

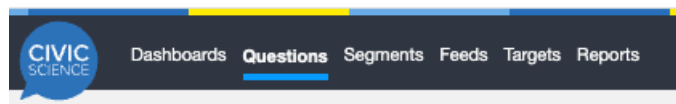
Questions in IS1

11/13/2023 11:45 am EST

The library of questions in CivicScience's InsightStore is the foundation of all the data we collect and analyze. We use questions to gather information from voluntary respondents. Questions are asked through a network of websites (each a media partner) and on CivicScience's [carousel site](#). Voluntary and anonymous responses are continuously collected and stored in CivicScience's database. The answers are available for aggregate reporting and analysis through CivicScience's InsightStore platform. Questions are the fundamental unit of research in the CivicScience environment. The CivicScience question library contains about 50,000 questions on thousands of topics.

On media partners' websites, questions are asked through instances of the [poll unit](#). The questions on each instance are configurable and generally presented in groups of three to website visitors called respondents. Once the series is answered, the results are presented to respondents, so they can see how their answers compare to what others think.

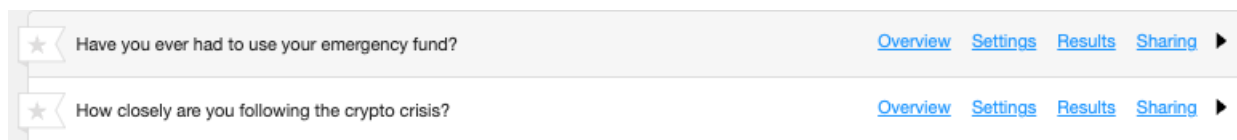
To access the questions list, click on questions in the top navigation bar.



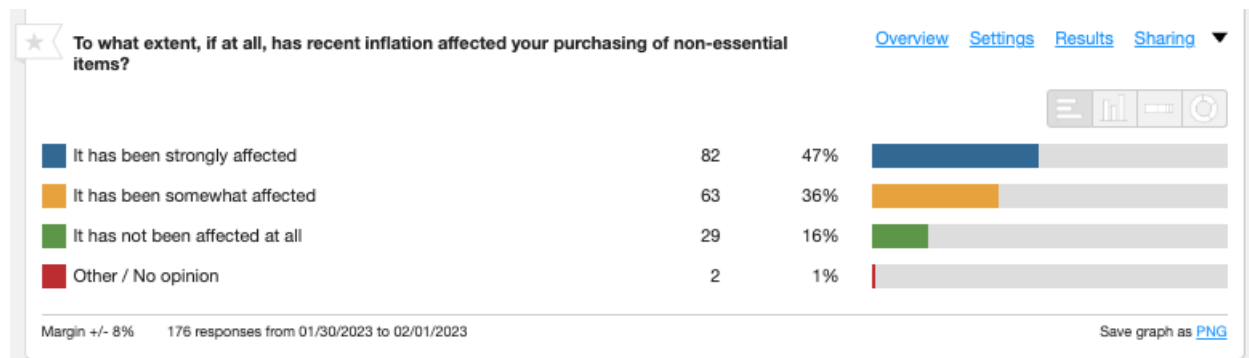
You can search for questions, filter or sort the list of questions in many ways, mark questions as favorites, or access the individual question pages by clicking on the [Overview](#) link to the right of the question's text.

Questions fall into three categories and two ownership types.

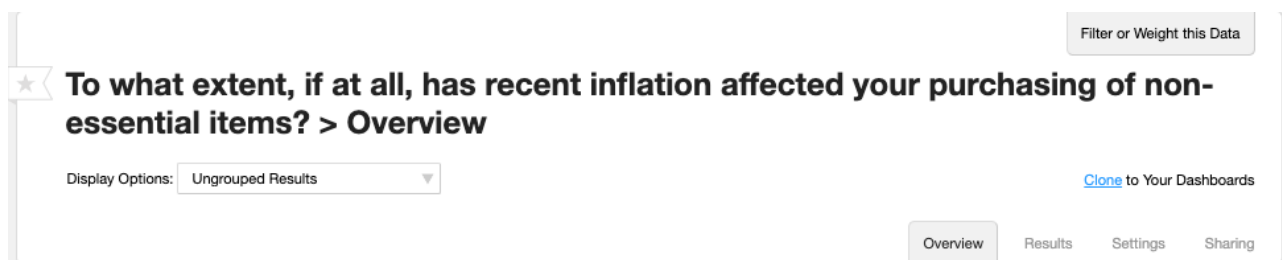
To see the question's results, click on [Results](#) or use the black arrow to the right of the question in which you are interested.



