# Transcript: Deep dive into extraction logic



Crystal Wiese: Okay, so today we're doing a deep dive and extraction logic and let's just go ahead and get started. And Dan Fleetwood our president of communities and research is going to be kind of diving in today.

Crystal Wiese: Take it away, Dan.

Dan Fleetwood: All right, thanks. Crystal, you went to Johannesburg. That's interesting, and know that I

Crystal Wiese: can talk about that later.

Dan Fleetwood: Okay, nice. Yeah, so thanks everybody for joining in this deep dive about extraction logic, I head up the research and insights platform here at question pro

Dan Fleetwood: I've been here for about six years. So definitely seen a lot of growth and know a lot about the product so happy to be a resource on this call and even after the call as well so

Dan Fleetwood: I head up the research platform and just so everybody knows this and I guess really includes the survey platform more the research edition focused

Dan Fleetwood: Where includes custom point logic point and click logic advanced question types like contemplate the screen choice conjoined max diff heat map hotspot card sorting all of those more advanced

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Dan Fleetwood: Question types that are included in the survey platform. And then also in the research platform is a communities. So where we can you can maintain or manage a community of

Dan Fleetwood: your brand's top promoters, or even a group of like minded folks that you want to do research with really the key here is

Dan Fleetwood: The speed at which you can connect and send out a survey and get those responses in addition to the audience where if you don't have people to take your survey we can find them for you.

Dan Fleetwood: And we have a slew of data points that we can pull from and really find the correct people for your survey. And then, of course, if you need us to program surveys

Dan Fleetwood: Or do reporting. Those are available via our services and partnerships as well. So these four entities really make up the question for research platform.

Dan Fleetwood: But let's dive in to extraction logic. So some of the things we want to talk about today are how it works. The question types that are supported with extraction logic.

Dan Fleetwood: Use cases. And then also the some benefits of it. And then if there's enough time I'll dive in and give you live.

Dan Fleetwood: Look into the platform show you how you can set it up and so forth. So

Dan Fleetwood: And As Crystal mentioned, make sure if you have any questions, put it into the Q AMP a section and then we will get to those and upload the questions, even if

Dan Fleetwood: You have the same one that someone else answer. Make sure you just upload it easier easy for us to know like these are questions that need to get answered during our time here.

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Dan Fleetwood: Alright so extraction logic. What is it basically gives you the ability to display answer options selected by the respondents in following questions and then

Dan Fleetwood: The extractor question type will be automatically saved and added to the survey. So rather than having to

Dan Fleetwood: Set both questions out a bunch of Show Hide logic or custom logic, the system will do it for you based on number of different criteria that will get into

Dan Fleetwood: And essentially for responded selects different question types are different answer options. Those can get automatically extracted into any of the following question types from single select multi select drop down a single row multiple, multiple row numeric input in email address and then ordering so you can have it to

Dan Fleetwood: Where you can then rank order answers that were previously selected drag and drop constant some

Dan Fleetwood: Rating. The ones I like are kind of the matrix questions where you can have people select their like maybe their favorite foods and then based on those favorite foods you can then have a multiple select on

Dan Fleetwood: You know, most important least important or how satisfied are you with an option you can do all of those three and have it flow directly into a matrix question and then

Dan Fleetwood: Slider questions. So that's a numeric or tech slider so multiple questions supported here and really to meet all of your needs and in terms of what you would want to extract those questions into

Dan Fleetwood: So I'll give you an example here. So you can see, you know what, credit cards to use as a Visa, MasterCard, AMEX, Discover or others.

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Dan Fleetwood: This particular response like the Visa, MasterCard, so then based on this. You can choose to extract those the answer options that were selected into a follow up question.

Dan Fleetwood: But you can also see that you can do options that with not selected. So let's say they any of those options at once selected by the respondent in the pre and that question.

Dan Fleetwood: You can choose to display those answer options or if you want. Hey, just all the display choices. Maybe you're randomly showing

Dan Fleetwood: Randomly showing a list to the response that you want to show and then the follow up question you want to show those that weren't displayed

Dan Fleetwood: Or those that were displayed. There's a couple of different choices there you select your question type and then those will be automatically

Dan Fleetwood: Added to the platform. So in this case, going back a few questions. The respondent selected Visa and MasterCard and then this is how satisfied are you with these cards so

Dan Fleetwood: You have the ability to easily asked a follow up question without having to put in a bunch of Show Hide logic and customization there. So, it automatically extracted. This made the question and so forth. And you can see here, this is a matrix from very dissatisfied.

Dan Fleetwood: To satisfied. So, making it easy on you.

