



How to use the AnswerCloud

How to get the most from Survature's unique question type



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WHAT IS THE ANSWERCLOUD

AnswerCloud is a visual question for measuring attitude, behavior and importance. To understand how best to use the AnswerCloud for producing insightful results, it is helpful to compare the AnswerCloud to the traditional radio button matrix.

When measuring attitude for one question, common practice is to use a rating scale question with four points or more. For example, when asking how would you rate the overall quality of service at a particular restaurant, you would present the following five point scale question in a radio button question format.

Regarding your most recent dining experience at Tom's Diner, how would you rate the overall quality of service?

- Poor
- Fair
- Average
- Good
- Excellent

If you want to measure the customer's experience over a set of attributes that use the same scale, you would present matrix or grid of radio button questions. Continuing with the restaurant customer experience, you would present the following:

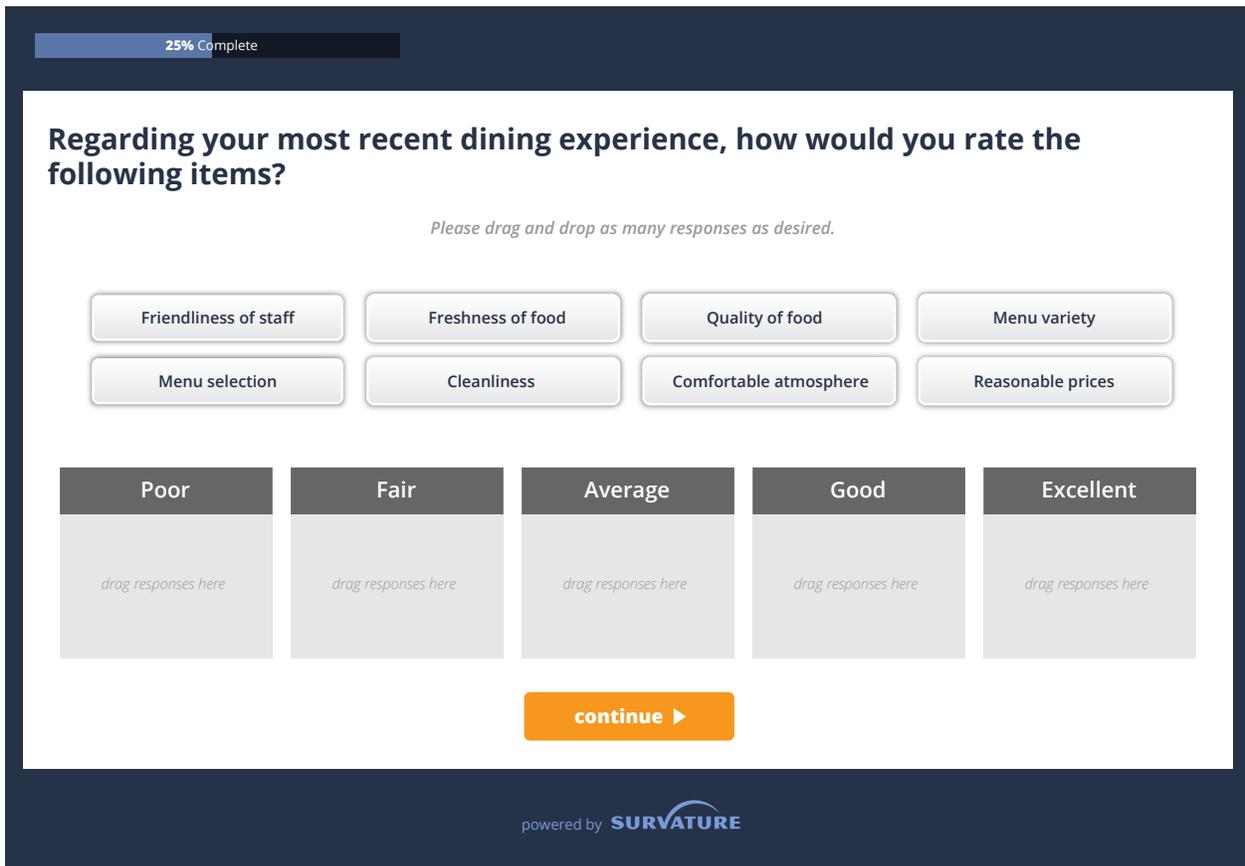
Regarding your most recent dining experience at Tom's Diner, how would you rate us in the following categories?

