Building Web-Based Surveys with Snap

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TESTING, RESEARCH-SUPPORT, AND EVALUATION CENTER

Objectives

- Accessing Snap
- Creating the structure of a survey
- Adding special features to a survey (routing, page breaks)
- Using Webhost to manage surveys
- Downloading data to your computer

Important Points

1. You may ONLY access Snap through the Texas State network; if you would like to access it at home, you must use Remote Desktop Connection to access your Texas State PC http://www.tr.txstate.edu/get-connected/computerservices/remote-desktop-setup.html
2. Snap Professional runs on Windows only
3. Respondents may use any major browser (e.g., Firefox, IE, Safari)

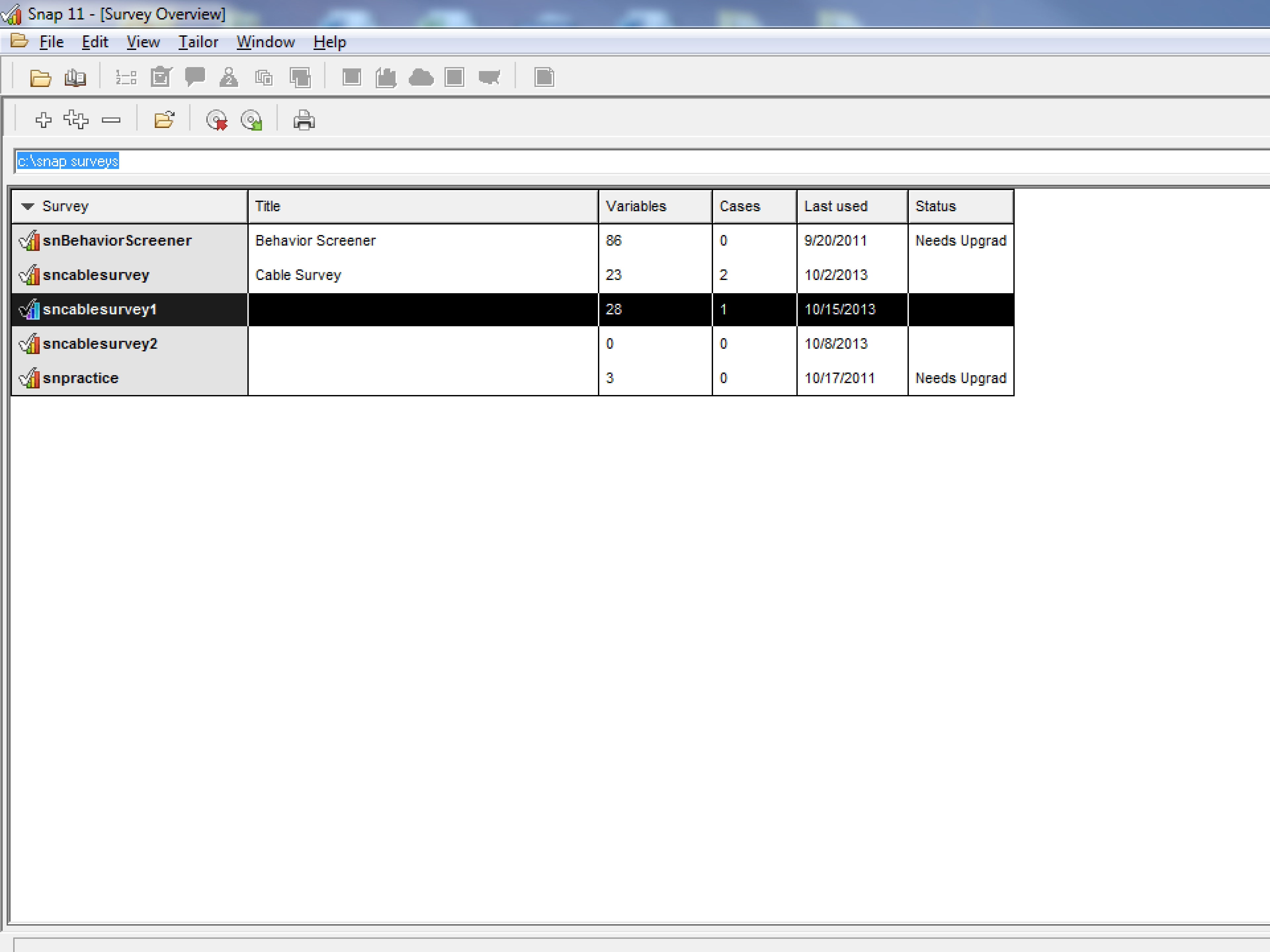
Downloading Snap

- To download Snap 11 to your PC, send an email to itac@txstate.edu with your computer tag number (the six digit number below the bar code), your name, your net ID, and the subject line: Completed training, download information for Snap 11 Professional. They will send you instructions for downloading.
- An electronic copy of the Snap User Manual is included with the Snap software; look in the User Guides folder installed on your PC. Additional information is available on the Snap resource page at http://www.snapsurveys.com/resources/ and basic online training is available at http://www.snapsurveys.com/videos/stepbystep.

Before you Begin

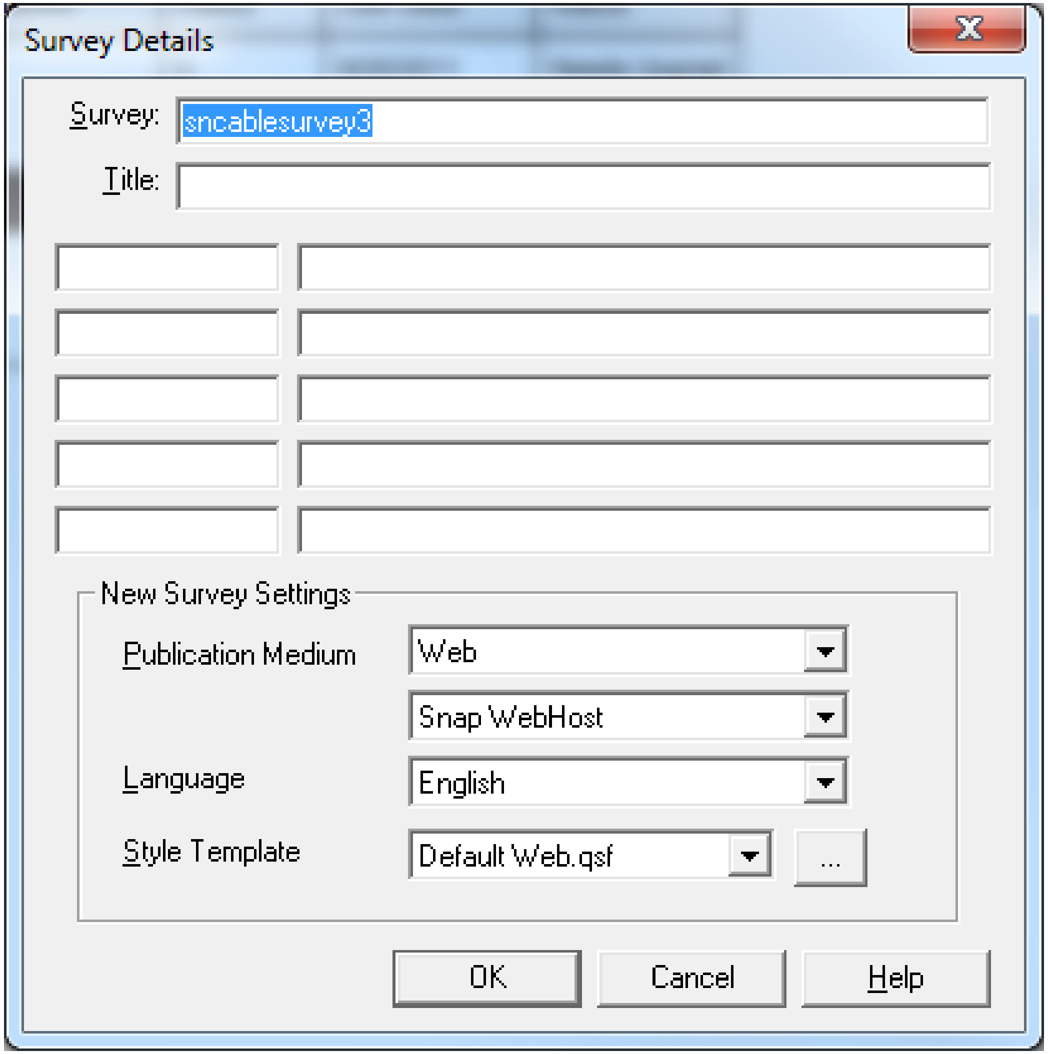
1. How should your survey be distributed (i.e., is using a web-based survey the best strategy?)
2. What questions or statements should you ask?
3. How will you collect your sample?
4. What demographic information will you need?

