

Decanato de Asuntos Académicos
Centro para la Excelencia Académica
Taller de Tecnología



**Construcción de cuestionarios
utilizando herramientas gratuitas**

**DRA. CARMEN PACHECO SEPÚLVEDA
UNIVERSIDAD DE PUERTO RICO
RECINTO DE RÍO PIEDRAS
VIERNES 7 DE OCTUBRE DE 2011**

Cuestionario



- el documento básico para obtener la información en la gran mayoría de las investigaciones y estudios

Tipos de preguntas



- **Preguntas abiertas:** Con estas preguntas puede obtenerse una mayor riqueza de detalle en las contestaciones, en las que se permite al encuestado responder cualquier cosa según la pregunta. Tienen el inconveniente de ser difíciles de tabular las respuestas.
- **Preguntas cerradas:** Con estas preguntas puede perderse riqueza en la información pero su cuantificación es fácil. Son preguntas en las que sólo se permite contestar mediante una serie cerrada de alternativas.
- **Preguntas semi-abiertas (o semi-cerradas):** Son preguntas de características intermedias entre los dos tipos anteriores, que intentan no perder nunca mucha riqueza de información a costa de perder algo de facilidad en la tabulación de las respuestas.

Tipos de preguntas



- **Preguntas en batería:** Su objetivo es profundizar en una información siguiendo el hilo de las sucesivas repuestas. Se planifican para realizarlas secuencialmente en función de la respuesta dada a la pregunta de la secuencia anterior.
- **Preguntas de evaluación:** proporcionar una valoración de carácter numérico o una valoración de carácter cualitativo. Son preguntas dirigidas a obtener del entrevistado información sobre cómo valora una serie de cosas o aspectos. Pueden.
- **Preguntas introductoras o motivadoras:** Son las que se realizan al principio de la entrevista y que tienen como objetivo despertar el interés de la persona que se va a entrevistar, intentando motivarle y predisponerle favorablemente para la realización del cuestionario. Las repuestas a estas preguntas generalmente, no se tienen en cuenta ya que en la mayoría de los casos su único objetivo es facilitar la entrevista.

Create your own Free Survey

Over 1 million users!



- ✓ No software to install
- ✓ Create e-mail or website surveys
- ✓ Very easy to use
- ✓ 100% secure and confidential
- ✓ Live results - collected automatically

Full Name:

Choose a Password:

E-mail:

- Personal/Student
- School/College
- Small Business
- Larger Businesses or Government Departments
- Club or Association
- Other

Sign-up Now!

Works with all social platforms



Your privacy is guaranteed, all data collected is 100% confidential.



Your FREE account has now been opened!

This free account gives you...

- Reporting on up to **50 responses per Survey**
- **10 days per survey** (if you exceed this you will need to upgrade to view the results.)
- An **unlimited** number of surveys
- Use **up to 20 questions** in each survey
- Choose from several major **languages**, or add another at no extra cost.

If you have bigger needs or exceed the above limits then please check out our Professional 'Survey Extra' service which contains a number of extra features and enhancements. If you need to collect even more responses then simply contact us!

[Click Here to Continue](#)



1. Design 2. Settings 3. Launch



Survey Design: Blue/Yellow (Default) [Edit Style](#)

Question Numbering: ON (Default)

Language: English

Save or print paper form

Untitled Survey [Edit Title & Introduction](#)

You can enter some introduction text here!

Page 1 - [Delete this entire page!](#)

[Add a Question Below](#)



My Surveys

[New Survey »](#)

[New Quiz »](#)

Account Type: Free!

Status	Title	Date Created	Responses	Options
--------	-------	--------------	-----------	---------

You have not yet created any surveys!



Add a Question...

