

Video Sentiment Question Type

The Video Sentiment question type allows your survey respondents to provide continuous feedback while watching a video, by dragging a slider along a range.

If you would like to gather continuous feedback for audio media instead, use the [Audio Sentiment Question Type](#).

When To Use It

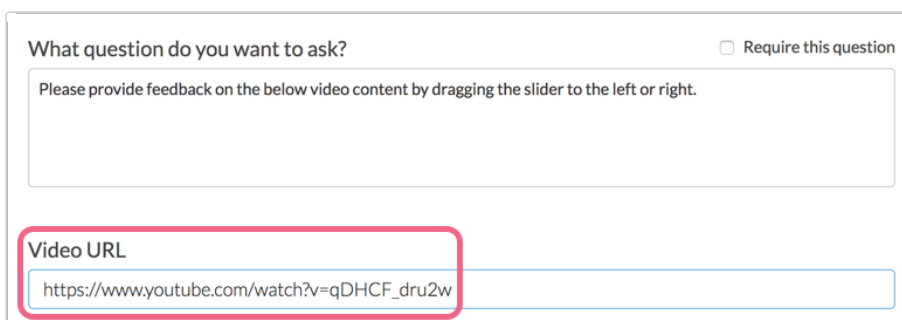
Use the Video Sentiment question to gather continuous feedback on video media.

Respondents can react to the video at any point while it is playing, by moving a slider. Each interaction with the slider is recorded and is time stamped for reports. You can also allow respondents to comment.

Setup

The Video Sentiment question is not compatible with iOS devices. Please see the [Mobile Compatibility](#) section below for details.

1. Click the **Question** link on the survey page where you would like to add the Video Sentiment question.
2. Select **Video Sentiment** from the **Question Type** drop-down and enter your overall question text.
3. Paste the link to your video into the **Video URL** field. The video must be hosted on [YouTube](#).



The screenshot shows a form for setting up a Video Sentiment question. At the top, it asks "What question do you want to ask?" with a "Require this question" checkbox. Below this is a text area containing the instruction: "Please provide feedback on the below video content by dragging the slider to the left or right." At the bottom, there is a "Video URL" field with a red border, containing the URL "https://www.youtube.com/watch?v=qDHCF_dru2w".

4. Provide at least one **Report Label**. This will ideally describe the category that you are measuring along each slider. If for example, you are wanting to measure respondents' reactions on a scale ranging from sad to happy, your report label might be 'emotion'.
-

Report Label	Left Label	Right Label
emotion	sad	happy
+ Click to Add Option	Paste in Options	Edit Info Delete

Think of the report label as a category name for each unique slider bar. Multiple report labels will result in multiple slider bars. The report label is not visible to your survey respondents while taking the survey, but is available to you when reporting on the collected data.

5. Provide Left and Right Labels for each of your report labels - the left and right will be seen by respondents on either side of the slider bar while watching the video.

