

## Enhancing Educational Technology Research through Utilisation of Google Forms

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### Abstract

Educational Technology research has increasingly embraced digital tools to enhance data collection, analysis, and interpretation. Among these tools, Google Forms has emerged as a cost-effective, flexible, and user-friendly platform that supports diverse research and pedagogical purposes. This article critically examines the role of Google Forms in advancing Educational Technology research, highlighting its features, applications, benefits, challenges, and mitigation strategies for sustainable use. The key benefits of Google Forms; include accessibility, real-time data analysis, scalability, and integration with other digital platforms. However, challenges such as limited advanced features, data privacy concerns, internet dependency, and risks of superficial engagement are acknowledged. To mitigate these constraints, strategies such as capacity building, complementary use with advanced analytical tools, ethical data governance, infrastructure development, and innovative form design are recommended. In conclusion, Google Forms demonstrates significant potential to democratise educational research by lowering barriers of cost, technical expertise, and geographical boundaries. While it cannot entirely replace specialised survey platforms, its accessibility and versatility make it a valuable tool in contemporary Educational Technology research. The article opines that with thoughtful adoption and policy support; Google Forms can play a transformative role in strengthening data-driven and inclusive educational practices.

**Keywords:** Educational Technology, Google Forms, Digital Data Collection, Educational Research Tools, Technology Integration in Education

### Introduction

Educational Technology research has gained remarkable attention in recent years as institutions and researchers explore new ways to enhance teaching, improve learning outcomes, and evaluate the effectiveness of digital tools. The rapid expansion of online learning environments, blended classrooms, and mobile learning platforms have intensified the need for reliable, evidence-based studies that can inform both practice and policy. According to Patrick (2023) data gathering is the heart of every research, influencing not only the reliability of findings but also how educational innovations are adopted and sustained.

Traditionally, data gathering in educational research relied mainly on paper-based surveys, in-person interviews, and, more recently, pricey licensed software. While these technologies have proven effective, they frequently bring issues such as high costs, limited scalability, and lengthy processing times (Johnson et al., 2021). In many circumstances, these hurdles inhibit researchers, particularly in low-resource contexts, from conducting large-scale or timely studies. As a result, there is an increasing desire for digital technologies that can streamline data collecting, save expenses, and improve accessibility while maintaining research quality.

In this situation, Google Forms has emerged as a useful and practical alternative. Its adaptability, low cost, and convenience of use make it especially intriguing to educational researchers looking for alternatives to conventional approaches. Google Forms platform is more than simply a survey tool; it allows you to create interactive questions, conduct pre- and post-assessments, and collect real-time feedback across a variety of educational contexts (Rodriguez, 2018; Fitria, 2023; Imoke et al., 2023). By using Google Forms into their approach, education technology researchers can not only speed their work but also ensure that their studies remain current, inclusive, and sensitive to current digital realities in the educational landscape.

### **Understanding Google Forms in Educational Research**

Google Forms is a free, web-based application developed by Google that enables users to create surveys, quizzes, and data collection forms with ease. Its intuitive design makes it useful not only for experienced researchers but also for students and educators with limited technical skills. Google Forms can be used by educators and students to create surveys, tests, and event registration forms (Sivakumar, 2019). In the context of educational technology research, the tool is particularly valuable because it reduces barriers to participation, allows wide distribution, and facilitates instant response gathering all of which are critical for timely and accurate research.

According to Onyas et al. (2024), Google Forms is a web-based collaborative survey tool that blends affordability, usability, and smooth integration inside the Google office ecosystem. With the use of features like conditional logic and response validation, users may create surveys, quizzes, and assessments in a variety of formats, such as multiple choice, short answer, checkboxes, and dropdown menus (Yuliana et al., 2024; Andi & Andi, 2024). Researchers can develop well-designed instruments because of this flexibility without requiring highly skilled technical knowledge. Additionally, Google forms instantly synchronise responses into Google Sheets, providing dynamic analytics, real-time data collecting, and simple collaboration, all of which simplify the data management process (Lau, 2025).

