

# Effective Surveys for Accurate Data

How can you gather clean, accurate data with ineffective surveys? The design of your surveys has a tremendous impact on the quality of the data you collect. SPSS Data Entry Builder enables you to build effective surveys and data entry forms that deliver clean, usable data.

## Design professional surveys and forms

SPSS Data Entry Builder enables you to create professional surveys and efficient online forms for almost any data type. Using the drag-and-drop survey design interface, you can create new questions from scratch, copy and paste tested sample questions from the Question Library, or reuse questions from existing surveys. SPSS Data Entry Builder doesn't limit the number of questions, so you have the flexibility to ask for as much information as you need. After you design and customize your form, you can insert annotations, features, and graphics, and use the convenient spell-check feature to find and correct errors before you publish your survey.

## Collect accurate data

SPSS Data Entry Builder's data definition features are available as you build your form. For example, use the Rule Wizard to increase accuracy and speed. Implement skip-and-fill rules to guide respondents to relevant questions, based on their previous responses. Check the logic of responses and the accuracy of entered data with validation rules. And, use double-entry verification to alert data entry staff to keystroke errors in previously entered data.

## Integrate with SPSS

SPSS Data Entry Builder offers seamless integration with SPSS® for Windows.® You can import SPSS data files directly into SPSS Data Entry Builder, and drag your variables onto

the form builder. SPSS Data Entry Builder automatically creates a form for you. When you build surveys, SPSS Data Entry Builder automatically sets up an SPSS file, complete with an SPSS data dictionary. The dictionary includes setup information for your form, including value labels, variable types, and missing values. This complete integration with SPSS enables you to move quickly and easily between data collection and analysis.

## Enter data quickly

SPSS Data Entry Builder's intuitive Microsoft® Windows interface and navigation features make it easy for anyone to enter data quickly. For example, the same skip-and-fill rules that guide respondents through surveys enable respondents or data entry staff to move quickly through entry forms. With the table entry format, you can enter data in a familiar, spreadsheet-style layout.

Do you have a large data entry staff, perhaps in remote locations, that collects data, but doesn't design surveys? Add SPSS Data Entry Station™ for even faster and more cost-effective data collection.

Enable open-ended responses of almost any size (up to 4,000 characters).

## Specifications

### Form design: content

- Drag-and-drop form design
- Toolbox with storage area to quickly place questions on form
- Many response options
  - Text box for open responses (up to 255 characters)
  - ☐ Text box for long open responses (up to 4,000 characters)
  - Check box for selecting all that apply (multiple response)
  - List boxes to easily present lists of options
  - Drop-down lists to save space
  - Combo boxes for customized responses (e.g., “Other”)
  - Matrix to organize questions of similar style in a grid
- Customizable rating scales
- Data file and dictionary defined as you build the form
  - Automatically codes responses
  - Defines value labels from response text
  - Defines variable labels from response text
  - ☐ Enables definition of variable types (categorical or continuous)
  - ☐ Long variable names permitted (coordinates with SPSS 12.0)
  - Missing values settings
  - Enables definition of multiple response sets
- Copy and paste options for variable properties
- Automatically creates questions when you drag and drop variables
- Question library of sample questions and responses
- ☐ Spell-check feature to catch errors before you publish

### Form design: layout

- Customizable design
  - Lines and rectangles
  - Pictures, logos, and animation
  - Annotation text for headings, instructions, or comments
- Flexible formatting
  - Formatting toolbar
  - Variable text fonts
  - Alignment feature
  - Visible page breaks and margins in design mode
- Property inspector to control look of each form element, from colors, fonts, and size, to borders and 3-D
- Entry screens promote efficiency
- Produces printed surveys
- Multiple page forms
- Multiple-forms support in one file
- Question order re-sequencing
- Automatic question re-numbering

### Data collection

- Skip-and-fill rules guide entry
- Intelligent navigation features
  - Navigation toolbar
  - Auto-jump feature goes to next field after the maximum number of characters are entered
  - Go to next case, go to case
  - Find and replace
- Surveys are sent to SPSS Data Entry Web Server as they are completed
- ☐ Enable respondents to leave and return to surveys at any point

### Data entry verification

- Powerful data cleaning rules
  - Validation rules
  - Checking rules
- Flexible cleaning methods
  - Interactive rules checking
  - Batch-mode rules checking
  - Version comparison verification
  - Report checking by case or rules
  - Double-entry verification

### Data management

- Creates SPSS (.SAV) files
- Merge files/ADDFILES features
- ☐ Text responses up to 4,000 characters
- Unlimited questions and responses per survey file

### General features

- Designed for Windows operating systems
- Quick tour, context-sensitive help, how-to's, tips, and online tutorials
- Ability to open multiple surveys or forms at one time
- Unlimited forms per file
- Status bar
- Auto-backup and auto-save
- Network licensing
- Design, forms entry, and table entry modes

### System requirements

- Operating system: Microsoft Windows 98, 2000, NT® 4.0, Me, XP, or Windows Server™
- Hardware
  - Processor: 233MHz or faster Intel® Pentium® or Pentium-class processor
  - Memory: 64MB RAM (128MB recommended)
  - Disk space: 75MB
  - SVGA monitor

Features subject to change based on the final product release. ☐ Symbol indicates a new feature.

To learn more, please visit [www.spss.com](http://www.spss.com). For SPSS office locations and telephone numbers, go to [www.spss.com/worldwide](http://www.spss.com/worldwide).

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