



DEMOGRAPHIX "SLIDERS"

Demographix has added a new question type, called sliders, allowing a more intuitive and interactive way for respondents to input data, without using just radio buttons or tick boxes.

In a nutshell, sliders are a new way of displaying a one choice per row or number entry matrix question.

Our new slider technology has been designed in line with our core principles of creating surveys that are accessible to as many respondents as possible. This means sliders can be operated using the keyboard if the user can't use a mouse and via voice command. Additionally if the survey respondent is using assistive technology (for example text to speech or large fonts or no styles because they are visually impaired) the sliders will if necessary display drop-downs or number entry boxes instead of sliders.

One thing to remember about sliders is that the cursor (slider handle) needs to have a starting position. Therefore, for some of the sliders the survey designer needs to specify a default position.

However, to identify those respondents who specifically want the default position as their answer from those who left the slider handle at its default, the slider handle is initially an outline diamond shape. If it is clicked on or moved, it then changes to a solid diamond indicating a chosen answer.

If a slider question is not compulsory, a "No Answer" or "Not Applicable" (N/A) checkbox option is automatically added for each row in the matrix. Checking this removes the slider handle for that particular row. The respondent can re-enable a row by either unchecking the checkbox or clicking anywhere on the slider in which event the slider handle re-appears.

When moving the slider handle along or hovering over it, a tooltip confirms the value of the current position, making it easy for respondents to see precisely what answer they are giving.

FOUR VARIANTS TO CHOOSE FROM

There are four variants of the sliders:

Value Statements/Likert Scales

- A respondent is asked to rate their agreement with a set of propositions. As with a matrix question, the propositions appear on the left-hand side of each row.
- The survey designer chooses the values to be chosen (eg Agree strongly Disagree strongly) and the respondent uses the slider to select their answer.
- As they move the slider cursor, intermediary values for each point chosen on the sliding scale will be shown as a tool tip (a pop-up statement that appears on the cursor).
- If the question is not compulsory then a checkbox is displayed to the right of each slider. Checking this hides the slider handle and when saved, the respondent is shown as having not answered that row in the matrix.
- The analysis shows, as it does with a Matrix question, how many people selected each option on each row. Average calculations using numeric values for each answer option can be assigned as with other question types.
- A default answer value can be specified and in fact **MUST** be specified if the question is compulsory.
- The default position for the slider handle must be specified for this question type. However it will not be saved as an answer unless the respondent has clicked on it (or moved it).

Sliders demo

Slider examples

VALUE STATEMENTS: Please rate your satisfaction on these items ***

	Very satisfied	Very dissatisfied
Product design	<input type="range" value="4"/>	<input type="range" value="6"/>
Service	<input type="range" value="8"/>	<input type="range" value="2"/>
Price	<input type="range" value="5"/>	<input type="range" value="5"/>
Functionality	<input type="range" value="5"/>	<input type="range" value="5"/>

*** COMPULSORY QUESTION

A Value Statement slider matrix. The example shown is a compulsory question so there are no N/A checkboxes displayed. The respondent has moved the slider handle for the first two rows, clicked on the handle on the third row to indicate the default position is their answer. However the fourth row still has an open diamond as the slider handle indicating they have not answered it. This means that they cannot proceed to the next page. The tooltip for the second row is shown as the respondent has hovered over the handle.

Number Scale

- For each row, the respondent is asked to choose a numeric value. For example, "How many times in the past month have you eaten..." (pizza/hamburgers/chinese food etc)
- When creating this question the survey designer specifies the smallest and largest number on the scale.
- The minimum value (usually zero) is the starting point for each slider handle in this question type.
- The analysis of this question shows the average of the values chosen for each row.
- This question can be made compulsory, in which case the survey respondent will not be able to move to the next page of the survey if they have not either clicked on each slider handle to confirm the default is their answer or moved each slider handle.

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Slider examples

NUMBER SCALE: Rate yourself on your knowledge of these from 0 to 10

	0	10 N/A
Culture	<input type="range" value="4"/>	<input type="checkbox"/>
Finance	<input type="range" value="0"/>	<input type="checkbox"/>
Politics	<input type="range" value="0"/>	<input type="checkbox"/>

In the example above, the Number scale is not compulsory. The respondent has moved the first slider handle, clicked on the second one to confirm that is their choice and not touched the third one. If this was their final survey submission then the answers to this question would be 4, 0 and no answer.

Percent Split

- This slider question type is the equivalent of a number entry matrix with constant sum of 100.
- For example, the respondent is asked to state how much of their household income they spend on a number of categories of expenditure. They use the sliders to enter in their allocation of income. When their answers are saved, the numbers are scaled so they always add up to 100. This means that the respondent does not have to do mental arithmetic to ensure their answers add up to 100 before they proceed. We believe this is a more user friendly method of operation.
- The initial starting position of the slider handles is at 0%.
- This question type does not need to be made compulsory as there is a default answer of 0% for each row.
- The analysis of this question shows the average of the values entered for each row. And the sum of the averages will always be 100.

Sliders demo

Slider examples

PERCENT SPLIT: What percentage of your leisure time do you spend on the following?

0% 100%

Clubing

Eating out

Going to the cinema or theatre

Sports 90

Visitng friends and family

< Previous Next >

A Percentage Split question showing a tooltip for the bottom slider handle which has just been moved. Though the values selected add up to more than 100, when saved they will be scaled proportionally so that the sum of the values across all five rows adds up to 100.

Mixing Desk

- This is a new type of question which does not have an equivalent in the existing Matrix question types.
- A respondent is asked to position themselves between a set of opposing attributes.
- Opposing attributes are displayed left and right of each slider.
- For example "When it comes to describing yourself where do you sit on the following scales?"
 - Extravagant ... Mean
 - Tidy ... Messy
 - Punctual ... Late
- The slider uses an eleven point scale, with a mid point as the default position and five positions on either side of it (assigned values from -5 to +5)
- A "No Answer" checkbox is displayed to the right of each Mixing Desk row unless the question is made compulsory.
- As with Value statements and Number scale, the slider handle is initially an outline diamond in the middle or neutral position and the respondent needs to click on it or move it to register an answer.

Sliders demo

Slider examples

MIXING DESK: When it comes to organising your life where do you sit on the following scales?

Extravagant	<input type="range"/>	Mean	N/A <input type="checkbox"/>
Tidy	<input type="range"/>	Messy	N/A <input type="checkbox"/>
Punctual	<input type="range"/>	Late	N/A <input type="checkbox"/>
Leader	<input type="range"/>	Follower	N/A <input type="checkbox"/>
Hermit	<input type="range"/>	Gregarious	N/A <input checked="" type="checkbox"/>

A Mixing Desk question. The respondent has moved four of the slider handles from their default middle position and checked the box to indicate that the last row is not applicable.

Other details

- Number Scale, Value Statement and Mixing Desk slider questions can be used as the control for conditional questions and pages.
- When moving the slider handle along or hovering over it, a tooltip confirms the value of the current position.
- The colours/style of the slider itself cannot be modified but has been chosen to work well with the many appearance options available for a survey.
- It is not possible at present to randomise the order of the rows in a slider question. We hope to add this functionality at a later date.

When to use and not use sliders

- Use sliders when you want a more visual way of allowing a respondent to choose an answer from a continuous scale of answers whether it is a number scale or things like satisfaction, frequency or propensity.
- Do not use sliders if the points along the scale are not a scale but are distinct options (eg "I do this", "My partner does this", "We both do this").