

# Getting Started With



A Step-by-Step Guide to Using WorldAPP Analytics to  
Analyze Survey Data,  
Create Charts, & Share Results Online



### Introduction

WorldAPP Analytics is a web-based software application for analyzing and reporting KeySurvey results and the results of any research survey.

WorldAPP Analytics is used for creating crosstabs, performing statistical tests, creating charts, and exporting results to PowerPoint, Excel, and PDF files.

This brief guide will help new users learn how to use the main features of WorldAPP Analytics, providing step-by-step instructions for each feature.

### Topics Covered in this Guide

- Setting up your web browser
- Loading your survey data
- Working with variables
- Designing crosstabs
- Producing charts
- Generating PowerPoint slides
- Viewing responses in data tables
- Sharing key findings online
- Additional training resources



## How to Use this Guide

This guide is designed to help new WorldAPP Analytics users get up and running quickly with the basic product features.

We recommend that you follow the guide from beginning to end while following along with WorldAPP Analytics open at the same time so you can complete each example provided.

## Step-by-step Instructions

1. For each page, read the overview on the left first.
2. Then, follow the step-by-step instructions in this section.
3. Use the screenshots below to follow along.
4. Throughout this Guide, you'll see several hyperlinks to [Online Training](#) videos. Click on any link to view a short training video about that feature.
5. Log in to WorldAPP Analytics and try each exercise yourself.

**WorldAPP**  
ANALYTICS

HOME GROUPS HELP TRAINING

Account:  
WorldAPP, Inc.

Switch Account

+ Administration

- MarketSight®

Key Findings™

Navigator

Variables

Crosstabs

Charts

Data Tables

Options

New!

IDEAS Integrated Data Engineering Applications

### Current Dataset

Data ▶ Z: DEMO ONLY ▶ Telecom - Example ▶ **New Combined Data**

SELECT DATASET

### Common Activities

- ▶ Upload a Dataset
- ▶ Work with Variables
- ▶ Create a Data Table
- ▶ View Existing Data Tables
- ▶ Create a Crosstab
- ▶ View Existing Crosstabs
- ▶ View Saved Charts
- ▶ View Key Findings™

### Learn More...

Online Training

### Live Training Sessions

Free for all users! Register here



## Setting Up Your Web Browser

WorldAPP Analytics supports the following web browsers:



Internet Explorer 6.0 and higher



Firefox 3.6.14 and higher



Safari 5.0 and higher (Mac Users only)

Follow the instructions on this page to configure Internet Explorer for WorldAPP Analytics to function properly.

Safari and Firefox are covered on the next page.

## Configuring Internet Explorer



To make WorldAPP Analytics a trusted site :

1. Launch Internet Explorer (do not have WorldAPP Analytics open at this time)
2. Select Tools, and click Internet Options
3. Click the Security tab
4. Select Trusted Sites, click the Sites button
5. Uncheck 'Require server verification'
6. Enter \*.WorldAPP Analytics.com, click Add
7. Click Close in the Trusted Sites window
8. Click the Default Level button
9. Move slider to Medium-low
10. Click OK in the Internet Options window

If you are using Pop-up Blocker to limit pop-ups, make the following changes to your Pop-up Blocker settings:

1. Launch Internet Explorer
2. Click Tools, and select Pop-up Blocker
3. Click Pop-up Blocker Settings
4. Enter \*.WorldAPP Analytics.com, click Add
5. Click Close

To view the browser settings at any time in the future, click on the Help section in WorldAPP Analytics and search for "browser settings".



## Setting Up Your Web Browser (continued)

Follow the instructions for configuring your web browser for WorldAPP Analytics to function properly.

## Configuring Firefox

If you are using Pop-up Blocker Firefox to limit pop-ups, please make the following changes to your Pop-up Blocker settings:

1. Launch Firefox
2. At the top of the Firefox window, click the Firefox button
3. Click on Options
4. Select the Content panel
5. Click on Exceptions button next to the "Block pop-up windows" checkbox
6. Enter \*.WorldAPP Analytics.com into the address of the website field
7. Click Allow
8. Click Close

## Configuring Safari

If you are using Pop-up Blocker in Safari to limit pop-ups, please make the following changes to your Pop-up Blocker settings:

1. Launch Safari
2. Click on the Safari menu
3. In the drop-down menu uncheck "Block Pop-Up Windows" or alternatively press Ctrl+Shift+K
4. Click Close

To turn off Safari Runaway JavaScript Timer:

1. Launch Safari
2. Click on the Safari menu
3. Click Preferences
4. In the Preferences dialog, click on the Advanced tab
5. Check the checkbox next to "Show Develop menu in menu bar", and dismiss the Preferences dialog
6. Click the Develop menu
7. In the drop-down menu check "Disable Runaway Javascript Timer"

To view the browser settings at any time in the future, click on the Help section in WorldAPP Analytics and search for "browser settings".





