

# Using Insights surveys in Jisc online surveys

## What you need to know

This document provides information about:

1. Accessing your Jisc online surveys account and your chosen survey(s)
2. Customising your survey(s) using the Jisc online surveys design interface
3. Launching and distributing your survey to institutional respondents
4. Accessing the data collected during and after the survey is live

Visit our advice and guidance section on the digital experience insights website ([digitalinsights.jisc.ac.uk/our-service/advice-and-guidance](https://digitalinsights.jisc.ac.uk/our-service/advice-and-guidance)) to view our full set of guides to help you successfully use the digital experience insights service.

## 1. Accessing your survey(s)

If you choose to subscribe to the service you will receive an online 'getting started' form - please return this promptly, ideally within a week at the latest.

Insight surveys are created and managed in an online software tool called Jisc online surveys (previously BOS), now owned by Jisc. If you already have an institutional account with Jisc online surveys you can log in using your existing details, and you will be able to view and copy the master Insight surveys.

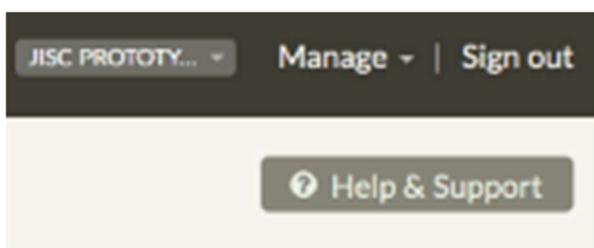
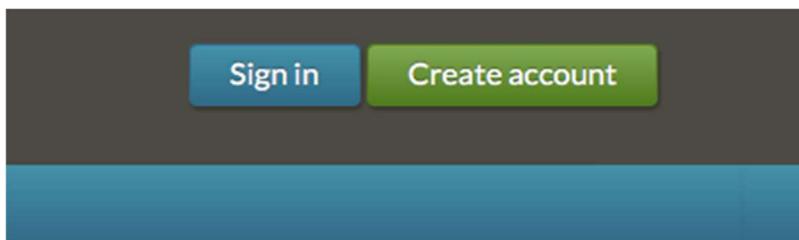
If you don't already have a Jisc online surveys account, we will register you with an account once you complete the confirmation form. You will receive an email that asks you to set up a Jisc online survey username and password. Once you have done this you need to wait a maximum of 36 hours before you can view and copy the master Insight surveys on your Jisc online surveys dashboard.

If you have lost the email inviting you to create a Jisc online survey account, please go to the Jisc online surveys sign-in screen and click on the 'lost invitation?' link. If you want to add further users to the Insight surveys account, please email [help@jisc.ac.uk](mailto:help@jisc.ac.uk) to ask for new user to be added (note please put 'insight surveys' in the subject line of the email to ensure this is promptly directed to the right team). Once we confirm that this has been done you will need to click on the key icon next to your survey and add that person's email address to the permissions. For any other technical enquiries please email [help@jisc.ac.uk](mailto:help@jisc.ac.uk), again, putting 'insight surveys' in the subject line. We'll get back to you as soon as possible and always within three working days.

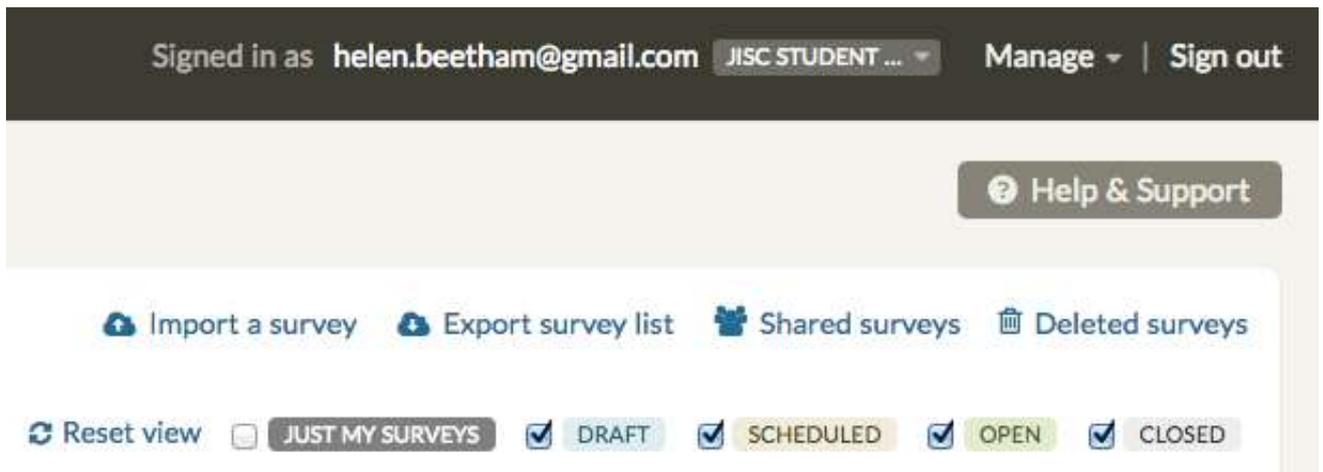
You are now ready to access the insight surveys.

