

# NatCen

Social Research that works for society

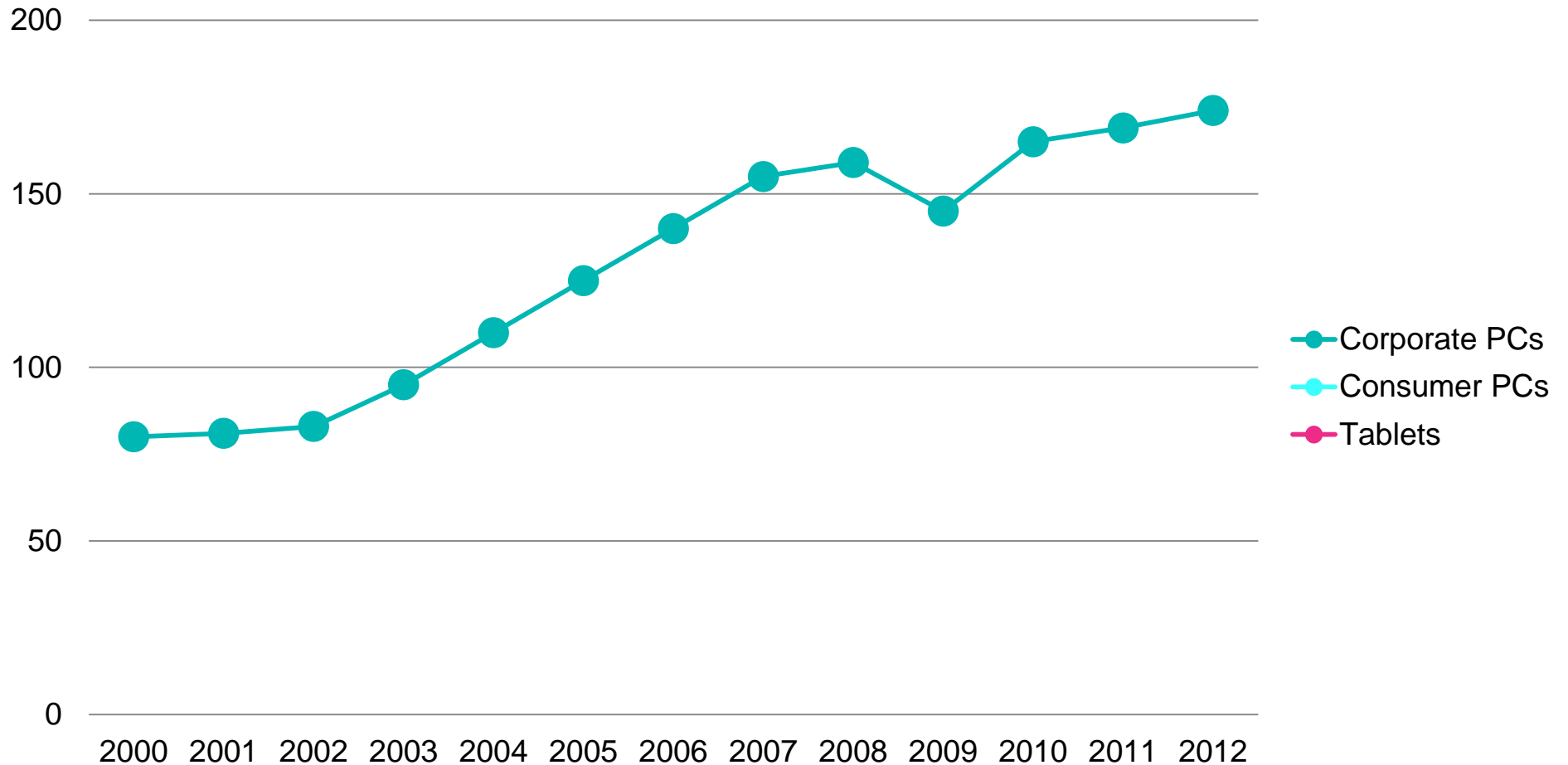
# Creating a web-tab quire instrument

