



Before we start, please complete this survey
using this QR code or the link in the chat
(we will be using the results later in a demo)

Using Survey Superheroes to gather student opinions

Amy Holden

Brighton Students' Union





Before we start, please complete this survey
using this QR code or the link in the chat
(we will be using the results later in a demo)

- Background to the Survey Superheroes project
- Our surveys and reports
- How reports have been used
- Live demo of Qualtrics platform



Background to project

- BSU is led by four full-time sabbatical officers
- SUs tend to have part-time volunteer officers, but we removed these roles at the end of last year
- Issues with effective representation
- Needed a way of gathering feedback from students

A decorative graphic featuring a large orange circle on the left containing the text 'Survey Superheroes'. To the right of this circle is a list of bullet points. The background is white with scattered geometric shapes: a teal circle in the top left, an orange triangle in the top right, a teal circle in the middle left, and several orange and teal lines and circles at the bottom.

Survey Superheroes

- Survey panel similar to YouGov
- Aims
 - Be representative of the student population
 - Functional surveying system to produce valuable data
 - Gather insights on the student population to be able to inform campaigns and lobbying work
- Complements our Question of the Month project

A decorative graphic featuring a large orange circle on the left containing the text 'Survey Superheroes'. To the right is a bulleted list. The background is white with scattered teal and orange geometric shapes: a teal circle in the top left, an orange triangle in the top right, a teal circle on the left edge, and several orange and teal lines and circles at the bottom.

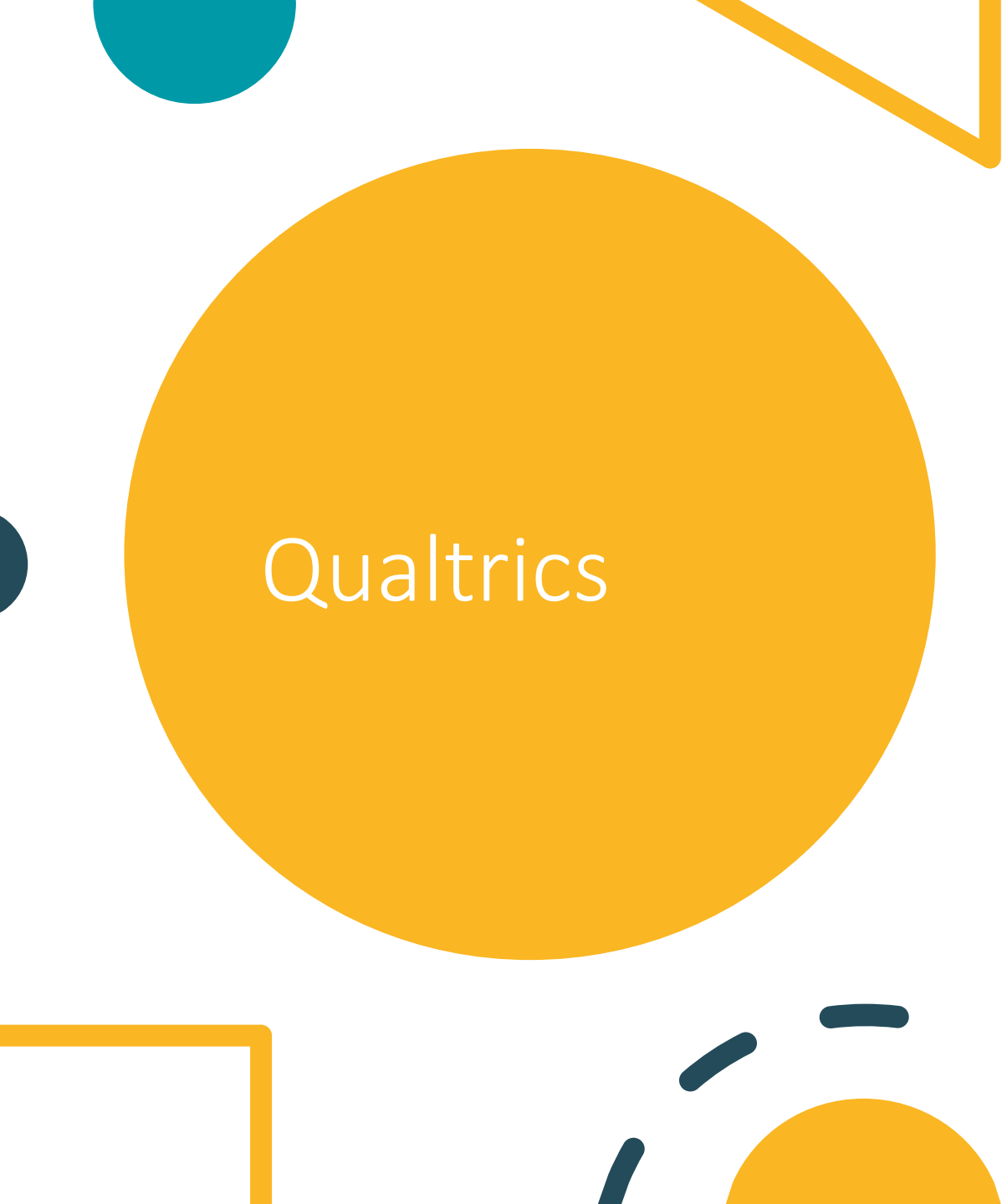
Survey Superheroes

- Ensure we are listening and acting upon the views of our students
- Get paid £2 per survey
- ~1 survey per month
- ~100 students signed up (Recruitment was via Social Media in October and January)
- ~57 average number of responses per survey



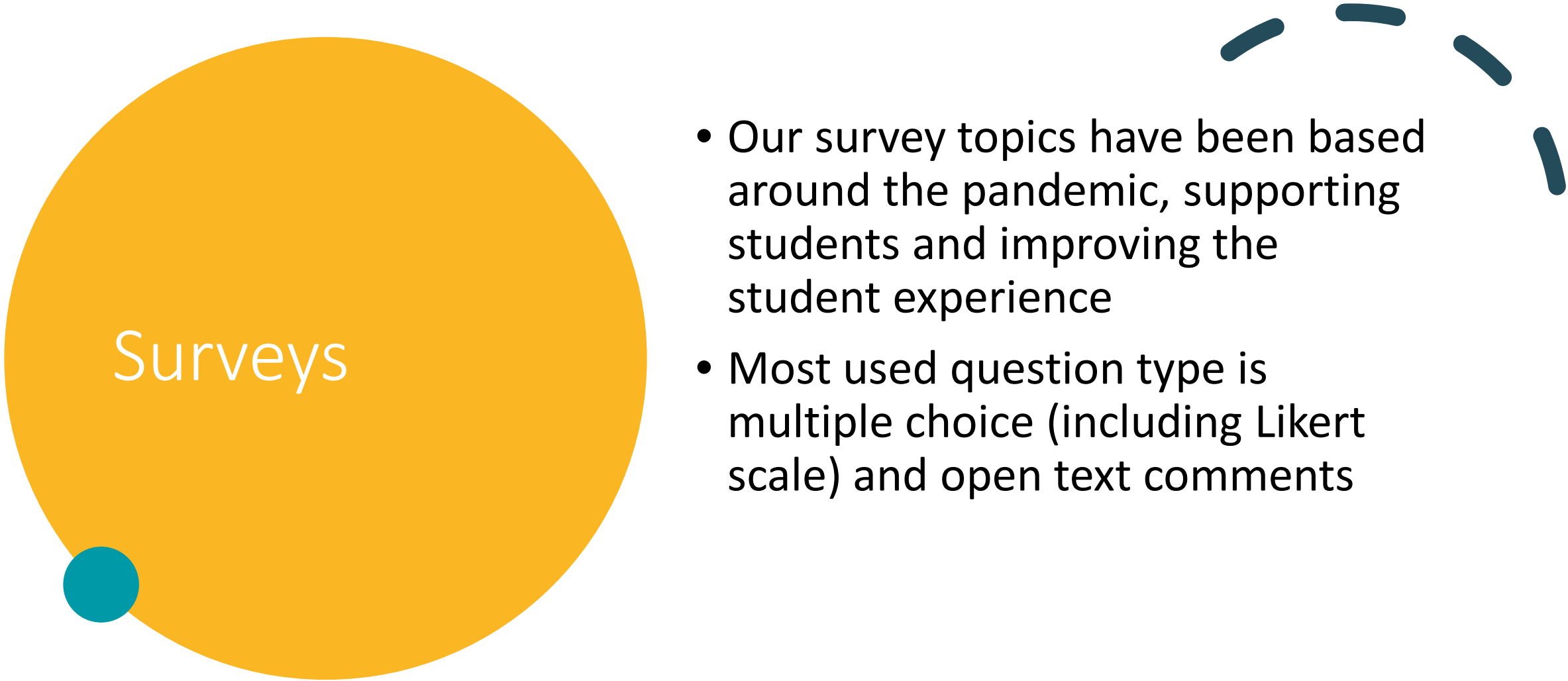
Survey Superheroes

- Sign up survey collected demographics
- We have students from across all schools and campuses at the University
- Not very representative for most demographics



