Building Surveys with mrInterview

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Outline of Training

1. Accessing mrInterview
2. Building different types of questions/items
3. Adding extra properties to questions/items
4. Defining the sample
5. Allowing other project members access to the survey
6. Procedures to follow when developing a mrInterview project.

Accessing mrInterview

- Go to: http://survey.education.txstate.edu
- Enter student# for userid *and* password
- Open a new project
  - Click on the blank piece of paper
  - Give project a name (e.g., exitsurvey_accounting)
  - Give project a description including (**VERY IMPORTANT**):
    - Name(s) and department(s) of project developer(s)
    - Purpose of the project-1 to 3 sentences
    - Estimated launch date
- Under Design, click <Build>

Building Questions

- **Overview Tab**
  - Displays content of each question in the questionnaire, and provides facilities for inserting, deleting, and moving questions.
  - Allows you to edit selected questions and link two or more questions to form a group.
- **Edit Tab**
  - Displays basic details (e.g., name, text, responses) about a single question.
  - Used to create the basic content of your questionnaire.

Building Questions

- **Advanced Tab**
  - Displays full details for a single question.
- **Presentation Tab**
  - Displays presentation details about a single question.
  - Used to define how a question should appear on the screen.
- **Analysis/Export Tab**
  - Used to set up alternative labels for your questions and response options for the analysis of your survey items.

Building Questions

Display Text

- Click on <Click here to insert first item>.
- Select <Display Text> in the dialog box.
- Click <OK>.
- Give the item a name (e.g., Greeting [p1, i1]).
  - Convention for question names: cannot be empty and can only contain letters, decimal numbers and the characters _@$#.
- Type the display text in the Info Text box.

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Building Questions

Single Response Question

- Click <Insert Item> in the lower right hand corner under the Greeting item.
- Select <Single Response Question> in the dialog box.
- Click <OK>.
- Give the item a name (e.g., ScreenAge [p1, i2]).
- Type the question into the Question Text box.
- Type the response choices in the Responses box (enter one response on each line).
- Click on the <Advanced> tab at the top of the page; make changes as needed.

Overview Tab Options

- On the overview tab, navigate to the question you want to modify.
- Deleting questions
  - Click the delete button on the question's display box.
- Moving question up and down
  - Click the arrow buttons on the question's display box.
- Moving a question using cut and paste
  - Click the cut button on the question you want to move. Navigate to the question above or below which you want to insert the question and click paste.
- Copying the question using copy and paste
  - Click the copy button on the question you want to copy. Navigate to the question above or below which you want to insert the question and click paste.
- Changing questions
  - Select the tab for the type of changes you want to make (e.g., Advanced Tab). Make the changes and click apply.

Building Questions

Numeric Question

- Click <Insert Item> in the lower right hand corner.
- Select <Numeric Question> in the dialog box.
- Click <OK>.
- Give the item a name (e.g., NumberofChannels [p1, i6]).
- Type the question into the Question Text box.
- Click on Advanced Tab: insert minimum and maximum values; choose integer or real; decide if you will allow special responses.

Building Questions

Multiple Response Question

- Click <Insert Item> in the lower right hand corner.
- Select <Multiple Response Question> in the dialog box.
- Click <OK>.
- Give the item a name (e.g., ChannleOther [p2, i9]).
- Type the question into the Question Text box.
- Type the response choices in the Responses box (enter one response on each line).
- Click on the <Advanced> tab at the top of the page. Under Responses select <Append>. Type “Other” in <Name> and <Response Text> text boxes. Check the Other check box.

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Building Questions

Text Question

- Click <Insert Item> in the lower right hand corner.
- Select <Text Question> in the dialog box.
- Click <OK>.
- Give the item a name (e.g., WhyGoodValue [p4, i14]).
- Type the question into the question text box.
- Click on the <Advanced> tab at the top of the page; make changes as needed.

Exercise 1

- Build pages 1 and 2 of the Cable Survey.
- Ignore (Skip to Thanks) for items 1 and 2.
- Make sure to include the Don’t Know response option for items 6 and 7 and the Refuse to Answer response option for item 7.

Building Questions

Single Grid Questions

- Click <Insert Item> in the lower right hand corner.
- Select <Single Grid Question> in the dialog box.
- Click <OK>.
- Give the item a name (e.g., RateTelRep [p3, i11]).
- Type the question into the Question Text box; type the categories to rate into the Question Subjects box; type the response choices into the Responses box.
- Click on the <Advanced> tab at the top of the page; change Grid Variable Name to telreprating; in the Type column, choose Don’t Know for that response.
- Click on Export/Analysis tab. Give each response option a weight under the Factor tab (e.g., excellent=5, very good=4, and so on).

