Getting Started with
Paper Surveys

snap
surveys

DESIGN A QUESTIONNAIRE

Snap has over a dozen different types of styles and questions. These range from multi-choice questions to open questions, from free text to numeric answers, from titles and subtitles to notes and instructions. Each of these has a style defined in Snap. You enter the question text and answer labels and Snap will format the questionnaire for you.

Snap comes with style templates that have been created for particular tasks. The **Default Web** template has been designed for web surveys and includes all the buttons, the colors, the background, the fonts, the drop down lists and the layout for a basic web survey. None of the templates are fixed – you merely use them as guides. If you want to alter a specific question layout, you can. Snap will keep all your changes with that particular survey.

Start with a heading for the survey

Headings and sub-headings can be placed anywhere in your survey, but Snap assumes that a new survey has a heading at the beginning together with some instructions. The **Default Web** template has been set up so that the styles **Title** and **Sub Title** are assumed to start the questionnaire.

The toolbar at the top of the **Questionnaire** window already shows **Title** as the **Style Name** for the first item. (The default settings for **Title** are for the text to be blue in an Arial font).

(The **Questionnaire – Design Mode** window should already be open. If not, then click the button on the main toolbar. You will see a blank questionnaire showing a highlighted area for the **Title** of the survey).

Immediately below the toolbar is an area that lists information that is automatically added to the survey. Below this there is a highlighted area for you to enter the title.


1   In the area marked **Click here for text**, type *Satisfaction Survey*. The default style is Arial 20 point but you can change the look of the text by highlighting any of the words and selecting an alternative font on the toolbar.

2   Press [Enter] when you have set up your title. An area for a **Sub Title** will then appear.

3   Type *Please help us to continue improving the standards in our restaurant by answering a few simple questions* in this area. The default setting for **Sub Title** is Arial 16 point.
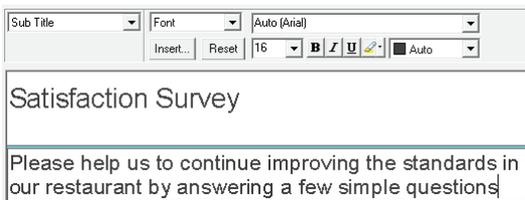
4   Press [Enter] when you have set up your sub-title.

That's how to put headings in your survey. Along with instructions, they can be placed anywhere in a questionnaire. Now move on and set up a few questions.

Add your first multiple-choice question

After you've entered the subtitle and pressed [Enter], Snap automatically creates the first question. By default, this is created as a single response question and the question style is shown as **Single Choice** on the toolbar. It is stored as Q1, but only the number is displayed on screen, as defined by the style template.
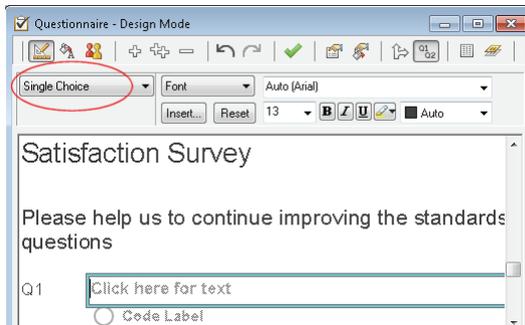

Our first question is about the items purchased in the restaurant. The respondent will be presented with a list of options, and they can select as many as they wish. This is a question that accepts multiple responses so you need to change the style to **Multi Choice**.

1   Select the dropdown list on the toolbar where it says **Single Choice** and change it to **Multi Choice**. The shape of the response boxes changes from a radio button to a square.
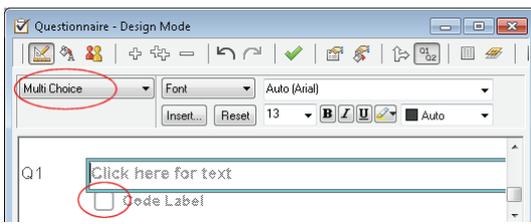
2   An area is marked **Click here for text**. Type *Which of the following items did you order today?*

3   Press the [Tab] key on your keyboard. The cursor moves into an area by the selection box. Type *Hamburger* and press [Tab] to move to the next line. Snap creates a selection box for that option.

