

# > SPSS-Audio Broadcast Webinars



- The audio portion of this event will come through your computer speakers. (see adjusting volume control below)
- If you do not have functioning speakers, and would like to dial in to the call using your telephone, please dial:

**US/Canada 866.469.3239**

**\*\*\*Event Number: 669 297 819**

- Upon joining the call, **you will not hear hold music**. Periodic announcements will be made to test the volume through your speakers.

## Q & A

- Type any questions into the Q&A Tab on the right

## Adjusting volume control

- Through the Volume Control Panel on your computer
- Through the Webex Audio Broadcast window (see image below). You can adjust the volume slider on this control as needed.



## > Commonly Asked Questions

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- Can I get copies of these slides after the event?
- Is this event being recorded for later viewing?

## > Commonly Asked Questions

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- Can I get copies of these slides after the event?

Yes

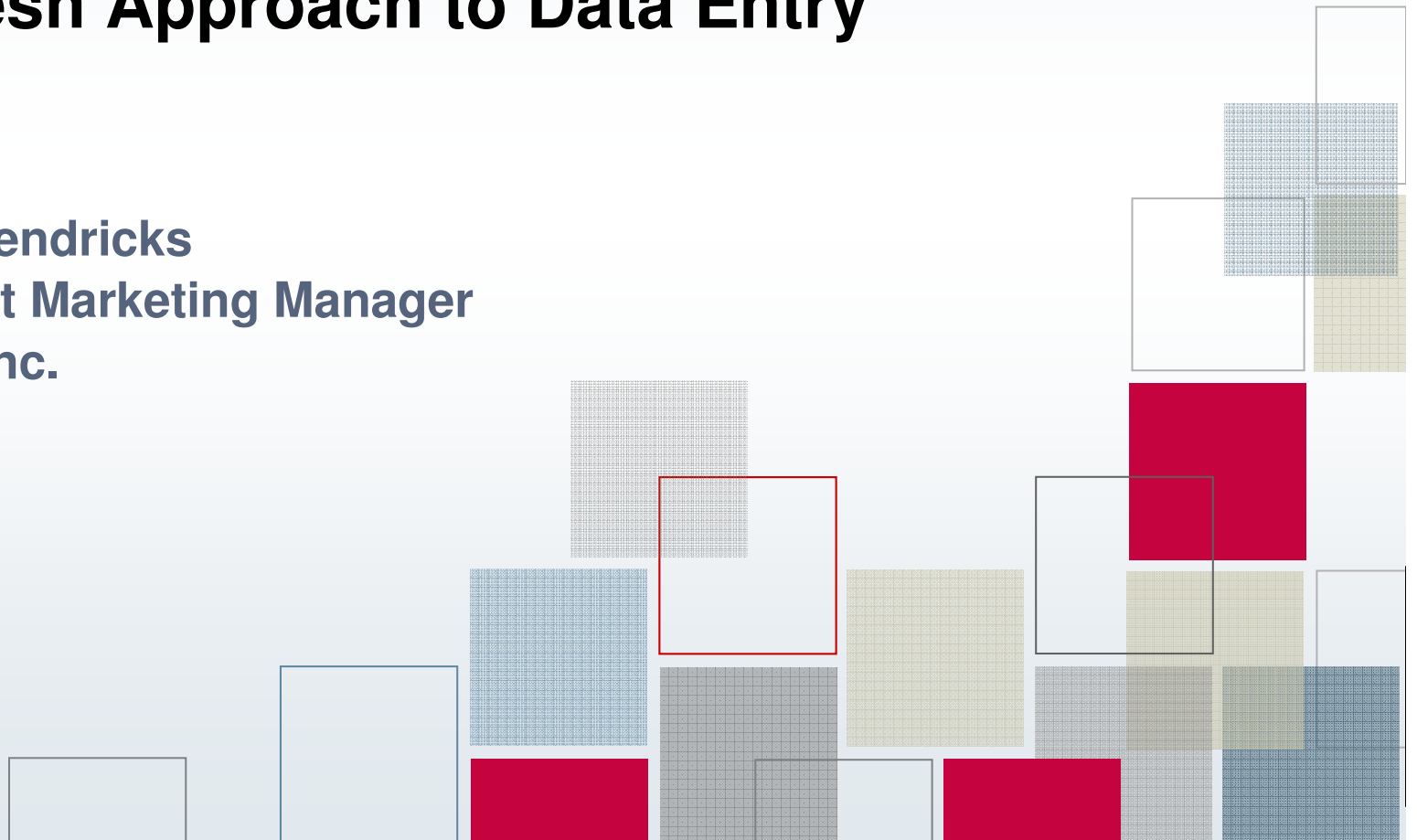
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Yes

