DRAFT!!!

eQuestionnaire

eQuestionnaire™ - Your Tool for Online Surveys

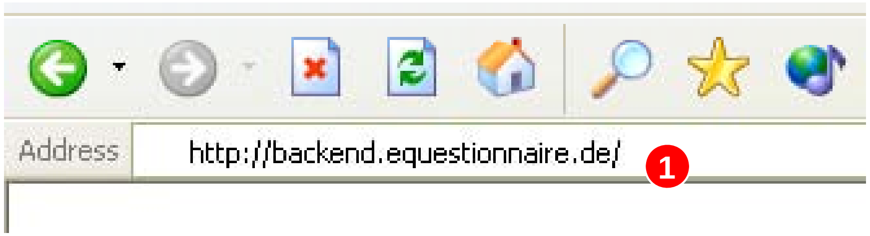
Got eQuestionnaire
What next?

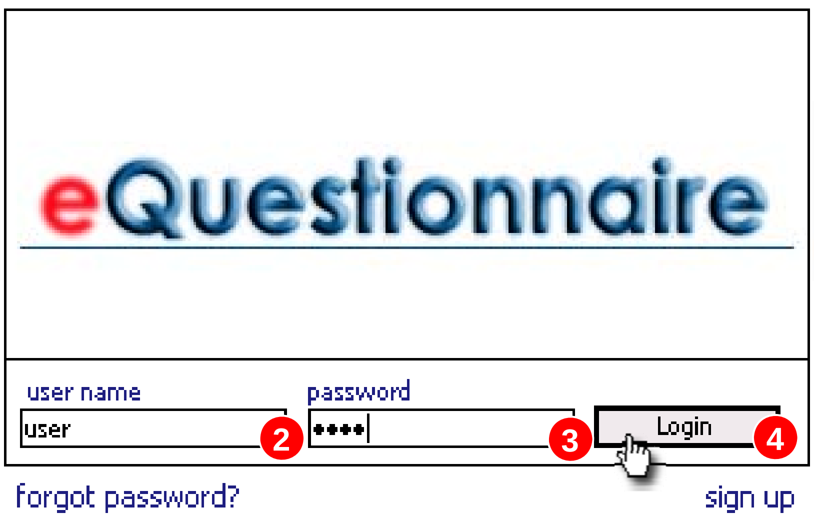
A quick Guide for creating online questionnaires with eQuestionnaire

Anleitung zur Erstellung von Online-Fragebögen |

Contents

1. Login





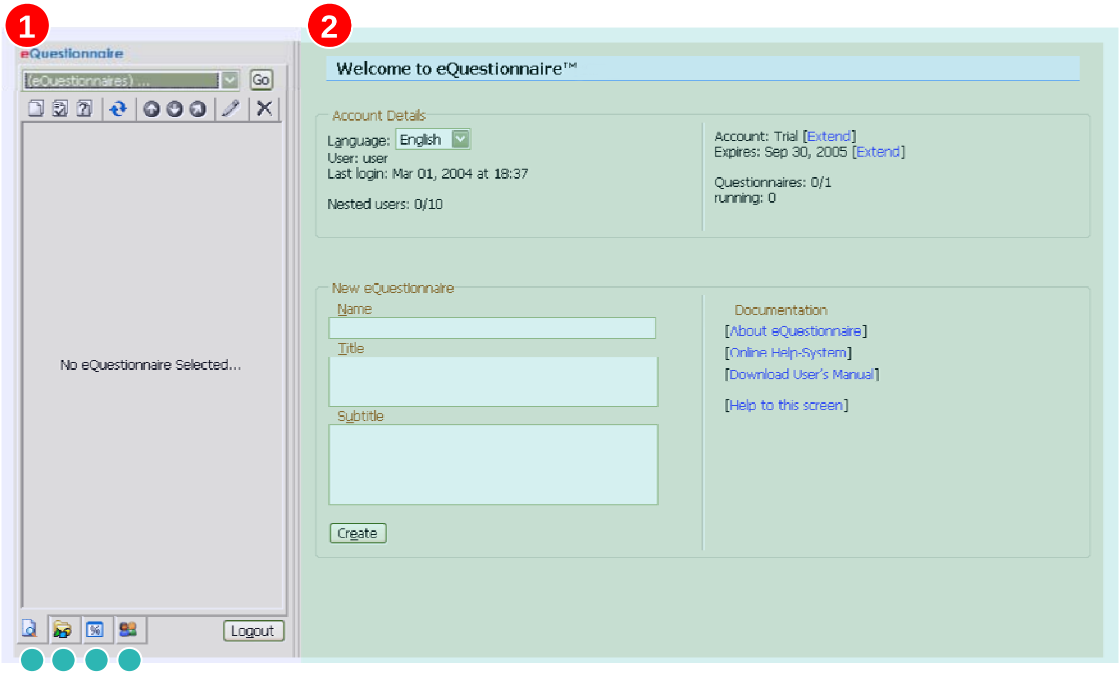
1 Go to http://backend.eQuestionnaire.de

2 Input your user name

3 Input your password

4 Click on “Login“ button

2. Main View



1 Browsers

- Questionnaire-Browser
- Images-Browser
- Variables-Browser
- User-Browser

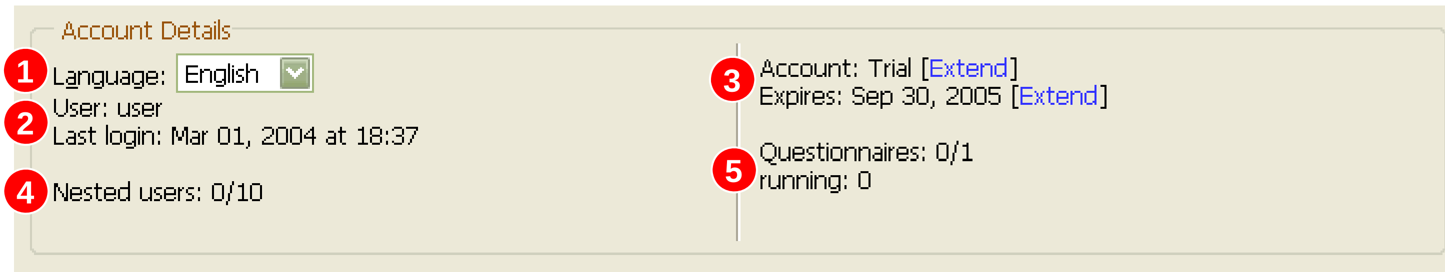
2 Properties and Settings

of chosen elements

Browses allow you to navigate between the elements of a questionnaire (i.e. pages, questions, images, etc) and in your user account (i.e. password, authorized persons, access rights, instant messenger …)

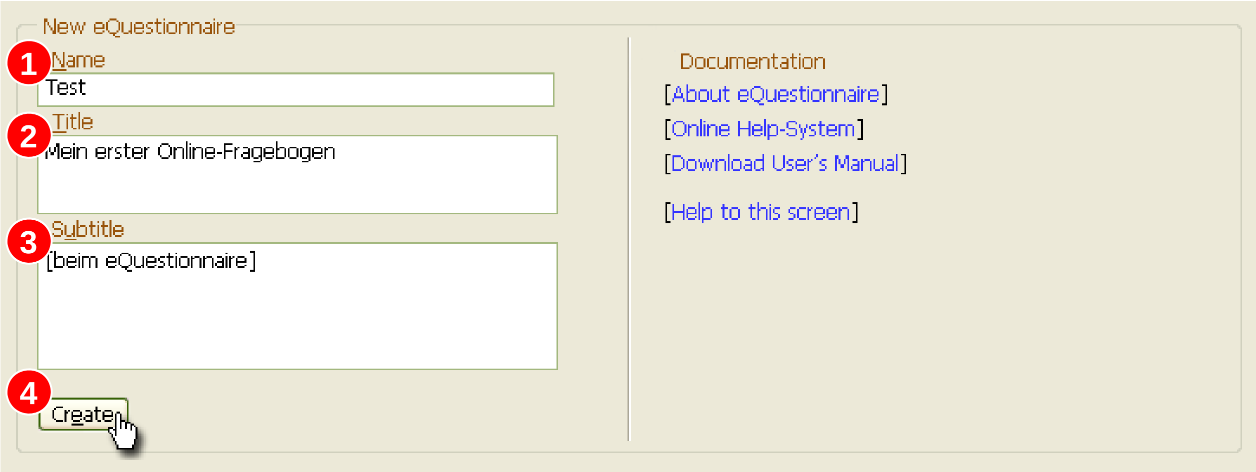
Common rule: first choose an element in the browser, then alter its properties

Main View: Account Details



1. Choose the interface language
2. Common information about the logged-in user
3. Information about the account:
   - Type of license
   - Expires date
4. Number of created/allowed to create users or authorized persons
5. Number of created/allowed to create questionnaires; number of started questionnaires

Main View: Creating a new questionnaire



1. Give your questionnaire a name

   This is the system internal name – you need it to be able to quick find your questionnaire in the questionnaires list

