

# Web questionnaires with Webropol 3.0

With Webropol it is possible to create questionnaires to be published on the web that the respondents fill in themselves. You can also build in controls of mandatory questions, “jump to” questions, etc.

When you have created your web questionnaire and published it, you will obtain a link that you can distribute to potential respondents (through e-mail or a web page).

The answers are compiled in the form of statistical reports, and you can export the data to Excel and SPSS.

[Open Webropol here](#)

As a Hanken student or staff you can create a personal Webropol profile by logging in with your Hanken user ID and password.

Your Webropol user rights are valid as long as your Hanken ID is.

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Instructions for creating a questionnaire using Webropol 3.0 can be found on the following pages. There you will find examples of how different types of questions are created within Webropol, as well as how the questionnaire is published, responses collected, and results reported.

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## 1. Log in to Webropol 3.0

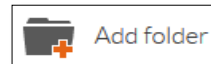
<https://www.webpolsurveys.com/shibboleth>

Log in with your Hanken user ID and password.

Go to Webropol 3.0 by clicking **Go to 3.0 Version** on the top of the page

From **Surveys** in the menu bar, you can access your existing web surveys (created in 3.0)

If you are using Webropol for the first time start by **creating your own folder** =>



## 2. Create questions

You can easily create a standard survey by choosing suitable question types from the menu and filling in the question texts. The questions can also be edited (layout etc.).

Click  **Crear survey**.

**Survey title:** xxx (name your survey)

**Survey folder:** choose a folder you have created (see above)

**Basic survey** (alternatively e Test)

=> **Create survey**

You are now on the page for creating and editing your survey.

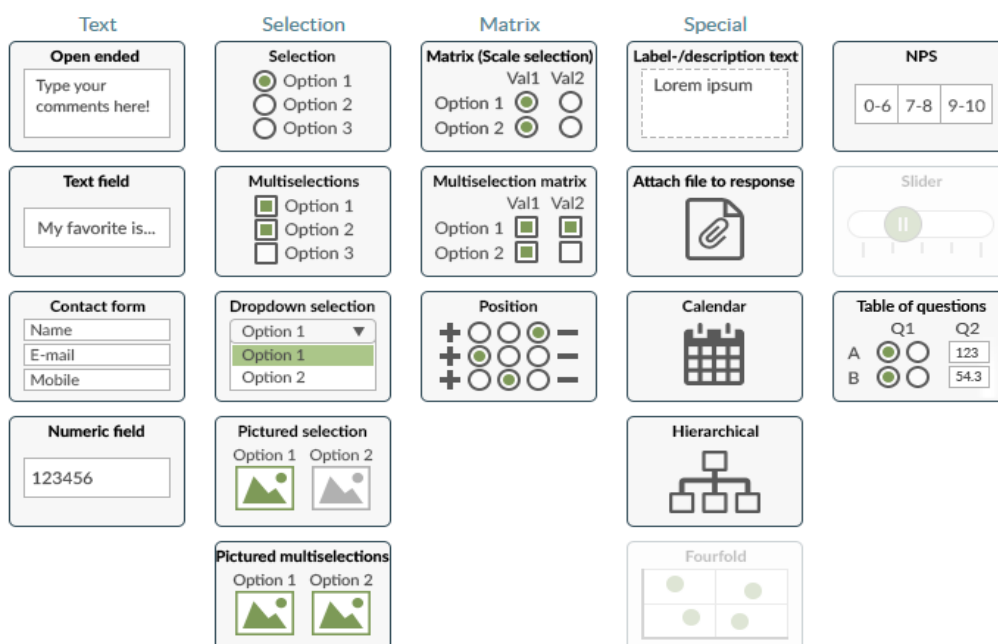
Here you can add questions, add a new page, change survey language, layout, settings and preview. There is also a question library available in Finnish.

If you want to change the **Form title** (the heading you want to be shown on your form) click on the survey heading and overwrite it.

Click **Add question** and select a suitable question type. The question types are explained in the section below.

Below you will find descriptions of how different questions are created, including settings and editing.

### 2.1. Question types



Choose the question type suitable for you purpose:

- ◆ **Selection** – the respondent can choose only one alternative (option buttons ☉)
- ◆ **Dropdown selection** - the respondent can choose only one alternative from a dropdown lists
- ◆ **Multiselections**– the respondent can choose many alternatives (check boxes ☑)
- ◆ **Matrix (Scale selection)** – assessing on an ordinal or quantitative scale
- ◆ **Text field** – open questions, e.g. name, address, age
- ◆ **Open ended**– open response (space for four A4 pages of text)
- ◆ **Position** – assessing on a scale between two statements
- ◆ **Contact form** – name, email, phone number etc.