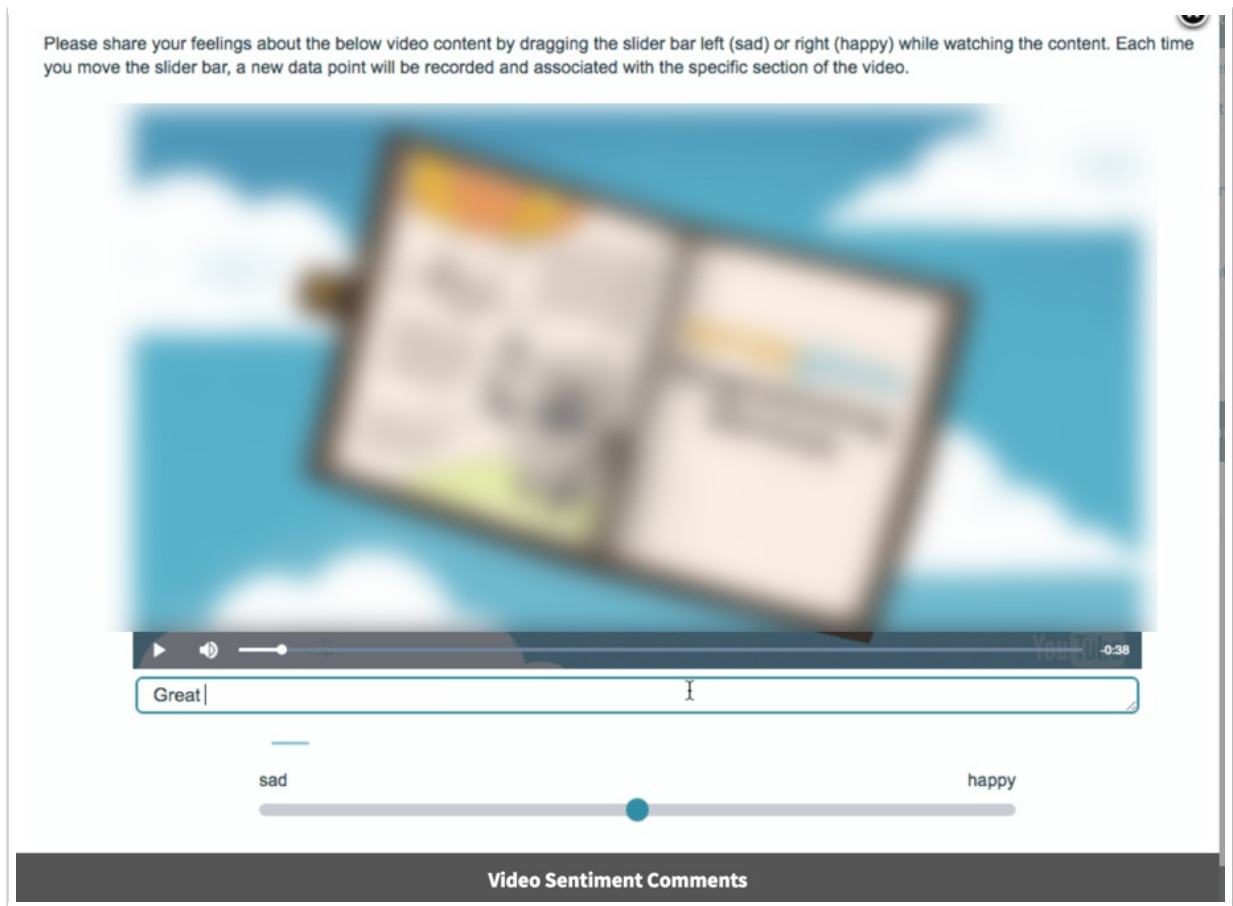
Best Practice Tip: Multiple Attributes

While you are able to add multiple report labels (sliders) to your Video Sentiment question, consider that asking respondents to watch a video and react to it along multiple sliders at the same time may be a bit overwhelming to some.

Allow Comments

You have the option to allow your respondents to provide written comments while viewing your video content. To enable this capability, edit the question and select **Allow comments on video sentiment** under the **Layout** tab.

Your respondents will see a comment box below the video player while viewing the video.

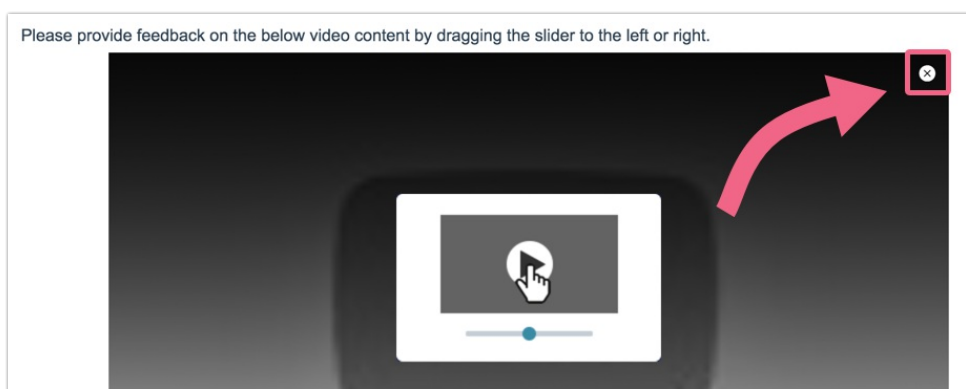


In order to submit a comment, your respondents can input text into the comment field and press the 'Enter' key. For reporting purposes, each comment will be time-stamped based on the point in the video when the comment was submitted.

