**Enter data from a questionnaire, Example 4: Ranked response**

This forth example is going to look at coding and entering data for a ranked response question. Now ranked response questions are quite good for getting people’s judgements or opinions or preferences about a particular topic. If we look at this example, we’re asking participants to rank in order of importance from 1 to 5 the following features when they consider going on holiday so I’ve never been before, weather, surroundings, cost, accommodation. Now for each one of these options I have here, they’re going to give a ranking for each one which means it’s a multi-response question and we’ve seen in the previous video that in a multi-response question, each response comes a new variable in our data set so that means I’m going to make five questions or five variables from these five topics, and for each topic there’s five possible responses or answers, one to five most important to least important. I’ve just labelled two, three and four as second, third and fourth choice, because I haven’t given them a label on the questionnaire. So let’s have a look at how we might lay the data out in our data set. Always got my participant id column on the left hand side, and then I have my variables, as the column heading across the top. So these are my five topics, never been, weather, surroundings, cost and accommodation. So if I look for participant one, I need to code this data, most important as a 1, least important as 5, and 2, 3 and 4 correspond to those numbers. So I’m going to replace them with my codes, I’m going to do the same for participant two, and then I’m going to do that for the rest of participants. Now that I’ve replaced all the responses with my numerical code, I’m going to code the data into SPSS.

Okay, lets enter the data which we’ve just saw. I’m going to do it for the first variable Never Been, I’m just going to call it ‘never been’, remember we can’t have any spaces, we can use an underscore but I’m not going to. The data type is numeric. There are no decimal places on my data so I’m going to change that to zero and I’m going to give that a little bit more of a description…I’ve never been before. Now this is categorical which means I’m going to need value labels, So 1 is most important, 2 is second choice, third choice, fourth choice, and five is least important. It’s important with questions like these that you don’t’ confuse least important with unimportant. Just because the item is fifth on the list does not mean it’s not of any importance. It just means that it’s fifth in these options that were given. Alright, I’m not going to define any missing values, I’m just going to leave blank as missing. I’m not going to code them.

So the last column we need to change is the measure. Our variable can either be scale, ordinal or nominal. We know this is categorical so it’s either going to be ordinal or nominal and because we have a scale of importance, 1 to 5, they do have a particular rank or order. That means our variable is ordinal. So now that we’ve defined our variable, we can go to the data view and enter some data. So…okay. Remember we can toggle between codes and value labels…using our icon up here. So by click I can see my numerical codes or I can see my value labels. Alright, this is the fourth example, there is just one more example for open-ended questions and that will cover pretty much all types of questionnaire questions that you may have on your survey.

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