**Every question you create and every change you make will automatically be saved!**

### Example questionnaire: *Customer satisfaction* (see last page):

A questionnaire for customer satisfaction is used as an example for the different question types. The questionnaire includes some background variables (gender, year of birth, job) and questions concerning customer satisfaction.

The following questions have been created.

1. *Gender* => Selection
2. *Year of birth* => Numeric field
3. *Occupation* => Dropdown selection with textbox
4. *News channel* => Multiselection
5. *Customer satisfaction* => Matrix Scale selection
6. *Responsibility CSR* => Position
7. *Recommend* => Net Promoter Score

## 2.2. Label, free text

Choose **Label-/description text** for an introduction text or **+ Add free text**.

The following text was written in the text field: ***Please help us by taking a few minutes to tell us about the products/service that you have received from our company. We want to make sure we meet your expectations =>***

Please help us by taking a few minutes to tell us about the products/service that you have received so far. We want to make sure we meet your expectations.

## 2.3. Selection

Choose **Selection** for *Gender* (=when only one option can be chosen).

The following text was written in the question field: ***Gender*** =>

1. Gender

● Option

+ Add one option

+ Add multiple options

Click on **+ Add multiple options**


The following options were written in the Option field, one per row: **Male**, **Female** =>

Click **Apply**


You can preview and test your question by clicking the Preview-icon in the upper bar.

See section 2.4. for options in a dropdown list.

### 2.3.1. Edit questions


A list of icons is attached to the question: 

With the first icon  you choose whether the **question is mandatory** or not.


With the second icon  you can create rules like “when an option is chosen – **jump to question xxx**”. To do this you have to create the other question first. Usually this is done for a certain option, not the whole question (see section 4.1.2).

If you defined a jump-to rule you must add a page break after this question and before the target question by choosing **Add page break**.


With the third icon  you create a **copy of this question** last in your form.

With the fourth icon  you choose question settings like **orientation**, **random mode**, **question description and visibility**

With the fourth icon  you **delete the question**

You can **change the order** of question by dragging from 

### 2.3.2. Edit options

 You can attach a text field, create jump & survey rules, change settings and delete an option by clicking a suitable icon beside that option

## 2.4. Numeric field

Choose **Numeric field** for *Year of birth* (=an open question without ready alternatives, a numeric answer is required). You could also use **Text field** to collect open answers but then you can't require numerical answers (if needed for statistical analyses).

The following text was written in the question field: **Year of birth** =>

You don't have to add any options because we only need the Year of birth, but if you want to specify the format you can write ***Give the year in a four-digit format*** in the option field =>

How to edit the question and options are described in sections 2.3.1 and 2.3.2. For a numeric field question, you can also specify the number of allowed digits in integers and decimal values, using the icon

## 2.5. Dropdown selection

Choose **Dropdown selection** for *Occupation* (=when only one option can be chosen from a list of options).

**Occupation** was written in the question field: =>

Click on **+ Add multiple options**

The following options were written in the Option field, one per row:

***Manager, White collar, Blue collar, Specialist, Self-employed / entrepreneur, Service employee, Student, Retired, Unemployed, Other***

Click Apply

You can Preview and test your question by clicking the Preview-icon in the upper bar.

How to edit the question and options are described in sections 2.3.1 and 2.3.2.

When using a dropdown list you cannot add a textbox to the last option for additional information. If you want that possibility you have to choose an ordinary Selection question (see section 2.3.).

## 2.6. Multiselections

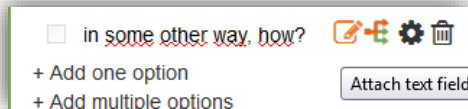
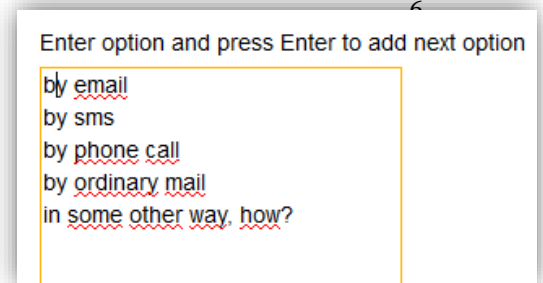
Choose **Multiselections** for *News channel* (=many alternatives can be chosen).