- a. If you are not already logged in, log into Jisc online surveys at [www.onlinesurveys.ac.uk](http://www.onlinesurveys.ac.uk) and click on the 'Sign in' button, top right. Sign in using the details you have set up.

Notice that at any time you have access to a 'Help and Support' menu (top right) with technical guidance on using the Jisc online surveys system.



- b. You will see your Jisc online surveys dashboard. If you already have a Jisc online surveys account, you will have to select the relevant insight survey from the drop-down menu at the top. You will also need to ensure that the box 'JUST MY SURVEYS' is unchecked so that you can see the master survey(s) you have requested.



- c. You will see one or more MASTER insight surveys. (If you do not see the Insight surveys you have requested, please contact [help@jisc.ac.uk](mailto:help@jisc.ac.uk) putting 'insights surveys' in the subject line).

[x]	Status	Name	Survey contact	Responses	Open date	Close date	
<input type="checkbox"/>	DRAFT	MASTER - Digital experience insights survey for ONLINE HE students	tn@timmuslimited.co.uk	0	19 Sep 2018	19 Oct 2018	
		<a href="#">Design</a> <a href="#">Distribute</a> <a href="#">Analyse</a>					
<input type="checkbox"/>	DRAFT	MASTER - Digital experience insights survey for ONLINE FE learners	tn@timmuslimited.co.uk	0	19 Sep 2018	19 Oct 2018	
		<a href="#">Design</a> <a href="#">Distribute</a> <a href="#">Analyse</a>					

- d. Click on the purple 'copy' button to the right of each survey. When the 'copy' dialog box appears, rename the survey including the name of your institution in the new name. We recommend the formula: [name of your institution] [HE/FE/HE online/FE online student and/or teaching staff] [2018/19] [insight survey]. You will need to do this for each of your surveys.

If you're using the Welsh version, please indicate either by putting the title in Welsh or adding "(Welsh)" into the title.



Copy survey "MASTER - Digital experience insights survey for ONLINE HE students" ✕

New survey name \*

Please note that for large surveys this copy action might take some time

## 2. Customising your survey(s)

You should have read through and discussed our guide on **Customising your Insight survey** (<http://bit.ly/DElcustomise> available from [digitalinsights.jisc.ac.uk/our-service/advice-and-guidance](http://digitalinsights.jisc.ac.uk/our-service/advice-and-guidance)) before you begin. This section tells you only how to edit and delete questions in Jisc online surveys. The customisation guide helps you decide what changes you will make and why. It is very important you have thought about these decisions before you start editing. You will be using the pencil and cog-wheel symbols to edit, delete or copy questions.



**Please DON'T MAKE ANY CHANGES other than those outlined here.**

- In your Jisc online surveys dashboard, click on 'design' to access the relevant survey in design view. Scroll through to the first editable item (question 28 on page 12 of the student survey). Click on the pencil symbol to edit the text and change the question text (if necessary) and answer options, adding any extra answer options you require. Save your changes.

 **Edit multiple choice (single answer) question** x

Question text \*

**B** *I*  $\times_2$   $\times^2$   $I_x$       Size - **A** Source

**What curriculum area are you studying in?**

body p span strong

⇅	Answer option 1	<input type="text" value="Option 1"/>	▶
⇅	Answer option 2	<input type="text" value="Option 2"/>	▶
⇅	Answer option 3	<input type="text" value="Option 3"/>	▶
⇅	Answer option 4	<input type="text" value="Option 4"/>	▶ 
Add answer option		<input type="text"/>	▶
 Add another answer option			

- b. Continue to question 27 (of the student survey) or question 20 (of the staff survey) and either edit or delete this grid question. If you are editing, the new answer options (row items) should be short, single-issue and written in respondent facing language. They should have been tested for clarity, eg by printing out the preview and asking respondents to complete the questions. Save your changes.