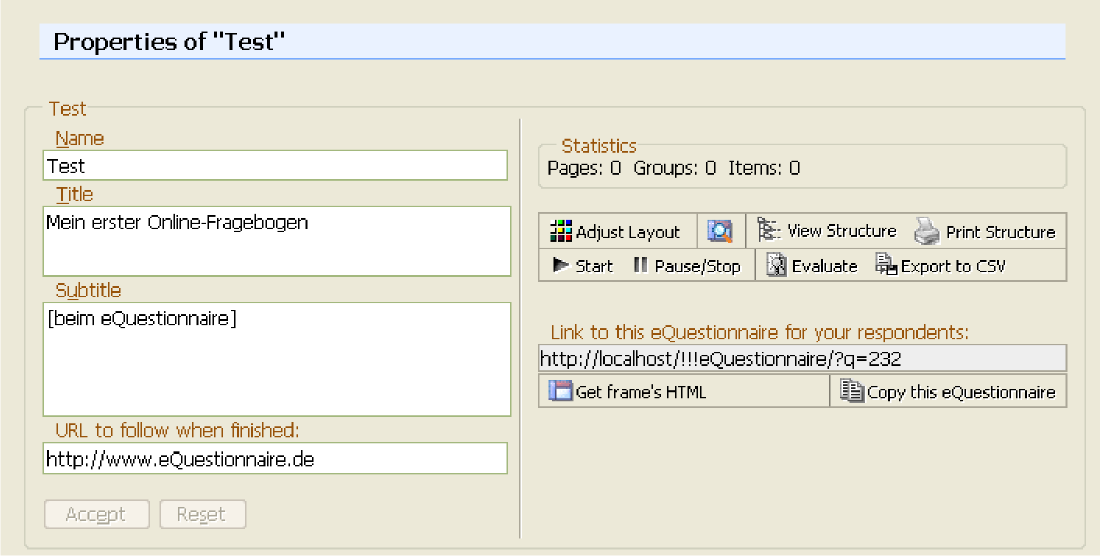
2. Type a title

   Title is the “real” name of your questionnaire (usually the title of survey), which will be seen on the top of every page of the questionnaire

3. Type a subtitle
4. Click on “Create”!

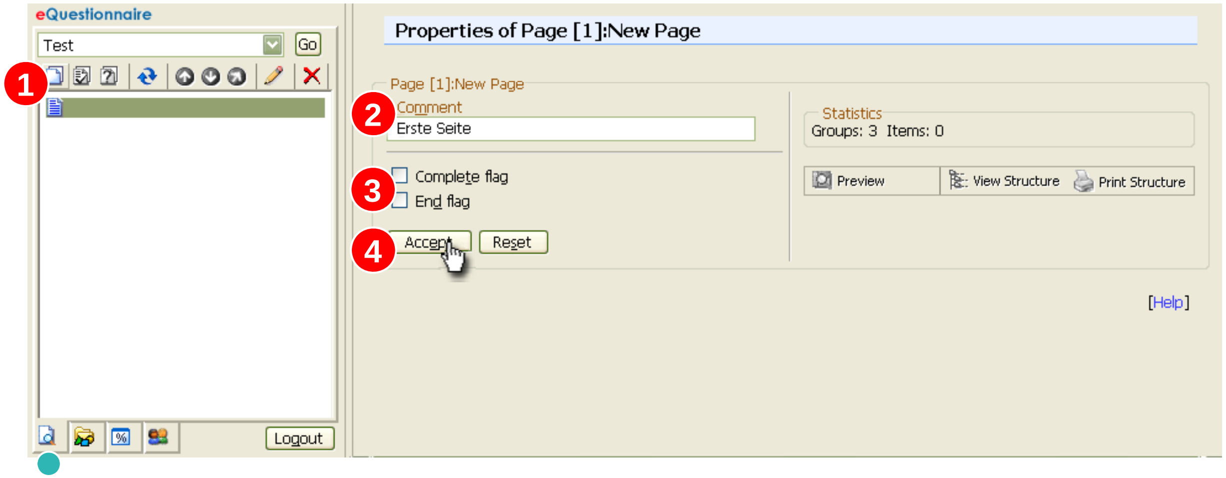
Properties of the questionnaire

After you have created your questionnaire, you will be automtically redirected to the properties of questionnaire view



The most settings are not accessible yet, because your questionnaire does not have any content by now. Therefore we will speak about them a little bit later.

Creating a Page



1. Click on („New Page“)
2. Name the page
3. Set flags
4. Confirm changes

„**completed flag**“ shows if the questionnaire should be treated as completed after the respondent leaves this page.

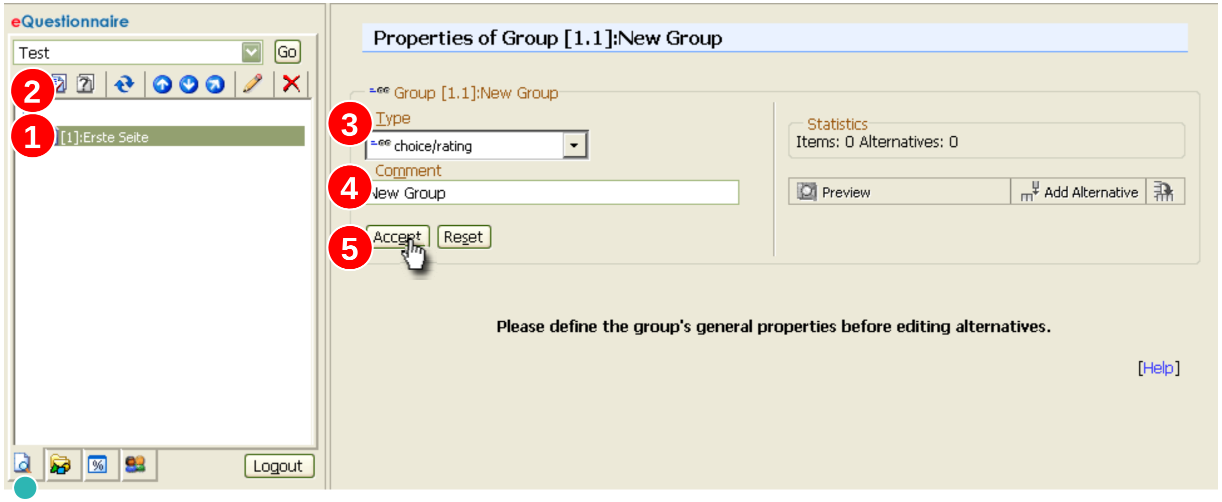
It is advisable to activate this flag on the page where the last important question of your survey is asked. After the respondent leaves this page, her/his dataset will be marked as completed in the database. This mark should help the analyst to easily include in the analysis the datasets of such questionnaires, which are not filled out until the last page but contain all relevant information.

By default a dataset will be marked as completed when the respondent leaves the last page of a questionnaire.

„**end flag**“ shows if the survey should be ended on this page.

This flag should only be used in conjunction with filter and jumps (see chapter “Filter jumps”). By default the questionnaire ends on its last page.

Creating a question group



1. Choose the page, on which the new question group will be placed
2. Click on (“New Group”)
3. Choose the group type*
4. Name the group
5. Confirm

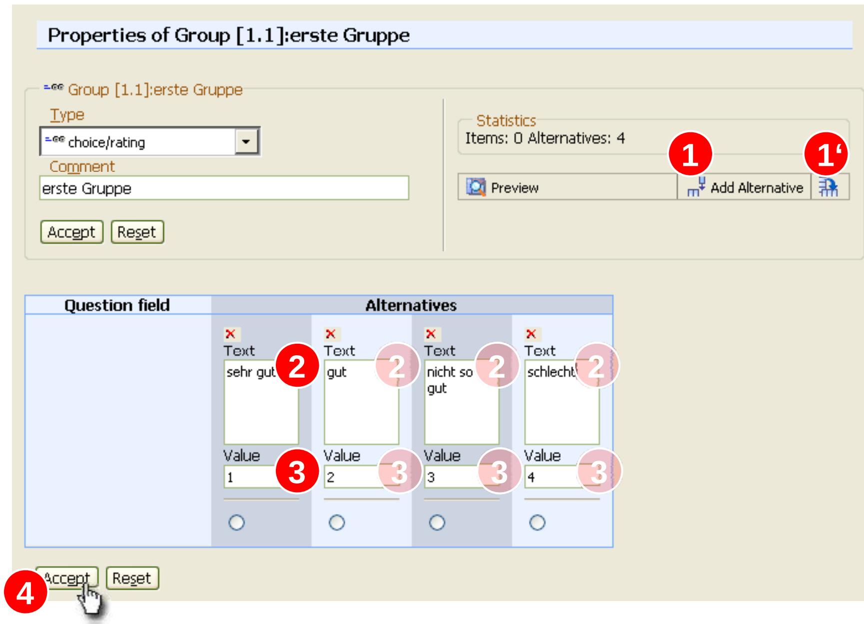
The groups combine questions into blocks just like tables do in paper questionnaires. Groups are responsible for following aspects:

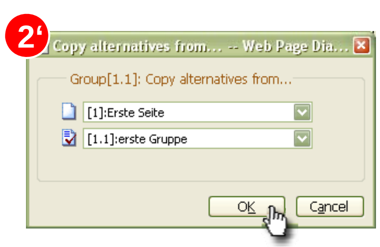
- Defining the scale
- Defining the answer alternatives
- Layout of questions

* There are 12 group types you can choose between. Some of them you can find in the appendix (“Group types”)