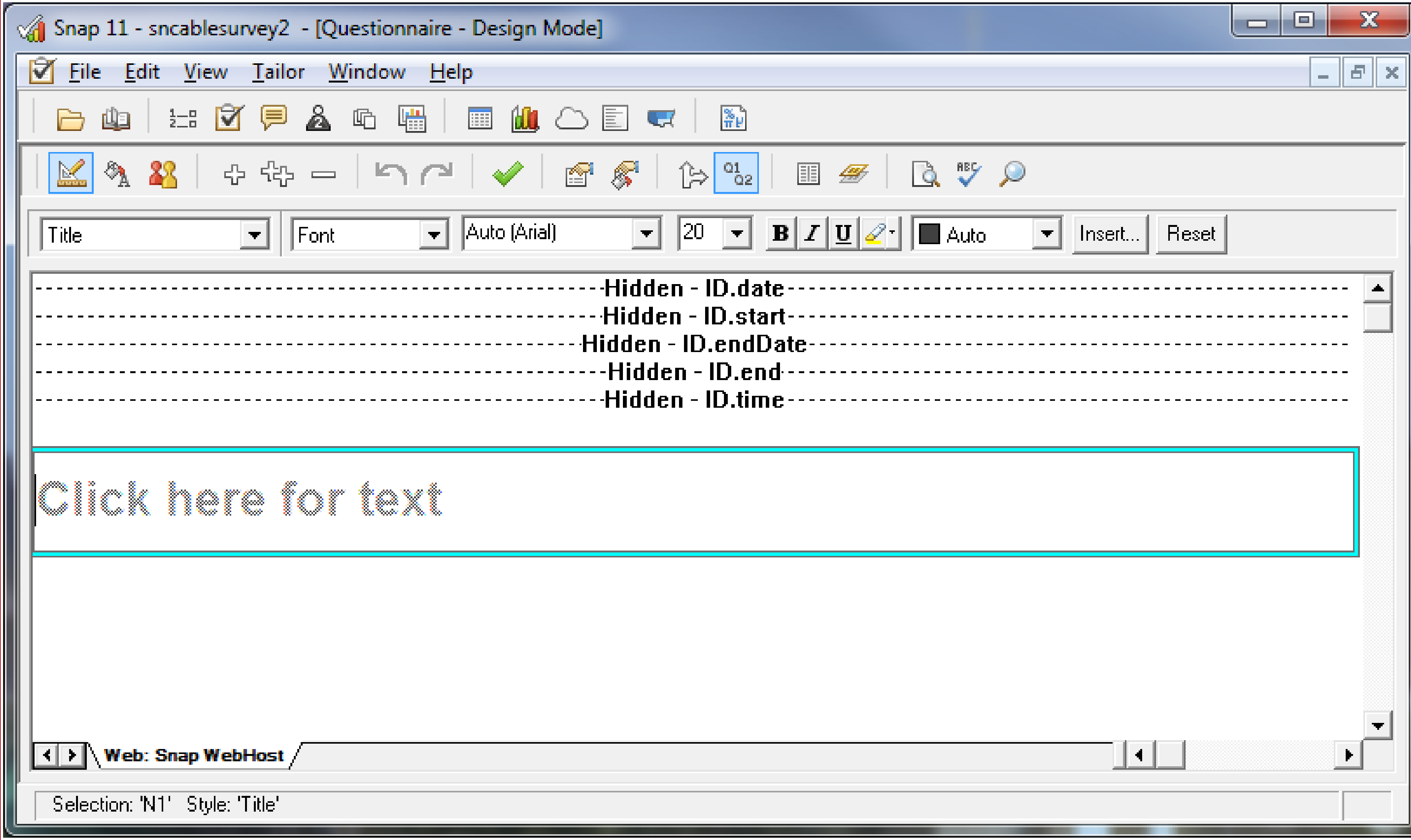
- *Tip*: Write your entire survey including responses and routing options before beginning to build it in Snap in Word. Then you can copy and paste items and responses into Snap


Snap 11 - [Survey Overview]
File Edit View Tailor Window Help
c:\snap surveys
Survey Title Variables Cases Last used Status
snBehaviorScreener Behavior Screener 86 0 9/20/2011 Needs Upgrad
sncablesurvey Cable Survey 23 2 10/2/2013
sncablesurvey1 28 1 10/15/2013
sncablesurvey2 0 0 10/8/2013
snpractice 3 0 10/17/2011 Needs Upgrad

New Survey

- Click on the + at the top right hand corner of the dialog box
- Survey Details dialog box appears
  - Type the file name (no spaces) of your survey next to Survey. Please follow this convention: *yournetid*cablesurvey
  - Type in a title for your survey next to Title
  - Add comments if necessary
  - Choose the publication medium (choose Web and Snap WebHost)
- Click OK


Survey Details
Survey: sncablesurvey3
Title:
New Survey Settings
Publication Medium
Web
Snap WebHost
Language
English
Style Template
Default Web.qsf
...
OK
Cancel
Help



Snap 11 - sncablesurvey2 - [Questionnaire - Design Mode]
File Edit View Tailor Window Help
Title
Font
Auto (Arial)
20
Auto
Insert...
Reset
Hidden - ID.date
Hidden - ID.start
Hidden - ID.endDate
Hidden - ID.end
Hidden - ID.time
Click here for text
Web: Snap WebHost
Selection: 'N1' Style: 'Title'

Snap Structure

To navigate to a different window type, select View

- The **Data** entry window allows you to import data from your published survey, and to seed unpublished surveys with data
- The **Variables** window displays the variables (questions) within your survey. It allows you to examine and change the responses and routing on questions
- The **Questionnaire** design window allows you to develop your questionnaire structure and design (this is the default window)

Types of Questions

- Title: Insert a title or notes
- Sub Title: Separate sections or provide instructions for completion
- Instruction: Create notes for the respondent
- Multi Choice: Create a single item with multiple response choices
- Grid First: Create a grid question
- Grid Next: Enter multiple elements into grid

Types of Questions

- Open Ended: Allow a response to be free-form text, a number, a date or a time
- Open First: Create grid open ended question
- Open Next: Enter multiple elements into the grid
- Other: Use to include "other" response in Multi Choice question
  - Save often by clicking the green check mark at the top of the page

Image

- Insert Texas State logo
  http://www.umktg.txstate.edu/resources/logos/texas-state.html
- place cursor where you want the image to insert
  - click insert button
  - choose image
  - browse to image, click [Open], reduce size (to about 35%), click OK
  - Image is left justified by default, to center change the second drop down box from Font to Alignment and choose Center from the fourth drop down box
  - To change the size of the image, double click on the image to open the Insert Image dialog box, click [Enter]

Title

- Change to Title in the style selection drop box (drop down box one)
- Insert Title [Cable Survey] (change style selection drop down box – first drop down box on the left – to Title), click [Enter]
- Change alignment to center if desired

Subtitle or Instruction

- Change subtitle to instruction by changing the Subtitle to **Instruction** in the style selection drop down box
- Copy and paste Instruction from the Survey Creation Exercises
- Click [Enter]
- This will automatically bring up a Single Choice question

Single Choice Question

- Copy or type item #1, pg. 1 into the test box
- Click on Code Label and copy the first response option
- Add additional response options – use [Tab] key
- Click [Enter]
- This will automatically bring up a Single Choice question

