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Productive Access Inc.

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mTAB Newsletter

What's New in Version 5.2?

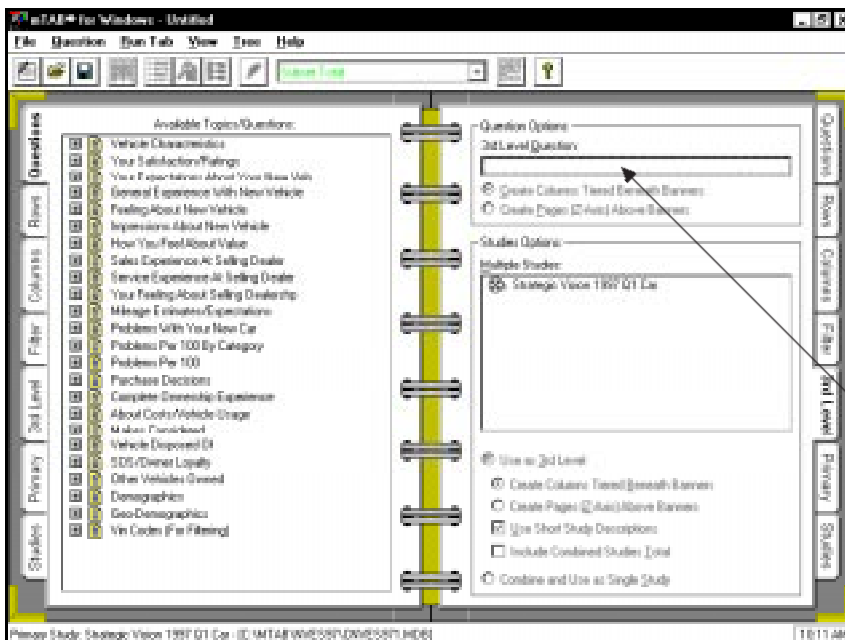
This issues spotlights the two significant enhancements in the MTAB version 5.2 upgrade, an enhanced 3rd level view and the incorporation of verbatim processing.

Enhanced 3rd Level View

MTAB's 3rd level view was redesigned in version 5.2 to permit concurrent use of 3rd level studies and a 3rd level question. Simultaneous use of a 3rd level question with 3rd level studies requires combining the 3rd level studies so they appear as a single study. This addition is useful for combining car and truck versions of a similar study or multiple country / market versions of the same basic study.