	Poor	Fair	Average	Good	Excellent
1. Freshness of food.	<input type="radio"/>				
2. Quality of food.	<input type="radio"/>				
3. Variety of choices in menu.	<input type="radio"/>				
4. Friendliness of staff.	<input type="radio"/>				
5. Quality of service.	<input type="radio"/>				
6. Comfort of atmosphere.	<input type="radio"/>				
7. Cleanliness of space.	<input type="radio"/>				
8. Reasonableness of prices.	<input type="radio"/>				

Traditional radio button matrix of questions

WHAT IS THE ANSWERCLOUD (CONTINUED)

In contrast, the content for the radio button matrix question will be represented as an AnswerCloud in the following manner.



25% Complete

Regarding your most recent dining experience, how would you rate the following items?

Please drag and drop as many responses as desired.

Friendliness of staff	Freshness of food	Quality of food	Menu variety
Menu selection	Cleanliness	Comfortable atmosphere	Reasonable prices

Poor	Fair	Average	Good	Excellent
drag responses here				

continue ▶

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Survature's AnswerCloud question type is a more streamlined approach to using the traditional radio button matrix of questions

WHY USE THE ANSWERCLOUD?

Use of the AnswerCloud results in more engaged answers and avoidance of common problems radio button matrix questions. The radio button matrix has known limitations that results in questionable data. Studies have shown that when presented with a matrix of radio buttons, some respondents exhibit flatlining or middle-lining biases. In other words, some respondents would carelessly check radio buttons down the middle or down the same column.