Qualtrics

- Survey Platform
- Contact Directory
- Analysis and Reports
- Also used for managing course reps, and other ad hoc insights and research at BSU



Surveys

- Our survey topics have been based around the pandemic, supporting students and improving the student experience
- Most used question type is multiple choice (including Likert scale) and open text comments

Our Surveys



Quality of teaching

Students' opinions of the quality of online teaching
Students' opinions of the quality of in person teaching



Finances

How student finances have been impacted by the pandemic
Employment during the pandemic and confidence after graduation
Unforeseen costs on their course and due to working from home
Money and debt advice, including awareness of the University's bursaries and hardship funds



January Lockdown

Students' living circumstances (term time and non-term time addresses)
Additional costs for living at two addresses
Practical aspects of course
Ability to study during the lockdown
What the SU should be lobbying for



BSU services

How do students want to engage and get information from us for our different activities (societies, events, advice and support, campaigns)
Services in our commercial outlets
What parts of online teaching do students want to keep and get rid of



Module evaluation

How students are told about module evaluation surveys and motivation and ease of completing the surveys
How the module evaluation feedback is used to make changes
How students receive the survey results

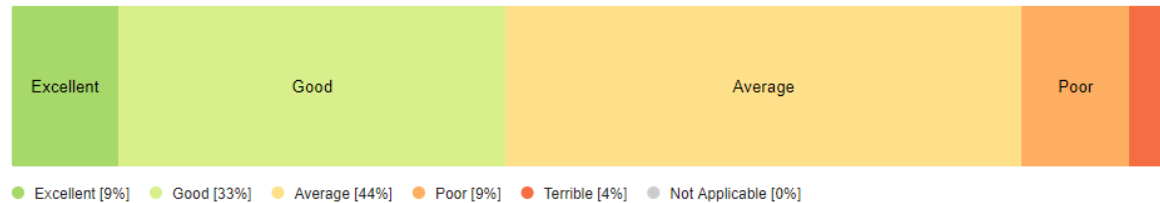


Reports

Quality of Teaching Report (October)

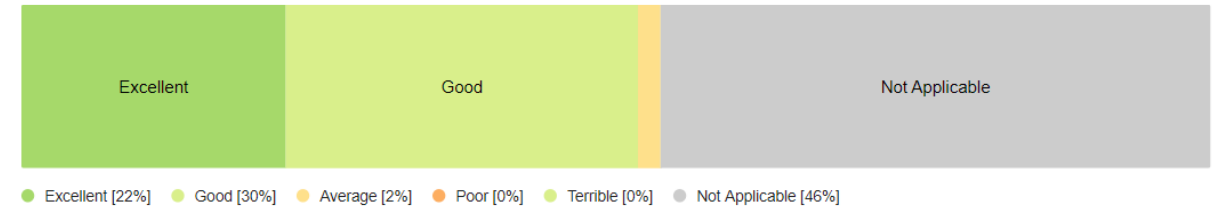
Question 1 - How would you rate the quality of teaching you are receiving online?

The majority of students (44%) chose to respond with 'Average', 'Good' was selected by 33% of students, 'Excellent' and 'Poor' were both selected by 9% of students, 4% voted 'Terrible' and no students selected 'Not Applicable'.

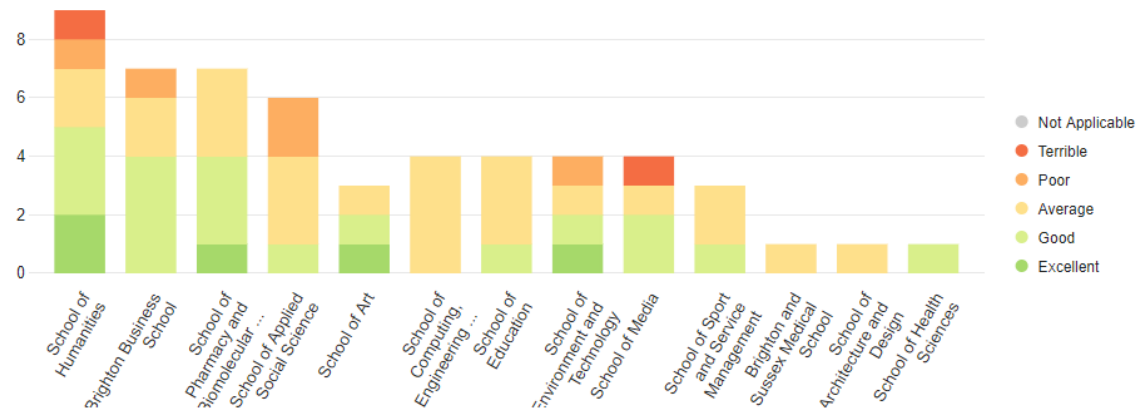


Question 3 - How would you rate the quality of teaching you are receiving in person?

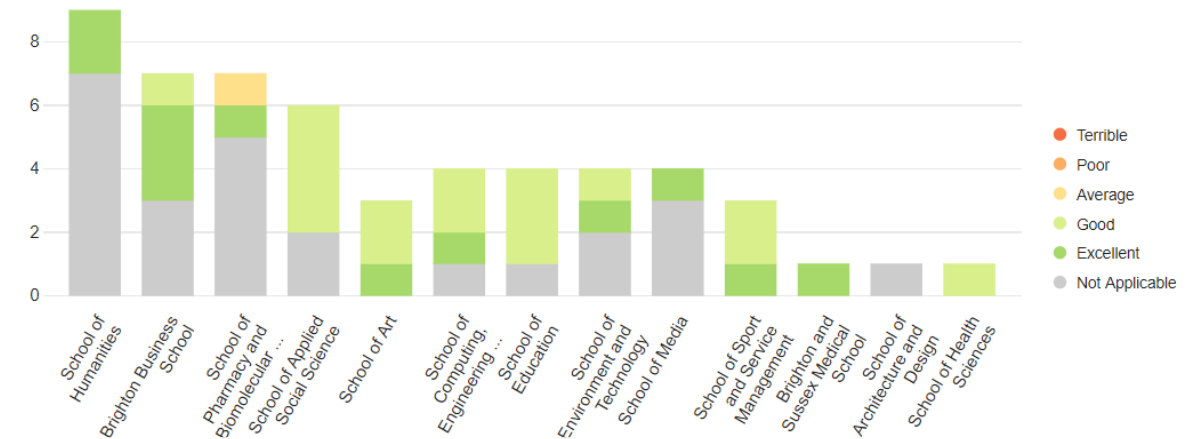
The majority of students (46%) chose to respond with 'Not Applicable', 'Good' was selected by 30% of students, 22% selected 'Excellent', 2% voted 'Average' and no students selected 'Poor' or 'Terrible'.



Online teaching score by School



In person teaching score by School



Quality of Teaching Report (October)

Question 2 - Why did you give online teaching that score?

The comment topics are words that are mentioned in the open text comments. They have been grouped together manually.

On the first table, we have linked the topics to the score given in Question 1.

The second table shows the sentiment label (positive, negative, neutral or mixed) given to each topic.

The third table shows the comment topics based on school.

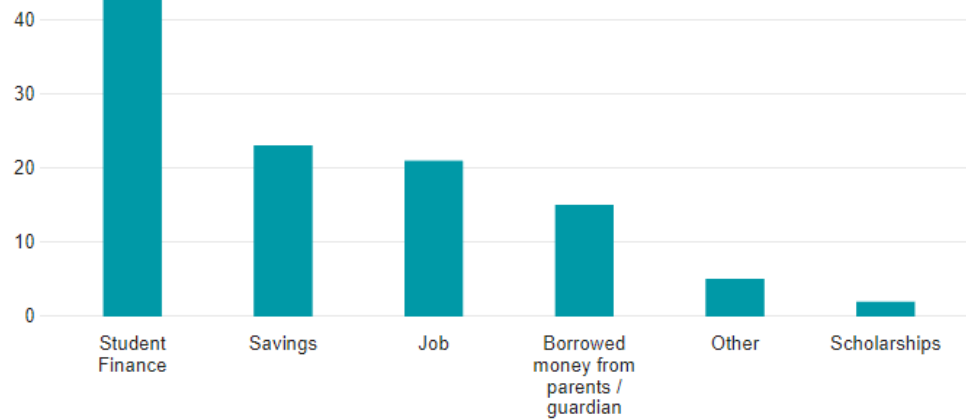
The fourth table shows the comment's overall sentiment based on school.

