

## A Review of Live Survey Application: SurveyMonkey and SurveyGizmo

Maisarah Abd Halim<sup>#</sup>, Cik Feresa Mohd Foozy<sup>#</sup>, Isredza Rahmi<sup>#</sup>, Aida Mustapha<sup>#</sup>

<sup>#</sup> Faculty of Computer Science and Information Technology, Universiti Tun Hussein Onn Malaysia, Malaysia.  
E-mail: namirae96@gmail.com, feresa@uthm.edu.my, rahmi@uthm.edu.my, aidam@uthm.edu.my

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**Abstract**— Live survey application is being used to get opinion from others. There are several types of live survey monkey that currently popular such as SurveyMonkey and Survey Gizmo. These live survey application will be compared in several types of features to identify which is suitable for education purpose. The comparison will be on the advantage and disadvantage of both applications, the security issues and solution on how to solve the issues. Three (3) phases involve in the research methodology such as searching, identify and the result of the comparison. The output of this paper is a comparison table that can be used for educational purpose.

**Keywords**— Comparison, Review, Security, Live Survey

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### I. INTRODUCTION

Live Survey is a type of distributed system application that allow user to create a range of questions, then distribute it to selected audience or survey target in real-time. In the education field, to distribute a set questionnaire is very difficult. By using a live survey when conducting a class or talk, it will help the speaker get a fast response from the audiences. The application also will help in analyzing the data in real-time after the target audiences complete the survey. The process to create survey, distribute the response, take respondent response and analysis the data could be completed in a matter of days or even a few hours.

Survey research is the accumulation of information achieved by asking people addresses either face to face, on paper, by telephone or on the web. Conducting survey is one type of essential research, which is the social event information directly from its source. The data gathered may likewise be gotten to in this way by different gatherings in optional research.

Survey research is utilized to assemble the assessments, convictions and sentiments of chose gatherings of people, frequently decided for statistic inspecting. These demographics incorporate age, sexual orientation, ethnicity or salary levels. The most well-known open study concentrated on demographics is the United States Census, which happens at regular intervals.

Regular kinds of overviews in corporate meetings and surveys, which are involved numerous decision polls, conclusions and surveys. While live survey involves the internet and gadget such as phone and computers to get

involved in it. Polls are dispersed through mail overviews, gather controlled surveys or in-person drop-offs. Meetings can be held face to face or via telephone and are frequently a more individual type of research than surveys. There are a few issues to consider while making an overview, including content, wording, reaction configuration and question arrangement and succession. These decisions can influence the appropriate responses given by taking part people.

Survey research is utilized scholarly community, government and business. Governments utilize examine reviews to find out about their populaces to help better serve its natives, while political applicants utilize study research to measure the inclinations and assessments of voters. Organizations utilize overviews to accumulate data about client mentalities and encounters to help advertise purchaser items. In the scholarly world, studies are connected in fields like demographics, measurements and social research.

### II. LITERATURE REVIEW

There are two software applications that have been chosen to compare between the applications. The application that been chosen for live survey application tools is SurveyMonkey[1] and SurveyGizmo[2].

SurveyMonkey is an online survey development that use cloud-based software as a service company and been established in 1999 by Ryan Finley. This application gives a free, customizable surveys and a suite of paid back-end programs that incorporate data analysis, selection of the samples, elimination of bias, and give out tools to represent data.

Besides providing free and paid plans for individual users, SurveyMonkey also offers more extensive scale enterprise options for companies that is interested in data analysis, management of brand and also marketing. One of the SurveyMonkey large scale enterprise clients is Facebook, Samsung and Kraft Foods.

This application provides worldwide and can be accessed by all internet users. To create a survey in the application, the person must be registered as a SurveyMonkey user. After the registration, the user can design the survey forms to get a perfect result by using the customized themes according to the user preferences. After the survey forms are ready, users can share the survey via the web, email and other social platform to gather respondent answer. The user also can share the survey to select or targeted respondent by simply share the link.

After respondent submitted the respondents to the survey, user can design, send and also analyze the survey data. There is many sorts of activities user can perform to provide a better data analysis report on the SurveyMonkey application such as filter and compare. Users can sort the result, according to the data that they only want. Besides that, the data that been analysis can also be exported to SPSS file for better visualization and they can manage on how the report should look like by customizing it.

Besides creating the survey, individual users can share the surveys and the data to the other team member. The group or organization resources such as logo and templates also can be shared.

