

# DIMENSIONS SCRIPTING (SURVEY CREATION II)

SPSS

■ Platform: Windows ■ Duration: 2 days

## TARGET AUDIENCE

Researchers or Scriptwriters who will be responsible for writing, using or modifying Dimensions surveys. Advanced Scriptwriters who will modify or enhance scripts generated by attendees from the Dimensions Scripting (Survey Creation I) course.

## PREREQUISITES

Attendance on the Dimensions Scripting (Survey Creation I) course. It is recommended that attendees create and run at least two surveys using Dimensions Scripting prior to attendance on this course.

## OVERVIEW

Attendees will have attended the first Dimensions Scripting (Creating Surveys I) course and will have successfully developed and deployed a couple of surveys using the techniques covered in the first course. This follow-on course introduces the attendee to some of the extra power of Dimensions Scripting in survey creation and also dissects the operation and control of a respondent's survey. The attendee will gain deep knowledge on how to control the interaction with a respondent during a survey through sample data, Events triggered by respondent actions and Quotas. The course really gets into the use of the survey rather than the building of survey questions, structure or interview flow. You will learn a multitude of practical techniques for enriching a simple survey and will leave feeling fully armed to take control of the respondent experience, enrich the utility of the survey and gain insight into the operation of survey itself.

## OBJECTIVES

By the end of the course you will have learned to:

- Enhance survey presentation using Web page formatting tools
- Use survey participant databases
- Manage Quotas

## COURSE CONTENT

Following an overview of the main features and an introduction to essential terminology, you will proceed logically through the following topics:

- Setting Values at the Start of the Interview by Passing parameters via the survey start-up URL
- Switching of Contexts and Routings for multi-mode interviewing
- Linking Surveys by chaining surveys and sub-surveys together
- Calculating Values, Temporary Variables and working with collections
- Creating Complex Questions such as rankings and constant sum questions, working with grids, functions and calculations
- Displaying and controlling Progress Bars
- Advanced Category Control in grids and categorical questions
- Using Non-Dimensions Software in Interviews such as text files, emails, and database calls
- Writing Reusable Routines in Sub Routines and Functions
- Custom validation of questions
- Customizing Standard Texts and Error Messages
- Managing Survey and Interview Quotas
- Recording Interview Statistics, using interview Paradata