

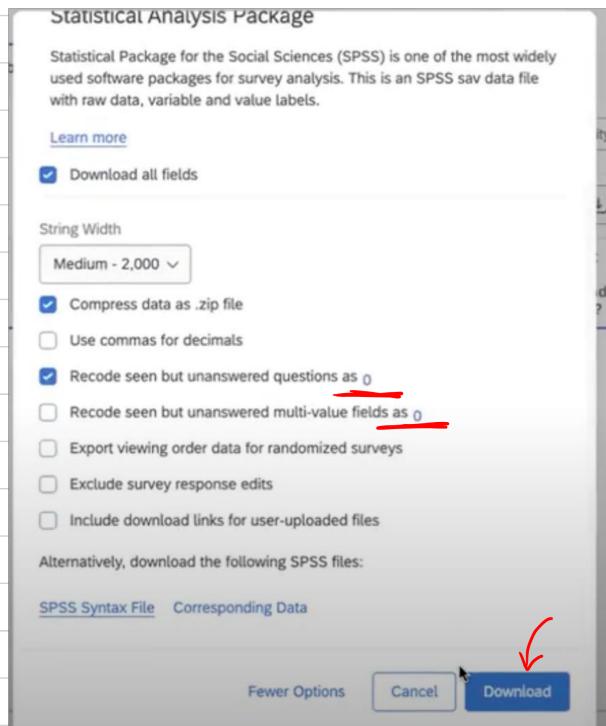
Display R



# Exporting the info from Qualtrics platform.

① Go to client's account into the survey that you want to download

- Go to Data & Analysis
- Click on Add Filter  $\Rightarrow$   $gc=1$
- Click on Export & Import
  - Click on Export Data
  - Click on SPSS
  - Click on More options



→ Open the Zip file

## In Display R

→ Click on the client's folder

→ Click on New document (blank document)

→ Once you are in your document :

- Click on Add data
- Click on My computer
- Select the downloaded file (.sav file)

→ Once you have the data file :

- In Data Sources, select all data set and click on Fix
  - ↳ You don't have to change anything, just click Fix - OK (it's 100% manual)

→ Once you have fixed all data sets, you build a banner

- First, we start with Total

→ you click gc data set, click

on General and in Structure  
you select Nominal  $\Rightarrow$  mutually exclusive categories

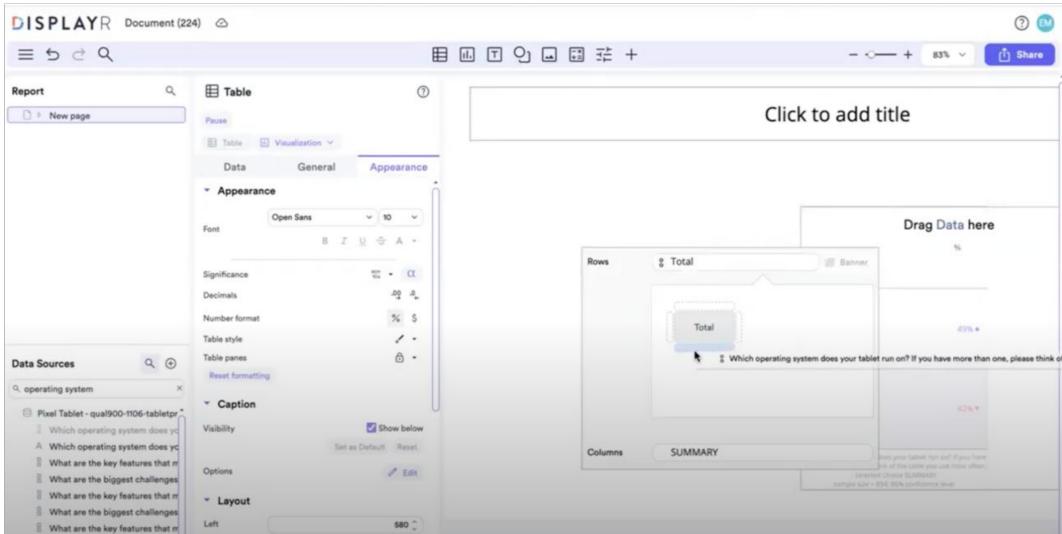
The screenshot shows the DISPLAYR interface with a 'Variable Set' configuration window open. The 'General' tab is selected, indicated by a red circle. In the 'Structure' dropdown, the option 'Nominal: Mutually exclusive categories' is selected, also indicated by a red underline. The 'Data Sources' list on the left shows various items, with 'gc' highlighted by a red box.