Here, I used the black arrow. The question has expanded to show its results in brief. The summary shows the text of the question as asked and each of the question responses, along with the response counts and a chart showing the share of each response. Along the bottom, you can see the margin of error, the total number of responses received in this account, and the dates on which the poll has been live (gathering responses). (This particular question is live now.) There's also a link you can use to save the results as a PNG file.

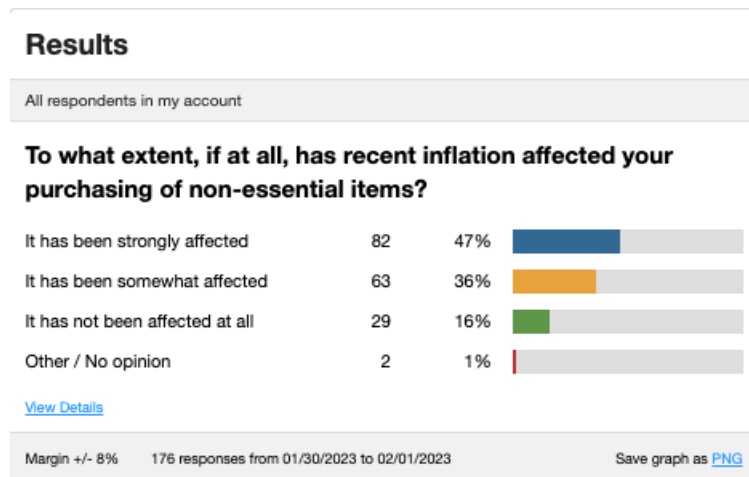


To see a fuller view, use the *Overview* link along the top edge of the question display. That will show you the question's wording, a *Display Options* dropdown, a link you can use to *Clone* the question to a dashboard, a tab where you can *Filter or Weight this Data*, and the *Overview, Results, Settings, and Sharing* tabs.



Below that are smaller units that show *Results, Insights, Networks, Compare Suggestions, Timeview, Targets, Statistics*, and various *Profile* categories (*Gender, Race, Education, Parental Status, Age, Income, and Urbanicity*).

The *Results* are the same as those we saw above. If we wanted to know more, we would use the *View Details* link.



Insights have not yet been computed for this category. I want to see them, so I click on the *here* link to have them computed. The system calculates them asynchronously and sends me an email when the process has finished.

Insights

All respondents in my account

To what extent, if at all, has recent inflation affected your purchasing of non-essential items?

Recent results have not been computed. Click [here](#) to compute them now.

Here are the results of the computation. The stronger the strength of a correlation, the darker the green label on the left.

Insights

All respondents in my account

To what extent, if at all, has recent inflation affected your purchasing of non-essential items? > All Insights

11 matching insights were discovered on February 1, 2023 at 12:46 PM.

Strength	Description	
----------	-------------	--

0.357

Frequent online bankers are **less** likely to answer **It has not been affected at all.**

[Details](#)

0.342

People who write negative online reviews are **less** likely to answer **It has not been affected at all.**

[Details](#)

0.329

People who write positive online reviews are **less** likely to answer **It has not been affected at all.**

[Details](#)

0.303

Price-conscious clothing shoppers are **more** likely to answer **It has been strongly affected.**

[Details](#)

0.298

Price-conscious clothing shoppers are **less** likely to answer **It has been somewhat affected.**

[Details](#)

0.123

People who earn under \$50K per year are **more** likely to answer **It has been strongly affected.**