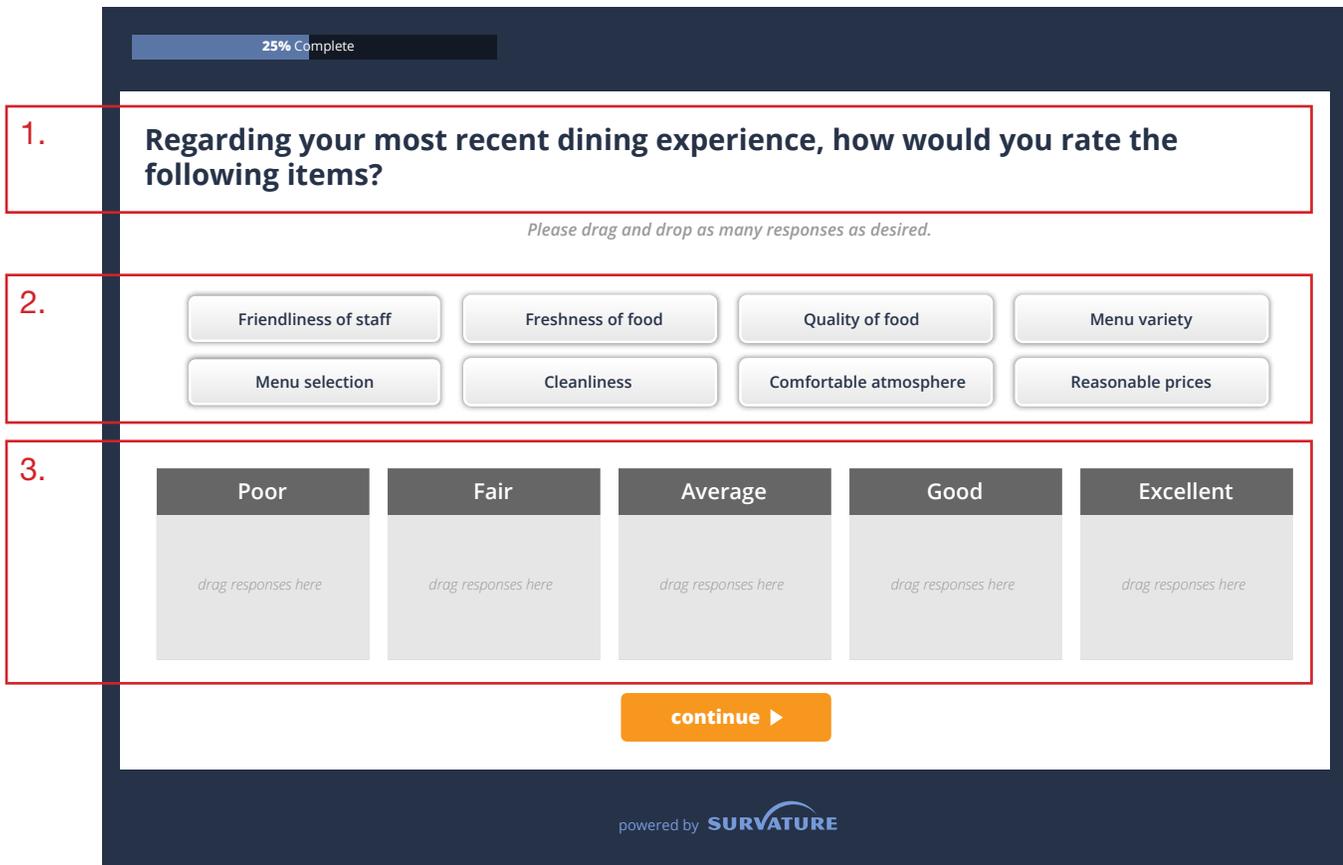
Survature highly recommends the use of the AnswerCloud over the radio button matrix, especially when you want to measure the attitude of six or more attributes (i.e., quality of food, quality of service) along the same scale (poor to excellent) and each attribute can be described in six words or fewer.

Because the AnswerCloud is engaging and interactive, our clients collect richer data that results in more actionable insights. In every survey our clients have run, the respondents read the question more carefully and provide more thoughtful answers because they are asked to select, drag, and drop answers in the appropriate response columns. Survature's technology also captures whether the respondents selected the answer and the order of their answers to determine each answer's relative importance to one another. By collecting what the respondents answered and how they answered, Survature's technology can analyze and present the results in a visually insightful manner.

HOW TO DESIGN AN ANSWERCLOUD QUESTION

The AnswerCloud has three main components:

1. The general question;
2. The items for response; and
3. The response columns with the scale ratings.



25% Complete

1. **Regarding your most recent dining experience, how would you rate the following items?**

Please drag and drop as many responses as desired.

2. **Items for response:**

- Friendliness of staff
- Freshness of food
- Quality of food
- Menu variety
- Menu selection
- Cleanliness
- Comfortable atmosphere
- Reasonable prices

3. **Response columns with scale ratings:**

Poor	Fair	Average	Good	Excellent
drag responses here				

continue ▶

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HOW TO DESIGN AN ANSWERCLOUD QUESTION (CONTINUED)

Before writing the question text, identify the type of question you want to ask and the inventory you want to ask it over. AnswerCloud questions aren't appropriate for every kind of question, so identifying key questions that are best answered by an AnswerCloud can be challenging. As a guideline, **the AnswerCloud works well with matrix style Likert questions, such as, "How frequently do you ...", where the responses range from "Never" to "Always" over a response inventory.** The AnswerCloud replaces this intimidating question type with a better question type that captures how participants interact with the question.

It's easy to convert existing Likert style multiple choice or matrix question to an AnswerCloud question.

First, create an AnswerCloud question in the Survature Survey Builder. The AnswerCloud requires a page of its own, so plan for followup questions to appear on subsequent pages.

