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Creating a new survey is simple: Visit [. Click + NEW SURVEY](#). In step 1 (Write questions), select the appropriate question type(s) and write your question(s). Click CONFIRM. In step 2 (Pick audience), name your survey and select your target audience. Click CONTINUE. In step 3 (Confirm survey), review your survey questions and purchase responses. You also have the option here to adjust the survey frequency. Click BUY NOW or START TEST* if your survey has screening questions. Your survey is sent to our team for review and you receive a confirmation email once it has been started. You receive another email with a link to your results once your survey is completed. You can start seeing results once your survey is approved and data is processed, which usually happens in a matter of hours. *If you use screening questions, an audience test is required and the minimum incidence rate is 5%. Survey creation frequently asked questions Expand all Collapse all How can I target the appropriate audience with my survey questions? When Google Surveys collects responses from the general-Internet audience, it uses published Internet-population data sets for the target-population distribution. For example, when targeting United States, the United States governments Current Population Survey (CPS) Internet Supplement is the target population distribution. For details, see our methodology overview. Note that our audience incomes are the median income of the areas we surveyed. You can target questions based on inferred demographics (age, gender, or geography) from the first step of the survey-creation wizard. For custom audiences such as dog owners or people who play golf, you can use screening questions that let you screen respondents to ensure that they are in your target audience. A screening question can be any non-binary, multiple choice question such as Yes / No / I plan to. As an example, respondents first see your screening question and then those who select Yes or I plan to answer the following questions from your survey. What types of language targeting are available? When targeting surveys to the general population in specific countries, you are required to write your survey questions in the language thats available in the country you selected. Learn more about the language availability for each country. Survey translation Google Surveys does not provide any survey-translation services. All surveys must be written and submitted in the language that the survey is targeting. Surveys are not automatically translated. Where will my survey questions appear? Questions appear throughout sites in our publisher network in order to get a representative sample of respondents. Users complete survey questions in order to access high quality content around the web, and publishers get paid as their users answer. Google and many publishers want to protect their readers privacy and ensure that any proprietary data they have about their readership is not exposed, so we do not supply a list of the sites where individual questions run. Can I create matrix-grid-type questions? Google Surveys does not support matrix questions, or grids with response categories along the top and a list of questions down the side, which often prompt participants to abandon surveys (Brecko, Carstens; 2006). Instead, we suggest that you break out each row of a matrix question into its own separate multiple choice or rating question. This way, respondents can focus on each question and provide more accurate answers. Learn more about our available question types Post to the help community Get answers from community members U kunt makkelijk een nieuwe enquete maken: Ga naar [. Klik op + NIEUWE ENQUETE](#). In stap 1 (Vragen schrijven) selecteert u een of meer passende vraagtypen en stelt u uw vragen op. Klik op BEVESTIGEN. In stap 2 (Doelgroep kiezen) geeft u de enquete een naam en selecteert u uw doelgroep. Klik op DOORGAAN. In stap 3 (Enquete bevestigen) checkt u de enquetevragen en koopt u antwoorden. Hier kunt u tevens de frequentie van de enquete instellen. Klik op NU KOPEN of TEST STARTEN* als uw enquete screeningvragen bevat. Uw enquete wordt ter beoordeling naar ons team gestuurd. U krijgt een bevestigingsmail zodra de enquete is gestart. U krijgt nog een e-mail met een link naar uw resultaten nadat uw enquete is afgerond. Zodra de enquete is goedgekeurd en de gegevens zijn verwerkt, ziet u de eerste resultaten. Gewoonlijk is dat een kwestie van een paar uur. *Als u screeningvragen gebruikt, moet er een doelgroepetest worden uitgevoerd en bedraagt de minimumincidentie 5%. Veelgestelde vragen over het maken van enquetes Alles uitvouwen Alles samenvouwen Hoe kan ik met mijn enquetevragen de juiste doelgroep targeten? Als Google Surveys antwoorden verzamelt van het 'algemene internetpubliek', wordt er gebruikgemaakt van gepubliceerde datasets van de internetpopulatie voor de spreiding van de doelpopulatie. Bij het targeten van de Verenigde Staten geldt bijvoorbeeld het internetsupplement van de Current Population Survey (CPS) van de Amerikaanse overheid voor de spreiding van de doelpopulatie. Bekijk ons methodologieoverzicht voor meer informatie. Houd er rekening mee dat het inkomen van onze doelgroep het mediane inkomen is van