

Margarita Madrid – Product manager Data Processing, Confirmit
DP nightmares

I’m behind with my data delivery already, and now I have to check all column positions.

What Reporting tool are they using? And it supports only this format? How am I supposed to bring data across?

Great, study is already live without telling me that they changed the answer lists again. This will mess up my data!

I delivered the data on time so why are they moaning? Where are the grids, why are they now single variables?
What’s the remedy?

Flexible solution

Fast delivery
- Recurring jobs for exporting new waves of data
- No (minimal) manual intervention at the recipient’s end

Control
- Adjusting and controlling the Survey data schemas at the sender
- Variable column positions remain fixed in repetitive exports

Reusable
- Reusing the Survey Data schemas across tasks or projects
- Export/Import of the schema alone or with survey data

Exchangeable
- Schema definition can be imported and interpreted by most applications
- All (most?) relevant variable information should be transferred across
One remedy for everything

<table>
<thead>
<tr>
<th>Internal workflow</th>
<th>External workflow</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Authoring =&gt; Reportal</td>
<td>• Authoring =&gt; Other Reporting tools</td>
</tr>
<tr>
<td>• Authoring =&gt; Data Processing / Data</td>
<td>• Authoring =&gt; Other Data Processing</td>
</tr>
<tr>
<td>Central =&gt; Reportal</td>
<td>tools</td>
</tr>
<tr>
<td></td>
<td>• Other Data Collection tools =&gt; Reportal</td>
</tr>
</tbody>
</table>
Triple-S XML – the magic brew?

Adopted by more than 50 companies according to the website

Purpose is describing survey metadata – that is, data about the survey data: question and response texts, the location of individual data items within the record, valid ranges for response

Comes with a set of defined element and attributes
Triple-S XML – the magic “brew”?

- Survey data schema can be stored separate from the survey logic.
- Schema representation can be used for our internal and external workflows.
- Survey Template editor for defining export layouts based on Triple-S XML.
### Template editor

**Template Editor**

You are editing Template 'template' (200)

**Selected variables**

<table>
<thead>
<tr>
<th>Number</th>
<th>Name</th>
<th>Label</th>
<th>Type</th>
<th>Start</th>
<th>Finish</th>
<th>Length</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>respondid</td>
<td>respondid</td>
<td>Any type</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>q2</td>
<td>Please enter your name</td>
<td>character</td>
<td>93</td>
<td>142</td>
<td>50</td>
</tr>
<tr>
<td>3</td>
<td>gender</td>
<td>Please specify your gender</td>
<td>single</td>
<td>143</td>
<td>143</td>
<td>1</td>
</tr>
<tr>
<td>4</td>
<td>q5</td>
<td>Please enter your annual salary:</td>
<td>quantity</td>
<td>145</td>
<td>150</td>
<td>5</td>
</tr>
<tr>
<td>5</td>
<td>q5</td>
<td>Which cars have you test driven?</td>
<td>multiple</td>
<td>154</td>
<td>252</td>
<td>99</td>
</tr>
</tbody>
</table>

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Triple-S XML extension
Triple-S XML extension

Triple-S XML standard

- <variable ident="12" type="single">
  <name>q1</name>
  <label>question text</label>
  <position start="93" finish="93" />
- <values>
  <value code="1">answer 1</value>
  <value code="2">answer 2</value>
</values>
</variable>

Triple-S XML extended

- <variable ident="12" type="single" confirmit:formname="q1" confirmit:formlabel="question text" confirmit:formtype="single" confirmit:source="#1199015">
  <name>q1</name>
  <label>question text</label>
  <position start="93" finish="93" />
- <values>
  <value code="1">answer 1</value>
  <value code="2">answer 2</value>
</values>
</variable>
Triple-S XML extension

http://www.triple-s.org
SINGLE/ MULTI/ CHARACTER/ QUANTITY/ LOGICAL/ DATE / TIME
Triple-S XML extension

confirmit:source="p0483139"

confirmit:formname="q2"
confirmit:formlabel="Please enter your name?"

confirmit:formtype="ranking"
confirmit:formtype="numericlist"
confirmit:formtype="opentextlist"
confirmit:formtype="grid"
Triple-S XML extension

Questions about cars

<table>
<thead>
<tr>
<th></th>
<th>If you test drive several cars which would that be?</th>
<th>If you could test only one car...</th>
<th>What country was the car made in?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lamborghini</td>
<td></td>
<td></td>
<td>UK</td>
</tr>
<tr>
<td>Rolls Royce</td>
<td></td>
<td></td>
<td>US</td>
</tr>
<tr>
<td>Bentley</td>
<td></td>
<td></td>
<td>Italy</td>
</tr>
<tr>
<td>Porsche</td>
<td></td>
<td></td>
<td>Germany</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Norway</td>
</tr>
</tbody>
</table>
Triple-S XML extension

<variable ident="61" type="single" confirmit:formname="q13"
confirmit:formlabel="If you could test only one car ..." confirmit:formtype="single"
confirmit:parentname="q11" confirmit:parentlabel="Question about different cars"
confirmit:parenttype="3Dgrid" confirmit:source="p377853986">
  <name>q13</name>
  <label>If you could test only one car ...</label>
  <position start="563" finish="563" />
  <values>
    <value code="1">Lamborghini</value>
    <value code="2">Rolls Royce</value>
    <value code="3">Bentley</value>
    <value code="4">Porsche</value>
  </values>
</variable>

3-D Grid identification
Triple-S XML extension

confirmit:parentname="g11"
confirmit:parentlabel="Question text"
confirmit:parenttype="3Dgrid"

3-D Grid identification
Triple-S XML extension

- Codes in new question types

- Literal codes in Multi questions
Triple-S XML extensions

confirmit:other="true"

confirmit:precode="98"

- <values>
  <value code="1"
  confirmit:precode="b1">brand 1</value>
  <value code="2"
  confirmit:precode="b2">brand 2</value>
  <value code="3"
  confirmit:precode="b3">brand 3</value>
  </values>
Triple-S XML extensions
Loops exported as single files (flatten)

<variable ident="68" type="single" confirmit:formname="q10"
confirmit:formlabel="At which car dealer did you test ^f('carloop')^ ?"
confirmit:formtype="single" confirmit:source="p377853986"
confirmit:loopid="carloop" confirmit:loopiterationid="3">
  <name>q10_3</name>
Triple-S XML extensions

confirmit:questioncategory="Rating1"
Triple – S XML extensions
Triple – S XML extensions

- Support of Variable Type “DateTime”
- Support of more than 1 weight variable
- Ability to have multiple linkvars (multiple keys) instead of just one primary key in hierarchical data:
- Split of multiple questions on different positions
What Now?

- Incorporate some of the concepts we needed extensions for in the Triple-S XML standard?
- Define a standard way of adding extensions?

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