4   Continue with the text for the other items and press [Tab] after each one:

Pizza [Tab]

Salad [Tab]

Ice cream [Tab]

Coffee/tea [Tab]

5   For the last code, *Soft drink*, type it in but at the end, instead of pressing [Tab] press [Enter], which will tell Snap that you want to finish this question and start a new question.
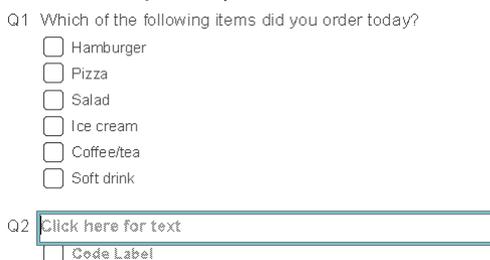
What about those "other" questions

It's likely that your list of items will not be exhaustive, so it's wise to add a space to allow the respondent to key in anything that is not mentioned on the list. This is done using an **Other** question, which collects any combination of text or numbers.

1   With the window showing 2 as the next question, use the ▾ button to the right of the words **Single Choice** to display the full list of other question style names. Select **Other**. This allows the respondent to enter free format text and moves the question up to the question above.

> *Snap does create this question as Q1a, but the question number is hidden from view.*
>
> *You can quickly create an **Other** type question by entering [Ctrl]+[Enter] at the end of your multi-choice question instead of [Enter].*

2   Click the box marked **Click here for text** and type *Other, please specify*. Snap creates a box that expects up to 100 characters. This should be sufficient to store whatever's written. You'll see later how to alter the size of the box to hold more data.

3   That's all you need to create this type of question, so press [Enter] and Snap will move on to create the next question (Q2).

Add a question grid

The next task is to create a **Grid** which is simply a series of **Single Response** questions organized in the form of a grid.

If you haven't already done so, press [Enter] to complete question 1. Snap creates the structure to set up question 2. Click the ▾ button to the right of the words **Single Choice** on the toolbar to display the other style names and select **Grid First**.

1   In the area marked **Click here for text**, type *How did you rate the following?* and press the [Tab] key on your keyboard.

2   The cursor moves to the list of codes across the top of the grid.

Type *Very good* and press [Tab].Type *Good* and press [Tab]. Type *OK* and press [Tab]. Type *Poor* and press [Tab]. Type *Very poor* and since this is the last code to be set up, press [⬇] instead of [Tab].


3   The cursor will move to the text of the first **Grid label**. Type *Service* and press [Tab]. Type *Quality* and press [Tab].

For the last **Grid label**, type *Price* but instead of pressing [Tab], press [Enter] to complete the grid and move to a new question (Q3).

Allow for any free-form comments

The last question is totally free format to allow the respondent to record feedback comments. Snap has automatically started to create Q3 and all you need to do is to change it from a **Single Choice** question to an **Open Ended**.

1   Use the ▼ button to the right of the words **Single Choice** on the toolbar. A drop-down list will appear, displaying the other style types, and you should select **Open Ended**. This will allow the respondent to enter free format text as a reply. Type *Do you have any other comments?*
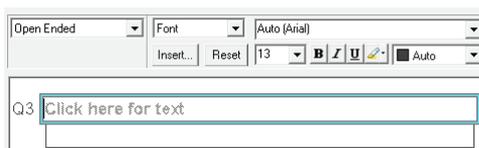

2   The default capacity for this box is 100 characters and it appears as a single line. If this is not enough space, it is easy to increase. Make sure that Q3 is selected, then use [Ctrl] + [+] to increase the size.

3   You've now successfully created a short questionnaire. Click ✔ on the toolbar to save your work.

In the next few steps, you'll see how to access preset questions from one of the libraries and add images and routing instructions.

Pick a demographic question from the SurveyPak library

SurveyPaks contain frequently used questions that can be copied directly to a Snap survey, avoiding the need to specify the question from scratch. You can then edit the question within the survey. You access the SurveyPaks from the **Reference** window.

Close all windows except for the **Questionnaire- Design Mode** window. Open the **Reference** window by clicking on the 📖 button of the main program toolbar.