Building Questions

Numeric Grid Questions

- Insert the numeric item HHTot ([p4, i19])
- Click <Insert Item> in the lower right hand corner.
- Select <Numeric Grid Question> in the dialog box.
- Click <OK>.
- Give the item a name (e.g., HHages [p5, i20]).
- Type the question into the Question Text box. To insert the response from HHTot type {#HHTot} after the word “the.”
- Click on the <Advanced> tab at the top of the page; make changes as needed (define a maximum value).

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Reusing Response Options Across Questions

- Create a shared list of response options.
- On the Overview tab, scroll to the bottom.
- Click on <New List>.
- Give the list a unique name (e.g., ServiceRating).
- Type in Responses (use same responses as RateTelRep, p3, i11).
- Click apply.

Reusing Response Options Across Questions

- Navigate to RateTelRep question and insert a new item under it.
- Select <Single Response Grid> and name the item RateInHomeRep (p3, i12).
- Type the question into Question Text box; copy the Question Subjects from the RateTelRep and paste them into the Question Subjects box.
- Select the Advanced Tab.
- In the Response section, click <Insert Shared List>.
- Select the name of the list you want to insert-ServiceRating.
- Click <OK>.

Testing the Survey

- Click on Overview Tab.
- At the top of the screen, select
  - <Tools>
  - <Activate>
  - <Test Mode>
- DO NOT CHOOSE <Go Live> at this point.
- Click on the url under: “Designers wanting to test the survey should use the url.”

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Using HTML to Modify the Item

- Use the advanced tab to add HTML to modify the look of an item.
- HTML
  - text bolds the text
  - <i>text</i> italicizes the text
  - <u>text</u> underlines the text
  -
 creates a break after words
  -   creates space between words

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Conditionally Displaying Questions Based on Responses to Previous Questions

- Insert the Thanks item (p5, i24).
- Two main types of routing logic:
  - Skip
  - If… Goto
- Response-based skip logic:
  - Navigate to the ScreenAge question.
  - Select the Advanced Tab.
  - In the Response List, choose Thanks under the Go To column for the No response.
- If… Goto logic:
  - Click <Insert Item> under the item(s) you want to use for your logic and choose the Routing Items tab.
  - Choose <If… Goto>.
  - Choose <HowLongSub> contains <Less than 1 month>.
  - Click <And>.
  - Choose <CurrentCableCo> does not contain <Warner>.
  - GoTo: Thanks.

Changing the Survey Look

- Changing the look of the survey.
  - Select <Tools>, then <Options>.
  - Under “Current Questionnaire Options” click on the <…> next to Default presentation style.
  - Select <Shared Presentations>.
  - Select presentation style of your choice.
- Grouping items on a page.
  - On Overview tab, select <Group on Page> between the two questions you want to group. To undo, select <Ungroup>.

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Defining Your Sample

- Two methods:
  - *Open Sample*: Obtain the url to the survey and post it for potential participants to access. If you use this method, the survey is open to anyone who can access the url.
  - *Sample Management*: Provide the Yaowen Han (yh01) with an excel or tab delimited file containing participant email addresses and other information (e.g., name) as needed. Only participants on the list can access the survey.
    - Provide Yaowen Han (yh01) with cover letter(s) (in Word) for as many invites as you intend to send.

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Excel File Format

- Three columns
  - FirstName
  - LastName
  - Email=entire email address INCLUDING @txstate.edu if Texas State recipient

FirstName	LastName	Email	
Gail	Ryser	gr16@txstate.edu	
Yaowen	Han	yh01@txstate.edu	

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Sample Trouble Shooting

- Invalid email addresses
- You may include additional participants if using sample management feature at second invite.
- If sending a survey to individuals in institutions, check with the institution about spam filters before emailing.
- Mac users
  - Send a new link to the survey (do not include http//:). Ask participants to copy and paste link into browser.
  - If using the sample management feature, participant must enter authentication code (usually email address).

Viewing Sample Status

- Click on <Status> and view report
- Click on <Participants> and view Summary tab
  - *Completed* = # who have completed the survey.
  - *Fresh* = # who have not responded.
  - *Timed_out* = # who started and stopped before finishing.

  NOTE. Participants who are taking the survey have up to 48 hours to respond *before* the system times them out.

Deleting Surveys

- Select project to delete on mrInterview home page.
- Select red X above project.
- If mrInterview asks that you put project in Inactive state, select <Yes>.
- Choose second option: Delete will remove existing files and the case data database.
- Select <Continue>.

Allowing Other Project Members Access to the Survey

- Once you create your survey, you may want other users to have access. To do so, email Yaowen Han a list of other users. If they do not already have a username, include their username preference.
- Surveys that can be accessed by the same users reside in a shared folder for that user group.
- Any changes made to the survey remain private to your folder until you check the survey back into the shared folder.
- If you have checked out a survey from the shared folder, there will be a copy of it in the shared folder and a copy in your private folder.
  - Check out the survey to work on it; check in and unlock the survey to allow others access.
  - Make sure the survey is locked when you are working on it.