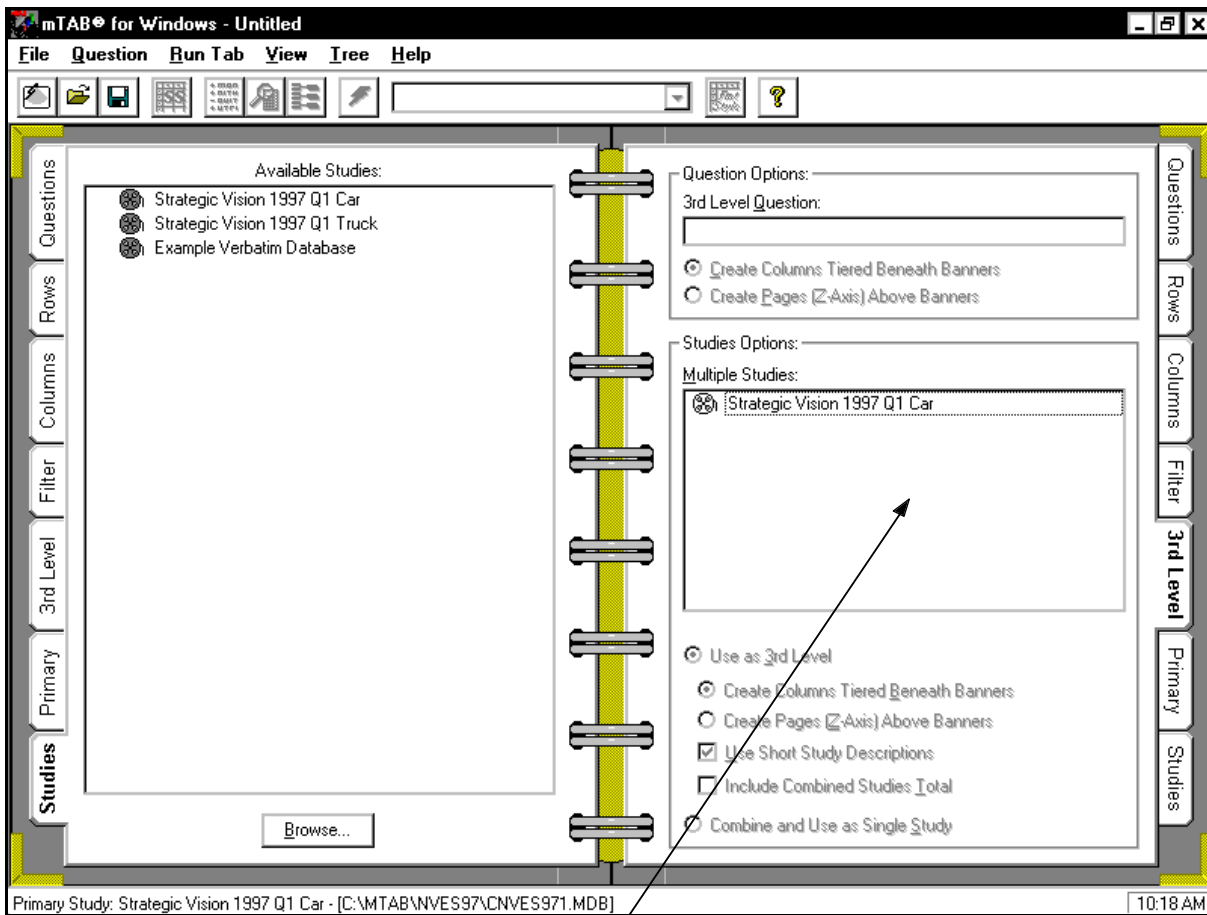
All prior aspects of the 3rd level, for example, separate use of 3rd level question and 3rd level studies are supported. A few keystroke nuances, namely the need to first click in the 3rd level question or studies areas to activate the opposing questions or studies views, are illustrated below:

Selecting a 3rd Level Question:



Click here to select a 3rd Level Question (Shows the available Topics/Questions Menu)

Selecting a 3rd Level Study:



Click here to select a 3rd Level Study
(Shows the available Study Menu)