[www.spss.com/events](http://www.spss.com/events)

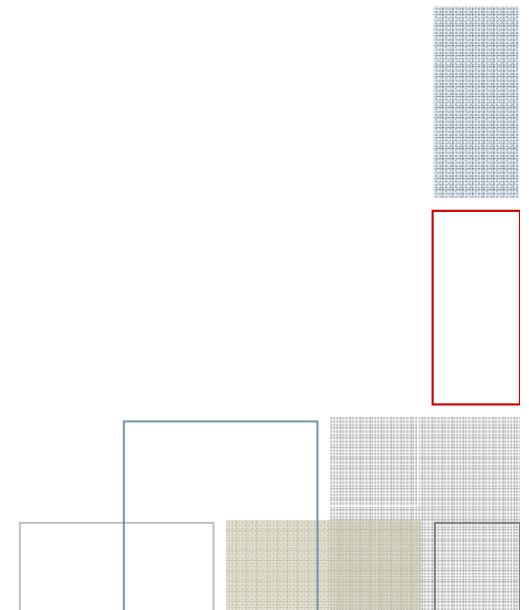
## > A Fresh Approach to Data Entry

Jane Hendricks  
Product Marketing Manager  
SPSS Inc.



# > Agenda

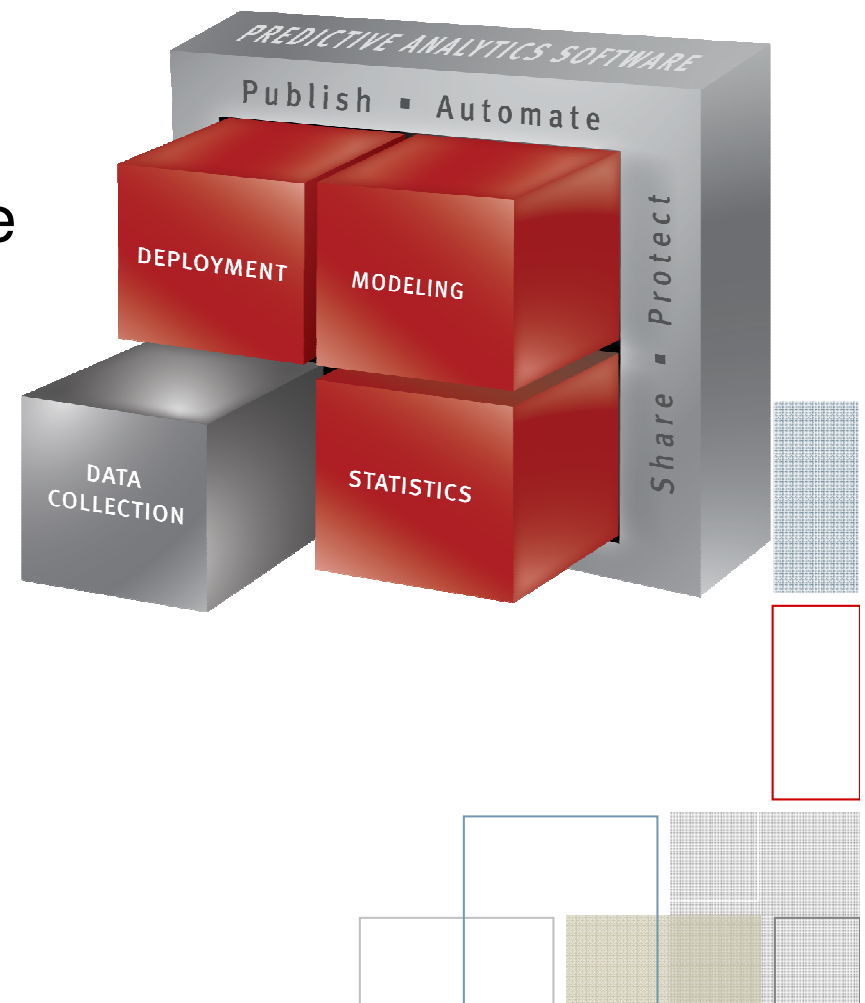
- PASW Data Collection
- Traditional Data Entry
- Fresh Approach to Data Entry
- Demonstration
- Usage Scenarios
- Summary