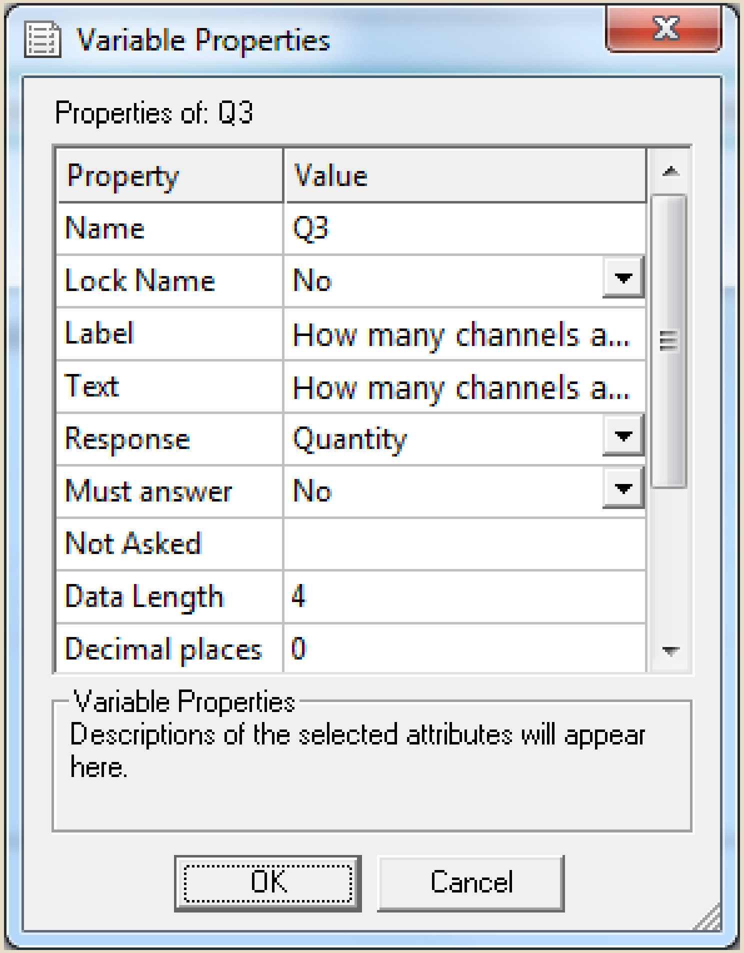
Single Choice Question (Other Response)

- Copy or type item #2, pg. 1
- Add response options (use Tab)
- Add "other" text box – [Enter]
- Choose Other in question type (first text) box; type Please specify:
- You can leave it like this or change the style
- Make text box larger or smaller – hold [Ctrl] button and pressing [+] or [-] key
- [Enter]

Open Ended Question

- Change question style to Open Ended and type or copy and paste question text (item 3, pg. 1)
- Click on Variable Properties button (the hand holding a sheet of paper) and change Response to Quantity
- Change Data Length to include 4 digits
- If you want to permit decimals, specify the number of decimal places
- [OK] [Enter]

Variable Properties Dialog Box



Grid Question

- Change question style to Grid First and type or copy your text into the text box (item 4, pg. 1)
- Enter first response choice (Excellent) as Code Label – press [Tab].
- Enter subsequent response choices as Code Labels – press [Tab]. After last choice is entered press [↓] – moves cursor to the text of first grid question
- Type items (after the first item the question type changes to Grid Next) and press [Tab] after each
- After last item is entered – press [Enter]

Open First [Grid] Question

- Change question style (first drop down box) to Open First
  - Open First allows you to set up multiple open ended questions, can respond with numbers or text
- Type or copy overall question text (item 5, pg. 2) – press [Tab] key
- Type your text for first Grid Label – press [Tab]; change size of box if needed
- Type the rest of the Grid Labels (question type changes to Open Next) – press [Enter]

Multi Choice Question

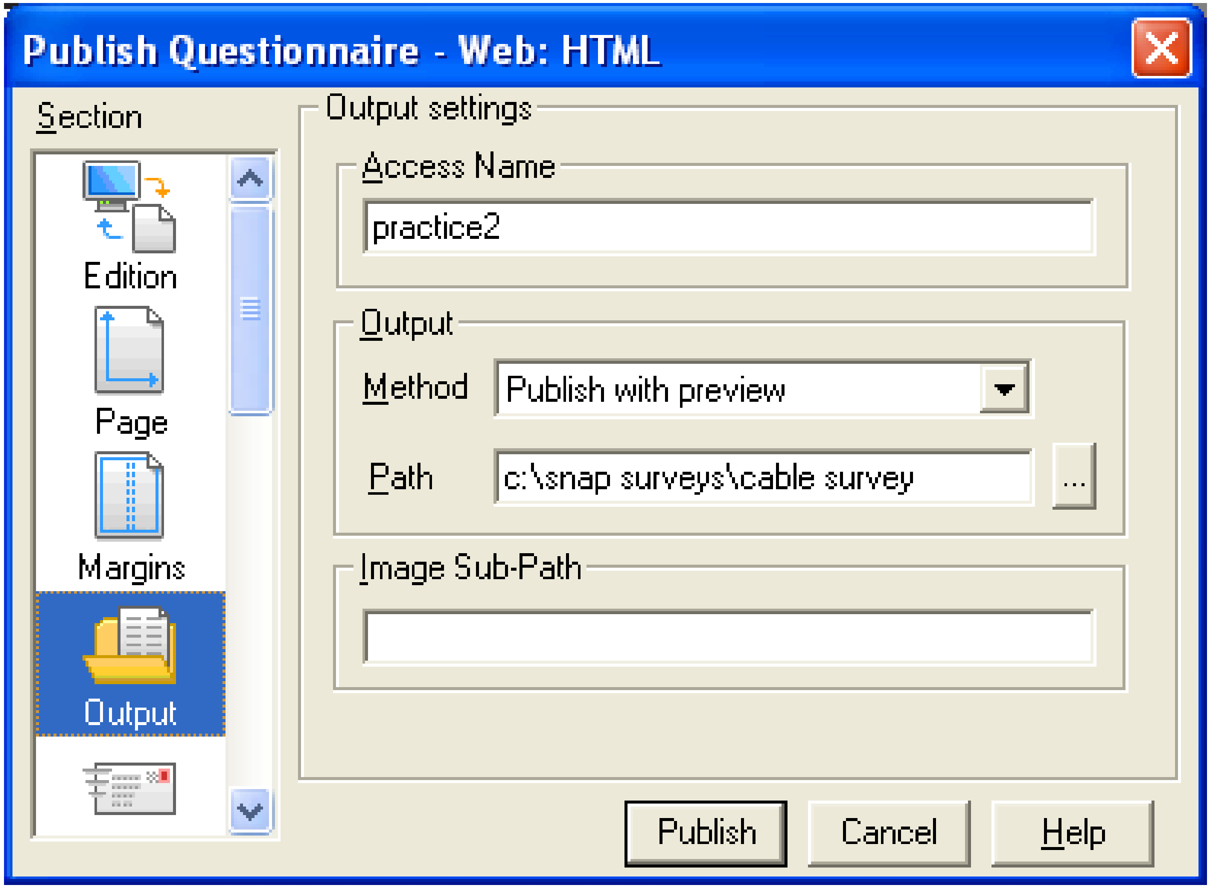
- Change question style to Multi Choice and type or copy and paste question text (item 6, pg. 2)
- Click on Variable Properties button and check the properties
- For example, Ordering allows you to change the manner in which the response options are displayed to participants (random means that each participant will see the response options in a random order)

