

> From Concept to Insight: Create Powerful Surveys Quickly and Easily



Tools to support you every step along the way

What is the secret to creating a really good survey—one that a high percentage of respondents will complete and which provides insight into their true views and opinions? Is it the carefully crafted questions? Or a logical structure that respondents find easy to follow? Or is it an engaging presentation?

The answer is: all of the above. A really good survey depends on knowing what you want to ask, presenting the questions in the right format and language, and then guiding respondents (and interviewers) smoothly through to completion.

Your one-stop survey shop

PASW Data Collection Author*, one of the authoring tools in the PASW Data Collection* suite, enables marketers and survey professionals to create visually appealing surveys through an interface modeled on Microsoft® PowerPoint®. But they can also incorporate sophisticated routings and logic that will encourage respondents to complete the survey.

The key features of PASW Data Collection Author include:

- Drag-and-drop survey construction with an easy-to-use, intuitive interface
- Intelligent Wizards that guide you through the survey creation process
- Centralization, so that a single survey created with PASW Data Collection Author can be deployed in any language or any mode or channel (Web, telephone, or through a mobile device such as a laptop or tablet)

- Advanced previewing and testing capabilities, including the ability to generate test data
- Faster delivery of results, since surveys created with PASW Data Collection Author are coded to your analytical specifications, minimizing the need for data cleansing

You can also select PASW® Data Collection Author Professional*, a complete scripting environment for surveys requiring more complex logic and/or routings, or for developing automated market research processes. Both products can leverage PASW® Collaboration and Deployment Services*, a platform which allows you to store and manage survey questions, formatting, scripting, and instructions in a secure, searchable repository. This promotes a collaborative survey-creation environment and the re-use of existing content, and makes it easier to maintain consistent standards in your surveys.

For more information about the PASW Data Collection and PASW Collaboration and Deployment families of products, please visit www.spss.com/software.

* PASW Data Collection, PASW Data Collection Author, and PASW Collaboration and Deployment Services, formerly called Dimensions™, Dimensions Desktop Author™, and SPSS Predictive Enterprise Services™ are part of SPSS Inc.'s Predictive Analytics Software portfolio.



Designed with survey creators in mind

The features and functionality of PASW Data Collection Author are a distillation of SPSS Inc.'s years of experience in meeting the needs of survey and market researchers. As a result, the software is “survey aware,” with best-practice methodology built in to inform every step of the process.

SPSS Inc. has served the survey and market industry for more than 40 years. We have a deep understanding of what is needed to develop and launch a survey efficiently and successfully, and PASW Data Collection Author has been developed in the light of that understanding to help survey creators at every step along the way.

It streamlines the process of creating surveys, ensures that they get into the field faster and that responses are collected and collated more efficiently. As a result, crucial information is available more quickly, allowing decisions to be made more rapidly.

You can find out more about PASW Data Collection Author and how it can make creating surveys easier and more efficient by visiting www.spss.com/data-collection.



Creating Your Survey

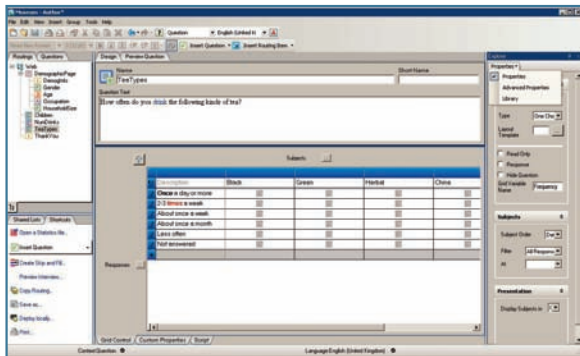
PASW Data Collection Author offers four different ways to create attractive, penetrating surveys, giving novices and experts alike complete control over the creative process. With PASW Data Collection Author, you can

- Use the built-in tools to create a survey from scratch
- Draw on a local library of built-in and previously created questions
- Call on intelligent Wizards to guide you
- Import variables from your PASW Statistics Base** data files

Make the most of the basics

Traditionally, survey authors have used one software program—commonly, a word processor—to compose their questions, and then copied and pasted them into a survey creation package. PASW Data Collection Author lets you skip this time-consuming and error-prone process and enter your questions directly and, at the same time, create a structure for your survey, in much the same way as you'd build a slide deck.

You can incorporate many types of questions, including single-response; multiple-response; true/false; categorical, numeric and multi-dimensional matrixes; and date, text and numeric questions. An extended range of question-types is available through the product's build-in Wizards (see below).



PASW Data Collection Author's intuitive interface makes it easy to create and organize your survey questions. The left pane of the interface shows the lists of questions for each deployment channel of your survey (Web, laptops, or telephone). The center pane displays the selected question, and the right pane shows its properties.