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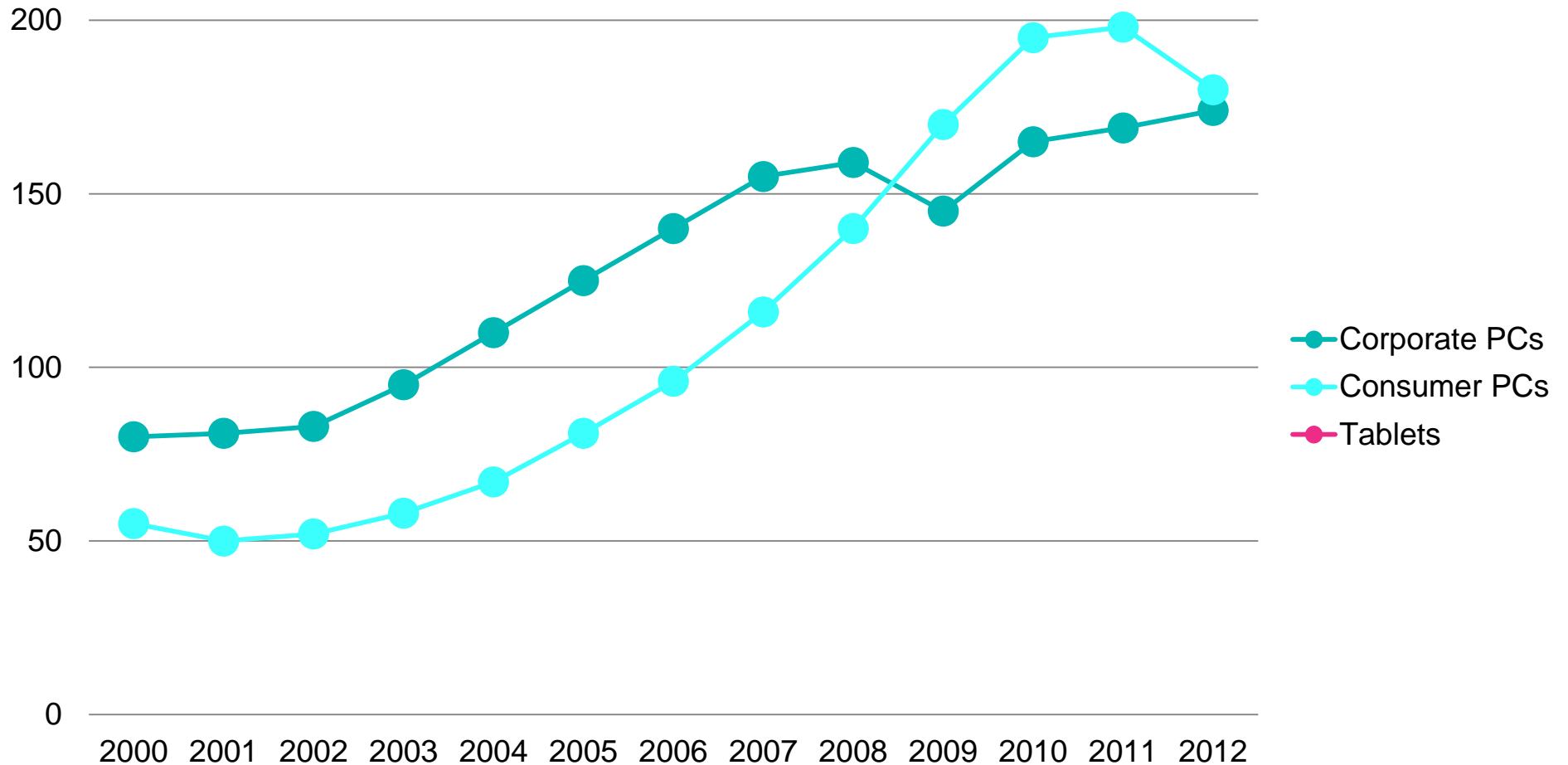
Sep 2013



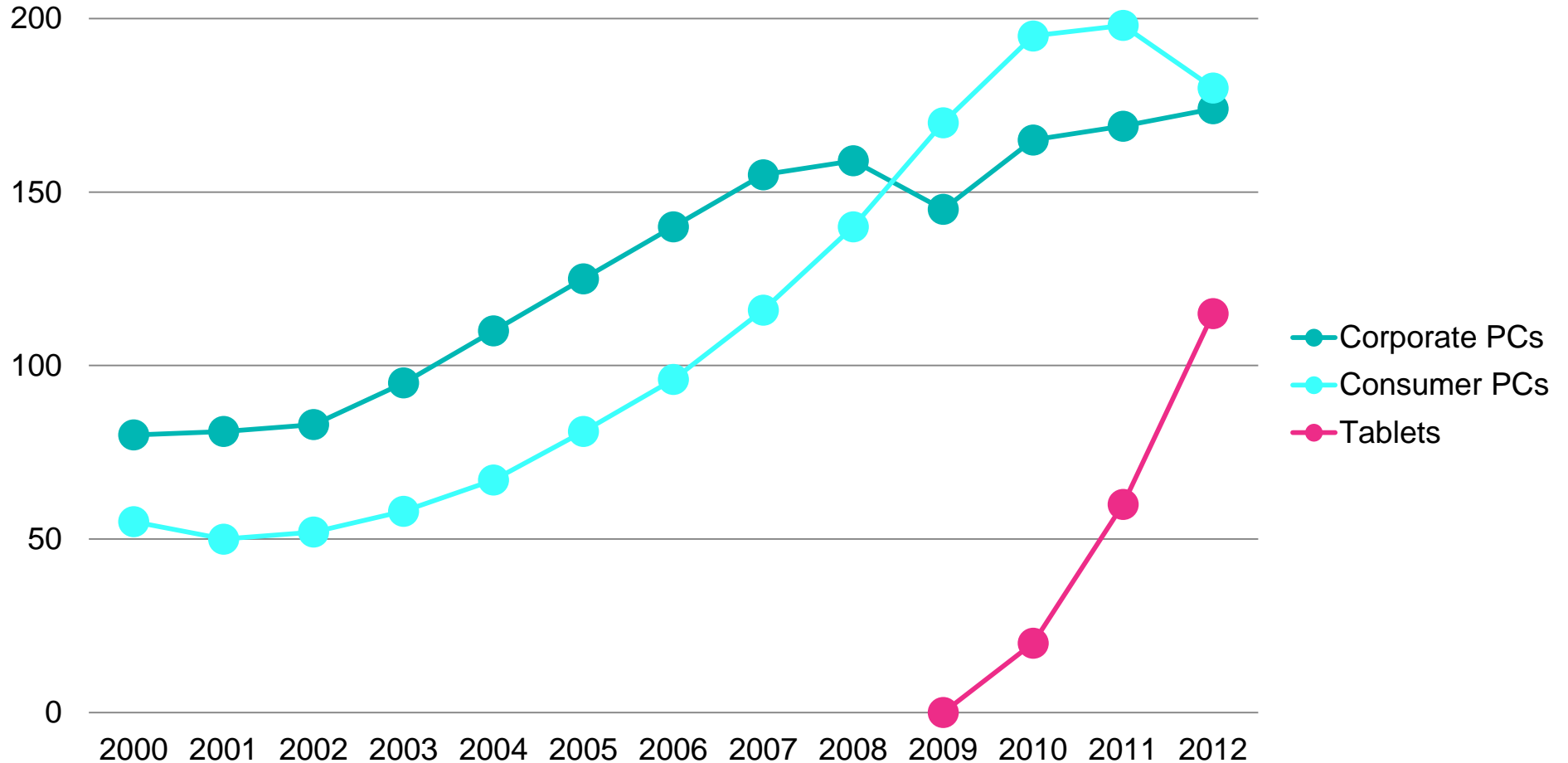
# Global Annual Unit Sales (m)