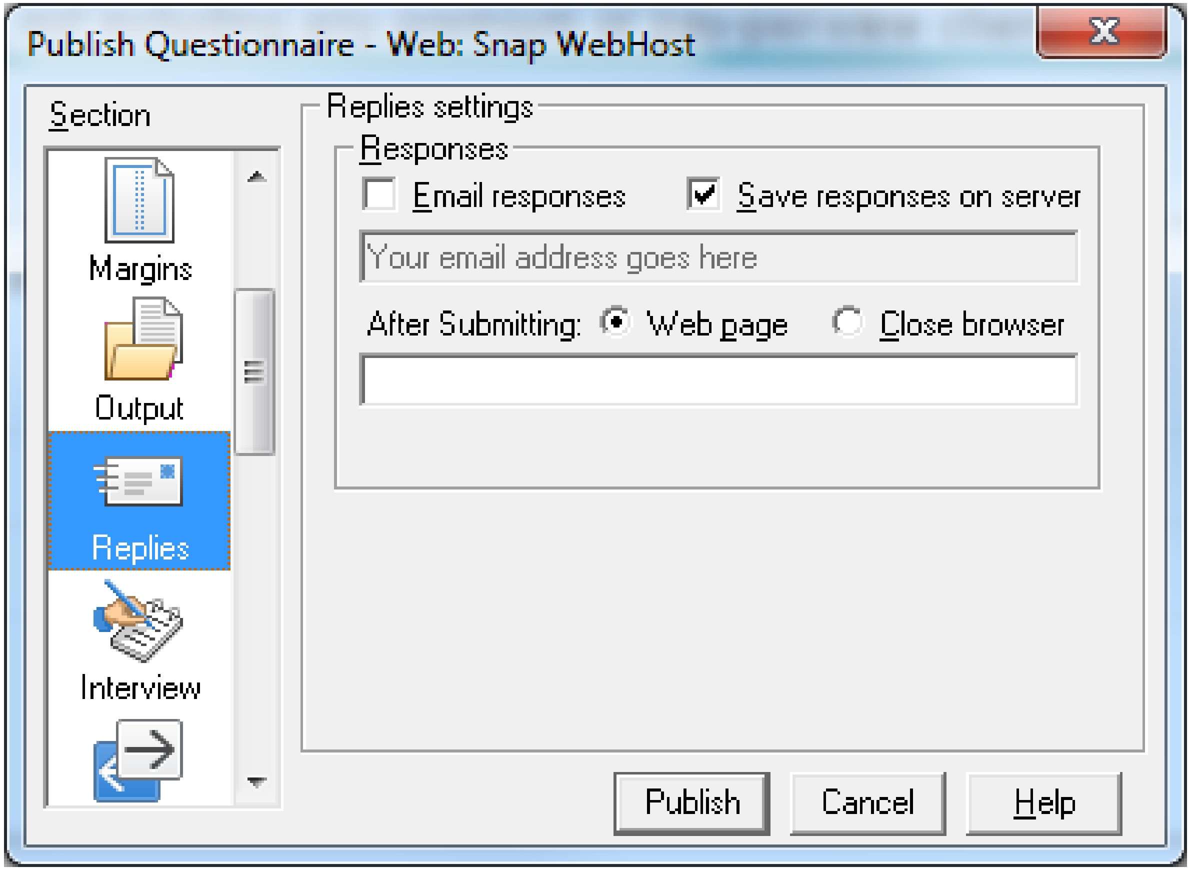
Open Ended Question (Calendar)

- Change question style to Open Ended and type or copy question text (item 7, pg. 2)
- Click on variable properties icon and select date in Response Property (make sure you have Q7 highlighted)
- Click [OK]
- Select "Show" in second drop down box
- Select Data Picker in third drop down box
- Make sure Show check box is checked

Preview Your Survey

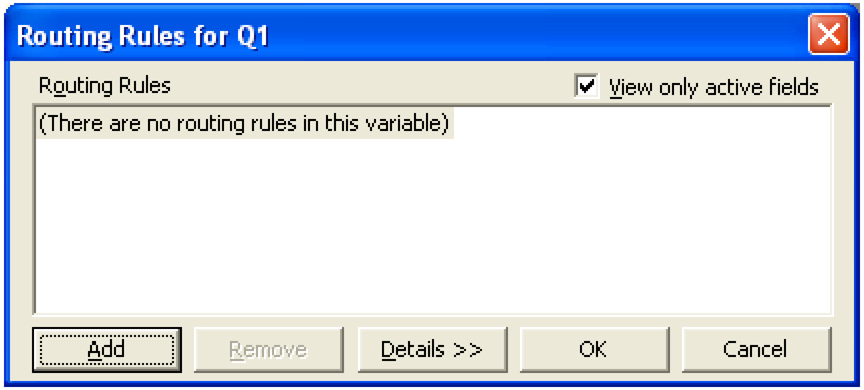
- Select File | Publish; the Publish Questionnaire dialog box appear
- Preview only shows the survey on your desktop
- Publish with preview will publish survey and also allows you to preview survey
- Browse (click button next to path) to folder to which you wish to publish (hint: create a Snap surveys folder)
- Click Replies in left hand Section and make sure Email responses under Replies setting is unchecked

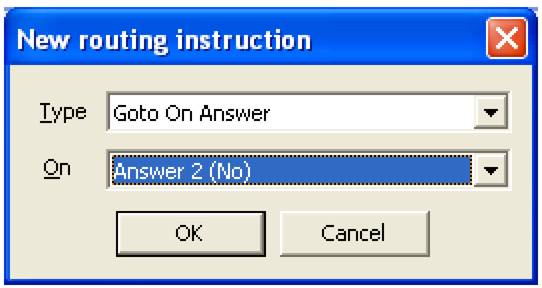

Publish Questionnaire - Web: HTML
Section
Edition
Page
Margins
Output
Output settings
Access Name
practice2
Output
Method
Publish with preview
Path
c:\snap surveys\cable survey
...
Image Sub-Path
Publish
Cancel
Help

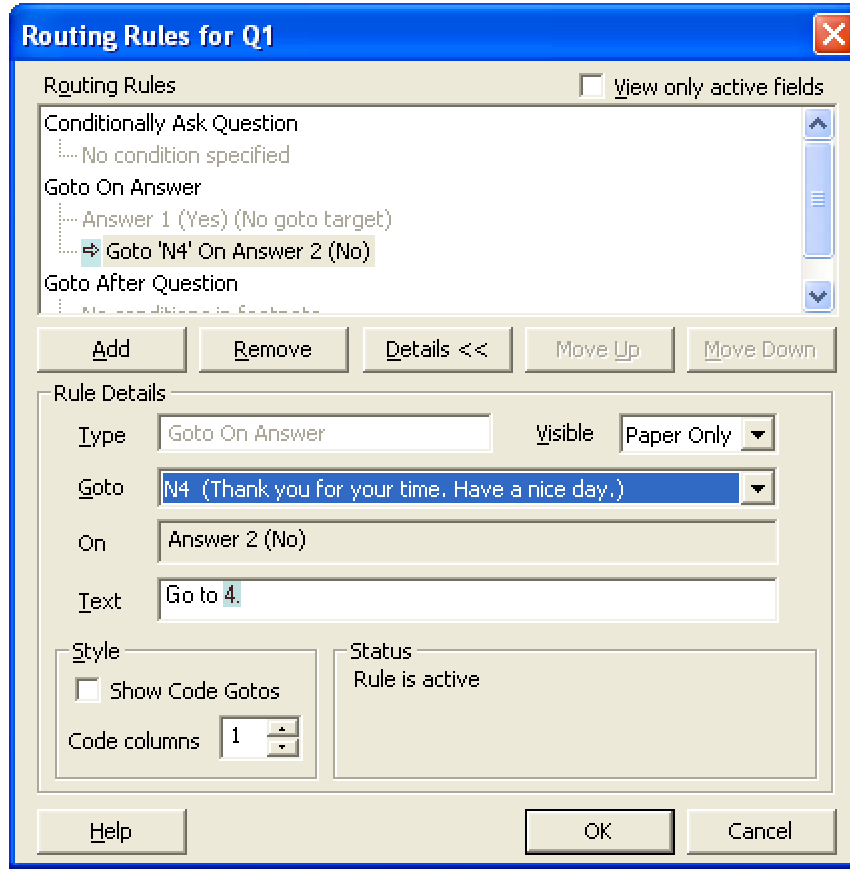

Publish Questionnaire - Web: Snap WebHost
Section
Margins
Output
Replies
Interview
Replies settings
Responses
Email responses
Save responses on server
Your email address goes here
After Submitting:
Web page
Close browser
Publish
Cancel
Help

Adding Routing

- Select item 7 and press enter
- Change question style to Instruction and type or copy text (item 10, pg. 2)
- Select question 1, age screener
- Click and <Add> button
- Select Goto On Answer in top drop down and On Answer 2 (No) in bottom drop down, click OK
- Routing Rules Dialog box appears
  - Under Rule Details next to Goto, select N4 Thank you….
  - Could also just select end survey
- Click OK


Routing Rules for Q1
Routing Rules
View only active fields
(There are no routing rules in this variable)
Add
Remove
Details >>
OK
Cancel


New routing instruction
Type
Goto On Answer
On
Answer 2 (No)
OK
Cancel


Routing Rules for Q1
Routing Rules
View only active fields
Conditionally Ask Question
No condition specified
Goto On Answer
Answer 1 (Yes) (No goto target)
Goto 'N4' On Answer 2 (No)
Goto After Question
Add
Remove
Details <<
Move Up
Move Down
Rule Details
Type
Goto On Answer
Visible
Paper Only
Goto
N4 (Thank you for your time. Have a nice day.)
On
Answer 2 (No)
Text
Go to 4.
Style
Show Code Gotos
Code columns
1
Status
Rule is active
Help
OK
Cancel