1   Select **Window | Tile** so that the two windows are arranged side by side.
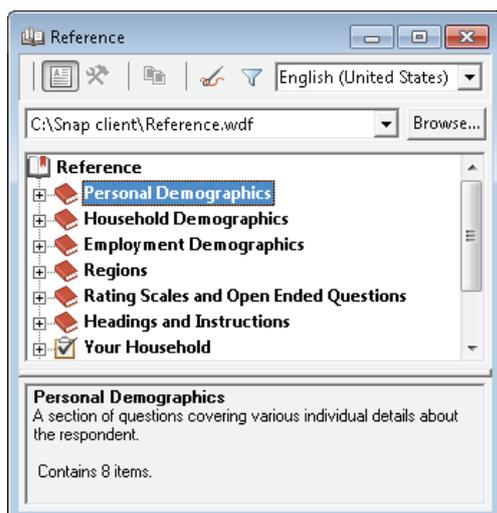
2   Double-click on the **Personal Demographics** category in the **Reference** SurveyPak.

3   Double-click the **Age** topic to display a number of age related questions. Highlight the first age question **Age of respondent**. The text of the question and the codes are displayed in the bottom part of the window.
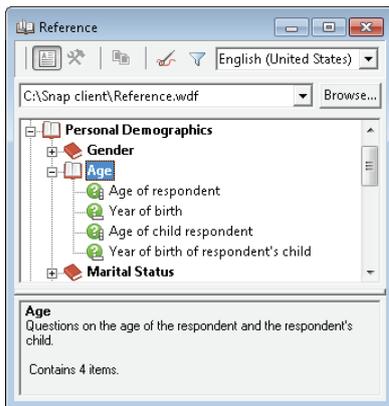

4   Drag the Age question from the **SurveyPak** into the questionnaire. With the pointer hovering over the Age question, press and hold the left button, and as you move it, the pointer will change to [icon]. Keep the left button pressed and drag the question from the **Reference** window on the left to the **Questionnaire** window on the right. As you move the pointer over the questionnaire, it will alter once again:

   ~ [icon] insert the new question *before* this question.

   ~ [icon] *replace* this question with the new one.

   ~ [icon] insert the new question *after* this question.
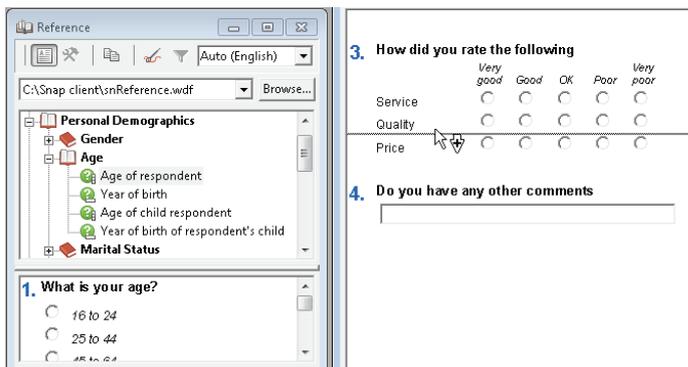
5   When you release the mouse button, the new question is dropped in the position indicated and will adopt the same look and feel as all the existing questions in your survey.
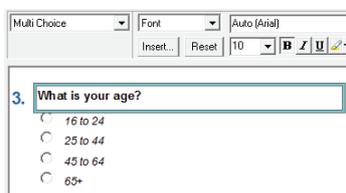
   Wherever you place the question, it is now part of your questionnaire. You can make changes to the text or add, edit or delete codes in the list. Snap will allocate a number to your new question wherever you've placed it.

6   To move your **Age** question, click anywhere on the question. An aqua border appears around the question. You can use the [Ctrl] + [↑] or [Ctrl] + [↓] to move the question. Snap will automatically renumber the question as you move it. Move the **Age** question until it appears as **Q3**.

7   The **Age** question is currently shown with radio buttons. To change this to a drop-down list, highlight the **Age** question so that an aqua box appears for editing.