The following text was written in the question field: ***How do you want to get news from our company?*** =>

Click on **+ Add multiple options**

The following options were written in the Option field =>

**By email**  
**By sms**  
**By phone call**  
**By ordinary mail**  
**In some other way, how?**



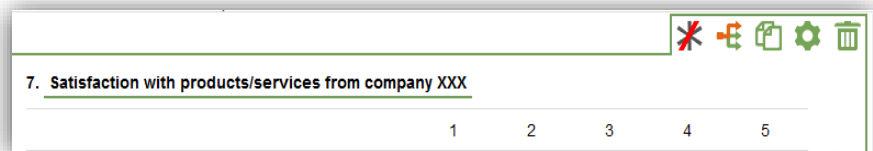
Attach a text field to the last option by clicking on ; **\*Add text field after option for writing own answer**

You can Preview and test your question by clicking the Preview-icon in the upper bar. How to edit the question and options are described in sections 2.3.1 and 2.3.2..

## 2.7. Matrix Scale selection

Choose **Matrix (scale selection)** for *Customer satisfaction* (=evaluations on scales).

The following text was written in the question field: **Satisfaction with products/services from company XXX =>**

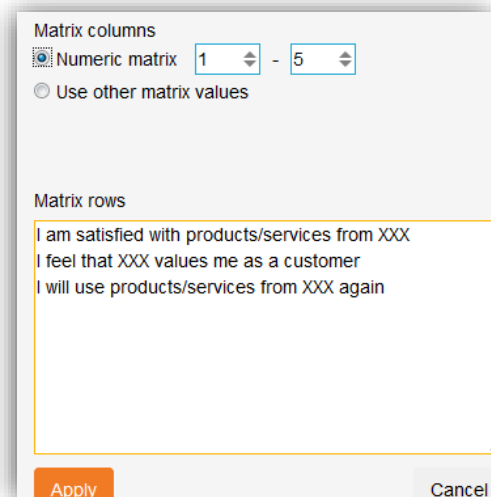



Click on **+ Add multiple rows and columns**

A numeric scale from **1 to 5** is the default setup (column headings). You can increase or decrease the start and/or end point. You can also choose **Use other matrix values** and input one value per row. You should choose this if you want to add a **Don't know-option** to the scale.

The following options were written as **Matrix rows** =>

**I am satisfied with products/services from XXX**  
**I feel that XXX values me as a customer**  
**I will use products/services from XXX again**



Click on the settings-icon  and choose **\* Show question description**  
Placement: **\* Show below question title**


The following instructions are written: **Tick the number on the scale that best corresponds to your opinion: 1=Totally disagree, 5=Totally agree**

You can Preview and test your question by clicking the Preview-icon in the upper bar. How to edit the question and options are described in sections 2.3.1 and 2.3.2..

## 2.8. Position

Choose **Position** for the CSR-question (=assessing between two statements).

The following text was written in the question field: ***Do you feel that our company is acting in a responsible manner, consistently with expectations of societal and ethical norms?*** =>

If needed you can add instructions by clicking the cog wheel  and choosing ✓ Show question description (e.g. “Please mark a number left or right on the scale depending on which description you find more appropriate”).

Fill in end-text for Left row and Right row. The following text was written on the left hand side: ***XXX doesn't operate in a responsible manner***, and on the right hand side: ***XXX operates in a highly responsible manner***

Click on **+ Add multiple rows and columns** if you want to change the numeric scale and/or add pairs of statements.

You can Preview and test your question by clicking the Preview-icon in the upper bar. How to edit the question and options are described in sections 2.3.1 and 2.3.2.

## 2.9. NPS - Net Promotor Score

Choose **NPS** for the *Recommend*-question (= a 10-point scale where 9-10 are grouped as “promoters” and 1-6 are grouped as “detractors”).

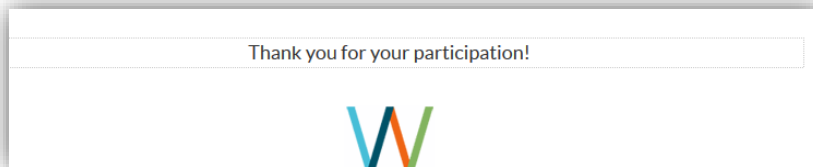
The following text was written in the question field: ***How likely is it that you would recommend our company to a friend or colleague?*** =>

The default text for Left row and Right row is ***Not at all likely/Extremely likely.***

You can Preview and test your question by clicking the Preview-icon in the upper bar.

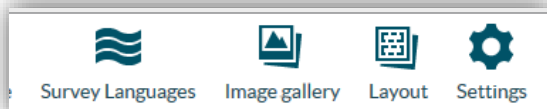
## 2.10. Thank You-page

You can customise your Thank you-page by overwriting the default text on the last page.