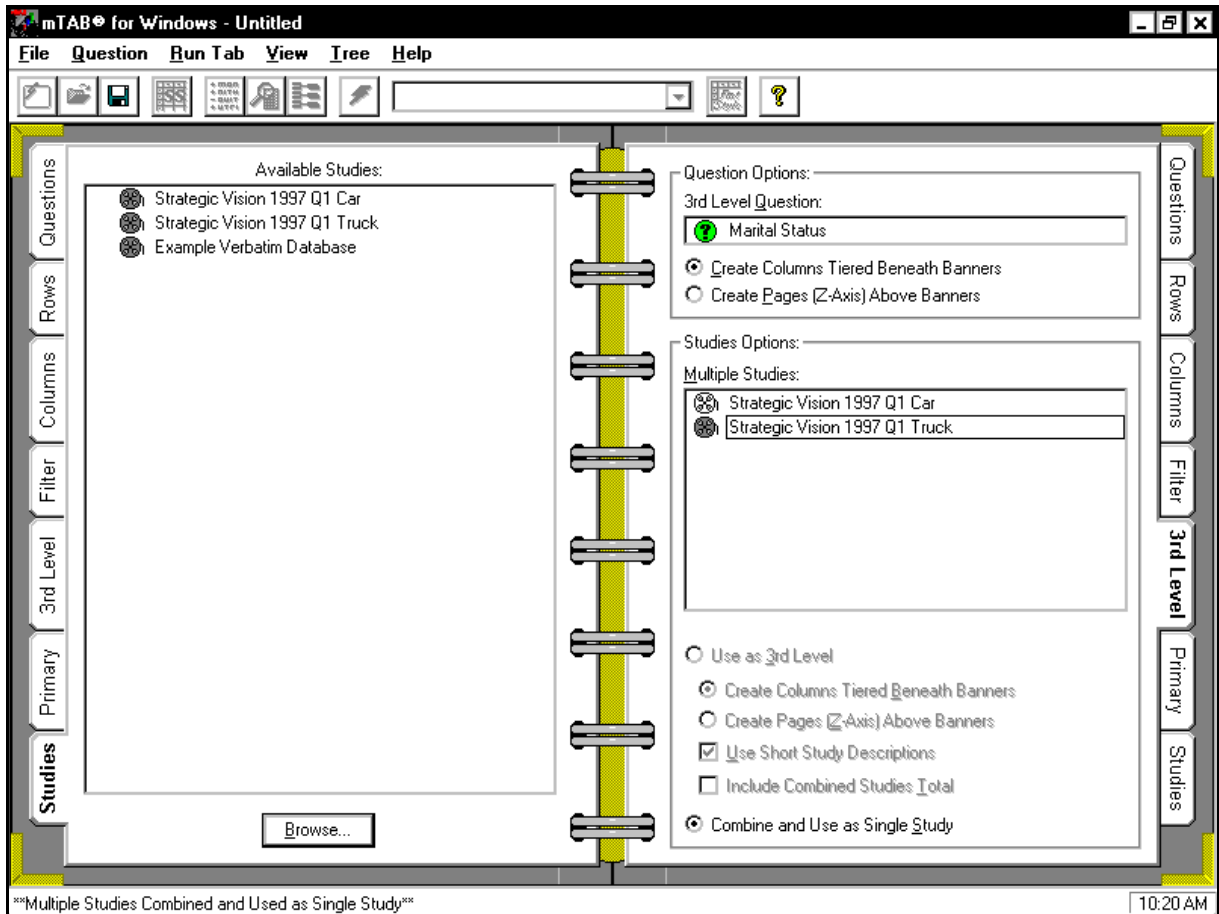
Coming Soon . . . The mBOSS Reporting Tool!

- * Facilitates corporate-wide publishing of your analysis
- * Runs on your company intranet under a browser (MS-Explorer or Netscape)
- * Integrated Graphics
- * Exports to Excel or Lotus
- * An Interactive Reporting Tool – menu selections for various column, row, and page views of the same basic report

See Screenshot on Page 4

Using a 3rd Level Question with “Combined” 3rd Level Studies

It is now possible to use a 3rd level question with 3rd level studies provided that the studies can be treated as a single, “combined” study. In the example below, a truck study is added to our car “primary” study in the manner illustrated previously. We then add a 3rd level question, again, in the same manner as illustrated in the prior 3rd level question example.



Upon addition of the 3rd level question, the 3rd level study radio control “Combine and Use as Single Study” is forced on, treating the studies selected in the 3rd level as a combined study. The combined study total is identical to the data obtained by using the 3rd level studies “Include Combined Studies Total” option.

The Future


Besides being a useful addition to mTAB’s analysis abilities, the new 3rd level will offer additional report authoring flexibility for integration with PAI’s upcoming mBOSS service. Eventually, the user will be able to create an mBOSS report that allow combinations of 3rd level studies and questions, without the need to treat the 3rd level studies as combined.