Creating a question group (II): define alternatives

After the group is created, you can define the answer alternatives





1. Click on ("Add Alternative")
2. Name the alternative
3. Assign values
4. Confirm

or

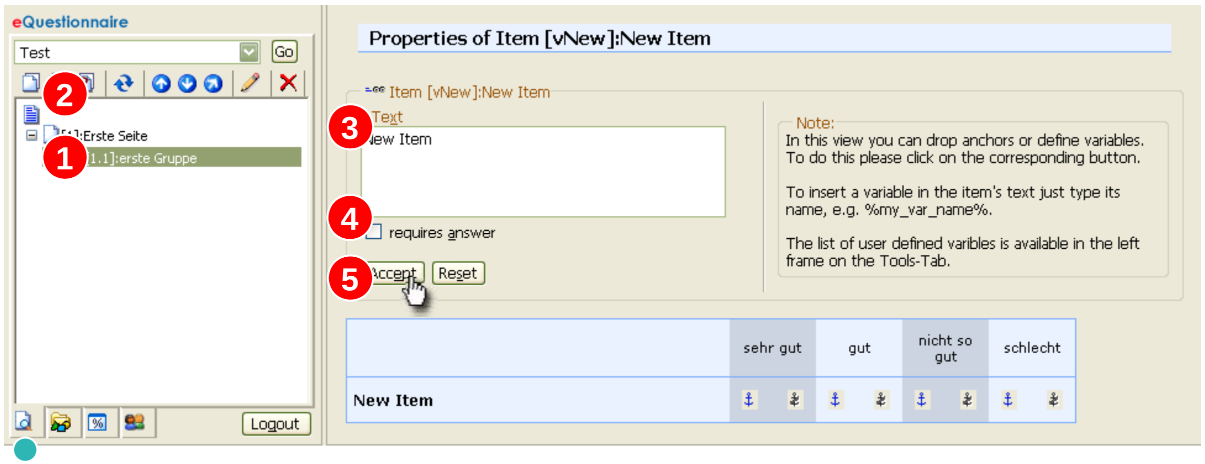
1' Copy the alternatives from an other group ( )

2' Choose the source group

optionnaly 2 and 3

4 Confirm

Creating a question



1 Choose the question group, in which the new question will be created

2 Click on ("New Item")

3 Input the question text

4 Requires answer?*

5 Confirm

* Some groups allow to mark questions as mandatory. If this attribute is activated, the respondents will not be able to leave a questionnaire page without answering this question.

The described Steps allow you to create a full functional online questionnaire. To make your questionnaire available for your respondents over the internet you just need to perform steps described in the chapter "**3,2,1, Start**".

However eQuestionnaire™ offers some additional functionality and features, which allow you to increase the flexibility of your questionnaire and make the survey more interesting and easier to complete for the respondents. This features will be discussed in the following chapters.

If you do not need the extended functionality by now, you can jump over the following chapters and go instantly to "**3,2,1, Start**".

Filter jumps

Filter and jumps make it possible, to route your respondents through your questionnaire over different and individualized ways.

Such possibilities are required eg. in situations when a respondent doesn’t belong to your target group and should be excluded from the survey.

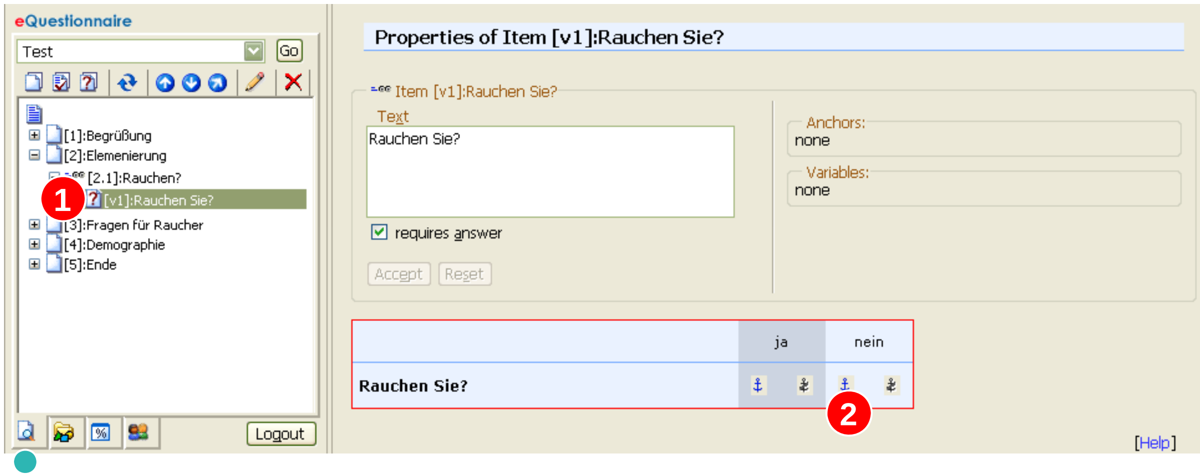
For example, for an smoker-survey it is conceivable that

a. Non-smokers should not be harassed with questions for smokers
b. Demographics of the non-smokers is nevertheless also of interest

A thinkable solution is to ask the respondent if she/he smokes and to route her/him to the page with questions for smokers if she/he does or directly route her/him to the page with non-smokers’ demographics questions if not.

In terms of eQuestionnaire™ we need to drop an anchor from the alternative “I do not smoke” to the demographics page.

Filfilter jumps: drop an anchor



1 Choose or create the question

Note: Property “requires answer” **must** be activated

2 Click on (“Drop an anchor”)

3 Choose the target page

4 Confirm

If the respondent now chooses to answer “I do not smoke” she/he will be routed directly to the page 4 with the demographic questions without to be prompted to answer the questions for smokers.

Note: If multiple anchors are dropped, they will all be followed.

Variables

With the help of variables you can use the statements of respondents later in the text of other questions and/or alternatives.

For example: an open question “What Coffee-Brand you prefer most” [Input]

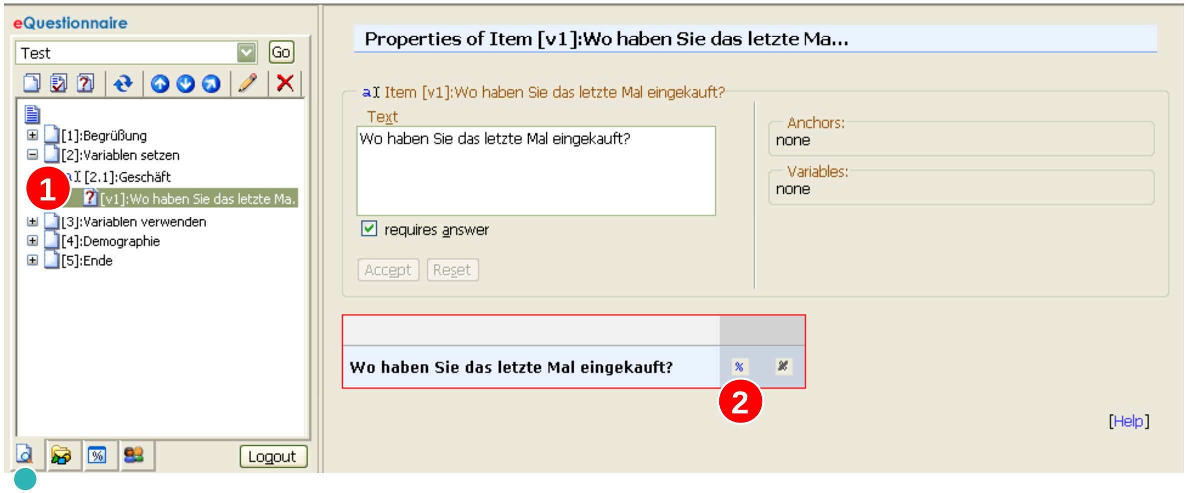
Answer: „**Dallmayr**“

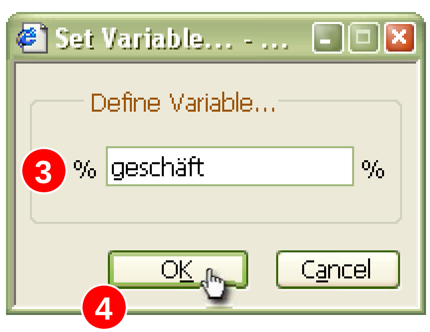
This answer can be inserted „on-the-flight“ in the text of another question: „How would you describe **Dallmayr**’s taste...“

NOTE:

- Variables “work” from the *next* page on.
- Variables can only be set on the question of the type „input-line“ (),
- You can use the Variables in *all* texts, questions and alternatives, regardless of their type
- The full list of the variables used in a questionnaire can be found in the **Variables-Browser**

