Simplify survey research with IBM SPSS Data Collection Data Entry

Advanced, survey-aware software for creating surveys and capturing responses

Highlights

- Create compelling, visually appealing surveys that participants will want to complete.

- Capture responses from paper surveys or in electronic format.

- Innovative technology ensures a progressive approach to survey creation and data entry, ensuring that quality data is captured quickly, accurately and efficiently.

Keying in responses to a survey is not the most interesting part of a research project. In fact, it's one of the most time-consuming and costly research tasks. But it is also one of the most important because errors can seriously skew the results. The time and expense of data entry operations can be reduced – and accuracy improved – by using IBM SPSS Data Collection Data Entry. It is explicitly designed to reduce the time and tedium of keying in survey responses, while built-in double-entry verification minimizes the risk of introducing errors.

It's innovative technology accelerates and simplifies survey research projects. Researchers can create surveys more rapidly and collect results more quickly, so that there is minimal delay between conceiving a research project and presenting its conclusions to the wide, waiting world.

Part of the IBM SPSS Data Collection family of survey research solutions, IBM SPSS Data Collection Data Entry comprises two powerful products: IBM® SPSS® Data Collection Data Entry Author and IBM® SPSS® Data Collection Data Entry Interviewer.

With Data Entry Author, researchers can create compelling, visually appealing surveys that participants will want to complete, and include survey-aware logic that makes data capture operations quicker, easier and more accurate. Data Entry Interviewer complements Data Entry Author and provides advanced functionality for carrying out keyboard data capture or, alternatively, face-to-face interviews.

Each integrates seamlessly with the other, as well as with other IBM SPSS products, so researchers can move effortlessly from survey authoring to data collection to analysis and reporting.

Business Benefits:

- Novices and experts alike can produce visually appealing surveys.

- Survey-aware logic makes data capture operations quicker, easier and more accurate.

- Move effortlessly from survey authoring to data collection to analysis and reporting.

- Build in rules to ensure that responses are within scope and make analysis and reporting easier and quicker.

- Test that the expected data will support a hypothesis.

- Conduct face-to-face interviews and data entry with the same flexible package.

IBM SPSS Data Collection Data Entry Author

Every survey begins with a questionnaire, and with IBM SPSS Data Collection Data Entry Author, researchers can create compelling, visually appealing surveys that participants will want to complete. Arguably, creating the questionnaire is the most crucial stage of survey research because a poorly constructed one may not produce meaningful results. Data Entry Author helps novices and experts alike to produce pertinent questionnaires because it is "survey aware," with an intuitive, easy-to-use interface and intelligent wizards that deliver guidance and assistance. As well, a shortcut menu bar specifically designed for data entry provides quick and easy access to all frequent tasks.
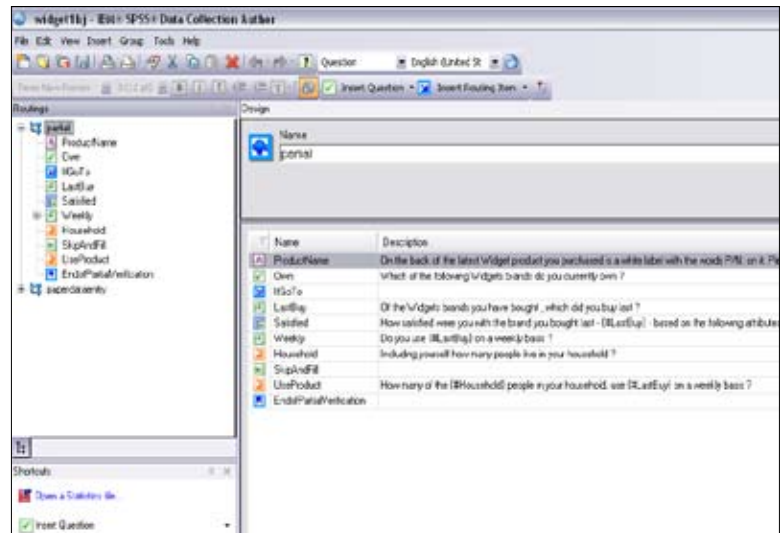

Figure 1: IBM SPSS Data Collection Data Entry Author provides a user-friendly, intuitive interface that makes it easy to create a survey. The software is "survey aware," while the shortcut menu bar provides quick and easy access to all data entry tasks.

