DATA FORMAT TO DAPRESY PRO

VERSION 6.0

dapresy

BETTER DATA BY DESIGN

INTRODUCTION

This document describes the data format to use when importing meta data and case data to a Dapresy Pro project.

The standard format is an SPSS .sav file with certain requirements. The transformation that might be needed can either be done in SPSS itself or in an easy to use online interface inside Dapresy Pro. The later means that there is no need for any SPSS knowledge or licenses in order to get a file imported.

MANDATORY COLUMNS

There are three mandatory columns that need to be in the beginning of the .sav file.

RESPONDENT ID

Each imported case (respondent) must have a unique ID number. This ID must be in numeric format and a maximum width of 15. Decimals are not accepted. The variable name should be "RespondentID".

RESPONSE DATE

Each imported case (respondent) must have a date. Normally this is the interview date, but it can be any date. In the .sav file this variable needs to be in Date format. The variable name should be "ResponseDate".

WEIGHT

Each imported case (respondent) must have a weight. If the data is not weighted just set the value "1" for each case. The weight must be in numeric format and with a maximum of 10 decimals. The variable name should be "Weight".

VARIABLE TYPES

It is possible to import multi response questions, single response questions, open numeric questions and open string questions.

MULTI RESPONSE QUESTIONS

- In the file a multi response question is stored as one variable per answer alternative
- The name for each variable should be on the form: [Question ID] & [Separator] & [Answer ID]. For example Q1_1, Q1_2 … Q1_99.
- The separator can be any character, but the character that is chosen as separator for multiple choice questions cannot be used in the name of any other question type, i.e. in the example above "_" is used as separator. This means that "_" cannot be used in the name for a single choice question etc.
- The system will use the label for the first variable that belongs to the multi response question as question text.
- The value label list can just contain of one answer alternative. This alternative should have the code 1. All other codes and values will be treated as "Not chosen". For example if the answer for Q1_1 is "Car brand A" the respondents that have answered "Car brand A" should have the code 1 in the data and the value label list should contain 1 with the label "Car brand A".

To get the base correct there should be variables for those respondents who haven't received the question and for those who haven't answered the question etc. An example of this could be: Name: Q1_99

Label: Which car brands do you know of?

Value label: 1 "No answer"

10	SPBA_1	Numeric	8	0	Total spontaneous awareness	{1, Sweet Talk}...	None
11	SPBA_5	Numeric	8	0	Total spontaneous awareness	{1, US Telecom}...	None
12	SPBA_6	Numeric	8	0	Total spontaneous awareness	{1, Do Tel}...	None
13	SPBA_9	Numeric	8	0	Total spontaneous awareness	{1, Telecom For You}...	None
14	SPBA_10	Numeric	8	0	Total spontaneous awareness	{1, Ring Ring}...	None
15	SPBA_12	Numeric	8	0	Total spontaneous awareness	{1, Dapresy Telecom}...	None
16	SPBA_18	Numeric	8	0	Total spontaneous awareness	{1, Tel Me More}...	None
17	SPBA_20	Numeric	8	0	Total spontaneous awareness	{1, Donkey Com}...	None
18	SPBA_21	Numeric	8	0	Total spontaneous awareness	{1, Duty Calls}...	None
19	SPBA_27	Numeric	8	0	Total spontaneous awareness	{1, London Calling}...	None
20	SPBA_28	Numeric	8	0	Total spontaneous awareness	{1, Euro Telecom}...	None
21	SPBA_34	Numeric	8	0	Total spontaneous awareness	{1, Happy Calls}...	None
22	SPBA_36	Numeric	8	0	Total spontaneous awareness	{1, Bada Ring}...	None
23	SPBA_37	Numeric	8	0	Total spontaneous awareness	{1, Donut Call}...	None
24	SPBA_998	Numeric	8	0	Total spontaneous awareness	{1, Total}...	None

SINGLE RESPONSE QUESTIONS

- The name of the variable is alphanumeric and can contain any characters as long as they do not contain the separator chosen for multiple choice questions.
- The variable type must be numeric
- The variable must have value labels

OPEN NUMERIC QUESTIONS

- The name of the variable is alphanumeric and can contain any characters as long as they do not contain the separator chosen for multiple choice questions.
- All numeric variables without any value labels are treated as open numeric questions
- The system can calculate means and aggregates from open numeric variables
- It is possible to categorize open numeric questions in the system by creating a derived variable

OPEN STRING QUESTIONS

- The name of the variable is alphanumeric and can contain any characters as long as they do not contain the separator chosen for multiple choice questions.
- The variable type should be String.
- Open string questions can be reported and filtered in the system.
- It is possible to categorize open string variables in the system.

GENERAL RULES

- Variable names can be alphanumeric
- The label for the variable will be used as question text by the system. It can be changed in the system, but as default the imported label is what the reported output will be. There-fore it can be useful to remove interview instructions and to make sure that the label text is short and informative. The question text cannot be longer than 80 characters so if the label is longer than that it will be cut.
- The values for the variable will be used as answer text by the system. They can be changed in the system, but as default the imported value labels are what the reported output will be. Therefore it can be useful to keep the value labels short and informative. An answer text cannot be longer than 50 characters so if the label is longer than that it will be cut.
- All codes for a variable that have value labels (i.e. not an open numeric variable) must have a corresponding value label. For example if you have a scale question 1-10 there must be a label for each code.
- There cannot be any duplicate value labels within a value label list.
- The code 999 is not used in calculations by the system so do not use this code for any answer alternatives you want to be part of the base.