Variables: Define a Variable





1. Choose or create the question

   Note: Property “requires answer” **must** be activated

2. Click on (“Define Variable”)

3. Name the variable

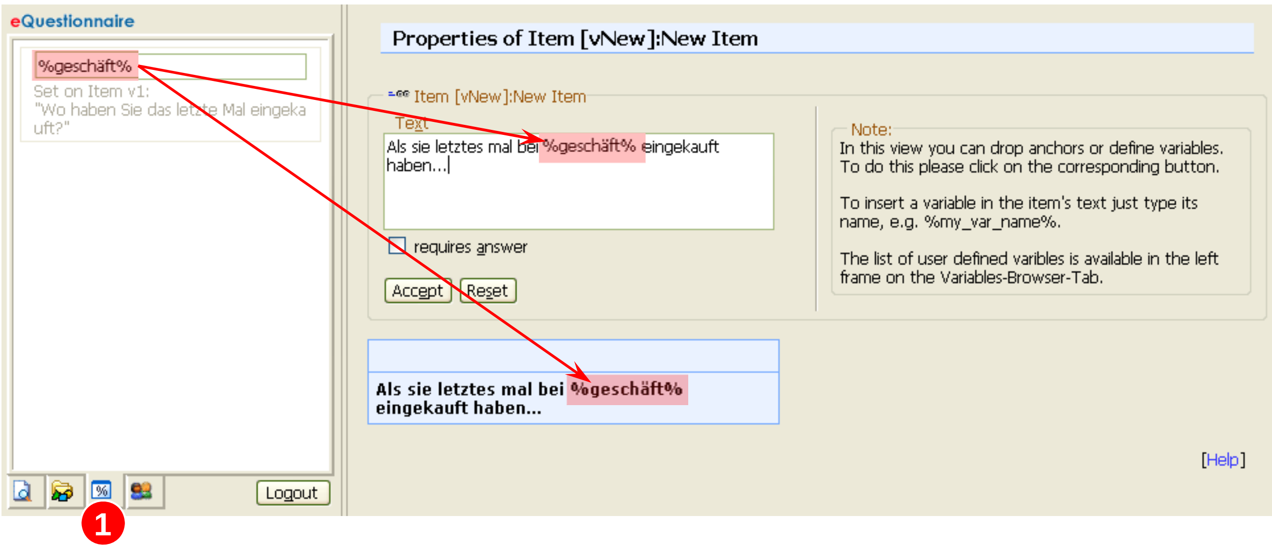
4. Confirm

NOTE:

Variables “work” from the *next* page on!

Variables: How to use a Variable; Variables-Browser

For example in a new question



The full list of the variables used in a questionnaire can be found in the Variables-Browser ( )

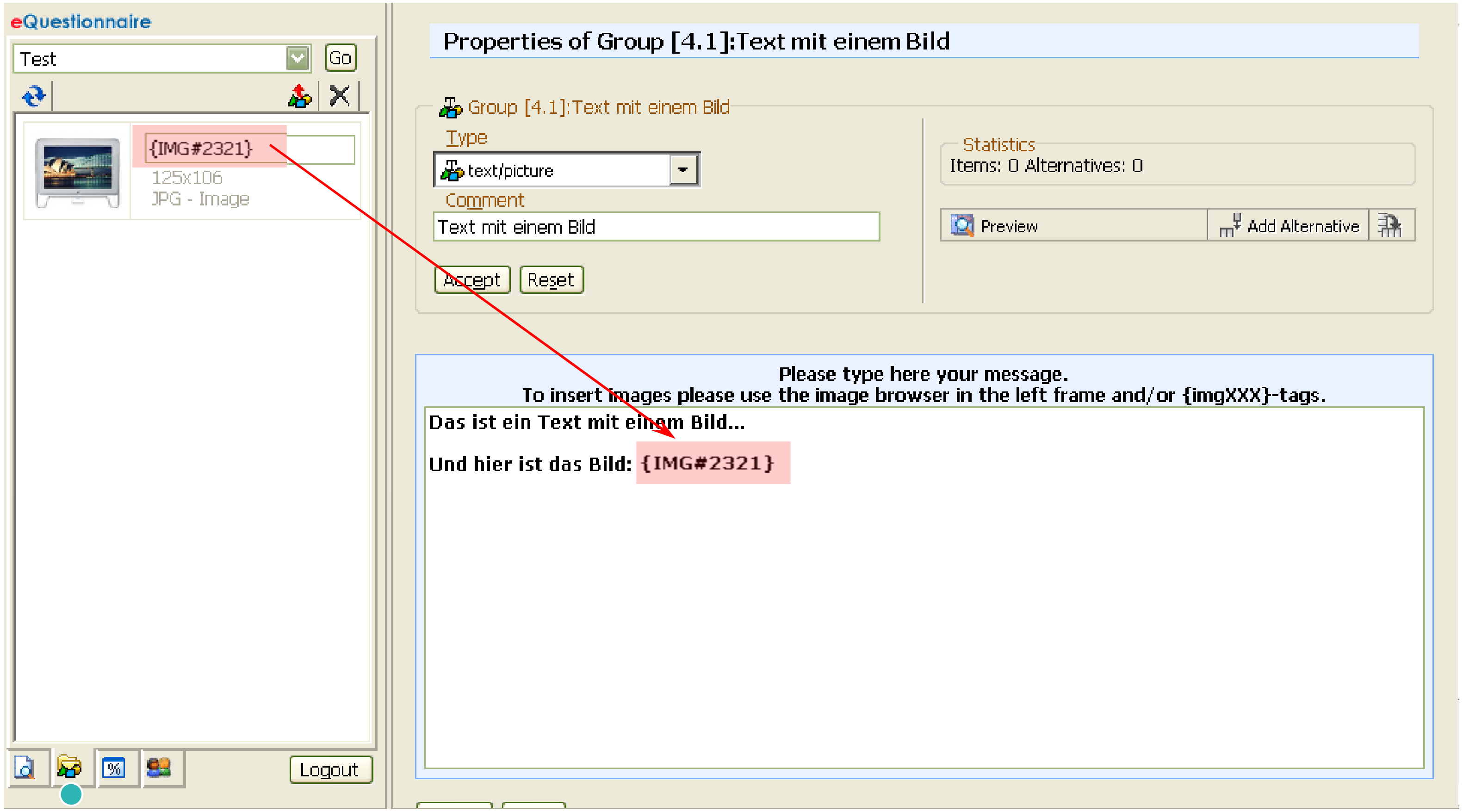
Images: Image-Browser

eQuestionnaire™ offers a functionality to bejewel your questions with pictures. Use the Image-Browser to upload the images:

1. Switch to Image-Browser ( )
2. Click on "", to upload an image
3. The image receives a system name in the form {IMG#1234}
4. / 4' Double click on the image icon to see the full sized image

Images: using images

For example in a text/picture group



Users

A possibility to create nested user accounts within your main account makes the team work easier. You can give each of the users (i.e. authorized persons) the following rights and permissions:

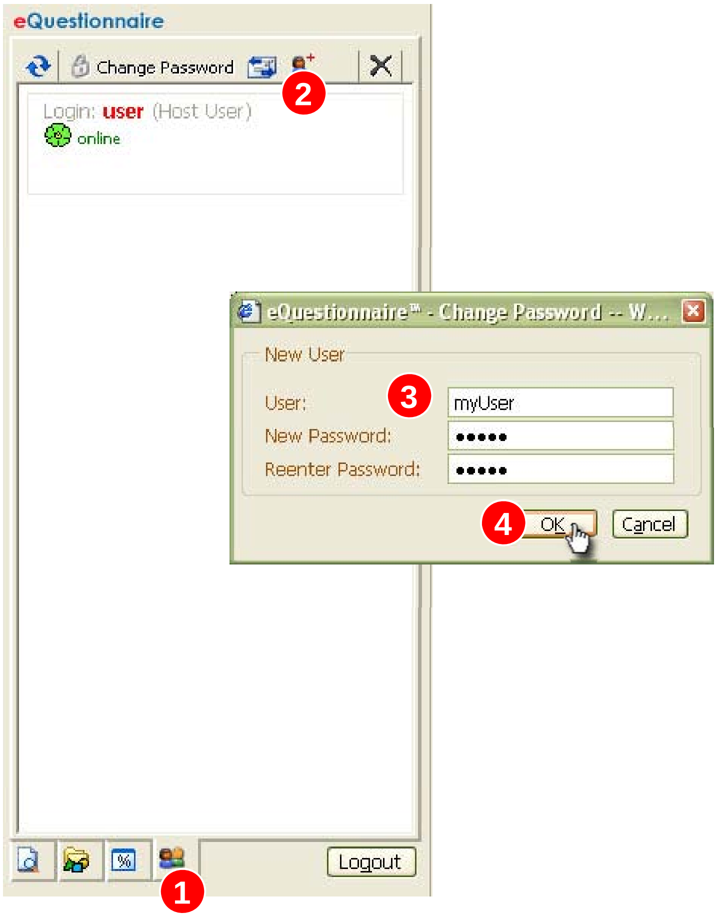
- Number of Questionnaires the user can create
- Access rights to existed questionnaires
- Each authorized user can administrate the access rights to her/his questionnaires for other authorized users. (The main user can access and edit all questionnaires.)

In this way you could realize miscellaneous user policies: either the multiple persons can work on the same questionnaire, or one user can work only with her/his questionnaire while other user cannot access it, etc.

The users can also communicate with each other through the "Instant-Messenger". It is conceptualized just like the skype- or icq-chat

* The number of possible nested users depends on the account type of the host user.