- Then, you rename it to Total (both in the banner and in the data set)

→ Then, you start draggin the requested questions to the slide

- You hide the non-requested info of your questions in your banner (including Net)

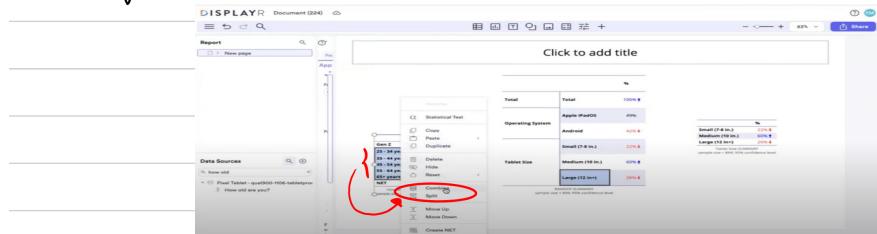
→ Then, you add it to the "Total" banner:



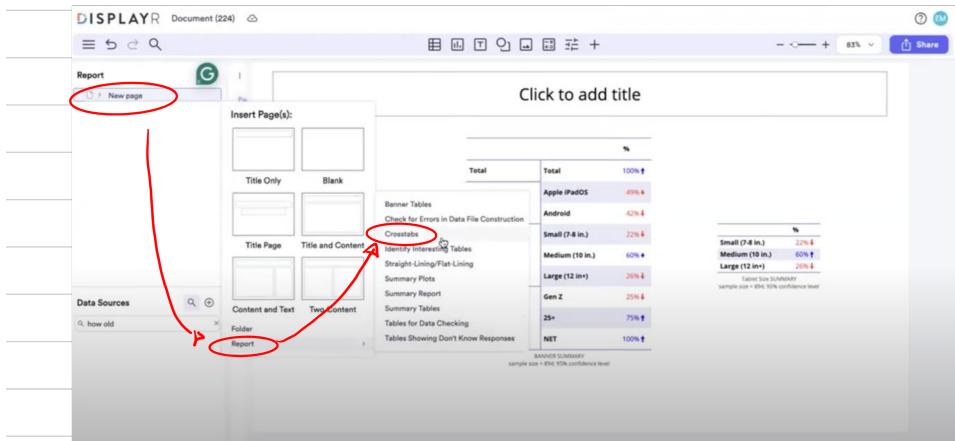
- You rename both the banner and the data set

→ You repeat this step with every requested question

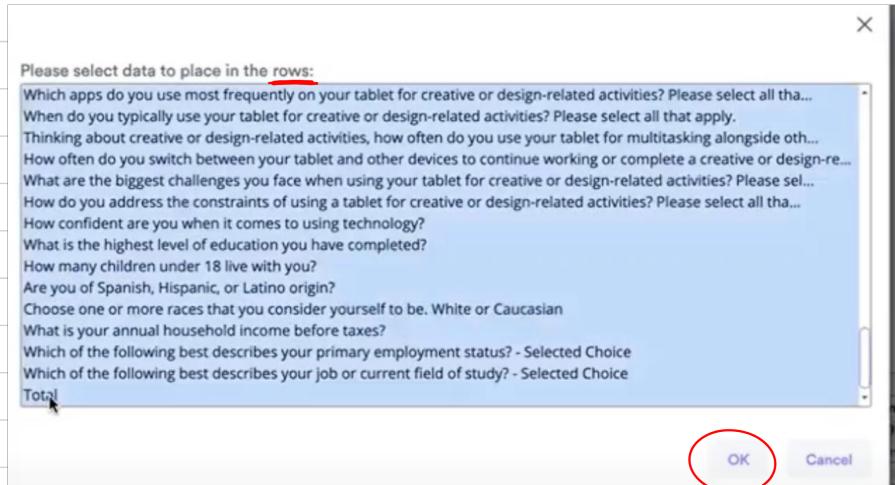
→ You can also combine data sets:



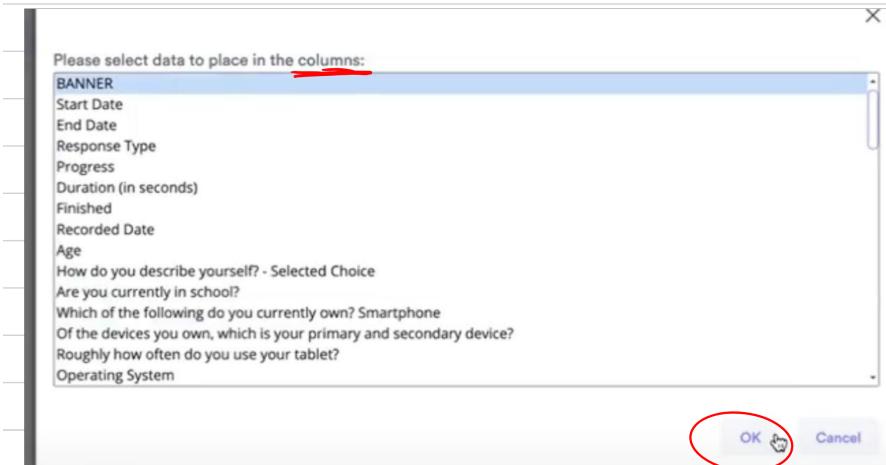
→ Once you have your banner, you do your cross tabs:



→ Then, you select all your questions as your rows:



Then, you select your banner as the columns:



→ That's how you will have your crosstabs

Report

- New page
- Crosstabs
- Age by BANNER
- How do you describe yourself?
- Are you currently in school?
- Which of the following do you own?
- Of the devices you own, which is your primary and secondary device?
- Roughly how often do you use your tablet?
- Operating System by BANNER
- Tablet Size by BANNER
- Do you own any of the following?
- What activities are you using your tablet for?
- How often do you use your tablet?
- Thinking of how you use your tablet

DISPLAYR Document (224)

Are you currently in school? by BANNER

Columns %	Total	Operating System	Tablet Size	Age				
Total	30%	42% ♀	18% ♂	33% ♀	35%	51% ♀	20% ♂	30%
Yes	70%	58% ♀	82% ♂	77% ♀	65%	39% ♀	80% ♂	70%
NET	100%	100%	100%	100%	100%	100%	100%	100%

Are you currently in school? by BANNER  
sample size = 894, 95% confidence level

Data Sources

- how old

# Beautifiers

The screenshot shows the DISPLAYR interface with the Beautifiers panel open. The panel lists several steps under the heading "#00. Crosstabs Beautifier Recommended Settings". The first step, "#00. Remove question names from labels", is circled in red. A red arrow points from the left side of the panel towards this step.

## Compare columns and Statistical Analysis

You select all questions; then, you compare columns ; finally, statistical analysis

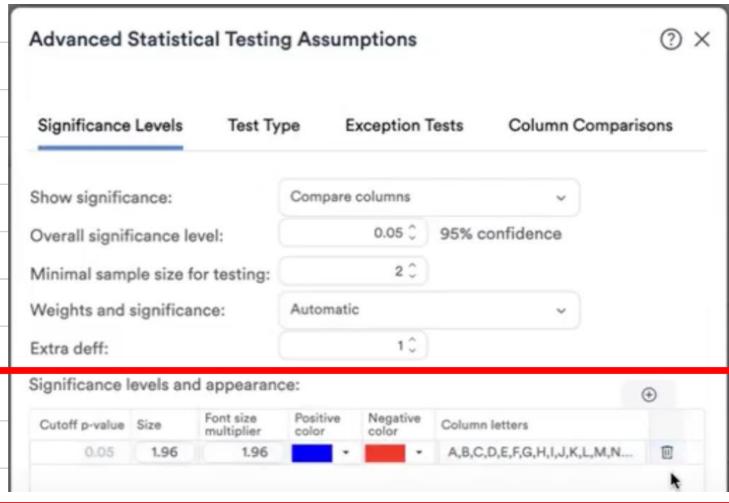
Select all the questions

The screenshot shows the DISPLAYR interface with the 'Appearance' tab selected in the report settings. In the 'Caption' section, two buttons are circled in red: 'Compare columns' (with a red circle containing '1') and 'Advanced' (with a red circle containing '2').

