

# Online Research with KidsQuest®

What our online survey KidsQuest® can do for you

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# Online Research with KidsQuest®: Why now?

Children are online now –  
Even if not all of them

## Online Research with KidsQuest® : Why that way?

As much child-appropriate elements as necessary, to motivate  
and achieve good usability

As few child-appropriate elements as possible, to not distract  
from the actual survey

## What makes KidsQuest® appropriate for children?

The unique presenter Ben Box® leading through the survey in a motivating way



Support during the survey by help-buttons, tutorials, reading-buttons ...

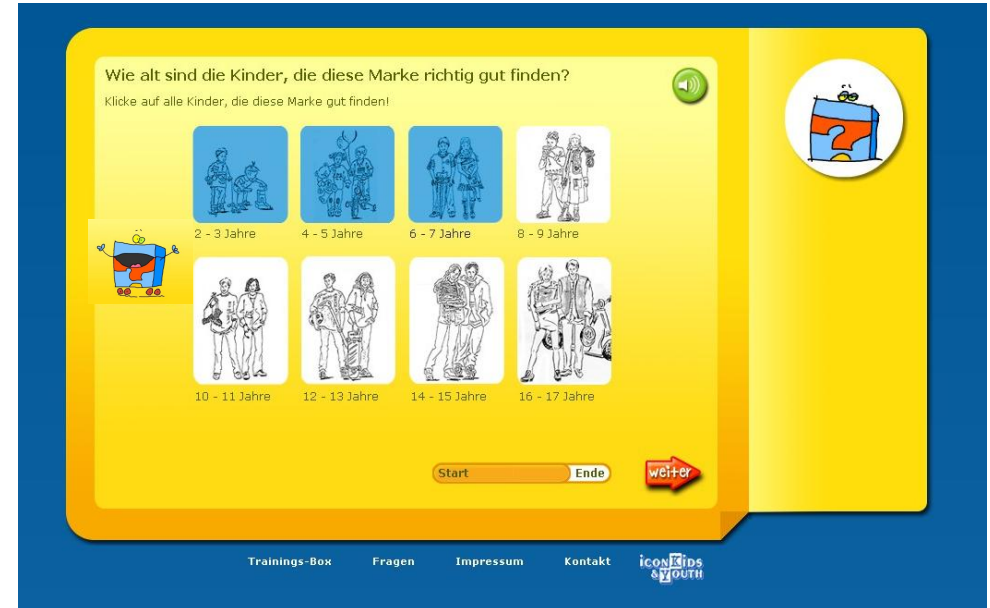


Questions and scales are appropriate for children; intuitive understandable drag & drop routines, (see following examples)

## Examples of several user interfaces:

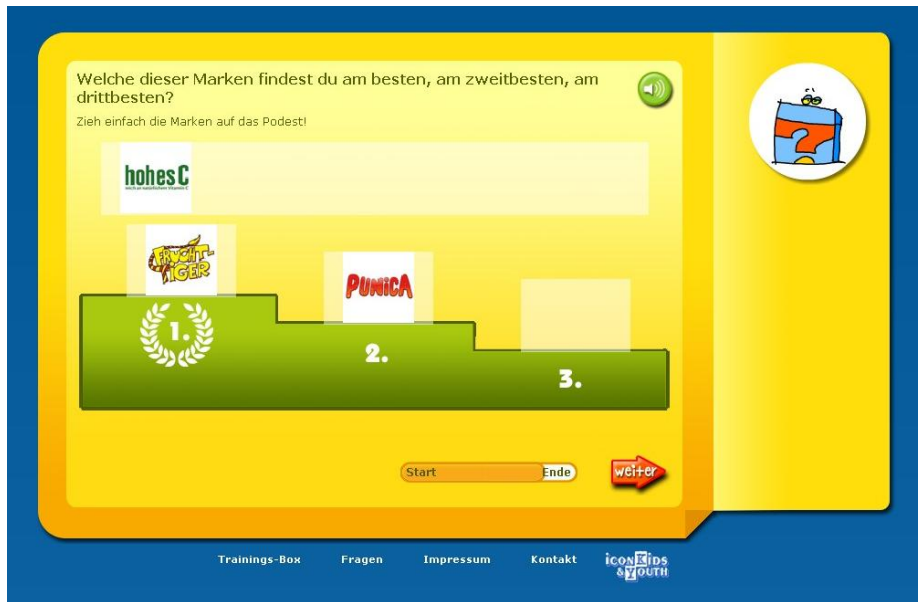


Smiley-Scale

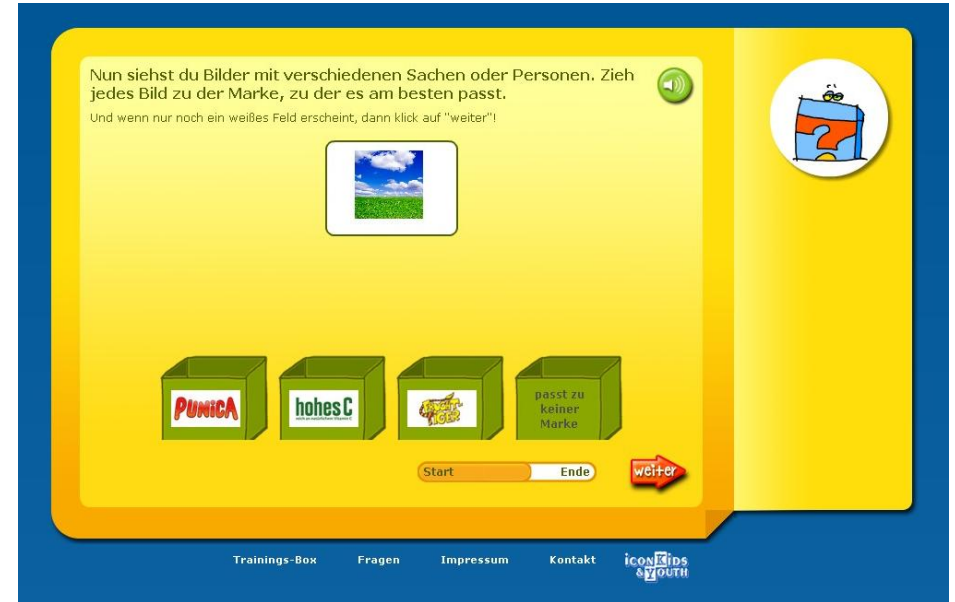


Scale for projective age

## Examples:



Ranking (Drag & Drop)



Mapping of pictures (Drag & Drop)

## What questions can be asked with KidsQuest®?

Any kind of open-ended questions (long or short answers; multiple answers, ...)

Any kind of closed questions (as much response categories as needed, all scales; single- or multiple answers; matrix-questions with text or smiley, ...)

## What remains to say about KidsQuest®?

Presentation of videos and ad of any kind

Presentation of pictures of any kind

Screening questions (within the survey as well as in recruiting)

## Online-Standards, being fulfilled by KidsQuest® :


Application in international research

Usage of pre-selected addresses or external addresses for sampling


Detailed screening possible

Flexible and fast project-installation and analysis (inclusive interim analyse)

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