Identify the scale

Check that your scale is provided in the Survature Survey Builder. If not, try to use a scale that has similar phrasing and meaning. You can view a sample of some of the scales in the next section of this manual. If Survature does not list your scale, please tell us about it through our support email at AskUs@survature.com or through our support page <https://www.survature.com/support>

Brainstorm a long list of items before editing it down

If you are collecting feedback about a recent dining experience, list out everything that a customer would have experienced, such as service, quality of food, temperature of food, value of the meal, etc.

Edit the Items list

Once you over-exhausted a list of items for rating, choose a set that best represents the most important items where you want answers. Because the AnswerCloud is a visual question, it is important that there is balance with the length of each item and the number of items in the AnswerCloud. For example, if each item is one word, it may be okay to have 15 items. If each item is about 5 words, then it is highly suggested that you present only 8 items. Based on experience and results, the optimal seems to be items with about 2-3 words and 8-12 items. This range will provide enough balance where the respondent can pay enough attention each item and respond with a high level of engagement. See examples below.

HOW TO DESIGN AN ANSWERCLOUD QUESTION (CONTINUED)

Communicate in sentences, not paragraphs

If you find yourself needing paragraphs to communicate your idea, try to setup the survey such that you can put the majority of the text into an instruction block on its own page before the set of questions it applies to.

Be brief, but clear

Avoid unnecessary verbosity. For example “For brands that advertised at the Event, how did their sponsorship impact your opinion of their brand?” can be phrased as “How did the Event impact your opinion of the following sponsors?”.

Avoid priming your audience to certain attitudes

For example, when trying to gauge the effectiveness of an HR department, avoid this phrasing: “Is HR helpful in meeting the following challenges?” in favor of phrasing like “How effective is HR in meeting the following challenges?”. The first phrasing introduces a bias to those unsure about their response skewed to be in favor of answering positively, when they should be communicating their uncertainty.

Avoid closed-ended questions

For example, when trying to gauge the effectiveness of an HR department, avoid this phrasing: “Is HR helpful in meeting the following challenges?” in favor of phrasing like “How effective is HR in meeting the following challenges?”. The first phrasing may cause confusion to respondents expecting to see a binary choice (Is helpful or is not) and instead see a Likert style scale.

Additional thoughts

As another starting point, many of our clients will use surveys they used in the past and translate them into AnswerCloud questions.

ANSWERCLOUD SCALES

Like other types of scaling questions, we use the AnswerCloud scales to explicitly measure a person's attitude along one dimension--from one extreme to another extreme. By quantifying the responses along the scale, you can determine how people's attitudes toward a particular subject matter relates to one another. This is best illustrated by a common example of customer satisfaction.

Suppose you want to measure the attitudes of recent customers of a restaurant. You would choose "satisfaction" as the dimension and choose either a 1-to-4, 1-to-5, or 1-to-7 response scale. Even numbered scales do not permit a neutral or middle value response, as with very dissatisfied, satisfied, very satisfied. Odd numbered scales allow for middle value responses, such as neutral or undecided.

Once you have decided the topic, issue, or attitude that you are measuring, you will want to choose the single dimension scale the best fits. Below are a list of common scales and variations of a single dimension scale.

Satisfaction

Very Dissatisfied	Dissatisfied	Unsure	Satisfied	Very Satisfied
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Agreement

Strongly Disagree	Disagree	Don't Know/Not Sure	Agree	Strongly Agree
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Quality

Poor	Fair	Good	Very Good	Excellent
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Frequency of Use

Never	Almost Never	Occasionally/Sometimes	Almost Every Time	Every Time
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Degree

Not at All	Slightly	Somewhat	Moderately	Extremely
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Level of Probability

Not Probable	Somewhat Improbable	Neutral	Somewhat Probable	Very Probable
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HOW TO INTREPRET THE RESULTS