1) What do you want to add to the questionnaire?:

- Open-Ended: Single Text Box
- Multiple Choice: Choose ONE of the following
- Multiple Choice: Choose ALL that apply
- Simple: TRUE or FALSE
- Simple: YES or NO
- Open-Ended: Single Text Box
- Open-Ended: Multiple Text Boxes (use for contact details etc.)
- Matrix: Rating Scale for single or multiple items
- Ranking: Order a list of items
- Presentation: Descriptive text and images (no answer required)
- Presentation: Insert YouTube Video, Google Video or other HTML code

2) Please enter your question or descriptive text:

(NOTE: Please just enter the question, we will ask for the answers on the next page.)

TIPS: You can drag text or images from other web pages into this editor to include them with your question. Use the Enter key to insert a new paragraph, Shift+Enter to move to a new line.

[Continue ->](#)

2. Replace the 'Free Online Surveys' logo.



Upload your own logo into the top right corner of the survey to replace our advertisement.

To do this either click the link below or provide a link to your picture's location (URL) on the Internet (eg. <http://www.mysite.com/mylogo.gif>).

[Browse and upload images](#)

(Please make sure your image is a suitable screen size and is under 250KB in file size.)

...and if someone clicks on this image what page should they be sent to?

For example.. [HTTP://www.mysite.com](http://www.mysite.com)

(When the user clicks the link your page will open in a new window.)

3. Receive completed surveys by e-mail instantly.



Ideal for sales or support forms where an instant notification is required. The respondents full answers will be emailed to your account.

No

4. Password protect your survey.



If you would like to **password protect your survey** then please enter a password here:
(Leave blank if you don't need this feature)

5. Prevent duplicate responses using 'cookies'.



Prevent people from responding to a survey more than once (on the same computer) by using 'Cookies':

No

[Go Back](#)

1. Design **2. Settings** 3. Launch

[Go to Step 3](#)

Thank you!
Choose what you want the survey taker to see when they complete your survey.

a) Display the FreeOnlineSurveys.com standard thank you page.

b) Jump to the page (URL) below:

c) Display the thank you text below.



Thank you for taking the time to answer this survey!

Launching your survey or quiz

Once you are happy with the design of your survey simply decide from the options below how you want to distribute it.

If you need to automatically track the identity of each respondent then please use option 4 only.

1. This is the unique URL for your survey. Use this link if you do not wish to use one of the supplied distribution methods below.

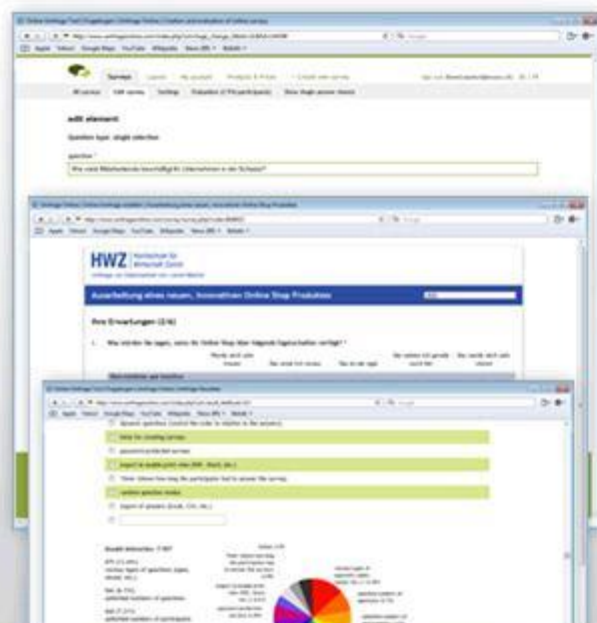
<http://freeonlinesurveys.com/rendersurvey.asp?sid=w4eqi7s4wl5ihxb967122>

2. **Share, Tweet, Post or Blog your survey.**
Quickly add your survey to just about any social media site or blogging tool.



3. **Create a link for your web site**
Use this if you would like to include a popup survey or quiz on your own web site.
4. **Send the survey to your e-mail list - (Survey Extra subscribers only)** Save time and trouble by letting us e-mail a link to this survey to your list of participants.