Users: Creating a User



1 Switch to „User-Browser " ( )

2 Click on ("New user")

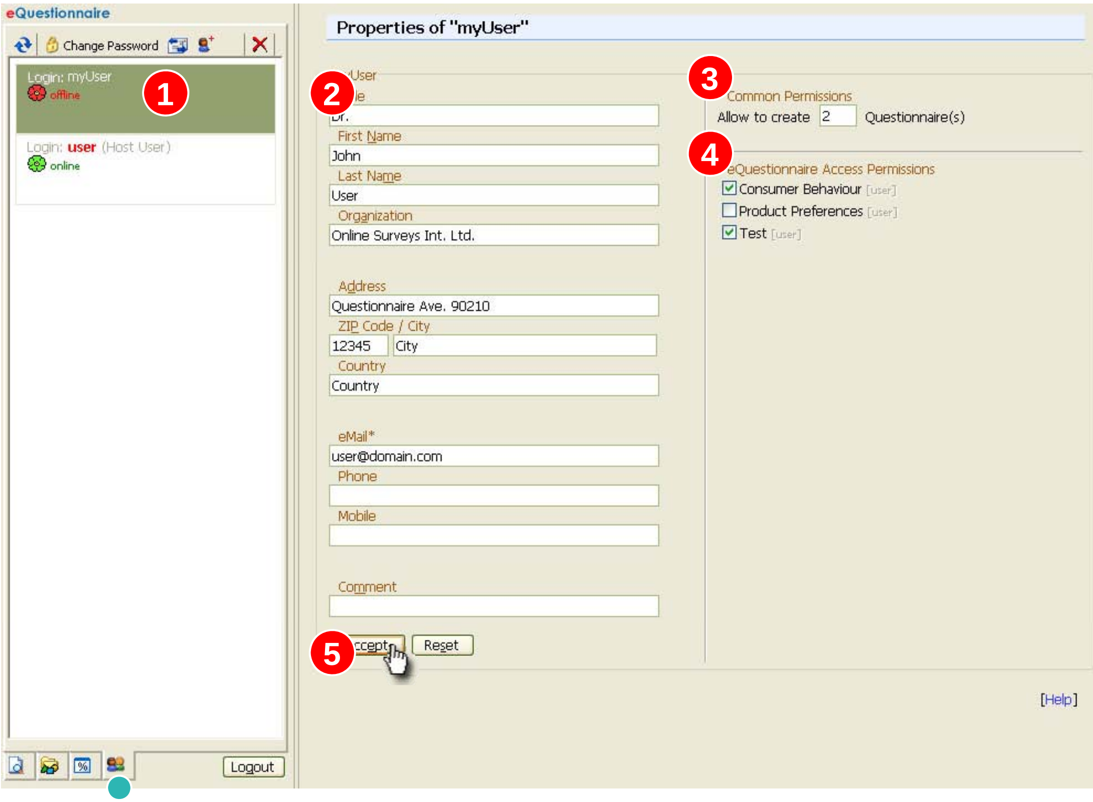
3 Type the user name and password

Important: the user names and passwords are case sensitive!

4 Confirm changes

The user is now created. She/he can log in on http://backend.eQuestionnaire.de with her/his user name and password.

Users: Properties and Permissions



The host user is the only person who can create and delete the users. The nested users can only change their data and password, and give or bear the permissions for other nested users to access their questionnaires.

The host user can access *all* of the questionnaires in either case.

1 Choose User

2 Input the user data (optional)

It is advisable to input the user's eMail-Address. This eMail-Address could be useful to receive the instructions for password recovery if user forgets her/his password. The host user has to enter her/his eMail-Address in either case.

3 Permissions to create questionnaires

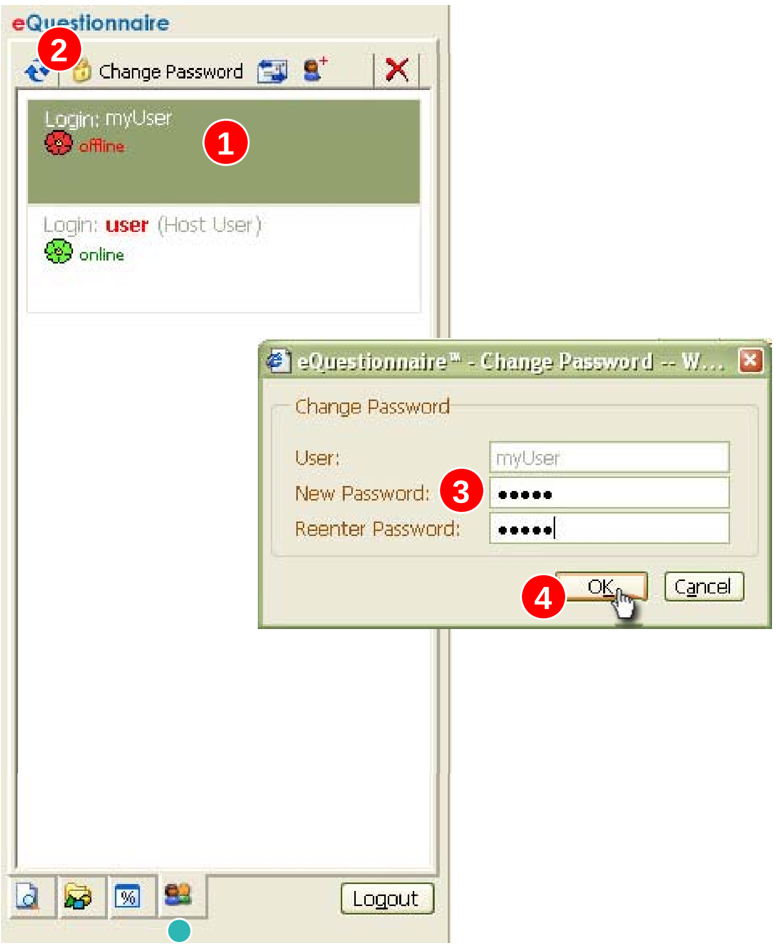
Here you can define, how many questionnaires the user can create within your host account.

4 Access rights

Which questionnaires this user is allowed to access

5 Confirm

Users: Change Password



1 Choose the user

2 Click on (“Change Password”)

3 Type the new password

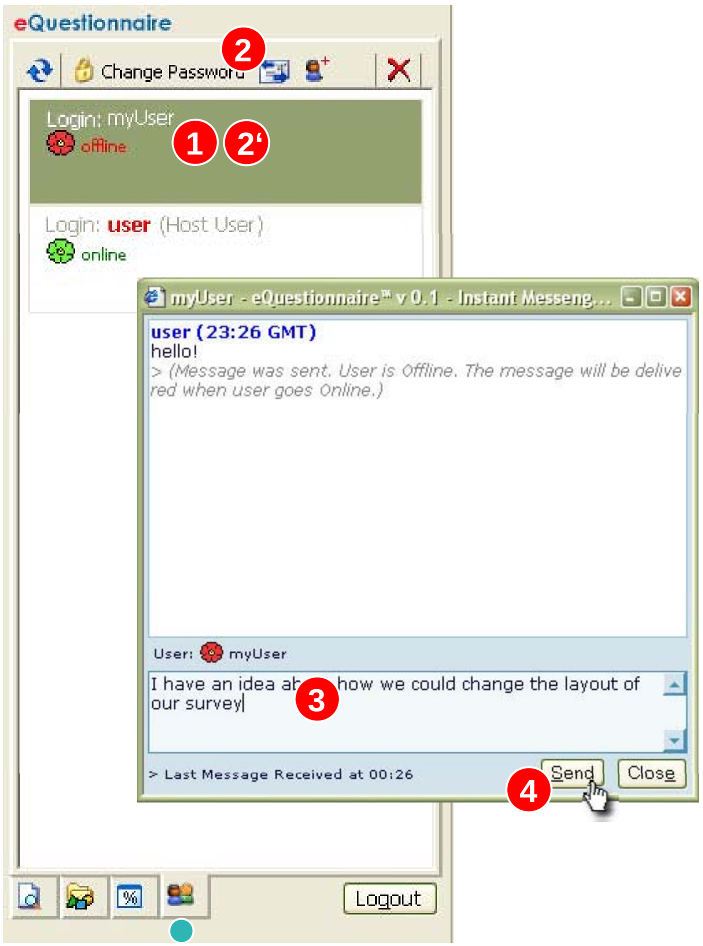
Important: Password is case sensitive

4 Confirm changes

Only the host user can change the passwords of *all* nested user.

The nested user can only change her/his *own password*

Users: Instant-Messenger



Using the „Instant-Messenger“ all the users of one host account can chat with each other

1. Choose the user

2. Click on ("Send Message")
2'. or double click the user

3. Type the message text

4. Click on "Send" button

The message will instantly be sent to the chosen user.

If the user is not online the message will be delivered instantly after the user logs in.

I. How do I create an online questionnaire?
II. Filter jumps, Variables, Images and Users

III. 3, 2, 1, Start

- Before the start: Adjust the layout
- SATRT!

IV. After the Start

Before the start: Adjust Layout

Just before you start your questionnaire and make it available for your respondents over the internet you could find it appropriate to adjust the layout of your questionnaire to your corporate identity.