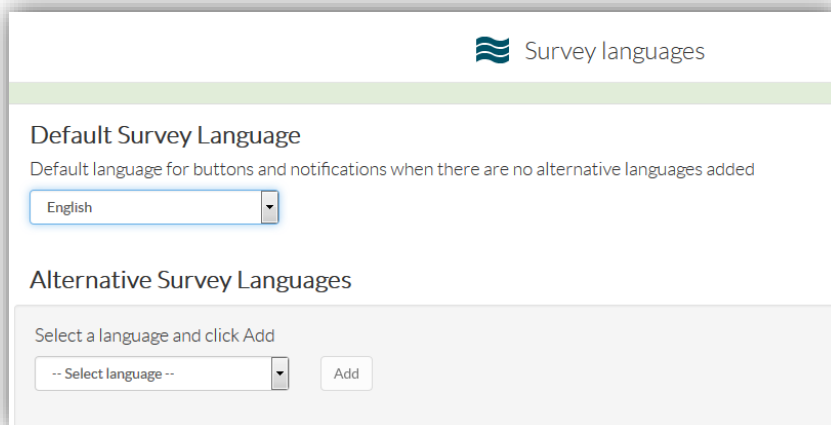


## 3. Settings (language, layout, logos/images, notifications etc.)

You can change settings, language, add a logo etc. to your form by clicking on the icons on top of the page.



### 3.1. Survey language



Under **Default Survey Language** you can choose the language for buttons and notifications for your survey.

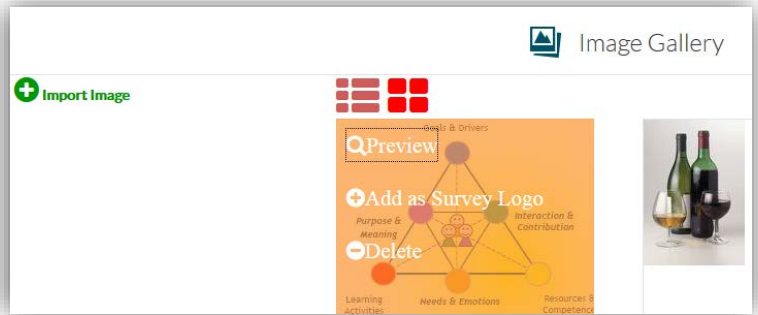
Under **Alternative Survey Language** you can **add** another language for your survey => a language copy is created, meaning that buttons and notifications are automatically translated in this copy but you still need to translate all your texts in the copy created. **See section 4 below.**



### 3.2. Image gallery

#### Import Image

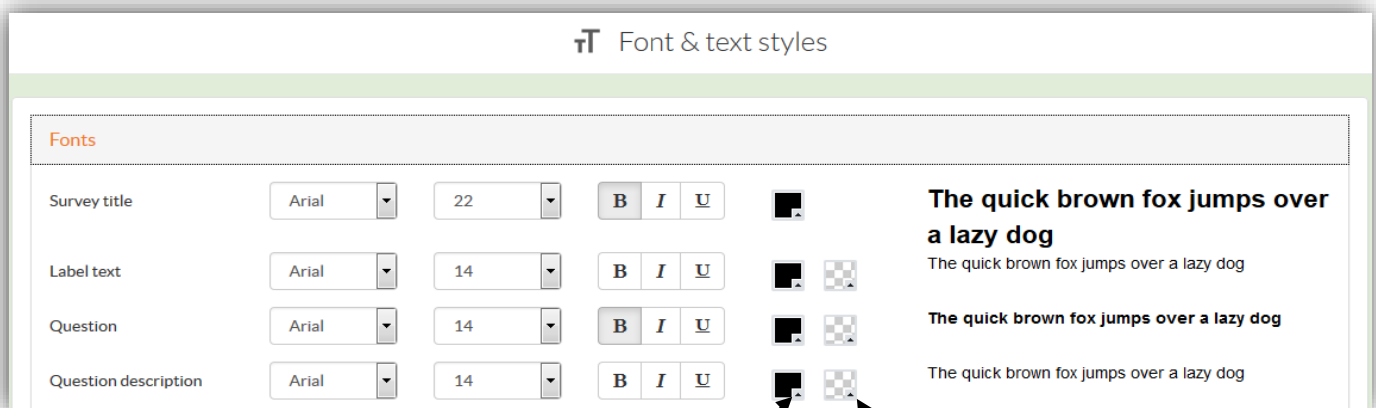
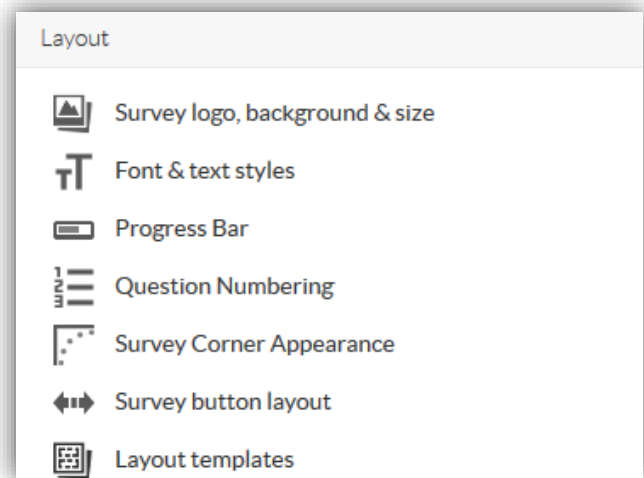
If you are going to use a logo or another image on your form you have to import it to the image gallery first. After that you can add it as a survey logo.



