Getting Started With WorldAPP Analytics

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.
**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.

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**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 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 unchecked “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"

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

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

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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
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.
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.
### 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.

<table>
<thead>
<tr>
<th>Income Levels</th>
<th>Total</th>
<th>Lower (&lt;$50K)</th>
<th>Middle ($50K-$100K)</th>
<th>Upper (&gt;=$100)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Purpose of usage</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sample Size</td>
<td>457</td>
<td>334</td>
<td>70</td>
<td>54</td>
</tr>
<tr>
<td>Use it entirely for business</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Column %</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>3%</td>
</tr>
<tr>
<td>Use it primarily for business</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Column %</td>
<td>7%</td>
<td>6%</td>
<td>13%</td>
<td>8%</td>
</tr>
<tr>
<td>Use it equally for business and personal</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Column %</td>
<td>23%</td>
<td>24%</td>
<td>29%</td>
<td>12%</td>
</tr>
<tr>
<td>Use it primarily for personal</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Column %</td>
<td>37%</td>
<td>38%</td>
<td>33%</td>
<td>41%</td>
</tr>
<tr>
<td>Use it entirely for personal</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Column %</td>
<td>31%</td>
<td>31%</td>
<td>24%</td>
<td>36%</td>
</tr>
</tbody>
</table>
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.

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.

- **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.

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.

### 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.
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.

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.
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**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.

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.

**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.

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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.
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 Table 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.

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**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.

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

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