Most importantly, it makes it easy to collect clean, valid data because researchers can build in rules to ensure that all responses are within scope. This means that (unlike many other data collection solutions, which put these tedious, time-consuming procedures at the end of the exercise) quality control and data cleansing are built in to front end of the survey process.

Also, the ability to set parameters (for example, age ranges or totals) while creating a survey means that analysis and reporting are easier and quicker. Another feature designed to aid data capture is the ability to verify the layout and assess the validity of the answers by previewing and testing a survey before it is launched. The powerful auto-answer tool generates dummy responses that can be exported for analysis. This provides a simple test that the expected data will support a hypothesis or that the logic is correct.

IBM SPSS Data Collection Data Entry Author

- Easily create professional surveys using a familiar, intuitive interface and shortcut menu bars.

- Intelligent Wizards guide you through the survey process.

- Use single and multiple response questions, and matrices and grids.

- Sophisticated validation, including go-to, list-filtering and skip-and-fill (automatically answer or skip questions depending on previous answers) keeps data clean and accurate.

- Customize sample questionnaires and templates, or create your own.

- Leverage existing IBM SPSS Statistics files to jump-start data collection efforts.

- Create lists that can be shared across multiple questions.

- Create customized libraries of questions or whole questionnaires that can be shared across organizations to ensure consistency and to reduce duplication of work.

- Preview and test surveys before they are launched.

- Set up analysis specifications during survey creation.

- Export questionnaires and survey logic to IBM SPSS Data Collection Data Entry Interviewer, or create paper surveys.

Data Entry Author is an immensely powerful tool for creating survey questionnaires. With it, researchers can create all types of question – single response, multiple response, or highly structured, complex questions built on matrices or grids, and answers can be in text, numeric or date formats. There are also sophisticated features, such as go-to jumps, list filtering, skip-and-fill, and "If, Then, Else" routings, which not only significantly reduce the time needed to complete a survey but also minimize the risk that respondents will enter incorrect or invalid answers. The skip-and-fill function can be used to specify a response to a single question or a set of questions.
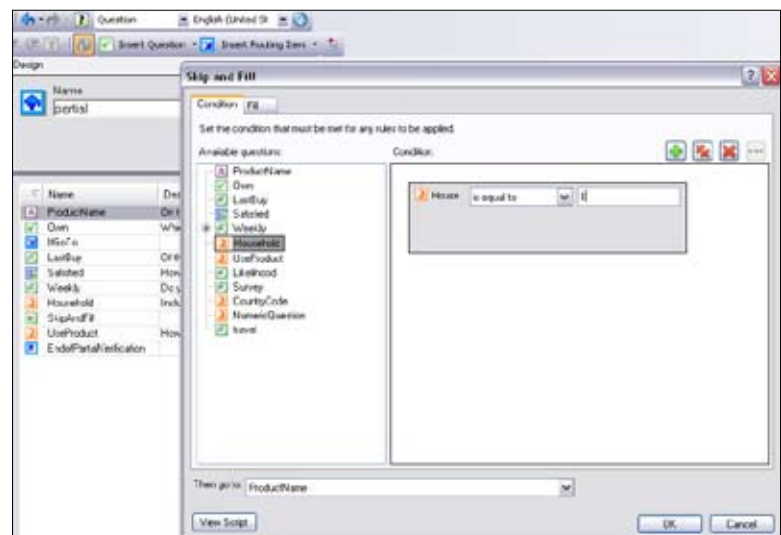

Figure 2: IBM SPSS Data Collection Data Entry Author includes powerful features such as the "skip and fill" routing shown here. The ability to set logical conditions means surveys can be completed more quickly, and ensures clean data by minimizing the risk that respondents will enter incorrect or invalid answers.