## Automatic Data Loading from KeySurvey

Data from the surveys you create with KeySurvey will be automatically available in WorldAPP Analytics. Please follow these instructions to access that data directly from KeySurvey.

## Step-by-step Instructions

1. Select the Reports tab
2. Choose the survey you would like to analyze
3. Click the link to Open in WorldAPP Analytics

The screenshot shows the KeySurvey web application interface. At the top, there's a navigation bar with 'Surveys', 'Reports', 'Contacts', and 'Portal'. The 'Reports' tab is active. Below the navigation bar, there's a sub-menu with 'Survey Reports', 'Participation Reports', and 'XML Export'. The main content area is divided into three sections: a left sidebar for file management, a central list of reports, and a right-hand details panel. The 'Customer Satisfaction Folder' is selected in the sidebar. The central list shows various reports, with 'Client Satisfaction Survey (November 2011)' highlighted. The right-hand panel shows details for this report, including a list of actions: 'Print to PDF', 'Export to Excel', 'Export to CSV', 'Export to SPSS', 'Export to XML', 'Open in WorldAPP Analytics', 'Email Report', and 'Go to source survey'. The 'Open in WorldAPP Analytics' link is highlighted with a red circle.



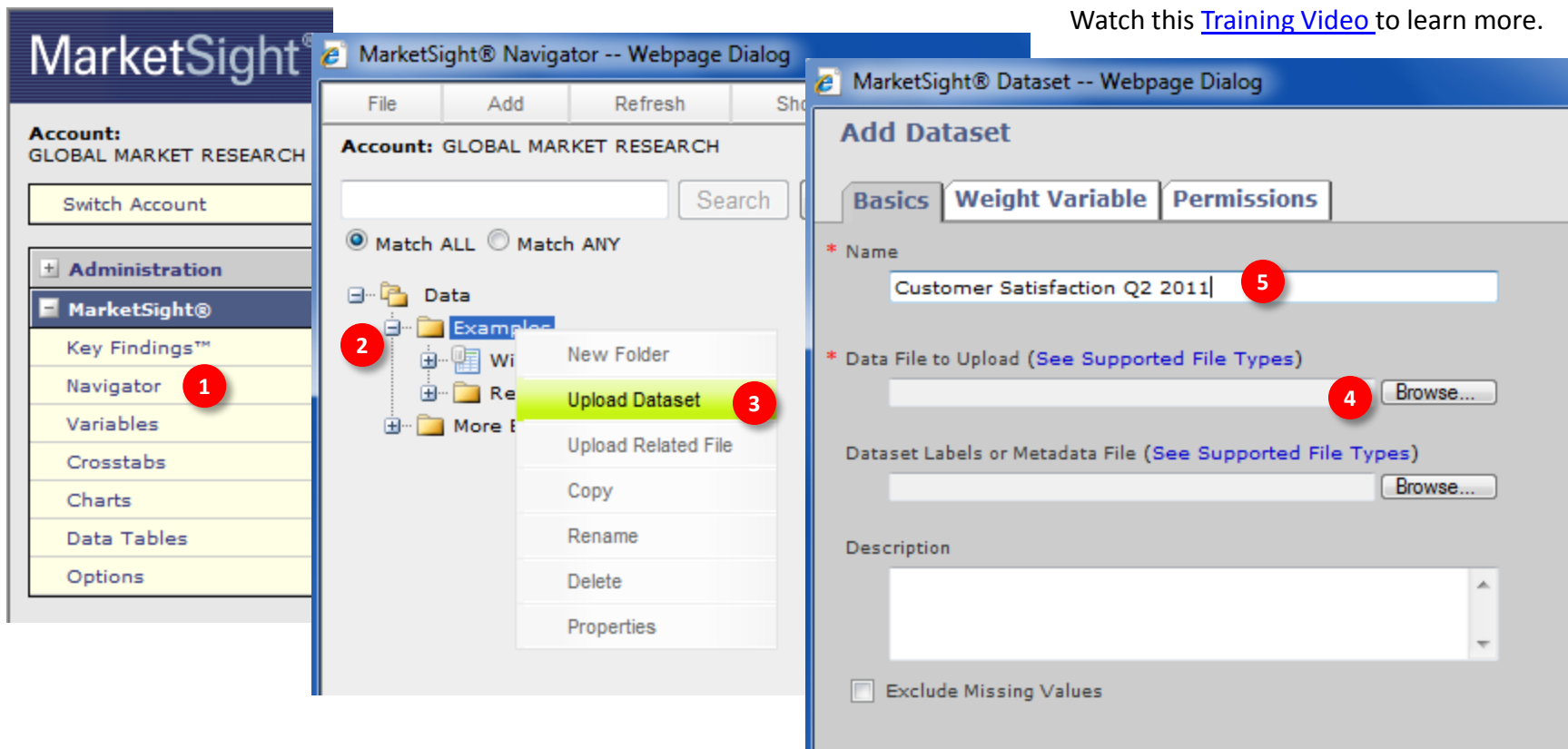
## Loading Data Manually

Uploading your survey data to WorldAPP Analytics is easy and virtually all survey tools can output datasets in a format supported by WorldAPP Analytics, including the following formats: SPSS, Excel, SAS, and Triple-S.

