Survey Crafter

PROFESSIONAL

The Complete Survey and Analysis Tool

Surveying on the Web

The World Wide Web provides a powerful, inexpensive way to ask your questions to people across your company, the country, or the globe.

This booklet explains how Survey Crafter Professional, the complete survey and analysis tool from Survey Crafter, can help you administer surveys on the Web. Select just a few menu commands to create Web-ready versions of one or more of your study's surveys—let Survey Crafter Professional do the coding in HTML (Hypertext Markup Language) for you.

When you have analyzed the results in Survey Crafter Professional, select a few other menu commands to create Web-ready versions of one or more of your study's analysis tables and charts. Again, Survey Crafter Professional does the coding in HTML for you.

Note This booklet does not cover setting up a web server or building and maintaining websites.

Contents

Important Internet Terms

Before reading further, please review the following list of terms related to surveying on the Web.

browser	Software used to view websites. Common browsers include Google Chrome, Firefox, Apple Safari, Microsoft Edge, Microsoft Internet Explorer and Opera.
download	To get a file from the Web by copying it from a web server to your computer.
HTML	Hypertext Markup Language. The standard language used to describe a web page's structure and content. Browsers read HTML and convert it into the web page users see in their browsers.
intranet	A company-wide internet. Only employees of the company have access to this network.
link	On a web page, text or graphics users can click on to initiate an action. Links often appear as underlined text. Commonly they display other web pages.
script	A program on a web server for processing completed forms like web surveys.
search engines	Programs that find web pages containing keywords users enter.
upload	To post a file on the Web by copying it from your computer to a web server.
URL	Standard notation for a site's location on the Web. For example, http://www.mycompany.com. URL stands for Universal Resource Locator.
web server	A program that sends a web page to a user's browser when the browser requests it. Also the computer containing this program and the script for processing survey data.
webmaster	The person responsible for maintaining a website.

Pros and Cons of Surveying on the Web

In the Primer

A web survey is a lot like any other survey, so the tips for writing good questions and testing surveys outlined in "Designing, Writing, and Testing the Survey" in *Understanding Survey Research: A Primer for Success* also apply here. But there are some differences. Table 1 summarizes pros and cons of web surveys. Details about each pro and con follow the table.

Table 1:   Pros and cons of web surveys.

Pros	Cons
It costs less to administer a survey on the Web than through traditional methods like mail and telephone.	Web surveys are not good for random samples.
Web surveys take less time to administer than surveys conducted through traditional methods.	You never know for sure who submitted a web survey.
The Web makes it easy to find your target audience.	Web surveys cannot be as in-depth or complicated as in-person or telephone surveys.
The Web lets you send respondents a confirmation message immediately.	

Pros of Surveying on the Web

It costs less to administer a survey on the Web than through traditional methods. Web surveys do not have the production, distribution, or follow-up costs that mail and telephone surveys do.

Web surveys take less time to administer than surveys conducted through traditional methods. As soon as your survey is on the Web, anyone with Web access can complete your survey. Plus, you spend no time collecting the responses. A data file on your web server collects the completed surveys. You download the file when you are ready to analyze the responses.

The Web makes it easy to find your target audience. The Web features newsgroups for nearly every subject. No matter how esoteric your audience requirements, you can probably find a user community fitting the profile on the Web. To improve the chances of your target audience finding your survey, you can also register your web survey with search engines.

The Web lets you send respondents a confirmation message immediately. Using the script that Survey Crafter Professional automatically creates, your web server can instantly send respondents a message thanking them for completing the survey or notifying them that some of their answers are invalid.

Cons of Surveying on the Web

Web surveys are not good for random samples. Studies like FIND/SVP Inc.'s 1996 American Internet User's Survey indicate that most Internet users are younger males with higher incomes. Undoubtedly the Internet's demographics have broadened since then. Even now, however, if you are trying to survey a general audience, it is still recommended that you supplement the data you collect from the web survey with data from a mail or telephone survey.

You never know for sure who submitted a web survey. The Web is largely anonymous, so it is difficult to tell who really completed your survey. For example, your survey may be targeted towards parents, but a child could access the survey, fill it out, and submit it, and you would never know.

Web surveys cannot be as in-depth or complicated as in-person or telephone surveys. Surveys and their questions are always better shorter rather than longer, but concision is especially important in web surveys. Many Web users are impatient and find long questions and surveys taxing. The result: they do not complete long surveys, or if they do, they complete them with little care.

Overview of Conducting Surveys on the Web

This section outlines the process for using Survey Crafter Professional to conduct a survey on the Web. The webmaster is integral to several steps of this process.

About the Webmaster

If you are not your site's webmaster, talk to the webmaster about your survey project. Review your schedule with the webmaster and learn about the process for working on your company's website or intranet.

Spending a few minutes talking to the webmaster at the start of your web survey project will help you work more efficiently and will prevent rework and delays later in the project. The webmaster can also provide access to the resources you need to administer a web survey.

Ask the Webmaster icon

This booklet uses the Ask the Webmaster icon to indicate a task for which you will need the webmaster's help.

What You Need to Administer a Web Survey

To administer a survey on the Web, you need access to the following resources:

• A website

• A browser for previewing and testing your web survey

• A web server for hosting your survey on the Web and collecting completed surveys

The Web Survey and Analysis Process

Figure 1 on page 8 shows the process for using Survey Crafter Professional to create and administer a web survey. Each shaded box in Figure 1 corresponds to a section of this booklet covering the tasks grouped in that box.
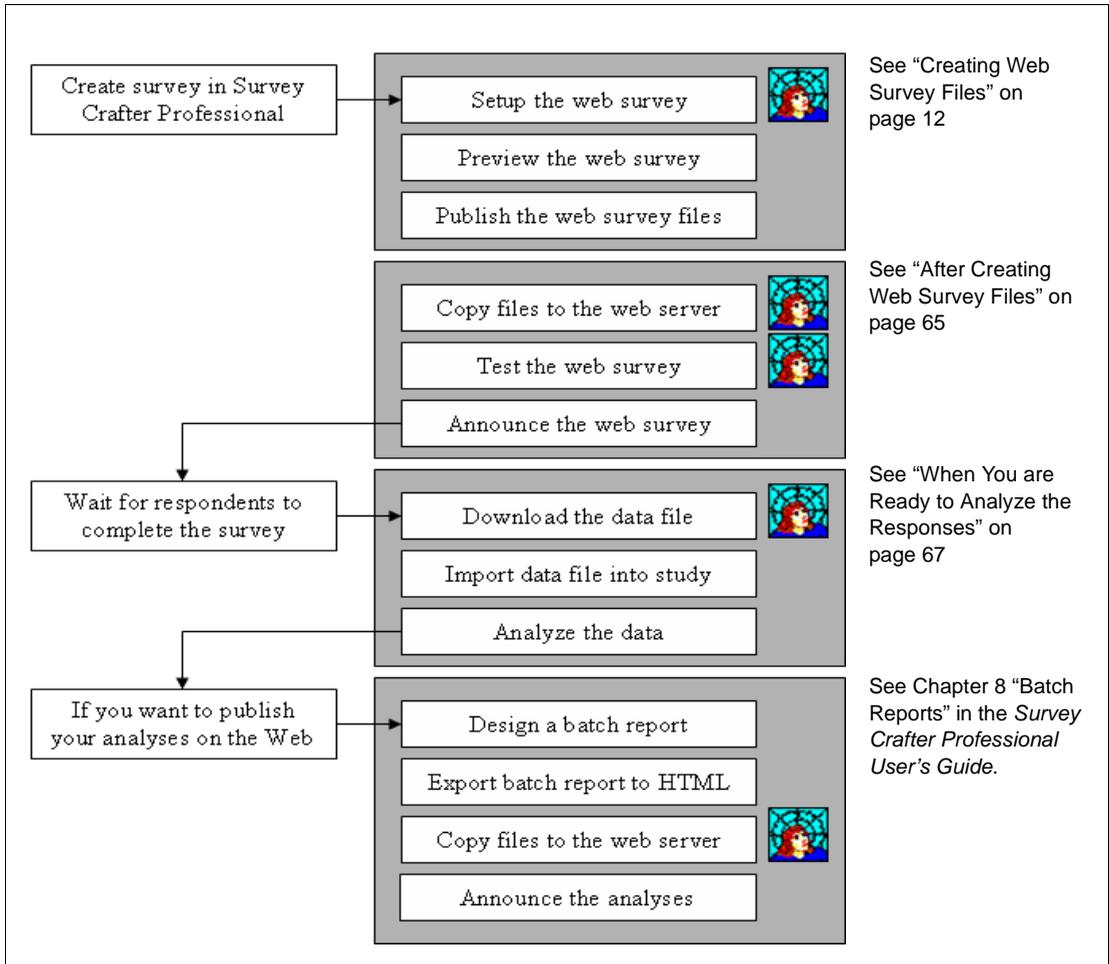
Figure 1:   The web survey and analysis process.

The Web Survey Process

The web survey process begins with your creating a survey in Survey Crafter Professional. Then you specify some options for the web survey like a background graphic and the message respondents receive when they complete the survey. Next, preview the survey to see what it will look like on the Web. Then, specify the locations where your web survey files will live on your web server and publish the web survey. Published web survey files include one or more HTML files, a script for processing the survey responses, a data file for storing the responses, and a readme file containing instructions for webmasters.

Next, using the instructions in the readme file, post the web survey files on your web server in the locations you specified and test the survey to make sure that the script is working correctly.

Once you are sure the survey is working and you have decided if you want to prevent your web survey HTML files from being cached on the Internet (see "Caching on the World Wide Web"), publicize the survey on the Web and wait for respondents to complete it.

When you are ready to examine the survey data, download the data file from the web server, import that data into your study, and analyze it.

The Web Analysis Process

The following process applies only if you want to publish your analysis tables and charts on the Web.

The web analysis process begins with your creating analysis tables and charts in your Survey Crafter Professional study. You then design a batch report and export the report to HTML files. Then, you post the HTML files on your web server.

Caching on the World Wide Web

In order to increase the performance of browsing on the Internet, copies of web pages are routinely stored on special computers that serve as intermediary caches on the Internet. Copies of web pages are also stored on individual computers used to browse the Internet. Storing copies of web pages in these locations prevents browsers from always downloading web pages from their original locations.

Why is this relevant to publishing your survey on the Web? When a respondent visits your web survey, the first page of your web survey is sent to her browser. At this point, both an intermediary cache and the respondent's browser may keep a copy of the page.

This can only become a problem if you make a change and republish your web survey *after* respondents have visited your web survey. If you did not take steps to control the caching of your web survey's first page and you make changes and republish your web survey, some respondents may see an older copy of your web survey's first page in their browser.

How do I control how an HTML file is cached on the Internet?

The most effective way of controlling how an HTML file is cached on the Internet is to use your web server to configure the content expiration settings of the file. For example, if your web server is running Microsoft® Windows® and IIS, you can use the Internet Information Services program on the web server to enable and set the content expiration for the HTML file.

Ask the Webmaster

If you do not have access to the web server, you may need to have your webmaster perform this task.

Using your web server's configuration program, you or your webmaster can instruct the web server to make an HTML file expire after some time has passed.

Please do not instruct the web server to have your web survey's first page expire immediately. Having the web survey's first page expire immediately may cause the respondent's browser to display a page-

expired error message when the respondent clicks on the browser's Back button from the web survey's 2nd page. Instead, set the content expiration of the web survey's first page to expire after an hour or two has passed.

When should I control how an HTML file is cached on the Internet?

It is important to set the content expiration of the web survey's first page *before* you announce your web survey. Setting the content expiration of the web survey's first page *after* respondents have visited your web survey does not change the content expiration setting of the copies of the page that may already be cached on the Internet.

Ask the Webmaster

You or your webmaster should set the content expiration of the web survey's first page even if you have no plans to make any changes to the web survey. If something unexpected happens and you later decide that you need to change the web survey, already having an expiration setting for the web survey's first page will help respondents see the updated version.

What about the other web survey HTML files?

The other web survey HTML files are not cached on the Internet because their content is sent to the respondent's browser by the Survey Crafter Professional web script program. HTML that is created or sent by a program, such as the Survey Crafter Professional web script, can be but in practice is *not* cached on the Internet.