Researchers can create their own surveys from scratch or customize one of the many included sample questionnaires or templates. Lists can be created and shared across many different questions, and customized libraries of questions or whole questionnaires can be created and shared across organizations to ensure consistency and to reduce duplication of work. Alternatively, they can jump-start data capture by re-using an IBM® SPSS® Statistics file from an earlier survey.

Highlights: IBM SPSS Data Collection Data Entry Interviewer

- Enter data quickly and accurately with a configurable, keyboard-driven data entry interface.

- Gain visibility into data entry through validation verification, including double keying.

- Surveys can be batched to enable many operators to key data for a single project, or for faster data entry for large projects.

- Data capture specialists can work on several projects simultaneously.

- Present surveys to respondents in the field using multi-media and customized look-and-feel to capture data electronically – even where internet access is not available.

- Stop and re-start data capture, and keep track of the status of different projects.

- Save data ready for analysis as an IBM SPSS Data Collection data file or an IBM SPSS Statistics data file.

All together, these sophisticated features mean that, with Data Entry Author setting the interview logic, there is little need to spend valuable time cleaning the data once it's been entered. Also, Data Entry Author can be configured for FIPS 140-2 compliance if desired. This U.S. government security standard for cryptographic modules offers visibility into data capture, including double-keyed capture, through validation and verification.

IBM SPSS Data Collection Data Entry Interviewer

There are a number of ways to field surveys created with IBM SPSS Data Collection Data Entry Author. Paper questionnaires can be printed directly from the program, or a layout can be exported to IBM® SPSS® Data Collection Paper, which provides survey-specific formatting tools within the familiar Microsoft® Word user interface.

For capturing responses from paper surveys, IBM SPSS Data Collection Data Entry Interviewer provides sophisticated functionality that allows operators to enter data quickly and accurately using a configurable, keyboard-driven data entry interface that minimizes the number of mouse clicks. Designed for speed and simplicity, it lets users easily and efficiently transform marks on paper into electronic data so that they can quickly get on with the analysis. The interface focuses on speed with features such as advancing automatically after a single response question, while the ability to choose the key separators make it easier to handle multiple response questions and allows users to move more easily from other data collection tools.
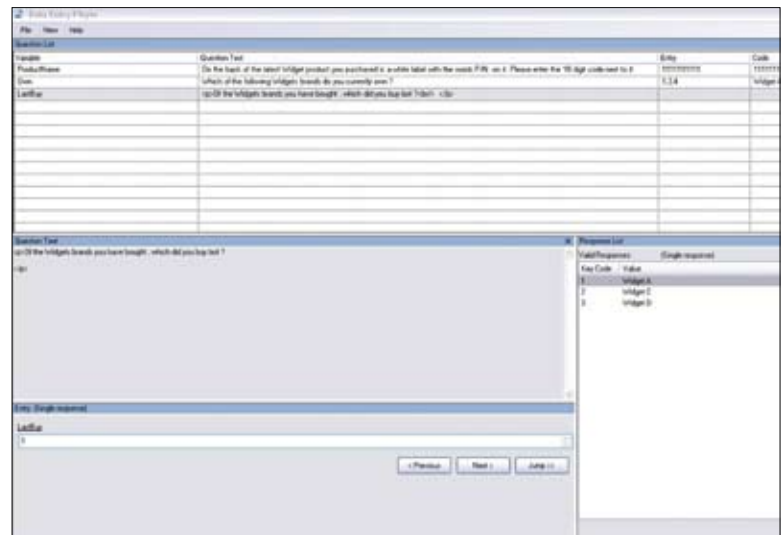

Figure 3: Capturing responses from paper surveys is quick, easy and precise with IBM SPSS Data Collection Data Entry. The configurable, keyboard-driven interface delivers high-speed, accurate data entry.

Acting on the logic built in to the survey, the software delivers visual and audio cues to alert interviewers when there is an issue with data quality. And with enhanced interface controls to hide, re-arrange and re-order panes, interviewers stay focused and work more efficiently.