## Step-by-step Instructions

1. Click on the Navigator menu item.
2. Right-click on the folder you want to put the dataset in.
3. Select Upload Dataset from the drop-down.
4. Browse your computer for the dataset to be uploaded.
5. WorldAPP Analytics will insert the Name automatically.

Watch this [Training Video](#) to learn more.





## Working with Variables

Once you've uploaded your data, you can work with the different survey questions, or variables, in your dataset. From the Variables list page, you can organize, delete, modify, and add variables to your dataset.

Watch this [Training Video](#) to learn more.

## Step-by-step Instructions

1. Click on the Variables menu item to view the list page.
2. Create categories to organize your variables.
3. Left-click on the variable name to edit the variable.
4. Right-click on the variable name to view summary statistics.
5. Click the NEW button to create a new variable.

**MarketSight®**  
Account: GLOBAL MARKET RESEARCH  
Switch Account

Administration  
MarketSight®  
Key Findings™  
Navigator  
**Variables** 1  
Crosstabs  
Charts  
Data Tables  
Options

Common Questions →  
• How are Uploaded Variables, Multiple Response Variables, and User Defined Variables different?

HOME PREFERENCES GROUPS HELP TRAINING LOGOUT

## Variables

Research questions and responses [View Options](#) [Add Shortcut](#)

Data ▶ Wireless Market Survey ▶ **Wireless Dataset** [SELECT DATASET](#)

[Search](#) [Clear](#)

Match ALL  Match ANY

Select All [DELETE](#) **5** **2** Variable category All Variables

### Variables and Values by Category

[NEW](#) [CATEGORIZE](#) [IMPORT](#) [EXPORT](#) [TEXT ANALYSIS](#)

#### Survey Info

<input type="checkbox"/> Respondent ID	Text
<input type="checkbox"/> Date Completed	306 values between 2009-01-02 and 2009-12-31
<input type="checkbox"/> Time to Complete	562 values between 00:05:05 and 01:06:39
<input type="checkbox"/> Quarter	Q1, Q2, Q3, Q4

#### Demographics

<input type="checkbox"/> Age 3	Under 18, 18-24, 25-34, 35-44, 45-54, 55-64, 65 and over, Decline to Answer
<input type="checkbox"/> Gender 4	Male, Female





## The Crosstab List Page

The Crosstab List Page shows the crosstabs that have been created and saved for a particular dataset. They can optionally be organized into categories.

From the list page you can view, edit, copy, export, delete, create, and import crosstabs. You can also see when a crosstab was last modified and by which user.

Watch this [Training Video](#) to learn more.

## Features on the Crosstab List Page

1. Click on the Crosstabs menu item to view the list page.
2. View an existing crosstab by clicking on the name.
3. Modify an existing crosstab by clicking the Edit button.
4. Click the New button to create a new crosstab.
5. To export to Excel or PDF, select one or more crosstabs by checking the box next to the name, then click the Export button.
6. To re-use a crosstab from another dataset with some of the same variables, click the Import button.

**MarketSight®** HOME PREFERENCES GROUPS HELP TRAINING LOGOUT

Account: GLOBAL MARKET RESEARCH  
Switch Account

Administration  
MarketSight®  
Key Findings™  
Navigator  
Variables  
**Crosstabs** (1)  
Charts  
Data Tables  
Options

### Crosstabs

Data ▶ Wireless Market Survey ▶ Wireless Dataset (5) **SELECT DATASET**

Select All **DELETE** **EXPORT** **SHARE** Cros (4) Cate (6) All

**NEW** **IMPORT** **SAVED CHARTS**

Name	Export	Description	Column Variables	Last Modified	Usefulness
<b>Uncategorized</b>					
(2) Cell Phone Provider by Gender (3) <b>EDIT</b> <b>COPY</b>	Excel 2007-2010 Excel 97-2003 PDF		Gender	Administrator MD, 04/25/2011	No Rating
<input type="checkbox"/> Cell Phone Usage by Income <b>EDIT</b> <b>COPY</b>	Excel 2007-2010 Excel 97-2003 PDF		Income Levels	Administrator MD, 04/26/2011	No Rating
<input type="checkbox"/> Summary Report <b>EDIT</b> <b>COPY</b>	Excel 2007-2010 Excel 97-2003 PDF			Administrator MD, 02/15/2011	No Rating



## Working with Crosstabs


A crosstab is a grid that summarizes variables in your dataset. You select the variables for the columns and rows for each crosstab.