## > PASW: Data Collection

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- Take Control of Your Research lifecycle
  - Traditional and leading-edge survey research efforts
  - Create and conduct surveys fast
- Reach a Broader Global Audience
  - One surveys, Many channels, Any language
- Consolidate Research Efforts
  - Find and re-use questions and surveys
  - Share results quickly
  - Secure sensitive information
  - Leverage previous research
  - Deliver results across the enterprise

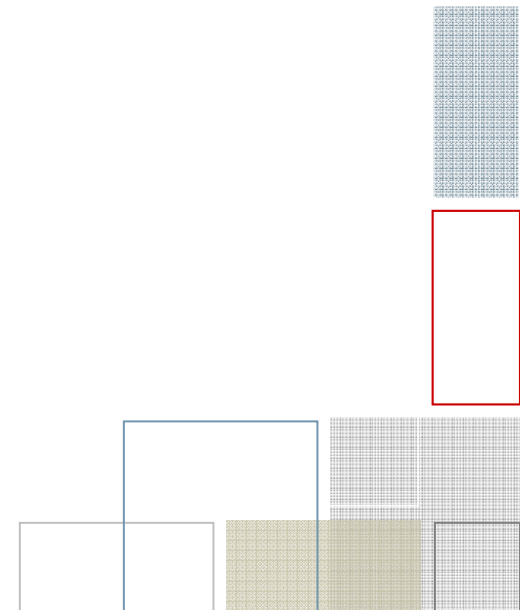


A starring role for Data Entry?



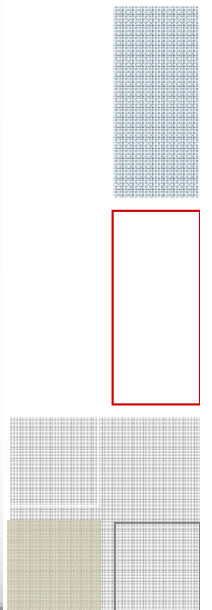
# > Paperless

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## > Using Paper in Collection

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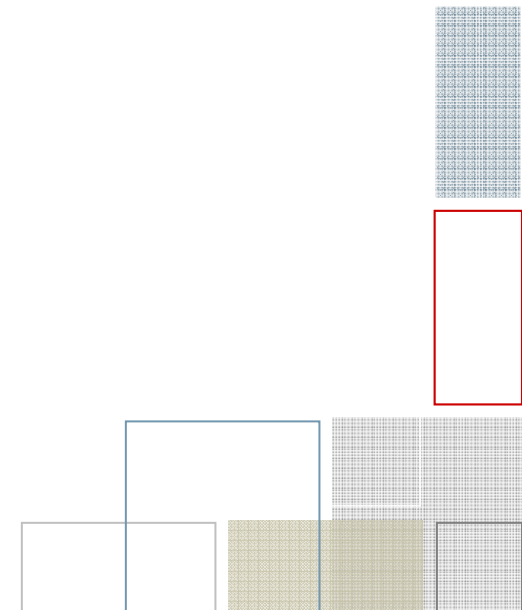
## > From Three – Choose One

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## > Global and Inclusive Reach