Creating Web Survey Files

Before you can perform the tasks in this section, you need to have already created a survey in Survey Crafter Professional. For instructions on how to create a survey in Survey Crafter Professional, see the section "Inserting Survey Blocks" in the *Survey Crafter Professional User's Guide*.

Creating web survey files involves three tasks:

• Setting up Web Survey Files

• Previewing Web Survey Files

• Publishing Web Survey Files

Setting up Web Survey Files

Ask the Webmaster

In this task, you will be:

• Designing the Web Survey Pages

• Choosing the Web Survey Formatting Options

• Choosing the Web Survey Navigation Options

• Choosing Options for Respondents

• Indicating How Responses are Processed and Stored

• Choosing Options for the Web Survey Data File

• Defining the Feedback Respondents Receive

Designing the Web Survey Pages

Choose how you want Survey Crafter Professional to generate the HTML files.

You can have Survey Crafter Professional generate complete standalone HTML files or you can have Survey Crafter Professional merge your survey with an HTML template file.

Consider merging your survey with an HTML template file if, for example, you would like the resulting web pages to look like the other pages on your website.

You also can change the types of input fields your web survey uses. For instructions on how to change the types of input fields your web survey uses, see the section "Changing Web Survey Input Fields" in the *Survey Crafter Professional User's Guide*.

• **To design the web survey page**

  1 Select the Surveys tab of the Study window.

  2 Select the survey you want to publish on the World Wide Web and then click on the Edit button on the tab.

  3 From the View menu, choose Web Layout.

  4 From the Web menu, choose Web Survey Setup.

Survey Crafter Professional displays the Template tab of the Web
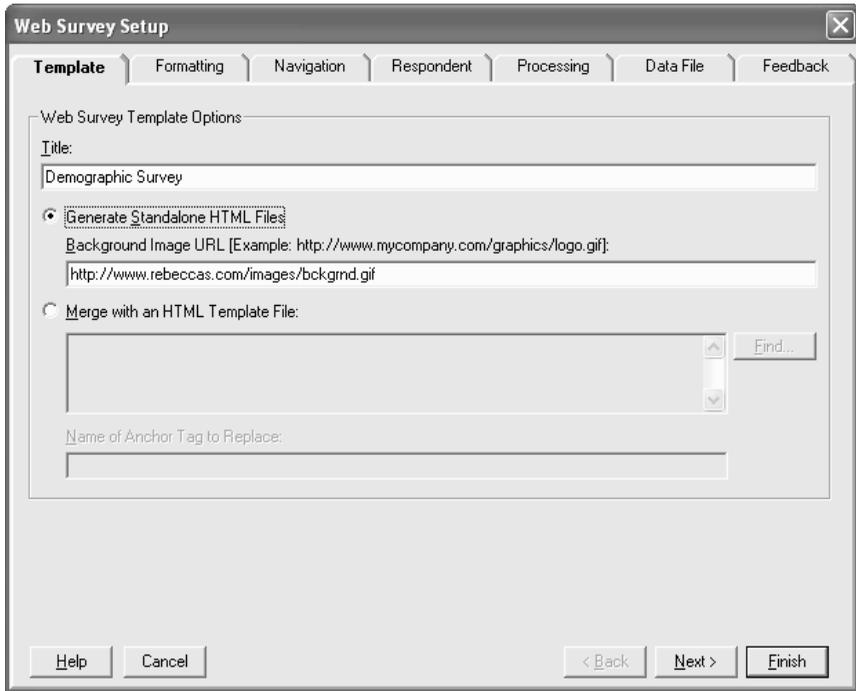Survey Setup dialog box.

Figure 2:   The Template tab of the Web Survey Setup dialog box.

5   Enter the title you want for your web survey.

Most browsers show titles in their window's title bar and in bookmark
lists. Consider limiting the title to a few words so respondents can
identify it quickly.

6   If you want Survey Crafter Professional to generate complete
standalone HTML files, select the *Generate Standalone HTML Files*
option. Otherwise, select the *Merge with an HTML Template File*
option and skip to step 8.

7   Enter the uniform resource locator (URL) of the image you want to
use for the background of your web pages.

Example If other web pages on your website use a company logo for the
background, enter the URL of the company logo image file.

Ask the Webmaster

Ask your webmaster for the URL of the image file you want to use. If the image file is not yet part of your website, agree with the webmaster on what the URL will be.

Skip to step 10.

8 Enter the path to the template file in the *Merge with an HTML Template File* field or click on the *Find* button.

In order for Survey Crafter Professional to successfully merge your survey with your template file, your template file must contain a named anchor tag.

Example The following is an example of a named anchor tag:

When you preview or publish your web survey, for each page of your survey, Survey Crafter Professional copies your template file, searches the copied file for the named anchor tag and replaces the entire tag with the HTML it generates.

Note If you want the resulting HTML files to be complete, make sure your template file also contains the <html>, <head> and <body> tags. When Survey Crafter Professional merges your survey with an HTML template file, it does not generate the <html>, <head> or <body> tags. You will likely want to also have the named anchor tag inside the body.

9 Enter the name of the anchor tag that is contained in the template file.

Example Enter SURVEY if your template file contains the following tag:

When you preview or publish your web survey, for each page of your survey, Survey Crafter Professional copies your template file, searches the copied file for the named anchor tag and replaces the entire tag with the HTML it generates.

10 Go to the task "Choosing the Web Survey Formatting Options" on page 16.

Choosing the Web Survey Formatting Options
Choose formatting-related options for your web survey.

- **To choose the formatting options you want for your web survey**

    1 In the Web Survey Setup dialog box, select the Formatting tab.
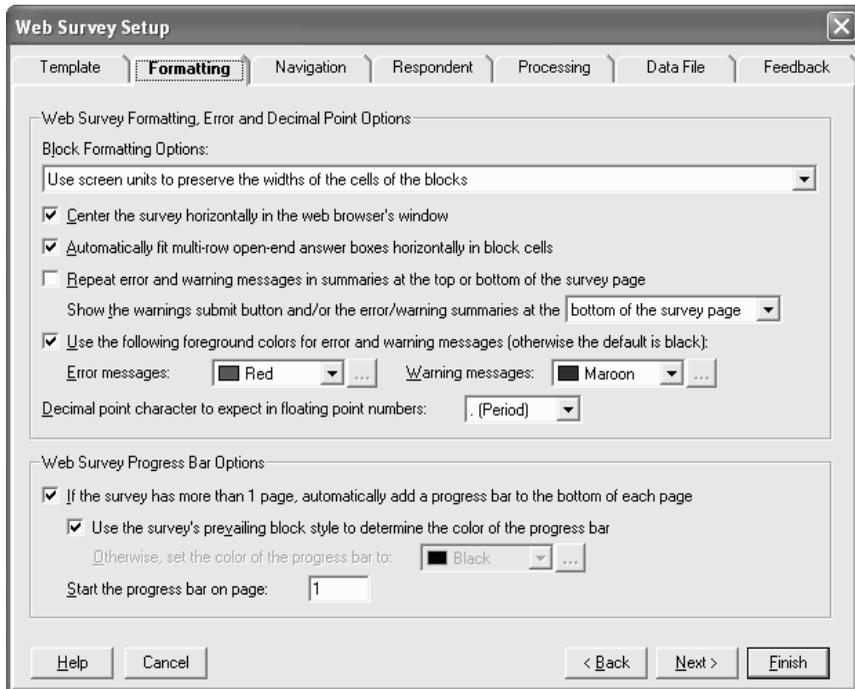

Figure 3:   The Formatting tab of the Web Survey Setup dialog box.

2 Select one of three options under *Block Formatting Options* to determine how web browsers calculate the widths of the cells of the blocks in your web survey.

- *Allow the web browser to determine the widths of the cells of the blocks*

Select this option to allow web browsers to determine the widths of the blocks' cells by using the cells' contents. The blocks' cells will likely have different widths than in the Survey Designer window. The resulting total widths of the blocks will also likely be different from each other.

- *Use screen units to preserve the widths of the cells of the blocks*

Select this option to have web browsers use the same widths of the blocks' cells as in the Survey Designer window. Resizing the web browser's window should not change the widths of the blocks' cells in the web survey.

The default is to have this option selected.

- *Use percentages to allow the web browser to stretch and shrink the cells of the blocks*

Select this option to have web browsers use the same proportions of the widths of the blocks' cells as in the Survey Designer window. Resizing the web browser's window should change the widths of the blocks' cells in the web survey.

3 Select the *Center the survey horizontally in the web browser's window* check box to have Survey Crafter Professional center the survey horizontally in the web browser's window.

This option has little or no affect when you choose to use percentages to allow the web browser to stretch and shrink the cells of the blocks.

The default is to have this check box selected for new surveys.

4 Select the *Automatically fit multi-row open-end answer boxes horizontally in block cells* check box to have Survey Crafter Professional automatically expand or shrink the multi-row answer boxes for open-end questions to fit inside the block cells that contain them.

If this check box is not selected, Survey Crafter Professional uses the number of columns specified for the answer boxes in the Open-End and Other tabs of the Question Block Wizard dialog box to determine the widths.

This option does not impact the width of single-row answer boxes or the height of single or multi-row answer boxes. Survey Crafter Professional uses the number of rows specified in the Open-End and Other tabs of the Question Block Wizard dialog box to determine the heights.

The default is to have this check box selected for new surveys.

5   Select the *Repeat error and warning messages in summaries at the top or bottom of the survey page* check box to have question-specific error and warning messages produced by the survey repeated in summary lists at the top or the bottom of the survey page.

Question-specific error and warning messages listed in the summaries will appear as links. When clicked on, the links will take the respondent to the question blocks that contain the problems.

If this check box is not selected, question-specific error and warning messages will only appear inside the question blocks that contain the problems.

The default is to not have this check box selected for new surveys.

6   Select one of two options under *Show the warnings submit button and/or the error/warning summaries at the* to determine where the warnings submit button, repeated question-specific error and warning messages and/or general error or warning messages will appear on the survey page.

- *Top of the survey page*

   Select this option to have the button and messages appear at the top of the survey page.

- *Bottom of the survey page*

   Select this option to have the button and messages appear at the bottom of the survey page.

7   Select the *Use the following foreground colors for error and warning messages (otherwise the default is black)* check box to have the error and warning messages produced by the survey use foreground colors of your choosing. Otherwise, the messages will appear in black.

Click on the drop downs to choose the foreground colors for the error and warning messages. Click on the button to the right of the drop downs to choose other colors.

The default is to have this check box selected for new surveys. The default foreground colors are red for error messages and maroon for warning messages.

8 Select the option under *Decimal point character expected in floating point numbers* that is most appropriate for your web survey's respondents.

9 Select the *If the survey has more than 1 page, automatically add a progress bar to the bottom of each page* check box to have Survey Crafter Professional automatically add a progress bar to the bottom of each page of your web survey.

Note that even if this check box is selected, Survey Crafter Professional will not add a progress bar to the bottom of a one-page web survey.

The default is to have this check box selected for new surveys.

10 Select the *Use the survey's prevailing block style to determine the color of the progress bar* check box to have Survey Crafter Professional base the progress bar's color on the block style used most by the survey. Otherwise, clear the check box and click on the drop down to choose the color of the progress bar.

The default is to have this check box selected.

11 Enter the number of the first page to which you want Survey Crafter Professional to add a progress bar.

If you have one or more introductory pages in your web survey and you want the progress bars to start after the introductory pages, enter the number of the first page after the introductory pages. For example, if your survey has 2 introductory pages and you want the progress bars to start after the 2 pages, enter 3.

12 Go to the task "Choosing the Web Survey Navigation Options" on page 20.

Choosing the Web Survey Navigation Options

You can have Survey Crafter Professional automatically add *Back*, *Reset*, *Clear*, *Next* and *Final Submit* buttons at the bottom of each page of your web survey.