Access the first list on the toolbar currently showing **Multi Choice** and select **Drop down**. If this is not visible, select **More Styles…** to see more alternatives on the **Style Picker** list. Select the **Drop down** style and then click **[OK]** to close the **Style Picker**.
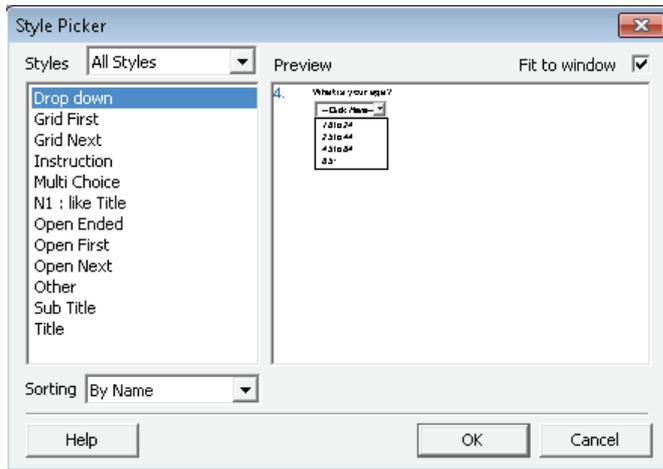
8   You've finished with SurveyPak libraries in this exercise so you can close the **Reference** window, and make the **Questionnaire – Design Mode** full screen.

Add a logo to the title

1   Select the **Title** field showing ***Satisfaction Survey***. When you've selected it, an aqua border will appear around it.

2   Select **Background** in the toolbar topic dropdown list and click the **[Picture]** button.

The **Picture** dialog will open, allowing you to select an image to insert, and choose its position.

3   Click the **[Browse]** button. The folder `Images\` opens by default. Change to the sub-folder `Images\Icons.`

4   Select the file ***tick_icon.gif*** and click **[Open]**.The **Picture** dialog displays your choice. Select the **Horizontal Alignment** drop-down list and change it to **Right**. This inserts the picture at the right-hand end of the title text. Set the radio buttons for both **Horizontal and Vertical Alignment** to **Fit** to put a single copy of the picture in a fixed position. You may wish to alter the color of the image by using **Colourize Gif**.
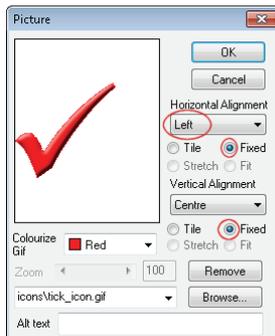
5   When you've made your changes, click **[OK]** to return to the Questionnaire – Design Mode window showing the logo added to the title of the survey.


The logo is larger than the space for the title text, so it may appear cropped when you do this. Don't worry, when you publish the survey as a web page, it will appear normally.

6   Click ✔ to save the changes to the questionnaire.

Format the screen layout

When you are creating a web survey, it is important that respondents do not miss any questions because they are not immediately visible. Snap adds buttons at the bottom of each screen to help navigation through the survey.

1   Click on **Q2** to select it.

2   To introduce a page break, you have three alternatives:

~   Click the right-hand button on the mouse and select **Break**.

~   Press [Ctrl] + [Shift] + [B] to insert a page break above the question.

~   A third alternative is to change the Toolbar setting from **Background** to **Break** and checking the **Page Break** box.
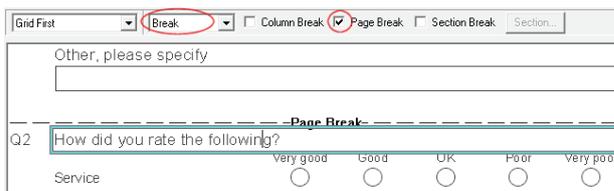
3   When you've added the page break, click ✔ to save the changes to the questionnaire.

3dd routing/skip instructions

You rarely ask every respondent every question. It is quite typical to only ask questions based on replies to other questions in the survey. To show this in operation, create an extra question of **What would you expect to pay?** and only ask this question of those people who rated the restaurant as **Poor** or **Very poor** in terms of **Price** in Q2. Anybody who replied either **Very good**, **Good** or **OK** will **not** be asked the question.

1   The first step is to create an extra question after Q2. Highlight Q3 and select ⊹ to create a new question. Snap generates a new question with the same type (in this case, a **Drop down**). For a question to record a number (such as price) it needs to be **Open Ended**.

2   On the Toolbar options, alter the style from **Drop down** to **Open Ended** to allow any character or number to be entered in the box.

3   In the area marked **Click here for text**, type *What would you expect to pay?*

4   By default, open-ended questions have a response type of literal. This means that any characters can be entered in the box. To ensure that respondents enter a number, you must convert the response type to **Quantity**. You can then perform calculations on the result.