If you are going to use images in a question, you have to add a question called *Pictured selection* or *Pictured multiselection* and add the images as options directly to your question (not from the image gallery).

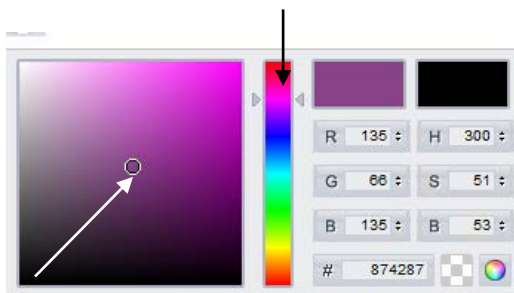
### 3.3. Layout

- **Survey logo, background & size** - You can add a logo or background image from the image gallery to your survey, and you can define the width, margins and alignment for your survey.
- **Font & text styles** - You can change the font size, colour etc. for labels, questions and options, and the background colour for specific options.



Text colour

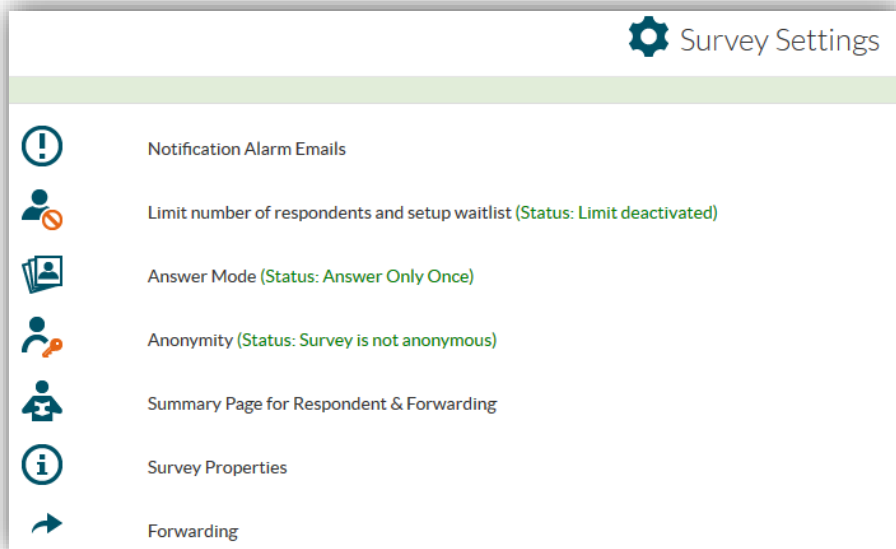
Background colour



Move the circle and arrows for right colour and darkness

- **Progress Bar** -You can add a progress bar top or bottom on your survey.
- **Question Numbering** -You can remove automatic question numbering if needed (automatic numbering is default).
- **Survey Corner Appearance** -You can choose between round or sharp corners for your survey.
- **Survey Button Layout** -You can choose to show next/previous-buttons with or without an outline, or to show page numbers instead.
- **Layout Templates** – Use and save templates.

### 3.4. Survey Settings



- **Notification Alarm Emails** – You can order a notification every time an answer is submitted (*Survey creator's notification email*). You can also choose to notify the respondent (*Respondent notification email*) if for example a certain option is chosen in a registration form.
- **Limit number of respondents and setup waitlist** – You can limit the number of respondents if you for example use the survey as a registration form, and setup a waitlist if needed.
- **Answer mode** – The default mode is that a respondent can answer only once from a personal link. You can allow respondents to modify or remove their answers.

Respondent notification email(s) ➤

Survey creator's notification email(s) ➤

Answer mode (only affects Email Survey/Private Links)

Respondents can: Answer only once ▼

- Answer only once
- Modify or remove the answer
- Answer multiple times

- **Anonymity** – You can choose to collect responses anonymously => the email addresses will be hidden from the result file.
- **Summary Page for Respondent** – You can activate a summary page to be sent to the respondents including their answers. **This is recommended especially if you use your survey as a registration form!**
- **Randomization of questions and answer options** – You can enable randomization for selected questions and/or options.
- **Forwarding** – You can forward the respondents to another survey or another page (URL) after submitting their answers.

