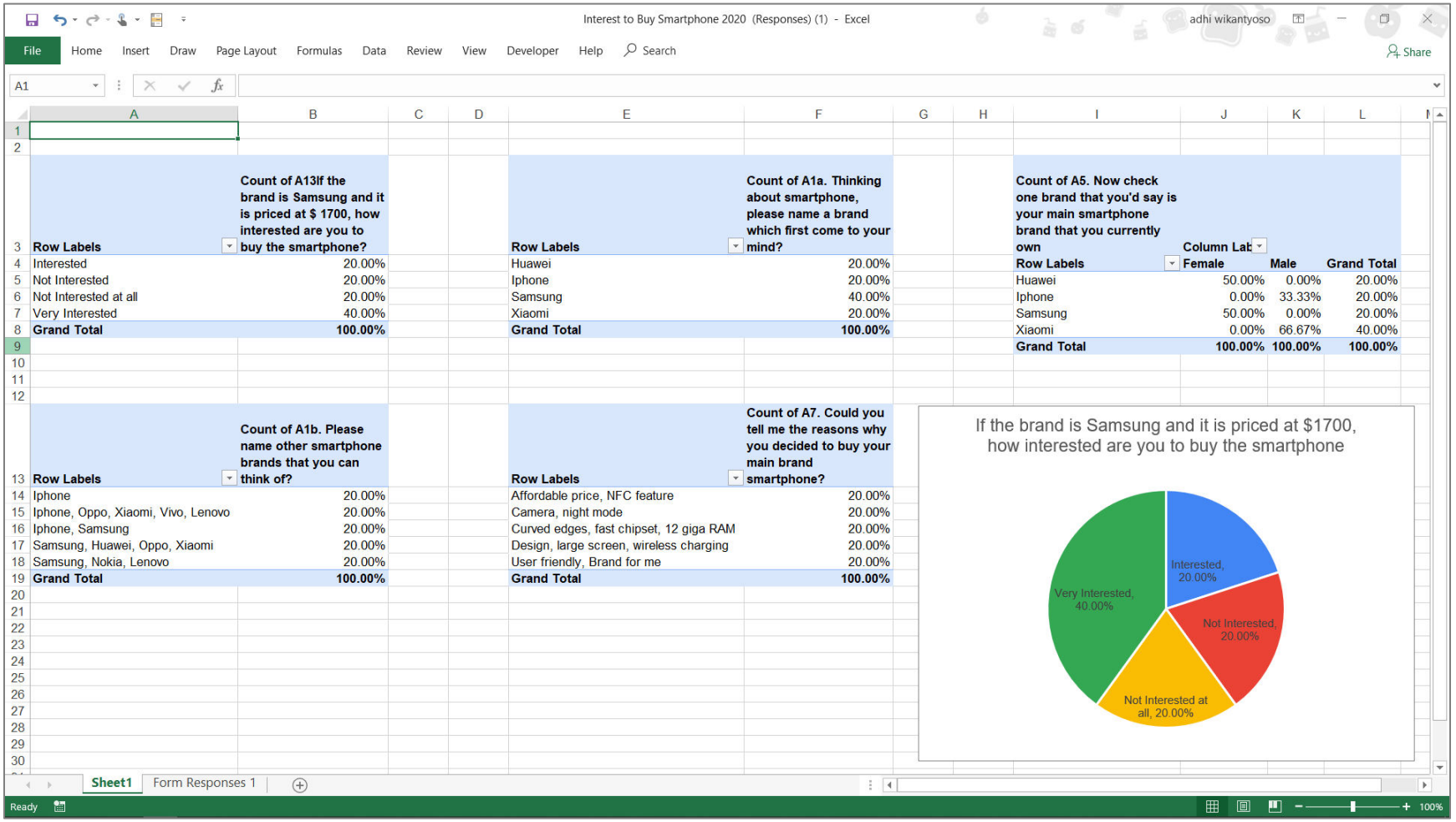
Download Survey Spreadsheet as Microsoft Excel

- Survey data from Google Sheet can be downloaded to Excel



Pivot Table in Microsoft Excel

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



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

Paragraph question, respondents can answer as they wish

A1b. Please name other smartphone brands	A7. Could you tell me the reasons why you de
Samsung, Huawei, Oppo, Xiaomi	User friendly, Brand for me
Iphone	Design, large screen, wireless charging
Iphone, Oppo, Xiaomi, Vivo, Lenovo	Affordable price, NFC feature
Iphone, Samsung	Camera, night mode
Samsung, Nokia, Lenovo	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
Iphone	20.00%
Iphone, Oppo, Xiaomi, Vivo, Ler	20.00%
Iphone, Samsung	20.00%
Samsung, Huawei, Oppo, Xiaon	20.00%
Samsung, Nokia, Lenovo	20.00%
Grand Total	**100.00%**