### Edit grid question ×

Question text

**B** *I*  $\times_2$   $\times^2$   $I_x$       No...  

How much do you agree with the following statements?

body p span span strong

Row items in first column \*

Option 1  
Option 2  
Option 3

▶ Advanced options

Save

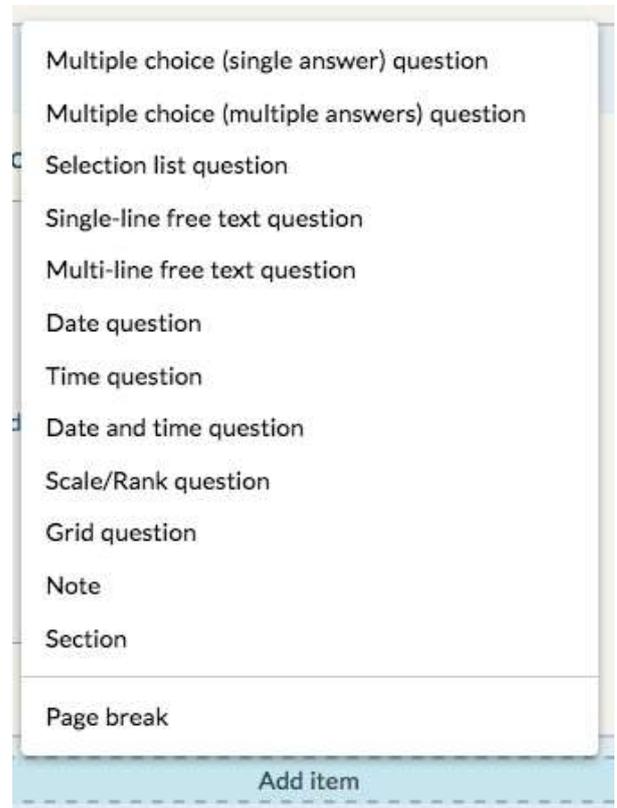
Cancel

- c. Add any extra or alternative questions you have agreed and tested.

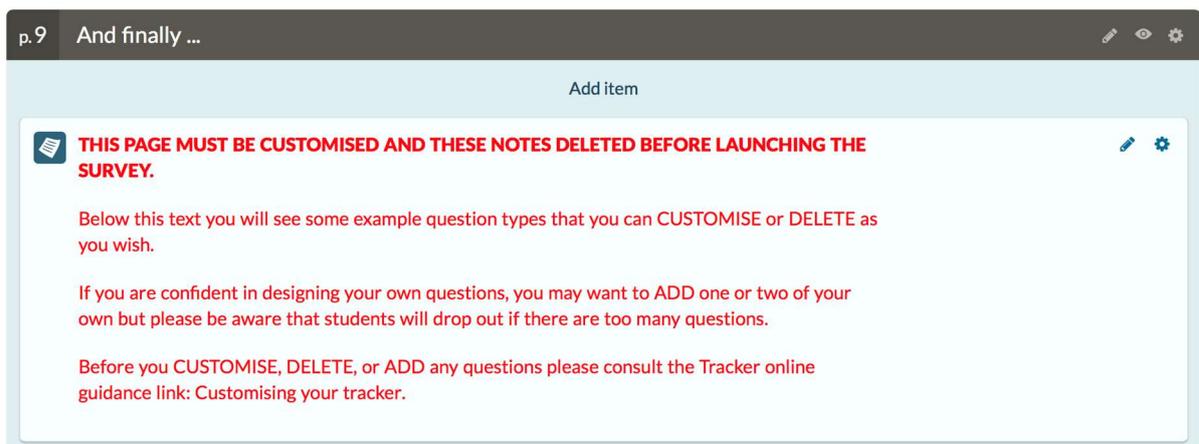
Please **do not add** any questions to the survey unless you have experience in writing respondent-facing questions and have tested them thoroughly.

Please **do not introduce** new question types at this point in the survey unless you are very sure what you are doing and unless you test the whole survey with a number of respondents.

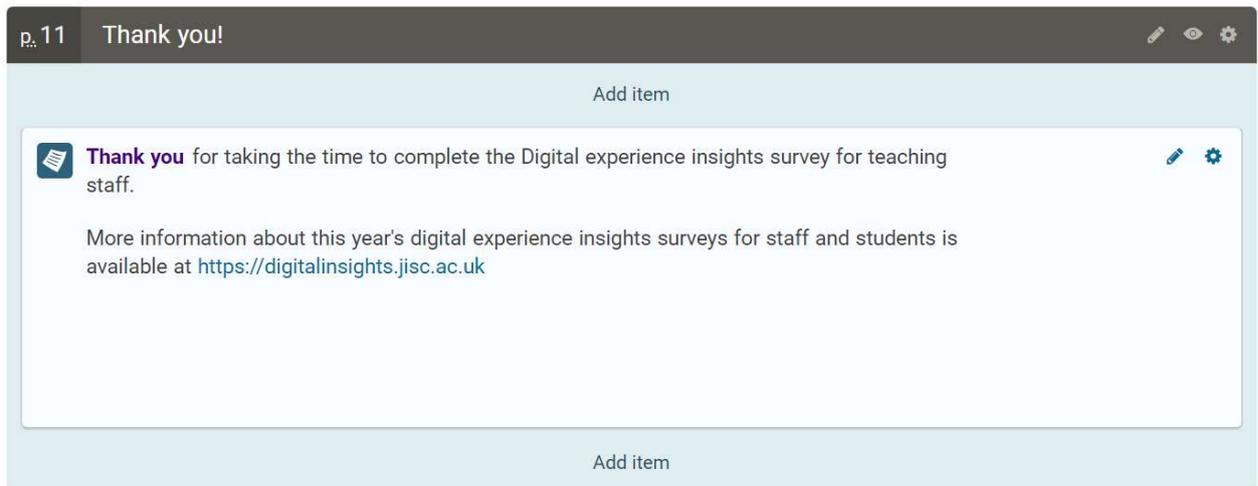
Save your changes.