Click on ⊞ to display the **Variable Properties** for Q3. Alter the **Response** value from **Literal** to **Quantity**. This question will now only accept numbers. Since you know that the respondent is entering currency information, you can set the parameters to be slightly more specific.

Scroll down and change the **Source Pattern** from **(Default Quantity)** to **Currency**. Snap will now recognize not only a number, it will also accept a currency character such as $ or £.

5   Click **[OK]** to return to the questionnaire.

CREATE A PAPER VERSION OF THE SURVEY

You may be distributing your survey via the web, but a paper version of the same survey can also be very useful. You can mail a paper version to any respondents who do not have access to the internet.

A printed paper version of the questionnaire allows colleagues to comment on the design and content of the survey.
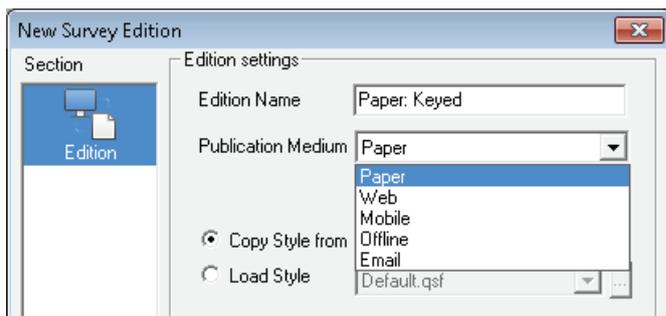

Setting up the design for the paper version

1   Open your survey in **Questionnaire - Design Mode** window using the ☑ button.

2   Click the Editions and Style Templates button ◈ to display the **Editions and Style Templates** dialog.
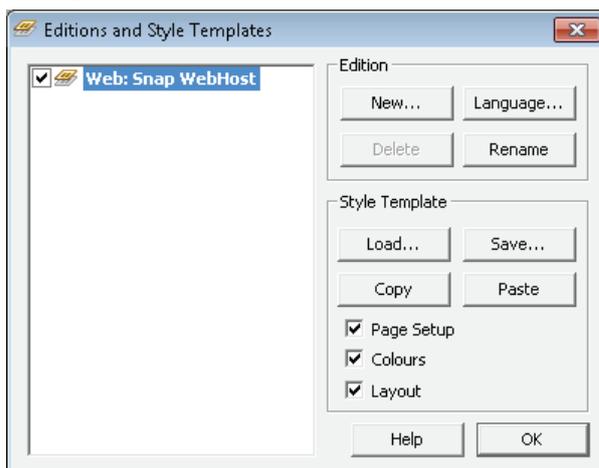
3   Click **[New...]** to create a new edition, and in the **Publication Medium** field, select **Paper**.

You may be asked if you want to alter the page size of the questionnaire to match your current printer.

4   Select **Load Style** to choose a new style for the layout of the paper questionnaire. Select Default.qsf from the drop-down list to access the template for a paper survey. You can also browse for style files by clicking the [...] button.

5   Click **[OK]** to close the **New Survey Edition** dialog.

6   Click **[OK]** to return to the **Questionnaire – Design Mode** window.

Snap creates a new tab entitled Paper:Keyed to display the paper version of the same questionnaire.

You can make changes to different editions of the same questionnaire, and all the responses will still be analyzed together:

●   Certain questions can be hidden…

●   Other questions can be phrased slightly differently.

●   Page breaks can be placed in different places for different types of surveys.

●   An entire questionnaire can be presented in a different language.

These capabilities are fully covered in the help and worksheets available online. As a quick example here, hide the question checking people's address and remove the page breaks set up for the web survey, so that the questionnaire will fill a full printed page.

7   The login question will be hidden automatically, but you need to hide the address question. Click anywhere in the text of **Q1** to select it.

8   Select **Show** in the list of toolbar topics, (All) in the second list and clear the checkbox for **(All)**.

9   Click anywhere in the text of **Q2** to select it. Press [Ctrl] + [Shift] + [B] and the page break will disappear. (Pressing [Ctrl] + [Shift] + [B] again will put the page break back.)