- **To choose the navigation options you want on each page of your web survey**

    1   In the Web Survey Setup dialog box, select the Navigation tab.
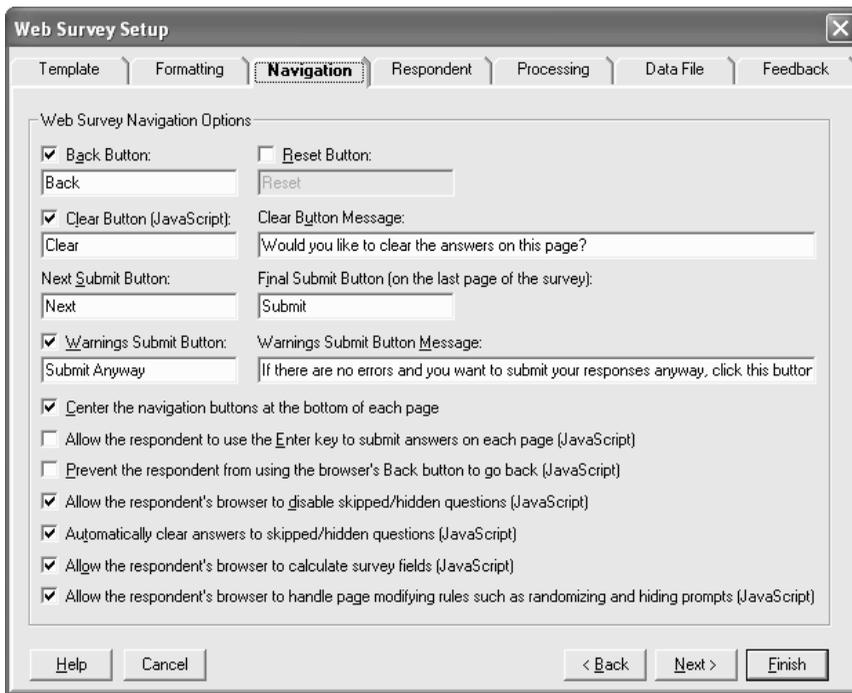
Figure 4:   The Navigation tab of the Web Survey Setup dialog box.

    2   If you want, select the *Back Button* check box to have a *Back* button displayed at the bottom of all but the first page of your web survey.

    When a respondent clicks on your web survey's *Back* button, the answers on the current page are remembered and the previous page is displayed.

    If you select the *Back Button* check box, enter the text that you want to appear on your web survey's *Back* button.

3   If you want, select the *Reset Button* check box to have a *Reset* button displayed at the bottom of each page of your web survey.

When a respondent clicks on your web survey's *Reset* button, the answers on the current page are changed back to the way they appeared when the page was last displayed. Note that clicking on your web survey's *Reset* button does not necessarily clear the answers on the current page. Also, clicking on your web survey's *Reset* button never resets the answers on any other page of your web survey.

If you select the *Reset Button* check box, enter the text that you want to appear on your web survey's *Reset* button.

4   If you want, select the *Clear Button* check box to have a *Clear* button displayed at the bottom of each page of your web survey.

When a respondent clicks on your web survey's *Clear* button, the answers on the current page are cleared. Clicking on your web survey's *Clear* button never clears the answers on any other page of your web survey.

Note Note: Survey Crafter Professional web surveys use JavaScript to implement this feature. If you do not want any JavaScript in your web survey's HTML files, use the *Reset* button instead and clear all of the other check boxes in this tab that reference JavaScript.

If you select the *Clear Button (JavaScript)* check box, enter the text that you want to appear on your web survey's *Clear* button. Then enter the message you want to appear when your web survey's *Clear* button is clicked. If you leave the message blank, no message will appear when your web survey's *Clear* button is clicked.

5   In the *Next Submit Button* text field, enter the text that you want to appear on the button that respondents click to go to the next page of your web survey.

If your web survey has more than one page, you may want to enter "Next" instead of "Submit".

6   In the *Final Submit Button* text field, enter the text that you want to appear on the button that respondents click to complete your web survey.

7   If you want, select the *Warnings Submit Button* check box to allow
        respondents to submit their responses despite the presence of one or
        more warning messages. Clear this check box to prevent respondents
        from submitting their responses without correcting all warning
        conditions.

        If you select the *Warnings Submit Button* check box, enter the text
        that you want to appear on the button and then enter the message you
        want to appear immediately before the button. The message should
        tell respondents to click on the button to ignore the warning messages
        and submit their responses anyway.

8   If you want, select the *Center the navigation buttons at the bottom of
        each page* check box to have the Back, Reset, Clear and Submit /
        Next buttons centered horizontally at the bottom of each page of your
        web survey. Clear this check box to have these buttons appear at the
        bottom left corner of each page of your web survey.

9   If you want, select the *Allow the respondent to use the Enter Key to
        submit each page (JavaScript)* check box to allow respondents to use
        the *Enter* key to submit each of your web survey's pages.

> **Note** If one or more of your survey's pages has few or no questions that
> require an answer, consider keeping this check box cleared. Keeping this
> check box cleared prevents respondents from accidentally submitting
> pages before they have finished answering the questions.

> **Note** Survey Crafter Professional web surveys use JavaScript to
> implement this feature. If you do not want any JavaScript in your web
> survey's HTML files, keep this check box cleared, have your survey use
> the *Reset* instead of the *Clear* button and clear all of the other check
> boxes in this tab that reference JavaScript.

10 If you want, select the *Prevent the respondent from using the
        browser's Back button to go back (JavaScript)* check box to prevent
        your respondents from using their web browser's *Back* button to go to

a previous page of your web survey. If you choose to not include a *Back* button in your web survey and select this check box, your respondents will not be able to go backwards in your web survey.

Note Survey Crafter Professional web surveys use JavaScript to implement this feature. If you do not want any JavaScript in your web survey's HTML files, clear this check box, have your survey use the *Reset* instead of the *Clear* button and clear all of the other check boxes in this tab that reference JavaScript.

11 If you want, select the *Allow the respondent's browser to disable skipped/hidden questions (JavaScript)* check box to have your respondent's browser disable questions that should be skipped or hidden, according to the custom branching, skipping and hiding rules you have added to your survey.

Note Survey Crafter Professional web surveys use JavaScript to implement this feature. If you do not want any JavaScript in your web survey's HTML files, clear this check box, have your survey use the *Reset* instead of the *Clear* button and clear all of the other check boxes in this tab that reference JavaScript.

12 If you want, select the *Automatically clear answers to skipped/hidden questions (JavaScript)* check box to have your respondent's browser clear answers to questions that should be skipped or hidden, according to the custom branching, skipping and hiding rules you have added to your survey.

Note Survey Crafter Professional web surveys use JavaScript to implement this feature. If you do not want any JavaScript in your web survey's HTML files, clear this check box, have your survey use the *Reset* instead of the *Clear* button and clear all of the other check boxes in this tab that reference JavaScript.

13 If you want, select the *Allow the respondent's browser to calculate survey fields (JavaScript)* check box to have your respondent's browser automatically recalculate and redisplay all of the survey fields on the page as the respondent answers questions. If this check

box is not selected, survey fields that are on the page will be
calculated only when the respondent clicks on the web survey's *Next*
or *Back* buttons.

Note Survey Crafter Professional web surveys use JavaScript to
implement this feature. If you do not want any JavaScript in your web
survey's HTML files, clear this check box, have your survey use the
Reset instead of the *Clear* button and clear all of the other check boxes
in this tab that reference JavaScript.

14 If you want, select the *Allow the respondent's browser to handle page
modifying rules such as randomizing and hiding prompts (JavaScript)*
check box to allow your respondent's browser to handle the
repositioning and hiding of question block components such as
questions and prompts, according to the blocks' randomization
settings and the custom hiding rules you may have added to your
survey.

Select this check box to also allow your respondent's browser to
modify the survey's page according to the custom opening and
closing web survey rules you may have added or to allow your
respondent's browser to receive and send web cookies according to
the custom web cookie rules you may have added.

If this check box is not selected, randomization, custom hiding and
custom opening and closing web survey rules will be handled by the
web survey script only. Furthermore, since the mechanism that
Survey Crafter Professional uses to send and receive a cookie to and
from your respondent's browser is written only in JavaScript, if this
check box is not selected, the mechanism will not be included in the
published HTML and configuration files.

Note Survey Crafter Professional web surveys use JavaScript to
implement these features. If you do not want any JavaScript in your web
survey's HTML files, clear this check box, have your survey use the
Reset instead of the *Clear* button and clear all of the other check boxes
in this tab that reference JavaScript.

15 Go to the task "Choosing Options for Respondents" on page 25.

Choosing Options for Respondents

Use the Respondents tab of the Web Survey Setup dialog box to decide if you want Survey Crafter Professional to identify your web survey's respondents.

If you choose to have Survey Crafter Professional identify your web survey's respondents, a number of other options become available to you. For example, you can limit the number of times respondents can complete your web survey.

Note One way of uniquely identifying your respondents is to use one or more variables that store values of cookies sent to and received from your respondents' browsers. There are situations where this can work well. However, there are three issues of which you should be aware. First, although it is not common, it is possible for a respondent's browser to be configured to not accept cookies. Second, because a cookie is sent to and received from a browser, a respondent who completes your web survey using one browser could complete your web survey and be identified as a different respondent by using a second browser on the same or on a different computer or device. Third, if some of your respondents use the same browser on the same computer or device to complete your web survey, each would be identified as the same respondent.

• **To choose options for respondents**

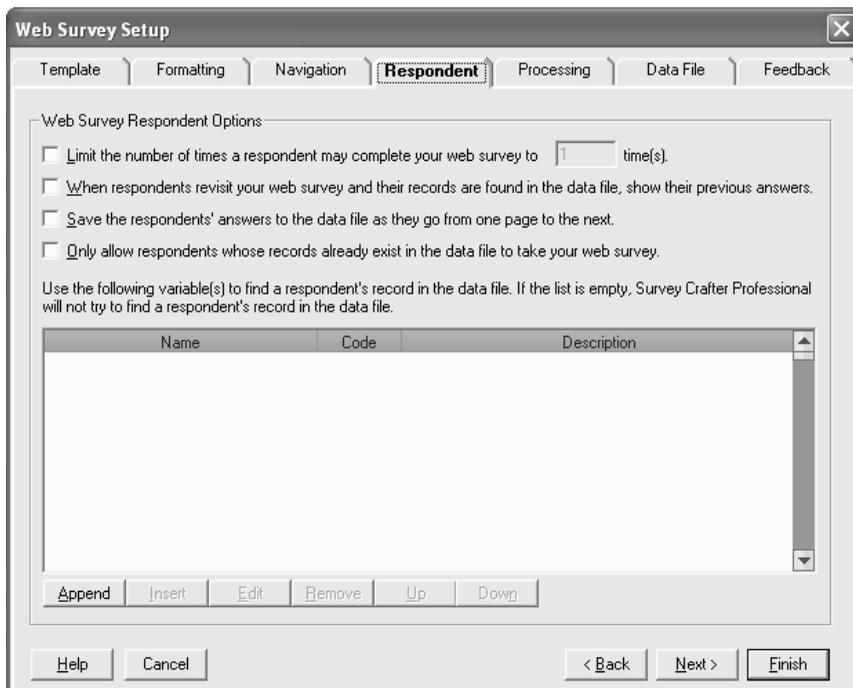   **1** In the Web Survey Setup dialog box, select the Respondent tab.

Figure 5:   The Respondent tab of the Web Survey Setup dialog box.

2   Select the *Limit the number of times a respondent may complete your web survey to* check box and enter a number to prevent respondents from completing your web survey more than the specified number of times. Clear the check box if you want respondents to be able to complete your web survey an unlimited number of times.

If you select this check box, consider also having Survey Crafter Professional identify your web survey's respondents. See step 6 below.

If you do not have Survey Crafter Professional identify your web survey's respondents, selecting this check box will only prevent respondents from completing your web survey more than the specified number of times *in the same browser session*. If a respondent completes your web survey and then revisits the survey at

a later time, Survey Crafter Professional will be unable to distinguish her from any other respondent and will therefore allow her to complete the survey again.

Note Survey Crafter Professional always allows respondents who have not completed a web survey to revisit the survey.

3   Select the *When respondents revisit your web survey and their records are found in the data file, show their previous answers* check box to have Survey Crafter Professional display a respondent's previously submitted answers when the respondent revisits your web survey and his or her record is found in the web survey's data file. Clear the check box if you want your survey's questions to always appear unanswered when a respondent revisits your web survey.

