Dumping your data:

You will go to:

“View Results”

“Download Data”

Specify the date ranges for your responses, and check “Recode Seen but Unanswered Questions as -99”

Then download the data into SPSS.

The benefit of doing the last step is that unanswered questions will be coded as -99 (obviously), and this will distinguish  a non-response from a response that was skipped over because of the skip you built into the survey.    If a question was blank because it was “not applicable” because the survey skipped the respondent past it, it will show up as “ .”   These can be coded as something like 88 = NAP.   Now when you run a frequency table on your variables, you should have both of these values designated as “missing”.     But having the distinction of “no response” vs. “NAP” can be important if you are looking for bias.  In addition, if you check this box (-99), and you have a check-all-that-apply question, a check will be coded as 1 and no check will be coded as a 0.    However if someone checks nothing in the question, they will be coded as -99.  This is exactly what you want.

In SPSS, complete the variable labels, values, measurement scale, etc in variable view as we did in class with the practice data set.   Remember that these values should be reflected in your code book.

Run Frequencies on the variables to familiarize yourself with the data.    Look at missing values to see if they suggest concerns about bias.   Be sure to print out the codes for each variable as well.   (Remember Edit, Options, Output Labels, Values and Labels).    Do you have the variables like YES and NO coded as 1 and 0?