10   Now remove all the other page breaks in the same way.

11   To publish and print your paper questionnaire, select **File|Publish** or click the **Print Preview** button.

*A dialog may appear if you've altered the questionnaire asking you to select **[Yes]** to keep the changes or **[No]** to ignore the changes.*

3   The **Printing Options** dialog appears. It has a **[Publish]** button if you have selected **File|Publish**, and a **[Print]** button if you selected print preview.
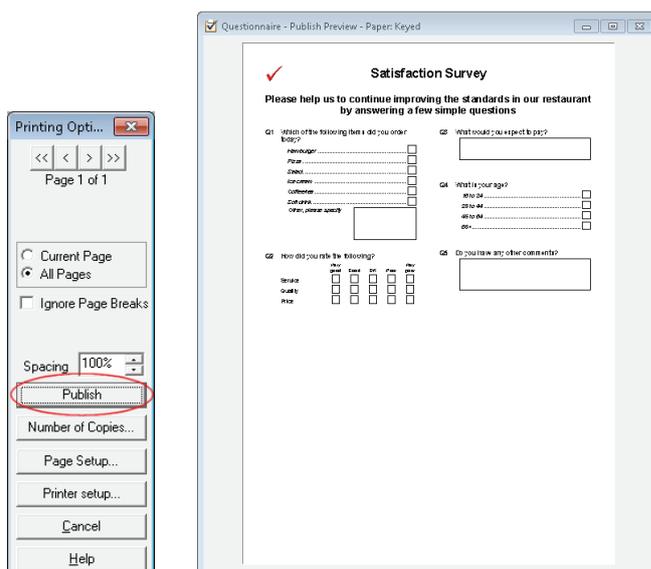
12   To print a single proof copy, click **[Publish]** (or **[Print]**). Once you have proofed and checked your questionnaire, you can print multiple copies by clicking the **[Number of Copies...]** button.

Enter the replies from the paper questionnaire

1   From the **Survey Overview** window, open the **Quick** survey, i.e. the survey that you created at the beginning of this tutorial.

2   Click the 💬 button on the main toolbar to open the **Data Entry** window.

3   Click the 🖩 button on the **Data Entry** window toolbar to switch to **Questionnaire Mode**. The window title should be **Data Entry - Questionnaire Mode (Test Case)**.

4   Click the ⊕ button to tell Snap that you wish to enter data for a new case. The text just below the button should change from **Test Case** to **New case 1 of 1**.

5   Click on the code boxes for **Pizza**, **Salad** and **Soft drink**. A tick will appear in each box. If you accidentally clicked on one of the other boxes then simply click that box again to remove the tick.
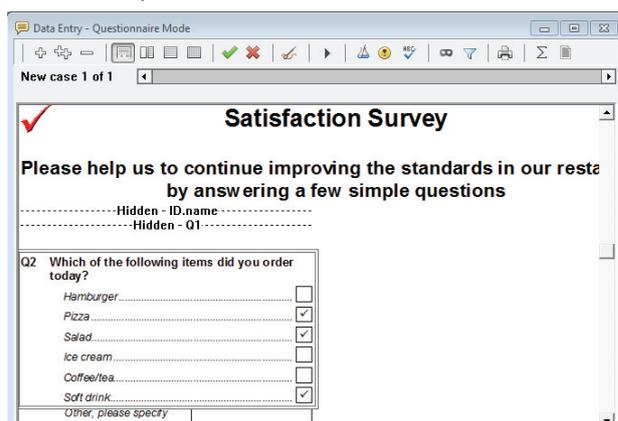
6   Press [Enter] to move to the next question. In this case the next question asks for other foods bought. Type *Apple Pie* and press [Enter] to move to the next question. Depending on the way your copy of Snap has been set up, a warning message may appear if you press [Enter] without entering a reply. Click **[Yes]** to continue.

7   In the grid question, you can also use the keyboard. Press [1] to select the first code when the question is selected. Press [Enter] to move to the next part of question 2 and enter another response (1, 2, 3, 4 or 5).

8   Press [Enter] to move to the next question. Note that the routing functions here too. If you selected **Poor** for **Q3c**, you will be taken to **Q4 What would you expect to pay**. If not, you will be taken to the age question.