Example Suppose the first page of your web survey asks for the respondent's email address. Suppose also you have added the variable that is associated with the email address question to the list of variables used to identify the respondent and you have selected this check box. Let's say a respondent enters her email address and subsequently completes your web survey. When the same respondent revisits your web survey and enters her email address again, Survey Crafter Professional displays the answers she previously submitted on the pages that follow.

If you select this check box, consider also having Survey Crafter Professional identify your web survey's respondents. See step 6 below.

Note This option is relevant even when you have Survey Crafter Professional identify your web survey's respondents and you do not allow respondents to complete your web survey more than one time. Survey Crafter Professional always allows respondents who have not completed a web survey to revisit the survey.

4   Select the *Save the respondents' answers to the data file as they go from one page to the next* check box to have Survey Crafter Professional save a respondent's answers each time the respondent successfully advances to the next page of your web survey. Clear the

check box if you want Survey Crafter Professional to save a
respondent's answers only when the respondent successfully
completes your web survey.

Note This option is not relevant if your web survey is one page.

5   Select the *Only allow respondents whose records already exist in the
       data file to take your web survey* check box to allow only those
       respondents whose records are found in the data file to take your web
       survey.

       If you select this check box, you must also have Survey Crafter
       Professional identify your web survey's respondents. See step 6
       below.

       You will also want to have Survey Crafter Professional produce a data
       file that contains some or all of the records in the Data window. If you
       have Survey Crafter Professional produce an empty data file, Survey
       Crafter Professional will not allow any respondent to advance. See
       the Data File tab to learn how to have Survey Crafter Professional
       produce a data file that contains records from the Data window.

Example Suppose the first page of your web survey asks the respondent
to provide a user name and password. Suppose also you have added the
variables that are associated with the user name and password questions
to the list of variables used to identify the respondent and you have
selected this check box. When a respondent visits your web survey and
submits his answers to the user name and password questions, Survey
Crafter Professional uses the answers to search the data file for the
respondent's record. When it finds the respondent's record in the data
file, Survey Crafter Professional allows the respondent to advance to the
next page of the web survey. When it does not find the respondent's
record in the data file, Survey Crafter Professional does not allow the
respondent to advance.

6   Use the Append, Insert, Edit, Remove, Up and Down buttons to
       manage the list of variables used to identify your web survey's
       respondents. If you leave the list empty, Survey Crafter Professional
       will be unable to distinguish one respondent from another and will
       therefore save all completed surveys to new records.

If you have the list contain one or more variables, Survey Crafter Professional will use the answers respondents provide to the questions associated with the variables to distinguish one respondent from another.

Example Suppose the first page of your web survey asks the respondent to provide an email address and a pin number. Suppose also you have added the variables that are associated with the email address and pin number questions to the list of variables used to identify the respondent. When a respondent visits your web survey and submits her answers to the email and pin number questions, Survey Crafter Professional uses the answers to search the data file for the respondent's record. If Survey Crafter Professional finds the respondent's record in the data file, it saves her completed survey to the record. Otherwise, it saves her completed survey to a new record.

7　Go to the task "Indicating How Responses are Processed and Stored" on page 29.

Indicating How Responses are Processed and Stored

Choose which variation of the script you want your web survey to use. Then specify where you want the script, HTML, data, configuration and picture files to live on your web server.

When you publish your web survey files, Survey Crafter Professional provides a script for your web survey to use. When a respondent submits her survey form, her computer sends her answers to your web server. The script, which you or your webmaster copies to your web server, processes the submission.

Note It is not necessary to have Survey Crafter Professional provide a new script every time you publish a web survey. You can have all of your Survey Crafter Professional web surveys hosted by your web server use the same script.

- **To indicate how responses are processed and stored**

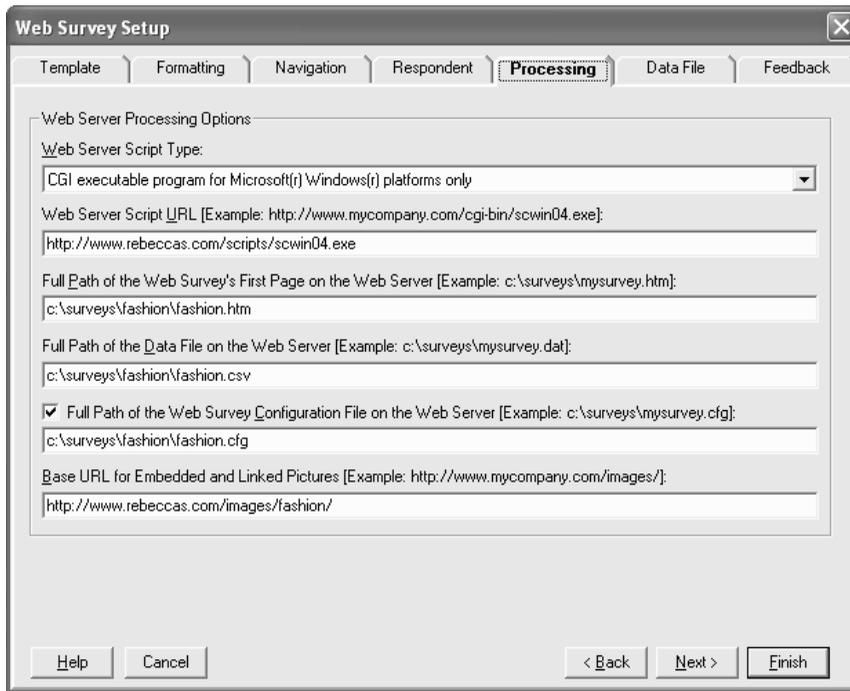   **1**　In the Web Survey Setup dialog box, select the Processing tab.

Figure 6: The Processing tab of the Web Survey Setup dialog box.

2 Select the variation of the script you want your web survey to use.

Ask the Webmaster

Note All variations of the script have exactly the same capabilities. To determine which script you want to use, review the requirements each variation imposes on your web server.

- CGI (Common Gateway Interface) Perl script for all platforms

    Select this variation to have your web surveys use sccgi04.pl, a CGI (Common Gateway Interface) Perl script file that runs on all platforms including Linux, Unix and Microsoft® Windows®. Your web server must have Perl 5.0 or later installed.

- ASP (Active Server Pages) PerlScript script for all platforms

Select this variation to have your web surveys use scpl04.asp, an ASP (Active Server Pages) PerlScript script file that runs on all platforms including Linux, Unix and Microsoft® Windows®. Your web server must support Active Server Pages and have PerlScript 5.0 or later installed.

- CGI Perl script for Microsoft® Windows® platforms only

Select this variation to have your web surveys use scwin04.pl, a CGI Perl script file that runs on Microsoft® Windows® 64 and 32-bit server platforms such as Microsoft® Windows® Server 2012, 2008, 2003, 2000 and NT and non-server platforms such as Microsoft® Windows® 10, 8, 7, Vista, XP, 2000, Millennium or 9x. Your web server must have Perl 5.0 or later installed.

- ASP PerlScript script for Microsoft® Windows® platforms only

Select this variation to have your web surveys use scwin04.asp, an ASP PerlScript script file that runs on Microsoft® Windows® 64 and 32-bit server platforms such as Microsoft® Windows® Server 2012, 2008, 2003, 2000 and NT and non-server platforms such as Microsoft® Windows® 10, 8, 7, Vista, XP, 2000, Millennium or 9x. Your web server must support Active Server Pages and have PerlScript 5.0 or later installed.

- CGI executable program for Microsoft® Windows® platforms only

Select this variation to have your web surveys use scwin04.exe, an executable program file that runs on Microsoft® Windows® 64 and 32-bit server platforms such as Microsoft® Windows® Server 2012, 2008, 2003, 2000 and NT and non-server platforms such as Microsoft® Windows® 10, 8, 7, Vista, XP, 2000, Millennium or 9x. No additional software needs to be installed on your web server.

- CGI executable program for Linux platforms only

Select this option to have your web surveys use sclnx04.cgi, an executable program file that runs on Linux platforms such as Red Hat Linux 6.x or later or Debian 2.2 or later. No additional software needs to be installed on your web server.

Ask the Webmaster

3 Enter the URL you want to use for the script.

Tip Have all of your Survey Crafter Professional web surveys hosted by your web server use the same script.

Make sure you include the filename of the web survey script you selected at the end of the URL. Survey Crafter Professional displays the filename of the script in the example above the box. The Survey Crafter Professional CGI (Common Gateway Interface) scripts are *sccgi04.pl*, *scwin04.pl*, *scwin04.exe* and *sclnx04.cgi*. The Survey Crafter Professional ASP (Active Server Pages) scripts are *scpl04.asp* and *scwin04.asp*

Example Suppose you want your company's web server to host your survey, your company's web server runs Microsoft® Windows® Server and your company's domain name is *mycompany.com*. Let's say you want the web survey script to live in the server's folder *C:\inetpub\scripts* and you selected the variation *CGI executable program for Microsoft® Windows® platforms only* from the drop down above. You would enter *http://www.mycompany.com/scripts/ scwin04.exe*.

Example Suppose you want your organization's web server to host your survey, your organization's web server runs Linux and your organization's domain name is *mynonprofit.org*. Let's say you want the web survey script to live in the server's folder */usr/local/apache/cgi-bin/* and you selected the variation *CGI (Common Gateway Interface) Perl script for all platforms* from the drop down above. You would enter *http://www.mynonprofit.org/cgi-bin/sccgi04.pl*.

You may need to ask your webmaster for the URL to enter.

Ask the Webmaster

4 Enter the *full* or *relative* filename path of the first HTML file of your web survey on your web server.

When you publish your web survey, Survey Crafter Professional produces an HTML file for each page of your survey. The first HTML file Survey Crafter Professional produces uses the filename you enter here. Survey Crafter Professional then adds an underscore and the number 2 to the filename for the second HTML file, an underscore

and the number 3 to the filename for the third HTML file, and so on. Make sure you include the name of the HTML file at the end of the path and use the *.htm* or *.html* filename extension.

Example Suppose your web survey is divided into 3 pages and you enter *C:\inetpub\wwwroot\surveys\myfirstsurvey\mysurvey.htm*. When you publish your web survey, Survey Crafter Professional produces *mysurvey.htm*, *mysurvey_2.htm*, and *mysurvey_3.htm*.

Example Suppose your web survey is divided into 10 pages and you enter */usr/local/apache/htdocs/surveys/myfirstsurvey/mysurvey.html*. When you publish your web survey, Survey Crafter Professional produces *mysurvey.html*, *mysurvey_2.html*, *mysurvey_3.html*, *mysurvey_4.html*, *mysurvey_5.html*, *mysurvey_6.html*, *mysurvey_7.html*, *mysurvey_8.html*, *mysurvey_9.html* and *mysurvey_10.html*.

You may need to ask your webmaster for the path to enter. The script, which runs on the web server, must be able to open your web survey's HTML files.

Example Suppose your web server runs Microsoft® Windows® Server and you want your survey's HTML files to live in the folder *C:\inetpub\wwwroot\surveys\myfirstsurvey*. You could enter *C:\inetpub\wwwroot\surveys\myfirstsurvey\mysurvey.htm*.

Example Suppose your web server runs Linux or Unix and you want your survey's HTML files to live in the folder */usr/local/apache/htdocs/ surveys/myfirstsurvey/*. You could enter */usr/local/apache/htdocs/ surveys/myfirstsurvey/mysurvey.html*.

Tip Consider using a folder that is outside the scope of your website. Doing this prevents website visitors from accidentally visiting other pages of your web survey without first visiting the first page. If you choose to use a folder that is outside the scope of your website, you can either have the script start the survey or you can copy the first HTML file to a folder that is inside the scope of your website. More information about this is available in the Readme.txt file.

If you do not want to or cannot reference the root of your web server's file system, use a *relative* filename path instead. The path you enter should be relative to the physical location of the script.