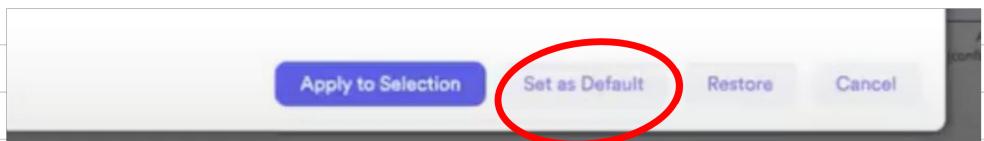
	Total	Operating System			Tablet Size		Age		
Column % Count	Total n = 894	Apple n = 442	iPadOS n = 277	Android n = 277	Small (7-8 in.) n = 195	Medium (12-15 in.) n = 228	Large (12+ in.) n = 225	Gen Z n = 225	25+ n = 669
Gen Z	25%	40% *	10% *	14% *	31% *	20% *	100% *	0% *	0
25+	75%	60% *	90% *	86% *	69% *	80% *	0% *	100% *	669
NET	100%	100%	100%	100%	100%	100%	100%	100%	100%

sample size = 894, 95% confidence level, Column comparison symbols: A, B, C, . (confidence level >= 95%), A, B, C, . (confidence level >= 99.9%), No test symbol: - Not significant

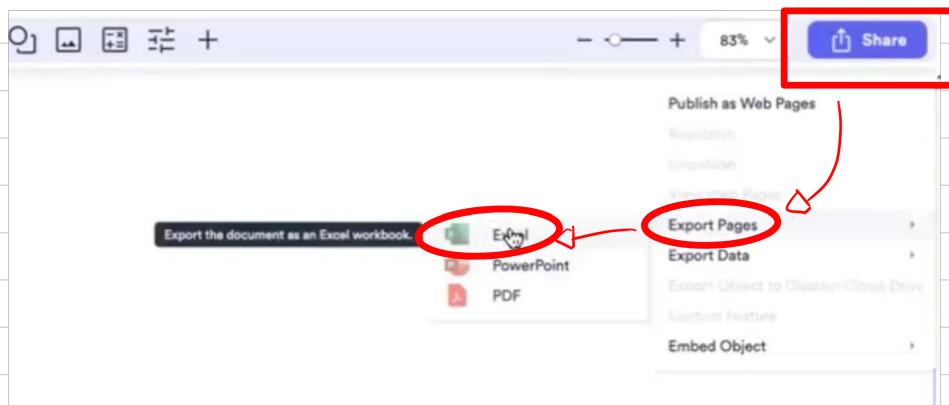
- You only care about 95% (0.05), so:
- you copy the capital letters from any question
  - you paste it in the 95%
  - you delete the rest of the information



- then, you click Set as Default



# Export



Create new document:  
We'll create a new Excel document for you.

Update existing document:  
Select an existing Excel document. Displayr will then create a new document in which tables and text boxes will be updated to match the data in Displayr.

Advanced Options

Choose how to export pages:

Combine all pages onto a single worksheet

Choose how tables are styled in Excel:

Unstyled

Choose the spacing between tables on the same Excel worksheet:

Number of rows between the bottom of one table and the top of the next  
3

Miscellaneous options:

Ignore NET and SUM for tables  
 Include a table of contents  
 Repeat headings for each table  
 Include significance arrows (when shown in table)  
 Show column comparisons in separate row (when shown in table)

# After you export it

For every project

→ Go to the beautifier (make a copy)

## Copy document



Name

Tablet Productivity Crosstabs | qual1u2u354982

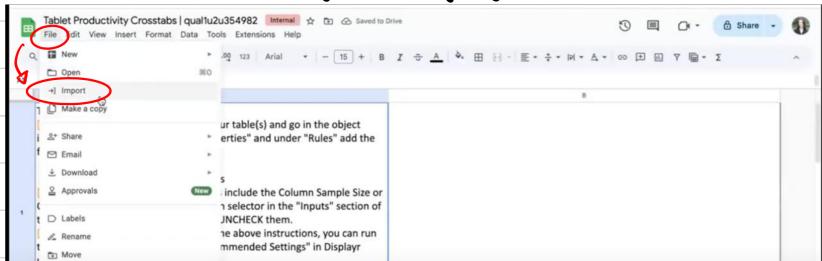
→ Add it to your Drive

Folder

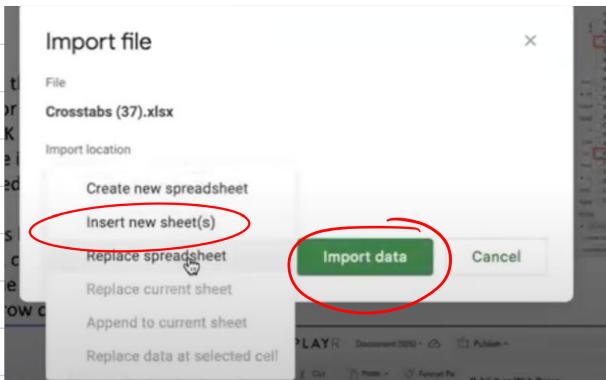
My Drive

→ Click on Make copy

→ Then, import (on your copy) your downloaded file



→ You import it as a Insert new sheet



→ If you want, you want, you can hide the "Instructions" sheet.