Comment Topics and Online Teaching Score

Comment Topics	Excellent		Good		Average		Poor		Terrible		Total
good great	14.29%	3	42.86%	9	38.10%	8	4.76%	1	0.00%	0	21
lecturer tutor professor	10.71%	3	32.14%	9	42.86%	12	14.29%	4	0.00%	0	28
seminar class lecture workshop	10.34%	3	24.14%	7	51.72%	15	10.34%	3	3.45%	1	29
teams software laptop video microphone record camera	15.00%	3	10.00%	2	60.00%	12	15.00%	3	0.00%	0	20
campus	50.00%	1	0.00%	0	50.00%	1	0.00%	0	0.00%	0	2
motivation focus stimulation engage interact	7.69%	1	15.38%	2	53.85%	7	15.38%	2	7.69%	1	13
record	12.50%	1	12.50%	1	50.00%	4	25.00%	2	0.00%	0	8
wifi internet connection stream	14.29%	1	28.57%	2	42.86%	3	14.29%	1	0.00%	0	7
face in person physical	0.00%	0	37.50%	3	62.50%	5	0.00%	0	0.00%	0	8
poor bad	0.00%	0	33.33%	1	33.33%	1	33.33%	1	0.00%	0	3
quality	0.00%	0	25.00%	1	75.00%	3	0.00%	0	0.00%	0	4
room breakout	0.00%	0	50.00%	1	50.00%	1	0.00%	0	0.00%	0	2

Finances Report (December)

Where does your money come from? Select as many as applicable



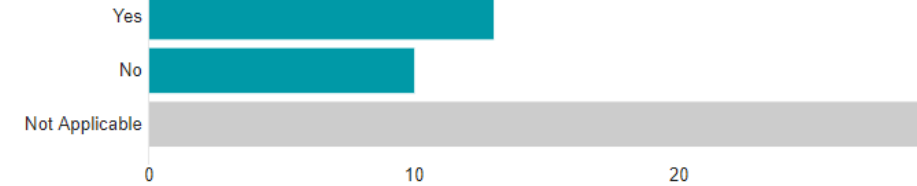
Other - Text

Topics	Choice Count
job	60% 3
benefits	40% 2
bursary	40% 2
Total	5

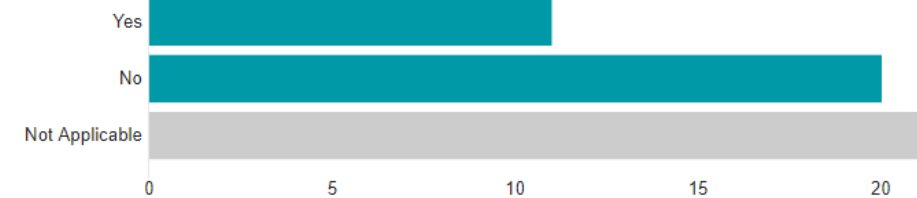
Do you have a job alongside studying?



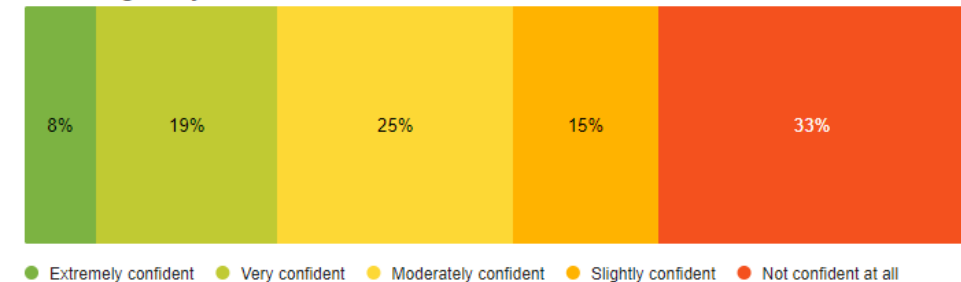
If you do have a job, were you furloughed at any point due to the pandemic?



If you had a job before the pandemic, have you been made redundant due to the pandemic?

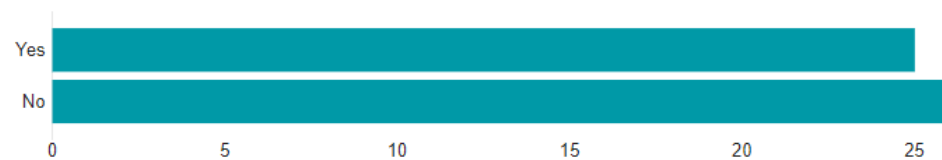


Thinking about life after graduation, how confident are you about being able to get a job?

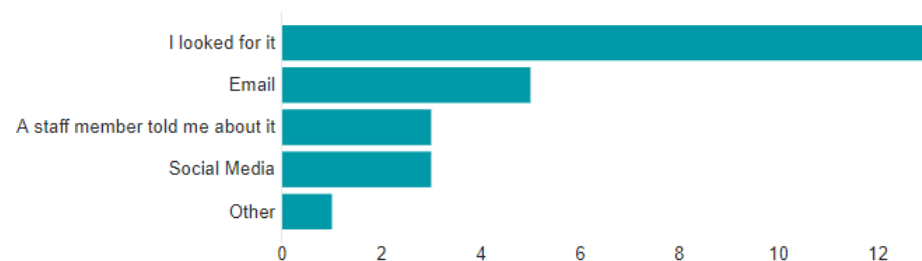


Finances Report (December)

Have you ever seen [this advice](#) provided by the University?



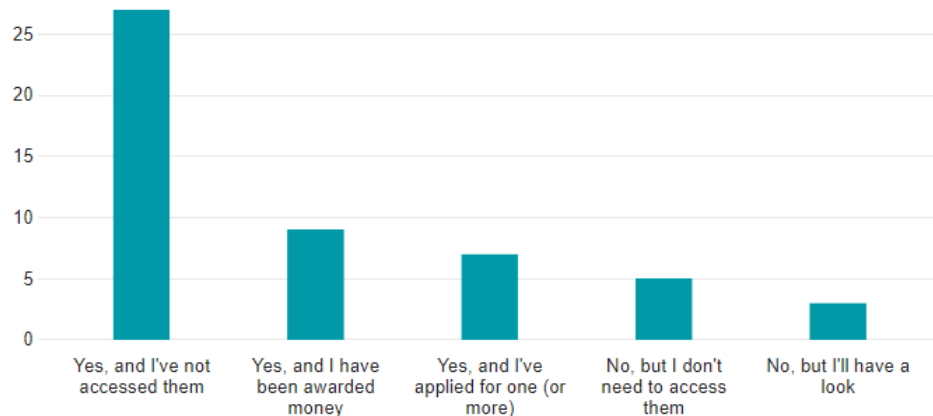
If yes, where did you see it?



Other
blog

Choice Count
1

Are you aware of the University's bursaries and hardship funds?



It is not unusual to have concerns about money as a student.

This section includes tips on how to make your money go further, what bursaries and scholarships you could be eligible for and what to do if you are facing financial difficulties.

If you are in the process of applying for a course, visit our [Studying here section](#) instead.

CONTACT US

› For help with your finance-related queries, get in touch with the relevant [financial contacts](#)

Fees and funding



Fees

How to pay your fees and what discounts you could be eligible for.



Bursaries

How to pay your fees and what bursaries you could be eligible for.



Scholarships

Scholarships available to our students and graduates.

Hardship funding

Information on funds and loans for students that meet specific criteria.

Government funding

Help with student finance and the student loans company.

Disabled Students' Allowance

Available to students with a disability, long-term health condition or learning difficulty.

EU students

EU students starting a course in England in academic year 2020-21, will pay the same tuition fees as UK students.

Access and participation plans

Access and participation plans cover UK and EU undergraduate students throughout their studies.

Apprenticeships

Information for higher and degree-level apprenticeships (see individual programme for financial details).

Funding student potential

Funds and scholarships that you can apply for, all created with donations from Brighton graduates and friends.

Managing your money



Boost your income

Information on ways to supplement your student loan.



Ways to save

Information on ways to supplement your student loan.



Dealing with debt

Strategies for avoiding debt or dealing with the debt you have.