The individual cells in a crosstab can include count, percentage, mean, median, or other calculations corresponding to the respondents at the intersection of each column and row.

Highlighted cells show the results of statistical significance tests. The interpretation of crosstab results is covered later in this section.

## Crosstab Basics

1. In this crosstab, 'Income Levels' are the columns.
2. The rows include the variable, 'Purpose of Usage'.
3. Each cell contains the column percent for each column/row combination.
4. Cells highlighted in blue indicate statistically significant results – more on that later in this section.
5. To create a chart of this crosstab, simply click on the charting icon by the row variable name.

		Income Levels			
		Total	Lower (<\$50K)	Middle (\$50K-\$100K)	Upper (>\$100)
Purpose of usage 					
Sample Size		457	334	70	54
Use it entirely for business Column %		1%	1%	1%	3%
Use it primarily for business Column %		7%	6%	13%	8%
Use it equally for business and personal Column %		23%	24%	29%	12%
Use it primarily for personal Column %		37%	38%	33%	41%
Use it entirely for personal Column %		31%	31%	24%	36%



## Designing Crosstabs

Crosstabs are very easy to create with WorldAPP Analytics. Simply click the NEW button on the Crosstab List Page and follow the basic steps provided on the right to create your crosstab. The basic process for designing a crosstab involves working your way through the tabs at the top of the window, from Basics to Design to Display to Statistics, etc.

## Step-by-step Instructions for Creating Crosstabs

1. Click the NEW button on the list page to bring up the Designer.
2. Name the crosstab on the Basics tab.
3. Drag and drop variables from left to right to choose your columns and rows on the Design tab.
4. Apply a Filter to the crosstab to include only certain responses.
5. Optionally, configure your Display and Statistics settings.
6. See following pages to learn about interpreting results.

### Crosstabs By Category

1

2

3

4

5

Watch this [Training Video](#) to learn more.



## Crosstab Results

The crosstab results page includes the crosstab itself, complete with all calculations and the results from statistical significance tests.

There are also many functions available on this page, including the Edit, Copy, Share, Export, Charting, and Sort functions.

	Income Levels			
	Total	Lower (<\$50K)	Middle (\$50K-\$100K)	Upper (>\$100)
<b>Monthly Cell Phone Bill (\$)</b>				
Sample Size	554	408	84	62
Mean	59.04	57.39	65.54	61.14
<b>Current Provider</b>				
Sample Size	486	353	76	57
<b>Communique Wireless</b>				
Count	84	68	11	5
Column %	17%	19%	14%	9%
<b>Tower Wireless</b>				
Count	69	48	18	4
Column %	14%	14%	23%	7%
<b>Advance</b>				
There is a significant difference between this cell and the following				
Middle (\$50K-\$100K): Fisher's Exact test (p = 0.010)				
Column %	12%	14%	7%	6%

## Functions on the Crosstab Results Page

1. Click the appropriate button to Edit or Copy this crosstab.
2. Share this crosstab in Key Findings or by sharing a link.
3. Export this crosstab to Excel or PDF.
4. Create several charts at once by selecting Batch charting.
5. Sort this crosstab by Variable or Value using this feature.

## Viewing and Interpreting Crosstab Results

6. The Sample Size is shown for each variable in this crosstab.
7. Variables with continuous data, such as 'Monthly Cell Phone Bill', will show the mean calculation in each cell.
8. Discrete variables, such as 'Current Provider' will show the count and column percent in each cell by default.
9. Highlighted cells indicate statistically significant results; hold your mouse over each colored cell to display a pop-up showing test results. In this example, for Tower Wireless customers, the 7% in the Upper Income group is smaller than the 23% of the Middle Income group; that difference was statistically significant.

Watch this [Training Video](#) to learn more.