de gebieden waar we hebben genqueteerd. Vanaf de eerste stap van de wizard voor het maken van enquetes kunt u vragen targeten op basis van afgeleide demografische gegevens (leeftijd, gender of locatie). Voor aangepaste doelgroepen, zoals hondenbezitters of golfliedhebbers, kunt u screeningvragen gebruiken om respondenten te screenen, zodat u er zeker van bent dat ze tot uw doelgroep behoren. Een screeningvraag kan elke niet-binaire, meerkeuzevraag zijn, zoals Ja/Nee/Ben ik van plan. Bijvoorbeeld: respondenten krijgen eerst uw screeningvraag te zien en degenen die Ja of Ben ik van plan selecteren, krijgen de volgende vragen in de enquete te zien. Welke soorten targeting op taal zijn beschikbaar? Als u enquetes target op de algemene bevolking in specifieke landen, moet u uw enquetevragen schrijven in de taal van het land dat u heeft geselecteerd. Bekijk meer informatie over de taalbeschikbaarheid voor elk land. Vertalingen van enquetes Google Surveys biedt geen vertaalservices voor enquetes. Alle enquetes moeten worden geschreven en ingediend in de taal waarop de enquete is getarget. Enquetes worden niet automatisch vertaald. Waar worden mijn enquetevragen weergegeven? De vragen worden weergegeven op sites in ons uitgeversnetwerk om een representatieve steekproef van de respondenten te verkrijgen. Gebruikers vullen enquetevragen in om toegang te krijgen tot content van hoge kwaliteit op internet en uitgevers krijgen betaald als hun gebruikers vragen beantwoorden. Google wil, evenals veel uitgevers, de privacy van lezers beschermen en garanderen dat gegevens die wij over lezers bezitten, niet worden vrijgegeven. Wij verstrekken daarom geen lijst van de sites waarop enquetes met individuele vragen worden gehouden. Kan ik vragen in matrixvorm maken? Google Surveys biedt geen ondersteuning voor matrixvragen of -rasters met antwoordcategorieën aan de bovenkant en een lijst van vragen aan de zijkant, omdat deelnemers daardoor vaak enquetes verlaten (Brecko, Carstns, 2006). In plaats daarvan adviseren we u een afzonderlijke meerkeuze- of beoordelingsvraag te maken van elke rij van een matrixvraag. Op deze manier kunnen respondenten zich op elke vraag afzonderlijk concentreren en nauwkeurigere antwoorden geven. Meer informatie over onze beschikbare vraagtypen Hoe kunnen we dit verbeteren? Creating a new survey is simple: Visit [. Click + NEW SURVEY](#). In step 1 (Write questions), select the appropriate question type(s) and write your question(s). Click CONFIRM. In step 2 (Pick audience), name your survey and select your target audience. Click CONTINUE. In step 3 (Confirm survey), review your survey questions and purchase responses. You also have the option here to adjust the survey frequency. Click BUY NOW or START TEST* if your survey has screening questions. Your survey is sent to our team for review and you receive a confirmation email once it has been started. You receive another email with a link to your results once your survey is completed. You can start seeing results once your survey is approved and data is processed, which usually happens in a matter of hours. *If you use screening questions, an audience test is required and the minimum incidence rate is 5%. 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En el paso 2 (Elegir audiencia), da un nombre a la encuesta y selecciona tu audiencia objetivo. Haz clic en CONFIRMAR. En el paso 3 (Confirmar la encuesta), revisa las preguntas y compra la cantidad de respuestas que quieras. En este paso también puedes ajustar la frecuencia de la encuesta. Haz clic en COMPRAR AHORA o, si la encuesta tiene preguntas de cribado, en INICIAR PRUEBA*. La encuesta se enviará a nuestro equipo para que la revise y recibirá un correo de confirmación cuando se haya iniciado. Cuando termine la encuesta, recibirá otro correo con un enlace a tus resultados. Podrás empezar a obtener resultados una vez que se apruebe la encuesta y se procesen los datos, lo que normalmente sucede en unas horas. *Si utilizas preguntas de cribado, debes realizar una prueba de audiencia y la tasa mínima de respuesta cualificada es del 5%. Preguntas frecuentes sobre la creación de encuestas Mostrar todo Ocultar todo ¿Cmo puedo dirigir mi encuesta a la audiencia adecuada? Cuando Google Surveys recoge respuestas de la "audiencia general de Internet", utiliza conjuntos de datos de población de Internet publicados para realizar la distribución de la población objetivo. Por ejemplo, si orientas las encuestas a Estados Unidos, la distribución de la población objetivo se extraerá de los datos complementarios sobre el uso de Internet de la encuesta de población actual del gobierno de los Estados Unidos. Para obtener más información, consulta el resumen de nuestra metodología. Los ingresos de la audiencia son la media de ingresos de las zonas en las que hemos hecho encuestas. Puedes segmentar las preguntas en función de los datos demográficos inferidos (edad, sexo o ubicación geográfica) en el primer paso del asistente de creación de encuestas. En el caso de audiencias personalizadas, como propietarios de perros o personas que juegan al golf, puedes utilizar preguntas de cribado para asegurarte de que los encuestados realmente pertenecen a tu audiencia objetivo. Una pregunta de cribado es cualquier pregunta con ms de dos opciones de