

Skills training – hands-on:

# UNIPARK

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ONLINE SURVEYS AND EXPERIMENTS

– THE UNIPARK SOFTWARE –

# Agenda

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- I. General
- II. Survey's procedure
- III. Libraries
- IV. Recommendations
- V. Positive and negative aspects
- VI. How to get a license
- VII. Your questions

# General

Unipark = Online Survey Software

QuestBack GmbH (Private Limited Company)

→ EFS Survey (Enterprise Feedback Suite)

→ Unipark (academic version of EFS survey)

QuestBack

- Market research, customer satisfaction, employee evaluations,...
- Founded in 2000, HQ in Oslo, 322 employees
- Users: Nespresso, Continental, Daimler, Lufthansa, Telekom, etc.

Unipark

- 400 universities
- 28 countries

Similar Programs: Google Consumer Surveys, Google Forms, SurveyMonkey, LimeSurvey, Zoho Survey



<https://media.glassdoor.com/l/ec/d1/5b/01/frank-mollerop-ceo.jpg>

# Procedure

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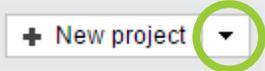
1. Create project
2. Edit survey
3. Activate survey
4. Test survey (optional)
5. Invite participants
6. Export collected data

## Golden rules of learning this program:

- Trial & Error
- Click „save“ every little time
- Check the „preview mode“ 

# 1. Create project

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1. Login <http://www.unipark.de/www/front.php?controller=login&module=survey>
2. „Projects“
3. Create „+ Folder“ (e.g. one folder for every researcher or type of class)
4. Create „+ New project“ (  or import existing survey from survey library/ computer)
5. Choose title
6. Choose layout (responsive layout recommended)
7. Choose folder
8. Choose language of survey messages
9. Choose access privileges
10. Entitle author with e-mail adress for (error) notifications
11. -> „Create“



# Implementation

Final page (Close-window-button instead of continue-button)  
(indented under filter -> only emerges when filter condition is accomplished)

Delete  
Copy  
Preview mode  
Trigger  
DAC-Question  
Variable

Menu

Page

Question  
(all items indented under one page are shown on one screen)

Filter

The screenshot shows the Questback Questionnaire Editor interface. The top navigation bar includes 'questback EFS Winter 2016', 'Projects', 'People', 'Orbit', and 'Portals'. The breadcrumb trail is 'PROJECTS > SURVEY MENU > QUESTIONNAIRE EDITOR'. The main header shows '795085 Belgrade\_Demonstration' with a 'Preview' button circled in green. Below the header is a toolbar with '+ Page', '+ Filter', '+ Dynamics', and 'Scoring' buttons. A table lists questionnaire items with columns for 'TITLE', 'ID', 'INFO', and 'ACTIONS'. The table contains several rows, including a filter row: 'Filter Einwilligung (v\_1 = '2' or v\_2 = '2' or v\_390 = '2' or v\_391 = '2')'. A green box highlights the filter row and the 'vorzeitiges Ende Completed (31)' row below it. A green menu is open on the left side, listing various editing tools like 'Paper questionnaires', 'Container depot', 'Filter list', 'Search and replace', 'Media library', 'Quotas', 'Codebook', 'Scale library', 'Language editor', 'Title editor', 'Wildcards', 'Print version', and 'Lists'. Green arrows point from the labels 'Menu', 'Page', 'Question', 'Filter', 'Delete', 'Copy', 'Preview mode', 'Trigger', 'DAC-Question', and 'Variable' to their respective elements in the interface.

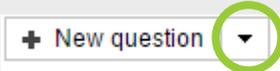
TITLE	ID	INFO	ACTIONS
Start	5321744		
999 Uni_Logo	9640208		
998 Code-Text	9640209		
998 Text und Bild	9640210		
Einverständniserklärung	5321745	!	
998 Einverständniserklärung	9640211		
112 Einwilligung	9640212	! V	
112 Volljährigkeit	9640213	! V	
998 Einverständniserklärung	9640214		
112 Einwilligung	9640215	! V	
112 Volljährigkeit	9640216	! V	
Filter Einwilligung (v_1 = '2' or v_2 = '2' or v_390 = '2' or v_391 = '2')	5321746		
vorzeitiges Ende Completed (31)	5321747		
998 Vorläufiges Ende	9640217		
Demos	5321748	!	