Example Suppose your web server runs Microsoft® Windows® Server, the web survey script is located in the folder *C:\inetpub\scripts* and you want your survey's HTML files to live in the folder *C:\inetpub\wwwroot\surveys\myfirstsurvey*. You could enter *..\wwwroot\surveys\myfirstsurvey\mysurvey.htm*.

Example Suppose your web server runs Linux or Unix, the web survey script is located in the folder /usr/local/apache/cgi-bin/ and you want your survey's HTML files to live in the folder /usr/local/apache/htdocs/ surveys/myfirstsurvey/. You could enter *../htdocs/surveys/ myfirstsurvey/mysurvey.html*.

Ask the Webmaster

5   Enter the *full* or *relative* filename path of your web survey's data file.

The data file is a text file that stores the records collected from your web survey.

When you publish your web survey, Survey Crafter Professional produces a data file that uses the filename at the end of the path you enter here. Make sure you include the name of the data file at the end of the path and use the *.csv, .dat*, or *.txt* filename extension.

Example Suppose you enter *C:\inetpub\wwwroot\surveys\myfirstsurvey\data\mysurvey.csv*. When you publish your web survey, Survey Crafter Professional produces *mysurvey.csv*.

You may need to ask your webmaster for the path to enter. The script, which runs on the web server, must be able to open and write to the data file.

Example Suppose your web server runs Microsoft® Windows® Server. You could enter *C:\inetpub\wwwroot\surveys\myfirstsurvey\data\mysurvey.csv*.

Example Suppose your web server runs Linux or Unix. You could enter */usr/local/apache/htdocs/surveys/myfirstsurvey/data/mysurvey.csv*.

Tip Consider using a different folder than the one you are using for your web survey's HTML files. Also consider using a folder that is outside the scope of your website. Using a folder that is outside the scope of your website prevents website visitors from accidentally visiting your web survey's data file.

If you do not want to or cannot reference the root of your web server's file system, use a *relative* filename path instead. The path you enter should be relative to the physical location of the script.

Example Suppose your web server runs Microsoft® Windows® Server, the web survey script is located in the folder *C:\inetpub\scripts* and you want your survey's HTML files to live in the folder *C:\inetpub\wwwroot\surveys\myfirstsurvey*. You could enter *..\wwwroot\surveys\myfirstsurvey\mysurvey.htm*.

Example Suppose your web server runs Linux or Unix, the web survey script is located in the folder */usr/local/apache/cgi-bin/* and you want your survey's HTML files to live in the folder */usr/local/apache/htdocs/surveys/myfirstsurvey/*. You could enter *../htdocs/surveys/myfirstsurvey/mysurvey.html*.

Ask the Webmaster

6 If you want, click on the check box and enter the full filename path of the web survey's configuration file on the web server.

A web survey's configuration file stores options such as the filename paths of the web survey's HTML files and data file. When a web survey does not use a configuration file, all filename paths are stored in the web survey's HTML files.

When you publish your web survey, Survey Crafter Professional produces a configuration file using the filename you enter here. Make sure you include the name of the configuration file at the end of the path and use the *.cfg* filename extension.

Example Suppose you enter
C:\inetpub\wwwroot\surveys\myfirstsurvey\cfg\mysurvey.cfg. When you publish your web survey, Survey Crafter Professional produces *mysurvey.cfg*.

You may need to ask your webmaster for the path to enter. The script, which runs on the web server, must be able to open your web survey's configuration file.

Example Suppose your web server runs Microsoft® Windows® Server and you want your survey's configuration file to live in the folder *C:\inetpub\wwwroot\surveys\myfirstsurvey\cfg*. You would enter *C:\inetpub\wwwroot\surveys\myfirstsurvey\cfg\mysurvey.cfg*.

Example Suppose your web server runs Linux or Unix and you want your survey's configuration file to live in the folder */usr/local/apache/htdocs/surveys/myfirstsurvey/cfg/*. You would enter */usr/local/apache/htdocs/surveys/myfirstsurvey/cfg/mysurvey.cfg*.

Tip Consider using a different folder than the one you are using for your web survey's data file. Also consider using a folder that is outside the scope of your website. Using a folder that is outside the scope of your website prevents website visitors from accidentally visiting your web survey's configuration file.

If you do not want to or cannot reference the root of your web server's file system, use a *relative* filename path instead. The path you enter should be relative to the physical location of the script.

Example Suppose your web server runs Microsoft® Windows® Server and the script is located in the folder *C:\inetpub\scripts*. Let's say you want your survey's configuration file to live in the folder *C:\inetpub\wwwroot\surveys\myfirstsurvey\cfg*. You would enter *..\wwwroot\surveys\myfirstsurvey\cfg\mysurvey.cfg*.

Example Suppose your web server runs Linux or Unix and the script is located in the folder */usr/local/apache/cgi-bin/*. Let's say you want your configuration file to live in the folder */usr/local/apache/htdocs/surveys/ myfirstsurvey/cfg/*. You would enter *../htdocs/surveys/myfirstsurvey/cfg/ mysurvey.cfg*.

Ask the Webmaster

7 If there are or will be one or more pictures in your survey, make sure the box contains a full URL (uniform resource locator) that points to a folder on the server that you want your survey's picture files to live in. The folder must be visible to website visitors.

Example Suppose you want your web survey's picture files to live in the *images* folder of your company's website and your company's domain name is *mycompany.com*. You would enter *http:// www.mycompany.com/images/*.

When you publish your survey's web files, you will need to copy the picture files that are linked to your survey to the folder that corresponds to the URL you enter here. You will also need to copy to this folder the picture files Survey Crafter Professional generates from your survey's embedded pictures.

8 Go to the task "Choosing Options for the Web Survey Data File" on page 37.

Choosing Options for the Web Survey Data File
Choose options related to the web survey's data file.

For example, you can have Survey Crafter Professional produce a data file that includes only those imported variables that are associated with the survey's question blocks.

- **To choose the options you want for your web survey data file**

    1   In the Web Survey Setup dialog box, select the Data File tab.
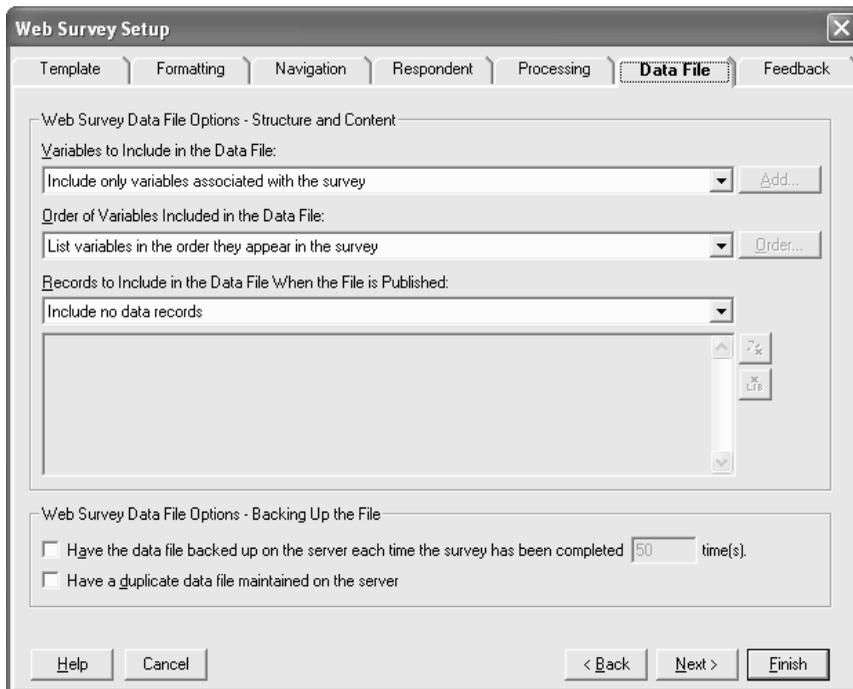

Figure 7:   The Data File tab of the Web Survey Setup dialog box.

    2   Select one of the following options to specify which imported variables to include in the web survey data file. The first row of the web survey data file contains a list of the codes of the included variables.

    • Include only variables associated with the survey

       Select this option to have Survey Crafter Professional produce a web survey data file that has columns for only those imported variables that are associated with the survey's question blocks.

Select this option if you do not intend to use additional imported variables beyond those associated with the survey's question blocks.

You can also select this option if you intend to have other web surveys use the same data file and the other web surveys use exactly the same imported variables. You can have more than one web survey use the same data file as long as the variable lists for each are exactly the same.

Example Suppose you write a survey in English, use the Copy Survey Wizard to create a second copy of the survey and then translate the copy into Spanish. If in the Copy Survey Wizard you instruct Survey Crafter Professional to automatically maintain the structures of the two surveys as identical or you do not change the order of the questions or add or remove questions to or from either survey, the two surveys will use exactly the same imported variables. In either case, you can select this option and still have the two web surveys use the same data file.

- Include all imported variables in the study

    Select this option to have Survey Crafter Professional produce a web survey data file that has columns for all of the study's imported variables.

    Select this option if you intend to use additional imported variables beyond those associated with the survey's question blocks or if you intend to have other web surveys use the same data file. All of the web surveys must live in the same study.

If you intend to have other web surveys use the same data file and one or more of the other web surveys do not use exactly the same imported variables, also select the *List variables in alphabetical order* or the *List variables in custom order* option. You can have more than one web survey use the same data file as long as the variable lists for each are exactly the same.

Note Since this option causes Survey Crafter Professional to automatically include all imported variables in the web survey data file, publishing your web survey after adding new imported variables will produce a data file that includes the new imported variables. For example, if you publish your web survey, then later create an additional survey in the same study and then publish the original web survey again, the republished web survey data file will include the new imported variables from the additional survey. If you do not want the original web survey's data file to change when you create additional surveys in the same study file, select the *Include survey variables plus additional imported variables* option instead.

• Include survey variables plus additional imported variables

Select this option to have Survey Crafter Professional produce a web survey data file that has columns for the survey's imported variables as well as additional imported variables you select.

Click on the Add button to add one or more variables in the Web Survey Data File - Add Variables dialog box.

Select this option if you intend to use additional imported variables beyond those associated with the survey's question blocks or if you intend to have other web surveys use the same data file. All of the web surveys must live in the same study.

If you intend to have other web surveys use the same data file and one or more of the other web surveys do not use exactly the same imported variables, also select the *List variables in alphabetical order* or the *List variables in custom order* option. You can have more than one web survey use the same data file as long as the variable lists for each are exactly the same.

3 Select one of the following options to specify the order of the included imported variables in the web survey data file.

- List variables in the order of appearance in the survey

  Select this option to have Survey Crafter Professional produce a web survey data file that lists its variables in the order of appearance in the survey. Variables not associated with the survey are listed at the beginning in alphabetical order or, if you select the *Include survey variables plus additional imported variables* option, in the order you specify in the Web Survey Data File - Add Variables dialog box.

  You can select this option if you intend to have other web surveys use the same data file. All of the web surveys must live in the same study.

  If you intend to have other web surveys use the same data file and one or more of the other web surveys do not use exactly the same imported variables, select the *List variables in alphabetical order* or the *List variables in custom order* option instead. You can have more than one web survey use the same data file as long as the variable lists for each are exactly the same.

- List variables in alphabetical order

  Select this option to have Survey Crafter Professional produce a web survey data file that lists its variables in alphabetical order.

  Select this option if you intend to have other web surveys use the same data file. All of the web surveys must live in the same study.

Example If you have two web surveys that do not use exactly the same imported variables and you want the web surveys to use the same data file, select this option as well as either the *Include survey variables plus additional imported variables* or the *Include all imported variables in the study* option. You can have more than one web survey use the same data file as long as the variable lists for each are exactly the same.

- List variables in custom order

  Select this option to have Survey Crafter Professional produce a web survey data file that lists its variables in the order you specify.

  Click on the Order button to specify the order in the Web Survey Data File - Order Variables dialog box.

Select this option if you want to control the order of the columns in the web survey data file. For example, if you are using one or more imported variables to uniquely identify your respondents, listing these imported variables at the beginning of the data file can improve performance significantly.

4   Select one of the following options to specify which if any data records to include in the web survey data file. The first row of the web survey data file always contains a list of the codes of the included variables.

• Include no data records.