respuesta, como "Sí/No"/"Lo tengo previsto". En este ejemplo, los encuestados primero verán la pregunta de cribado y, a continuación, los que seleccionen "S" o "Lo tengo previsto" responderán a las preguntas restantes de la encuesta. Qu tipos de segmentación por idioma hay disponibles? Al orientar las encuestas a la población general de determinados países, se requiere que escribas las preguntas de las encuestas en el idioma que est disponible en el pas que hayas seleccionado. Consulta más información sobre la disponibilidad de idiomas en cada pas. Traducción de las encuestas Google Surveys no ofrece ningn servicio de traducción de encuestas. Todas las encuestas se deben redactar y enviar en el idioma objetivo de la encuesta. Las encuestas no se traducen automáticamente. ¿nde aparecen las preguntas de la encuesta? Las preguntas aparecen en los sitios web de nuestra red de editores para obtener una muestra representativa de encuestados. Los usuarios contestan a las preguntas de las encuestas para poder acceder a contenidos de alta calidad en la Web y los editores reciben dinero por las respuestas de sus usuarios. Google y muchos editores quieren proteger la privacidad de sus usuarios y garantizar que no se expongan los datos propios que tengan sobre sus lectores. Por eso, no proporcionamos una lista de los sitios en los que se publica cada pregunta. ¿Puedo crear preguntas de matriz? En Google Surveys no se pueden crear preguntas de matriz ni tablas con categorías de respuestas de la parte superior y una lista de preguntas en el lateral, ya que suelen provocar que los participantes abandonen las encuestas (Brecko, Carstens; 2006). En vez de eso, te sugerimos que desgloses la pregunta de matriz convirtiéndola cada fila en una pregunta con varias opciones o con escala de puntuación. De esta forma, los encuestados podrán centrarse en cada pregunta y ofrecer respuestas más precisas. Más información sobre los tipos de preguntas disponibles ¿Cmo podemos mejorar esta página? Next: Publish your form and get responses On this page Create a form Go to forms.google.com. Click Blank form. Name your untitled form. Learn more at the Google Docs Editors Help Center Add questions If you're using a template, you can skip to Update questions. Open a form in Google Forms. Click Add . To the right of the question title, choose the type of question you want. Type the possible responses to your question. To prevent people from not answering, turn on Required. Update or arrange questions To move a question, at the top of a question, click Drag. To add a description to a question, click MoreDescription. To add an image to a question, click Add image. To add a YouTube video to a question, click Add video. To delete a question, click Delete. Tip: To preview your changes at any time, at the top right, click Preview. Learn more at the Google Docs Editors Help Center Customize your design Use an theme with your organization's branding In Google Forms, open a form. Click Customize theme. Under "Themes," click a theme. Note:Organization-branded themes appear only if your administrator makes them available. Create sections Sections can make your form easier to read and complete.Each section starts on a new page. In Google Forms, open a form. Click Add Section . Name the new section. 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To share a form with people outside your organization: Open a form in Google Forms. At the top of the form, click Settings. Next to Responses, click the Down arrow . Turn offRestrict to users in [your-company.com] and its trusted organizations. Collect email addresses of participants Record the email addresses from people who fill out your form. When someone takes your survey, they will be required to enter their email address before they submit the form. Collect verified emails Important: Respondents must confirm their Google Account email address gets collected with their response. The confirmation displays on each page of the form. Open a form in Google Forms. At the top, click Settings. Next to Responses, click the Down arrow . Under "Collect email addresses," select Verified. Collect emails manually Open a form in Google Forms. At the top, click Settings. Next to Responses, click the Down arrow . Under "Collect email addresses," select Responder input. Review your form Preview it yourself At any time, you can preview your form to see what the changes look like. At the top right, click Preview . The preview opens in a new window. To edit the form, click Edit or go back to your editing window. Send it to collaborators for review Before sending your form, you can let people review and edit it. Whoever you invite can edit any part of your form, including responses and where they are saved. Open a form in Google Forms. In the top right, click More. Click Add collaborators. Click"Invite people." In the "Add editors" window, addemail addresses to share it with others. Click Send. Report abusive content in a form You can report abusive content in a form from your computer. To report a violation in a form, you can: At the bottom left, Help Report. At the bottom, click Report. If you're an editor, click More Report. Choose the type of abuse found in the form. Click Submit Abuse Report. 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