SurveyGizmo is a company that is founded by partners Christian Vanek and Scott McDaniel in 2006. It is a software company that provides a software for online survey called SurveyGizmo. SurveyGizmo is a platform that enables users to build an online form and survey for the marketing, lead generation and also research projects. Beside that user also can create landing page, polls, quizzes, and mobile marketing campaign by using SurveyGizmo platform.

SurveyGizmo provides few plans for user to subscribe but before that this platform give free access to the survey application for 7 days. After 7 days period the subscription is over, the user must subscribe and purchase the plan monthly or yearly to continue using it.

Firstly, create an account by using an email address and password. If the user is a student they can setup a free account, but there is no audio and video options for the free account. The user can create a survey after the account setup. The survey can have a question, video that embedded to the question. If the users is not using a free account, they can edit the audio file into the survey.

The user then can preview the survey before published it for public view. This is to ensure that the survey preview is like what the user want it. Then after they satisfied, the user can publish the survey and launch it. SurveyGizmo will provide a custom URL link that enables the user or respondent to access the survey.

Lastly, the data is being collected from respondent for data analyze. SurveyGizmo also provides a simple statistic for the survey by simply click reports on the application. If the user needs a summary report, they also can click the summary button. This will make the user work to analyze and summarize the data easier.

#### *A. SurveyMonkey Live Survey Application*

As an Online Survey or Live Survey application, it helps users to create the survey and reach their target responded. No need paper and pen for the survey to be conducted. Just internet coverage and time is needed to complete the live survey.

Besides that, the other advantage that a user could gain while using the SurveyMonkey application is ease of use. The design element of the user interface makes the user feels familiar when using it.

Next is the quality of the survey templates, as the templates provided a huge amount of templates that could satisfy the customer needs. If the user need to create a survey about food cafeteria then SurveyMonkey has a suitable templates that needed by the user.

Lastly, the reporting that's been provided in the application is useful for the user. Reporting is very useful and important for marketing survey this is so that the marketer get all the data on how to increase their marketing skills and technique based on the respondent survey.

#### *B. SurveyMonkey Security*

The security issue that's been through for the SurveyMonkey is that it only provides better security for the purchase plan and not for the free plan. Therefore, the user that uses free account might directly or indirectly been exposed to attacker thread to steal their survey data.

#### *C. SurveyGizmo Live Survey Application*

The advantage using SurveyGizmo is that it has a new feature that is that is R Procedure Library. It is used to analysis the data gain with R, earlier if the data are needed to modify then it need to be exported first, but SurveyGizmo now can only upload the R script into it and then it will process the data in real time through any report.

Next is, SurveyGizmo has an improved survey monitoring that help user to monitor the survey progress. It will give user kore feedback on the status of the survey and make room if other survey is up. Lastly, is report users. As sharing URL link is kind of messy and uncontrolled that even the user doesn't know if the link is being shared with the person that should be access it. Therefore, on January 17<sup>th</sup> 2017, SurveyGizmo releases a new type of user license to help encourage everyone to share data with greater control, security and precision.

#### *D. SurveyGizmo Security*

The security issues that been through by the user of SurveyGizmo is that the user URL link messes. When the link is being shared between authors of the survey. It will contain many authorize towards the survey created.

The solution for the issues is that make sure that the user that been authorized is the user that have the email or code for the survey forms only. It cannot be accessed by only one click on the link.

### III. METHODOLOGY

The research is used to write the difference between two applications of live survey. This study was conducted with the help of articles and paper search. The difference between the two applications will be explained further in part IV.

Many live survey application that we can find on the Internet such as sli.do, ask the room and many more. The functions among this live survey application are the same is to get feedback from anonymous in real time and using the gadget. But the difference is the interface and how to use it, and the place to use it.

It might come in forms, questionnaire and any other platforms. The survey can involve a big scale of individuals that give feedback in real time. The response is in real time and the surveyor can analysis data quick and on-time. It gives an advantage to the surveyor. It also saves the cost and time compare than you need to prepare the questionnaires.

The methodology used in this review are shown as figure 1 below. There are three (3) process has been gone through to come out with the comparison table such as:

- a. Search Live Survey types
- b. Identify features
- c. Result

The live survey has been searched by using search engine Google. After getting the information, the survey is done based on the nine (9) features.