Select this option to have Survey Crafter Professional produce a web survey data file that contains no data records.

You should not select this option if you intend to restrict access to the web survey to those respondents who can be found in the web survey data file. In this case, you will want the web survey data file to already contain the answers to the questions you are using to restrict access. See the Respondent tab to find out how to uniquely identify respondents in your web survey.

• Include all existing data records.

Select this option to have Survey Crafter Professional produce a web survey data file that contains all of the study's data records.

Select this option if you intend to restrict access to the web survey to the study's respondents or if you intend to uniquely identify your respondents and want to provide default answers. See the Respondent tab to find out how to uniquely identify respondents in your web survey.

• Include data records for which the following expression is true.

Select this option to have Survey Crafter Professional produce a web survey data file that contains a subset of the study's data records.

Select this option if you intend to restrict access to the web survey to a subset of the study's respondents or if you intend to uniquely identify your respondents and want to provide default answers. See the Respondent tab to find out how to uniquely identify respondents in your web survey.

If you select this option, enter or edit the expression to calculate the records to include in the data file. The expression must evaluate to true or false.

For help writing an expression, click on the Expression Builder button.

5   Select the *Have the data file backed up on the server each time the survey has been completed N time(s)* check box to have the script make a back up copy of your survey's data file on the web server each time the survey has been completed the number of times specified.

Example If this check box is selected and the number of completions is set to 25, your survey's data file will be backed up when the survey has been completed 25, 50, 75, 100, etc. times.

The back up files will reside in the same folder on the server as your survey's data file. The names of the back up files will contain the name of your survey's data file, the number of completions and the modification date and time stamp of the data file at the time the back up is made.

Example If the name of your survey's data file is *mysurvey.csv* and if at the time the back up is made the file was last modified on February 26, 2016 at 12:25:45, the name of the back up copy for the 150th completion would be *mysurvey.csv.backup.150.2016-02-26-1225-45.bak*.

6   Select the *Have a duplicate data file maintained on the server* check box to have the script maintain a duplicate copy of your survey's data file on the web server.

If this check box is selected, each time the script saves a respondent's answers to your survey's data file, it will also create or update a second copy of the data file. Before saving the respondent's answers, however, the script will compare the modification date and time stamp of the existing data file against that of the existing duplicate file and if they are sufficiently different, the script will make a back up copy of the duplicate file. It will then save the respondent's answers to the data file and update the duplicate file.

This means that if you were to accidentally replace your survey's data file with a new file and the old file had records you want to keep, you would be able to get the records from either the duplicate file or, if respondents have already completed the survey since the file was replaced, the back up copy.

The duplicate file will reside in the same folder on the server as your survey's data file. The name of the duplicate file will contain the name of your survey's data file and a *.bak* file name extension.

Example If the name of your survey's data file is *mysurvey.csv*, the name of the duplicate file would be *mysurvey.csv.bak*.

Back ups of the duplicate file will also reside in the same folder on the server as your survey's data file. The names of the back up files will contain the name of the survey's data file and the modification date and time stamp of the duplicate file at the time the back up is made.

Example If the name of your survey's data file is *mysurvey.csv* and at the time the back up is made the duplicate file *mysurvey.csv.bak* was last modified on February 26, 2016 at 12:25:45, the name of a back up copy would be *mysurvey.csv.diff.2016-02-26-1225-45.bak*.

7   If you intend to publish your web survey on a Unix web server, verify that the Data Export options in the Survey Crafter Professional Preferences dialog box have Survey Crafter Professional produce a data file with linefeed characters instead of carriage return and linefeed character pairs.

Note On a Unix web server, the script will read rows from a data file that have carriage return characters but will remove the carriage return characters from each row that it writes.

8   Go to the task "Defining the Feedback Respondents Receive" on page 45.

Defining the Feedback Respondents Receive

When a respondent completes your survey, the script on the web server sends a confirmation message to the respondent. You can customize this message. Alternatively, you can have the script take the respondent to an existing web page (your company's home page, for example).

If a respondent's answers are not valid, the script redisplays the web survey page with a list of all of the invalid answers. It is possible to customize the error and warning messages if you use a configuration file. An answer may be invalid for several reasons. For example:

• The number the respondent entered is too large or too small.

  For example, the respondent entered 500 for the question "How old are you?" and you set the maximum value for this variable's question at 100.

• The respondent entered letters when the question requires numbers.

  For example, the respondent entered the letters "apple" or "fifty" for the question "How old are you?", which requires numbers.

• The sum of the values a respondent entered for a constant sum question is greater than the sum the question expects.

  For example, the respondent entered 50, 50, and 20 for a constant sum question when the expected sum is 100.

• The respondent skips a value when responding to a ranking question.

  For example, the respondent enters 1, 3, 4, 5 when replying to a ranking question.

• The respondent skips a question that is required.

Depending on the severity of the invalid responses, the script sends the respondent either a warning or error message. If the respondent receives a warning message, he or she has the option of correcting the responses or submitting the web survey as is. If the respondent receives an error message, he or she must correct the responses or else the script will not accept the survey.

Example error and warning messages appear below.

If the script sends the respondent an error message, he or she must correct the responses or else the script will not accept the survey.

If the script sends the respondent a warning message, he or she can either correct the responses or submit the survey as is.

Figure 8:   Error and warning messages returned to web survey respondents.

- **To display a confirmation message when respondents complete your survey**

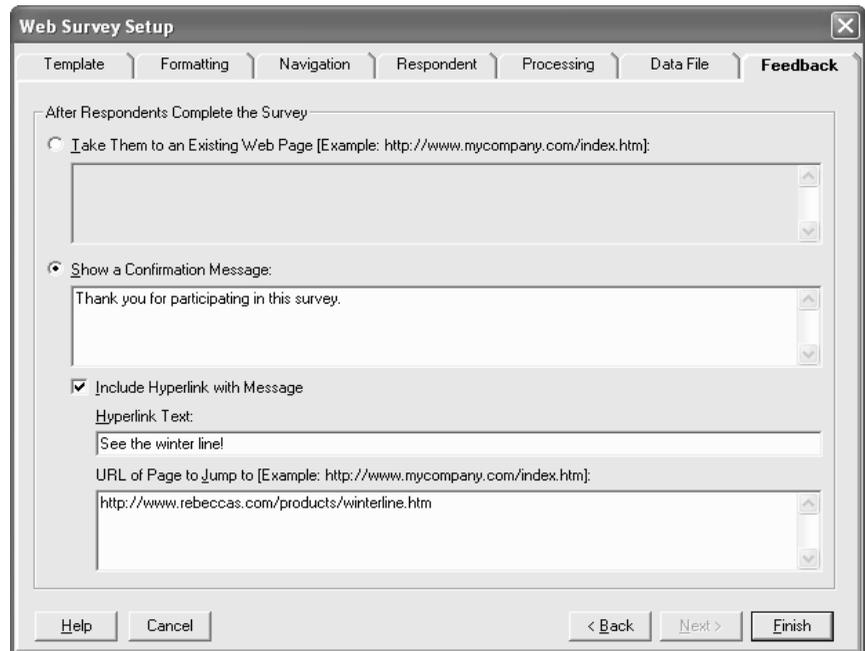   **1**   In the Web Survey Setup dialog box, select the Feedback tab.

Figure 9:   The Feedback tab of the Web Survey Setup dialog box.

2   Select the *Show a Confirmation Message* option.

3   In the *Show a Confirmation Message* field, type the message you want to show respondents.

     For example, use the message "Thank you for participating in this survey."

4   If you want to include a link to another web page in this message, do the following:

     •   Select the *Include Hyperlink with Message* check box.

     •   In the *Hyperlink Text* field, enter the text to appear as a link in the confirmation message.

     •   In the *URL of Page to Jump To* field, enter the URL of the web page you want displayed when the respondent click on the link.

5   Click on the *Finish* button to save your web survey's settings.

•   **To take your respondents to an existing web page when they**

complete your survey

1   In the Web Survey Setup dialog box, select the Feedback tab.

2   Select the *Take Them to an Existing Web Page* option.

3   In the *Take Them to an Existing Web Page* field, enter the URL of the web page to which you want to take your respondents.

4   Click on the *Finish* button to save your web survey's settings.

Previewing Web Survey Files

By previewing the web survey, you can see what your survey will look like on the Web without leaving Survey Crafter Professional. The Web menu's Web Page Preview command displays your survey in a browser.

Settings you defined in the task "Setting up Web Survey Files" on page 12 appear when you preview the web survey. The files you preview are temporary files; they are not the files your webmaster puts on your web server.

When previewing a web survey, you can click on the Submit link to see the survey's next page or the survey's confirmation message. You will not receive an error or warning message if you enter invalid data because the preview web survey is not on a web server. You can also click on the Clear or Reset button to clear the survey form.

You can also change the browser you use to preview web surveys. For example, you can switch from using Microsoft Internet Explorer to using Firefox.

• **To preview the web survey files**

   1   To display the survey you want to preview, select the Surveys tab of the Study window, select the survey and then click on the Edit button.

   2   From the View menu, choose Web Layout.

   3   From the Web menu, choose Web Page Preview.

        If you have not previewed a web survey before or if you deleted your browser or changed its location, the Find Web Browser dialog box appears. Otherwise, the web survey appears in your browser's window. If the Find Web Browser dialog box appears, continue.

4   In the Find Web Browser dialog box, find the location of your browser and then click on the Open button.
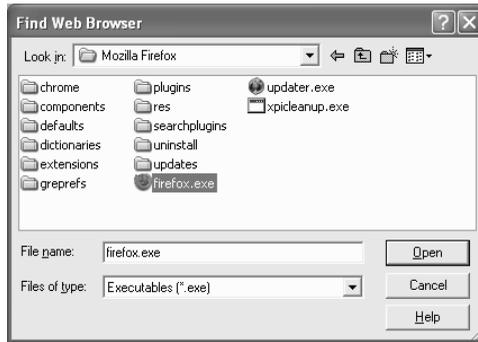

Figure 10:   The Find Web Browser dialog box.

The web survey appears in your browser. If the web survey's background image is not already on your web server, it will not appear in the preview.
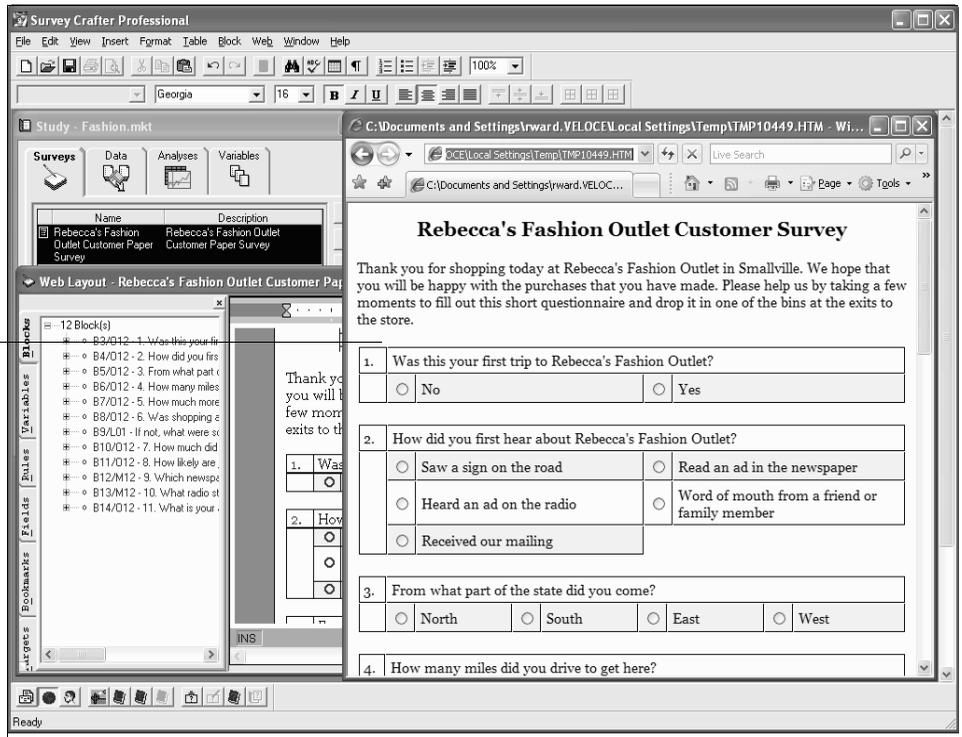
The web survey in Internet Explorer.