In contemporary educational technology research, Google Forms is widely recognised for its effectiveness in assessment and feedback applications. Moreover, students in field of education and other discipline are appreciating it features such as automatic scoring, instant feedback, and eco-friendly digital delivery. For instance, in secondary school Social Studies, Google forms facilitated quick and easy information gathering, improved efficiency in data interpretation, and supported real-time feedback, leading to high levels of student engagement, convenience, and improved outcomes (Nursani, et al., 2024). During the COVID-19 pandemic, its application expanded further: in Indonesia, educators used Google Forms for final exams, observing substantial time and cost savings, efficient grading, and strong reliability in a remote setting (Rohmah et al., 2025).

Beyond assessments, Google Forms enhances interactive engagement and administrative efficiency in education. It enables formative assessments that inform instructors of student understanding during the learning process. Anonymous feedback through Google Forms empowers students to voice their opinions honestly and helps educators refine teaching methods (Emorut, 2025). Administrators also benefit: they can digitise attendance, permission slips, and parent-teacher communication workflows, often save time and reduce paper use (Parker, 2025). A case study further demonstrates how Google Forms can stimulate seminar conversations; when applied in postgraduate discussion settings, it helps overcome participation reluctance, fostering richer dialogue around complex topics (Glover, 2020).

### **Applications of Google Forms in Educational Technology Research**

The use of Google Forms in educational technology research extends across multiple applications. It allows researchers to design surveys and questionnaires to collect feedback from students, teachers, or parents on digital learning tools and pedagogical practices (Lau, 2025). It can also serve as a platform for pre-tests and post-tests in experimental studies aimed at evaluating the effectiveness of educational technology interventions. Furthermore, because Google Forms supports large-scale distribution through email or links, researchers can reach broader and more diverse participant groups, strengthening the generalisability of their findings. Its versatility allows it to be applied across various dimensions of teaching, learning, and administration (Nursani, et al., 2024; Johnson et al., 2021b; Imoke et al., 2025, Onuoha & Ekpoto, 2021). From classroom assessments to institutional research and counselling, the tool offers a reliable, cost-effective, and scalable solution. The following subsections explore four major applications of Google Forms in educational technology research, supported by recent evidence from the field.

1. *Formative and Summative Assessment:* Assessment remains one of the most vital aspects of educational technology and educational practices in general, and Google Forms have proven to be highly effective in this area. For formative assessment, educators often use it to create exit tickets, short quizzes, or polls that provide instant feedback on student comprehension. This enables instructors to adjust their teaching strategies in real-time, ensuring that learning objectives are met (Parker, 2025). For summative purposes, the tool supports features such as automated grading, randomised question ordering, question banks, and multimedia integration, which enhance both reliability and students' engagement (Hakim et al., 2022). Research conducted during the COVID-19 pandemic further confirmed that summative assessments via Google Forms saved time, reduced administrative costs, and maintained exam reliability when schools transitioned to online learning (Rohmah et al., 2025). Together, these findings demonstrate that Google Forms is not only a convenient tool but also a pedagogically sound platform for both formative and summative evaluations.

2. *Data Collection for Research and Student Projects:* Google Forms is also widely recognised as a data collection instrument for educational technology research and educational at large. Its accessibility and ability to handle large response volumes make it attractive for institutional surveys, feedback studies, and classroom-based action research. Educators employ the platform to gather feedback on e-learning platforms, digital tools, and teaching methods, thereby generating evidence for decision-making (Emorut, 2025). In addition, students in other fields of learning frequently use Google Forms in science fairs, social studies investigations, and mathematics projects to learn survey methodology, ethics, and data interpretation (Promsearch, 2025). Since all responses are automatically compiled in Google Sheets, both teachers and students can analyze

trends quickly, allowing for more evidence-based practices in teaching and learning. This application underscores Google Forms as not only a tool for researchers but also an educational scaffold for students learning to conduct research themselves.