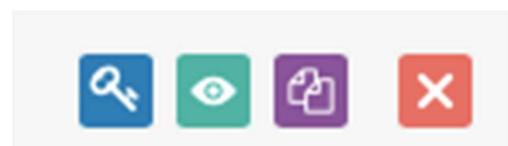
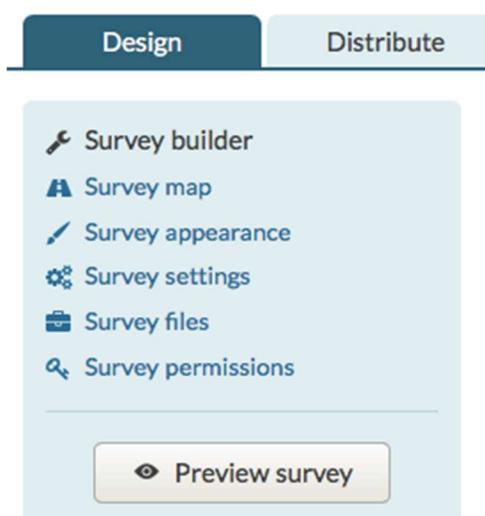
- d. Delete the entire note at the start of page 12 (of the student survey) or page 11 (of the staff survey) (in red).



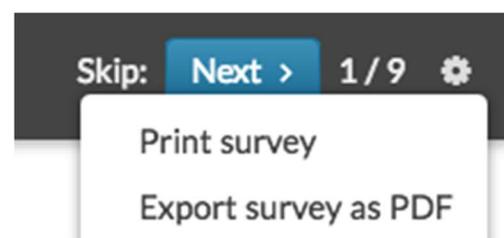
- e. You can also edit the 'thank you' text on page 13 (of the student survey) or page 12 (of the staff survey), for example to include details of how you will respond to institutional respondents' feedback and in what timeframe. You can add in a local uniform resource locator (URL) too. Information on a potential prize draw can be added this page. This process is fully explained in our guide on **customising your Insights surveys** (<http://bit.ly/DEIcustomise> and also available at [digitalinsights.jisc.ac.uk/our-service/advice-and-guidance](http://digitalinsights.jisc.ac.uk/our-service/advice-and-guidance)).



- f. You can now **preview** the survey as your institutional respondents will see it by clicking on the 'Preview survey' button in the authoring pane top left. You can do the same by clicking on the 'eye' icon from the main dashboard. If you want to circulate a copy of the survey for review or print one out for testing, click on the 'cog' icon top right within the preview screen and select 'Export survey as PDF'.



Preview from dashboard via eye icon



- g. If you need to make further changes, return to the 'Design' view. Remember that **once the survey is launched you will not be able to make any changes, so double check everything now.**
- h. You will need to go through the steps in this section for each survey you have ordered.

### 3. Launching and distributing your survey

**Once you have launched your survey, you can't make any further changes. So pause here and make sure you have fully tested the survey and everyone is happy with it before you proceed.**

There are two ways that you can distribute the survey to institutional respondents. The first relies on you to distribute a public URL through whatever channels you think will make the most impact. The second requires you to set up an email distribution list. Jisc online surveys automatically emails each institutional respondent a unique URL to complete the survey. The latter requires more advanced use of Jisc online surveys to set up correctly, and further measures to ensure that respondent data remains anonymous.

- a. If you are not already logged in, log into your Jisc online surveys dashboard and locate your institutional survey(s) as before.
- b. Click on 'Distribute' to access the Launchpad. From the left hand blue block, select 'Distribution settings'.



- c. By default, the opening time is set in the past to allow you to launch the survey whenever you want. Notice that the closing date is set to 30 April 2019 (for the student survey) and 30 June 2019 (for the staff survey). This is to allow Jisc to finalise the benchmarking process and report back on the summative data.