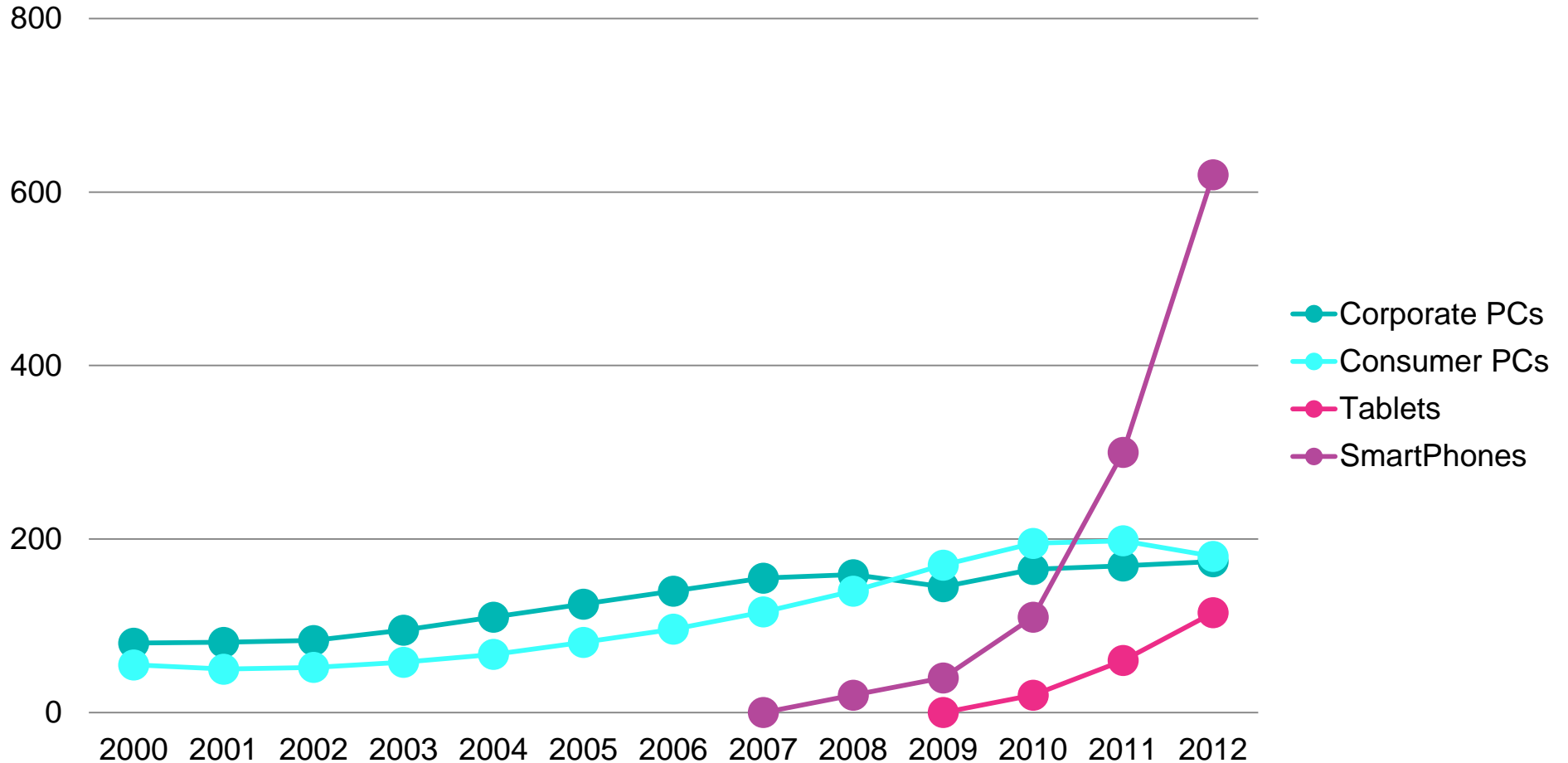
# Global Annual Unit Sales (m)