Advanced properties provide additional functionality—for example, you can vary how questions will appear in different contexts (i.e., on the Internet, on the phone, in a report), and set different routing logic for each channel. You can also set and enforce limits and validation rules so that interviewers can capture responses quickly and efficiently, and that errors are corrected during data collection, not afterwards.

Highly sophisticated routings can be created using *if*, *go-to*, *skip* and *fill* commands, or through list filtering, randomization, and rotation. Also, responses can be used to guide what questions are asked and what lists of answers are presented, as well as what survey sections appear, and in what order.

A number of pre-defined templates are included, which can easily be customized—for example, with your logo or corporate style sheet. Once you select your questions, you can easily re-arrange them, group them on a page, group them into a section or, if required, repeat them on multiple pages. You can create your own controls using standard Web-based scripting techniques, or add interactivity through programs such as Flash®.

Look in the library

PASW Data Collection Author comes with a local library that includes a number of pre-authored survey examples, pre-built schemas for complex questions and routings, and visually rich templates. But flexibility is crucial, so you can use library items as supplied or modify any aspect—questions, routing, or layout—to suit a particular requirement.

PASW Data Collection Author's library gives you a fast, efficient way of working, and the advantages it delivers can be extended across your organization through SPSS Inc.'s PASW Collaboration and Deployment Services platform.

Through collaboration, you won't waste time re-drafting questions or re-inventing whole surveys. You will also promote greater consistency, which is particularly important for serial surveys, where it is crucial to ask the same set of questions in the same way each time. As a result, you can launch serial surveys more efficiently to collect valid data and see how your respondents' attitudes and behavior change over time.

Let the Wizards do the work

PASW Data Collection Author's intelligent Wizards make building engaging surveys even more straightforward. The Wizards take creators through the entire process—from compiling the questions through the routing to instructions that will make analysis faster and easier.

PASW Data Collection Author comes with a number of pre-built Wizards for creating standard surveys (e.g., brand awareness, customer satisfaction), and for building question types such as constant sum questions, calendar-based questions, or ranking questions. In addition, custom Wizards can be constructed with PASW Data Collection Author Professional.

In either case, Wizards can be used to create an entire survey or a part of the survey, which can be modified to fit your unique needs. Surveys can then be saved to the local library, or made available across the organization by leveraging PASW Collaboration and Deployment Services.

Recycling is easy

Another way to easily and quickly create a survey is to import the results of an earlier survey into PASW Data Collection Author, where the variable names can be used to frame a new batch of survey questions. Users can start with a PASW Statistics** file that contains the variables, and PASW Data Collection Author will create a survey that mirrors them, including the variable types and labels and the responses that belong to specific variables. This allows analysts to quickly collect additional data without recreating the survey.

** PASW Statistics Base and PASW Statistics, formerly called SPSS Statistics Base and SPSS Statistics, are part of SPSS Inc.'s Predictive Analytics Software Portfolio.

One survey, many channels, any language

One of the most powerful features of PASW Data Collection Author is that you create your survey once, store it once, and distribute it via the telephone, the Internet, a kiosk, mail, or face-to-face in multiple languages. Never again will you have to create, manage, and track different surveys for each deployment channel, language, or both.

When you start a survey, you specify the languages and channels that you want. You can create custom logic for each channel, if you wish. But you create only one survey, so that if you need to add, delete, or modify a question—even while your survey is in the field—you only need to do it once. By minimizing the opportunity for inconsistencies while ensuring that the data you collect remains valid, PASW Data Collection Author improves survey quality.

PASW Data Collection Author also reduces the time needed to create and launch a multi-channel, multi-lingual survey. In fact, PASW Data Collection Author's integration with other PASW Data Collection components means that you can go from authoring on a desktop PC to a live Internet or phone survey with a click of a button.

Research in multiple languages

Using its bundled translation utility, PASW Data Collection Author enables you to conduct multi-lingual research easily. You can manage translations of questions and instructions in almost any language, including Cyrillic, Hebraic, and Asian languages. With PASW Data Collection Author, there's no longer any need to create separate versions of your survey for each language—an enormous saving in time, effort, and expense.