Financial advice

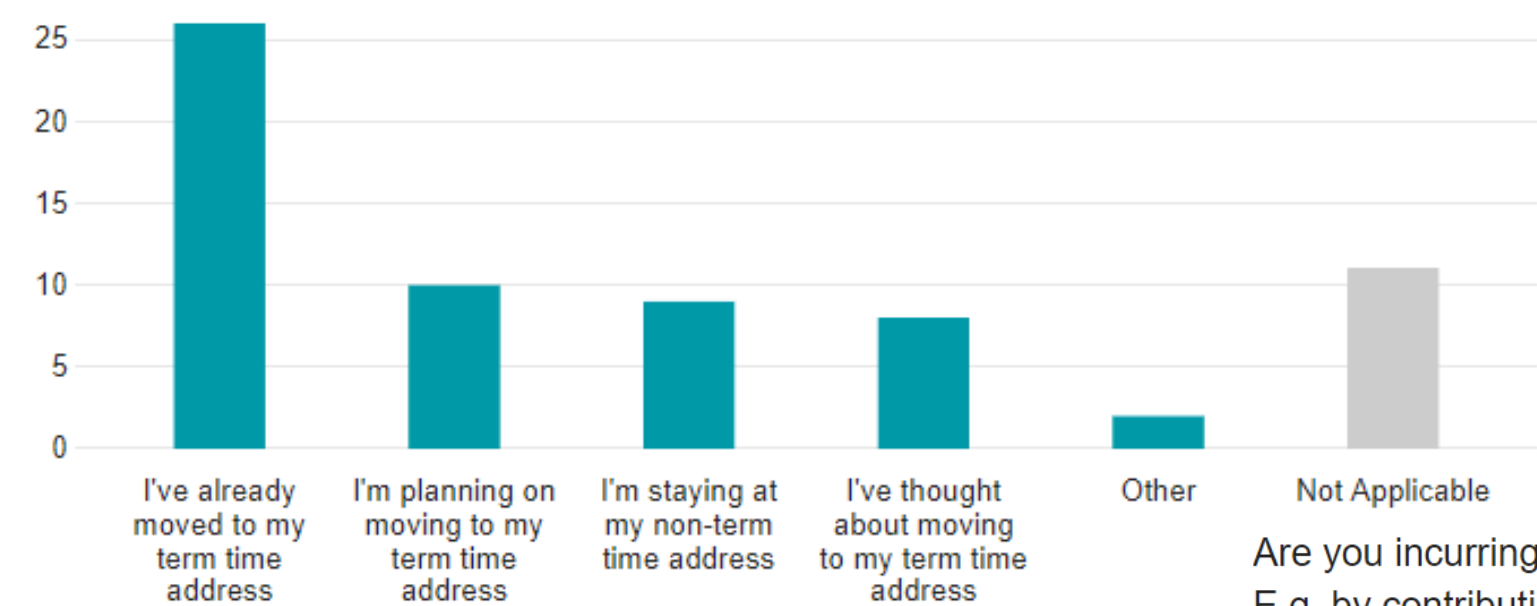
The Money Matters blog by the Student Advice Service includes tips on how to make your money go further, links to bursaries and scholarships you could be eligible for and links to support if you are facing financial difficulties.

Money Matters

› [Financial support for rent, IT equipment and daily living costs](#)
› [Student Advice supports University Mental Health Day](#)

January Lockdown Report

Are you thinking about returning to your term-time address?

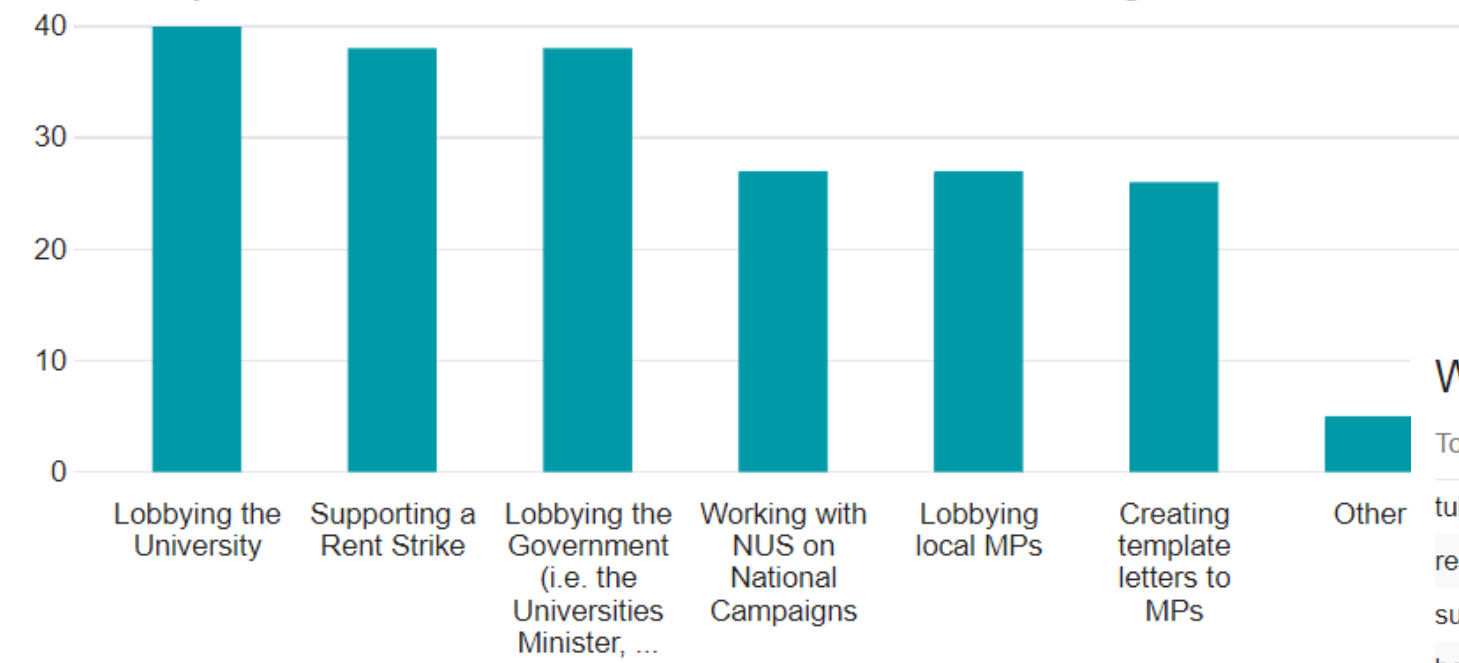


Are you incurring any additional costs as a result of lockdown 3.0?
E.g. by contributing to bills/rent at your family home

Topics	Choice Count
no	30
bills heating	26
rent	13
yes	10
family dad	7
food	3
broadband internet	2
travel	2
printing	1

January Lockdown Report

What do you think the Students' Union should be doing?



What would you like the Students' Union to lobby for?

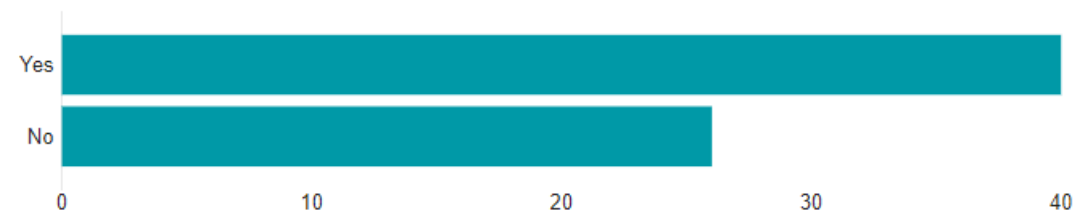
Topics	Choice Count
tuition fees compensation	44
rent accommodation	18
support	10
benchmark no detriment safety net	5
finance financial	5
laptops	4
wellbeing mental health	4
facilities	3
library	3
extensions	2
don't know	1
internet	1

January Lockdown Report

How has this lockdown affected your ability to study?

Topics	Choice Count	Topics	Choice Count
library	28	mental health	5
resources	12	laptop software	4
study environment space	12	quality	4
concentrate	10	stress stressful	4
family sister brother	9	home school homeschool	3
internet online	8	ill	3
textbooks books	7	distractions	2
assignments	5	sleep	1

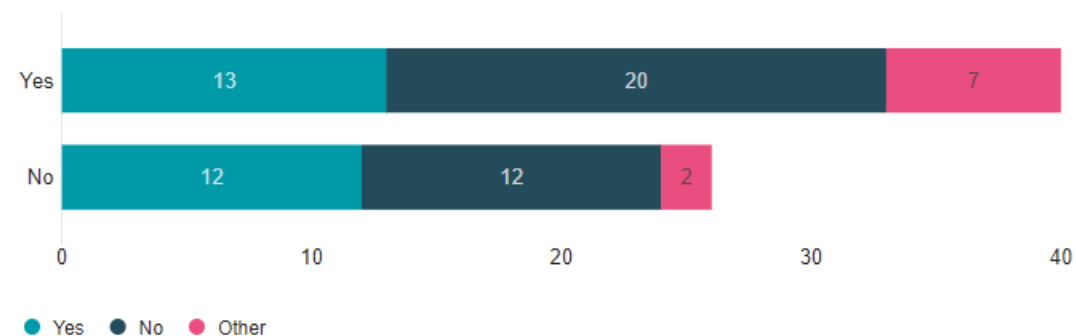
Do you have any practical aspects of your course? E.g. laboratory sessions, art and design workshops, etc.



Do you think the University should extend the terms into the Easter and Summer holidays to fit practical teaching in?