A7. Could you tell me the reasc	COUNTA of A7.
Affordable price, NFC feature	20.00%
Camera, night mode	20.00%
Curved edges, fast chipset, 12	20.00%
Design, large screen, wireless	20.00%
User friendly, Brand for me	20.00%
Grand Total	**100.00%**

Pivot Table in Microsoft Excel

Data in a cell is treated as one single data

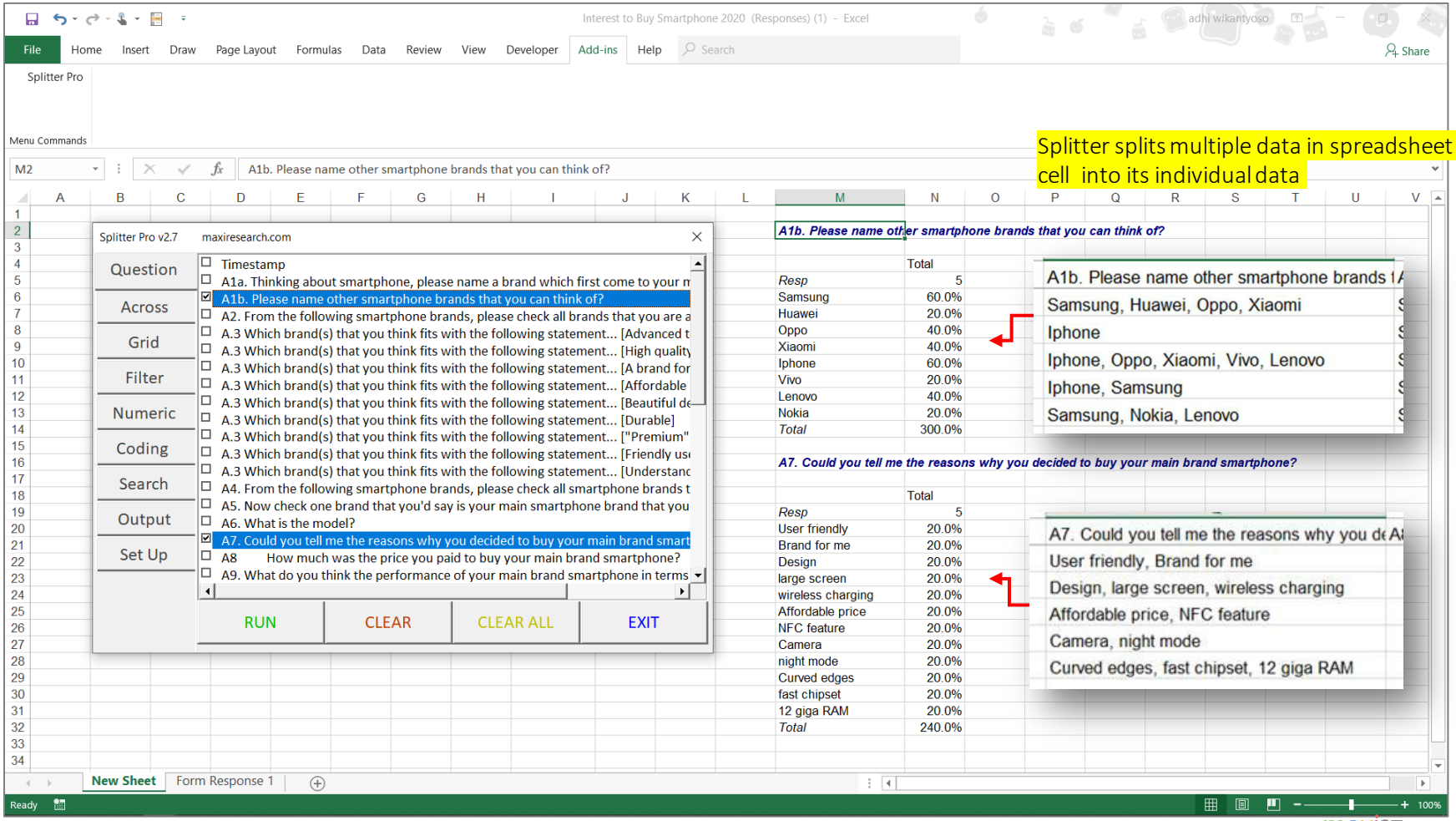
Row Labels	Count of A1b. Please name other smartphone brands that you can think of?
Iphone	20.00%
Iphone, Oppo, Xiaomi, Vivo, Lenovo	20.00%
Iphone, Samsung	20.00%
Samsung, Huawei, Oppo, Xiaomi	20.00%
Samsung, Nokia, Lenovo	20.00%
Grand Total	**100.00%**

Row Labels	Count of A7. Could you tell me the reasons why you decided to buy your main brand smartphone?
Affordable price, NFC feature	20.00%
Camera, night mode	20.00%
Curved edges, fast chipset, 12 giga RAM	20.00%
Design, large screen, wireless charging	20.00%
User friendly, Brand for me	20.00%
Grand Total	**100.00%**

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: 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.

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