i-Question
(Advanced Survey System)

i-Question is i-Link survey system that has been constantly developed since it was first released in 2001 and is i-Links premier facility for conducting and managing online research questionnaires. The result is an application with an extensive list of features for implementing the most complex questionnaires.

The system provides a vast array of customisable question types and methods. In addition, In-built checks and error controlsensure respondents answer questions in an intended way before progressing.
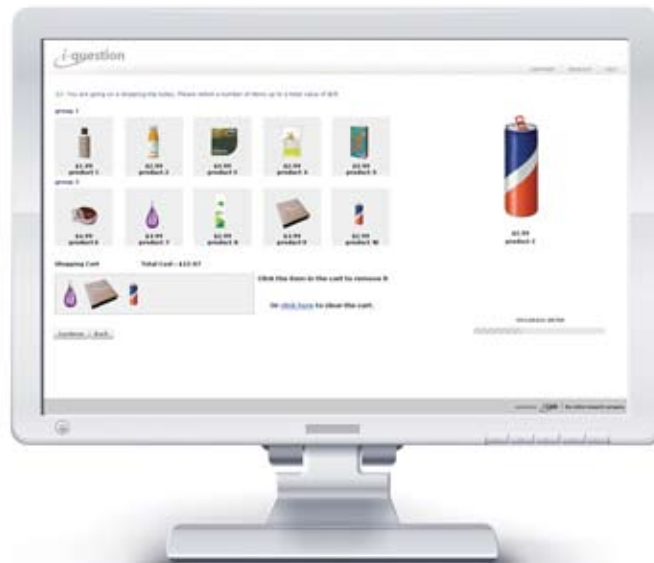
The system also manages any number of complex skip routines, routing, piping, rotations, randomisation, concept and question grouping techniques, ability to include images as well as streaming video, audio and to deploy in multiple languages, plus much more. The result is a system capable of easily meeting the requirements of any research projects, regardless of complexity, whilst always appearing completely seamless to participants.

The features available for online surveys constructed are extensive and have been built to emulate a Computer Assisted Telephone Interview (CATI) system.

The presentation of questions within a survey is a page per question, with complex skips, routing and piping programmed in. We can also provide additional programming services to ensure even the most complex survey can be undertaken with our system.

Utilising advanced stable technology, i-Link has developed world class research applications with facilities that have been designed for research specific use and are able to handle the most complex of projects.

- Facilities are easily customised to suit your needs including brand, logo and corporate image.

- Data is collected live to highly secure databases within our system.

- Sensitive data can be encrypted and all files routinely backed up on an hourly basis.

- Security options can be employed to restrict project entry only to invited respondents.

- All facilities have the ability to integrate images, audio and video streaming.

- Our survey system handles sophisti cated piping, skipping, quota, question rotations and line rotations.

- Data output is available in all formats.

- Available in multiple languages.

.A vast range of question types

- Multiple response rows and grids

- Single response

- Open ended grids and lists

- Rating

- Ranking

- Weighting

- Comment fields

Error controls

Our system utilises all the appropriate error controls. Checks can be made to ensure a respondent completes a question and does so in the intended way. Error messages are friendly reminders that instruct the respondent on what is required and how to do it.

Login and tracking

Your online projects can have a range of different security settings applied to them. Respondents can be provided with secure login codes and password, or be asked to register and receive a password by e-mail, or have session codes automatically generated by the system, or have limited security and accept entries from anyone passing by. We provide flexible system so you can have a choice for your projects.

We can also track respondents in any of our facilities. In a survey, if a respondent is inadvertently disconnected for some reason, they can return to the last point they had reached. We can also record the number of sittings a person takes to complete a survey, when they began and how long they took to complete

Sampling and Quota

i-Question can keep track of a question-naire and prevent further respondents completing based on achieving the required sample.

Our survey system can also keep track of responses to a questionnaire and terminate based on achieving the quota for particular question items or when predetermined by your respondent demographic data.

Skips and Routing

Complex questionnaires can be structured to skip respondents from question to question based on their responses. Question skipping appears seamless to the respondent and can be determined on selection of a single item, multiple items, or when open-ended, ranking and weighting questions satisfy a condition (i.e.: ranked 3rd, weighted above 50%, etc.).

Complex rotations

Items within a question can be set to rotate from respondent to respondent. Question batches can also be programmed to rotate. For example, you may wish to ask groups of questions about concepts your are displaying, but would like to rotate or randomise the concept groups - no problem!

Screening

Surveys can screen respondents and terminate based on responses to screener questions. Once a respondent has terminated or completed a survey, they are locked out and will always return to the completion or terminating message.

Piping

Responses from previous questions can be piped into headers and the body of later questions. A complex range of piping options is available. For example, selection of multiple items in one question may form the basis for other questions that follow.

Progress Meter

As a standard, surveys display a progress meter which automatically calculates how much of the survey remains. As with all the i-Question functions, this is entirely optional.

Other survey options

A host of more options are available for online surveys. Some of these include adding or removing, "Go Back" buttons, preventing respondents from right clicking on their mouse or downloading images, ability to change header templates, logo size and direction, fonts and background colours. Image and video presentations - Questionnaires can also refer to images or audio and video streaming. Our streaming technology does not use any plug-ins, which means respondents do not need to download any other software. in order to view a streaming video.

Multiple Languages

The i-Question facility can be setup and administered in any other language. All facets of a survey, including standard notices and error messages are displayed in the language of your choice. Standard language currently available include German, Spanish, Italian, Japanese, Chinese, Taiwanese and others. Any language set not currently established can be introduced upon request within 7 working days.

Viewing data in real time

All data is collected live to a highly secure database. You can view the data remotely at any point during the life of your research project. In addition, detailed response reports and frequency counts on key questions are detailed to the project manager in an automated e-mail each day a survey is in field.