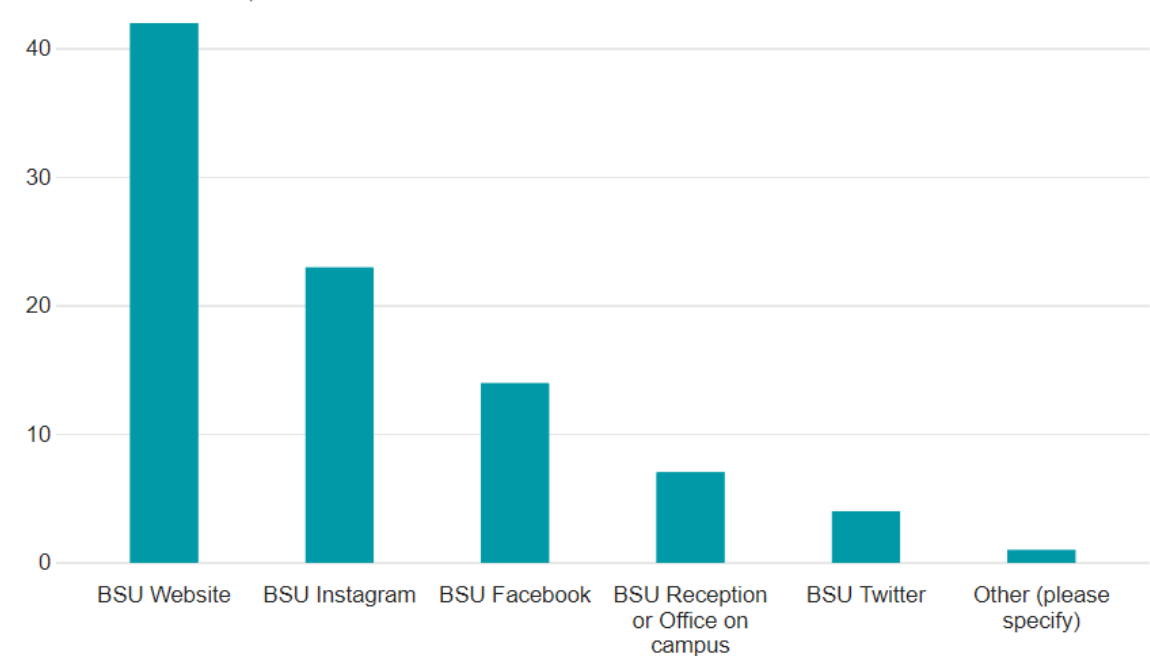


'Do you think the University should extend the terms...?' broken out by 'Do you have any practical aspects of your course?'

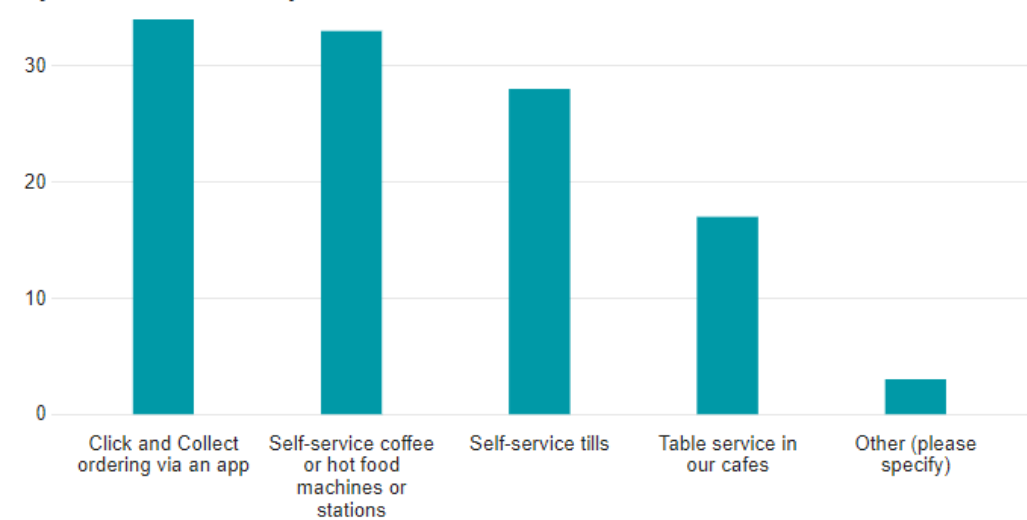


SU Services Report (February)

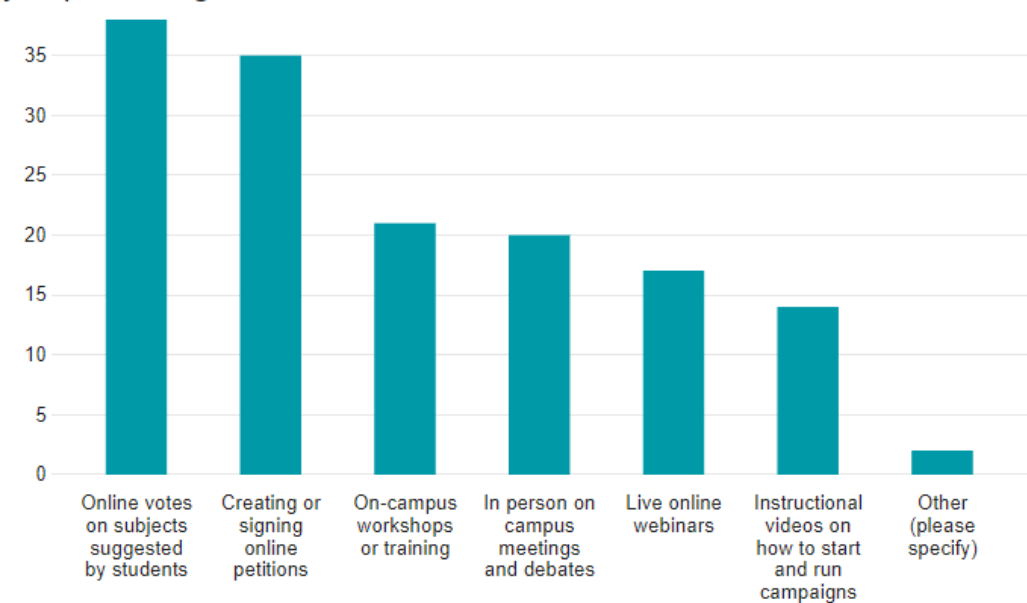
Where would you go for information about getting involved in Students' Union societies, activities or events?



BSU offers a range of shops and cafes across our campuses. Which, if any, of these would you want to see in the future?

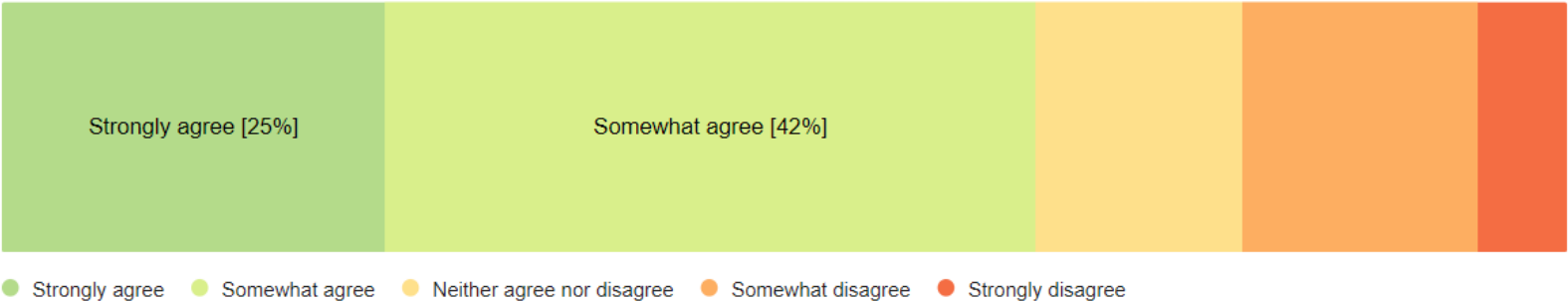


If you wanted to get involved in SU activism or campaigns, how would you prefer to go about it?



Module Evaluation Report (March)

Module evaluations are normally done midway through a module so that feedback can be used to make changes for the same set of students. Do you think the timing is right for the surveys?