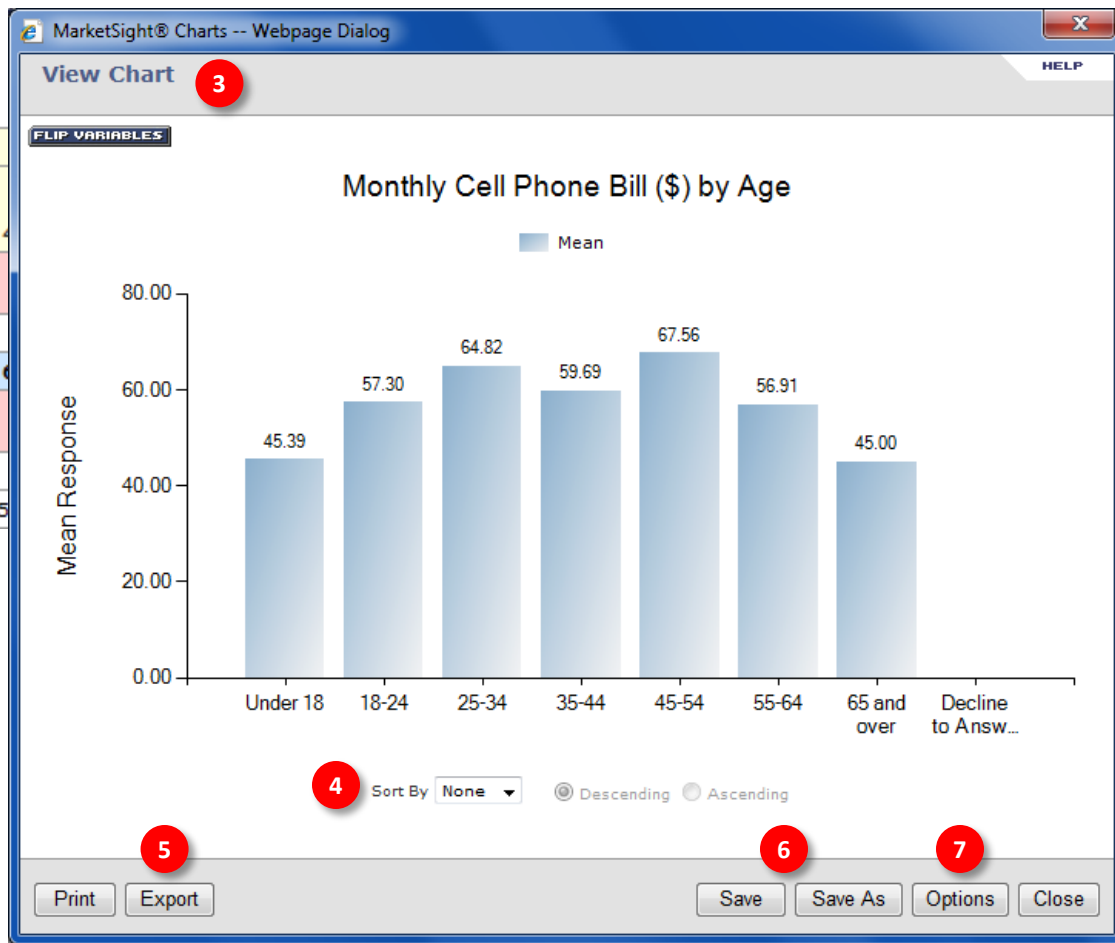
## Creating Charts

Charts are created by clicking on the Charting icon on a crosstab. Charts can be saved, modified, and exported to PowerPoint & Excel. They can also be shared online using Key Findings.

## Step-by-step Instructions for Creating Charts

1. Click the Charting icon next to the variable name on a crosstab.
2. Select the chart type from the drop-down menu.
3. The Chart is automatically created by WorldAPP Analytics.

	Age				
	Total	Under 18	18-24	25-34	35-44
<b>Monthly Cell Phone Bill (\$)</b>					
Sample Size	610	102	102	102	82
Mean	58.70	45.39	57.30	59.69	59.69
<b>Monthly Minutes Used</b>					
Sample Size	616	102	102	102	85
Mean	531.40	492.31	694.56	662.22	602.07



## Additional Chart Features

4. Sort chart results.
5. Export the chart to PowerPoint, Excel, or a graphic file format.
6. Save the chart with this dataset.
7. Modify the chart type, chart data, and many other chart formatting options.

Watch this [Training Video](#) to learn more.



## PowerPoint Templates

Save time by creating PowerPoint templates and uploading them to WorldAPP Analytics. When exporting charts, choose a template and all of your formatting will be applied to your exported charts automatically.

## Step-by-step Instructions for Adding Templates

1. Click on the Charts menu item to display the Chart List page.
2. Click on the Templates button on the Chart List page.
3. Click the Add Template button to upload a new PowerPoint template to WorldAPP Analytics.

**Account:** GLOBAL MARKET RESEARCH

Switch Account

- Administration
- MarketSight@**
- Key Findings™
- Navigator
- Variables
- Crosstabs
- Charts** 1
- Data Tables
- Options

### Charts

Data ▶ Wireless Market Survey ▶ Wireless Dataset **SELECT DATASET**

Select All **DELETE** **EXPORT** **SHARE** **TEMPLATES** 2 **View:**  Grouped by Crosstab  Ungrouped

Name	Description	Last Modified
Cell...		
Usa...		