### Distribution settings

Opening date *	<input type="text" value="10/10/2018"/>	<input type="text" value="09:00"/>
Closing date *	<input type="text" value="30/04/2019"/>	<input type="text" value="17:00"/>
Public survey name *	<input type="text" value="2018-19 digital experience insights survey for HE students"/>	
Survey short name *	<input type="text" value="https://insights2019.onlinesurveys.ac.uk/2018-19-he-student-insights-survey"/>	

### Instructions for the distribution method

- d. By default, the URL for distributing the survey is taken from the long survey name you used when you copied the master. You can change the 'survey short name' to create a shorter URL for sharing or use [bit.ly](https://bit.ly) or [tinyurl](https://tinyurl.com) to do this.

### Instructions for the targeted emails method (for advanced users only)

- e. You will need to read through our additional guidance on [uploading staff and student data into the Insight surveys \(bit.ly/DEIuploaddata\)](#). You will also need to access the [help and support](#) offered by Jisc online surveys under the tab 'Survey Access Control'. This will enable you to:
- » Create and import a CSV file of respondent email addresses, formatted as Jisc online surveys requires
  - » Include some test emails so you can check that everything is working
  - » Set options including 'anonymous' for institutional respondent responses
  - » Write an email invitation to respondents in the 'distribute / distribution settings' area
  - » Email respondents
  - » Continue to add new email addresses after the original upload if necessary
  - » Target follow-up emails at respondents who have not completed

Respondent export / import

 **Export respondents** CSV file format

 **Import respondents** Files must be in CSV format and the maximum size is 10MB

### Upload Respondents

Select a csv file to upload or paste your credentials into the text box below:

File (maximum size 10MB):  No file selected.

▼ Survey emails

Invitation message subject \*

Invitation message body \*

Reminder message subject \*

Reminder message body \*

- f. You must remember to remove the column of respondent emails from your data before sharing or analysing it. You may want to wait until after you have allocated any prizes (if you have chosen to this).
- g. When you have set and saved the dates and either saved the public URL or uploaded respondent emails, click back to the survey launch pad (under 'Distribute').

Design
Distribute

-  [Survey launchpad](#)
-  [Survey access control](#)
-  [Pre-population parameters](#)
-  [Distribution settings](#)
-  [Piping overview](#)

- h. Make sure your survey is exactly as you want it, your settings are correct and your communication channels are ready to go before you click the 'Launch survey' button.

### Survey launchpad

<b>Survey status</b>	<b>DRAFT</b> <i>Unlaunched</i>
<b>Opening date/time</b>	19 Sep 2018, 09:00 (BST) <i>3 weeks ago</i>
<b>Closing date/time</b>	19 Nov 2018, 17:00 (GMT) <i>1 month, 1 week from now</i>
<b>Survey contact</b>	tn@timmuslimited.co.uk
<b>Public survey name</b>	MASTER - Digital experience insights survey for HE students
<b>Survey short name</b>	2018-19-he-student-insights-survey
<b>Public URL</b>	<a href="https://insights2019.onlinesurveys.ac.uk/2018-19-he-student-insights-survey">https://insights2019.onlinesurveys.ac.uk/2018-19-he-student-insights-survey</a>

Launch survey

Launched surveys open automatically on your specified opening date/time.

- i. Our guide on **Engaging respondents in your Insights surveys** (<http://bit.ly/DEIengage> and also available from [digitalinsights.jisc.ac.uk/our-service/advice-and-guidance](http://digitalinsights.jisc.ac.uk/our-service/advice-and-guidance)) has ideas for improving participation rates after launch.

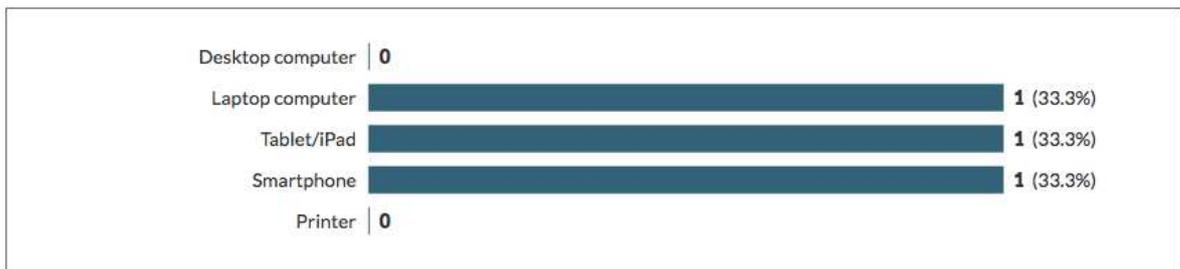
## 4. Viewing, downloading, analysing and benchmarking your data

- a. You can **access** and browse your results at any time by logging on to Jisc online surveys, locating the survey, and clicking on the 'Analyse' tab. Only people with your organisational log-in details can do this (not Jisc insight or Jisc online surveys, unless you have shared your details with us).