How are told about the module evaluation surveys? Select as many as applicable

Field	Choice Count	
Email	79%	42
MyStudies	8%	4
Through my module leader	6%	3
Social Media	4%	2
Through a different staff member	2%	1
Word of Mouth	2%	1
Through my course rep	0%	0
Other (please specify)	0%	0
Total		53

Field	Choice Count	
Strongly agree	25%	13
Somewhat agree	42%	22
Neither agree nor disagree	13%	7
Somewhat disagree	15%	8
Strongly disagree	6%	3
Total		53

Demographics Information

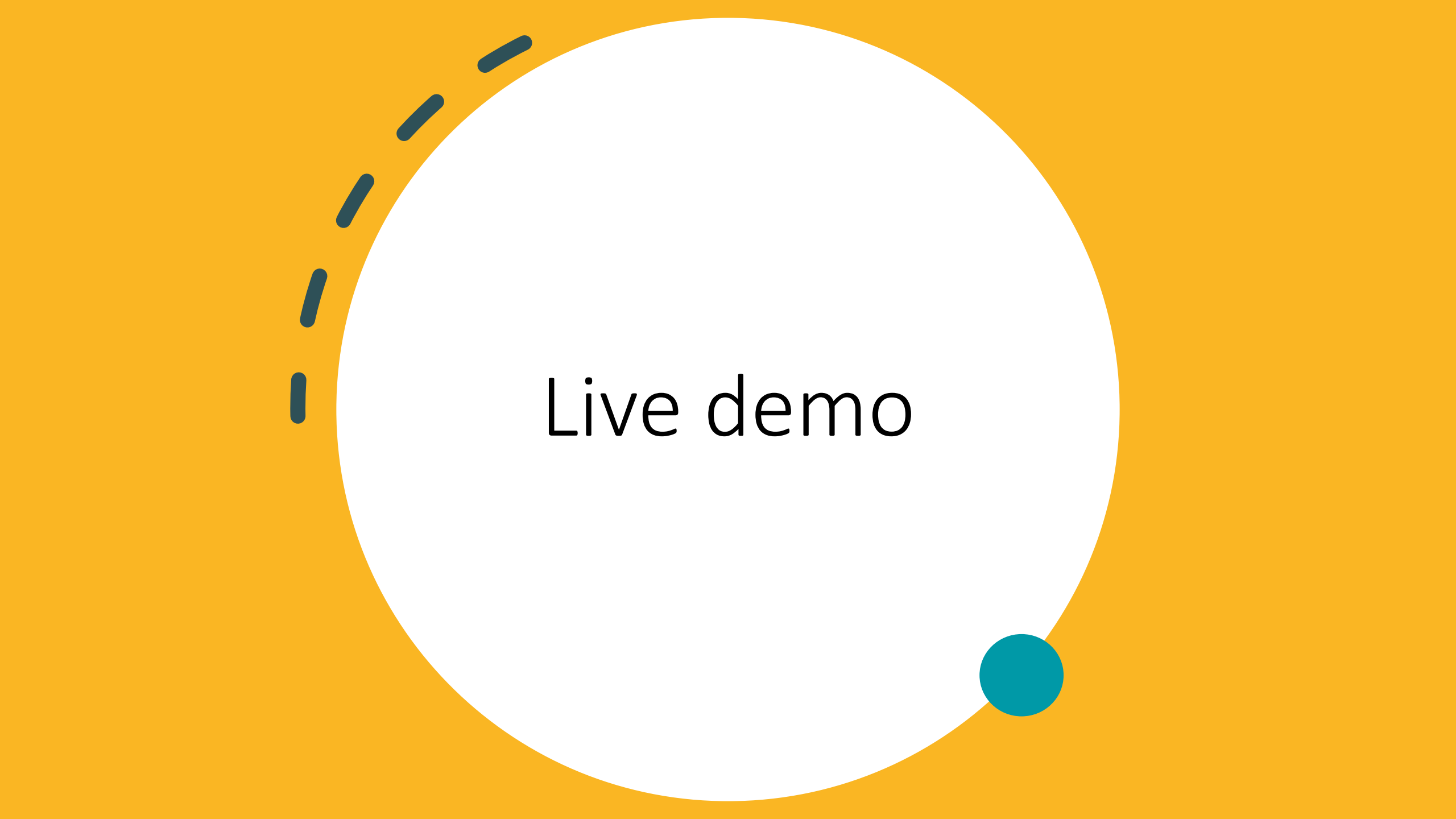
Respondent Demographics

School		Choice Count	Campus		Choice Count
School of Humanities		9	Moulsecomb		22
School of Pharmacy and Biomolecular Sciences		8	Falmer		20
School of Applied Social Science		6	City Campus		5
School of Education		5	Eastbourne		5
School of Environment and Technology		5			
Brighton Business School		4	Year		Choice Count
School of Computing, Engineering and Mathematics		4	Year 3		21
School of Media		3	Year 1		12
School of Sport and Service Management		3	Year 2		11
School of Art		2	Masters		9
School of Health Sciences		2			
Brighton and Sussex Medical School		1	Ethnicity		Choice Count
School of Architecture and Design		1	White		42
Gender		Choice Count	Disability		Choice Count
Female		42	No known disability		32
Male		10	A learning disability		11
Non-binary		1	Prefer not to say		4
			A physical disability		3
			Other		2
			Both a learning and physical disability		1
Sexual Orientation		Choice Count	Domicile		Choice Count
Heterosexual / Straight		30	UK		45
Bisexual		11	Other international		5
Gay / Lesbian		6	EU (excluding the UK)		3
Prefer not to say		4			
Prefer to self-describe		2			
			Age		Choice Count
			21-30		28
			20 or Under		22
			31-40		2
			61-70		1

On Your Side Campaign

- Tuition Fee Refunds
- Accommodation Refunds
- No Detriment and Widening the Safety Net
- Quality and Confidence
- Wellbeing



The image features a solid orange background. In the center is a large white circle. Inside this circle, the text "Live demo" is written in a black, sans-serif font. On the left side of the white circle, there is a dashed teal line that curves around its edge. On the bottom right edge of the white circle, there is a small, solid teal circle.

Live demo

Survey Builder



Panel Recruitment Survey

?

🔔

A

SurveyActionsDistributionsData & AnalysisReports

📄

📁

🔑

📊

Edit question

Question type

Form field

Form fields

Number of fields

4

Use suggested form fields

Response requirements

Add requirements

Force response

Request response

Add validation

Question behaviour

Display logic

Carry forward form fields

Skip logic

Form field randomisation

Default choices

JavaScript

Tools

Saved at 10:18

Published

🔍

Preview

Publish

You're currently using the new version of the survey builder, which we'll move everyone to in May. You can also [switch back](#) until then or [give us feedback](#).

Panel Recruitment Survey

iQ Score: Great

Default Question Block

Q1

Thank you for your interest in joining Brighton SU's Survey Panel. As part of this panel, you will receive invitations to complete surveys asking for your opinions on various topics throughout the year. For more information on this, visit [our website](#).

Before we can send you our surveys, we'd like to get to know you better!

Q2

Please fill in the following details

First name

Last name

Student email address

Student Number

[Click here to edit form fields](#)

Q3

What school are you part of?

Brighton Business School



②



A

Actions

Data & Analysis

Reports

Reporting

[+ Add Action](#)

1



Someone responded to Panel Recruitment Survey

+



T-ID 1

+

1



XM Panel Recruitment Survey ▾

[+ Add Action](#)

Adding to survey panel directory

1 Tasks



Email Confirmation

1 Tasks



Survey response

Someone responded to Panel Recruitment Survey

+



T-ID 2 Email

Send an email to \${q://QID13/ChoiceTextEntryValue/3}

...

+

✉ Send email

To: {a} ▾

From Address From Name Reply-To Email
From: @ ▾ @ ▾

Subject: ▾

When: ▾

Message: ▾ ▾ [Save](#) [Save As](#)

{a}

Hi {q://QID13/ChoiceTextEntryValue/1},

Thank you for signing up [to](#) our survey panel, we're so excited for you to join us. Your opinions will help shape our work and ultimately improve the student experience at the University of Brighton.

If you'd like to learn more about being a survey superhero, visit [our website](#).

We'll be in touch soon, so keep an eye out for our emails!