### Chart Templates

Data ▶ Wireless Market Survey ▶ Wireless Dataset **SELECT DATASET**

Select All **DELETE** **SET DEFAULT** **ADD TEMPLATE** 3 **CHARTS**

Template name	Description
<input type="checkbox"/> Global Market Research Template (default) <b>EDIT</b>	
<input type="checkbox"/> Oregon Coastline Template - with charts <b>EDIT</b>	
<input type="checkbox"/> Sample_G_Template <b>EDIT</b>	
<input type="checkbox"/> Standard Template <b>EDIT</b> 4	
<input type="checkbox"/> Standard_Template[1] <b>EDIT</b>	

## Creating Templates

4. Download the Standard Template by clicking on the name.
5. Modify this template and Add to WorldAPP Analytics (Step 3, above)

Watch this [Training Video](#) to learn more.



## Working with Data Tables

Data Tables display individual survey responses and can be filtered to show some or all of the responses in a dataset. Each row represents one response; each column contains one variable, or survey question.

Data Tables can be designed manually or generated automatically by drilling down from a cell in a Crosstab. They can be sorted, exported and shared online in Key Findings, or via URL linking.

Data Tables provide the only way to view open-ended (verbatim) or text-based responses.

## Data Table Basics

1. This Data Table includes 3 columns, Respondent ID, Current Provider, and Satisfaction.
2. Each row contains one response.
3. Each cell contains the response for each question.
4. Sort the table by clicking on the column labels.
5. Export this Data Table to Excel by clicking the Export button.
6. View the value codes instead of value labels by clicking the Show Value Codes button.
7. Click Text Analysis to have your open-ended text variables coded by our partner, Language Logic.
8. Filter the Data Table to show only a subset of responses.

Watch this [Training Video](#) to learn more.

**Data Table View -- Customer Satisfaction**  
View Respondent Answers

Data > Wireless Market Survey > Wireless Dataset **SELECT DATASET**

**EDIT** **FILTER** **COPY** **NEW** **SHARE** **EXPORT** **SHOW VALUE CODES** **TEXT ANALYSIS** **CLEAR SORT**

Respondents Included = 617 (100%)

1 Respondent ID	4 Current Provider	Satisfaction (Open ended)
res0000001w1	Communique Wireless	
2 res0000002w1	Tower Wireless	I was very dissatisfied. They had me wait for an hour and I hung up.
res0000003w1	Yello Wireless	3 Great service.
res0000004w1	Tower Wireless	
res0000005w1	Supernova Wireless	
res0000006w1	Tower Wireless	Excellent - always fast to respond, friendly and quick to solve a problem
res0000007w1		



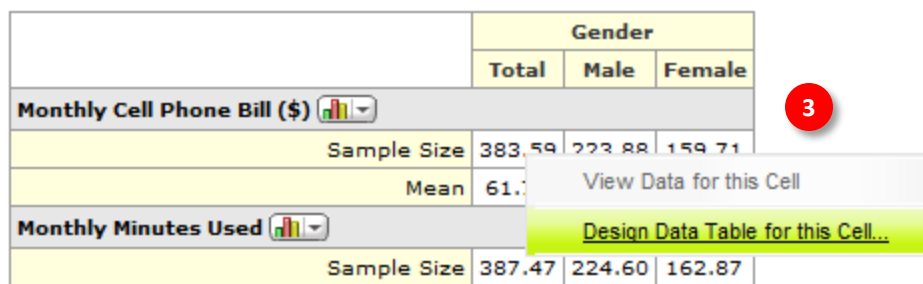
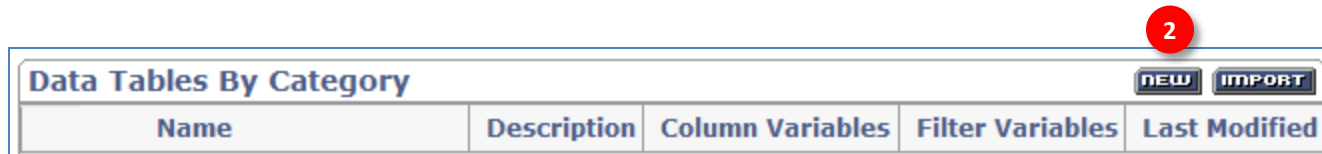
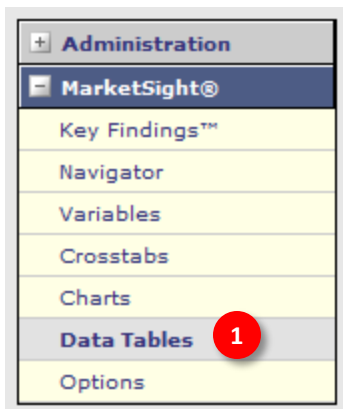
## Creating Data Tables

Data Tables can be created manually or generated automatically by drilling down from a cell in a Crosstab.

Simply choose the variables to be included as the columns of the Data Table and optionally Filter the table on a subset of responses.