[Details](#)

0.065

Grandparents are **more** likely to answer **It has been somewhat affected.**

[Details](#)

0.045

Active Facebook users are **less** likely to answer **It has not been affected at all.**

[Details](#)

0.043

Streaming video watchers are **less** likely to answer **It has not been affected at all.**

[Details](#)

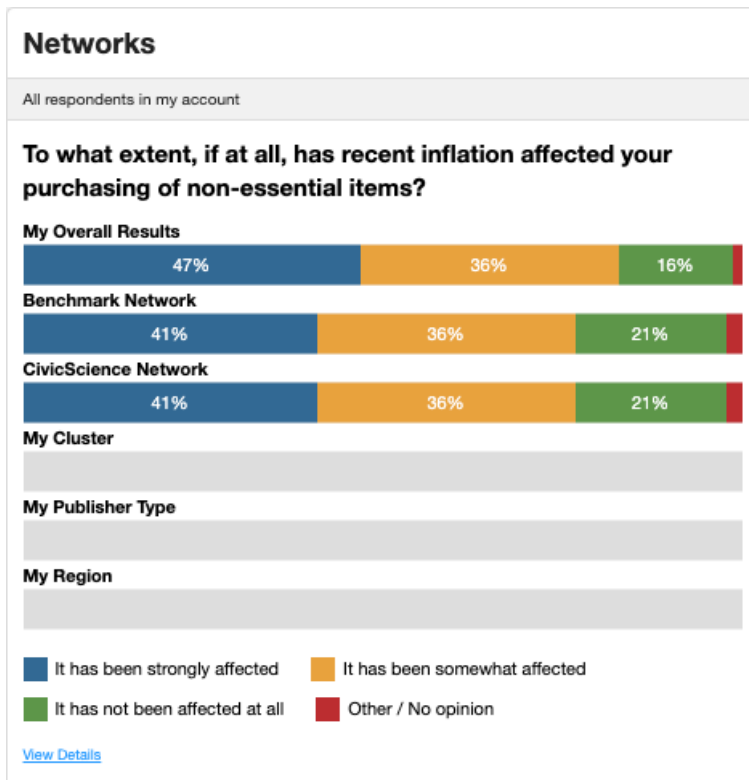
0.010

Married people are **more** likely to answer **It has been somewhat affected.**

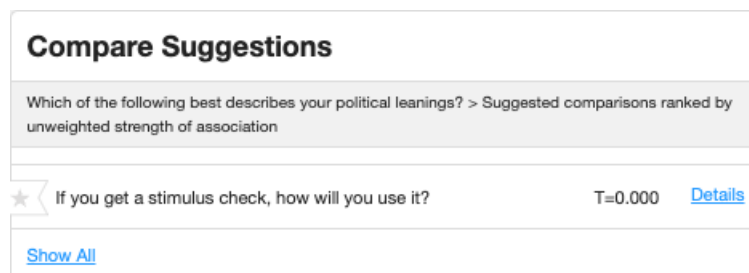
[Details](#)

[Show All](#)

