Embedding VoxPopMe Video Into Your Survey

The VoxPopMe video widget is very easy to embed into a quantitative survey. There are just a few lines of code the programmer needs to insert into their survey software package to evoke the video recording widget. This document will outline best practices for soliciting a video response from a respondent, as well as the technical details of actually embedding the video widget into a survey.

Asking respondents to record a video

Ideally, the respondent will already know that they may be asked to record a video. We have had the greatest success when we mention the optional video response in both the email invitation to the project, as well as on the survey welcome page. Respondents are encouraged to complete the survey at a time when it is convenient for them to record a response (i.e. not at work), and on a device that will have a proper camera/microphone. We have not seen much, if any, participant drop-off by including this language.

An example of the language you might use in a survey is:

For the next question, we would like you to discuss your answer to the previous question. While you talk and answer our question, we would like to use your device's webcam/camera and microphone to capture your response. The video will be secure and will only be used for research purposes. The video will not be made publicly accessible.

We find we get richer responses by having you record a video and telling us a story rather than having you tick boxes in a long, traditional survey question.

☐ **Sounds good. Let's continue.**
☐ **No thanks.**

Of course, if you plan to offer an additional incentive to respondents who record a video, you'd mention that here (i.e. For recording an approved video response you will receive an extra $x). VoxPopMe advises all of its clients to offer an additional incentive to maximize participation – about $5/video response works the best.

From here, the programmer will either serve up a page containing the VoxPopMe video widget, or direct respondents to another page. The other page could ask people to record an audio-only response (available on desktop computers and laptops), indicating that their camera will not be accessed in any way, or simply direct them to a text box.

The wording on the actual video capture page could look something like this:

In just a few easy steps, you'll be ready to record a short video up to 60 seconds in length (if your device is equipped with a camera and microphone). We are interested only in your open and honest feedback. Remember, there are no right or wrong answers. Just answer the way you feel and have fun!

<INSERT YOUR QUESTION HERE>

<INSERT VOXPOPME WIDGET CODE HERE>

This wording is easily changed when recording an audio-only response:

In just a few easy steps, you'll be ready to record a short audio response up to 60 seconds in length (if your device is equipped with a microphone). We are interested only in your open and honest feedback. Remember, there are no right or wrong answers. Just answer the way you feel and have fun!

<INSERT YOUR QUESTION HERE>

<INSERT VOXPOPME WIDGET CODE HERE WITH AUDIO FLAG>

Embedding the video capture widget

To embed the basic video widget into a survey, simply embed this code into your survey software package:

<div style="text-align: center;"><style type="text/css">#vpm-iframe{width:260px;height:325px;margin:10px 0}#vpm-iframe.fix-iframe{width:640px;height:480px;margin:10px 0}@media (min-width:501px){#vpm-iframe{width:500px;height:375px;margin:10px 0}}@media (min-width:641px){#vpm-iframe{width:640px;height:480px;margin:10px 0}}</style><iframe allowfullscreen="" frameborder="0" height="480" id="vpm-iframe" scrolling="no" src="**https://www.voxpopme.com/record/6d8226ff6cac93b51ce162b2904e80a6?layout=simple**" width="100%"></iframe></div>

You will need to replace the src (bold url) with your campaign link which you will receive from your VoxPopMe contact or find in the `Campaign Setup' tab. Every video question has a unique link.

There are a number of query string parameters that will allow you to change some basic settings. You can also send your own data to the platform.