Verbatim Processing

What is a verbatim anyway? Quality surveys, customer satisfaction and mystery shopping evaluations are among the many survey types that often contain verbatim responses. A verbatim response captures the literal, often “hand written” answer provided by the respondent. For example, a hypothetical verbatim response to the question “What did you like about the product?” would be “The product offered the performance, color and size I was looking for at a reasonable price.” Responses to verbatim questions are often coded into categories to ease the analysis of the data. Continuing with our example “What did you like about the product?”, likely coded categories would include physical attributes, price/deal/financing offered, utility/value provided, and image/status provided. As in the case of our hypothetical responses, a single verbatim will likely encompass more than one of the coded categories, resulting in a multiple response question.

Often an examination of the coded responses results in the desire to review at least a sampling of the actual verbatim responses. For example, discovery of a large percentage of a particular product problem would invite a review of the actual verbatim responses describing the problem in more detail. By way of mTAB’s filter, the analyst can “zero-in” on a particular group of respondents from which to review verbatim responses. This step reduces the need to read through potentially thousands of verbatim responses of limited relevance to the analysis.

How to analyze verbatims with mTAB 5.2

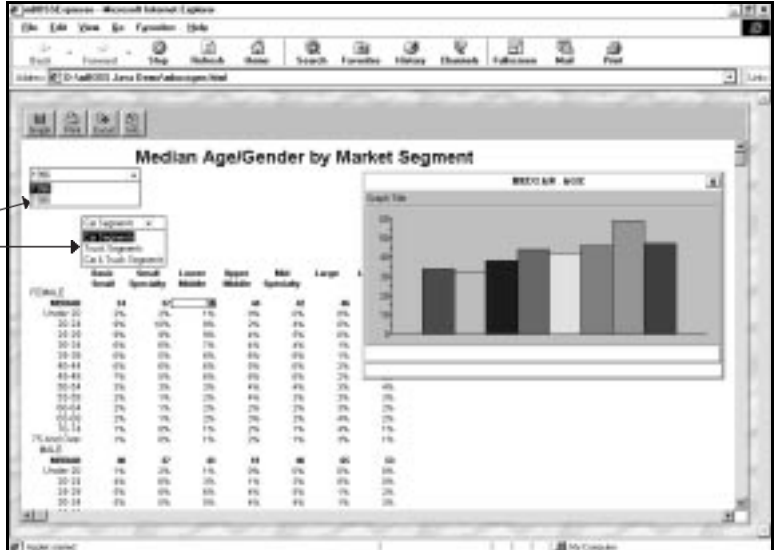
First off, the database you intend to analyze must contain verbatim questions! These questions are identified with a special question icon  in the Available Topics/Questions view.

If the verbatim question was coded into categories, both the coded data and the literal verbatim responses are represented by the same question within mTAB’s Topic/Question menu structure.

Continued from page 2

Screenshot for The mBOSS Reporting Tool!

Menus change the content of the report



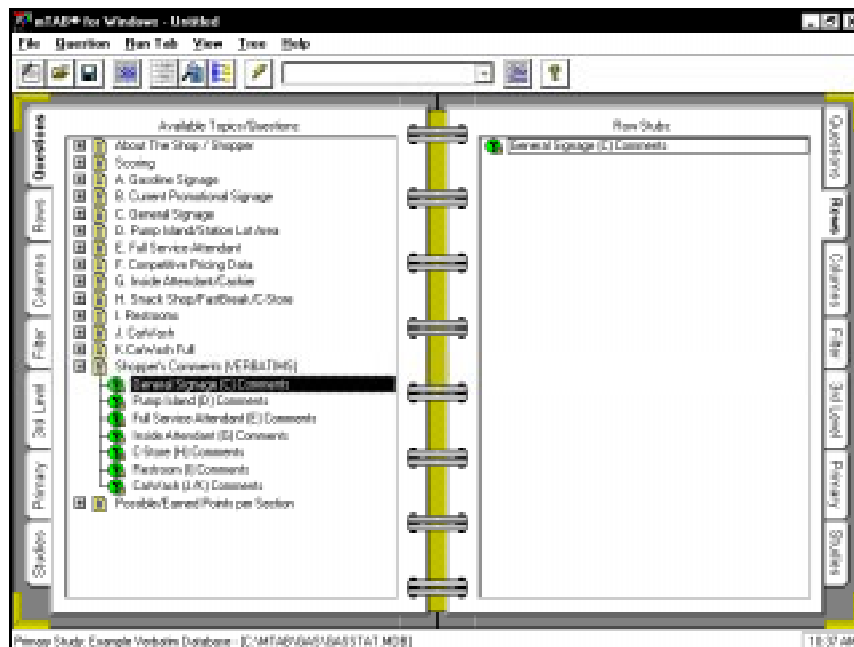
Displaying the coded responses of a verbatim question