<http://freeonlinesurveys.com/rendersurvey.asp?sid=w4eqi7s4wl5ihxb967122>



Professional and made easy Online Survey Creation

Create your survey

An intuitive user interface facilitates your work and supports you in creating a great web survey

Carry out your survey

Send your online survey by email or publish it on a website

Automatic evaluation

Let real-time evaluation do the hard work and easily export your results into an Excel or CSV file

Get started now!

Register for free and create
your own survey.

FREE registration »

Online Survey Customer Satisfaction Survey Market Research Survey Employee Satisfaction Survey Question Box

Online surveys easier than ever!

eSurvey Creator is a quick and easy way to **create** and **automatically evaluate** your **web surveys on any possible topic**.

You can freely choose between a **free** service for survey of small to medium size and a **professional** service and get excellent results.

Once **registered**, you can immediately begin!

DEMO
open
survey



What kind of survey do you want to create?

A common online survey

Online survey with any number of questions, pages and participants. Send the direct link via email to your participants or post the link on a website.

example: [open the survey](#)

[create an online survey](#)

A question box for your own website

Create a box according to your own wishes - you can create the entire layout yourself and therefore make sure that it perfectly fits to your website.

example: [show](#) | [hide](#)

[create a question box](#)



Lots of power for little money

Whether you are just trying us out, or you plan to launch a comprehensive survey, we have all the right offer at reasonable prices. You can always change to a higher product or renew a product - it's all transparent and there are no hidden costs.

	Products for single surveys			Flat rate products	
Products	Basic	Personal	Pro	Business	Enterprise
	For simple and small surveys or just to test us.	For professional surveys with short to medium term.	For professional surveys with a long duration and/or a large return.	The flat rate offer for companies that want to conduct any number of surveys and be unrestricted.	This is our unlimited high-end solution for usage without any reference to eSurvey Creator (white label)
Main difference from previous product		+ Custom layout + Add images + Ad-free	+ Annual survey + Unlimited number of participants	+ Any number of surveys	+ White label solution + Your own domain + We create your questionnaire design.
Desired duration		1 month(s) <input type="button" value="v"/>	1 year(s) <input type="button" value="v"/>	1 year(s) <input type="button" value="v"/>	1 year(s) <input type="button" value="v"/>
	<input type="button" value="choose >>"/>	<input type="button" value="choose >>"/>	<input type="button" value="choose >>"/>	<input type="button" value="choose >>"/>	<input type="button" value="choose >>"/>

Questionario Prueba

Survey details

status: pending product:  Basic

[edit homepage & survey title](#)

Questionario Prueba

0 %

esta es una prueba de la plataforma

[+ Add page](#)

[edit page title](#)

[move page](#)

[copy page](#)

[delete page](#)

blank page

[+ Add element](#)



Surveys

[Layout](#)

[My account](#)

[Products & Prices](#)

[+ Create new survey](#)

[Sign out \(carmenpacheco6@gmail.com\)](#)

[All surveys](#)

[Edit survey](#)


[Settings](#)

[Email distribution](#)

Insert element

[back](#)


Select question type:

 [yes / no - question](#)


 [open questions](#)

 [closed questions](#)

 [table / matrix](#)

 [polarisation profile](#)

Select additional elements:

 [text](#)

 [photo / image / illustration](#)

+ single selection with "yes" or "no"

Did you get a pay rise last year?

- yes
- no

open questions

+ single-line text box

What is your favorite artist?

+ single-line text box with text before and/or after the box (3 different widths)

How old are you?

Age: years old

closed questions

+ single selection

How often do you use the product XY?

Only one selection possible.

- daily
- weekly
- monthly
- yearly
- never

+ single selection with optional text box

How much would you pay for the product XY?

Only one selection possible.

- less than \$50
- \$51 - \$80
- \$81 - \$100
- \$101 - \$120

text



text

In the following section we will ask you some questions about ...

photo / image / illustration



photo / image / illustration including text

Landscape



Please remember this picture very carefully. On the next page you will find ...