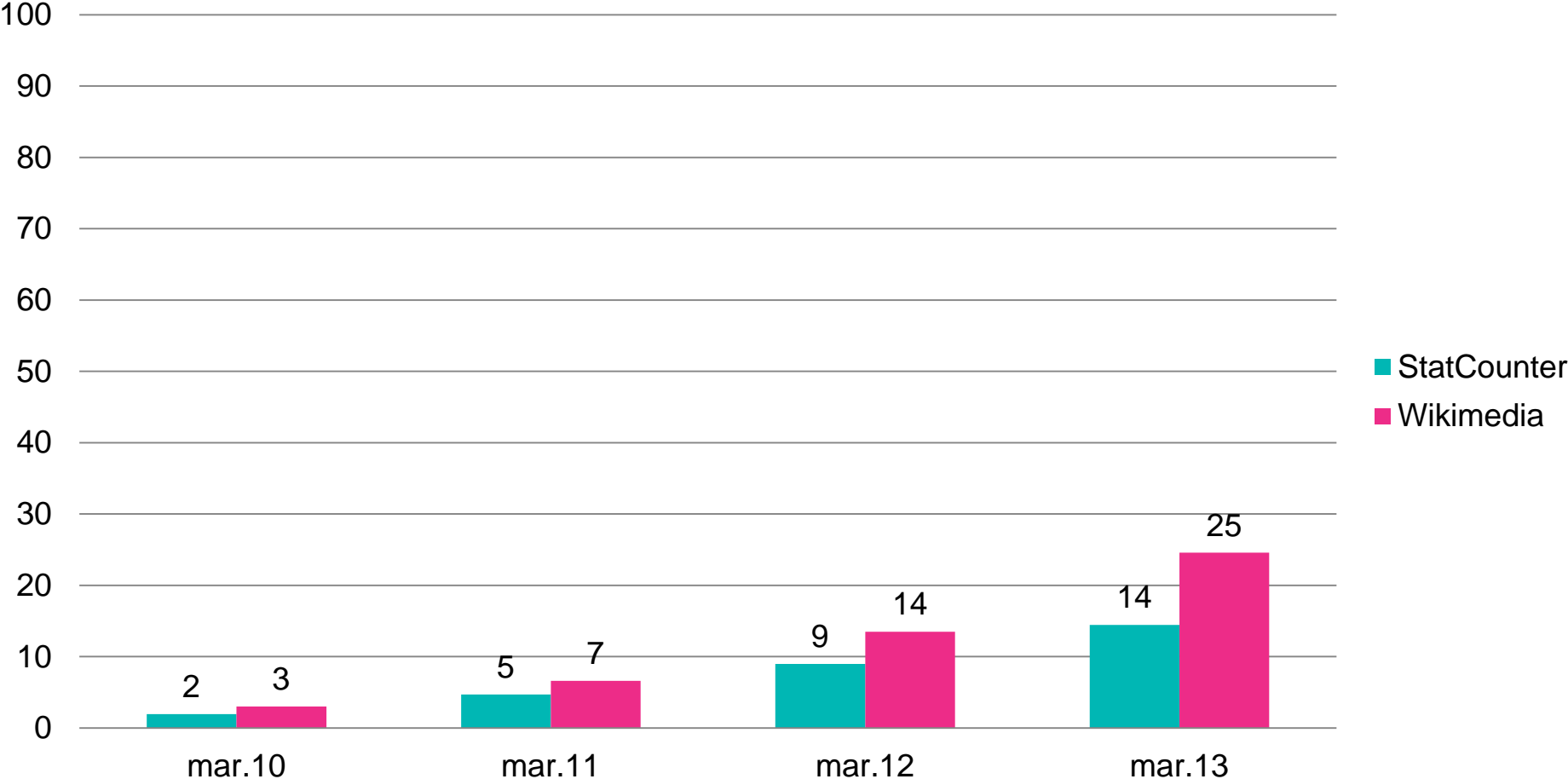
# Global Annual Unit Sales (m)



# Global Annual Unit Sales (m)



# % Accessing via Mobile Devices



# Web Qn

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GUS Questionnaire

tst.natcen-surveys.co.uk/GUS\_Web\_v10/BiPagHan.asp

Bookmarks

**ScotCen**  
Social Research that works for society

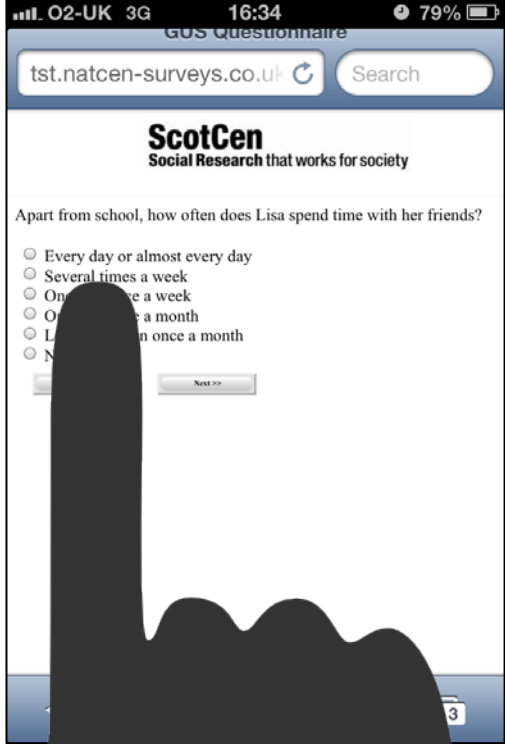
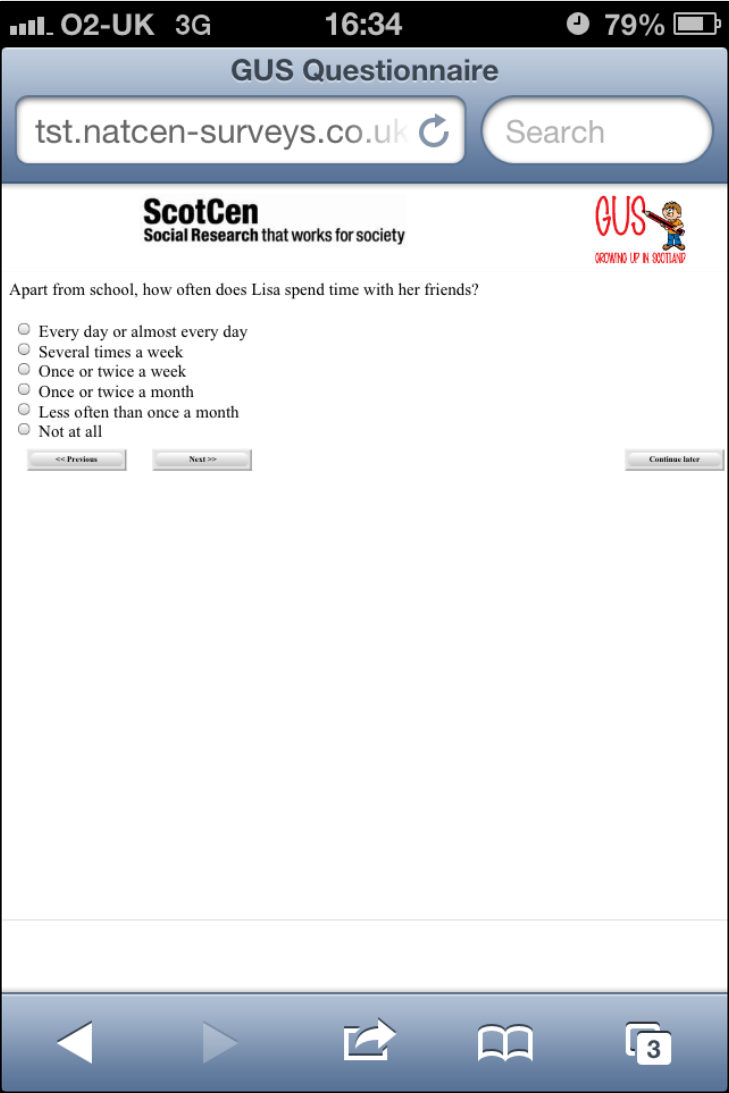
**GUS**  
GROWING UP IN SCOTLAND