3. *Qualitative Insights and Engagement in Seminars:* While Google Forms is often associated with quantitative surveys, it has also been successfully adapted for gathering qualitative insights and stimulating active engagement in academic seminars. For instance, Chirobocea-Tudor (2022) demonstrated how structured Google Form prompts could encourage participation among students who were reluctant to contribute verbally in postgraduate seminars. By providing written reflections ahead of or during discussions, the platform helps create richer, more inclusive dialogues aligned with frameworks such as Activity Theory and the Conversational Framework. Similarly, researchers have used Google Forms for open-ended feedback, which enable them to capture student perspectives on online learning environments and digital pedagogies (Hanung et al., 2025; Fitria, 2023; Rahmat et al., 2024). These applications reveal that Google Forms can function as a participatory tool, extending beyond surveys to foster collaborative reflection and engagement in both research and instructional settings.

4. *Counselling, Needs Assessment, and Administrative Efficiency:* A final, yet equally significant, application of Google Forms lies in counselling and administrative efficiency. In the area of student support services, counselling teachers use the platform for needs assessments, enabling them to quickly identify academic, social, and emotional challenges among students (Hanung et al., 2025). Real-time data collection ensures that interventions are targeted and timely. On the administrative side, schools have embraced Google Forms to digitise routine tasks such as attendance, permission slips, discipline reports, and parent-teacher communication (Parker, 2025). This reduces paperwork, saves time, and contributes to a more sustainable and efficient school management system. Such uses illustrate that the impact of Google Forms extends beyond classrooms, positioning it as a holistic tool that supports both academic and organisational goals in education.

### **Features of Google Forms for Educational Technology research**

Several features made Google form suitable for educational technology research as few are outline and explain by Chernikov (2023) to include:

1. *Conditional Logic:* this feature allows the Google Form to alter the questions presented to respondents based on their previous answers, adding another level of complexity to the questions. For example, multiple-choice questions can redirect respondents to different sections depending on their choices and preferences.

2. *Templates:* Google Forms offers an array of custom-designed form templates that can save the researcher a considerable amount of time when creating a form, like many form builders. These templates are highly flexible, allowing you to edit them according to your needs. The platform presents more than 17 templates, categorised into personal, work, and education.

3. *Quiz Features:* Google Forms' quiz features are handy for educators. By adjusting settings, you can convert your survey into a quiz, assigning point values to each query. The form will then automatically calculate a score based on the answers, saving instructors valuable time. The

researcher can also decide to offer instant feedback on grades to participants or keep the results for another time.

4. *Split into Sections*: Due to the flexibility of the Google Forms, a researcher is at liberty to split it into different sections. With each section, the researcher can group questions and give them individual headings. To add a section, click on the "Add Section" button, and a new section will be inserted into the form. The newly added section can be given a heading and populated with questions. The sections help researcher to organise their questions, thereby making the form more user-friendly, especially when creating a long form with many questions. Breaking the form up into manageable chunks can improve the user experience and make it easier for respondents to complete in a short time.

5. *Reporting and Analytics*: After the respondents' submission, Google Forms automatically creates graphs displaying the number of responses to each question. The visually attractive pie charts efficiently communicate the results. For a more detailed analysis, Google Sheets can be used in accessing the responses by tapping within the Google Forms dashboard. Like Excel, Google Sheets allows for the sorting and analysing data using various functions. For instance, respondents' demographic data such as age, gender, class, employment status and so on can be sorted out.

6. *Theme customisations*: Google Forms is enriched with numerous themes that allow a researcher to modify and design forms in various ways. Features such as a header image can be used for a customisable banner at the top of your form. Theme colour allows you to choose from 12 preset colours or create a custom background colour to make your form attractive. The font icon gives room to the researchers to manipulate four other types aside from the default font.

### **Benefits of using Google Forms for Educational Technology Research**

Over the past decade, Google Forms has become a cornerstone tool for educators, researchers, and institutions seeking efficient and accessible ways to collect and analyse data. Adelia et al., (2021); Zablotska (2022) and Chernikov (2023) outline the following benefits:

1. *Cost-effectiveness and Accessibility*: Google Forms is completely free to use, which lowers the barrier to entry for individual researchers and institutions with inadequate budgets. Unlike commercial platforms or software that often require expensive licenses, it provides an equitable option that ensures access for researchers in developing and resource-constrained settings are not left out. Moreover, because the tool is cloud-based, it can be accessed on multiple devices including smartphones, tablets, and computers making it inclusive for both urban and rural researchers.