## Step-by-Step Instructions for Creating Data Tables

1. Click on the Data Tables menu item to display the Data Tables list page.
2. Click the New button to manually design a new Data Table.
3. Alternatively, click on any cell in a crosstab to create a data table containing only the responses in that cell.







## Designing Data Tables

Whether designing a Data Tables manually or automatically by drilling down from a cell in a Crosstab, the design process is essentially the same.

Simply choose the variables to be included as the columns of the Data Table and optionally Filter the table on a subset of responses.

## Step-by-Step Instructions for Designing Data Tables

1. Choose your columns by dragging and dropping variables from the list on the left to the Columns panel on the right.
2. Apply a Filter by dragging and dropping variables from the list on the left to the Filters panel on the right and checking the values for the responses you want to include in the data table.

Watch this [Training Video](#) to learn more.

**New Data Table**

Basics | Design | Categories | Permissions | Share

Move Variables from left to right using drag-and-drop to design Columns and Filters for this Data Table.

Right-click on a variable name in the left pane to view summary statistics.

**Variables**

Display: Variable Names  
Sort: In Survey Order

[- all] [+ all] Search Clear

- + All Variables
- Survey Info
  - Respondent ID**
  - + Date Completed
  - + Time to Complete
  - + Quarter

**Columns**

Hide rows with empty text responses

- Respondent ID
- Current Provider
- Satisfaction (Open ended)

**Filters**

[- all] [+ all]  all  all

- Age
  - Under 18
  - 18-24
  - 25-34
  - 35-44
  - 45-54
  - 55-64
  - 65 and over
  - Decline to Answer
  - Include Missing Responses
- Gender
  - Male
  - Female
  - Include Missing Responses



## Highlighting Key Findings

The Key Findings feature enables you to highlight your most important crosstabs, charts, data tables, and related files, from any dataset in your account, all on one web page.

Every WorldAPP Analytics Account includes 50 free User IDs with read-only access to Key Findings. This is a great way to provide free, secure access to important results for colleagues and clients online.

## The Key Findings Page

1. The Table of Contents on the left is organized into folders and can contain crosstabs, charts, data tables, and related files.
2. The main window displays the item selected in the table of contents.
3. The top section lists the dataset, the name of the item, and any description that has been provided.
4. Full access users will see all functions listed here, while Key Findings Only users will only see the Export and Share buttons.

**MarketSight® Key Findings™**

Redirect Edit Delete Export Share View Source Logout

**Dataset:** Data/Wireless Market Survey/Wireless Dataset  
**Crosstab:** Cell Phone Usage by Income

Weight Variable = Population Weight, Confidence Level = 95%  
 Respondents Included = 75%, Filter Applied ([show details](#))

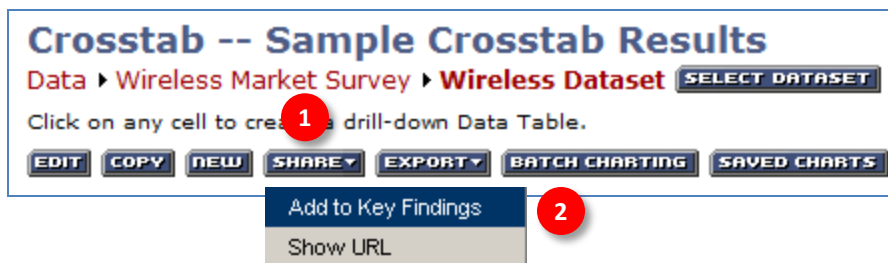
	Income Levels			
	Total	Lower (<\$50K)	Middle (\$50K-\$100K)	Upper (>\$100)
<b>Purpose of usage</b>				
Sample Size	457	334	70	54
<b>Use it entirely for business</b> Column %	1%	1%	1%	3%
<b>Use it equally for business and personal</b> Column %	23%	24%	<b>29%</b>	<b>12%</b>
<b>Use it entirely for personal</b> Column %	31%	31%	24%	36%