Primed for analysis

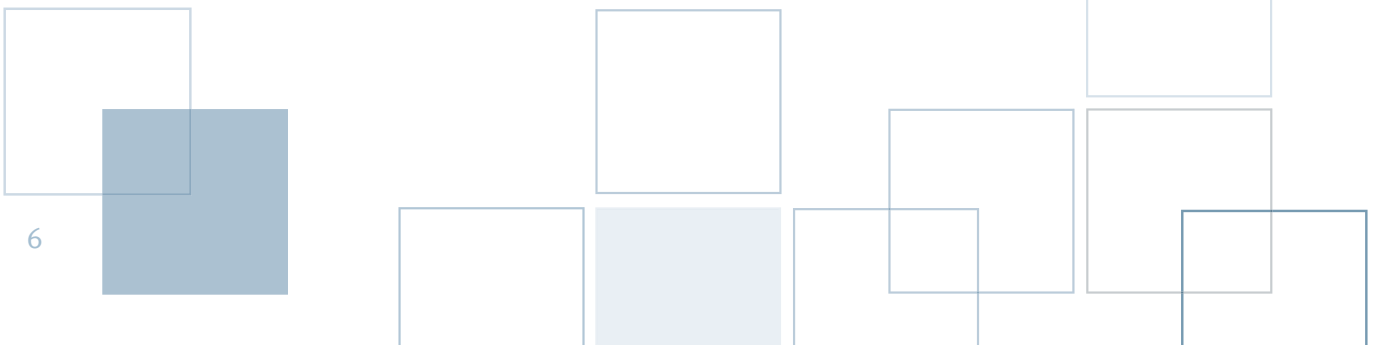
Coding survey responses can be a monotonous, time-consuming process that can also introduce unwanted errors. Not with PASW Data Collection Author, which lets you set automatic numerical responses to categorical questions so that, for example, answers to a gender question will be coded as “1” for male and “2” for female. As well, refusals or “don't know” responses can also be coded with a numerical value.

The ability to set up these responses at the survey creation stage means that “data entry” is, in effect, being carried out as the survey is being completed. This dramatically reduces data management and cleansing operations, and makes it simple to transfer response data to an analysis package such as PASW® Reports for Surveys*** or PASW® Statistics. As a result, you get answers—and insight—more quickly.

Preview and perfect

Two other key aspects of PASW Data Collection Author are the ability to preview a survey and to check that it works as intended.

The preview screen makes it easy to check the look and feel of a survey—whatever the channel—before it is released, and you can test the entire survey, a group of questions or just a specific question. If you've used the bundled translation facility, you can preview it in the language of your choice and see exactly how your survey will appear to your respondents.



In addition, the look and feel of a survey can be checked with an external browser to ensure that all elements are displayed correctly.

You can also check your survey automatically to ensure that it works properly. Just fill in the number of respondents you wish to use for the trial, and PASW Data Collection Author will generate random answers that will test the routing, survey logic, and the limits you've set on responses (for example, age range). This way, you'll get it into the field faster and with fewer errors—and collect cleaner data, which will make the analysis easier and lead to faster, more valid decisions.

*** PASW Reports for Surveys, formerly called Dimensions Reporter and Dimensions Desktop Reporter™, is part of SPSS Inc.'s Predictive Analytics Software portfolio.



The PASW Data Collection family: a key component of the PASW Software portfolio

Drive data to the heart of your decision making with Predictive Analytics Software by SPSS Inc. With it, you can capture all the information you need about people's attitudes and opinions, predict the outcomes of interactions, and act on these insights by embedding analytic results into your business processes.

You'll find that the PASW Data Collection Family, a key part of the portfolio, is a complete technology platform for the entire survey research process—from creating surveys through data collection to reporting.

It is ideal for understanding the needs and preferences of customers, employees, suppliers, partners, students, or citizens, and for improving your organization's strategic planning and responsiveness to change.

Based on the powerful PASW Data Model, this family of products enables you to control and enhance every aspect of the research process to improve your productivity and effectiveness. You can choose the PASW Data Collection application that meets your immediate needs, and add complementary capabilities as you need them.

To gain deeper insight from your data, you can analyze data collected with the PASW Data Collection Family using PASW Statistics, or the PASW Modeler[†] data mining solution, or add and analyze unstructured textual information with PASW Text Analytics for Surveys[†].

To see the components of the PASW Data Collection Family and explore their extensive capabilities, please visit www.spss.com/data-collection.



About SPSS Inc.

SPSS Inc. (NASDAQ: SPSS) is a leading global provider of predictive analytics software and solutions. The company's predictive analytics technology improves business processes by giving organizations consistent control over decisions made every day. By incorporating predictive analytics into their daily operations, organizations become Predictive Enterprises—able to direct and automate decisions to meet business goals and achieve measurable competitive advantage.

More than 250,000 public sector, academic, and commercial customers rely on SPSS technology to help increase revenue, reduce costs, and detect and prevent fraud. Founded in 1968, SPSS is headquartered in Chicago, Illinois. For additional information, please visit www.spss.com.

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[†] PASW Modeler and PASW Text Analytics for Surveys, formerly called Clementine®, and SPSS Text Analysis for Surveys™, are part of SPSS Inc.'s Predictive Analytics Software portfolio.