I like to control what Bart does

Not at all true  
 Somewhat untrue  
 Somewhat true  
 Very true

<< Previous      Next >>      Continue later

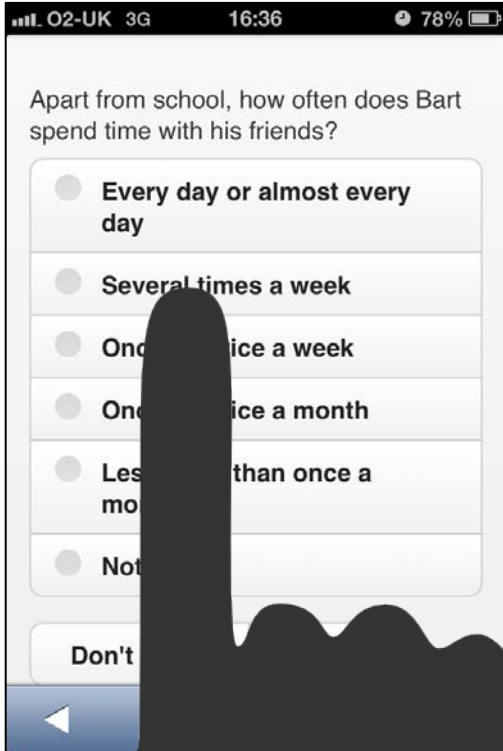
# Web Qn: Smartphone





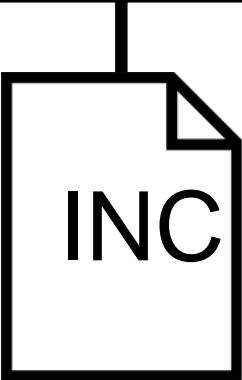
# C-Moto Qn: Smartphone

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# Qure Versions

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# BLA

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Web.BLA



Tab.BLA

```
DATAMODEL Web "WebQure"
```

```
{'x-' if not used}  
{$DEFINE Web}  
{$DEFINE x-Tab}
```

```
LANGUAGES =  
  Web "Web",  
  Tab "Tablet"  
  HLP "Help"
```

```
DATAMODEL Tab "TabQure"
```

```
{'x-' if not used}  
{$DEFINE x-Web}  
{$DEFINE Tab}
```

```
LANGUAGES =  
  Web "Web",  
  Tab "Tablet"  
  HLP "Help"
```

# Rules.INC

---

```
{ $IFDEF Web }  
    Device := Web  
    SetLang := Web  
{ $ENDIF }
```

```
{ $IFDEF Tab }  
    Device := Tab  
    SetLang := Tab  
{ $ENDIF }
```

```
SETLANGUAGE ( SetLang )
```