The screenshot shows the 'Analyse' tab of a survey titled 'SAMPLE HE 2017/18 Student Digital'. The interface includes a navigation bar with 'Design', 'Distribute', and 'Analyse' tabs. Below the navigation bar, there is a 'Filter by response date' section with radio buttons for 'Today', 'Yesterday', 'Last 7 days', 'Custom range', and 'No date filter' (which is selected). To the right, a summary box displays 'Showing 11 of 11 responses', 'Showing all responses', 'Showing all questions', and 'Response rate: 11%'. At the bottom, there are two buttons: 'Summary' and 'Browse responses'.

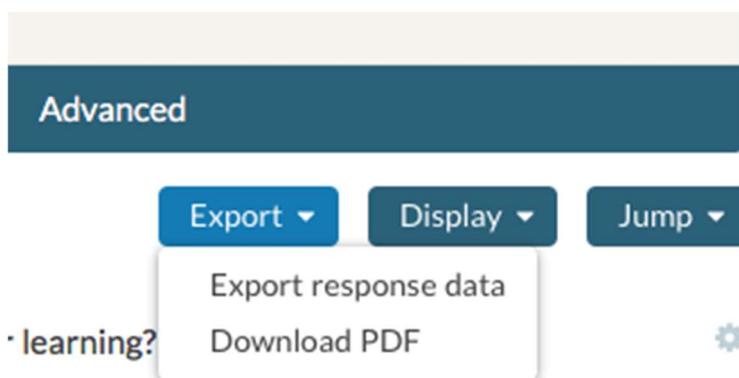
- b. By default, Jisc online surveys presents you with a summary of your data in the form of a bar chart comparing percentage responses within each question. Jisc online surveys also shows you the raw score in **bold** and the percentage score (in brackets) for each response. With some insight questions the raw score will be more useful for analysis.

4 Which of these personally-owned devices do you use to support your learning? Tick all that apply to you.



- c. Once you have your complete data set, you can log in at any time and **download** it. However, you will not have access to the full data set for benchmarking until the Insight survey closes.

You download data using the 'Export' button on the right at the top of your 'Analyse' screen. 'Download PDF' replicates the graphical summary you see in the 'Analyse' area of Jisc online surveys. 'Export response data' lets you download a file of the raw data to a secure location so that you can open and view it in a spreadsheet or data analysis program such as Excel, NVivo, or SPSS.



- d. You can also **partition** your data. That is, you can view the data for different groups of respondents as separate data sets for analysis. If you are downloading data into another system it may be easier to download the full set and partition your data in that system.

To partition your data in Jisc online surveys, use 'Filter based on responses' which is at the bottom of the blue panel on the left of your 'Analyse' screen. Click '+ Add filter'.

The screenshot shows a user interface for filtering survey data. It features a 'Filter by response date' section with radio buttons for 'Today', 'Yesterday', 'Last 7 days', 'Custom range', and 'No date filter' (which is selected). Below this is a 'Showing questions:' section with a grid of question numbers 1 through 11. The 'Select:' section includes 'All', 'None', and an 'Apply' button. At the bottom, there is a 'Filter based on responses' section with a '+ Add filter' button and a 'Save these settings' button.

Filter by response date				
Today	<input type="radio"/>			
Yesterday	<input type="radio"/>			
Last 7 days	<input type="radio"/>			
Custom range	<input type="radio"/>			
No date filter	<input checked="" type="radio"/>			

Showing questions:

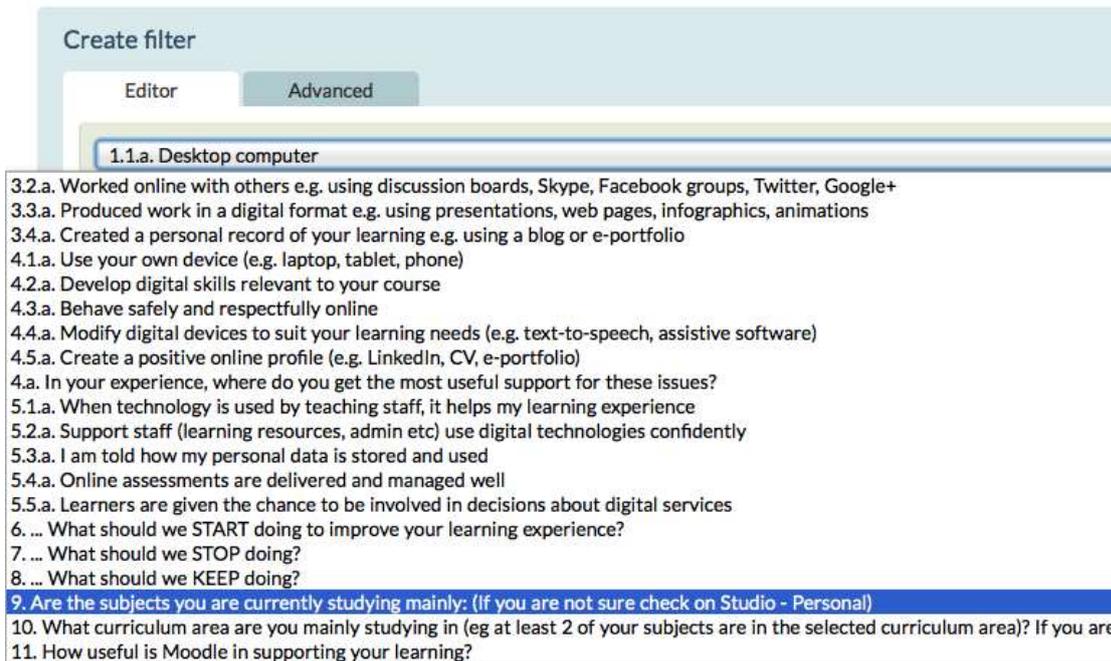
1	2	3	4	5
6	7	8	9	10
11				

Select: All None

Filter based on responses

[+ Add filter](#)

- e. You are now in the filter editor. Use the down arrow to scroll through the drop-down menu to the question you want to use for partitioning. This is likely to be one of questions 1-4 (in the student survey) or questions 1-3 (in the staff survey) ('About you') or question 28 (the 'grouping' question) in the student survey, which you customised precisely so that you could group your respondents at this point in the process.



- f. Select the first of the options available under the question you have chosen. A tick box will appear. This indicates that you have set up a filter to extract all the sets of data where the



respondent has given this particular answer. Click on 'Save and enable' and return to the 'Analyse' screen.

- g. In the blue panel you will see that you have set up and applied a filter. You can now view the data 'Summary' in Jisc online surveys or 'Download' the data for just this group of respondents. Repeat for all the possible responses (i.e. all the different groups of respondents) in this question. You can partition your data using other questions in the same way.

Note that when you log into Jisc online surveys you will be asked whether you want to view the filtered data that you last viewed or start afresh.

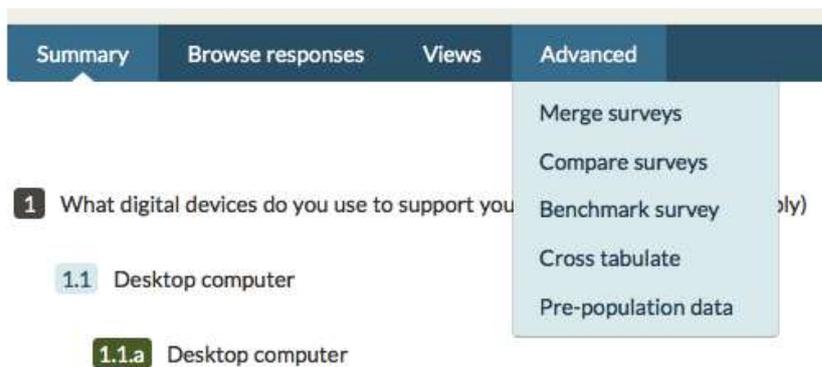
The screenshot shows the 'Analyse' interface with the following components:

- Filter by response date:** A list of options including 'Today', 'Yesterday', 'Last 7 days', 'Custom range', and 'No date filter' (which is selected).
- Showing questions:** A grid of question numbers (1-11) with question 11 selected.
- Select:** 'All', 'None', and 'Apply' buttons.
- Filter based on responses:** A dropdown menu showing 'q10-is-humanities-eg-histor...' with a checkmark, and an 'Add filter' button.
- Save these settings:** A button at the bottom of the filter panel.
- Main Content Area:**
  - Header: 'Showing 52 of 467 responses'
  - Status: 'Showing all responses', 'Showing all questions'
  - Filter: 'With filter q10-is-humanities-eg-history-politics-class-civ-philosophy applied'
  - Clear: 'Clear all filters' button
  - Navigation: 'Summary', 'Browse responses', 'Views', 'Advanced' tabs (with 'Summary' selected)
  - Question 1: 'What digital devices do you use to support your learning? (Tick all that apply)'
  - Response 1.1: 'Desktop computer'
  - Response 1.1.a: 'Desktop computer'
  - Summary Table:
 