Inserting Previous Response

- Select question 7 and press enter
- Change question style to Open Ended and type or copy text (item 8, pg. 2)
- Using variable properties, change Response to Quantity, Data Length to 3, Box Length to 8, <OK>, [Enter]

Inserting Previous Response, cont

- Change question style to Open First and type or copy text (item 9, pg. 2), delete (Insert Response from Q8)
- Type or paste Grid Labels
- Select all grid labels and text
- Using variable properties, change Response to quantity, Data Length to 3, Box Length to 8

Inserting Previous Response, cont

- Position your cursor at the point at which you want the previous response text to appear (in this case at the words (insert Response from Q8)
- Ensure the second drop down box (toolbar topic) is set to Font
- Click [Insert] and select Variable Field from the menu
- Select the variable you wish to insert from the drop down Variable list (Q8)
- Select whether you wish to insert the response (Reply) or the question number (Name) (in this case Reply), [OK]

Inserting Page Breaks

- Select question **below** desired page break
- Use [ctrl][shift][B]
- Should insert break before Q2 because Q1 contains routing
- Should insert break before Q9 because it uses information from Q8
- Should insert break before Thank you screen
- Insert other breaks as needed

Hiding Question Numbers

- It is important to hide your question numbers if you use routing
- Select style mode at the top of the Questionnaire
- Select All Styles from the style dropdown box (first dropdown box)
- Select Show from the toolbar topic dropdown box (second dropdown box)
- Select name from the element list (third dropdown box)
- Uncheck the Show check box to hide the question numbers
- File|Publish, preview only, <Publish>

Stylizing your Survey

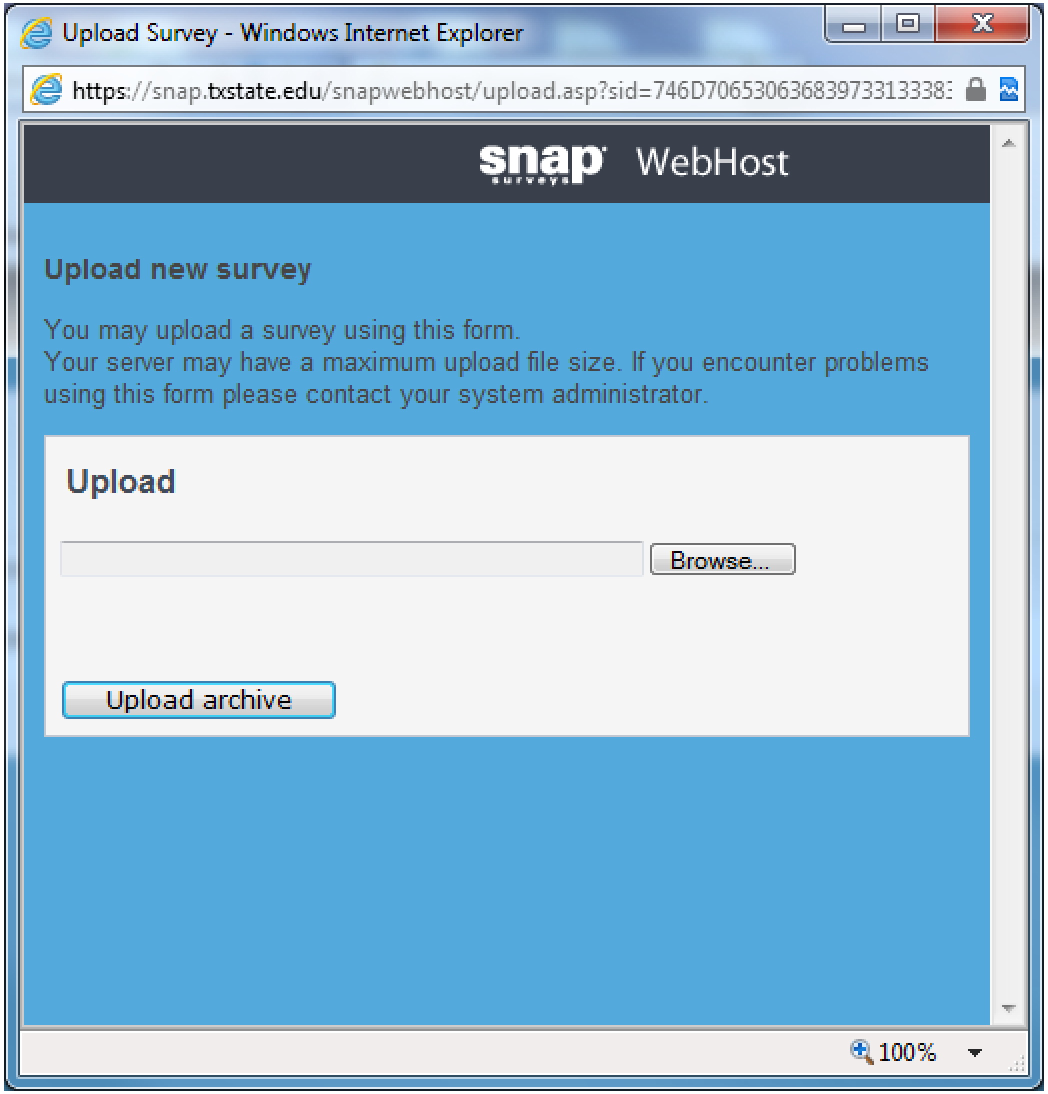
- Select questionnaire properties icon (looks like open book)
- Select the Page icon in the left-hand section
  - Choose Colour, change to background color desired
- Select Buttons
  - Default buttons include <Back>, <Reset Page>, <Next>, <Submit>
  - Add additional buttons if necessary, check Use In Survey
  - [Select Image], select shape of button you want, use colourize to change color to maroon or other color, click OK
  - Select [Design] and uncheck Use Progress Bar if desired
- Select Paradata
  - Snap automatically collects five system variables. If you don't want to collect one or more, uncheck Use in survey