Figure 11:   Previewing a web survey in a browser.

- **To change the browser you use to preview web surveys**

    1   Open any study.

    2   From the Edit menu, choose Preferences.

Survey Crafter Professional displays the Preferences dialog box.

This field shows the path to the browser you currently use to preview web surveys.
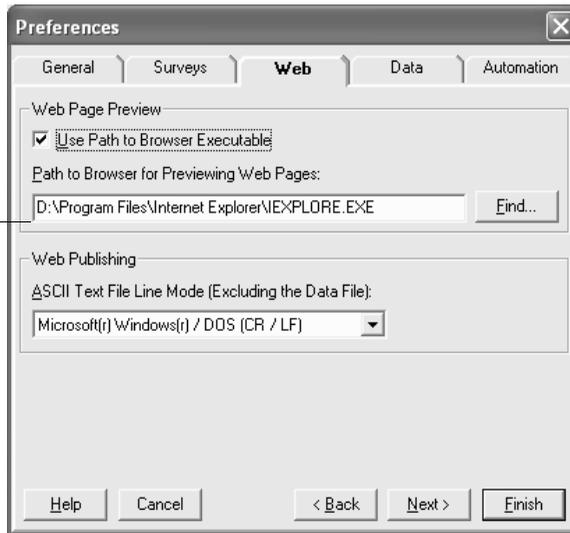

Figure 12: The Preferences dialog box.

3 Click on the Web tab

4 Select the Use Path to Browser Executable check box.

5 Click on the Find button.

6 In the Find Web Browser dialog box, select the browser you want to use to preview web surveys.

7 Click on the Finish button.

Publishing Web Survey Files

After setting up and previewing your web survey, you are ready to publish the web survey files. You can publish the web survey files together or separately.

Table 2 describes the files Survey Crafter Professional produces in this task.

Table 2:   Files created by the Web Survey Publish Wizard.

File name	Description
Filename.htm, Filename_2.htm, etc.	These are the files that make up the HTML version of your survey. The first HTML file is the first page of your web survey. You specify the name of the first HTML file in the Processing tab of the Web Survey Setup dialog box.
Filename.cfg	The optional configuration file that stores options such as the filename paths of the web survey's HTML files and data file. If you choose to have your web survey use a configuration file, Survey Crafter Professional does not include these filename paths in your web survey's HTML files. The configuration file also stores other options such as the default error and warning messages. Since the configuration file is a text file, you can change these options if you want to change the behavior of your web survey. The configuration file uses the filename you enter at the Processing tab of the Web Survey Setup dialog box.
Filename.dat, Filename.txt or Filename.csv	The data file that stores the respondents' answers to your web survey. Survey Crafter Professional produces a comma delimited data file in which each record occupies one row. For more about comma delimited data files, see the section "Overview of Import Files" in the *Survey Crafter Professional User's Guide*. The data file uses the filename you enter at the Processing tab of the Web Survey Setup dialog box.

Table 2:   Files created by the Web Survey Publish Wizard.

File name	Description
sccgi04.pl	A Common Gateway Interface (CGI) Perl script that resides on your web server for processing the respondents' answers to your web surveys.
	The script runs on all Unix and Microsoft® Windows® 64 and 32-bit platforms. Your web server must have Perl 5.0 or later installed.
scpl04.asp	An Active Server Pages (ASP) PerlScript script that resides on your web server for processing respondents' answers to your web surveys.
	The script runs on all Unix and Microsoft® Windows® 64 and 32-bit platforms. Your web server must support Active Server Pages and have PerlScript 5.0 or later installed.
scwin04.pl	A Common Gateway Interface (CGI) Perl script that resides on your web server for processing respondents' answers to your web surveys.
	The script runs on Microsoft® Windows® 64 and 32-bit server platforms such as Microsoft® Windows® Server 2012, 2008, 2003, 2000 and NT and non-server platforms such as Microsoft® Windows® 10, 8, 7, Vista, XP, 2000, Millennium or 9x. Your web server must have Perl 5.0 or later installed.
	If your web server runs Unix, use sccgi04.pl, scpl04.asp or sclnx04.cgi instead.
scwin04.asp	An Active Server Pages (ASP) PerlScript script that resides on your web server for processing respondents' answers to your web surveys.
	The script runs on Microsoft® Windows® 64 and 32-bit server platforms such as Microsoft® Windows® Server 2012, 2008, 2003, 2000 and NT and non-server platforms such as Microsoft® Windows® 10, 8, 7, Vista, XP, 2000, Millennium or 9x. Your web server must support Active Server Pages and have PerlScript 5.0 or later installed.
	If your web server runs Unix, use sccgi04.pl, scpl04.asp or sclnx04.cgi instead.

Table 2:   Files created by the Web Survey Publish Wizard.

File name	Description
scwin04.exe	A Common Gateway Interface (CGI) executable program that resides on your web server for processing respondents' answers to your web surveys.
	The program runs on Microsoft® Windows® 64 and 32-bit server platforms such as Microsoft® Windows® Server 2012, 2008, 2003, 2000 and NT and non-server platforms such as Microsoft® Windows® 10, 8, 7, Vista, XP, 2000, Millennium or 9x. Nothing else is required of your web server.
	If your web server runs Unix, use sccgi04.pl, scpl04.asp or sclnx04.cgi instead.
sclnx04.cgi	A Common Gateway Interface (CGI) executable program that resides on your web server for processing respondents' answers to your web surveys.
	The program runs on Linux platforms such as Red Hat 6.x or later or Debian 2.2 or later. Nothing else is required of your web server.
Readme.txt	The file containing technical information webmasters need to know to upload your web survey's files to your web server.

- **To publish the web survey files together or separately**

  1   Select the Surveys tab of the Study window.

  2   Select the survey you want to publish on the World Wide Web and then click on the Edit button on the tab.

  Survey Crafter Professional displays the survey in the Survey Designer window.

  3   From the View menu, choose Web Layout.

  4   From the Web menu, choose Publish Web Survey.

Survey Crafter Professional displays step 1 of the Web Survey
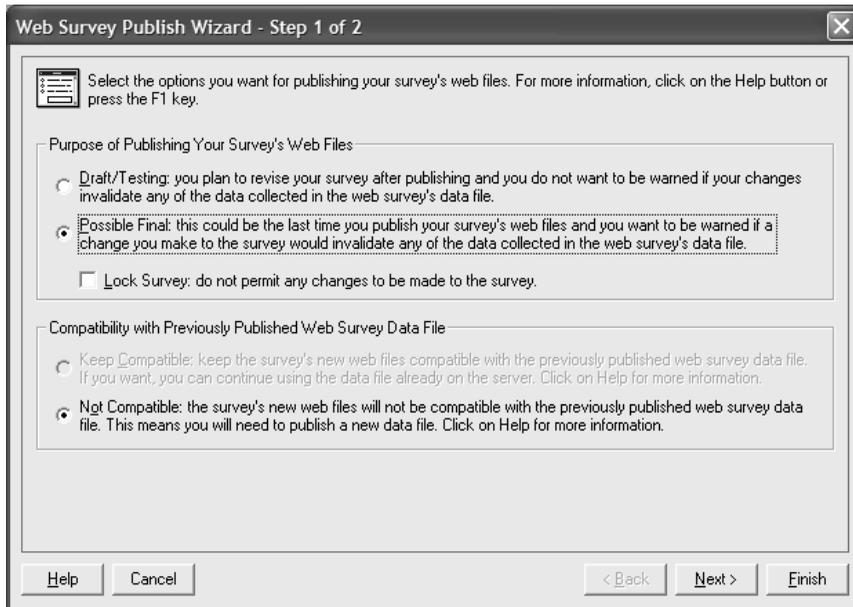Publish Wizard.

Figure 13:   Step 1 of the Web Survey Publish Wizard.

5   Under *Purpose of Publishing Your Survey's Web Files*, choose the
option that best matches your reason for publishing the files. Survey
Crafter Professional uses this information to determine if it should try
to prevent changes from being made to the survey's imported
variables when changes are made to the survey. Do one of the
following:

• Select *Draft/Testing* if you plan to revise the survey after publishing
your survey's web files and you do not intend to import the data
from the published web survey data file.

When this option is selected, Survey Crafter Professional does not
warn you before you make a change to the survey that would
invalidate any of the data collected in the web survey's data file.

Tip If you publish the web survey files using this option, you can still
change the publish event's purpose later from the Web Survey Publish
Logs dialog box.

• Select *Possible Final* if you plan to or it is possible you will put the published web survey files into production or you intend to import the data from the published web survey's data file.

When this option is selected, Survey Crafter Professional warns you before you make a change to the survey that would invalidate any of the data collected in the web survey's data file.

If you publish the web survey files using this option, you can still overwrite the published web survey files later if you make changes to the survey and decide to publish the web survey files again. See "Caching on the World Wide Web" on page 10.

Tip If you publish the web survey files using this option, you can still change the publish event's purpose later from the Web Survey Publish Logs dialog box.

6   If you selected *Possible Final*, you can also select *Lock Survey* if you want to lock the Survey Designer window to prevent any changes from being made to the survey. You can unlock the survey at any time by choosing Survey Options from the View menu when the Survey Designer window is active.

7   Under *Compatibility with Previously Published Web Survey Data File,* choose the compatibility option you want for the web survey files. Do one of the following:

• Select *Keep Compatible* if you want Survey Crafter Professional to make sure the generated web survey files are compatible with the previously published web survey data file.

Note Survey Crafter Professional makes the *Keep Compatible* option available only when it determines that the generated web survey files can be made to be compatible with the most recently published web survey data file.

For example, if you have already published the web survey files and respondents have completed one or more surveys, you can use this feature to update the web survey HTML files and avoid overwriting the published web survey data file. See "Caching on the World Wide Web" on page 10.

If this option is not available and respondents have completed one or more surveys, you should download and import the published web survey data file before publishing the web survey files again. Importing the published web survey data file prevents you from losing the completed surveys when you publish the web survey files again.

• If both options are available, select *Not Compatible* when you want to overwrite the existing web survey data file using a potentially changed list of variables. When you select this option, Survey Crafter Professional automatically regenerates the names of the survey's imported variables before publishing the web survey files.

Note *Not Compatible* is the only available option when Survey Crafter Professional determines that the generated web survey files cannot be made to be compatible with the most recently published web survey data file or if you are publishing the web survey files for the first time.

For example, if you make changes to the survey after publishing the web survey files, choosing this option allows Survey Crafter Professional to automatically update the names for the variables that are involved with the changed areas of the survey. See "Caching on the World Wide Web" on page 10.

8   Click on the Next button.

Survey Crafter Professional displays step 2 of the Web Survey
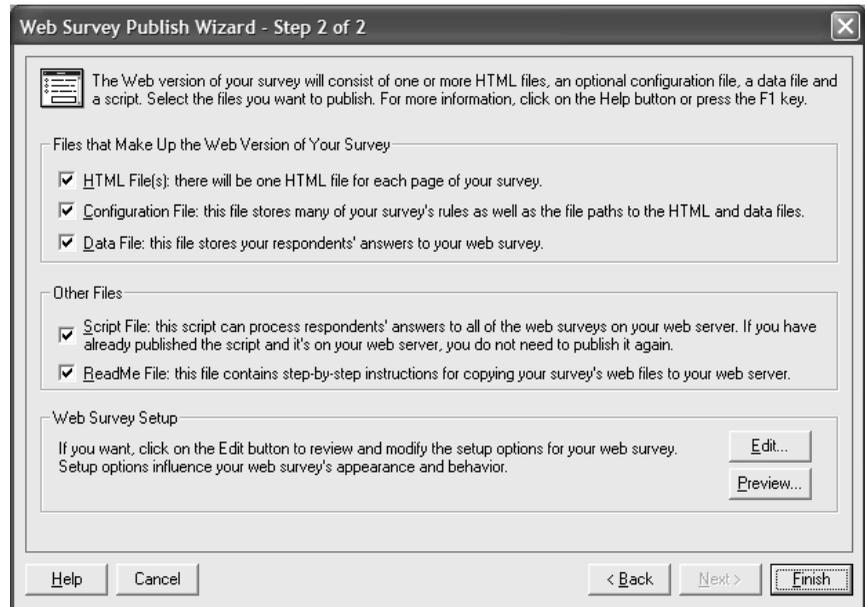Publish Wizard.