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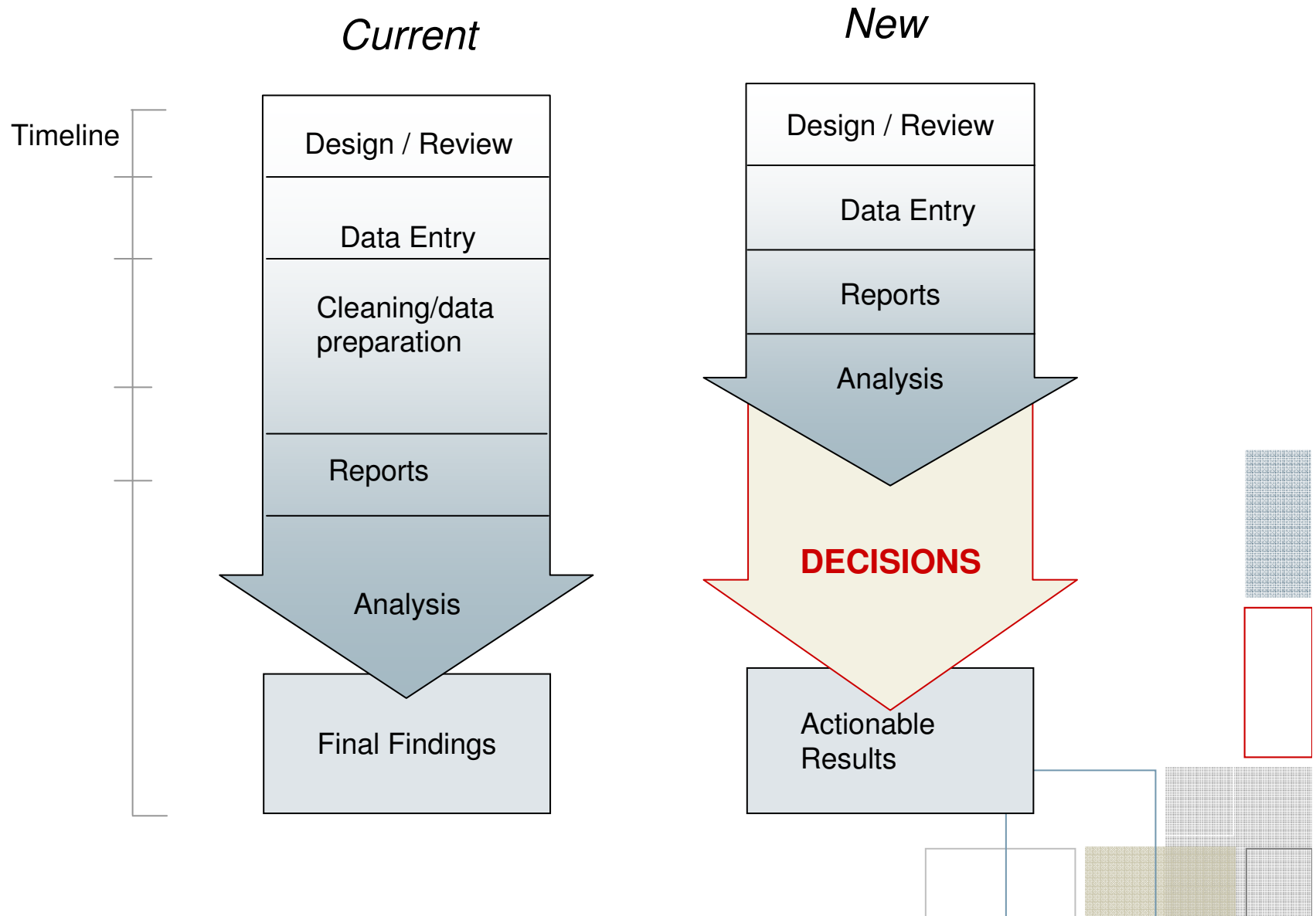


## > Reach All users

| Country       | Web usage<br>(% Population) |
|---------------|-----------------------------|
| Africa        | 5.6%                        |
| Asia          | 17.4%                       |
| Europe        | 48.9%                       |
| Middle east   | 23.3%                       |
| North America | 74.4%                       |
| Latin America | 29.4%                       |
| Australia     | 60.4%                       |

> **The Problem**

# Optimize Data Entry Operations

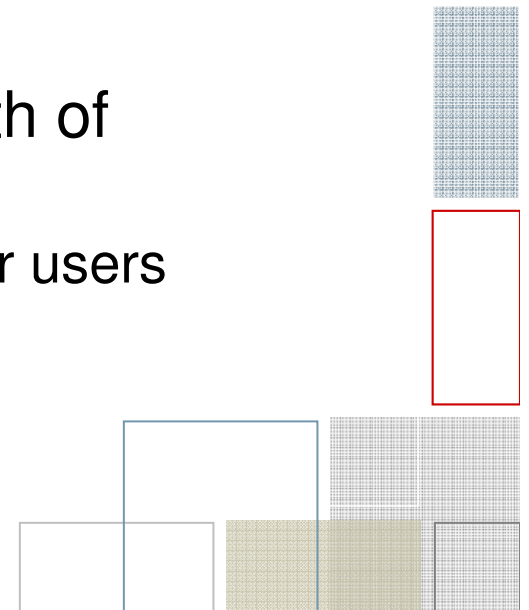


# > Solution: A Fresh Approach to Data Entry

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- Drive Quality
  - Increase Data Quality
  - Validate as you go
  - Flexible Verification
- Save Time
  - Create Surveys Quickly
  - Manage multiple projects
  - Clean data
- Expand breadth of Reach
  - Reach all your users