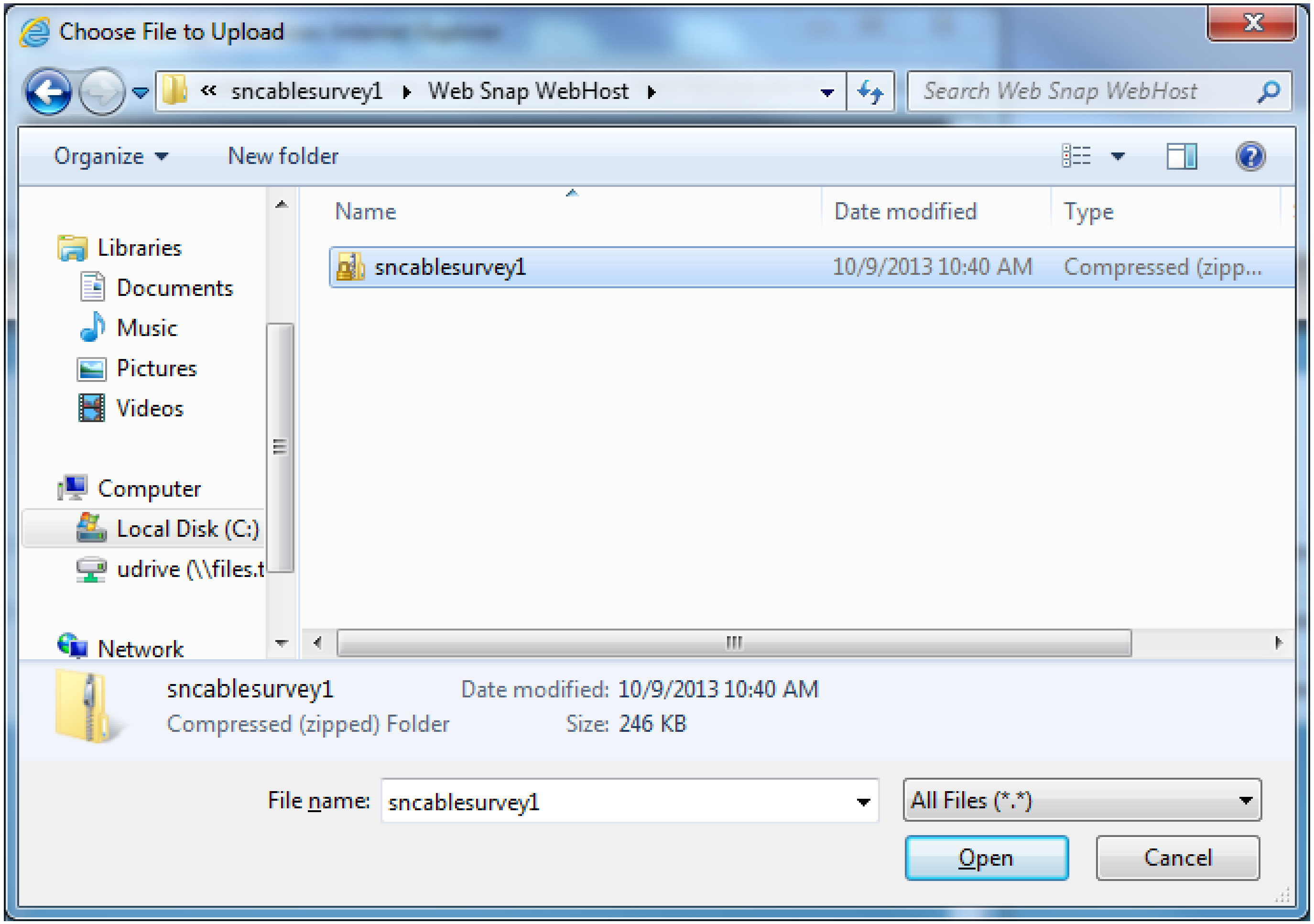
Create a Survey for General Access

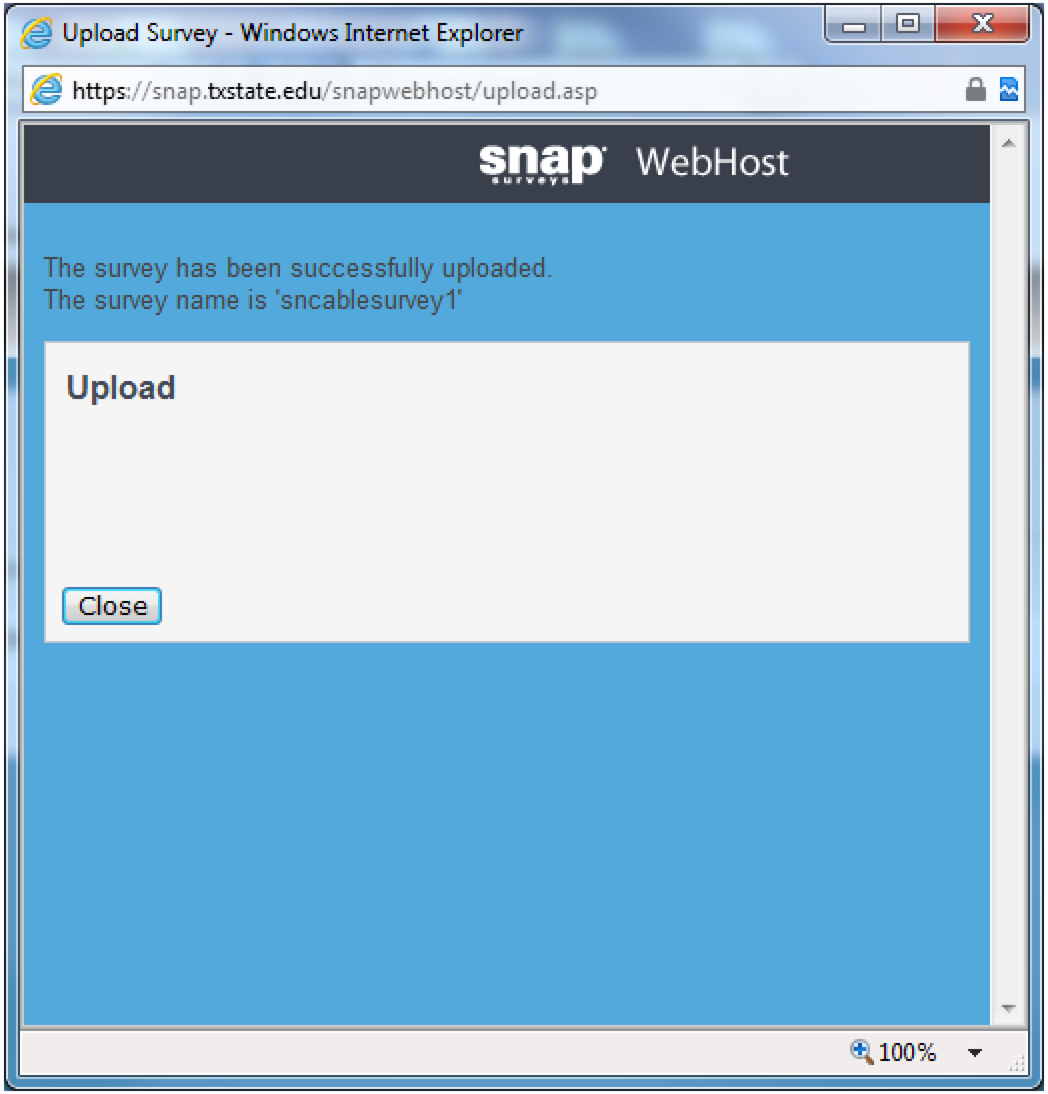
- Select File|Publish, select Replies in left-hand section
  - In the Responses section make sure Save responses on server is checked
  - In the Web Page After Submitting section, enter url if desired
  - http://www.txstate.edu/trec/thankyou.html takes respondent to thank you for participating page
- Change Output Method to Publish with preview
- Click Publish, Save and Close the survey

Create a Survey for General Access

- Go to Snap Webhost and login (https://snap.txstate.edu/snapwebhost/)
- Click Upload a new survey (upper right hand corner)
- Browse to your survey and find the .zip file (this file is created automatically when you publish your survey), select it and click <Open>
- Click <Upload archive>, if the survey uploaded successfully you will receive a message


Upload Survey - Windows Internet Explorer
https://snap.txstate.edu/snapwebhost/upload.asp?sid=746D70653063683973313338
snap surveys
WebHost
Upload new survey
You may upload a survey using this form.
Your server may have a maximum upload file size. If you encounter problems using this form please contact your system administrator.
Upload
Browse...
Upload archive
100%


Choose File to Upload
« sncablesurvey1 ▸ Web Snap WebHost ▸
Search Web Snap WebHost
Organize
New folder
Libraries
Documents
Music
Pictures
Videos
Computer
Local Disk (C:)
udrive (\\files.t
Network
Name
Date modified
Type
sncablesurvey1
10/9/2013 10:40 AM
Compressed (zipp...
sncablesurvey1
Compressed (zipped) Folder
Date modified: 10/9/2013 10:40 AM
Size: 246 KB
File name:
sncablesurvey1
All Files (*.*)
Open
Cancel


Upload Survey - Windows Internet Explorer
https://snap.txstate.edu/snapwebhost/upload.asp
snap surveys WebHost
The survey has been successfully uploaded.
The survey name is 'sncablesurvey1'
Upload
Close
100%

Create a Survey for General Access

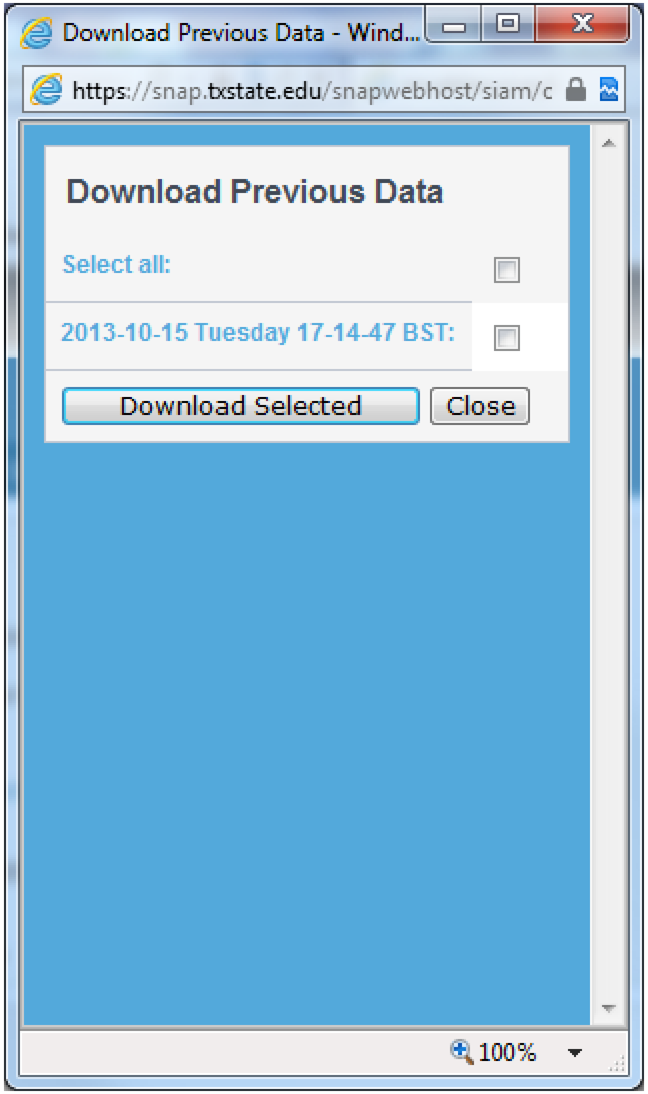
- Once uploaded to Snap Webhost, click on the survey name
- This opens the survey
- On the Summary tab, you will see two URLs. One is for testing (*Test URL*) and one is the live version (*URL will be*)
- Click Setup tab
  - Check Secure survey box under Responses (**very important**)
  - Set Start date and End date
  - Set Project time zone-Central Time (US & Canada)
- Click **<Save>**
- Once you are satisfied with the survey (i.e., you have tested it), click Summary tab and click Start questionnaire now, live URL will activate
- Take the survey once or twice so that there are data to download (copy the <u>**live**</u> URL into your browser)