1 Switch to questionnaire view ( )

2 Click on
("Adjust layout")

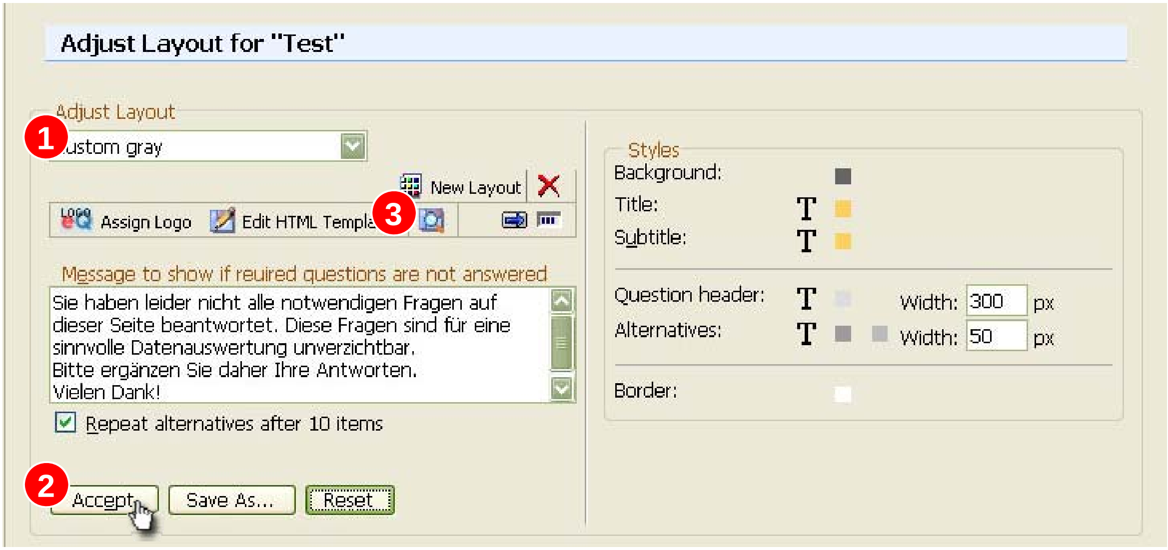
The meaning of other symbols and buttons is explained in the Appendix II: „ **meaning of symbols**“.

Before the start: Adjust Layout (II)

On the layout view you can change the colours, fonts and text-adjustment nearly arbitrarily.
You also can choose between two alternatives:

-You can use one of the standard layout templates

-or you can create your own layout template by modifying on of the standard-templates



Using standard layout tmplate

1 Choose a Standard template

2 Confirm

Beneath the menu you see the preview of the layout, which allows you to instantly control the appearance of layout elements. However the preview can differ a little bit from the real questionnaire appearance.

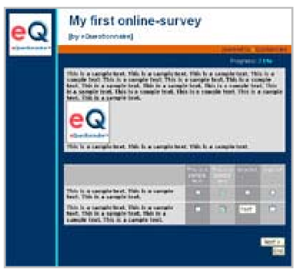
Please use the preview button 3 ( ) to ensure the appearance you want is achieved. (A full sized preview window will be opened)

Important: The changes must be saved before opening the preview window.

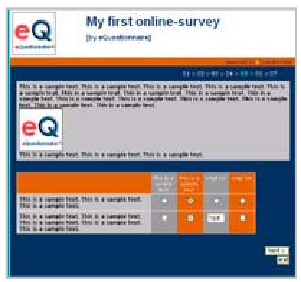
Before the start: Adjust Layout (III) – standard layouts

On this chart you see some snapshots of standard layouts:

eQ - blue - 1



eQ - blue - 2



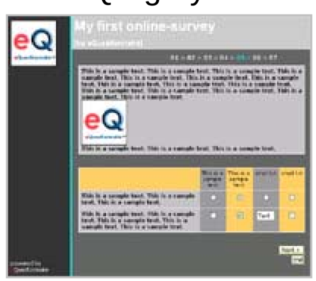
eQ - blue - 3

eQ - white - 1

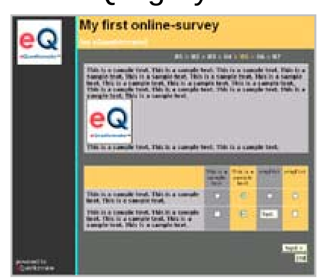
eQ - white - 2

eQ - grey - 1

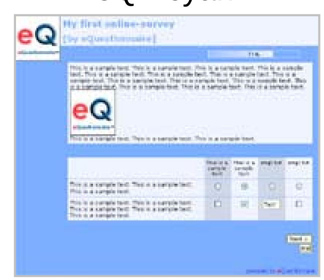
eQ - grey - 2



eQ - grey - 3

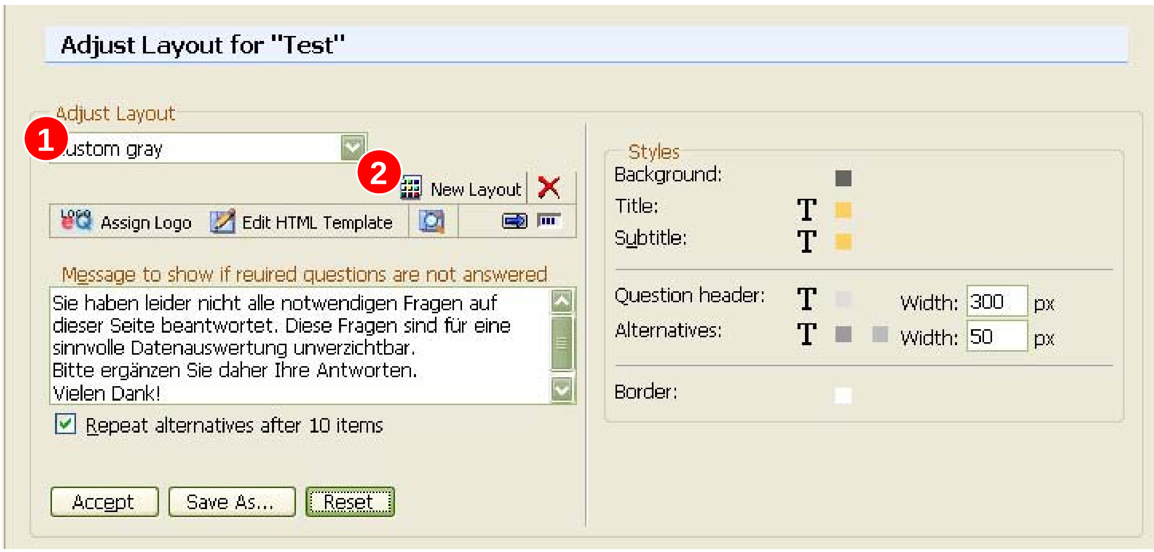


eQ - cyan



eQ – cyan (simple)

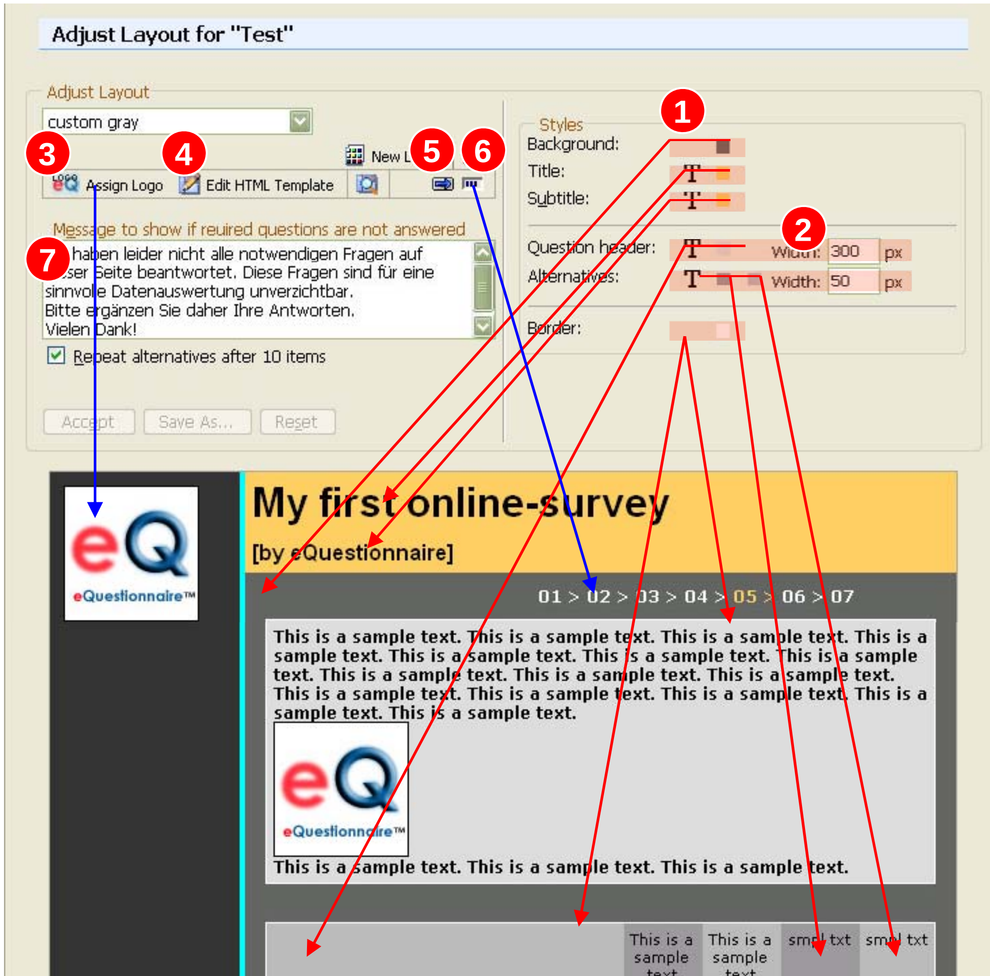
Before the start: Adjust Layout (IV)



Creating a new layout template:

1. Choose a layout template
2. Click on ("New Layout")
3. Name the Template
4. Confirm changes

Before the start: Adjust Layout (V)



With the help of menu button you can now:

1. Define Colours and Fonts Farben und (**T** , ■)
2. Configure Widths of questions an alternatives Breite von Fragen und Alternativen festlegen
3. Choose the Logo ( )
4. Design a HTML-Template ( )
5. Label the Next and End buttons ( )
6. Choose and alter the Progress-bar ( )
7. Formulate the text that appears when respondents did not answer the mandatory questions

On the graphic on the left side of the chart you can see respective relations between the buttons and layout elements (shown by arrows)

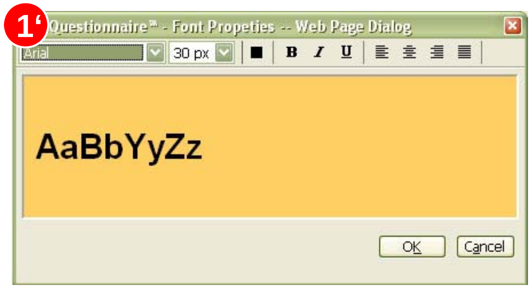
Before the start: Adjust Layout (VI)

1

You can define the background colour of every layout element.