Dan Fleetwood: Some points to keep in mind here is the source and destination questions, do not need to be consecutive. So if you want to

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Dan Fleetwood: Extract the answers that were selected into a question later in the survey, you can do that easily. It doesn't have to be the next question.

Dan Fleetwood: You can reorder the extracted question, whoever need to set branching logic to maintain the flow of the survey. So you still have to

Dan Fleetwood: Make sure that you're branching correctly. Otherwise, I mean, we could run into flow problems there in your survey.

Dan Fleetwood: Another fun thing is we talked a little bit about it. You can also do reverse extraction, where it works in the same way as extraction, but

Dan Fleetwood: Except that the options not selected by the respondent are the ones that are going to be extracted into the follow the follow up question.

Dan Fleetwood: And this doesn't impact data analysis at all you the data analysis would be the same whether or not you set up this question.

Dan Fleetwood: But in your own show show and hide logic and so forth. The extraction just makes it a lot easier for you to do, and set up.

Dan Fleetwood: Some use cases for it that we see our customer feedback surveys. So the ability to present answer options to customers based on products, they've purchased

Dan Fleetwood: And so obviously this is an example, which of the following products have you purchased

Dan Fleetwood: And they select three or four options there, those can get extracted into the follow up question, so you can easily target the people that you that have purchased those items and have the survey flow is such

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Dan Fleetwood: A retail store experience. So, ask, ask correspondences select the store, they visited and then out of all the stores, maybe in a city so you can narrow and

Dan Fleetwood: And ask those follow up questions. The those those people that selected the stores that they visited we see it a lot in course evaluations service as well where you can

Dan Fleetwood: Request students to rate the courses that they took. So again, which of the following courses have you taken

Dan Fleetwood: And then they can then based on that you can ask the follow up extraction logic. So if you know if you're not familiar with it. Typically, it's based obviously on a multiple select question type

Dan Fleetwood: And then some of the benefits of it. It definitely reduces effort in programming time. It saves time so that you don't have to add questions and options manually it

Dan Fleetwood: Doesn't require you to add logic or code the survey multiple times. It makes it easy. It improves or respondent experience. So our respondents see options that are relevant to them.

Dan Fleetwood: And they feel more engaged so it makes it easier there and then can reduce the time to complete the survey survey respondents don't have to filter options.

Dan Fleetwood: That that matter to them from List of, you know, have a lot of them. So really helps to make make it more focus there and then also takes less time to complete the survey, because they're not having

Dan Fleetwood: to filter through all those options and then because you've got a better a better experience the we see fewer dropout rates and more relevant.

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Dan Fleetwood: Engagement drives them to complete the survey. So the higher completion rate because of this as well. Personally, I think the reduce the reduce effort and

Dan Fleetwood: Improved respond to experience or to the key methods because in the extraction logic, because you don't have to create the logic and the question, it just saves and reduces a lot of

Dan Fleetwood: Time and when you are creating the question. So I think now unless, is there any questions so far. If not, I'll jump into the, I'll give you a live demo of where to set this up there been any questions crystal or is it

Crystal Wiese: Nope. We're all quiet on this end.

Dan Fleetwood: Okay, I

Crystal Wiese: Really want to get their hands dirty and see how it works.

Dan Fleetwood: Alright, fair enough. So here inside of the survey platform. I have just created this extraction webinar survey, just to give you some examples of things that you can do with extraction logic. So here I have a multi multi select question type and then

Dan Fleetwood: Based on this, you would just go to logic here and then you can select extraction logic and then you

Dan Fleetwood: Choose what you want to extract as at the selected choices, but not selected choices the display choices not display choices are all choices. If you depending on your particular use case. And then you select the question type

Dan Fleetwood: Again from that list that I had mentioned earlier from single select to drop down single row taxi select this and then once you do that, you hit Save extraction logic.

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Dan Fleetwood: And then it will set up this question and then you can input, the question here input the question text here. And the answer options will automatically fall through.

Dan Fleetwood: And then another example here is, you know, what should the following pets have you owned this I have it flowing into either extracting obviously into a question based on

Dan Fleetwood: The, the pets that they own. What are your favorite pets and then I have it extracting again into of your favorite pets, you know, then rank them so you can do extraction on the

Dan Fleetwood: Extraction on extraction or double extraction. So that is something that is pretty unique and fun to do as well and can really help say programming time

Dan Fleetwood: Inside of your survey. So how does this look functionally. So if I go here. I'll take the survey link, plug it in.

Dan Fleetwood: And then here, if I still watch the following sports. Do you like I select football, basketball and soccer. Go To Next please rank the following sport. So if it's football, basketball, soccer. Next question. What's the following pets. If I own. So I have a dog, a cat.

Dan Fleetwood: Had a horse.

Dan Fleetwood: And I'll say a bird.