→ Then, you beautify your table of contents:

The screenshot shows a Google Sheets document titled 'Tablet Productivity Crosstabs | qualfu2u354982'. The 'Custom' tab is selected. A red arrow points to the 'Custom Options' dropdown menu, which is open and shows 'Beautify Crosstabs with Default Options'. The 'Table of Contents' sheet is visible, showing a list of questions and their corresponding sample sizes and confidence levels. The first few rows of data are:

Sheet	Output	Caption
1	Age by BANNER	sample size = 894; 95% confidence level; Column comparison symbols: A, B, C... (confidence level >= 95%); No test symbol: -; Not significant
2	How do you describe yourself? - Selected Choice by BANNER	sample size = 894; 95% confidence level; Column comparison symbols: A, B, C... (confidence level >= 95%); No test symbol: -; Not significant
3	Are you currently in school? by BANNER	sample size = 894; 95% confidence level; Column comparison symbols: A, B, C... (confidence level >= 95%); No test symbol: -; Not significant
4	Are you currently in school? by BANNER	sample size = 894; 95% confidence level; Column comparison symbols: A, B, C... (confidence level >= 95%); No test symbol: -; Not significant
5	Which of the following do you currently own? Smartphone by BANNER	sample size = 894; 95% confidence level; Column comparison symbols: A, B, C... (confidence level >= 95%); No test symbol: -; Not significant
6	Which of the following do you currently own? Smartphone by BANNER	sample size = 894; 95% confidence level; Column comparison symbols: A, B, C... (confidence level >= 95%); No test symbol: -; Not significant
7	Of the devices you own, which is your primary and secondary device? (flattened) by BANNER	sample size = 894; 95% confidence level; Column comparison symbols: A, B, C... (confidence level >= 95%); No test symbol: -; Not significant
8	Of the devices you own, which is your primary and secondary device? (flattened) by BANNER	sample size = 894; 95% confidence level; Column comparison symbols: A, B, C... (confidence level >= 95%); No test symbol: -; Not significant
9	Roughly how often do you use your tablet? by BANNER	sample size = 894; 95% confidence level; Column comparison symbols: A, B, C... (confidence level >= 95%); No test symbol: -; Not significant
10	Roughly how often do you use your tablet? by BANNER	sample size = 894; 95% confidence level; Column comparison symbols: A, B, C... (confidence level >= 95%); No test symbol: -; Not significant
11	Operating System by BANNER	sample size = 894; 95% confidence level; Column comparison symbols: A, B, C... (confidence level >= 95%); No test symbol: -; Not significant
12	Operating System by BANNER	sample size = 894; 95% confidence level; Column comparison symbols: A, B, C... (confidence level >= 95%); No test symbol: -; Not significant
13	Tablet Size by BANNER	sample size = 894; 95% confidence level; Column comparison symbols: A, B, C... (confidence level >= 95%); No test symbol: -; Not significant
14	Tablet Size by BANNER	sample size = 894; 95% confidence level; Column comparison symbols: A, B, C... (confidence level >= 95%); No test symbol: -; Not significant
15	Do you own any of the following external accessories for your tablet? by BANNER	sample size = 894; 95% confidence level; Column comparison symbols: A, B, C... (confidence level >= 95%); No test symbol: -; Not significant
16	Do you own any of the following external accessories for your tablet? by BANNER	sample size = 894; 95% confidence level; Column comparison symbols: A, B, C... (confidence level >= 95%); No test symbol: -; Not significant
17	What activities are you using your tablet for? Please select all that apply. by BANNER	sample size = 894; 95% confidence level; Column comparison symbols: A, B, C... (confidence level >= 95%); No test symbol: -; Not significant
18	What activities are you using your tablet for? Please select all that apply. by BANNER	sample size = 894; 95% confidence level; Column comparison symbols: A, B, C... (confidence level >= 95%); No test symbol: -; Not significant
19	How often do you use your tablet for the following activities? (flattened) by BANNER	sample size = 894; 95% confidence level; Column comparison symbols: A, B, C... (confidence level >= 95%); No test symbol: -; Not significant
20	How often do you use your tablet for the following activities? (flattened) by BANNER	sample size = 894; 95% confidence level; Column comparison symbols: A, B, C... (confidence level >= 95%); No test symbol: -; Not significant
21	Sheet hidden	Use the View menu to unhide sheets. All editors of this spreadsheet can view and unhide hidden sheets.