Compatible Datamodels

# BIS

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Web.BIS

Web.BMI

Web.BMF

biHTMLWebpage.XSL

biSimpleHTMLWebpage.XSL

Receipt\_Web.ASP

Web.BDB

biIntStart\_Web.ASP



Tab.BIS

Tab.BMI

Tab.BMF

biMinimal.XSL

biMinimal.XSL

Receipt\_Tab.ASP

Web.BDB

biIntStart\_Tab.ASP

# BOI

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Web



Web



Work\_Web

Tab



Web



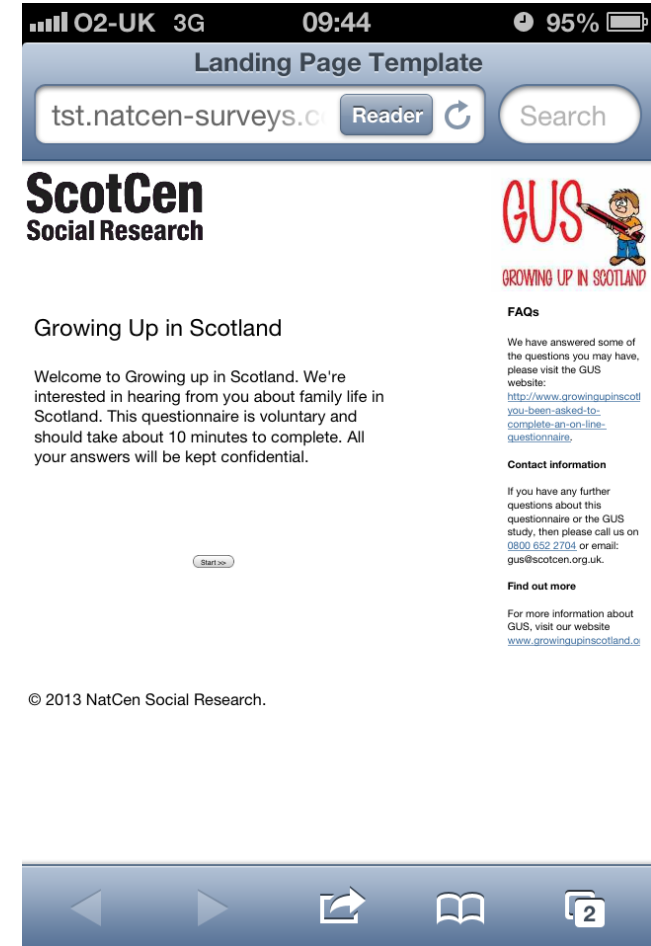
Work\_Tab



# Landing Page



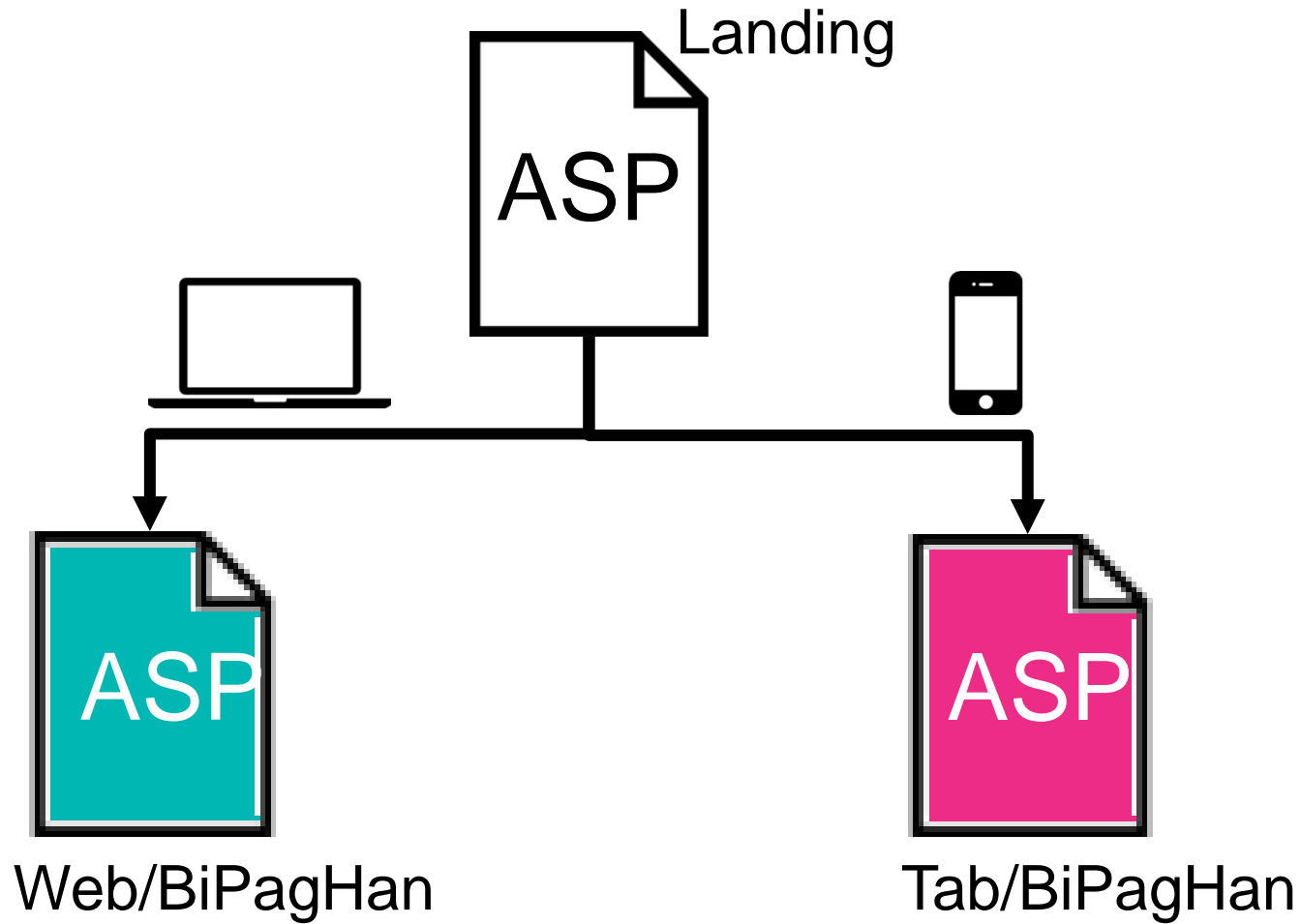
The screenshot shows a desktop browser window with the URL [tst.natcen-surveys.co.uk/gustest/landing.asp](http://tst.natcen-surveys.co.uk/gustest/landing.asp). The page features the ScotCen Social Research logo on the left and the GUS (Growing Up in Scotland) logo on the right, which includes a cartoon boy holding a pencil. The main heading is "Growing Up in Scotland". Below it, a paragraph of text reads: "Welcome to Growing up in Scotland. We're interested in hearing from you about family life in Scotland. This questionnaire is voluntary and should take about 10 minutes to complete. All your answers will be kept confidential." A "Start >>" button is positioned below the text. To the right, under the heading "FAQs", there is a paragraph: "We have answered some of the questions you may have, please visit the GUS website: <http://www.growingupinscotland.org.uk/you-been-asked-to-complete-an-on-line-questionnaire>." Below this is the "Contact information" section: "If you have any further questions about this questionnaire or the GUS study, then please call us on 0800 652 2704 or email: [gus@scotcen.org.uk](mailto:gus@scotcen.org.uk)."