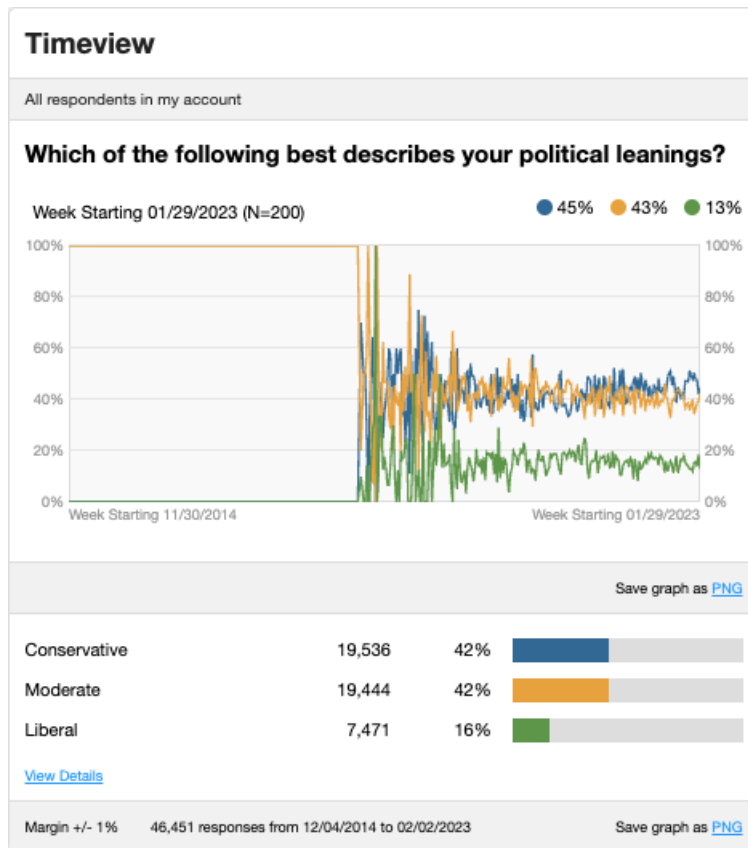
Next, we have *Networks*. This is a convenient comparison of the way respondents in *My Account*, the *Benchmark Network*, and the *CivicScience Network* responded. There are also *My Cluster*, *My Publisher Type*, and *My Region*, which are no longer used.



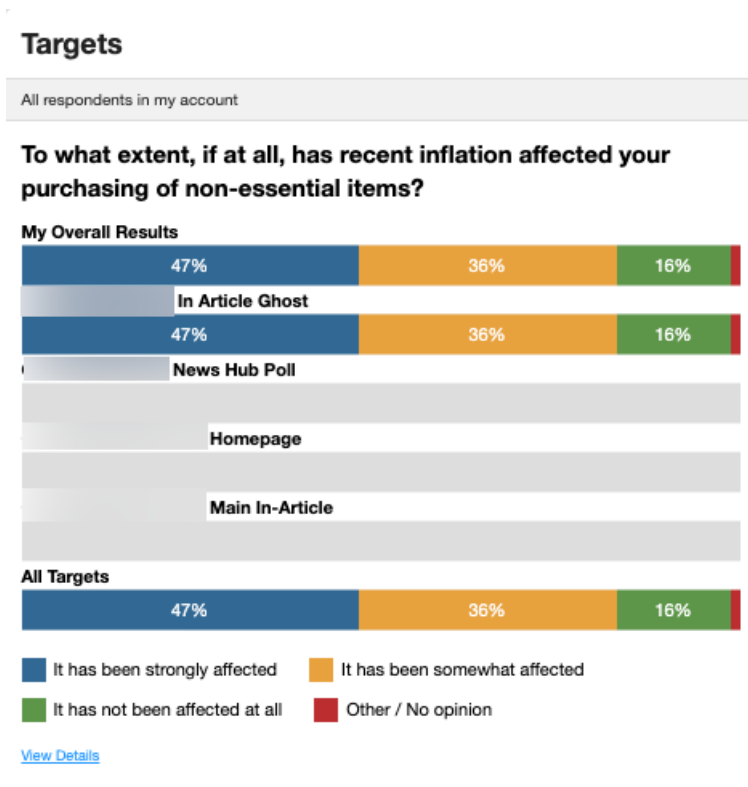
Next is *Compare Suggestions*. These would be questions that have interesting results when compared with this question. There is only one suggestion for this particular question so far. We'll look into that in more detail in another article.



Timeview would normally show us a choice of displaying the yearly, monthly, weekly, or daily results. This account is very new, so we're only seeing the results for this week.



This publisher partner has four targets, only one of which is live at the moment, so *My Overall Results* matches the results for the *In Article Ghost* target.



As you can see, the *Statistics* block has two different types of information. The first is about the number of respondents in this particular account. The account is only a few days old, so the graph starts on 29 January. The second is statistics for the question itself. It was launched on 4 December

2014 and was last answered today, 2 February 2023.

