

SAMSUNG

WHAT ARE MOBILEFRIENDLY GRIDS?

WHAT ARE MOBILE-FRIENDLY GRIDS?

EXAMPLE 1

For the Active Lives Survey, participants are asked which sports and physical activities they have undertaken in the past 12 months and, for each one, how many days in the last 28 the activity was done, how long each session lasted and the intensity of the session (whether it raises your breathing rate, whether it makes you out of breath or sweaty).

For the web questionnaire, computerisation facilitates a user-friendly design using unfolding groups of activities and follow-up questions that are only presented for those activities that have been selected. A search facility is provided to reduce the burden of finding a specific activity. And when prompting for any other activities, the participant is presented with a list of activities they have already selected.

To see how the web questionnaire works, please go to https://ipsos.uk/demogrids. It even works on your smartphone!

On paper, these questions are presented in a traditional grid covering six pages:





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EXAMPLE 2

Often our clients want survey participants to rate a series of items using the same scale. When rating each item, data quality can benefit from the survey participant being able to compare their answers across all items. On paper, we can achieve this by providing a traditional grid with the items presented vertically on the left and the scale presented horizontally on the top (here is an example from the Active Lives Survey).

For mobile-optimised web surveys, we can use a collapsible grid. The items are listed vertically with the rating scale revealed under the first item. When the survey participant answers the first item, the rating scale for the first item closes (collapses) and appears under the second item. The selected answer for each item is displayed alongside the item so that the survey participant can compare their ratings across all items.

Q6	To what e with the f	about exercisextent do you ollowing state to box for each state	agree or dements?	
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c) I fee	Agree	Neither agree nor disagree	Disagree	Strongly disagree
d) I exe		use I don't w	ant to disa	ppoint
Strongly	Agree	Neither agree nor disagree	Disagree	Strongly disagree
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Sounds complicated? You wouldn't believe how easy it is to use – just try it on your smartphone at https://ipsos.uk/demogrids.

EXAMPLE 3

Being able to compare answers across a series of questions using the same response list may not always be a good idea. Sometimes we want the survey participant to focus on each item separately; e.g. questions about how often the survey participant has experienced an event or taken part in a certain activity. Progressive (or carousel) grids are mobile-friendly and easy to use. Items are displayed in a box at the top of the screen, one at a time. The response list is displayed under the item. When the survey participant selects an answer, the item is replaced by the next item and the response list is refreshed. Give it a go at https://ipsos.uk/demogrids.

WANT TO KNOW MORE?

Get in touch!

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