Online Surveys by Zoomerang

The best survey software for fast easy feedback

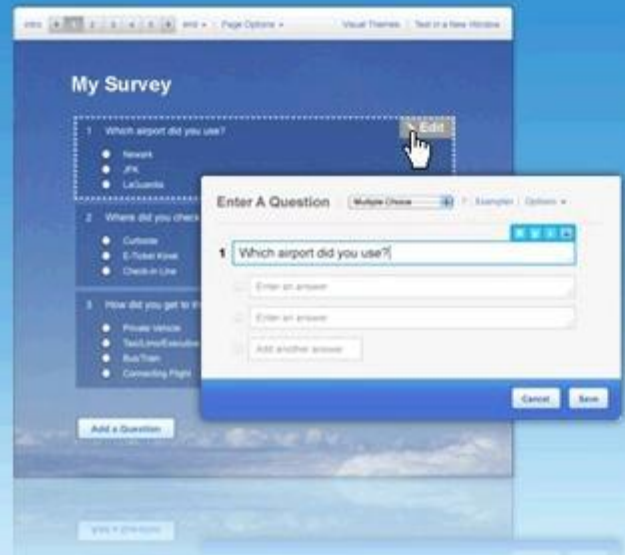
Free Basic Account

Sign Up Now - FREE!

Email
Password
Confirm Password

I'd like to receive survey tips via email.
I have read and agree to the [Terms of Use](#).

Sign Up Now



- Create unlimited surveys and polls
- Send via email, facebook, twitter, or web
- View real-time results

 Need respondents for your survey? [Get Started >>](#)

Want more than basics? [View Plans & Pricing](#)

What Create Your Survey



Name your survey (This is what your survey takers will see)

- Start with a blank survey
- Copy a previous survey
- Import a survey ***PRO**
- Import from SurveyMonkey ***PRO**
- Use a template

Browse Templates

- Business
- Customer Satisfaction
- Edu/Academic
- Employee/HR
- Marketing/Product
- Meeting/Event/Training
- Non-Profit/Community
- Website/Ecommerce
- Translated

Cancel

Get Started

Powerful surveys in less time

Good? Bad? Tell us what you think.

[Share Your Feedback](#)

[switch back]

File Name: **New Survey - October 05, 2011**

[Survey Settings](#)[Save](#)[Activate Survey](#)

Intro / End Pages ▾

Page Options ▾

[Themes, Colors, Fonts](#)[Preview](#)

New Survey - October 05, 2011

[Add a Question](#)

Intro / End Pages ▾

Page Options ▾

[Save](#)[Activate Survey](#)

Enter a Question

- Multiple Choice
- Multiple Choice
- Open Ended
- Heading
- Rating Scale
- Date & Time
- Ranking
- Name & Address

Options

Examples

Allow Multiple Answers

Radio Buttons Drop Down

"Other, Please Specify"

Make Question Mandatory

*PRO Randomize Answers

*PRO Set Skip Logic

Use a single text field for easy Cut & Paste.

2 Enter a question

Enter an answer

Enter an answer

+ Add another answer

Check Spelling

Cancel

Save

Kwik Surveys makes your job easy

Design surveys, forms, polls and feedback forms



The only tool
you need



Free and
unlimited



Fast and easy



Instant reports

It's easy, fast and free. Why wait? Start today

It's free!
Get started today!

[Start here >](#)

[Sign up](#)

Our service is 100% free and fully featured, everything you need to create surveys, forms and polls. Try our free survey maker today!

- No hidden charges, it's free !
- Unlimited number of questions, answers and surveys
- Premium and free support options available
- Secure and Reliable service
- The most popular free survey software
- Downloadable results (MS Word, Excel, Open office)
- Brandable Surveys, Logo's and custom themes
- Embedded surveys directly into HTML webpages, forums etc..
- [See features...](#)

Free
Easy to use
Unlimited
Surveys

Warning: Data will be lost when browser is closed.
Please [create an account](#) to retain your data.

Kwik Surveys

The only free & unlimited survey tool.

My Account



Back



Help



Support



Home



Create Account

Create Account



Settings



Style



Results



Export



Launch



Preview



SHARE



Tweet

0

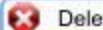
Survey name: Untitled Survey



Add



Move



Copy



Delete

Click to add page title...