2. *User-friendly interface and ease of use*: Google Forms is designed with a simple, intuitive interface that requires no advanced technical expertise. Educational technology researchers can easily create surveys, quizzes, and feedback forms using drag-and-drop tools and ready-made templates. This ease of use reduces the technical burden on educators and researchers, allowing them to focus more on the quality of content and data rather than struggling with software complexities. Students also benefit from this simplicity, as they can quickly understand how to respond to assessments and feedback requests, thereby enhancing participation rates.

3. *Integration with Google workspace and real-time data analysis*: Another key benefit is the seamless integration of Google Forms with the broader Google Workspace ecosystem. Responses collected through Google Forms are automatically compiled in Google Sheets, where data can be visualised, filtered, and analysed. This integration allows for real-time tracking of responses, making it easier to monitor student progress, gather instant feedback, or adjust teaching methods promptly. Additionally, researchers can export data for more advanced analysis in statistical software, making Google Forms a flexible tool for both basic and sophisticated research projects.

4. *Customisation and versatility*: Google Forms provides a range of customisation options that enhance its versatility in educational technology research. Educators can add images, videos, multiple-choice questions, open-ended responses, and even branching logic to adapt surveys to specific research needs. This flexibility enables educational technology researchers and other researchers in the field to gather both quantitative and qualitative data, ensuring a richer understanding of educational issues. Whether for classroom assessments, institutional evaluations, or large-scale studies, the ability to tailor forms makes them suitable for diverse educational settings.

5. *Scalability and wide reach*: Because Google Forms is web-based, it can easily reach a large number of respondents without geographical constraints. This scalability is particularly advantageous in Educational Technology research, where large datasets are often required for meaningful analysis. For example, national or cross-institutional surveys can be administered efficiently, and participation rates tend to be higher because respondents only need a link to access the form. This ability to scale makes Google Forms a critical tool for conducting studies that require broad representation.

### **Challenges associated with using Google Form in Educational Technology Research**

Despite its perceived benefits, the use of Google Forms in educational technology research is not without challenges. The following are some of its challenges:

1. *Limited advanced research features*: Although Google Forms is adequate for basic surveys and assessments, it lacks the sophisticated functionalities provided by specialised research software such as Qualtrics or SurveyMonkey. For instance, advanced statistical analysis, adaptive testing, or detailed psychometric validation tools are absent in Google Forms (Hakim, et al., 2022). This challenge makes it less suitable for high-level educational technology research projects that require complex methodologies, leading some researchers to rely on it only for preliminary studies or large-scale but simple data collection.

2. *Data privacy and security concerns*: The security and privacy of data present yet another significant obstacle. Google Forms' cloud-based hosting raises concerns about confidentiality and data security compliance when storing sensitive educational data, such as student performance, counselling comments, or institutional evaluations (Rohmah et al., 2025). Institutions must take extra precautions to ensure ethical use and protect respondent privacy in areas with stringent data governance laws, such as the EU under the GDPR. If this isn't done, confidence may be damaged, and educational technology research may become unethical.

3. *Dependence on internet connectivity*: Because Google Forms is an online platform, its use is heavily dependent on stable internet access. This poses a challenge in regions with poor

connectivity or limited digital infrastructure, such as rural areas in developing countries (Okocha & Dogo, 2023; Nosike, 2024). In such contexts, students and educators may experience delays in form submission, data loss, or exclusion from research participation. Consequently, reliance on Google Forms risks widening the digital divide and undermining the inclusivity of educational technology research.

*4. Risk of superficial engagement and response quality:* While the ease of creating and distributing forms is beneficial, it can also result in superficial responses from participants. Respondents may rush through online forms without deep engagement, especially in the absence of in-person moderation (Al-Salom, & Miller, 2019). This can lead to incomplete data, response bias, or low reliability of findings. Researchers often need to apply additional validation techniques or triangulate Google Forms data with other sources to ensure the quality and accuracy of their findings.