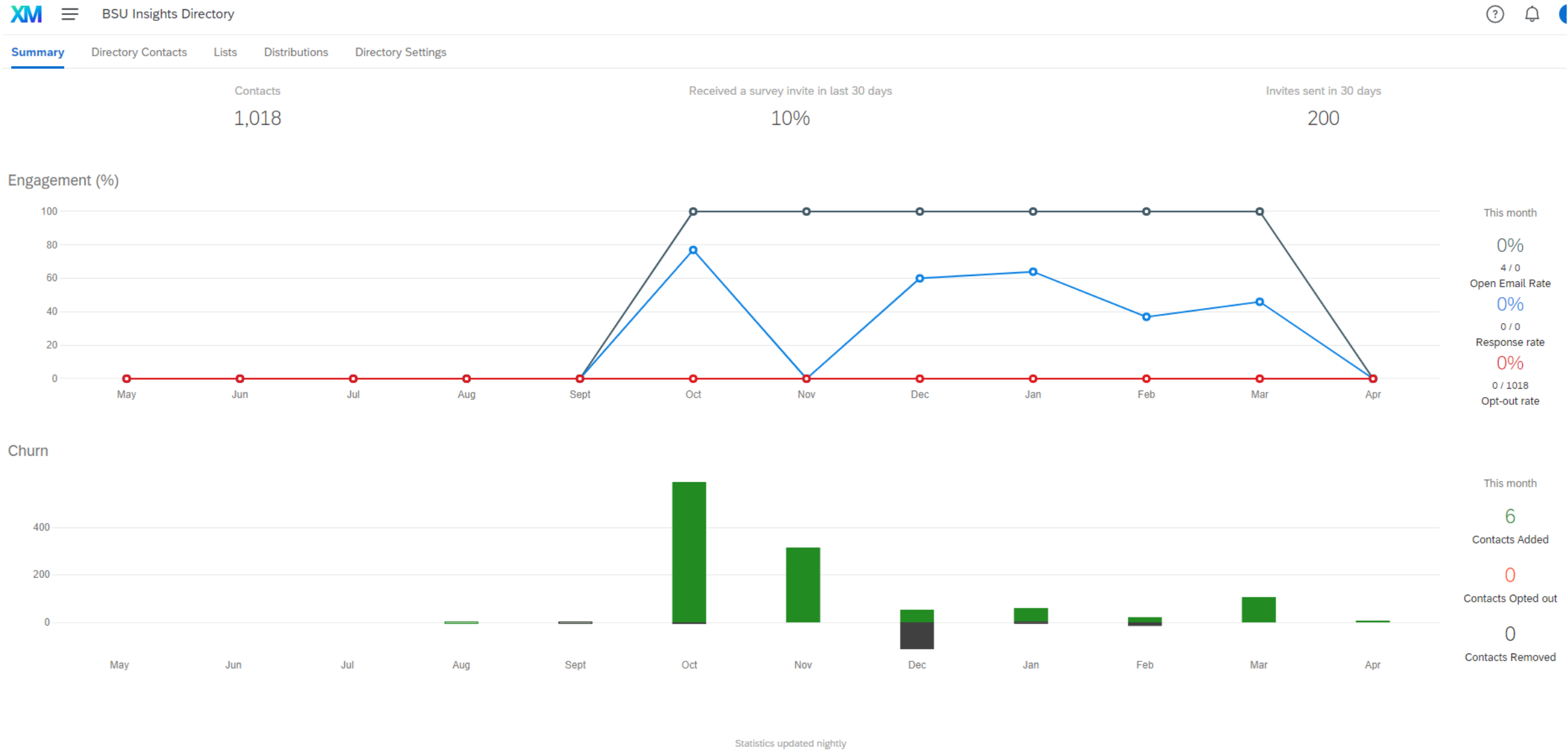
Best wishes,



Close

✓ Save

Directory



Directory Lists

XM

BSU Insights Directory

Summary

Directory Contacts

Lists

Distributions

Directory Settings

<

Survey Superheroes

100 contacts

Search contact info

Advanced filter

List Options

+ Add list contacts

	Last name	First name	Created	Status	Last modified	Email	Total responses	Total invites	Total emails
☐			18 October 2020	Opted in	10 March 2021	ghton.ac...	6	6	6
☐			6 October 2020	Opted in	15 December 2020	ghton.an...		6	11
☐			23 October 2020	Opted in	10 March 2021	hton.ac.uk	4	5	5
☐			9 October 2020	Opted in	10 March 2021	on.ac.uk	4	6	10
☒			5 October 2020	Opted in	15 December 2020	ghton.ac...	5	6	7
☐			5 October 2020	Opted in	15 December 2020	a.uni.ac.uk		5	9
☐			8 October 2020	Opted in	15 December 2020	on.ac.uk		6	11
☐			16 October 2020	Opted in	10 March 2021	ghton.ac....	5	6	7
☐			18 October 2020	Opted in	10 March 2021	ghton.ac...	3	4	5
☐			16 October 2020	Opted in	15 December 2020	brighton....		6	11
☐			17 October 2020	Opted in	15 December 2020	ghton.ac.uk		6	11
☐			17 October 2020	Opted in	10 March 2021	hton.ac.uk	4	6	8
☐			15 October 2020	Opted in	10 March 2021	ghton.ac.uk		6	11
☐			17 October 2020	Opted in	10 March 2021	ton.ac.uk		6	11
☐			4 January 2021	Opted in	10 March 2021	ghton.ac...	4	4	5
☐			12 January 2021	Opted in	17 February 2021	brighton....		3	5
☐			16 October 2020	Opted in	15 December 2020	hton.ac.uk	6	6	6
☐			10 October 2020	Opted in	15 December 2020	i.brighto...	5	6	7

ton.ac.uk

Attributes

Lists

Statistics

Summary

First name

Last name

Email

Directory status

Reference ID

Phone number

Language

Embedded data

Age

Campus

Disability

Domicile

Ethnicity

Gender

School

Sexual Orientation

Year

Opted in

No value

No value

No value

Add attribute

21-30

Moulsecomb

No known disability

UK

White

Male

School of Computing, E...

Heterosexual / Straight

Year 2

2

Mar

Apr

<

1 of 4

>

Contact Information Menu

  BSU Insights Directory

Summary

Directory Contacts

Lists

Distributions

Directory Settings

<

Survey Superheroes

100 contacts



Advanced filter

List Options

+ Add list contacts

righton.ac.uk

Attributes

Lists

Statistics

Summary

First name

Last name

Email

Directory status

Reference ID

Phone number

Language

Embedded data

Age

Campus

Disability

Domicile

Ethnicity

Gender

School

Sexual Orientation

Year

Opted in

No value

No value

No value

Add attribute

21-30

Moulsecomb

No known disability

UK

White

Male

School of Computing, E...

Heterosexual / Straight

Year 2

Consultation Sign Ups

19 Mar 2021



19 Mar

Module Evaluation March

17 Mar 2021

 — 

17 Mar

17 Mar

SU Services February

24 Feb 2021 - 28 Feb 2021

 —  — 

24 Feb

28 Feb

28 Feb

Lockdown 3.0 January

11 Jan 2021

 — 

11 Jan

11 Jan

Finances December

7 Dec 2020

<

2

Nov

Dec

2

Jan 2021

2

Feb

 2

Mar

 2

Apr

>

Distributions

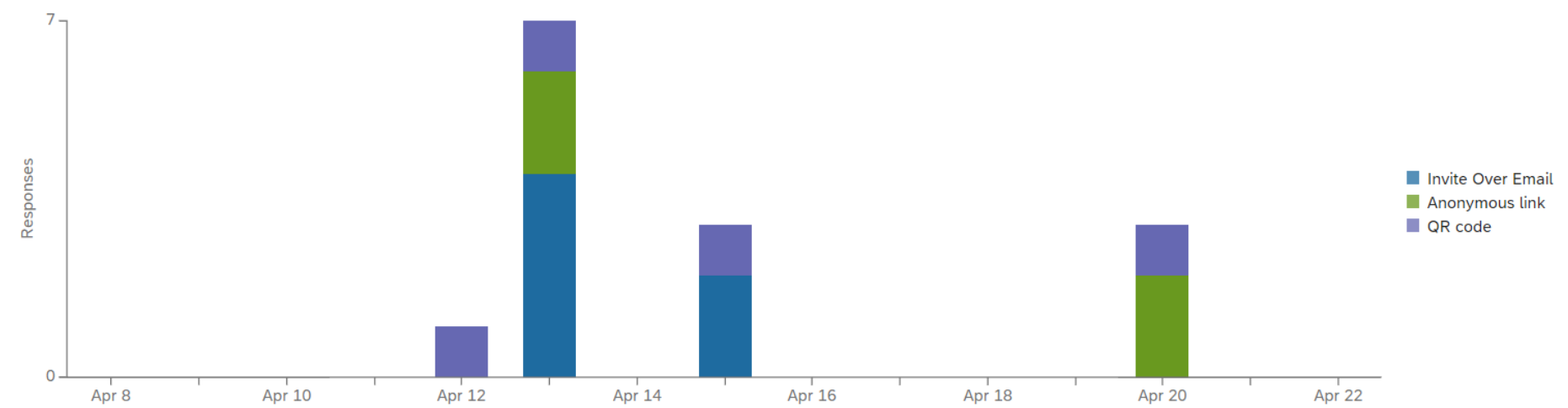
Pause response collection

Distribute survey

Distribution summary

- Anonymous link
- Emails
- Personal links
- Social media
- Offline app
- QR code
- Downloads

Recent Responses



All Responses

Distribution Channel	Audience Size	Surveys started	Responses	Completion Rate
QR code	N/A	N/A	4	N/A
Anonymous link	N/A	N/A	4	N/A
Invite Over Email	7	5	6	120%

Distributions using Email

+ Compose Email

Distribution summary

 Anonymous link

 [Emails](#) Personal links

 Social media

 Offline app QR code

 Downloads

Emails

From

To

2 distributions

[Download history](#)

Email to Contact List: **Survey Superheroes** 85
Sent On: 7 Dec 2020 11:00 GMT

✓ 84 Emails Sent
✗ One Email Failed
55 Surveys Started
55 Surveys Finished
4 Emails Bounced
3 Duplicate Emails
[Show Details](#)

Reminder message to: **Unfinished Respondents** 38
Sent On: **11 Dec 2020 13:00 GMT**

✓ 38 Emails Sent
0 Emails Failed
4 Emails Bounced
0 Duplicate Emails
0 Complaints
[Hide Details](#)

+ Schedule thank you

Data

XM

☰

Conference Survey ▾

?