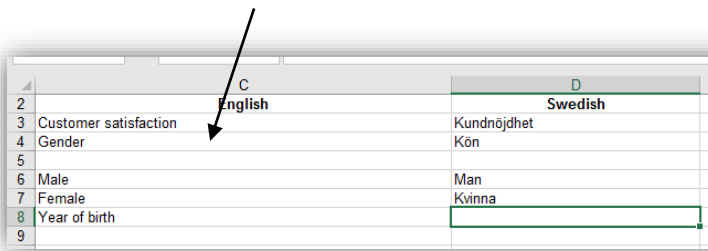
## 4. Language copies

You can create different language copies of your form => choose **Survey language** (see section 3.1.).

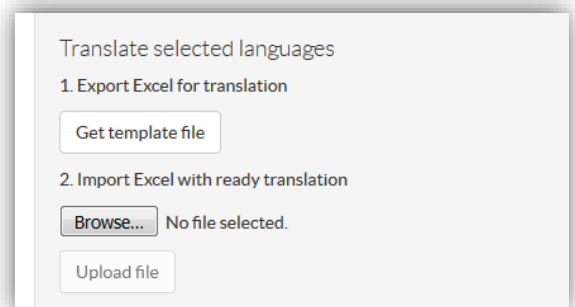
Under **Alternative Survey Language** you can **add** another language for your survey => a language copy is created, meaning that buttons and notifications are automatically translated in this copy. You still need to translate all your texts in your language copy.

### A. Translate your text in an Excel file

- Export Excel for translation => *Get template file*
- In the Template-file you can write translations to words and sentences listed in the left column. Save the file and exit Excel.



	C English	D Swedish
2		
3	Customer satisfaction	Kundnöjdhet
4	Gender	Kön
5		
6	Male	Man
7	Female	Kvinna
8	Year of birth	
9		

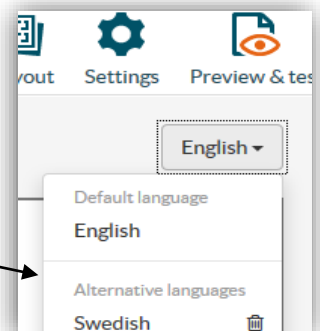
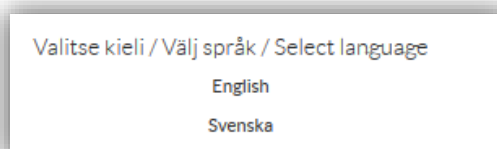


- Import Excel with ready translation => *Browse*. Choose your file and Upload


### B. Alternatively, you can overwrite all your texts directly in the form

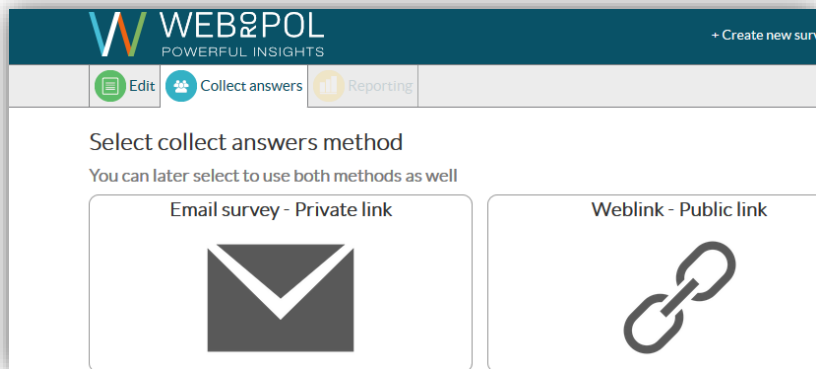
=> open your language copy and translate all texts.

When you send your survey to your respondents, they can choose the language on the entrance page:

## 5. Collect responses

Click up left on:  **Collect answers** You can collect responses in two ways:



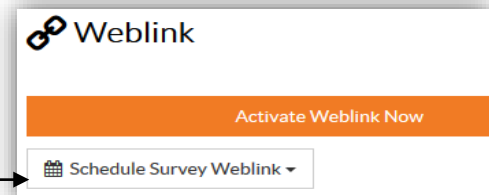
- **Email survey - Private link** implies that personal links are automatically created for each respondent in an email invitation, and the respondent can only give one response through his/her link after which the link is deactivated (can be changed under *Settings – Answer mode*).
- **Weblink - Public link** implies that a www-link is created. All respondents enter the survey through the same link. You can place the link e.g. on a website or send it to respondents by email.

=>Select collect answer method. You can later select to use both methods as well.