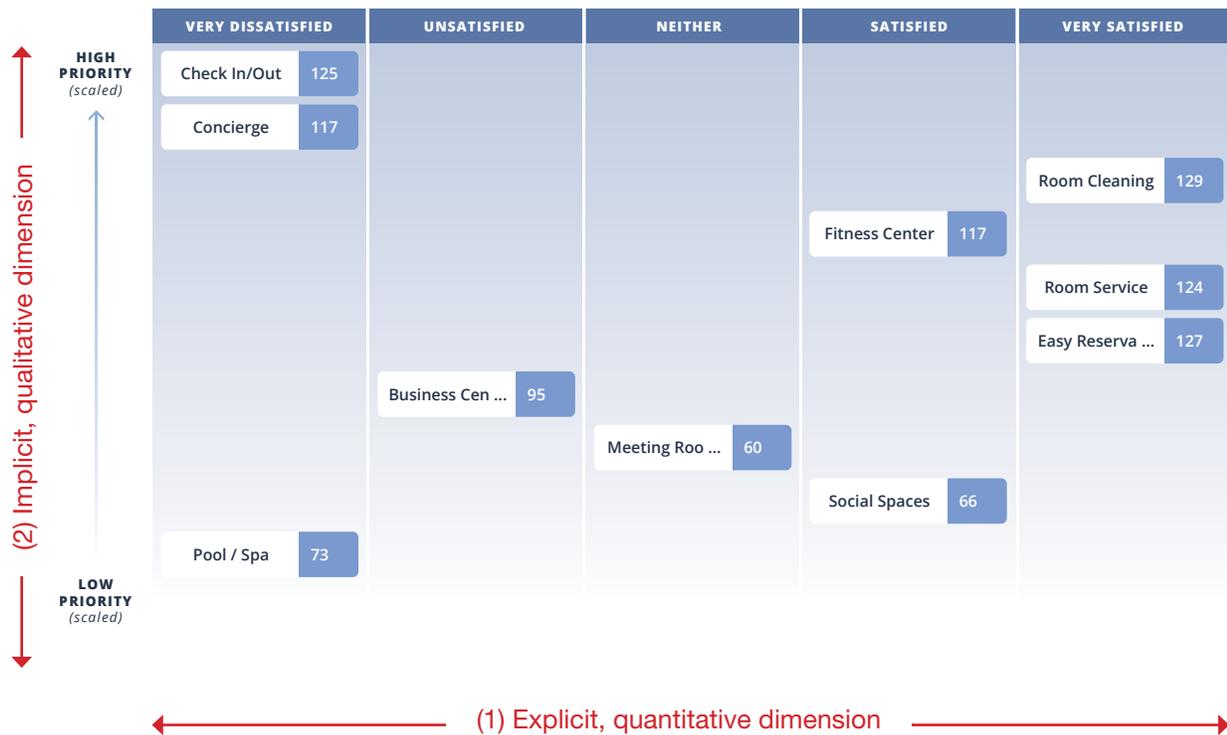
The AnswerCloud collects two dimensions of data: (1) explicitly collects the quantitative attitude as measured by the one dimensional scale; and (2) implicitly collects the qualitative attitudes about importance and priority. Because AnswerCloud can collect two-dimensional data, this data can be represented in a two-dimensional space, either a table or a X-Y graph.



Question 1 AnswerCloud

131 responders

In your most recent stay with Urban Grand Hotel, how would you rate our following services and amenities?



AnswerCloud result "Priority Table"

HOW TO INTREPRET THE RESULTS (CONTINUED)

When viewing AnswerCloud results with the Priority Matrix tool, the two dimensional representation of the results of the AnswerCloud can be simplified into four areas.

1. **Areas of concern:** items that rank high in priority and need more attention
2. **Areas of strength:** items that rank high in priority and need less attention
3. **Areas of secondary strength:** items that rank low in priority and need more attention
4. **Areas of low priority:** items that rank low in priority and need less attention

With the Priority Matrix you can compare results between segments and the distance of separation between responses among varying participant demographics or criteria.

