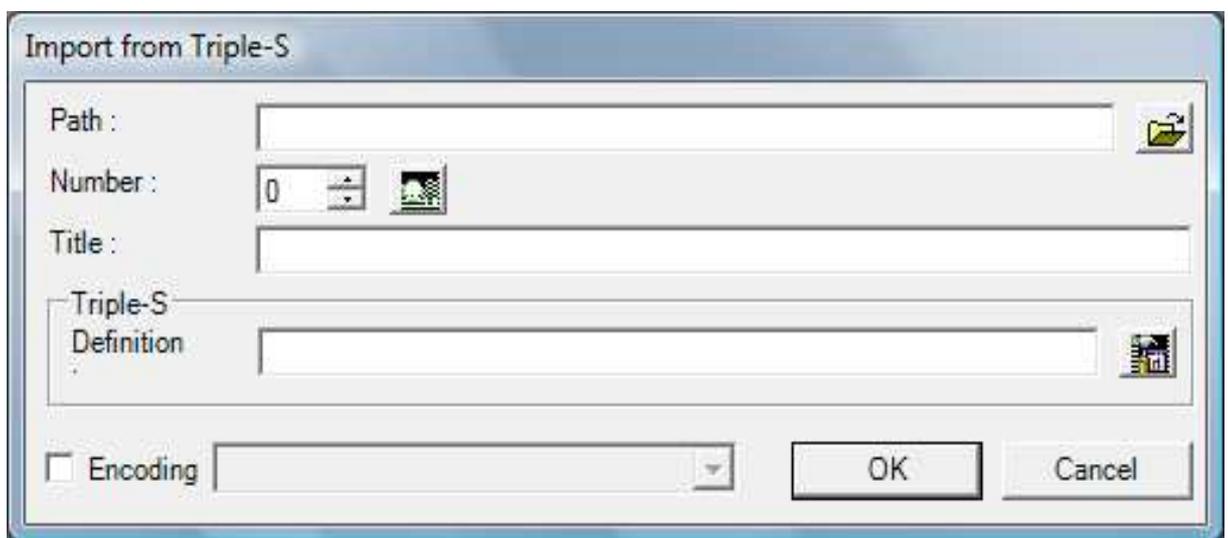


VoxcoTab Release 2.8

1. Imports : studies with exotic characters.

A new option "Encoding" is available in Imports (Cosi, Converso, Quancept, Triple S) : you can now choose the correct encoding when default encoding produces characters which are not correct (accents, greek, ...)



2. Simulation.

2.1 Overview.

This new module, in the "Utilities" menu, responds to the following question: one often asks, for example in satisfaction surveys, « what is the contribution of items in overall satisfaction? ». Intuitively, we can understand the underlying query, however this wording seems vague and misuse.

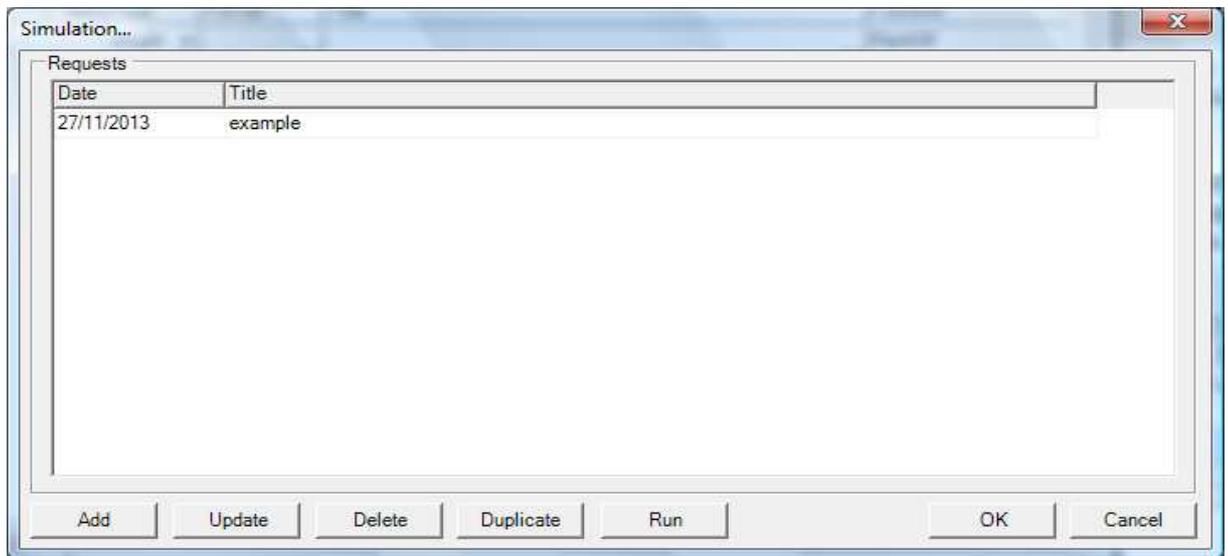
So, we prefer to replace it with this much more accurate and non-disputable statement: what happens (what-if?) if, for every item successively and independently, the answers were all the same. For example, if the satisfaction study includes questions such as overall satisfaction, then items like 'speed', 'friendliness', 'quality of response', etc, we want to know what happens to overall satisfaction if for example all the interviewed were very satisfied with the speed of processing.