Dan Fleetwood: So then I can go next and then what that's my favorite so dog and a cat or my favorite. And then based on this. I'm going to say that, you know, I like

Dan Fleetwood: Out of these two a dog is my favorite over cats and then I can go down so that that's a way that you can use, you know, sort of extraction on extraction, so

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Dan Fleetwood: Really easy to set up. If you just add a question here. We'll go to Select many and I'll just show you how to do this on the fly. So you can see really how easy it is to use. So, you know, watch of the

Dan Fleetwood: Which of the following types of what do you like to eat weekly and then you can say, you know, whatever it is. Pizza sushi.

Dan Fleetwood: Maybe it's a

Dan Fleetwood: burger or. What's another thing.

Dan Fleetwood: Maybe it's a taco or something, right. So you can have these things and then

Dan Fleetwood: And then you can go to logic, like I mentioned, and then select extraction and then here you can base it off of again those options. So if I go selected choices.

Dan Fleetwood: And maybe this not want to have it flow into this star rating question and then save extraction logic. So here, once I hit Save extraction logic, it automatically creates the extraction question. So you can say, you know, whatever you want. The question text to be please

Dan Fleetwood: Rate.

Dan Fleetwood: Following whatever you'd want it to be. And then here.

Dan Fleetwood: Now it'll show up there and they can you know rate these things if you want, there's additional settings you can set up here.

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Dan Fleetwood: On this particular question, but this will automatically flow through. So if I will take this link again and I'll just show you that.

Dan Fleetwood: How that option looks so football, basketball, again, it'll extract those football and baseball. Right, next question.

Dan Fleetwood: I've owned a lot of these pets. So let's select all those and then these ones. My favorite right we saw this earlier. And then, so I'm going to rank these get to the next question. Just to show you

Dan Fleetwood: How that star rating question looks and then I'm gonna go to the next question here. I'm going to select pizza and sushi and a hamburger. And then next and then you can see the star rating here. So you have

Dan Fleetwood: You know, these, these different question types. So, any number of question types you can do and it makes it easy, easy to set up. And then of course the reporting is going to be the same. So this would be treated just like

Dan Fleetwood: You know, you would use to analyze star ranking or question you would do that. Similar to rank order all of that would show up the same. There's no difference there. It just we make it easier for you in setting up those that extraction logic.

Crystal Wiese: Great. So we have a couple of questions. Now that you've really like dug in and how is data captured for drag and drop. If you we are using extraction

Dan Fleetwood: So that the data captured for drag and drop would be the same. So it would just, it would show just those particular options and then

Dan Fleetwood: For and then it would rank it all you know obviously an aggregate once you get all the responses, then it would it would, that would all flow. And so that's typically how you know how it's done there. So it's the same as you would normally view the the drag and drop answers.

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Crystal Wiese: Next, okay, what is the difference between all choices and displayed choices.

Dan Fleetwood: Yeah, so all choices is all of the different choices in a question, you can have an there's a setting to where you can choose to randomly display five of these choices. So if

Dan Fleetwood: Display choices was selected as the option that you want, then you can, it would only display those choices. If it's all choices, then it would be

Dan Fleetwood: All the answer options in the question will matter. The however many, no matter the amount that you chose to display to the responded at one time.

Crystal Wiese: And if you had an other option and somebody typed in, let's say, french fries.

Crystal Wiese: Would that appear in the extraction logic.

Dan Fleetwood: You can. Yep. Yep. So we can do other options and then have that appear as well.

Dan Fleetwood: And then flow into the extraction logic or the extraction questions.

Crystal Wiese: I love that. So their answer would flow in

Dan Fleetwood: Yep. Correct. Yeah, great.

Crystal Wiese: Okay, what does the data look like in a CSV file.

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Dan Fleetwood: The data look like. So you would see the answers that they selected, just like you would in a normal multi select File and then

Dan Fleetwood: You would see which ones they selected and then which ones they for the follow up questions. So, and then the the ranking for each of the the star. So the data would look

Dan Fleetwood: Similar to a pretty much the same actually as other file as other data files without using extraction logic. So really the key here is just

Dan Fleetwood: Improve you know survey response or survey creation time. So, reducing the amount of time it takes for you to create the survey and just making it easier on that end.

Crystal Wiese: Awesome. I thought those were the questions that were sitting in there right now. Okay. All right. Um, you can keep going if you had more

Dan Fleetwood: Yeah I that was actually everything that I wanted to show if there's other things that people want to see. I'm happy to show it. But really, that is

Dan Fleetwood: You know extraction logic and a deep dive. I would encourage everybody to

Dan Fleetwood: To go and least try it out. Even if you don't have a survey right now to program, you know, kind of create one and get used to it and then feel free to ask us questions as we, you know, as you go along. But those are really the different things that you can do.