## > Demonstration

That shows:  
Easy to use Authoring  
Easy and Fast Data Entry  
Easy Access to Results

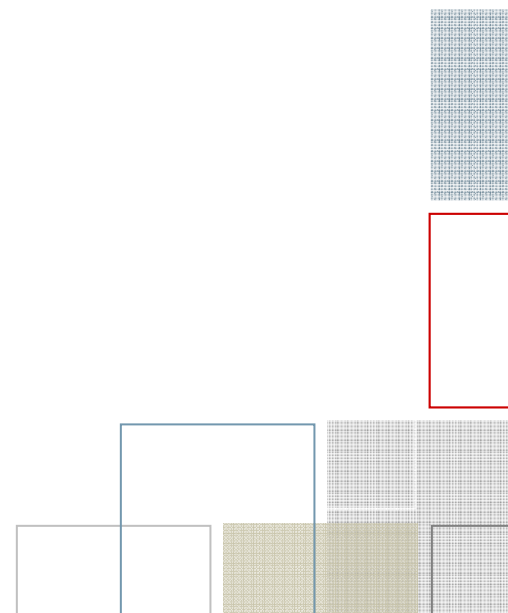


# > Single User Scenario

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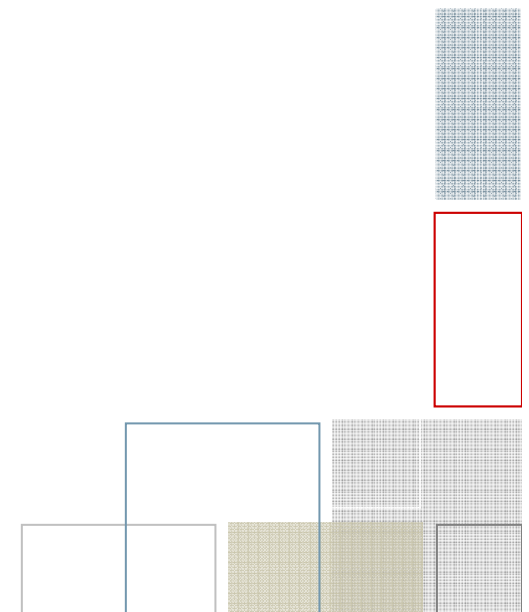
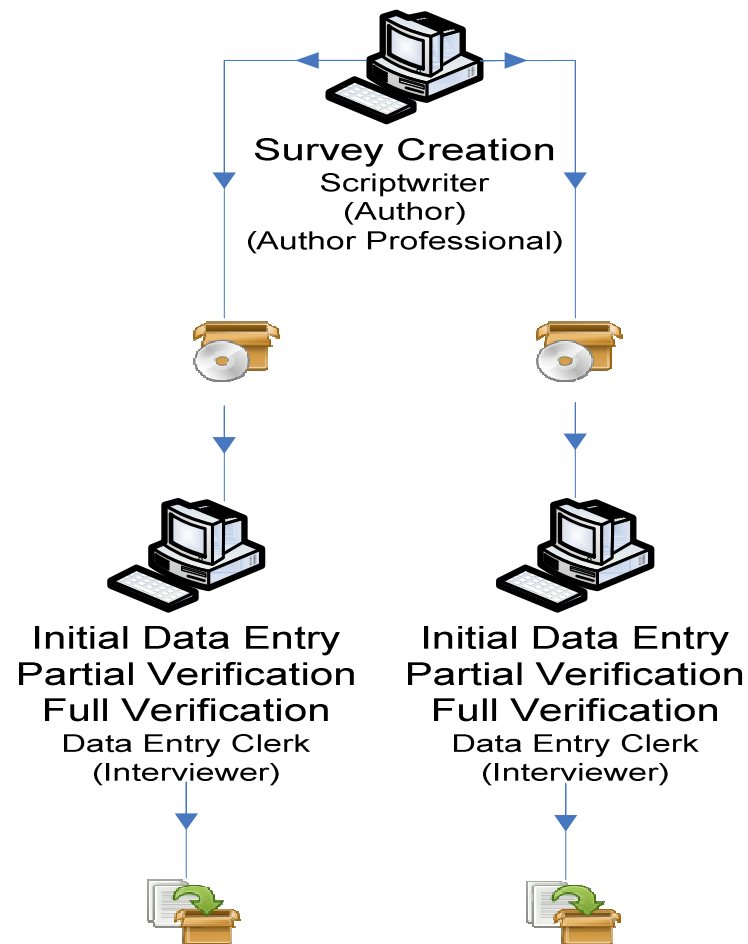