Select a verbatim question in the row or column view as shown below.

The screenshot shows a spreadsheet window titled 'mTAB for Windows - Untitled'. The spreadsheet has columns A through M and rows 1 through 24. The data is as follows:

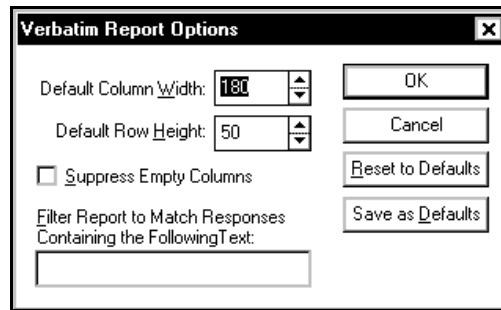
	A	B	C	D	E	F	G	H	I	J	K	L	M
1			Frequency										
2			Formatted Sample Total										
3	General Signage (C) Comments												
4	Misery signage			24.67%									
5	Distr signage			12.02%									
6	Block or obstructed signage			12.70%									
7	Lighting problem			16.71%									
8	Inaccurate misprint			35.29%									
9	Formatted Subtotal			100.00%									
10	Unweighted Sample Total Count			6,080									
11													
12													
13													
14													
15													
16													
17													
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Running the tab with the lighting bolt tool will display the verbatim question's coded responses as shown. If the verbatim question's responses had not been coded, only a single response for the question would be represented in the spreadsheet view.



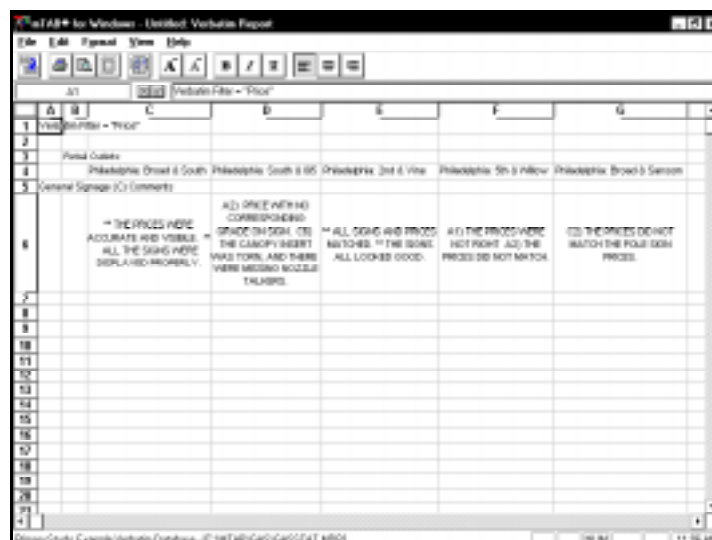
Displaying the actual verbatim responses

Now that we've seen that selecting a verbatim question and running a tab in the "normal" way displays the coded question responses, how can we display the actual verbatims? A new mTAB menu item, "Run Verbatim Report" exists under the main menu's Run Tab item. This menu item is enabled when at least one verbatim question is selected in mTAB's Row View. After selecting the Run Verbatim Report menu item, the following dialog appears:



Working with Verbatim data in mTAB

Even though Verbatim questions are limited to selection in the Row view, mTAB's Column, Third Level and Filter views can contain other questions for "zeroing in" on relevant verbatim information. For example, the column view could contain a list of specific retail outlets, and the filter view could contain Overall Satisfaction subset to "dissatisfied". In this example, comments from dissatisfied respondents broken out by retail outlet (i.e. separate columns of verbatims per outlet) would be displayed in the Spreadsheet View. Applying the Run Verbatim Report dialog check box "Suppress Empty Columns" would display only the retail outlets that had verbatim comments. To further refine the analysis, typing the phrase "price" in the "Filter Report to Match Responses Containing the Following Text:" box will display only the verbatim comments containing the word "price".



On the Drawing Board

We are dedicated to the continued refinement of our mTAB software. We are continuously adding small improvements to enhance the analysis process. For example, in release 5.2, you can select a row question and run the tab without a column question, thereby generating a “frequency” of the row question.

Some of the more significant items brewing in the “lab” include the following:

- Wizard for adding questions created from SPSS / SAS (e.g. clusters)
- Multiple filters assigned to individual questions
- Defining a new question based upon responses from several others
- Attaching a scanned copy of the questionnaire with each study

We are currently planning a release in the 4th quarter of this year that will include some or all of the items listed above.

mTAB v5.2 Q & A

Q. I’ve heard that mTAB can combine studies together, but I’m not sure how to get what I want. I’d like a report that contains Ford cars and trucks purchased in the columns against a demographic battery as rows. How can this be constructed?

A. This is one of the more common questions we address. The short answer is that you must create a recode that includes both cars and truck new labels. Here’s how it’s done.

First, select both the car study as primary and then add the truck study into the 3rd level view. You should also check the “Include Combined Studies Total” and select the “Create Pages (Z-axis) Above Banners” radio button. (Shown in Figure A, on page 8)

Now you can select the appropriate demographic questions into the row view and the Purchase Vehicle question into the column view. You’ll note that the Purchase Vehicle question’s icon is yellow, indicating that the tables are different (i.e. the car study contains only cars and the truck study’s table contains only trucks) between the selected studies. This is an indication that you will need to recode to continue the analysis with this question.

Start the recode of the Purchase Vehicle question by selecting the Ford cars and then selecting menu items *Tools* and *Copy Old to New*. This will display the Copy Old Labels to New Labels dialog (Shown in Figure B, on page 8). Since we started with a selection of old labels, the radio button Selected Items is on. Confirm with OK to copy and map the selected old labels as new labels.