9   Enter appropriate responses (including a comment such as *The food was cold*) and press [Enter] after each question.

10   When you have completed the questionnaire you are given the options:
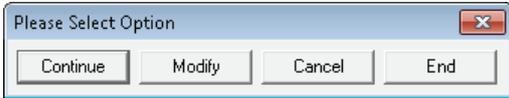
11   Select **[Continue]** to save the data and move on to **Case 2**.

12   When you have finished the last case, select **[End]** and all the data will be saved.

By default, you must press [Enter] after each completed reply in Snap. This is a safety setting for new users. Experienced users can tailor Snap so that the [Enter] key is not required after each reply and the software moves from one question to the next as a valid reply is keyed in. To do this, open the **Tailor | Data Entry** dialog and select **Continuously** instead of **Individually**.
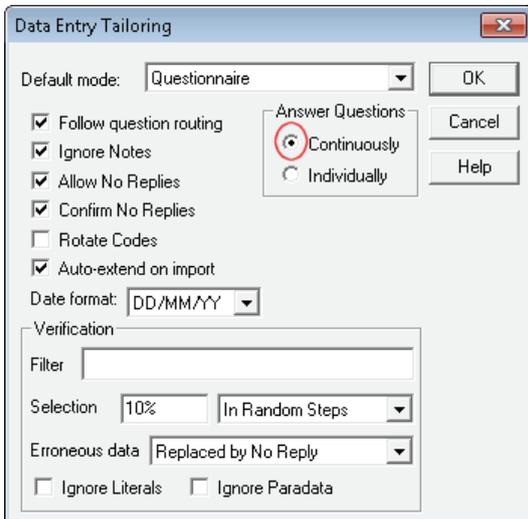
You've now completed your whistle-stop tour of Snap, and in a short time, you've designed and published a survey and analyzed the results. Now you're ready to go.

IMPROVING RESPONSE RATES

It's generally agreed that the advantages of web surveys are:

- They can provide a faster response than more traditional methods.

- They can be less expensive to administer.

- They can be more attractive to complete than paper surveys.

It's also generally agreed that the disadvantages of web surveys are:

- Overall response rates are often no higher than other methods if no reminders are sent out.

- The costs of design are often higher than paper based surveys because so much more can be done with a web survey in terms of layout, colors, images etc.

- Web surveys do require computer access, and although internet access is improving across all nations, there can still be disadvantaged groups who might be excluded by using surveys only available on the web.

For many years, the cynics of online surveys always quoted low response rates as a reason for remaining with the more traditional methods of paper and telephone surveys. However, these comparisons were often made between paper or telephone **with reminders** against online surveys **without reminders**. When reminders were incorporated into online surveys, very similar response rates to paper or telephone were achieved. With online reminders becoming increasingly automated, online response rates will increasingly be comparable with the more conventional techniques.

There are a number of techniques for improving response rates. They include:

- Reminders

- Incentives

- Improving the online experience

Reminders

Online reminders are available as an option with Snap WebHost but it is highly recommended that the feature is **always** used and used **regularly**. There is no point in launching the survey and then simply issuing a reminder after one month. It is important to plan out regular reminders and to ensure that the message is varied – not just a one sentence reminder but one that stresses the importance of completing the questionnaire and the benefits from doing so. As the project reaches the closing date, the message should become increasingly stronger, but stop short of begging!!

Incentives

Incentives are a tried and tested method of increasing response rates within commercial market research. If it is appropriate and legal to do so, you can use them in web surveys in both the private and public sectors. Many incentives can be very cost effective, and may be as simple as a Prize Draw. The prize might be a discount on products and services offered by your organization. Alternatively it might be a "desirable" product such as an Apple iPod or a memory stick. Make sure that the prizes will work in other countries if the survey is international, and that they're not too expensive to deliver by mail or courier.

Improving the online experience

When researchers design paper questionnaires, they usually take great care to ensure that they are inviting to complete. Perhaps it is the cost of printing and reprinting that motivates researchers into "getting it right".

We've all been faced with online surveys that have been poorly designed. We may put it down to the fact that they've been designed by non-researchers, but it's often the case that too little design thought has been given. Perhaps it's the thought that it can always be changed if it's wrong or not clear. This is no defense. More care should be taken to design online questionnaires. All too often, there are no explanations on how and why to complete the questions. Make sure you allow yourself enough design time to consider layout, colors and images, and ensure that online surveys are easy to complete.