



New Survey Features in 1000Minds

March 2010

We recently created these two new features for use in 1000Minds surveys: *

- (1) An option for allowing participants to enrol *themselves* directly into a 1000Minds survey from a sign-up webpage.** See the first illustration next page.

This means that you don't have to know participants' email addresses (though you can still administer the survey this way if you like).

Instead you can email a link to the sign-up webpage to prospective participants using your own means of distributing emails (and have them enrol themselves directly – and anonymously, if desired). Or you might put the link on a webpage of your own – and direct traffic there. This is great for 'snowball' or 'convenience' sampling, for example.

- (2) A facility for embedding a 'secondary' survey for collecting participants' socio-demographic data or other information of interest into a 1000Minds survey.**

This secondary survey, which you can include at the end of a 1000Minds survey, can be easily created from Google Docs, for example. All you need is a Gmail or Google Account. See the second illustration next page.

Thus, as well as the usual data collected via the 1000Minds survey – e.g. participants' preference values or 'part-worth utilities', or their intuitive rankings of alternatives, etc – you can now collect participants' socio-demographic data or other information of interest. The results from the 1000Minds and Google Docs surveys are available as separate spreadsheets for you to combine as a single spreadsheet for further analysis.

Both features are available at the first step you come to in 1000Minds when creating a survey (see the 'tips' on the left side of the webpage).

* Via the Processes tab at the "models / processes" page, 1000Minds allows you to create customised surveys based on 1000Minds Decision Models. Depending on what you want to do, 10s, 100s or 1000s of participants can be asked to consider trade-offs between pre-specified criteria to reveal their preference values or 'part-worth utilities' (via a Decision Survey); or to rank alternatives intuitively (Ranking Survey); or to categorise alternatives on pre-specified criteria (Categorisation Survey).

For more information, please contact us

Paul Hansen or Franz Ombler

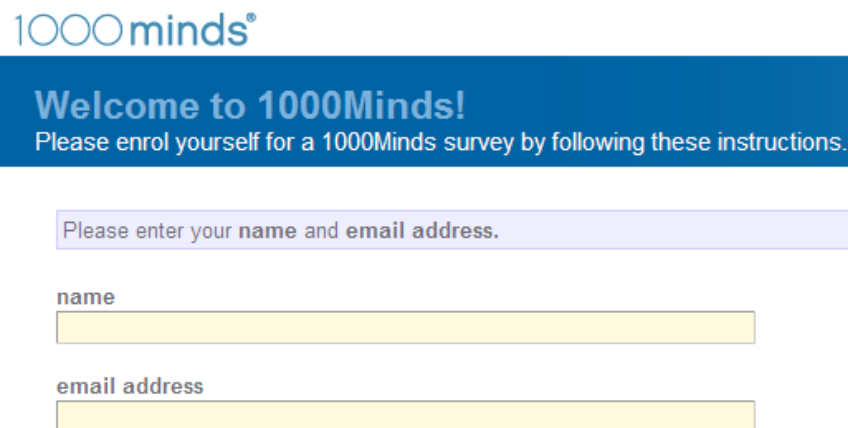
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Illustrations (screenshots) of the 2 new features

- (1) Allow participants to enrol themselves directly into a 1000Minds survey from a sign-up webpage



1000minds®

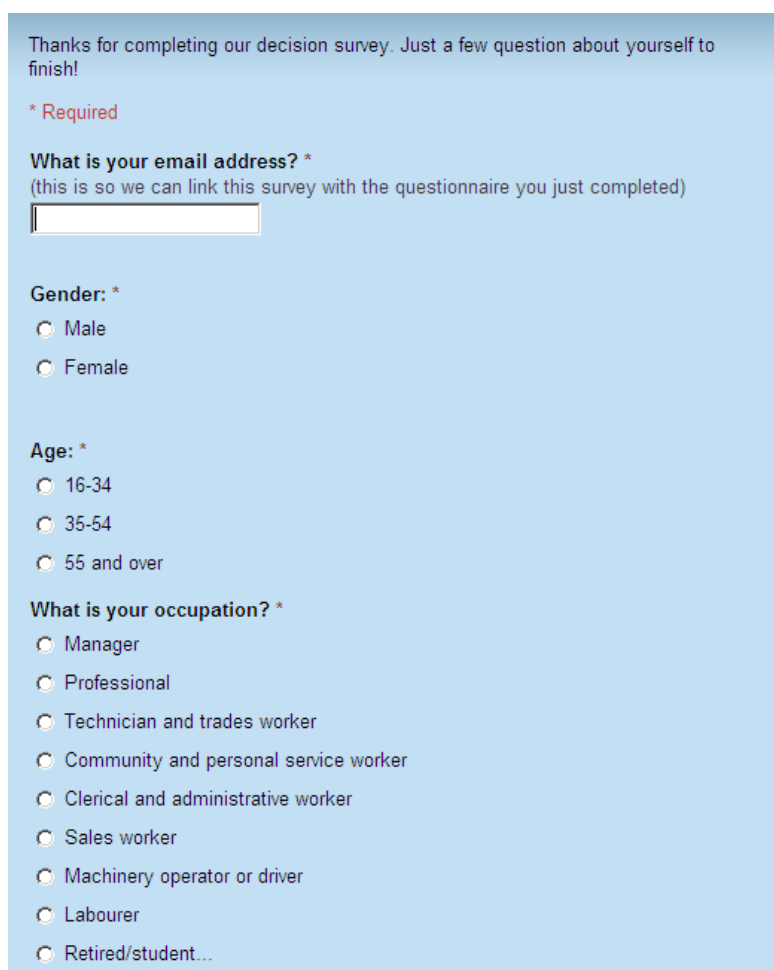
Welcome to 1000Minds!
Please enrol yourself for a 1000Minds survey by following these instructions.

Please enter your **name** and **email address**.

name

email address

- (2) Embed a 'secondary' survey for collecting participants' socio-demographic data or other information of interest into a 1000Minds survey



Thanks for completing our decision survey. Just a few question about yourself to finish!

* Required

What is your email address? *
(this is so we can link this survey with the questionnaire you just completed)

Gender: *

Male

Female

Age: *

16-34

35-54

55 and over

What is your occupation? *

Manager

Professional

Technician and trades worker

Community and personal service worker

Clerical and administrative worker

Sales worker

Machinery operator or driver

Labourer

Retired/student...