### **Mitigation Strategies in using Google Forms in Educational Technology research**

Although Google Forms has proven highly valuable in educational technology research, its limitations cannot be overlooked. The following strategies highlight practical approaches to overcoming these challenges and ensuring that Google Forms remains a robust tool for educational technology research:

*1. Complementing Google Forms with advanced analytical tools:* One solution to the limitation of advanced functionality is to link Google Forms with external analytical tools. Responses can be exported to software such as SPSS, R, or Python for in-depth analysis, and visualisation tools like Google Data Studio or Microsoft Power BI can aid in data presentation (Rohmah et al., 2025). This hybrid technique enables researchers to benefit from the accessibility of Google Forms while addressing the requirements of specialized research methodologies.

*2. Strengthening data privacy and security measures:* Handling privacy and security risks requires researchers to adopt robust data management practices. It's essential not only to follow established steps but also to implement crucial measures such as anonymising responses from the outset and obtaining proper consent from participants right from the beginning. Additionally, it's important to ensure that only authorised personnel have access to sensitive files (Yuliana, et al., 2024). Institutions should establish clear guidelines to ensure everyone is compliant with GDPR and any other applicable data protection laws, whether local or global. Utilising encryption tools can provide an additional layer of protection for sensitive educational information. In some cases, using institutional Google Workspace accounts instead of personal ones can also enhance security.

*3. Providing offline access and low-bandwidth alternatives:* Connectivity issues can be minimised by providing offline or low-bandwidth alternatives. For instance, Adelia et al. (2021) suggested that researchers offer downloadable questionnaires that can be uploaded later into Google Forms. Additionally, using lightweight links that load quickly on mobile devices can enhance accessibility. In areas where internet infrastructure is a consistent challenge, hybrid data collection methods that combine Google Forms with paper-based surveys can ensure inclusivity and prevent the exclusion of participants from rural or underserved regions.

4. *Enhancing engagement and response quality*: Educators and researchers should thoughtfully design engaging and meaningful questions to improve the quality of responses. Strategies such as branching logic, multimedia cues, and clear instructions can encourage participants to offer more insightful feedback (Nkanu et al., 2023). Additionally, using Google Forms alongside focus groups or follow-up interviews can help verify data and yield deeper insights, ultimately reducing the chances of receiving superficial responses.

5. *Customising and professionalising form design*: Although Google Forms offers limited design flexibility, educational technology researchers can employ creative strategies to enhance its aesthetic and professional appearance. According to Fitria (2023), these strategies may include embedding images and videos, use clear formatting, and link Google Forms to institutional websites or learning management systems. For larger-scale research projects, institutions might invest in branded templates to align with their organisational identity, thereby improving credibility and increasing participant trust.

## Conclusion

Google Forms has become an invaluable tool for enhancing research in educational technology. It offers a simple, cost-effective, and accessible solution for data collection. While it may not replace more advanced research software, its versatility and ease of use make it an excellent companion for researchers, especially in settings where resources are limited. As educational technology continues to evolve as a discipline, the strategic use of tools like Google Forms will be crucial in shaping the quality and inclusiveness of research worldwide.

## Recommendations

To maximise the potential of Google Forms in Educational Technology research, the following recommendations are proposed:

1. *Capacity Building*: Institutions should organise training workshops and professional development sessions to equip educators and researchers with the skills to use advanced features of Google Forms, such as branching logic, data validation, and integration with external analytical tools for optimal benefits.
2. *Complementary methods*: Researchers should be encouraged to triangulate Google Forms with other research methods such as focus groups, interviews, or advanced data analysis software to enhance the validity and reliability of findings.
3. *Data governance policies*: Institutions of learning should establish and enforce clear data privacy and security policies to protect respondents' sensitive information, ensuring compliance with international standards or global best practice.
4. *Infrastructure development*: Governments and education stakeholders should invest in improving digital infrastructure, especially in underserved regions, to address challenges of internet connectivity and ensure inclusivity in educational technology research.
5. *Design enhancement*: educational technology researchers should creatively customise Google Forms with multimedia element, clear formatting, and branded templates to increase professionalism and participant engagement.

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