→ You do a final QC:

Tablet Productivity Crosstabs | qual1u2u354982 Internal ⚡ Share

B340 Total

326

327 What activities are you using your tablet for? Please select all that apply. by BANNER

sample size = 894; 95% confidence level; Column comparison symbols: A, B, C... (confidence level >= 95%); No test symbol: ; Not significant symbol:

329

330

331

332 Back to TOC

333 How often do you use your tablet for the following activities? (flattened) by BANNER

334

335

336

337 Back to TOC

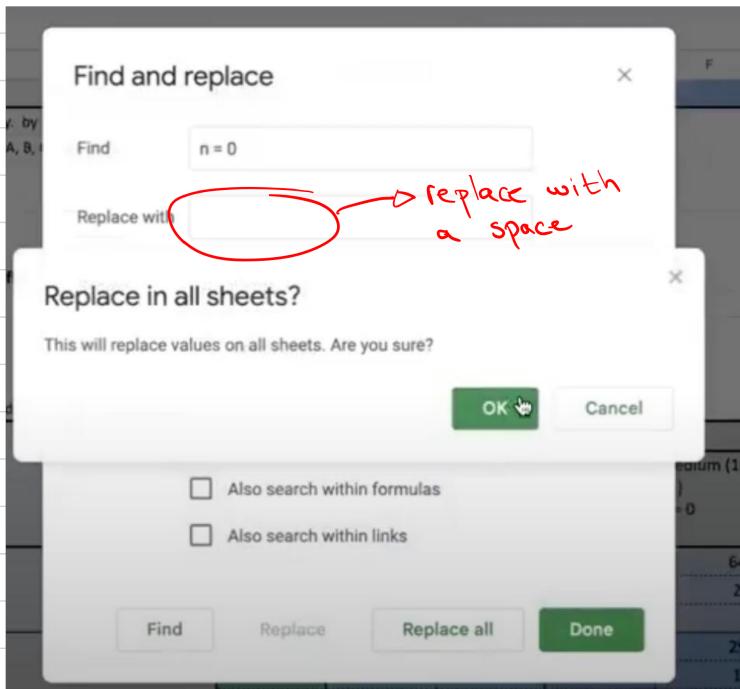
338 How often do you use your tablet for the following activities? (flattened) by BANNER

339 Column %

340 Count

341 Column Comparisons

	Total	Operating System	Tablet Size			Age			
	Total n = 0 A	Apple iPadOS B	Android C	Small (7-8 in.) n = 0 A	Medium (10 in.) n = 0 B	Large (12 in+) n = 0 C	Gen Z n = 0 A	25+ n = 0 B	NET n = 0 C
341 Browsing the internet - Daily	66%	68%	65%	67%	64%	70%	64%	67%	66%
	463	230	197	93	269	135	104	359	463
342	-	-	-	-	-	-	-	-	-
343	-	-	-	-	-	-	-	-	-
344 Browsing the internet - A few times a week	28%	26%	29%	26%	29%	26%	29%	27%	28%
345	87	89	89	36	120	49	48	145	193
346	n = 0 A	5%	4%	7%	5%	2%	6%	4%	4%
347 Browsing the internet - Once a week	-	-	-	-	-	-	-	-	-



→ Then, you send that beautified excel to your client.

- See the Standardized Email template :

The screenshot shows a Google Docs interface with a sidebar on the left containing a list of templates. The main area displays two email templates side-by-side.

**OPTION 1: Standard**  
Basic template to share with client after KO call

Hi [CLIENT],

Thanks for your time yesterday or today. We're excited to get started on this project!

As promised during our call, attached is our Research Brief. This document covers project specs, objectives, roles and responsibilities and timing. I've also included a screenshot of the timeline for easy reference.

While the main purpose of this document is to keep us aligned internally, please let us know if there is anything that needs to be updated, paying particular attention to the timeline and deliverables.

If any other thoughts or questions come up on your side, don't hesitate to reach out!

**OPTION 2: Standard 2 (including Google Doc Language)**  
Basic template to share with client after KO call – includes language or sharing via Gdocs

Hi [CLIENT],

→ Put them as signatures