Page description



Add Question



Back



Help



Support



Home

Register with KwikSurveys.com

Username Username Available

Email address Email OK

Password

Confirm Password

[Sign up](#)

[Report a Problem](#) | [Contact support](#)

Back

Help

Support

Home

Create Account

[Survey status](#)

[End options](#)

[Display options](#)

[Misc](#)

[Exit](#)

Open / Close survey

Open to Responses

Response quota

Maximum number of responses

Survey Dates

Start

[Select Date](#)

End

[Select Date](#)

Time Zone

Participant Options

Allow Participants to:

- Take survey once, then block access
- Take survey once, then allow participant to edit responses
- Take survey many times

Using cookies or unique link generated by the email center

Using cookies or unique link generated by the email center

Untracked surveys only

Warning: Data will be lost when browser is closed.
Please [create an account](#) to retain your data.



Back



Help



Support



Home



Create Account

Create Account



Settings



Style



Results



Export



Launch



Preview



SHARE



Tweet

0

Survey name: Untitled Survey



Click to add page title...

Page description

Add Question



Web

www.kwiksurveys.com/themeEditor.php

Theme editor

Survey layout & background

Title

Introduction

Logo

Questions

Progress bar

Reset option

Select Theme

Blue - Grey



New

Rename

Save

Exit

Color

Background Color

#CCCCFF

Reset

Background Image

Select File

Clear

Attachment

Scroll

Repeat

Repeat

Position

Left Top

Survey layout

Width

98

%

Align

Left

Text direction

Left to right

Footer text align

Left

Kwik Surveys

The only free & unlimited survey tool.

My Account

Log



New



Help



Support



Email

My Surveys

Title	Status	Settings	Edit	Preview	Results	Duplicate	Launch	Export	Delete Survey	Clear Results	Response
Cuestionario de prueba	Open								<input type="button" value="Delete"/>	<input type="button" value="Clear"/>	

Tutoriales



- Microsoft Office Tools (Excel y Word)

- <http://www.microsoft.com/education/en-us/teachers/how-to/Pages/survey.aspx>

- Survey Monkey

- http://www.youtube.com/view_play_list?p=ECCFD10F41CEA5B2
- <http://s3.amazonaws.com/SurveyMonkeyFiles/UserManual.pdf>

- Zoomerang

- <http://www.youtube.com/watch?v=NINzOv7gcQk>
- <http://www.zoomerang.com/blog/2009/03/23/zoomerang-quick-start-guides-%E2%80%93-a-zoomerang-survey-tutorial-series>
- <http://www.youtube.com/watch?v=Cm5iVkqpaps>

Tutoriales



- Kwik Surveys

- [Kwik Surveys Tutorial Handouts](#)

scsstech.weebly.com/.../kwik_surveys_tutorial.doc... - Formato de archivo: Microsoft Word

- <http://www.youtube.com/watch?v=IvQvB52kLrM&feature=related>

- <http://www.youtube.com/watch?v=YkBqiHkuHeE>

- <http://www.freetech4teachers.com/2011/04/kwik-surveys-create-surveys-with.html>

Tutoriales



- Google Form

- <http://www.youtube.com/watch?v=DEhDom1fhAQ>
- <http://sites.google.com/site/sciencequestpd/google-tools/google-form-tutorial>
- <http://www.youtube.com/watch?v=WMXgutYKMgk>
- <http://www.adictosaltrabajo.com/tutoriales/tutoriales.php?pagina=Tutorial-Google-Forms>

Enlaces



- [Best Free Open Source Survey Software Download: 2011 Reviews](#)
 - <http://expertscolumn.com/content/best-free-open-source-survey-software-download-2011-reviews>
- <http://questionform.com/>
- <http://freeonlinesurveys.com/>
- <http://www.esurveycreator.com/>
- <http://www.zoomerang.com/>
- <http://www.kwiksurveys.com/>
- <http://fluidsurveys.com/free-online-surveys/online>