### Weblink

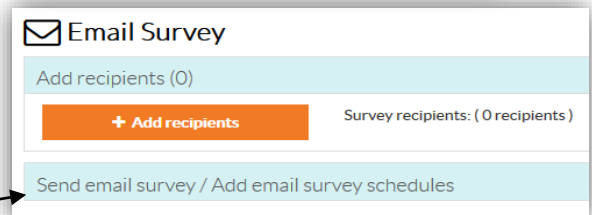
Click *Open Survey Weblink now* and copy the link for your respondents.

You can schedule opening and closing for the weblink when needed.



### Email survey

1. Click *Add recipients*, and input email addresses on per row, copy from Outlook or import from Excel.



2. Click *Send email survey*

You can *Select to whom survey will be sent* (all, selected, reminder, waiting list etc.) an *email template* and *Scheduling*.


You can save your invitation letter as a template for later use.

**NB! You can test the email-function** first by sending the letter only to yourself: Add your name to the e-mail list, write your invitation letter (and *Save as template*). Choose To: “*Select recipient from list*” and choose only your mail address, and *Send survey*. If you also want to fill in the form, remember to remove your test answers from the data file later (see Chapter 6 - Respondents).

 Send survey

**After sending your survey, the survey is published and editing possibilities will be limited. You will not be able to delete or move questions and/or options after that.**

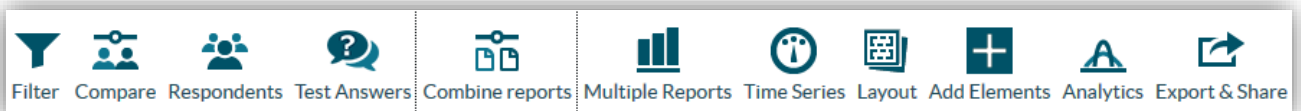
## 6. Reporting

Click up left on:  Reporting


With Webropol's reporting tools the data can be presented in graphs and tables, and by averages & percentages.

The report can be exported to PDF, Word and PowerPoint and the data can be exported to Excel and SPSS.

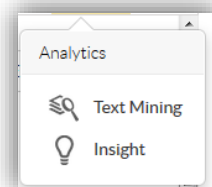
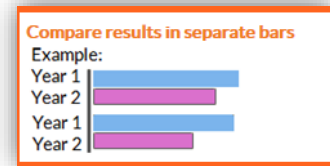
You can also share the report (through a link).



- **Filter** - You can use the filter option to include only those answers that satisfy certain criteria. This can be done based on answer options (default), but you can also *change the filter* to time period, response duration or languages of respondent.
- **Compare** – You can select groups in order to get all graphs and tables clustered by your groups.
- **Respondents** – You will get a list of your respondents => you can see who has responded (when your data is collected via personal links and/or includes an contact form), and the time when the answer was sent. From this page you can also remove an answer (e.g. if you have given an answer as a test).

Respondents							
Delete		Create report with selected answers		Search By: Responding! Contains		Search	Show all
<input type="checkbox"/>	Answers	First name	Last name	Email	Responding Started	Responding Ended	Action
<input type="checkbox"/>	<a href="#">View answer</a>				08.01.2017, 20:48	08.01.2017, 20:48	
<div> <span>◀◀ Previous</span> <span>Page 1 / 1</span> <span>Next ▶▶</span> </div> <div> <span>Show on page</span> <span>20</span> <span>50</span> <span>100</span> <span>All</span> </div>							

- **Test Answers** – You can add test answers (and delete them)
- **Combine reports** – You can combine the data from basic reports, for example from two different years, into same graphs (tick the report in the list)
- **Time series** – You can show answers as time series instead of graphs (average value per time period for the variables chosen). Changing back from a time series to a normal graph is done from the question's settings (cog wheel) – Edit time series – Reset
- **Layout** – You can change the *Chart type*, *Axis settings*, *Sort options* etc. for all different question types (selected from the left column). If you only want to change a certain graph you should click on that graph and select *Change chart type* (see section 6.1 below).
- **Add elements** – You can *create index value* for selected index questions.
- **Analytics** – You can analyse your data using Webropol's analysing tools *Insight* or *Text Mining*. With Insight you can Overview, Examine, Compare and Predict.
- **Export** – You can export your report to *PDF*, *Word* and *PowerPoint*, and the data to *Excel* and *SPSS*. You can also *Share report as a link*. Before you share a report, you have to save it! To access links to earlier shared reports click *Show report links*.
- **Save as** – You can save your edited report by clicking *Save as* up left and entering a report name.



