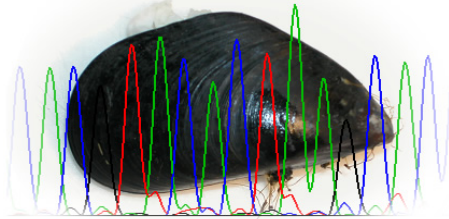


C A C G T A C A C T A A G C A C



Marine Biotechnology and Bioinformatics for Teachers

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MARINE BIOTECHNOLOGY & BIOINFORMATICS FOR TEACHERS  
MOSS LANDING MARINE LABS NSF ITEST GRANT  
ACADEMIC YEAR 2006-2007  
**E-SURVEY - ZOOMERANG**

**Step 1. Set up a Zoomerang Account**

URL - <http://www.zoomerang.com/login/index.zgi>

**zoomerang™** *Easiest way to ask, fastest way to know.™*

## Create Surveys & Get Feedback

It's Fast, Easy & Free!

**ALREADY SIGNED UP?**

**Log In:**

Email Address  
fzendeja@email.sjsu.ec

Password

[Forgot Password?](#) **SUBMIT**

**Panelists** - Go to ZoomPanel to update your profile.

**NEW USER?**

- **Sign Up Now!**  
It's fast and easy - sign up and send a survey today!
- **Our Customers**  
Zoomerang survey tools are used worldwide. See who our customers are. Read quotes and case studies.
- **Become a Panelist**  
Earn rewards for taking surveys, register at ZoomPanel.
- **Zoomerang en Español!**  
[Haga click aqui](#)

**Create Surveys**  
Design surveys quickly and easily

**Send Surveys**  
Send surveys to targeted groups

**Analyze Results**  
Interpret survey results in real-time

**WHAT IS ZOOMERANG?**

- **Survey Products**  
Create and send online surveys, from basic to complex. We have the survey tool for you.
- **Take the Tour**  
See for yourself how easy it is to create survey.

**NEED MORE POWER?**

- **Survey Respondents**  
Use zSample to send your survey to respondents that meet your demographic, geographic and interest needs.
- **MarketTools' Products**  
Need a robust survey and panel system? Learn how zTelligence can work for you or your company

**Easy Access  
2 Million Consumers**

[About Us](#) | [Customer Support](#) | [Privacy Policy](#) | [Terms of Use](#)

## Step 2. Visit the Zoomerang Coach – Create Your Survey

### Survey Creation Best Practices

- > **To ensure your survey success:** We recommend first viewing the survey creation quick online demo.
  - > **Keep the survey short and focused:** Shorter surveys generally have higher response rates and lower abandonment among survey takers.
  - > **Make sure your survey flows in a logical order:** Begin with broader-based questions and then move to those narrower in scope. Take advantage of zPro's skip logic feature, which allows you to create custom paths that respondents follow depending on their response to a question.
  - > **Use closed-ended questions whenever possible:** Closed-ended questions give respondents specific choices. They can take the form of yes/no, multiple-choice or rating scale and are much easier for the respondent to answer and for you to analyze than open-ended questions. View the question type preview tool to see all of your question type options.
  - > **Keep rating scale questions consistent through the survey:** Use the same number of points on the scale and make sure meanings of the scale's high and low stay consistent throughout the survey. Switching your rating scales around will confuse survey takers, and result in unreliable data.
  - > **Disable use of the back button:** Prevents recording of partial responses when survey takers complete the questionnaire. Learn how.
- Last but not least: Save the survey often!**

## Step 3. Sending your Survey

### Methods and best practices for sending your survey:

1. Send the survey by email through Zoomerang
  - > To ensure your survey success, we recommend first viewing the survey deployment quick online demo.
  - > Designate recognizable From and Reply to address fields in the email invitation so your survey isn't confused for SPAM.
  - > Use a descriptive subject line to improve click through rates.
  - > Include information such as: Why the survey is being conducted, who is conducting the survey, and how long the survey will take to complete in your email invitation.
  - > Automatically send a reminder email to anyone who did not complete the survey.
  - > Use Zoomerang's bounce notifications to help identify invalid addresses and remove these addresses from the address book.
  - > Disable use of the back button to prevent recording of partial responses.
2. Generate a survey URL link to send through your own email system or to post on a website
  - > Use your own email client to send the survey URL link. This is one way to collect anonymous or confidential feedback (as long as you don't ask for contact

information within the survey itself) as this method does not allow you to track by individual response. Zoomerang also provides a confidential third party survey deployment service.

- > Post the survey URL link on your website and direct people to your website to take your survey.
- > Disable use of the back button to prevent recording of partial responses.

### Step 3. Analyze your results

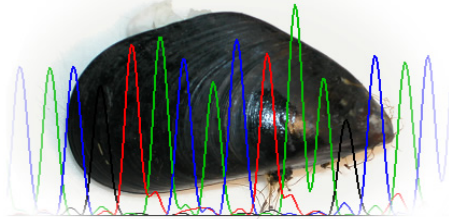
**Zoomerang's automated, real-time reports are available at the click of a button:**

- > To ensure your survey success, we recommend first viewing the survey results analysis quick online demo.
- > Overall results (counts and percentages) for all completed interviews to all survey questions. This is the default report displayed on the Survey Results page.
- > Share your overall results online or via email.
- > Compare results between groups of respondents with Cross Tabs. Understand how cross tabulation reports are calculated.
- > Dig deeper into your survey data to analyze a subset of respondents with filtering.
- > See how each respondent answered your survey.
- > Exclude specific responses from your results.