# 2. Edit survey

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„Survey Menu“ → „Questionnaire editor“

Start-page and end-page are already created

1. Create and entitle „+ Page“
2. Choose page and create „+ New question“ (  or import existing one)
3. Entitle question and choose question type -> „Save and edit“
  - Descriptive text
  - Single response
  - Multiple response
  - Fields for text input
  - Matrix
  - Ranking – Rating
  - Image selection
  - Flash question type



# Implementation

# 2. Edit survey

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4. Choose question
5. Create „Question text“ (larger size) and/or „Fill-in instruction“ (smaller size)
6. Set filter „Hide question, if...“ if some participants shouldn't see this questions due to their former answers
7. DAC = Do-Answer-Check: Choose if answering the question is voluntary („no“) , mandatory („yes“) or there should appear only one warning that can be ignored („yes, can be ignored“)
8. Fill in the selectable answers
  - Variable name                      what the item is called in the exported data, e.g. v\_70
  - No. = number                      position of the answer
  - Code                                  what the answer is called in the exported data
  - Answer option                      how the answer is framed
  - Type                                  you can add a text field to the question
  - Missing value                      sets a missing value (-77 by default) as answer because text field is created as separate variable
  - Randomization                      randomizes the selected items

# 2. Edit survey

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## Question type: Matrix

9. Tick all items as „DAC“ if it's a mandatory question -> „save“
10. Create response „Scale“ for all items in this matrix -> „save“



# Implementation

# 2. Edit survey

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Filters are always related to answers of former questions

## **Show-if-filter**

1. -> *Questionnaire editor* -> „+ Filter“
2. Name filter (optional)
3. Position filter per drag-and-drop
4. Click on filter to set filter conditions
5. Endent particular pages/questions under filter

## **Hide-if-filter**

1. -> *Questionnaire editor* -> *choose specific question*
2. Click „Hide question if,...“ -> „Define“
3. Set conditions

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# Implementation

# 2. Edit survey

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## Dynamics

- Random selection      each participant is randomly distributed to only one page/question
- Random order      the order of pages/questions is randomly displayed
- Loop      repetition of questions due to former answers  
(e.g. number of pets: answer is 5 -> question of pet's name appears 5 times)
- External survey start      participant from specified URL can be directed specific page of survey

## 2. Edit survey

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**Trigger** = distribution of participants to specified groups (conditions)

-> Questionnaire editor -> Start page -> Triggers (side menu)

1. Create new + Trigger
2. Choose Trigger type (mostly random trigger)
3. Executive position -> direct
4. Also execute trigger in preview mode -> yes
5. save

## 2. Edit survey

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**Trigger** = distribution of participants to specified groups (conditions)

6. -> Detail configuration
7. Choose variable (e.g. c\_0001) or create new one
8. Set minimum and maximum random number (e.g. minimum 1 and maximum 4  
-> 1, 2, 3, 4 -> 4 conditions)
9. Uniform distribution -> yes
10. Variable type -> integer
11. save
12. Create filter and set the triggers distribution as condition (one filter for c\_0001=1, one filter for 2, ...)



# Implementation

# 3. Activate survey

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## **1. Activate survey**

-> *Project information (Cover page)*

1. Click „active“ to activate or „no further participations“ to deactivate the survey
2. Set the date and time for the beginning and end of the survey

## **2. Reset survey**

-> *Test and validation -> Reset survey -> tick “reset survey completely and delete all survey data collected so far” -> Reset survey*



# Implementation

# 4. Test survey (optional)

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## **Plausibility check**

-> *choose question -> Plausibility checks (side menu) -> create + plausibility check*

e.g. Range Check, E-Mail adress check, Only numbers check, Standard check (custom)

## **Consistency check/ Project check**

-> *Test and validation -> Consistency check/ Project check*

Overview of pages, questions, answers, filters and their status (green/ yellow/ red light)

## **Project test**

-> *Test and validation -> Project test*

Creates stated number of runs and gives feedback -> test trials must be manually deleted before activation