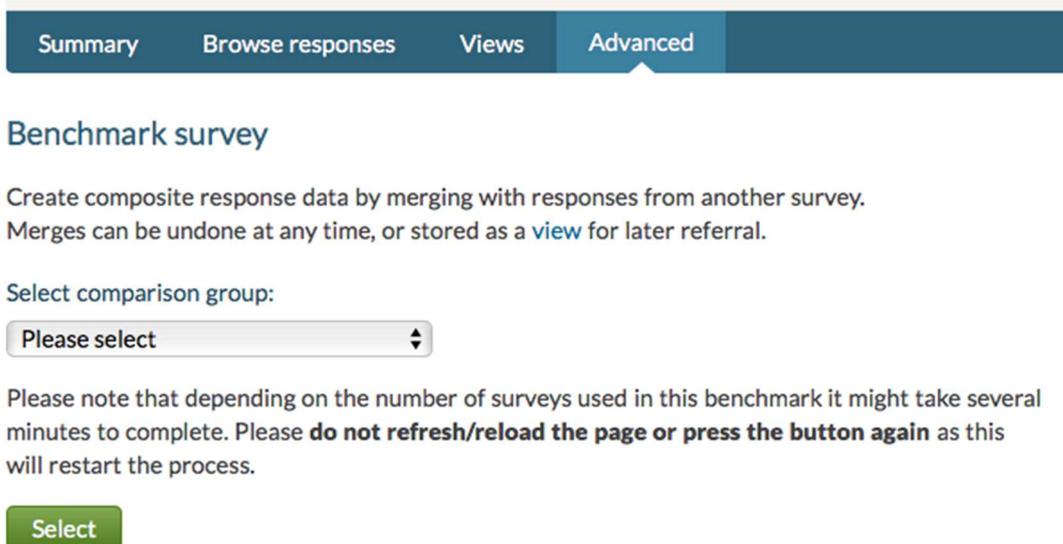
Personal use	<div style="width: 37.1%;"></div>	26 (37.1)
Available at College/learning provider	<div style="width: 62.9%;"></div>	

The option to **benchmark** your responses to a particular question is also available within the Jisc online surveys system. This means that you can compare your data with the average from other institutions using the Insight surveys.

From the 'Analyse' screen, click on 'Benchmark survey' in the 'Advanced' menu



- h. Choose 'Jisc benchmarking' as the comparison group from the drop-down menu and press 'Select'.



- i. Click on 'Benchmark' and wait for Jisc online surveys to calculate your comparative data. This can take a while, as there may be thousands of separate responses to calculate.



### Benchmark survey

You have selected: **TEST Jisc benchmarking** containing data from **7** surveys.

Please note that depending on the number of surveys used in this benchmark it might take several minutes to complete. Please **do not refresh/reload the page or press the button again** as this will restart the process.



- j. For each question you will now see all the responses from your survey (column one) set alongside all the responses from respondents in your sector but not at your institution (column two), and finally both sets of data combined to give you the sector as a whole, including your survey (column three). This allows you to visually compare your data with the rest of your sector. (Note that these examples are based on a dummy survey with very little data).

## 2 How often can you access ...

### 2.1 College/Learning Provider computers and printers

#### 2.1.a College/Learning Provider computers and printers

Option	Your survey (4 responses)		Comparison (21 responses)		Total (25 responses)	
	Raw	%	Raw	%	Raw	%
Most of the time	0	0.00%	7	33.33%	7	28.00%
Sometimes	3	75.00%	9	42.86%	12	48.00%
Never	0	0.00%	2	9.52%	2	8.00%
Don't know	1	25.00%	3	14.29%	4	16.00%

### 3 As part of your course, in the last six weeks have you ...

#### 3.1 Found information online e.g. using search engines, online libraries

##### 3.1.a Found information online e.g. using search engines, online libraries

Option	Your survey (4 responses)		Comparison (19 responses)		Total (23 responses)	
	Raw	%	Raw	%	Raw	%
Yes	3	75.00%	7	36.84%	10	43.48%
No	1	25.00%	6	31.58%	7	30.43%
Don't know	0	0.00%	6	31.58%	6	26.09%

Comparisons are helpful but beware of making assumptions without checking whether any difference between two figures is statistically significant. To statistically compare your data with the benchmarking group, check out the information in our guide to **Analysing and understanding your Insights survey data** (<http://bit.ly/DEIanalyse> and also available from [digitalinsights.jisc.ac.uk/our-service/advice-and-guidance](http://digitalinsights.jisc.ac.uk/our-service/advice-and-guidance)).

## If you need help

The Jisc online surveys 'help and support' pages are detailed and useful. Please make use of these resources first. If you do not find the help you need there, or if Jisc online surveys is not behaving as you expect from these guidance notes, please contact [help@jisc.ac.uk](mailto:help@jisc.ac.uk) (note please put 'insight surveys' in the title of the email to make sure it is promptly directed to the right team).

You may also get help and advice from other insight survey users on the jiscmail list [jiscmail.ac.uk/JISC-DIGITALINSIGHTS-COP](mailto:jiscmail.ac.uk/JISC-DIGITALINSIGHTS-COP)