The colours could be also defined within the hexadecimal HTML-schema.

1‘

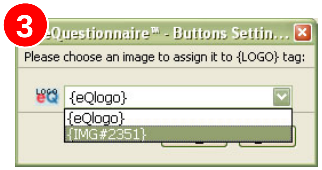


The fonts are to be altered just in any modern text processor. You can choose the size, type, alignment, and colour.

2

The specifications of question and/or alternative widths are to be made in pixel. We recommend to use the following widths: For questions - between 300 and 500 Pixel and for alternatives – between 50 and 80 Pixel. Please note, too small or too big defined widths can distort the layout appearance.

3



It is advisable to change the logo . Just choose from the pull down the appropriate image to substitute the standard eQuestionnaire logo with an uploaded image.

See also: “**Image: Images-Browser**”

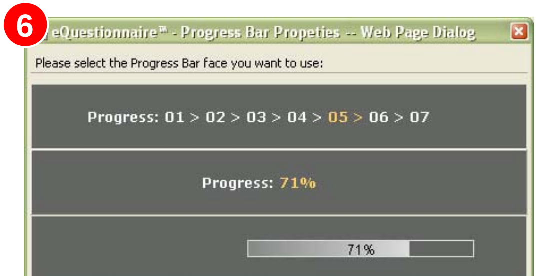
4

The most flexible way to adjust the layout appearance is programming a HTML-Template. Use this possibility only if you feel familiar with HTML-Markup-Language.

5

You can alter the labels of Next and end buttons.

6



You can choose between three progress-bar types.

For long questionnaires we recommend to sue the progress bar of the second or third type, so that the respondents are not being confused by the large number of pages

Important: Please don not forget to confirm the changes!

START!

Now the questionnaire is ready for action! You can start it and make it accessible over the internet for your respondents:

Start the survey:

1. Switch to questionnaire view ( )

2. Click on (“Start”)

3. Your questionnaire is now accessible under the link provided on the questionnaire view in the field (see n. 3)

Keep this in mind:

The structural changes of the questionnaire (i.e. creating/moving/deleting of a page/group/question) could make the gathered date inconsistent. Therefore such changes cannot be done in the started mode. Such changes induce the need of rebuilding the database. Because of this you yhould always export the gathered data before topping the questionnaire/survey (see „**Export** “).
You can edit all of the elements of the questionnaire if it stopped, you can alter the texts if it paused and you can alter nothing it questionnaire is running/started.

START! : Identifying of respondents

Your respondents can access your questionnaire under the link, which is normally appear in the following format:

http://equestionnaire.org?q=XXX or http://equestionnaire.de?q=XXX,

where XXX indicates the unique questionnaire ID in the system of eQuestionnaire™.

If you want to be able to identify the one's respondent data you can expand the link with the respondent's ID. For this purpose just add to the link the following expression „&id=YYY" (with YYY = unique respondent ID). The new link than looks like this:

http://equestionnaire.org?q=XXX&id=YYY or http://equestionnaire.de?q=XXX&id=YYY,

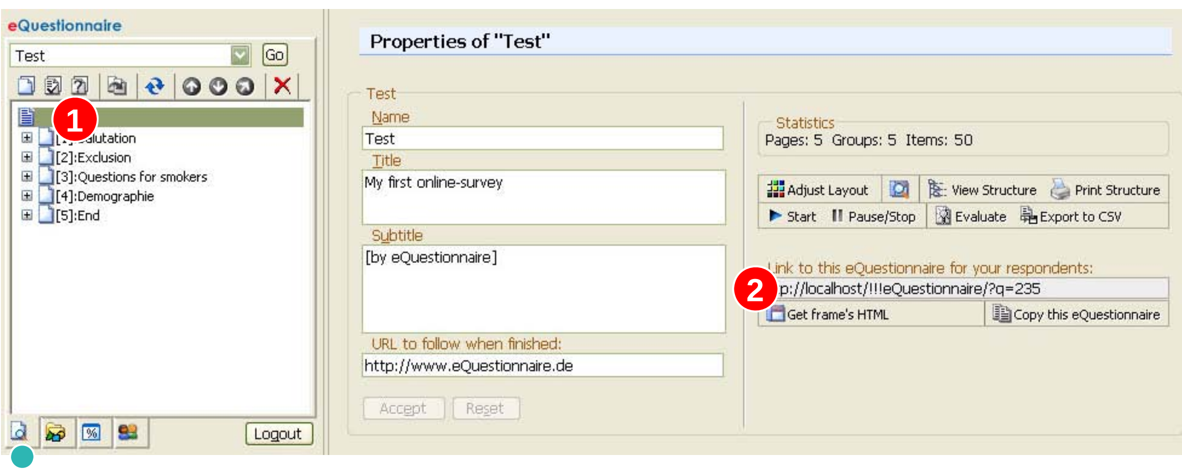
with:

XXX – system internal id of the questionnaire
(granted by eQuestionnaire™)
YYY – unique ID of the respondent (freely definable, max. 255 characters: Letters, Numbers and/or other symbols „_" und „-")

Immediately after the individualized link is called, the expression „YYY" will be saved in the database in the "id" field (see chapter "**Export**" for details).

START! : URL-Masking

If you do not want your respondents to notice that fact that your survey is running on the server eQuestionnaire.de you can mask the questionnaire's URL by placing a HTML-file on your web server and providing your respondents with the link to this file. In this case the respondent will only see an URL of your web server and will not suspect that the survey is actually is hosted somewhere else.
The content of that HTML-file is provided on the questionnaire view:



1. Switch to questionnaire view ( )
2. Click on ("HTML- Frame")

Copy and paste the displayed HTML-code in a text-file ans save it on your server. From now on you can provide your respondents with the link to your this file on your web server routing them to equestionnaire.de. without they notice this.

IV. After the Start

- Pause / Stop
- Evaluation
- Data Export
- Format of the exported table
- Import in Microsoft Excel
- Import in SPSS

After the Start: Pause/Stop

Immediately after the start of the survey three further functions become active: Pause/Stop, Evaluate ans Export to CSV. Here come some comments to this functions:

Keep this in mind:

The structural changes of the questionnaire (i.e. creating/moving/deleting of a page/group/question) could make the gathered date inconsistent. Therefore such changes cannot be done in the started mode. Such changes induce the need of rebuilding the database. Because of this you yhould always export the gathered data before topping the questionnaire/survey (see „**Export** “).
You can edit all of the elements of the questionnaire if it stopped, you can alter the texts if it paused and you can alter nothing it questionnaire is running/started

Pause/Stop the survey

1. Switch to questionnaire view ( )
2. Click on (“Pause/Stop”)

The survey is now paused. That is, it is not more available over the internet for respondents. It cannot save any data coming from them.

The “start” button changes its colour to red ( ). As long as start-button red is, you can continue the survey. If the colour changes to blue, that means that for a new start of the survey the survey database must be recreated.

Therefore please save/export the gathered data **before** you stop the survey completely!

After the start: Evaluation

For the sake of monitoring of the survey's progress eQuestionnaire™ offers an evaluation function. With the help of this function you can quickly identify the answer trends or quotes completion of the running survey.