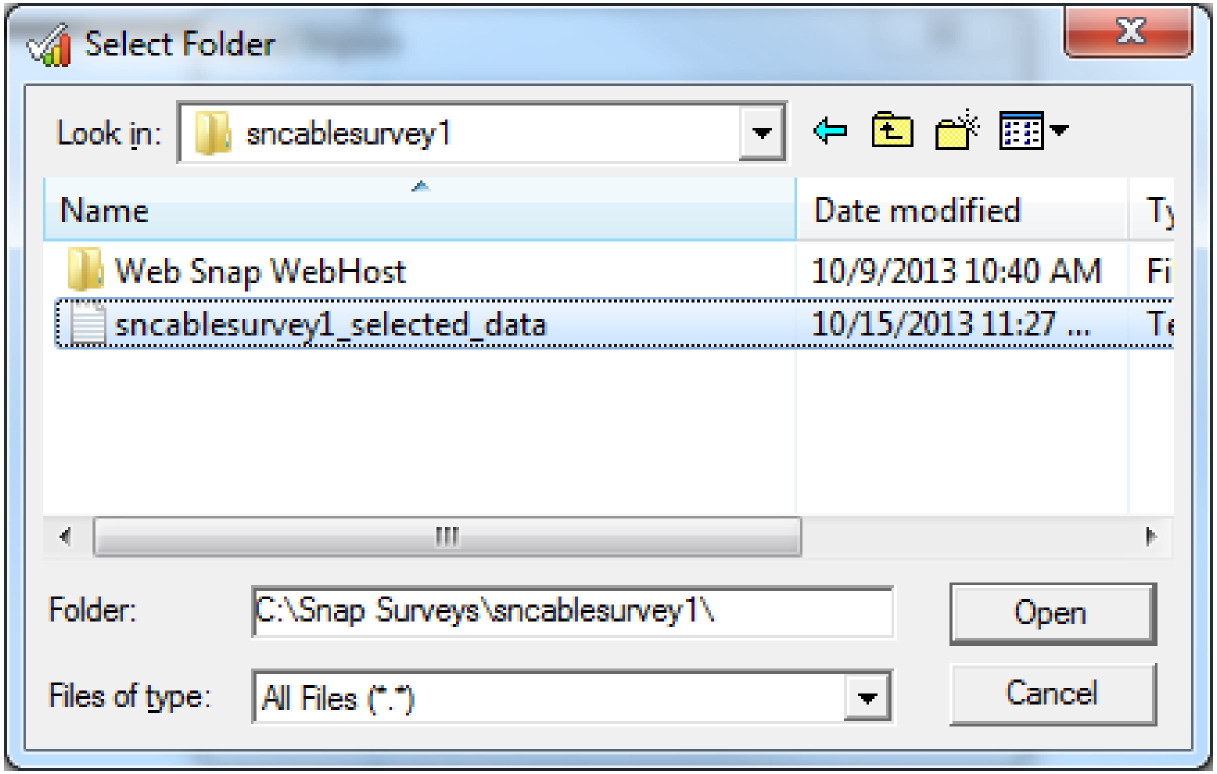
Accessing Data

- Close survey and then reopen it OR click refresh button
- Click Summary tab
- Under respondents next to the word Completes, you will see *Download completes*
- Select Downlaod CSV Data
  - This will download all data collected to date

Accessing Data to be Analyzed Using Snap

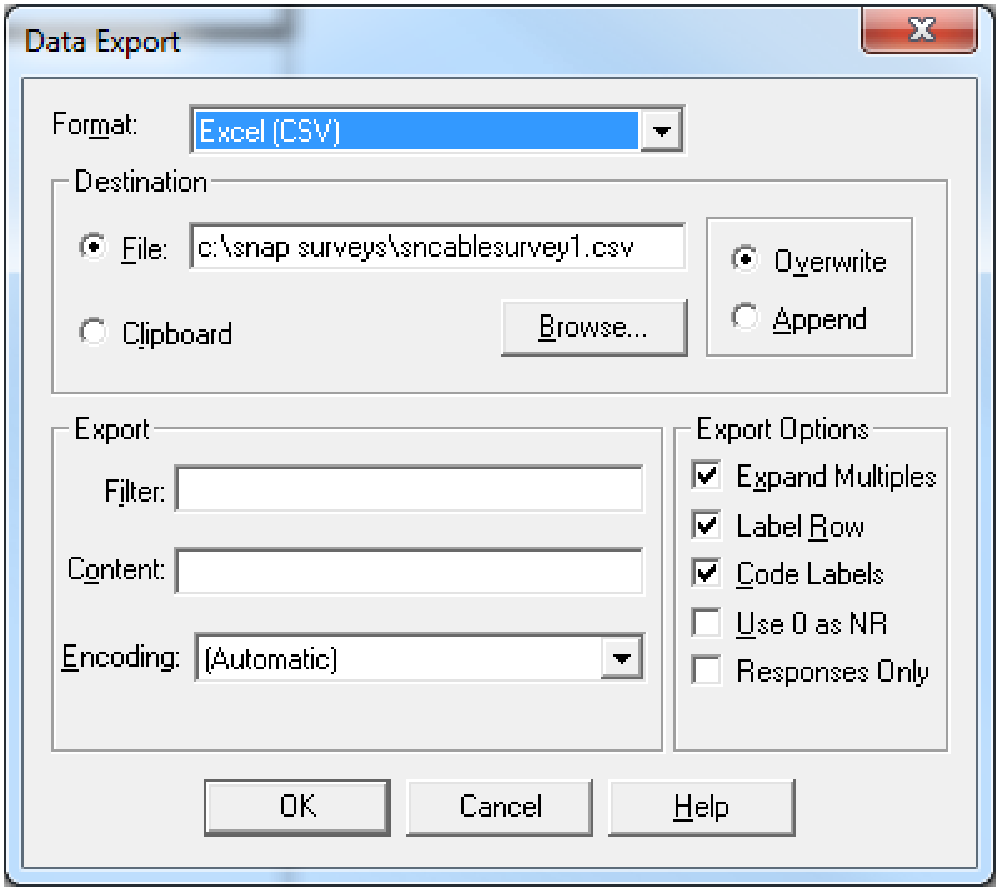
- Click Summary tab
- Under respondents next to the word Completes, you will see *Download completes*
- Click on *Download completes* link and save the .txt file to your Snap folder (the same folder in which your survey is saved-choose save as)
- Open your survey in Snap 11 Professional
- View|Data
- File|Import
- On the Data Import dialog page, by Format select <Mail format – from text files> and browse to your .txt file (choose All Files (*.*))
  - At this point you have the data but you can only manipulate it within the Snap environment


Download Previous Data - Wind...
https://snap.txstate.edu/snapwebhost/siam/c
Download Previous Data
Select all:
2013-10-15 Tuesday 17-14-47 BST:
Download Selected
Close
100%


Select Folder
Look in: sncablesurvey1
Name
Date modified
Web Snap WebHost
10/9/2013 10:40 AM
sncablesurvey1_selected_data
10/15/2013 11:27 ...
Folder: C:\Snap Surveys\sncablesurvey1\
Open
Files of type: All Files (*.*)
Cancel