#### **Best Practices:**

- > Trending over time: For satisfaction surveys, be they customer, product, employee, training or otherwise, it is helpful to see how the ratings change over time, month-to-month, quarter-to-quarter, etc. To effectively track these trends, you will need to ensure your question content and rating scales remain consistent over time. For example, overall satisfaction with Zoomerang quarter after quarter has ranged from 95% to 97%.
  - > If you want to generalize the survey results to a larger group, check to see how well your respondents represent that group. If you know certain profiling information about the audience you were trying to reach, for example the percentage of males and females, check to see whether you have the percentages you were expecting.
  - > In creating a cross tab, the question that you believe changes or affects the responses to the other question, should be the column question. The question responses that are being affected or explained, should be the row question. For example, if you believe that gender affects likelihood of purchase, then gender should be selected as the column question.
- Save Time! Allow us to program, translate and send your survey. We can even help you access your target audience for your survey.

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**E-SURVEYS**

## Step 1. Go to Survey Monkey

URL: <http://www.surveymonkey.com/>

The screenshot shows the SurveyMonkey.com homepage. At the top, there is a navigation bar with links for Home, New Survey, My Surveys, List Management, My Account, and Help Center. The date Friday, September 15, 2006 is displayed. On the left, there is a Member Login section with fields for Username and Password, and a 'Remember me' checkbox. Below this is a 'Tell Me More...' section with links for Overview, Features, Pricing, Testimonials, Guided Tutorials, and Signup Now. A 'Forgot Login?' section is also present with an 'Enter Email' field. The main content area features a 'Welcome to a revolutionary tool.' message, a 'Signup Now >>' button, and a description of the software. Two screenshots are shown: one of the 'Design Survey' editor and one of the 'Collect Responses' popup generator. The 'Design Survey' section includes a 'View Example Survey' link. The 'Collect Responses' section describes the popup generator and list management tool.

## Step 2. Set up an account

The screenshot shows the SurveyMonkey.com website interface for account creation. The header includes the SurveyMonkey logo and navigation links like 'Home', 'New Survey', 'My Surveys', 'List Management', and 'My Account'. A sidebar on the left contains a 'Member Login' section with fields for 'Username' and 'Password', and a 'Tell Me More...' section with links to 'Overview', 'Features', 'Pricing', 'Testimonials', 'Guided Tutorials', and 'Signup Now'. The main content area is titled 'Create an account now.' and includes a 'Remember me' checkbox. Below this is a disclaimer: 'Please remember that any information you provide will never be shared with 3rd parties. We require a bare minimum of information, and we maintain a strict [privacy policy](#).' The form is divided into 'Required Information' and 'Optional Information' sections. The 'Required Information' section includes fields for 'Email (Login):' (filled with 'rbarba@email.sjsu.edu'), 'Password:' (masked with asterisks), and 'Confirm Password:' (masked with asterisks). The 'Optional Information' section includes fields for 'First Name:' (filled with 'Robertta'), 'Last Name:' (filled with 'Barba'), 'Company:' (empty), and 'Contact Phone:' (filled with '408.924.3613'). At the bottom of the form, there is a checkbox for 'I'd like to receive periodic email updates **only** about SurveyMonkey. As a reminder, all of your information will remain absolutely **private**.'

## Step 3. Work Through the Tutorial (Flash Presentation)

Go to this URL: <http://www.surveymonkey.com/Tutorials.asp>

## Why Electronic Survey Monkey?

- **No Limits** - You can create surveys with an unlimited number of questions, spanning an unlimited number of pages. Unlike other services, you are not charged extra for long surveys.
- **Create Skip Logic (Conditional Logic)** - You can customize the path a respondent takes through your survey by adding skip logic. Eliminate unnecessary confusion by skipping non-applicable questions. A proven way to reduce "drop-outs" and overall frustration.
- **Require Answers** - Make sure that you receive a response to essential questions. You can specify on a question by question basis which questions require an answer. Helps to improve the quality of your data.
- **Randomize Answer Choices** - The ordering of choices within a question can introduce an unintended bias. Randomizing answer choices works to eliminate this "order bias".
- **Add a Logo** - Branding your survey gives your survey a professional feel. You can use any logo up to 50K in size at the top of every page in your survey.
- **Create Custom Themes** - Every element of your survey can be customized: fonts, sizes, and colors. After creating your own custom theme, you can apply it to all your future surveys.
- **Generate Popup Invitations** - To increase response rates, you can create a custom popup invitation for your own website. Simply cut and paste the code into any webpage to start generating invitations. To minimize annoyance to your visitors, invitations will only popup once.
- **Custom Redirect** - Once your survey is complete, respondents will be redirected to the page of your choice. By default, completed surveys are redirected to the SurveyMonkey homepage.
- **Filter Results** - A powerful feature that helps you find patterns in your results. Ask questions such as: "Show me only those respondents who answered choice x in question y." Any question in your survey (even open-ended) can be filtered. The entire results section will reflect your filter choices.
- **Share Results** - Let others view your results without giving them access to your account. You can control which results are visible, and how the results may be used.
- **Download Results** - All the data can be downloaded to your local computer for further analysis. Take your summary results into Excel to create graphs. Save the detail results to your hard drive for safekeeping. You are in complete control.