For example, an alert is triggered if an invalid or out-of-range value is entered, while the skip-and-fill feature reduces the number of keystrokes by jumping to particular questions, conditional on previous answers (for example, a female respondent would not be asked questions about men's toiletries). These optimized interfaces make it faster and easier for interviewers to key in responses, while real-time validation logic keeps the data clean and accurate, resulting in minimal data clean-up operations.

IBM SPSS Data Entry Interviewer supports single-user data capture as well as more sophisticated operations involving many data entry specialists. Projects can be batched and spread across the team to reduce time taken for data entry. Users enter their responses, and then all outputs can be merged into a single file. In addition, the ability to track the status of different projects means that they can be paused and re-started at any time without compromising the data. Other features include automatically jumping to the next question when a response is entered, and single, user-defined keystrokes that perform particular actions (such as returning to the previous question or for entering multiple response questions).

For capturing responses directly in electronic format in the field (whether using self-completion or interviewer-administered surveys), questionnaires can be also presented in a browser format. These can use different templates to achieve the desired look and feel, and show multi-media and graphics if necessary. Specifically designed for face-to-face interviewing with mobile devices such as laptop computers or tablet PCs, Data Entry Interviewer makes it easy for researchers to capture responses electronically – even when internet access is not available.

An important feature for research that spans several cultures and languages is the ability to switch languages during data entry.

Advanced research and analysis with IBM SPSS Data Collection

IBM SPSS Data Collection Data Entry Author can also be upgraded to provide source materials for online surveys with IBM® SPSS® Data Collection Web Interviews, or for computer-assisted telephone interviews using IBM® SPSS® Data Collection Phone Interviews. And when face-to-face interviewing with laptops or tablets, Data Collection Remote Administration can centrally manage the data collected from any number of such devices – with or without an Internet connection.

Some data capture agencies discourage researchers from using free text responses, citing problems with cost, accuracy and interpretation. Yet text responses can expose preferences and opinions that even the most carefully crafted questionnaire may not reveal.

With IBM® SPSS® Text Analytics for Surveys, researchers can fully harvest the rich rewards of free text responses. Specifically designed for the purpose, it uses Natural Language Processing technology to extract meanings from survey text. There is no need to read every reply, or to create categories and then assign responses to them, because these tasks are done automatically.

With Text Analytics for Surveys, researchers can quickly and easily extract categorical values from unstructured data, and use them to enrich conventional analysis. Another product, IBM SPSS Statistics, has a powerful range of functions and statistical tests ideally suited to analyzing survey data.

Survey-aware software for serious researchers

For more than 40 years, we have led the way in meeting the needs of researchers, providing tools to help them to conduct surveys quickly, and to easily produce meaningful results that extend knowledge and understanding. The innovative technology of IBM SPSS Data Collection Data Entry does this by delivering a progressive approach to data entry, ensuring that quality data is captured quickly, accurately and efficiently so that analysis can start sooner – and insights are delivered faster.

About IBM Business Analytics

IBM Business Analytics software delivers complete, consistent and accurate information that decision-makers trust to improve business performance. A comprehensive portfolio of business intelligence, predictive analytics, financial performance and strategy management, and analytic applications provides clear, immediate and actionable insights into current performance and the ability to predict future outcomes. Combined with rich industry solutions, proven practices and professional services, organizations of every size can drive the highest productivity, confidently automate decisions and deliver better results.

As part of this portfolio, IBM SPSS Predictive Analytics software helps organizations predict future events and proactively act upon that insight to drive better business outcomes. Commercial, government and academic customers worldwide rely on IBM SPSS technology as a competitive advantage in attracting, retaining and growing customers, while reducing fraud and mitigating risk. By incorporating IBM SPSS software into their daily operations, organizations become predictive enterprises – able to direct and automate decisions to meet business goals and achieve measurable competitive advantage. For further information or to reach a representative visit www.nexdimension.net

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Business Analytics software