To switch to the Evaluation View please click on the button (“Evaluate”)

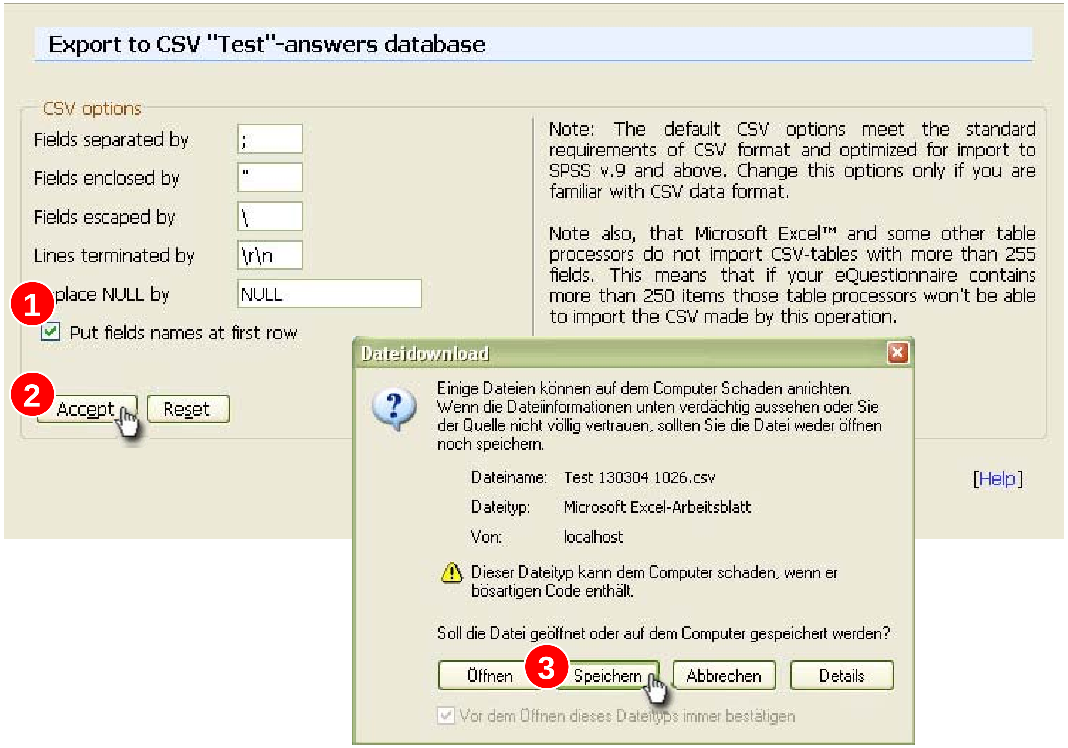
After the Start: Data Export (I)

The purpose of eQuestionnaire™ -Web-Tool is to prepare the data of the online surveys for the subsequent analysis in the most efficient form. I.e. the gahthered data must be exported in the format of analytic software, such as Excel, SPSS, SAS, etc.

The Export-Operation of eQuestionnaire™ saves the data in the CSV-file (Comma Separated Values). Such a file can easily be opened by all modern analytic software and tables processors.

To switch to the Export View just click on the “CSV-Export” button on the Questionnaire View ( ).

After the Start: Data Export (II)



Export View:

Here you can export the answers database in the table form as a CSV-file.

The default settings of this view meet the standard requirements for export/import in Microsoft Excel and SPSS v.9 and above. Please change these settings only if you are familiar to the CSV-format.

1. Choose if the field names should be exported in the CSV-file.
2. Confirm the choice

   A File Download Dialog will be opened
3. Click on “Save” and choose the target directory

The data is now ready to by analysed!

The questions of importing the data in the analysis software are discussed below.

After the Satrt: Format of exported data

Independently of whether the field names are chosen to be exported or not, the order of exported fields is the following:

respondent – unique ID of respondent. (set by eQuestionnaire system internal)
id – the respondet id from URL (see "**START! : Identifying of respondents**")
completed – 1 if respondent has ended the questionnaire on the last page or on the page marked with "complete flag" (see "**Creating a Page**"), 0 otherwise.
fill – shows how many percent of questions were answered by current respondent.
start – Date and time the respondent has started the survey
duration – shows how much time the respondent has spendet on filling the questionniare until the last page
last_page –Number of der page, the respondet has seen as last

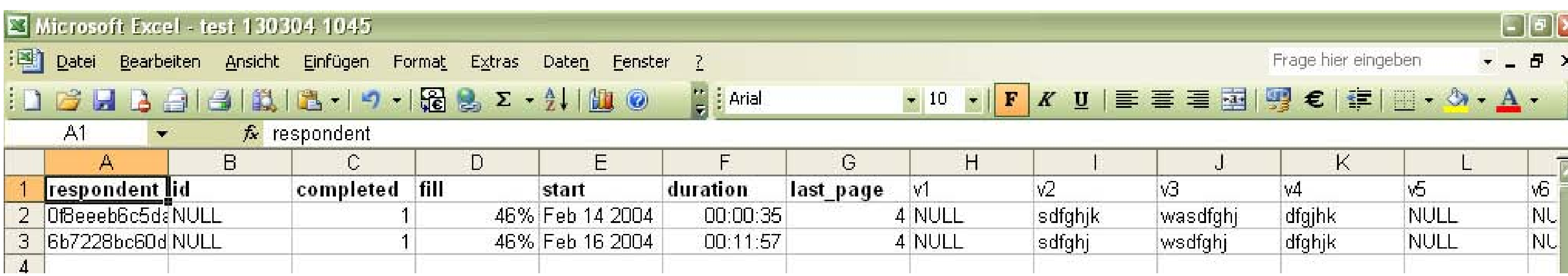
All other filds are ordered corresponding to the order of questions in the questionnaire (i.e. v1, v2, v3, ... vn). The complete list of questions you cann alternatively obtain form the "Structure View" ( ) or "Print Structure" ( ) in backoffice of eQuestionanire.

After the Start: Import in Microsoft Excel

If the Microsoft Excel™ is installed on your PC you don’t have much to du – just double click on the icon of the exported CSV-file:

Microsoft Excel™ automatically opens the data from the CSV-file

:



And now you can analyse your data!...

Gruppentypen

text/picture

Hallo,

das ist ein Textfeld ( ).

Benutzen Sie das Textfeld ( ) immer wenn Sie den Respondenten etwas mitteilen oder zeigen möchten, ohne gleichzeitig etwas zu fragen.

Obwohl dieses Field keine Items haben kann, bildet es eine selbständige Gruppe.

input area

Mit Hilfe von "Input Area" ( ) können die Respondenten z.B. ihre unfassendere Kommentzare eingeben.

Obwohl für Input Area auch eine gruppe erstellt werden muss, werden ihre Items von einander getrennt angezeight

DRAFT!!!

Gruppentypen (II)

input line

"Input Line" Gruppe (I) erwartet eine Benutzereingabe. Den Items dieser Gruppe können Variablen zugewiesen werden, um das Eigegebene später in dem Fragebogen zu verwenden (z.B. der Name des Respondenten). Beachten Sie, dass diese Variablen erst ab der nächsten Seite vewendet werden können. Optional kann diese gruppe auch einen Header haben, um Cahrakter der Eingegebenen Daten zu bezeichnen (z.B. '%' oder 'bitte eintippen') Die Items dieser Grupppe können Attribut "requires answer" haben. In diesem Fall werden die Respondenten die aktuelle Siete nicht verlassen können, bis sie die Frage beantwortet haben.	
Anrede	
Name	
Vorname	

Gruppentypen (III)

rating/ranking

	sehr gut	gut	normal	schlecht	nicht verträglich
Desweiteren, stehen unterschiedliche Raiting-Skalas zur Verfügung. Wie z.B. choice/rating ( )	○	○	○	○	○
Innerhalb der Items können Sie jeder Alternative einen "Anchor" zu einer anderen Seite zuweisen. So können Sie die Wege steuern, die die Respondenten duch Ihre Fragebögen gehen.	○	○	○	○	○
Übrigens... Wie finden Sie das Layout dieser Gruppe?	○	○	○	○	○

wide rating/ranking

Für umfassendere Bewertungen mit viel Einleitungstext oder mehereren Alternativen ist "raiting" ( ) zuständig.

Diese Gruppe uterscheidet sich von "choice/raiting" nur mit dem Layout.

0%	10%	20%	30%	40%	50%	75%	100%
○	○	○	○	○	○	○	○

dropdown

Ähnlich wie rating können die "dropdown"-lists ( ) zum Zwecke des Wählens eingesetzt werden	Deutsch Deutsch Englich weder noch
Welche Sprache können Sie am besten?	

Gruppentypen (IV)

- semantical differential

Die Online-Marktforschung ist eher ...			|			Die Online-Marktforschung ist eher ...
gehaltvoll	○	○	○	○	○	oberflächlich
sorgfältig	○	○	○	○	○	schlampig
preiswert	○	○	○	○	○	teuer
schnell	○	○	○	○	○	langsam
modern	○	○	○	○	○	von gestern
praktisch	○	○	○	○	○	theoretisch
innovativ	○	○	○	○	○	kostervativ

Gruppentypen (V)

vertical rating/ranking

	bitte wählen
Für eine Eindeutige Wahl benutzen Sie bitte "vertical choice/rating" ( )	○
Ich bin ein Student	○
Ich bin kein Student und freue mich, dass ich nie mehr Klausuren schreiben muss.	○

multiple choice

	max. 3
Wenn aber auf die Respondenten mehrere Alternativen gleichzeitig zutreffen können, empfiehlt sich die "multiple choice" ( )	☐
Dabei kann die Anzahl von Treffer begrenzt werden.	☐
In diesem Fall ist die Grenze auf "3" gesezt	☐
Also, bitte nicht mehr als 3 Alternativen Wählen!	☐

Gruppentypen (VI)

combo

	Alternative 1	genauer (bitte eingeben)	Alternative 2	bitte eingeben
Die "combo"-Gruppen ( ) können Sie wahrscheinlich nicht so oft einsetzten. Es findet sich jedoch immer ein Grund sie zu benutzen.				
So z.B. für die Jour-QUAL Forschung war dieses Gruppentyp unerläßlich				