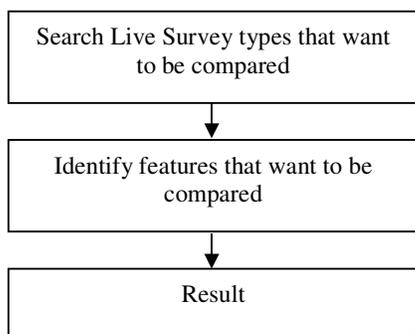


Fig. 1 Methodology

#### IV. RESULT AND CONCLUSION

The result of this paper is a table that compares two types of live survey. As shown as in Table 1 below.

TABLE 1  
COMPARISON TABLE

Feature	SurveyMonkey	SurveyGizmo
Operating system that supported the application	Supported by cloud and mobile; iOS and android.	Supported by cloud only
Language supported by the application	Available in English, china, Germany, India, japan and France language.	Only available in English language.
Payment Cost	Offer basic free plan and several enterprise pricing plans to choose	Gives user a free 7-day trial to test the features then user need to subscribe if want to continue use.
Create data analysis reporting	Have complete and detail basic reporting for data analysis	Have average reporting for data analysis.
Good Password Protection	Good password protection	Good password protection
Availability of Offline Surveys	Not available for offline survey	Available for offline survey

Custom Survey URL	Have custom survey URL	Have custom survey URL
Customizable Templates	Available to customizable Templates	Available to customizable Templates
Drag & Drop Interface	Available Drag & Drop Interface	Available Drag & Drop Interface

Based on the comparison between SurveyMonkey application and SurveyGizmo application there are few features that can be considered when want to choose the most suitable and excellent live survey.

The operating system that supported the application is SurveyMonkey is a cloud that is website and mobile; iOS and android. While in SurveyGizmo the platform they used only in the cloud website only. If we could choose between these two applications, SurveyMonkey might easier and compatible to use as we can create the survey via website or mobile devices. This availability might attract user that prefers using mobile device application rather than using the website.

Next comparison is the language that supported the application. In SurveyMonkey they provide few other languages beside English for the user to interact with the system. The language that is available is China, Germany, India, and France language. While in SurveyGizmo application the language available is only English. For major English spoken country or has English as a second language might not have a big problem with this feature, but for the country that usually don't use English in their daily life might be difficult. This is because they might not be able to understand the instruction given and cannot follow the step well while using the platform.

In SurveyMonkey application, they have a several plans that user can choose based on their preferences features and it is also same to SurveyGizmo application. The pricing for the plan will depend on what features that been included in it. But what differentiate these two applications is that SurveyMonkey provide a basic free plan for user to use the system while SurveyGizmo only provide user with 7-day trial per plan to test the features and if the day is overdue, the user has to subscribe to the plan to continue using it. If the user only need a small group of respondents then it is better to use SurveyMonkey as it can fit 100 respondents per survey for free but if the respondent needed is large scale then it is preferable to choose the plan provided by both applications.

For data reporting and presenting, SurveyMonkey provides a complete and detailed basic reporting for the data analysis meanwhile SurveyGizmo provide an average scale of data analysis. In SurveyMonkey there is feature to turn the data that been analysis to become data analysis report. The data collected can be sorted and display graphically according to the user. This will do the job for data analysis to become much easier for users.

The password protection for both applications is good and reliable. Therefore, the intruders cannot crack to the system and gain access to the user surveys data and manipulate it for their gains.

The availability of the offline surveys is different for each application. SurveyMonkey is not available for offline survey but SurveyGizmo is available for offline survey. If

the application is available offline, the user can create the survey even though they don't have an Internet connection. Their job might become easier as they don't have to rely on the internet connection.

SurveyMonkey and SurveyGizmo both have a custom survey URL. The advantage of custom URL is it easier for the respondent to access the survey link and also to remember to take the survey.

In both SurveyMonkey and SurveyGizmo it has a customizable template. This will help the user to create a survey that appeal the respondent to answer so they don't feel bored. Besides that, feature drag and drop for the interface also could help to make the survey more interactive towards the user.

The conclusion, individuals can get many live survey applications. Which are poll everywhere, ask the room, Clickers, surveymonkeys, sli.do and many more. It gives a real time feedback to the surveyor which the majority is teachers and student. It helps in giving the data to analysis more quickly compare to the common questionnaire. It also helps to reduce work to analysis because the system has already helped us to analyse the data before pass it out to the owner. It helps to reduce cost, time and effort for the surveyor. But it gives a lot of risk and disadvantage to the user such as malicious software that can attack while running the solitary machine. For future research, a mechanism will be proposed to solve the security issues in a live survey.

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