Survey Creation  
Initial Data Entry  
Partial Verification  
Full Verification  
Scriptwriter  
(Author)  
(Author Professional)  
Data Entry Clerk  
(Interviewer)

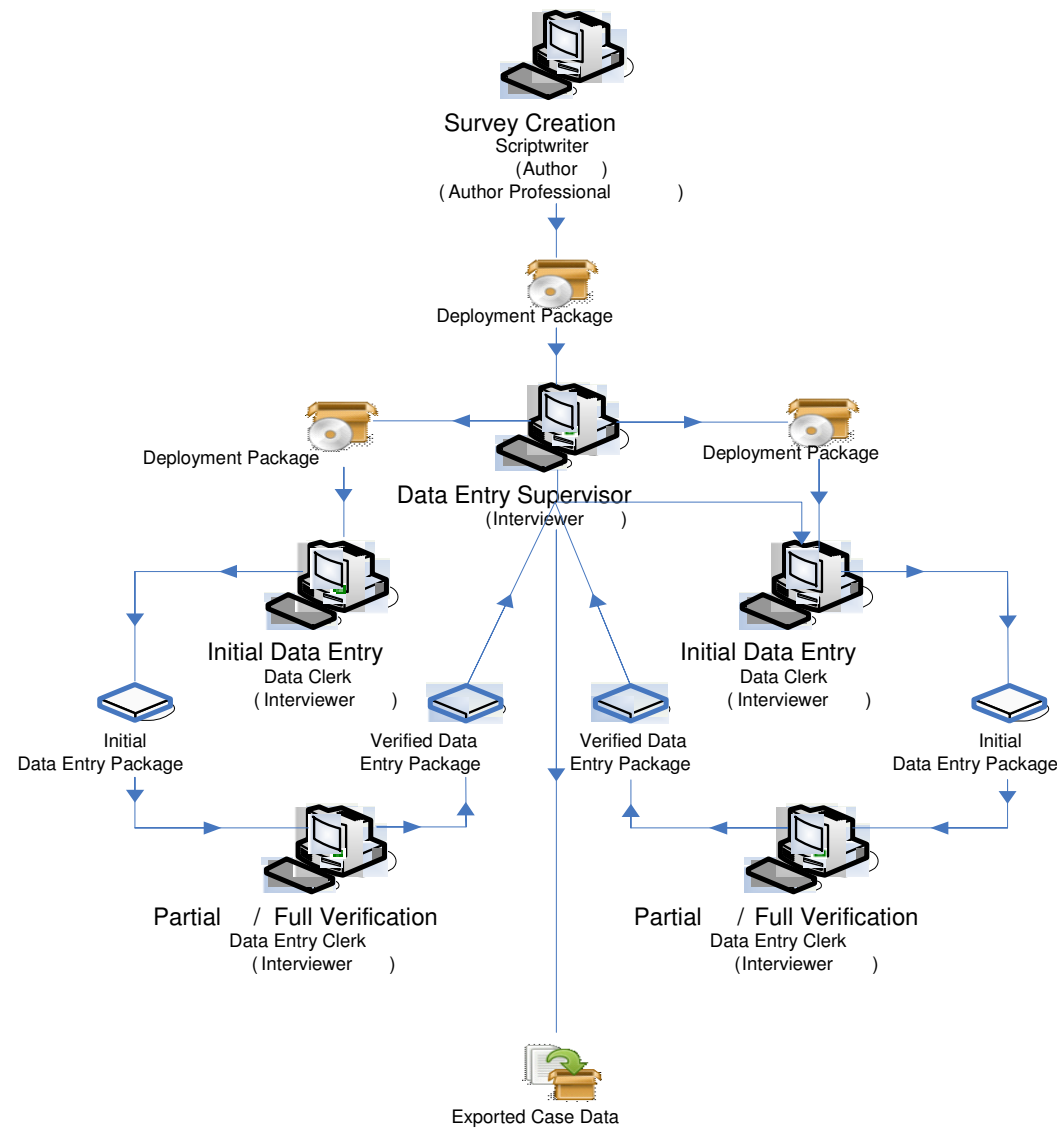


# > Multiple Data Entry, Single Verification

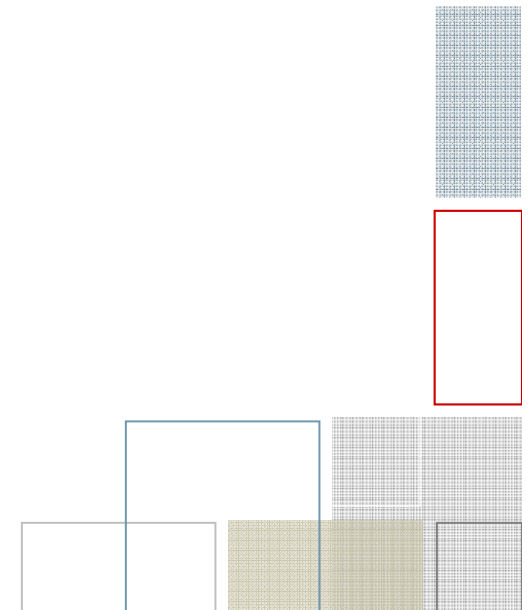
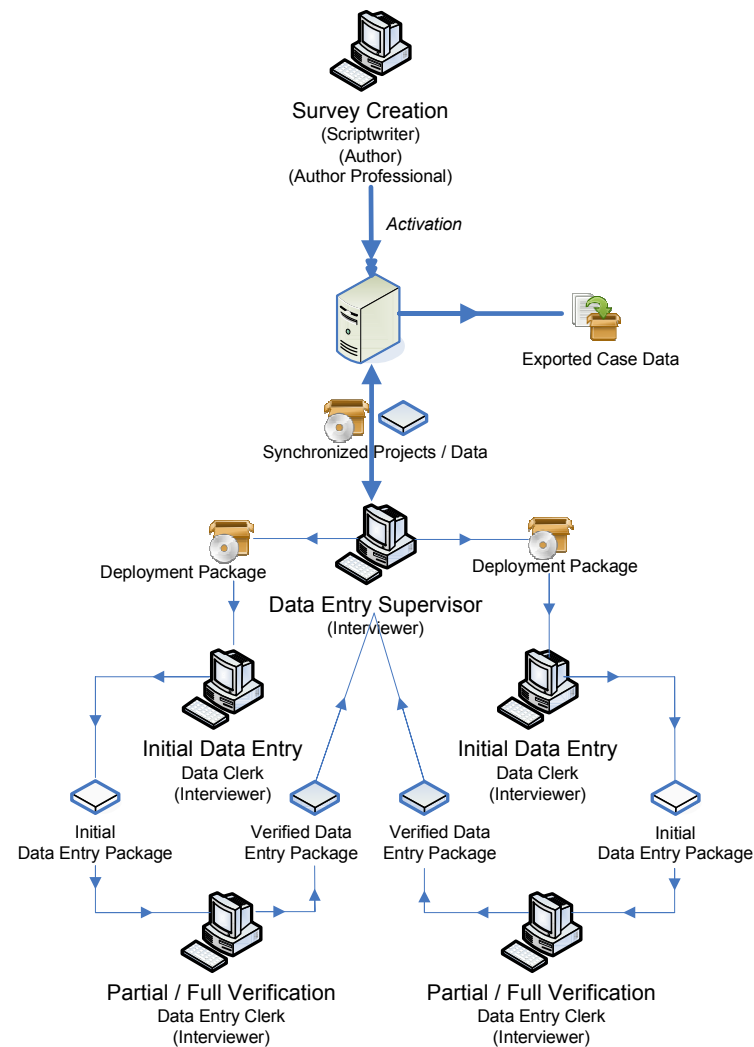
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# > Multiple User Validation



# > Managed Data Entry



## > Summary

| <b><i>Core Objective</i></b>   | <b><i>Benefit</i></b>                                                                                                                        | <b><i>How?</i></b>                                                                                                                                                          |
|--------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Drive Quality</b>           | <ul style="list-style-type: none"><li>• Increase data quality</li><li>• Improve quality control &amp; oversight</li></ul>                    | <ul style="list-style-type: none"><li>• Surveys with Validation created</li><li>• Logic checking &amp; data entry validation</li><li>• Double entry verification</li></ul>  |
| <b>Save Time</b>               | <ul style="list-style-type: none"><li>• Enter data fast</li><li>• Create surveys quicker</li><li>• Manage multiple projects easier</li></ul> | <ul style="list-style-type: none"><li>• Interface designed for speed</li><li>• Logic &amp; validation during survey creation</li><li>• project management console</li></ul> |
| <b>Expand breadth of reach</b> | <ul style="list-style-type: none"><li>• More representation and inclusive results</li><li>• Leverage partners</li></ul>                      | <ul style="list-style-type: none"><li>• Integrated approach for web, telephone and manual interviewing</li><li>• Lightweight deployment environment</li></ul>               |