Exporting Data to Excel (CSV)

- Open your survey in Snap 11 Professional
- Open the Data view
- File|Export
- On the Data Export dialog box, choose Format: Excel (CSV)
- Make sure the destination folder is correct, choose Overwrite or Append, if downloading only new data, choose append after the first download
  - **Expand Multiples**
    - Check if data for Multiple Response variables will be created as one column per answer rather than one column per question.
  - **Label Row**
    - Check if file will include a header row giving Snap variable names
  - **Code Labels**
    - Check to substitute code labels for numbers in the data



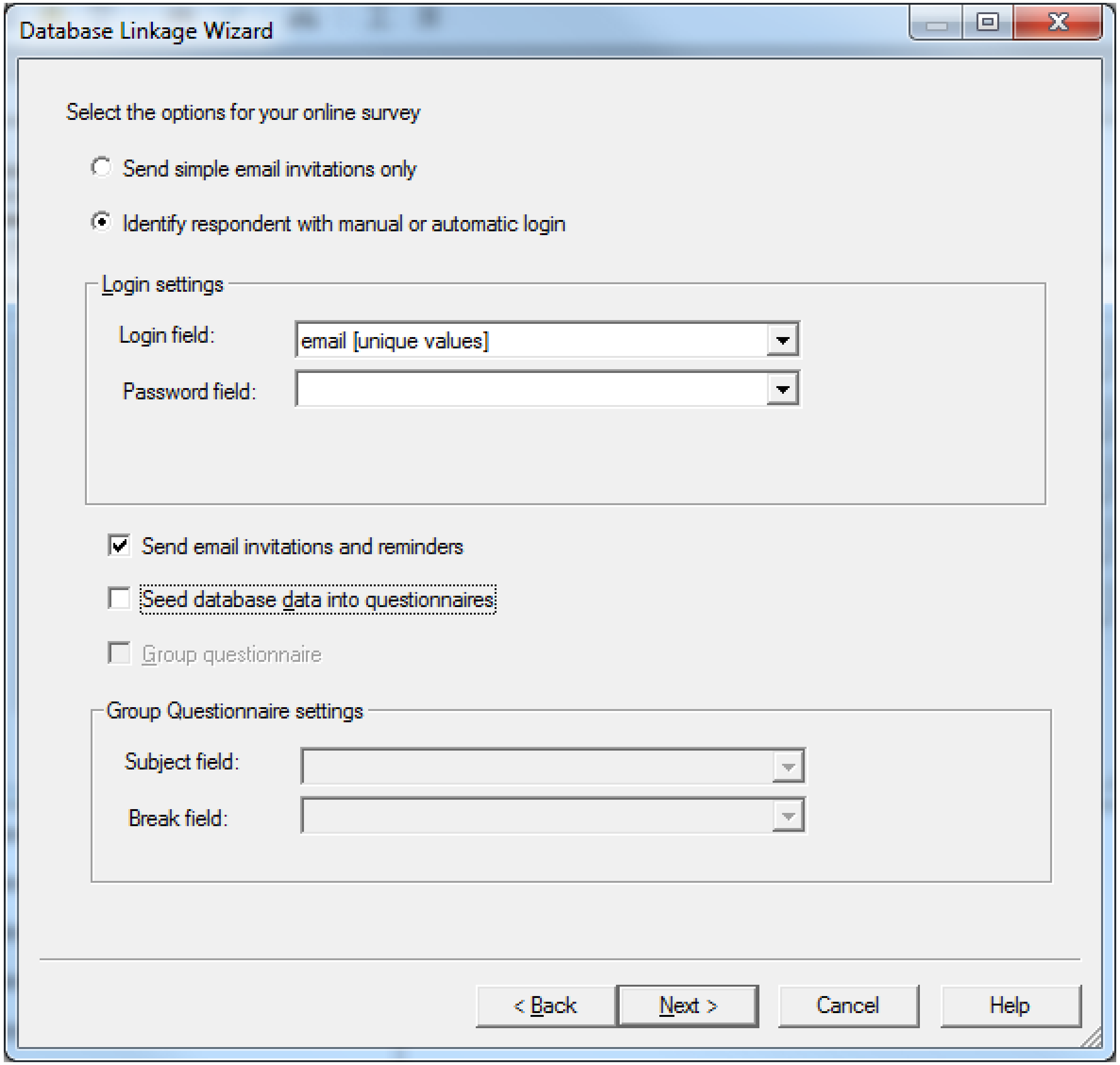
Data Export
Format:
Excel (CSV)
Destination
File:
c:\snap surveys\sncablesurvey1.csv
Clipboard
Browse...
Overwrite
Append
Export
Filter:
Content:
Encoding:
(Automatic)
Export Options
Expand Multiples
Label Row
Code Labels
Use 0 as NR
Responses Only
OK
Cancel
Help

Create a Survey with a Custom Login Link

- Create your respondent file in excel with at least one attribute that uniquely identifies each individual (e.g., NetID) and a full email address
- Open Snap 11 on desktop and open your survey
- Open Data window (under View menu)
- Select File | Database link
- Click [New]; select [Online Survey] radio button and click [Next]
- Click [Select Database File], browse to respondent file and open it, confirm that the correct Excel worksheet name is in the “select table to use” dropdown box, click [Next]

Create a Survey with a Custom Login Link

- On the next dialogue box, click :
  - Identify respondent with manual or automatic login
- Use the drop-down list in Login settings to select unique attribute in your respondent file
  - Login field: select unique identifier (probably email)
  - Ignore Password field
- Check Send email invitation and reminders
- Click <Next>


Database Linkage Wizard
Select the options for your online survey
Send simple email invitations only
Identify respondent with manual or automatic login
Login settings
Login field:
email [unique values]
Password field:
Send email invitations and reminders
Seed database data into questionnaires
Group questionnaire
Group Questionnaire settings
Subject field:
Break field:
< Back
Next >
Cancel
Help

Create a Survey with a Custom Login Link

- In the next dialogue box, make sure your email attribute shows in the top drop-down box
- Enter the subject for your email message and type or copy and paste your email message
  - If you plan to recruit Texas State faculty, staff, or students to participate in a research survey, you must comply with UPPS 02.02.09.
- Use the Insert button to insert the name of the individual into the message by choosing Database Field
- Use the Insert button to insert the Survey Location into the text of your message
- Click [Next].
- Enter a meaningful name to your database link next to Name:
- Click [Finish], [Close]

Create a Survey with a Custom Login Link

- Open Questionnaire window (under View menu)
- Select File|Publish
  - Select Data link icon in left-hand list and select the name of your respondent list
  - Select Paradata icon in your left-hand list
    - Click Respondent under System Variables, click the Use in Survey box
    - If you want to add a password, you can at this time
  - Select Replies icon in your left-hand list
    - Uncheck Email responses; check Save responses on server
  - Click [Publish]

Create a Survey with a Custom Login Link

- If you have already loaded your survey (which we have), open the survey, open the Summary page, click Stop questionnaire.
  - If you are loading a survey for the first time, follow the instructions on slide 33
- Click Close and reload the survey

Create a Survey with a Custom Login Link

- Open the survey and click the Setup tab
  - Enter start and end dates
  - Change time zone to central
  - Enter your name and email address
  - Check the following Responses checkboxes
    - Enable respondent login
    - Secure survey
    - Save responses
    - Include respondent details in survey data (OPTIONAL, only if you want to identify respondents in your data file)
- Click [Save]

Create a Survey with a Custom Login Link

- On the Messages page
  - Choose Edit
    - Edit the email invitation and subject line if necessary
    - Highlight link, click the Insert Tag drop down menu (NOT THE TOP ONE, but the one next to Font Size)
    - Select {surveylinkauto} (do this for the invite and reminders)
    - Change {surveylinkauto} to here.
    - Set the intervals as the number of days to pass before the reminder is mailed (default is seven days)
    - Add additional reminders by clicking the Add new message link at the top right
    - Click test to send a test message to yourself

Create a Survey with a Custom Login Link

- On the Respondents page
  - Check to make sure your respondent list looks correct
- On the Summary page, click Start questionnaire now
- Logout

Requesting Access

- You must attend a training seminar or take the recorded training before you can access Snap Webhost
- Make sure that you have gone through the IRB before sending your Snap survey out

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.)

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.

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