Dan Fleetwood: With extraction logic, if you want, I can show you. You know, one that is not selected. But essentially, it's the same as, you know, something that is selected. So if I delete this question here. And then if I go back into logic and then I go back into

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Dan Fleetwood: Extraction and then if I go, I want to all the ones the reverse extraction. So, ones that were not selected. I don't want to extract extract those into

Dan Fleetwood: Let's see, single select it could be maybe something like watch

Following

Dan Fleetwood: The following

Be

Dan Fleetwood: He, something like that. And then so based. Sure. The question but um so then based on that the answers that one selected would then will then flow through so

Dan Fleetwood: And then so if it's pizza and sushi. So hamburger and taco would flow through. And then, so maybe if I can have those that have a hamburger and then. So that was how some of the not selected options would work.

Crystal Wiese: Gotcha. How do you terminate.

Crystal Wiese: The survey with extraction logic.

Crystal Wiese: Just

Dan Fleetwood: How do you terminate the service. Yeah, so you can

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Dan Fleetwood: You can just end it or you can add logic on to the extraction question to so if they let's say

Dan Fleetwood: THEY SELECTED pizza or something for this question. You can terminate the server at that point if if you didn't want someone that didn't initially select pizza but they selected it as their second favorite food or something, you can have, um, you know, logic on the extracted question types.

Crystal Wiese: Um, can you use extraction questions with like an NPS question or things like that other advanced question types.

Dan Fleetwood: I'm typically I see it on multi select i don't know i'm not enough. I really tried it on like MPs question type, but

Dan Fleetwood: I mean, you could ask a follow up question here. So if I have this MPs question type and I can't use extraction logic, but I mean you can

Dan Fleetwood: What you could do is based on you know basis, I take the answer that they selected. And then, you know, ask a follow up question of why but you can't really extract this into it because there's not multiple options to extract on the NPS Question Time.

Crystal Wiese: I gotcha that actually leads into our next question.

Crystal Wiese: Um, can you have to extraction logics on one question. So example, if they picked football and baseball that would lead to one question. And then the other question would lead to. They're not picked topics.

Dan Fleetwood: Yeah, you can do that. So you could have it to where based on the options I selected and then

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Dan Fleetwood: You could, you could wrap to those. And then based on the ones that they didn't select you could ask questions about those. So you can you can do all those things based on setting up the different skip patterns here and then the extraction questions.

Crystal Wiese: Yes. Okay, so that people that asked that question actually got asked twice. So, that's perfect.

Crystal Wiese: Um,

Crystal Wiese: Can you show a demo. Can you download the CSV file and show that from the

Dan Fleetwood: Um,

Crystal Wiese: Do you have time for them.

Dan Fleetwood: Or do you have any other wouldn't be there wouldn't be much data, but I can. What I can do is I can send will get the name of that person and then I can send that I'll send them an example. Okay.

Crystal Wiese: Julie, we all send you an example. I got you.

Crystal Wiese: I'm okay. I think that's oh

Dan Fleetwood: Yeah, I think, I think that that kind of wraps up extraction logic, I would encourage everybody to go and use it and then

Dan Fleetwood: Feel free to, you know, ask us questions, once you get started. And once you use it, how maybe how to do something more than happy to take additional questions at that time, or even jump on

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Dan Fleetwood: A call and you know have someone show you exactly what to do based on your particular use case. But the extraction logic functionality that we have is much expanded, so maybe even if you've tried to use it a year ago we've added a lot of options to it that

Dan Fleetwood: That make it even more user friendly, more, more features and functionality. So I would encourage everybody to go and try that again.

Crystal Wiese: Yeah, and I think that it's it's available in our advanced

Crystal Wiese: License currently along with our research institutions, right. Yep.

Crystal Wiese: Awesome. I was like, ooh question.

Crystal Wiese: Just checking. You know, um, okay. So, um, thank you guys for all attending our webinar on extraction logic we know this was a little shorter than normal, but that's because these little having a much more

Crystal Wiese: clear idea of what we're talking about kids as just we're really able to dive in and engage with you guys and we'll be sending out this

Crystal Wiese: Will be sending out the presentation and the recording to all registered attendees along with

Crystal Wiese: Some of the Q AMP a questions. And so you can have those answers in your inbox in the next couple of days. And we'll be following up with with you directly on questions that we weren't able to get to today.

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Crystal Wiese: Thank you so much for attending. Guys, we really appreciate it. And we hope you have an awesome Monday.

Crystal Wiese: Perfect. Okay, thanks guys.

Dan Fleetwood: Alright thanks everybody.