🔔

A

Survey

Actions

Distributions

Data & Analysis

Reports

Data

Text

Weighting

Add Filter ▾

Response Quality

100%

Recorded Responses

4

Responses in Progress

1

With Selected ▾

<

Page 1 of 1 ▾

>

📄 Export & Import ▾

✎ Edit

🔧 Tools ▾

☐	Recorded Date	Q2 - First, let's get to know you better!What's your first name?	Q3 - Nice to meet you [QID2-ChoiceTextEntryValue] 😊 Do you work in Higher Educ...	Q6 - How have you found the last year?	Q5 - What's your favourite day of the week?	Q9 - What are you most looking forward to this summer?	Actions
☐	13 Apr 2021 11:44	Sam	Yes, at a Students' Union	Excellent	Wednesday	Going on a road trip	▾
☐	13 Apr 2021 11:16	Davlar	Nope!	Good	Friday	Going on holiday	▾
☐	13 Apr 2021 11:15	Amy	Yes, at a Students' Union	Poor	Thursday	Moving house	▾
☐	12 Apr 2021 11:50	Amy	Yes, at a Students' Union	Average	Saturday	Ice cream!	▾

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Text IQ

Field: Q2: How have your finances been im...

Total Responses: 52 Total Comments: 52 Viewing 52 comments (100% of all)

Search Topics

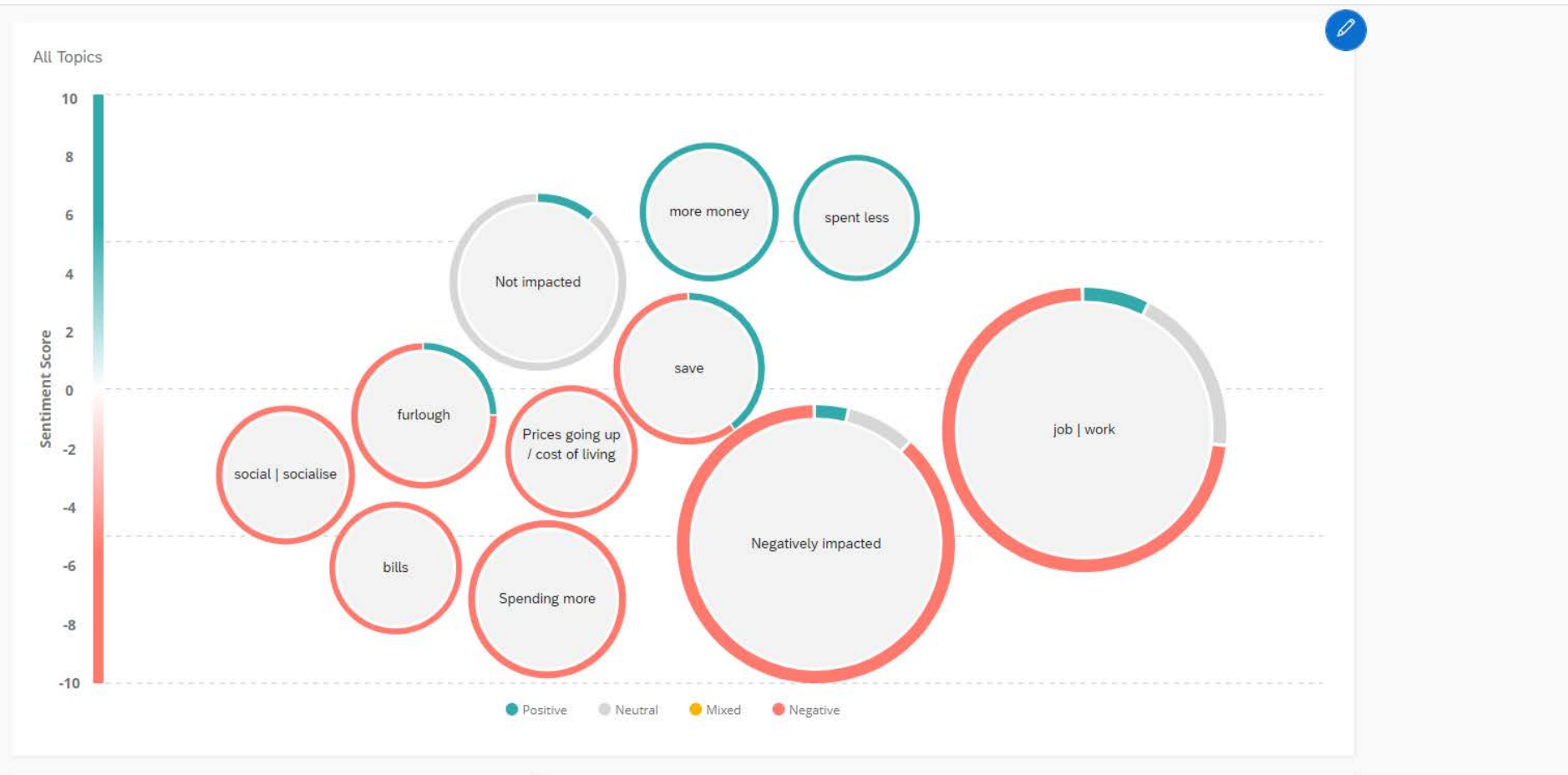
🔍

All Comments

- Comments with a Topic
- Comments without a Topic

All Topics

Negatively impacted	25
Not impacted	9
Prices going up / cost of living	2
Spending more	6
bills	2
furlough	4
job work	26
more money	3
save	5
social socialise	3



Results

Survey Actions Distributions Data & Analysis **Reports**

Results Reports

Report: **Default Report** Add Filter

Share Report



Add Report Breakout

Search Questions

Page Options

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Q3 - Where does your money come from?Select as many as applicable

Q2 - How have your finances been impacted by the pandemic?

Q4 - Do you have a job alongside studying?

Q5 - If you do have a job, were you furloughed at any point due to the pandemic?

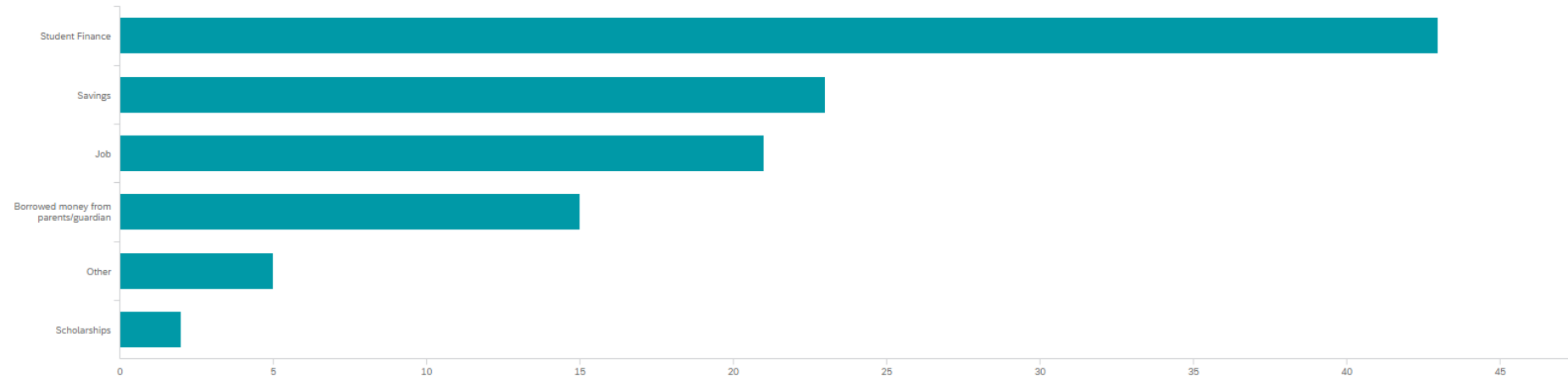
Q6 - If you had a job before the pandemic, have you been made redundant due to the pandemic?

Q7 - Thinking about life after graduation, how confident are you about being able to get a job?

Q8 - What does most of your money go on? Choose your top 5

Q9 - If you are someone who has childcare responsibilities, have you had to spend more on this

Q3 - Where does your money come from?Select as many as applicable



#	Field	Choice Count
1	Student Finance	39.45% 43
2	Savings	21.10% 23
3	Borrowed money from parents/guardian	13.76% 15
4	Job	19.27% 21



 BSU STUDENT VOICE

SURVEY 
SUPERHEROES

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