Attention Tool® - Survey Module

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Introduction

A survey can be integrated into your eye tracking study just as any other stimuli. A survey consists of any number of slides that each are represented logically as a stimulus.

Results available for survey slides are basic statistics on the answers, export for respondent-level data and all eye tracking metrics.

One survey slide can contain a number of questions and other elements.

In order to create a survey slide with questions, launch the Survey Designer from Attention Tool.

**Launch the Survey Designer:** Independently from Tools->Launch Survey Designer or when adding stimuli to study.

**Use this option** if you want to predefine a survey from scratch or edit existing surveys. The survey can be stored and retrieved later when necessary. Also define your own quick-access templates.

**Use this option** when you are setting up a study and want to either:

1. Create a survey from scratch
2. Include a previously defined survey
**SURVEY Module**

**Survey Designer**

- **Save** your design for later use

**Info Elements:**
Elements that do not require input from the respondent. Can be an instruction-text or image.

**Input Elements:**
Question-types: Text input, Scale and Multiple Choice.

**Templates:**
Often used types of survey slides. You can save your own templates under ..\Documents\Attention Tool 4\Templates\Survey\.

**Canvas Size:** The canvas size (in pixels) must be set in order to make a survey design optimized for the intended screen resolution being used for the study i.e. should be identical to the resolution of the eye tracking screen.

**Zoom Control:** Use the zoom control to enlarge the slide. This is useful if you design a survey slide on a small screen, but the survey slide canvas size is dimensioned for a bigger screen.

**The grey bar** is only shown during design mode. When the survey slide is shown to the respondent the grey bars are not there. Use the **Preview** button to see how the finished slide will look like.
**SURVEY Module**

**Setup - Scale Input**

1. Create the desired number of labels on the scale.
   - Associate a label-name and value to each of them.

2. Define bins in order to obtain a distribution of responses in the analysis.

3. - The values and labels can be turned off.
   - The scale can be set to discrete increments, where it only accepts input into particular predefined increments.

**A continuous scale with five values and labels**
SURVEY Module

Setup - Multiple Choice Input

Labels & values
Add the number of Labels (columns in the matrix).
For each label assign a Value. The value assigned to each label is used to calculate the summary statistics.
There are few options for the text input.
Set the **Line Length** to control the maximum number of characters per line.
Set the **Font Size** to a size that makes it easy for the respondent to read their own writings.
**SURVEY Module**

**Saving & Templates**

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**Save**

When you save a survey slide somewhere on your computer two items are saved:

1. An **XML** file with the file extension `.xml`. This file contains the information necessary to format the survey slide.
2. A **folder** containing images used on the survey slide (if any)

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**Templates**

You can add your own survey slides to the **template library** so they will appear in the **Survey Designer** under **Templates**:

**Place** the two files (XML and image-folder) in this location:

```
..\Documents\Attention Tool 4\Templates\Survey\``
A survey slide can be placed in a study just as a normal stimulus, however often the survey questions are related to the contents of other stimuli. For example after collecting data on an advertisement for a product the survey slide can be used to obtain information about buying intensity. At the same time you want to have rotation of stimuli position. In order for the survey to always come after the desired stimulus you can “Attach Survey to Stimulus”, in that way the survey will always be shown after the desired stimulus, regardless in what order the other stimuli are presented.

We want to make sure that **survey 1** always appears after **image-stimulus A**, likewise for B & 2.

Right click on each survey slide in order to attach the survey slide to a particular stimulus.

The surveys are now attached to stimuli (Slightly smaller icon-size)
As described earlier a survey slide is stored as a file pair, consisting of an XML file and an image folder. If you want to include surveys in the test plan setup it is very simple. Follow these two rules:

- Reference the survey slide as you would reference an image.
- Put the survey slide’s XML file and image folder in the “Stimuli” folder that should always be present when setting up a test plan.

A sample test plan referencing a survey slide as the last stimulus for each respondent.

The contents of the “Stimuli” folder for the test plan.

Read more about Test Plans by getting the Test Plan documentation, iMotions Extranet or contact support@imotionsglobal.com.
Aggregated and detailed survey data is obtained by making a standard analysis.

Click on the Survey button to see the results of the survey slide. Only active when viewing a survey stimulus.

Get all respondents individual responses to questions by right clicking on the analysis name and chose Export->Survey data per respondent.
Given that money was not an issue, please rate your attitude towards buying the following car.
Example I – Recall

Image Elements

Two Message Texts
With two different font sizes

Multiple Choice Element
Allow more than one choice. Each column labelled with beer brand.

Please select appropriate answers.
You may select more than one answer per question

I saw this brand in the previous slides
I tried this beer brand
The last beer I had was this brand
I recommend this beer to my friends

This sample is included in the survey module as a template. You will find under templates in the survey designer.
**Example I – Rank**

**Image Elements**
With Headlines

**Multiple Choice Element**
With Headline ("Rate"), six questions (A-F) and six columns with labels (1-6). Only one choice per question.

This sample is included in the survey module as a template. You will find under templates in the survey designer.
Example I – SAM Valence

Two Message Texts

Image Element

Slider
Continuous with nine shown values (-4 to 4).
The default position of the slider is 0. The slider is positioned to match the above image-width.

This sample is included in the survey module as a template. You will find under templates in the survey designer.
SURVEY Module

Can we help you?

If you have any questions or doubts do not hesitate to contact us

support@imotionsglobal.com

Happy Testing!

The iMotions Team