Locale (languages)

The capture widget is available in the following languages:

- English (**en_GB**)
- American English (**en_US**)
- Spanish (**es_ES**)
- Mexican Spanish (**es_MX**)
- French (**fr_FR**)
- German (**de_DE**)
- Italian (**it_IT**)
- Chinese (**zh_CN**)
- Indonesian (**id_ID**)
- Japanese (**ja_JP**)
- South Korean (**ko_KR**)
- Malaysian (**ms_MY**)
- Thai (**th_TH**)
- Tagalog (**tl_PH**)
- Chinese (**zh_TW**)

Language variants can be applied by adding the following

loc=fr_FR

For example

https://www.voxpopme.com/record/6d8226ff6cac93b51ce162b2904e80a6?layout=simple**&loc=fr_FR**

Audio-Only

The capture widget can be used to collect audio-only responses (desktop and laptop only). This is a good option when looking to collect rich, deep responses from those respondents who can't or won't record a video.

The audio-only widget can be evoked by adding the following

audioOnly=true

For example

https://www.voxpopme.com/record/6d8226ff6cac93b51ce162b2904e80a6?layout=simple**&audioOnly=true**

Auto Submission (Recommended)

By default, once the video has been recorded the user must click on the `Upload` button to finalize their submission. This can sometimes result in users leaving a video response but for one reason or another not clicking on upload and therefore the video will not get submitted to the portal.

You are able to add a parameter to the query string which will auto submit a response once the video recording has been stopped. If you would like to enable this feature you can add the following to the query string

vas=1

For example

https://www.voxpopme.com/record/6d8226ff6cac93b51ce162b2904e80a6?layout=simple**&vas=1**

Auto Refer to Thank You Page

If you have auto submission turned on you may wish to not allow the user to re-record or playback their video. If this is the case you can auto forward the user to the thank you page. The thank you page copy can be customised if you wish. Please put this request in to the VoxPopMe team. You can change the copy of the header and add a single line of copy below.

vaf=1

For example

https://www.voxpopme.com/record/6d8226ff6cac93b51ce162b2904e80a6?layout=simple**&vas=1&vaf=1**

Passing metadata and survey responses into the VoxPopMe platform

When embedding the video widget in a survey, data can be passed through to the VoxPopMe platform in order to be stored against the response. Data can be structured (like name or age) or unstructured (like the respondent's category usage or survey responses). This additional data provides context when watching the

video content (so as not to be watching them in a vacuum), but also becomes filterable. For instance, the researcher might want to filter on category usage (Light, Medium or Heavy) when analyzing video data.

Structured Data

This data is recognised by the system and will be automatically integrated into the platform. The following keys can be used in the query string:

- birthday_date_formatted (the format should be YYYY-MM-DD)
- first_name (string)
- last_name (string)
- gender (string either 'male' or 'female')
- hometown_location_city (string)
- hometown_location_country (string)

The following link shows an example of several bits of data being passed through, all of which are structured. https://www.voxpopme.com/record/8c5561a7678fjaybn4cf822cda82e45cd?first_name=Joe&last_name=Bloggs&birthday_date_formatted=1983-01-12

This is how the structured data is displayed in the portal:

Unstructured Data

Again, examples of this type of data are category usage, segmentation name, respondent ID or answers to previous questions in a survey. This data is stored and shown to the user accessing the portal against each response. Any key value pairs can be passed and stored. This data by default will be stored as a string. The data will be searchable within the campaign page in the portal.

If we take the previous string and add customer group to the end of it, we can pass through information about what group this respondent belongs to:

https://www.voxpopme.com/record/8c5561a7678fjaybn4cf822cda82e45cd?first_name=Joe&last_name=Bloggs&birthday_date_formatted=1983-01-12&&**customer_group=B**

Unstructured data is viewable within the portal, under the 'additional data' tab, and can also be used to filter video responses.

When attempting to pass through responses from the survey, please note that only survey responses captured up to the point the video widget is evoked can be passed through to the VPM platform.

User ID

One of the very most important pieces of unstructured data to pass through to our system is the respondent ID number. Most researchers will want to know which of their respondents successfully recorded an approved video and who did not.

By adding into the VoxPopMe campaign URL uid=[val], we are able to display in our portal the data you have captured on the user.

For example:

https://www.voxpopme.com/record/7f5f8d00731b5e709ecae091bf027853?**uid=1234**