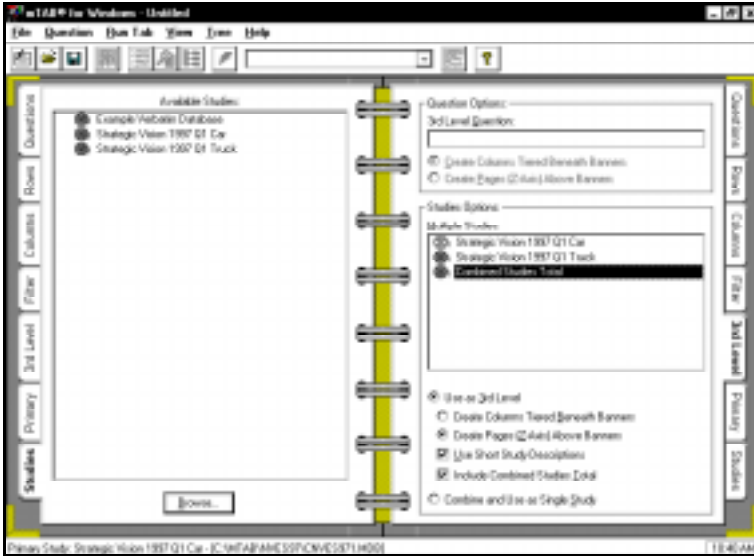


Figure A

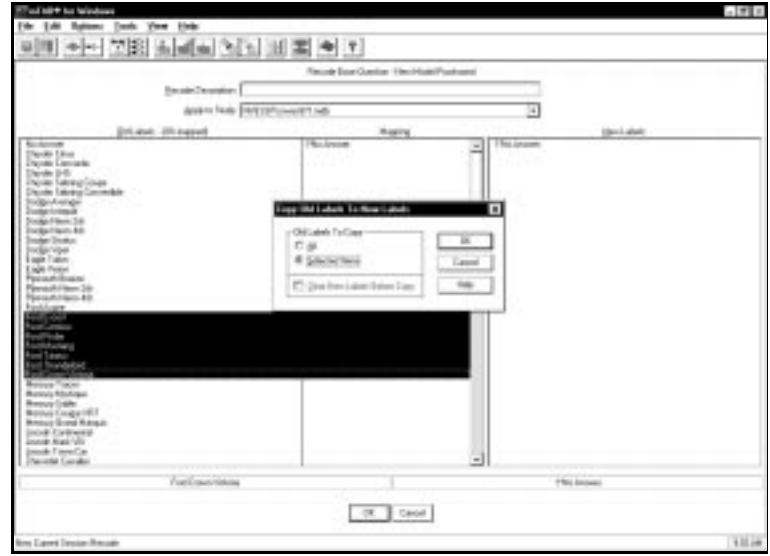


Figure B

Next, we simply repeat this operation for the truck study. First select the *Apply to Study* menu in the middle of the recode editor and change the menu from the car to the truck study. Note that as you make this change, the old labels reflect the truck study's Purchase Vehicle question responses. Now once again select the Ford vehicles and choose menu items *Tools* and *Copy Old to New*. Verify that the check box next to *Clear New Labels Before Copy* is OFF to avoid overwriting the existing Ford car labels. Select OK to add the Ford trucks to the new labels (Shown in Figure C).

Now finish up your recode by giving it a name (Recode Description) and saving it. Run the tab, and switch the Z-axis page to Combined Studies total to achieve the result shown in Figure D.

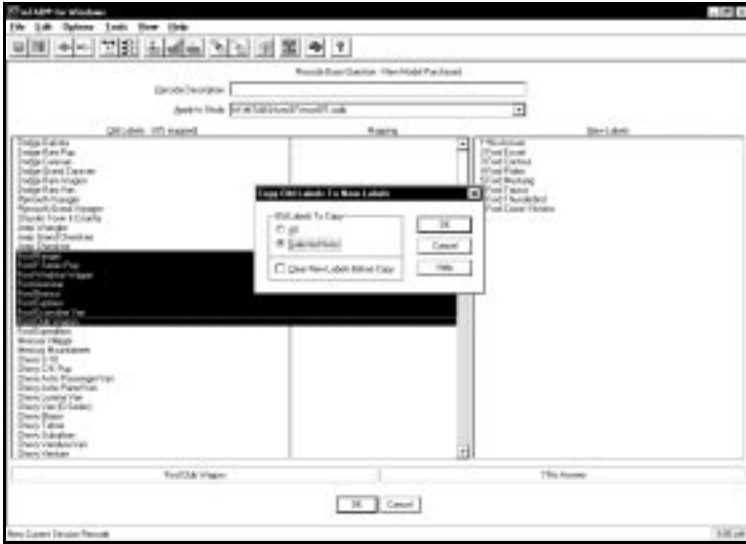


Figure C

The screenshot shows a data table with columns labeled A through Q. The table contains data for various vehicle types and purchase vehicle types. The 'Purchase Vehicle' column has values like 'Ford Focus', 'Ford Focus', 'Ford Focus', etc. The 'Purchase Vehicle Type' column has values like 'Ford Focus', 'Ford Focus', 'Ford Focus', etc. The table is sorted by 'Purchase Vehicle'.

Figure D