# 5. Invite participants

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## Options

- Copy and paste the URL in mails, messages, social media, print letters, etc.
  - > you can change the URL (important: personalized URLs shouldn't already exist and automatically end with a slash ,/')
- Use QR code
- Create social network notification
- Generate pop-up

**Anonymous survey:** everybody with the URL can participate

**Personalized survey:** participants need separate invitation

# 6. Export collected data

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Online access to collected data is possible (-> Survey menu -> Reporting or Statistics)

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- > Survey Menu -> Export -> Result data (first option, already ticked) -> continue
  - Choose file format -> „SPSS (labeled data file in SPSS binary format)” for regular SPSS analysis
  - Choose file compression
  - Set labels for missing value
  - Which participants should be included in data
    - Criteria can be: Time period of participation, Disposition code (e.g. completed, completed after break, currently responding,...)
- > Export -> Wait for e-mail with downloading URL or check „export tasks“ (side menu)



# Implementation

# Libraries

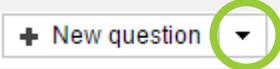
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## Media library

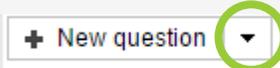
1. Pictures and videos must be uploaded to the media library (-> Questionnaire editor -> Media library)
2. Open question and click „media library“ (book symbol)
3. Choose element and click „use file“ (syringe symbol)

## Scale library

Upload: -> Questionnaire editor -> Choose question -> Add to question library

Download: -> Questionnaire editor -> Choose page ->  -> Question library

## Download from former projects

- You can reuse pages/questions from your earlier projects -> Questionnaire editor ->  -> import page/ import question
- You can export and import **answer scales**



# Implementation

# Recommendations

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- Video **tutorials** available on Youtube
- There are different URLs for Login (...ww2.unipark.../ ...ww3.unipark...) that don't work out  
-> you need the one mentioned on page 5
- Create (a) **default project(s)** with personalized design, welcome page, demographics, end page that you can copy, rename and adjust
- Check the **preview mode** for each question/ page
- Download or print the **Codebook** for analysis (-> *Survey menu -> Documentation -> Codebook*)
- Former answers can be presented to the participant e.g. #v\_70#
- Participation can be monitored (-> *Survey menu -> Statistics*)

# Positive and Negative Aspects

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## POSITIVE

- Almost everything can be personalized!
- Upload and download of questions and scales
- Support per tutorials and community
- Management of access rights e.g. for whole department

## NEGATIVE

- Maybe too enormous and complex  
(but: you don't have to know all features)
- Practice is necessary
- Undo button doesn't always work -> work carefully

# Licences

- Free testing for 2 weeks (NO EXPORT of labeled SPSS data files/ xls/ csv/ ...)
- Buy a single license/ Department license/ Institute license/ Campus license

Licenses	Student	Department	Institute	Campus
<b>Duration</b>	3 Months	6 Months	6 Months	Lizence for University – Get in touch with us
<b>Price</b>	29,95 € incl. VAT.	129,- € excl. VAT.	359,- € excl. VAT.	
		12 Months	12 Months	
		250,- € excl. VAT.	700,- € excl. VAT.	
				
<b>License type</b>	Subscription*	Subscription*	Subscription*	Subscription*
<b>Cancelation period</b>	immediately	immediately	immediately	immediately
<b>Number of projects</b>	1	25	100	prior agreement
<b>Interviews per project</b>	2.000	10.000	10.000	10.000
<b>User accounts</b>	1	unlimited	unlimited	unlimited
<b>Limitation of questions</b>	none	none	none	none

# References

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<https://en.wikipedia.org/wiki/QuestBack> (retrieved 09.03.2017)

<http://www.unipark.com/en/> (retrieved 09.03.2017)

<http://www.ijk.hmtm-hannover.de/de/studium/faqs/unipark/> (retrieved 09.03.2017)

[https://www.h-brs.de/files/fb01-wipsy-handbuch\\_unipark.pdf](https://www.h-brs.de/files/fb01-wipsy-handbuch_unipark.pdf) (retrieved 09.03.2017)

# Your Questions

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