

# **SURVEY BUILDER: A FREE EASY TO USE TOOL FOR STUDENTS TO BUILD WEB SURVEYS**

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## **ABSTRACT**

Whatever one might have against fielding surveys on the world wide web, it has become the easiest way to collect a bit of data. Until recently, using it in a class was quite difficult because of the required level of expertise in form building and handling. With the development of Survey Builder and other similar systems, students can now create surveys without having to deal with tedious coding of forms or the intricacies of handling the forms. Survey Builder is a php based online system allows the creation of single page or multi-page surveys with rudimentary conditional branching, simple JavaScript input validation and all the major question types. Optional style sheets are available to change the look and feel of the survey. A discussion of how marketing research classes with limited time can now use various survey tools to automate the creation of surveys and the collection of data so that it can be done within the time frame of an introductory course. Survey builder provides a reasonable means for doing this and it is freely available. Several other possible means to the same end have appeared simultaneously. These freely available alternatives are discussed in terms of their strengths and drawbacks. Survey Builder works as it exists, but as with most software, it could be better. Session participants will be asked for input in terms of the most important directions it needs to go.