This way of doing gives the influence of every item, all other things being equal. To make a simulation, one should have a **variable to simulate** (Quantity type, or Single without format, or Single with format, or Multiple with format, or Logical), and **categorical explanatory variables**, i.e. Single or Multiple, or Text type, in these 3 cases with a format.

Of course, the simulation is based on a **predictive model built previously**.

2.2 Simulation request.

You should first build the predictive model (menu 'utilities') corresponding to the variables to be explained and explanatory concerned. Then, by clicking on the line 'simulation' in the menu 'utilities', you get a screen to create simulation applications.

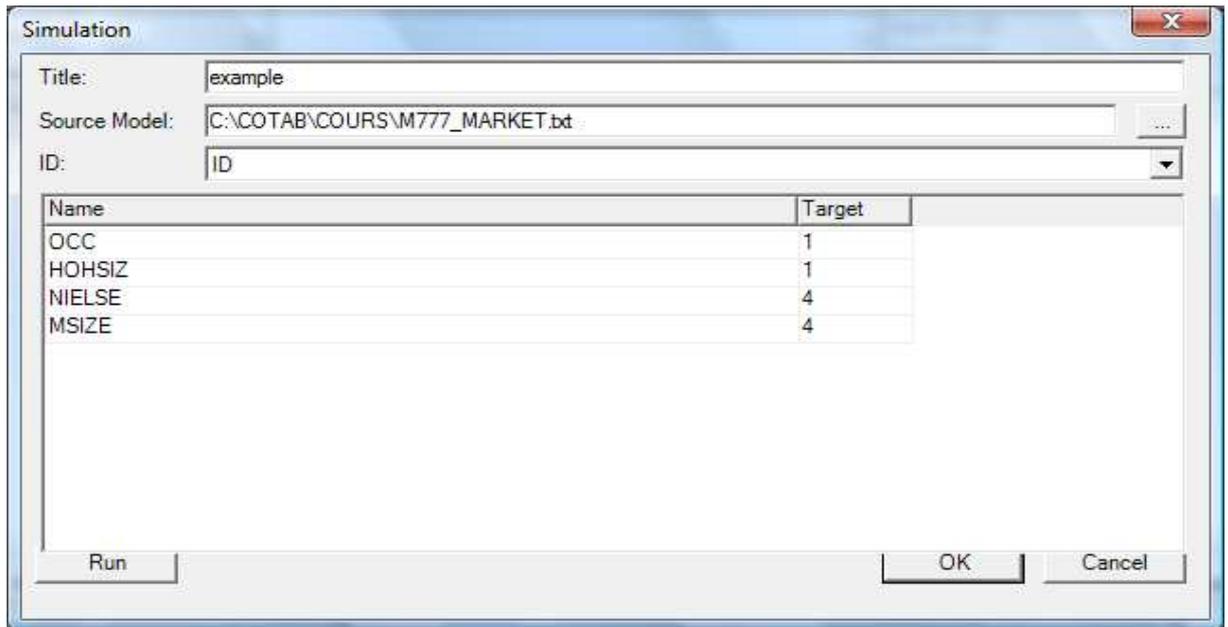


You can create requests, modify them, duplicate them, delete them, run them finally. A request corresponds to the screen below. Must be given:

- the name of file, created by «predictive model building», containing model to use,
- an ID variable to identify individuals
- for each listed explanatory variable, the 'target', i.e the value to give to this variable for all individuals of the file.

Notes:

- 1) If there are **several** variables to explain in the predictive model, the simulation relates only to the first.
- 2) **Multiple** explanatory variables are not considered in the simulation.
- 3) The explanatory variables of type **Text** are taken into account, but should be written with care (e.g. 'very satisfied')



Run will provide, in the directory of the study, a csv file, named **Snnn_title.csv**, (nnn is the number of the study, title being the title of the request), with, for each individual:

- first field: value of the variable ID
- following fields: values of the simulated variable for each simulation : a simulation corresponding to one explanatory variable taking, for all individuals, the value in the field 'target' (target).

You can declare this file as an external csv table, and use an Import-csv function to get the value of the variable for all simulations.

Comparison of all these values will give the respective action of all explanatory items.