The screenshot shows a mobile phone interface with the same landing page content. The status bar at the top displays "O2-UK 3G", "09:44", and "95%" battery. The browser address bar shows the URL [tst.natcen-surveys.co.uk/gustest/landing.asp](http://tst.natcen-surveys.co.uk/gustest/landing.asp) and includes "Reader" and "Search" buttons. The page layout is adapted for the smaller screen, with the ScotCen Social Research logo on the left and the GUS logo on the right. The main heading "Growing Up in Scotland" is followed by the same introductory text and "Start >>" button. The "FAQs" and "Contact information" sections are also present, with the FAQ text and contact details being smaller than in the desktop version. At the bottom, there is a navigation bar with back, forward, search, and home icons, and a page number "2".

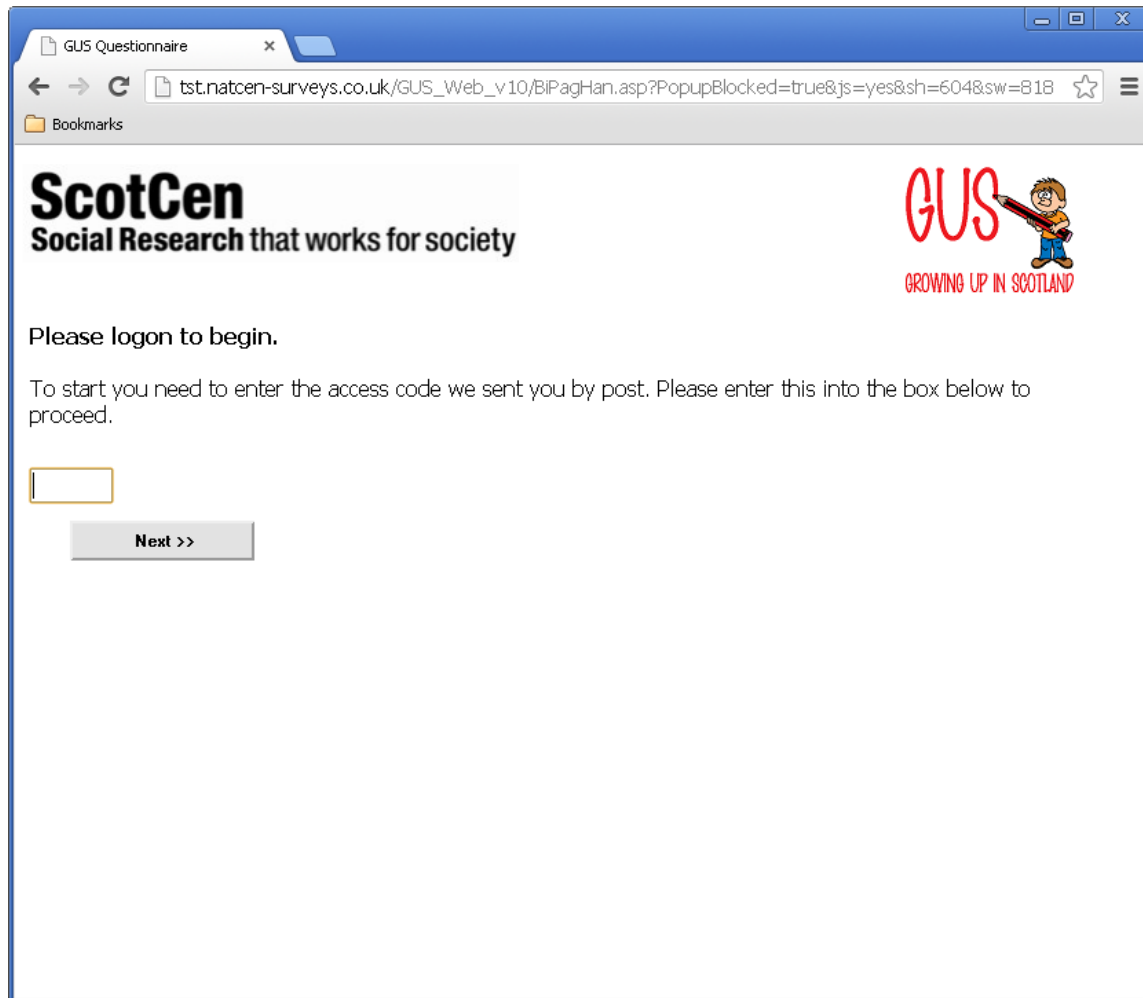
# Rerouting

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# Access Code Page



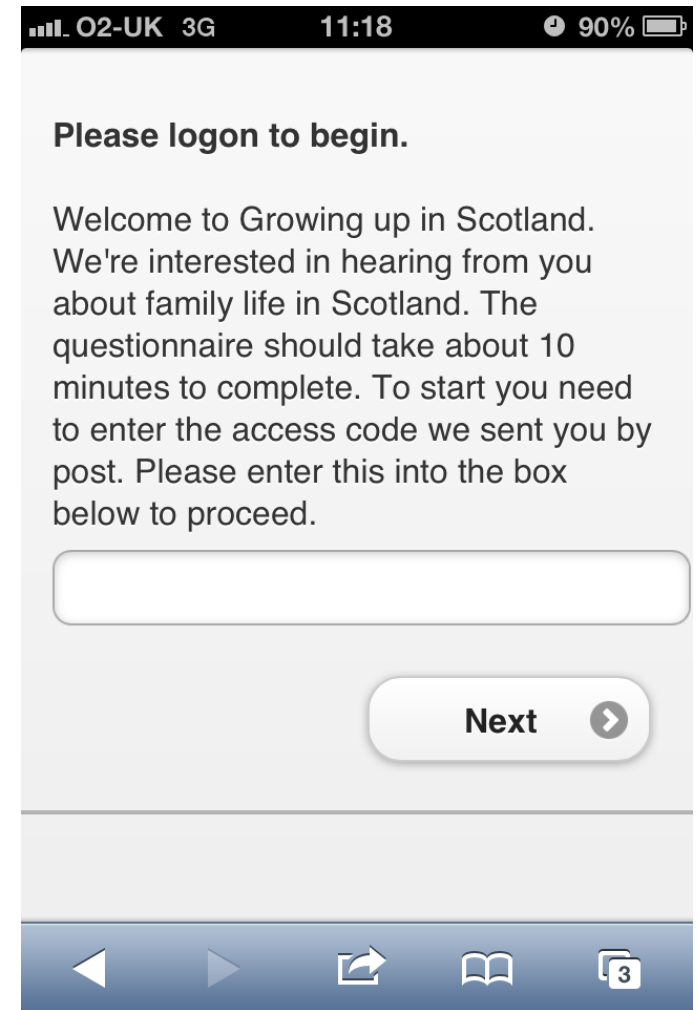
ScotCen  