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Allowing Other Project Members Access to the Survey

- To allow others to work on a project:
  - From the Manage menu:
    - Select <Files>.
    - Select <Actions>.
    - Select <Check In>.
    - Click on the home icon and select the survey in the Project List.
    - Click on the unlock icon.
- To work on a project:
  - Select the project in the project list.
  - From the Manage menu:
    - Select <Files>.
    - Select <Actions>.
    - Select <Check Out>.
    - Click on the home icon and make sure the survey is locked (it should automatically be locked when you check it out).

Recommendations for Multiple Users of the Same Project

1. Always “check in” your survey when you have finished working on it.
2. Once you check in your survey, unlock it so that other users know that they can work on it.
3. DO NOT unlock a survey without first checking it in. This is how surveys get overwritten with out of date surveys. Get in the habit of checking in your survey first and then unlocking the project.

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Procedures:
Before Building Surveys

1. To access mrInterview, you must be a faculty or graduate student at Texas State University and attend one of our free training seminars (we do not provide individual training).
2. Attend a free training seminar.
3. Request access by filling out the mrInterview Account Request Form.

Procedures:
After Attending Training

1. We highly recommend that you do **not** begin building your survey in mrInterview until you have a final version of your survey created in Word. You may copy and paste questions into the "Build" function.
2. Create a new project. Under Project Name, type in your desired project name. Under Project Description, type in the names of all individuals (with their departments) who are working on the project. Provide a 1-3 sentence description of the project's purpose.
3. Email Yaowen Han (yh01) that you are building a new survey and provide the project name and project description. In addition, provide the number of questions, the estimated launch date, and your sampling option (e.g., "Sample Management" or open sample).
4. Make as few changes to the survey as possible. The changed questions do not appear on the survey, but are retained in the database.
5. Meet with Yaowen before requesting that your survey is launched. This is **required** and will save you many problems.
6. Do not make changes to your survey after it is launched. This creates numerous problems for you and TREC. If you need to make changes, notify Yaowen before you change anything.

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Survey Results

- Click on <Survey Results>
- Click on variable in left column to view its summary data.
- Build tables by selecting <Build Table> from the Actions menu. Select <Clear Table> to reset. Select first variable of interest and choose top or side. Select second variable and choose its placement. To make modifications, choose <Options> form Actions Menu.

Exporting Data

- Click on <Export Data>.
- Export to: SPSS or Excel.
- System variables: None
- Variable types: usually All.
  - Might want to choose select below and click Use SAV short names option if downloading SPSS.
- Filtering Date: Use only if downloading data at different time points.

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Exporting Data, continued

- Click <Download now>
  - Will always receive message that you are blocked from downloading. Click here for options… and select download file.
- Click <Download now> again
- Files are downloaded to WinZip.

Fee Structure

- There is a small fee (to help offset the cost of the software) to use mrInterview:
  - 70¢ per respondent; 70¢ (<50 questions) or 1.40 (50+ questions) per question; $50 a week for posting the survey.
  - Additional fees may be charged for special requests (e.g., building a presentation style for your survey)
  - We provide:
    - guidance in formatting the survey in mrInterview,
    - management of the sample,
    - frequencies, means and standard deviations (if applicable) for the items on the survey, and
    - a dataset of the survey results.

Management of Project

- If you would like TREC to manage the entire survey process (i.e., build the survey, conduct additional analyses of the dataset, etc.), we may be able to provide that assistance for an additional fee (to be negotiated).

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Writing Good Survey Questions

- Decision guide for question utility
  1. Does the question measure some part of the research question?
  2. Does the question provide information needed in conjunction with some other variable?
     - Must answer yes to 1 or 2 to keep the question
  3. Will most respondents understand the question?
     - If no, revise
  4. Will most respondents have the information they need to answer the question?
     - If no, provide additional information to assist them to answer it or drop question.
  5. Will most respondents be willing to answer the question?
     - If no, drop question.

(Source: Czaja, R., & Blair, J. (2005. Deigning surveys: A guide to decisions and procedures. Thousand Oaks, CA: Pine Forge Press.)

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Writing Good Survey Questions

- Avoid jargon, emotionally loaded, technical, or unfamiliar words.
- Avoid double negatives
- Use close-ended question if at all possible
- Include only one topic per question (avoid double-barrel questions).
- Use mutually exclusive response categories.
- Avoid asking respondents to rank or order items (if necessary, do not have more than 5 items).
- Begin the survey with broad and general questions, then more specific questions, end with easy to answer questions like demographics.

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Writing a Good Cover Letter

- You will want to motivate your respondents to complete your survey. The cover letter is an excellent place to provide the motivation. A good cover letter should be short and should include:
- purpose of the survey,
- why it is important to hear from the respondent,
- what may be done with the results,
- what possible impacts may occur with the results,
- confidentiality of respondent, and
- due date for response

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