## Creating Key Findings

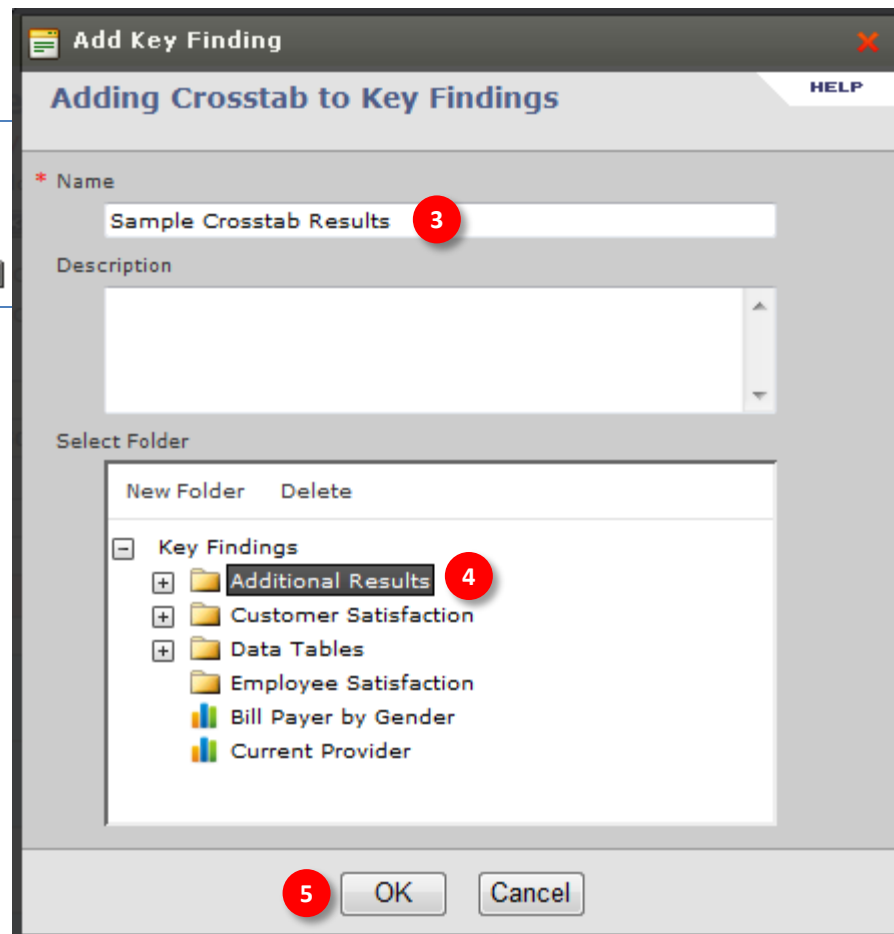
Any WorldAPP Analytics item can be added to the Key Findings page while viewing that item or from that item's list page. Just look for the Share button and follow the simple instructions below.

Watch this [Training Video](#) to learn more.



## Adding an Item to the Key Findings Page

1. Open any crosstab, chart, or data table and click on the Share button while viewing the item. Alternatively, select any item (including related files) in the Navigator and choose Share from the File menu.
2. Choose Add to Key Findings.
3. WorldAPP Analytics automatically inserts the item's name, which can be edited for Key Findings.
4. Select the folder where you want the item to appear in Key Findings.
5. Click OK to create the new Key Finding.



## Congratulations!

You've just completed the Guide to Getting Started with WorldAPP Analytics. If you've taken the time to work through each page, following the step-by-step instructions to learn each feature, then you're well on your way to mastering the major functions of the WorldAPP Analytics application.

For further training and support information, please take advantage of these additional resources available online within the WorldAPP Analytics application.

## Additional Training & Support Resources

1. WorldAPP Analytics has a rich and detailed Help Section
2. [Online Training](#) includes brief, easy-to-follow videos showing how to use all WorldAPP Analytics features
3. WorldAPP Analytics offers regular live online training sessions for all users. Sign up to work live with a professional WorldAPP Analytics trainer.
4. Take advantage of additional Helpful Tips and Frequently Asked Questions

The screenshot shows the MarketSight web application interface. At the top, there is a navigation bar with links for HOME, PREFERENCES, GROUPS, HELP, TRAINING, and LOGOUT. A red circle with the number 1 is placed over the HELP link. On the left side, there is a sidebar menu with the MarketSight logo and account information (Account: GLOBAL MARKET RESEARCH). Below the account information is a 'Switch Account' button. The main menu items include Administration, MarketSight@, Key Findings™, Navigator, Variables, Crosstabs, Charts, Data Tables, and Options. The main content area features the MarketSight logo and the tagline 'The easy way to analyze research and share insights'. Below this, there is a 'Current Dataset' section showing 'Data > Wireless Market Survey > Wireless Dataset' with a 'SELECT DATASET' button. Underneath is a 'Common Activities' section with a list of actions: Upload a Dataset, Work with Variables, Create a Data Table, View Existing Data Tables, Create a Crosstab, View Existing Crosstabs, View Saved Charts, and View Key Findings™. On the right side, there are three promotional boxes. The first box is titled 'Learn More...' and contains 'Online Training' with a play button icon and a red circle with the number 2. The second box is titled 'Live Training Sessions' and contains 'Free for all users! Register here' with an icon of people and a red circle with the number 3. The third box is titled 'Resources...' and contains 'Configuring Your Browser:' with links for Internet Explorer, Firefox, and Safari, and 'Support:' with links for Helpful Tips and Frequently Asked Questions. A red circle with the number 4 is placed over the 'Helpful Tips' link.