Social Research that works for society

GUS  
GROWING UP IN SCOTLAND

Please logon to begin.

To start you need to enter the access code we sent you by post. Please enter this into the box below to proceed.

Next >>



O2-UK 3G 11:18 90%

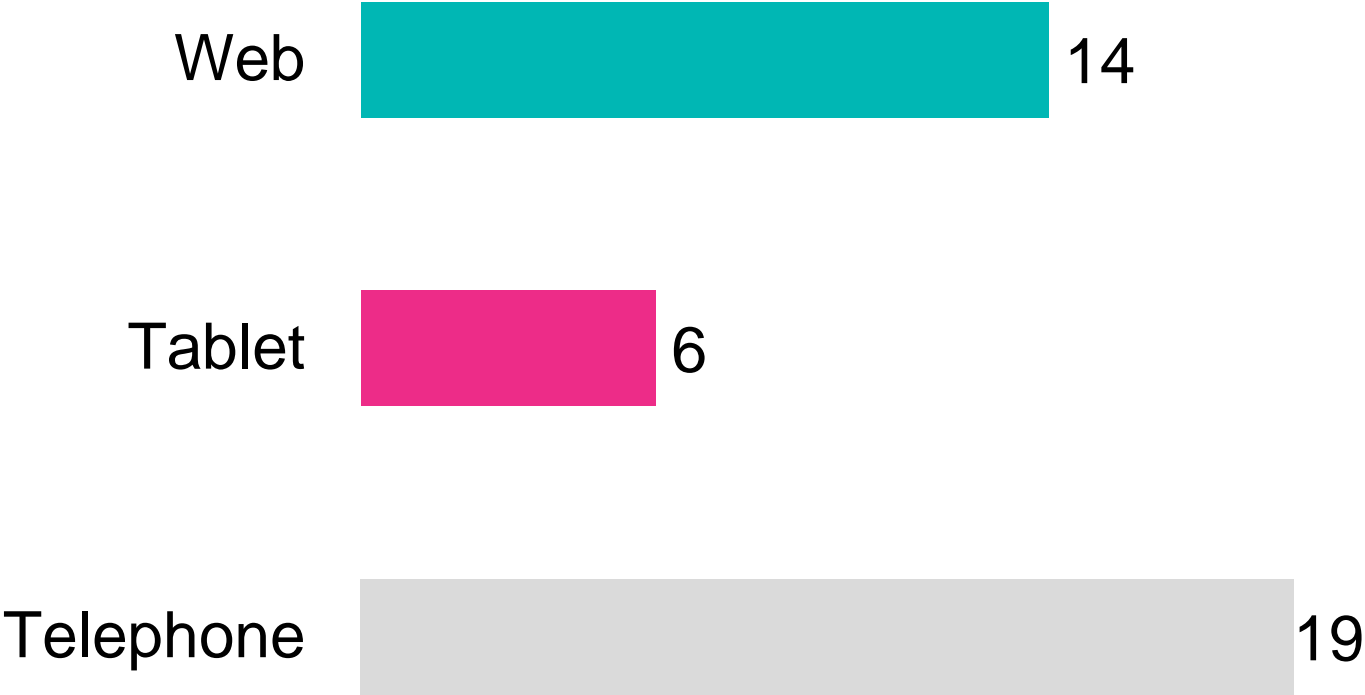
Please logon to begin.

Welcome to Growing up in Scotland. We're interested in hearing from you about family life in Scotland. The questionnaire should take about 10 minutes to complete. To start you need to enter the access code we sent you by post. Please enter this into the box below to proceed.

Next >

# Completion Mode

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# Thank you

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If you want further information or would like to contact the author,

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E. [richard.boreham@natcen.ac.uk](mailto:richard.boreham@natcen.ac.uk)

**Visit us online,** [natcen.ac.uk](http://natcen.ac.uk)

**NatCen**

**Social Research** that works for society