# > Questions?

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Speaker information:

**Jane Hendricks**

**Product Marketing Manager**

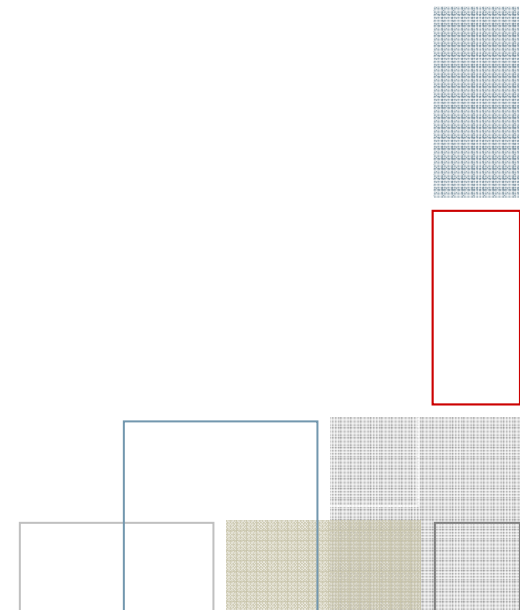
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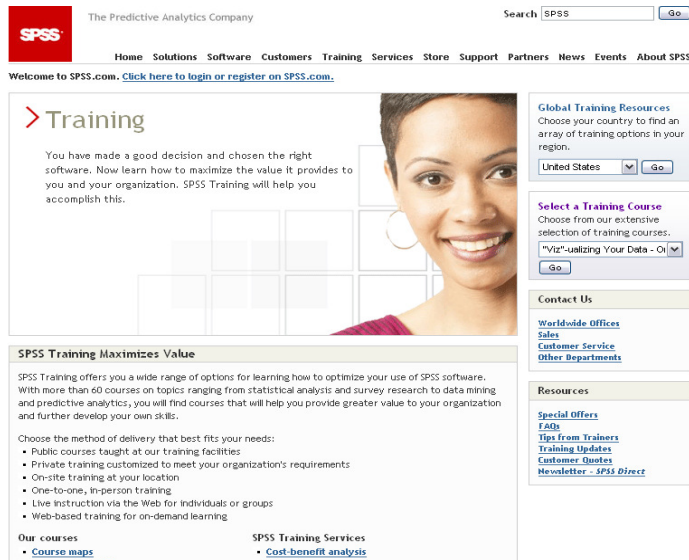
e-mail: [jhendricks@spss.com](mailto:jhendricks@spss.com)

website: [www.spss.com](http://www.spss.com)



# > Additional Resources

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The screenshot shows the SPSS Training page. At the top, there is a search bar and a navigation menu with links: Home, Solutions, Software, Customers, Training, Services, Store, Support, Partners, News, Events, and About SPSS. Below the navigation menu, a welcome message says "Welcome to SPSS.com. Click here to login or register on SPSS.com." The main content area is titled "Training" and features a woman's face. It includes a section "Global Training Resources" with a dropdown menu set to "United States" and a "Go" button. Below this is a "Select a Training Course" section with a dropdown menu set to "Visualizing Your Data - OI" and a "Go" button. To the right, there is a "Contact Us" section with links for "Worldwide Offices", "Sales", "Customer Service", and "Other Departments". At the bottom, there is a "Resources" section with links for "Special Offers", "FAQs", "Tips from Trainers", "Training Updates", "Customer Stories", and "Newsletter - SPSS Direct".

- Home page
  - [www.spss.com/training](http://www.spss.com/training)
- Schedule
  - <http://www.spss.com/training/schedule.htm>
- Course Descriptions
  - <http://www.spss.com/training/descriptions.cfm>

To learn more about PASW Data Collection, please visit:  
<http://www.spss.com/software/data-collection>

## > Contacts

SPSS

- **Sales questions and pricing**

1.800.543.2185

[sales@spss.com](mailto:sales@spss.com)

- **Speaker Information**

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