



Survey Design

Standards for KN and MSNTV

General Rules when designing a questionnaire for administration to KN Panel

1. Please check with the KN team before re-asking demographic questions. We maintain an extensive, regularly refreshed Profile on our panel on topics ranging from health to ideology to media habits. Basic & fixed demographics like birth date and gender should never be asked, neither should any personally identifiable information like name or address.
2. Recommended survey length is 15-20 minutes. Please consult with us on surveys expected to exceed 25 minutes in length. Minimum field period is 4 days. We recommend 7-10 days minimum; unlike some pure Internet opt-in sample, our responses do not frontload in the first two days of fielding and a longer field period yields a more representative experiment.
3. If possible, avoid mentioning Incentives within the body of the survey or in the email invitation. Our system automatically notifies a respondent prior to entering the survey what, if any, incentives they may be eligible for and, upon completion, what incentives they received. Awarding of incentives is automated, and incentives are offered in the form of KN Member points, or Sweepstakes, not cash.
4. All rating scales should be consistent within a survey, either displaying from positive (most) to negative (least) or vice versa. The survey should present scales consistently to avoid confusing the Panelist. Our preferred standard is that all scales run from positive to negative, left to right or top to bottom, on the screen.
5. There must be a logical response option or a "None of these" as necessary for every question.
6. Default ranking: ranking questions (rating the best, second best, etc) should go across multiple screens, where the respondent's "best" choice is selected at the first screen, then the rest of the items shown on the second screen (minus the "best" item), and so on. There should be a maximum of 10 rankings.
7. The number of column headers that can be used in a grid is limited by the size of the MSNTV format and by the amount of text included in the column heads. Also, please consider the amount of text used in the attribute descriptions or other information that is included in each row. The longer these items, the more the text will wrap, and the longer the grid becomes. Some general guidelines on grid columns (first column—row labels—not included in count):
 - Verbal label for each column: Limit is five (5) columns
 - Number labels (or unlabeled) for each column with verbal labels at the end points only: Limit is ten (10)
8. Prompting: Multiple prompts for the same question or prompting every question are not allowed. Single prompts on crucial questions are allowed.
 - A KN Panel Member always has the right to skip a question. We do not force response.

9. Scrolling: We make an effort to limit scrolling required by MSNTV Panel Members. Specific items are listed in the next section. Large amounts of scrolling can be difficult on the respondent; it also means the original question text is no longer visible.
10. Response lists:
 - "Other" should not have a text box, "Other, please specify" should allow text responses
 - "None"—and the variations of it—should always be single choice
 - "Other"/"None" options should appear at the end of the response list and not randomize.

Programming recommendations for an online KN survey administered on MSNTV

1. While not required, it is preferred to use the KN standard color scheme. This limits confusion by the Panel Member and creates a standard survey experience.
 - Background: Deep Blue (#003366)
 - Response Box: Medium Blue (#215F90)
 - Text: White (FFFFFF)
 - Font family: Helvetica, Arial, sans-serif
 - Example survey: <http://www.knowledgenetworks.com/clients/> Login: (demo, knsurvey)
2. Text font: the smallest font size that is legible on the MSNTV is 15pt Arial. Smaller font size should be avoided.
3. Screen resolution for MSNTV members is 540 lines wide by 370 tall. MSNTV allows vertical scrolling but table width should not exceed 540.
4. The default size specifications for text boxes:
 - Small is one line/row of text
 - Medium is three lines/rows of text
 - Large is the default size (about ½ of a MSNTV screen)
5. All response items for a single choice question must be displayed on one screen (without scrolling if possible).
6. Multiple questions on a screen must have appropriate space between the items to distinguish one question from the other.
7. To reduce scrolling, a grid with more than 10 side items (or approximately two MSNTV screens in length) should be split across multiple screens.
8. Headers on grids: at any point on a grid question, the header information (usually the grid scale labels) should be displayed on the MSNTV screen. A good rule is to repeat every 4th row.
9. MSNTV has limited Flash support (2.0) and does not have a mouse-style pointing device, so we recommend not using Flash for MSNTV respondents.
10. MSNTV units connect via modems. Connection speed is an issue for large images.