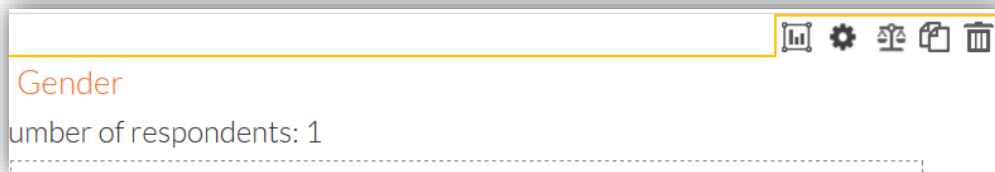
### Short cut to the report:

From the Survey folder you can move directly to a report by clicking on the number of responses for a certain survey.

+ Create new survey						
Surveys						
Events						
MyWebropol						
Apps						
Root folder/Taimitarha/ EMBA webropol						
Surveys						
Search for surveys						
Name	Responses	Type	Status	Created by	Last Modified	
Customer satisfaction	3	Basic 3.0	Open	taimitar@han...	09.01.2017	

## 6.1. Editing graphs and tables

If you want to edit/change a particular graph, you have to click on it first:



Use the icons to change *Chart type*, *Settings* and *Weight answer options*.

A scale for example is by default weighted from 1 to 5 (or 7, 10 etc.). To reverse the scale you need to weight the answer options from e.g. 5 to 1.

See also about changing chart type under *Layout* in section 6 above.

## 7. Share your survey/folder rights

User- and survey rights are managed for now in Webropol 2.0

=> Click **Back to 2.0** (top left)

Click **MyWebropol** in the menu bar.

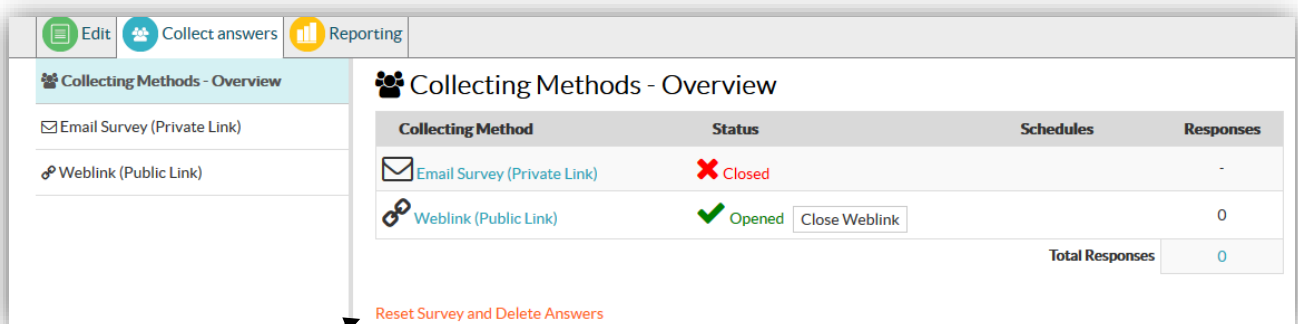
Click **User profiles and access rights** and select the **Folder's and Survey's Access rights**-tab.

You will now see a list of your surveys and folders => Click on a survey or folder name

You will now get a list of all Hanken-users => Click checkboxes to add/remove user's rights to the selected survey or folder.

## 8. Finishing a survey

When you want to stop a survey (and you did not scheduled it to automatically stop) go to **Collect answers** and click **Close Weblink** and/or **Close Email links**.



By clicking **Reset survey and delete answers** the survey will return to editing mode and all answers will be lost.

## 9. Example questionnaire

On last page =>

## Customer satisfaction

Please help us by taking a few minutes to tell us about the products/service that you have received from our company. We want to make sure we meet your expectations.

### 1. Gender

- ☐ Male  
☐ Female

### 2. Year of birth

Give the year in a four-digit format

### 3. Occupation

Select

Select  
 Manager  
 White collar  
 Blue collar  
 Specialist  
 Self-employed / entrepreneur  
 Service employee  
 Student  
 Retired  
 Unemployed  
 Other

### 4. How do you want to get news from our company?

- ☐ by email  
☐ by sms  
☐ by phone call  
☐ by ordinary mail  
☐ in some other way, how?

### 5. Satisfaction with products/services from our company

Tick the number on the scale that best corresponds to your opinion: 1=Totally disagree, 5=Totally agree

	1	2	3	4	5
I am satisfied with products/services from XXX	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that XXX values me as a customer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will use products/services from XXX again	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 6. Do you feel that our company is acting in a responsible manner, consistently with expectations of societal and ethical norms?

Please mark a number left or right on the scale depending on which description you find more appropriate

	1	2	3	4	5	
XXX doesn't operate in a responsible manner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	XXX operates in a highly responsible manner

### 7. How likely is it that you would recommend our company to a friend or colleague

	0	1	2	3	4	5	6	7	8	9	10	
Not at all likely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely likely

Submit