Figure 14:   Step 2 of the Web Survey Publish Wizard.

9   Select the files you want to publish that make up the Web version of
your survey. If this is the first time you are publishing your survey's
web files, choose all of the files. Do any of the following:

- Select *HTML Files* to have Survey Crafter Professional publish the
  web survey's HTML files. The web survey's HTML files make up
  the HTML version of your survey. There will be one HTML file for
  each page of your survey.

- If available, select *Configuration File* to have Survey Crafter
  Professional publish the web survey's configuration file. The web
  survey's configuration file stores options such as the rules as well as
  the file paths of the web survey's HTML and data files.

Note When your web survey uses a configuration file, Survey Crafter
Professional requires that you publish the configuration file whenever
you publish the web survey's HTML files.

To have your web survey use a configuration file, visit the
Processing tab of the Web Survey Setup dialog box and click to
select the check box to the left of *Full Path of the Web Survey
Configuration File on the Web Server.*

- Select *Data File* to have Survey Crafter Professional publish the
  web survey's data file. The web survey's data file is used to store
  your respondents' answers to your web survey.

See Table 3 for suggestions on when to publish the data file.

Table 3:   When to publish your web survey's data file.

Scenario	What to do
This is the first time you are publishing your survey's web files.	Publish the web survey's data file as well as the HTML and configuration files and copy the files to the locations on your web server that you specified in the *Processing* tab of the *Web Survey Setup* dialog box.
You have already published and copied your web survey's data file to your web server and no responses have been collected yet. You have made changes to your survey, you are republishing your survey's web files and you have selected *Compatible* in step 1.	Because the HTML and configuration files you are about to republish will be compatible with the data file already on the web server, you have a choice. If you want, you can republish the web survey's data file and replace the file on the web server with the new one or you can not republish the web survey's data file and leave the data file on the web server.
You have already published and copied your web survey's data file to your web server and no responses have been collected yet. You have made changes to your survey, you are republishing your survey's web files and *Not Compatible* has been selected in step 1.	Because the HTML and configuration files you are about to republish will not be compatible with the data file already on the web server, republish the data file as well as the HTML and configuration files and replace the files on the web server with the new ones.

Table 3:   When to publish your web survey's data file.

Scenario	What to do
You have published and copied your web survey's data file to your web server and respondents' answers are already being collected. You have made changes to your survey, you are republishing your survey's web files, you have selected *Compatible* in step 1 and you want to keep the data already collected.	Make sure you have selected *Compatible* in step 1, republish the HTML and configuration files but do not republish the web survey's data file. Leave the data file on your web server to continue collecting data. The new HTML and configuration files will be compatible with the data file already on your web server.
You have published and copied your web survey's data file to your web server and respondents' answers are already being collected, you have made changes to your survey, you are republishing your survey's web files and you don't want to keep the data already collected. In fact, you would like to have the data cleared.	Regardless of the *Compatible/Not Compatible* selection in step 1, republish the data file as well as the HTML and configuration files and replace the files on the web server with the new ones.
You have published and copied your web survey's data file to your web server and respondents' answers are already being collected. You have not made any changes to your survey and you want to clear the data already collected.	Make sure you have selected *Compatible* in step 1, republish only the data file and replace the file on the web server with the new one. If you could not select *Compatible* in step 1, a change must have been made to the survey. In this case, republish the data file as well as the HTML and configuration files and replace the files on the web server with the new ones.

Table 3:   When to publish your web survey's data file.

Scenario	What to do
You have published and copied your web survey's data file to your web server and respondents' answers are already being collected. You have made changes to your survey, you are republishing your survey's web files, *Not Compatible* has been selected in step 1 and you want to keep the data.	Make a copy of the data file on the web server. You may also want to import the data file into Survey Crafter Professional and publish the data file with the imported data. Depending on the changes made to the survey and how the survey has been configured, you may want to contact Survey Crafter technical support for advice. In most cases, after making a copy of the data file on the server, you should publish the HTML, configuration and data files and replace the files on the web server with the new ones.

10 Select the other files you want to publish. Do any of the following:

• Select *Script File* to have Survey Crafter Professional publish the script file you selected in the Processing tab of the Web Survey Setup dialog box. You will need to select this check box if you have not yet published a script file for any Survey Crafter Professional web survey on your web server or you have configured the script file for this survey to have a different name or location than any of the other script files.

Tip Please note the same script file can validate and process the respondents' answers to any Survey Crafter Professional web survey on your web server. This means it is not necessary to publish the script file for this survey if you have already published it for this or another Survey Crafter Professional web survey and the script's type, name and location remain the same.

• Select *ReadMe File* to have Survey Crafter Professional publish the web survey's ReadMe text file. The web survey's ReadMe text file contains step-by-step instructions for copying the web survey files to the web server.

11 If you have not yet configured the web survey or you want to make some adjustments before publishing the web survey files, click on the Edit button to display the Web Survey Setup dialog box. If you would like to preview the web pages before publishing the web survey files, click on the Preview button.

12 Click on the Finish button.

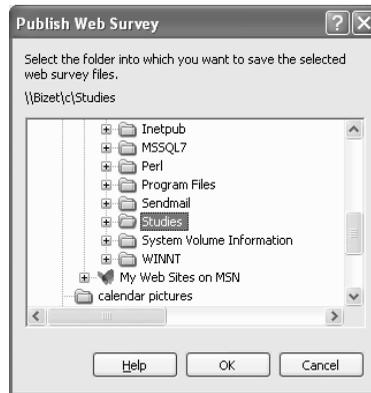Survey Crafter Professional displays the Publish Web Survey dialog box.

Figure 15:   The Publish Web Survey dialog box.

13 Select the existing folder in which you want to place the web survey files.

Placing the web survey files in the same folder makes it easy for the webmaster to find all of the files to copy to your web server.

14 Click on the OK button.

Survey Crafter Professional creates the files and places them in the folder you specified.

You can modify the .htm files Survey Crafter Professional creates to tailor them to the look of your website. However, first read the section "Editing the HTML Files that Survey Crafter Professional Creates" in the Readme.txt file.

• **To publish web survey files separately**

1 Select the Surveys tab of the Study window.

2 Select the survey and then click on the Edit button on the tab.

Survey Crafter Professional displays the survey in the Survey Designer window.

3 From the File menu, choose Export.

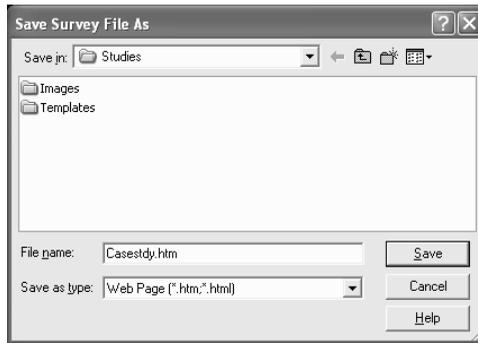Survey Crafter Professional displays the Save Survey File As dialog box.

Figure 16:   The Save Survey File As dialog box.

4   Select the type of file you would like to export from the Save as Type drop down.

For example, select Web Page to generate the HTML files or select CGI Perl Script to generate the CGI Perl script for all platforms.Select a folder and filename.

5   Click on the Save button.

Survey Crafter Professional creates the files and places them in the folder you specified.

6   Repeat steps 3 through 6 to export the next type of web survey file.

After Creating Web Survey Files

After creating the web survey and its supporting files, you need to do the following to prepare the survey for respondents:

- Copy the files to the web server

- Test the web survey and the script

- Announce the web survey

Ask the Webmaster

Copying the Files to the Web Server

The webmaster will perform this task. Tell the webmaster the location of the folder containing the web survey and the related files you generated. Also, remind the webmaster to read the file Readme.txt in this folder for technical information on copying the generated files.

To test the web survey, we recommend copying the files to a temporary location that no user browsing the Web can access. This location might be your company's internal web server or a restricted area of your company's website. By copying the survey to such a location, you can test the survey and fix any problems without the risk of a potential respondent finding the survey and trying to complete it before it is ready. Note that this means specifying temporary locations in the Processing tab of the Web Survey Setup dialog box.

Ask the Webmaster

Testing the Web Survey and the Script

Before respondents complete and submit the survey, make sure that the survey works properly. Your webmaster can help you with this testing. For example, check the following:

- That the Submit button sends the answers to the correct script URL

- That the script on the web server sends back the correct confirmation message or displays the correct web page when all of the responses are valid

- That the link you added to the confirmation message works

- That you can download the data file containing survey responses from the web server

After testing the survey and fixing any problems, change the settings in the Processing tab of the Web Survey Setup dialog box, publish the web survey's files again and have the webmaster upload the files their final locations on your website.

Announcing the Web Survey

Ask the Webmaster

For respondents to complete your web survey, they need to know that it exists. Here are some suggestions for publicizing your web survey:

- Send an email to members of your target audience.

- Add keywords your audience is likely to search for to the web survey HTML file and submit your survey's URL to search engines.

  Your webmaster can help you add keywords to the web survey HTML file and submit the survey's URL to search engines.

- Ask webmasters of sites your audience visits to add a link to your survey from their sites.

- On your website's home page, add a message or graphic announcing the survey and provide a link to it.

  You can also repeat this message or graphic at selected points throughout your website.

- If your website features a "What's New?" section, include a link to the survey in that section.

- If you want to have your survey automatically pop-up in a new browser window, include a JavaScript command in one of your website's pages that will automatically start your web survey in a new browser window.

When You are Ready to Analyze the Responses

Typically you give respondents a deadline for completing the survey (for example, 4 weeks from the day you announce it) or wait until you have collected some minimum number of records (for example, 100). To check how many records the data file on your web server contains, ask your webmaster to download the file. Each line in the data file is a record. You can also download the data file several times over the course of the project.

When you are ready to examine the responses, do the following:

• Download the data file

• Import the data file into your study

• Analyze the data

Ask the Webmaster

Download the Data File

The webmaster will do this task for you. This task involves copying the data file on the web server to a folder on a computer on your network. This folder may be on your computer. If it is not, make sure that you and your webmaster agree to the location of this folder and that you have some way of getting the data file from this folder to your computer.

Import the Data File into Your Study

After downloading the data file, import it into your study. For instructions on importing data into a study, see the section "Importing Data Sets" of the *Survey Crafter Professional User's Guide*.

If you download the data several times throughout the project, you will probably import the data into your study each time. After the first import, we recommend that you overwrite the records currently in the study during each successive import.

Suppose that you download and import a data file containing 50 records. Two weeks later you download this data file again. Now it contains 80 records (the 50 original records plus 30 new records). When you import

this 80 record data file into your study, the Import Options dialog box
appears. Select the Replace All Existing Records option to overwrite the
records currently in the study.

Select this option to
overwrite the records
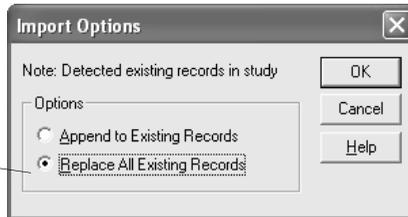currently in the study's
data set.

Figure 17:   The Import Options dialog box.

If you overwrite the records, the 50 original records effectively remain
unchanged: Survey Crafter Professional copies them over themselves.
Then it adds the 30 new records. If you appended the data, the study's
data set would contain the 30 original records plus two instances of each
of the original 50 records.

Analyze the Data

Once the data is in your study, you can analyze the data by using Survey
Crafter Professional's wizards, creating your own custom tables and
charts, and designing batch reports. For instructions, see Chapter 4,
"Analyses: Tables", Chapter 5, "Analyses: Charts", and Chapter 8, "Batch
Reports" in the *Survey Crafter Professional User's Guide*.