Note: The video will pause automatically when a respondent clicks into the comment field.

Survey Taking


On a desktop and most laptops, the Video Sentiment question initially appears as follows. An introductory gif plays automatically to familiarize respondents with the question interaction. Once the respondent is ready to view the video, they can click anywhere on the screen to close the gif.



Once the gif has been closed, the respondents will see the video content along with a slider bar for each of your attributes and the comment field (if enabled).

While viewing and reacting to the video, respondents will see a real-time sentiment (reaction) line chart below the video content.

Please share your feelings about the below video content by dragging the slider bar left (sad) or right (happy) while watching the content. Each time you move the slider bar, a new data point will be recorded and associated with the specific section of the video.



The screenshot displays a video player interface. The video content shows a blue sky with white clouds and birds, with the text "Custom Scripting" overlaid. Below the video is a comment field with the placeholder text "Write a Comment and Press Enter". At the bottom, there is a real-time sentiment line chart and a slider bar ranging from "sad" on the left to "happy" on the right. The slider bar has a blue dot indicating the current sentiment level.

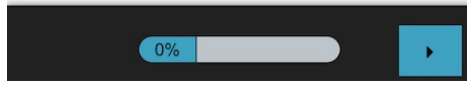
Mobile Compatibility

The Video Sentiment question is **not compatible** with iOS devices. Respondents using Apple devices will be notified via the following on-screen message:

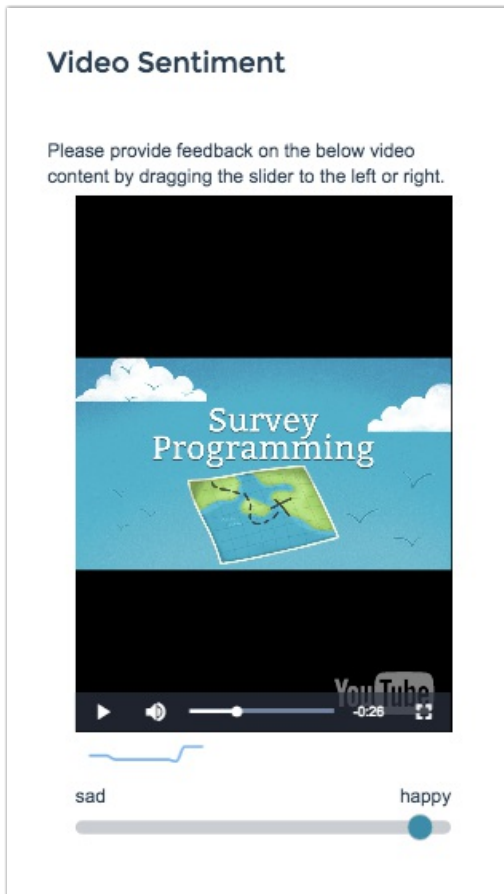
Please share your feelings about the below video content by dragging the slider bar left (sad) or right (happy) while watching the content. Each time you move the slider bar, a new data point will be recorded and associated with the specific section of the video.

NOTE: This question type is not compatible with your Apple Device.

Please open on a different device or computer.



When optimized for mobile devices, the Video Sentiment question looks quite similar to the desktop version. The right and left labels on the slider portion of the question are displayed above the slider itself to allow more space for this text. You will want to ensure that your text is short enough to display well on a mobile device.



By default, survey questions show one at a time on mobile devices to prevent the need for scrolling on smaller screens. You can turn off this [one-at-a-time interaction](#) if you wish.

Reporting

In the [Standard Report](#), the Video Sentiment question reports as a Spline Chart (one chart for each report label) in conjunction with the video element. The Spline Chart represents the average sentiment across all respondents (y-axis) for each second of the video (x-axis). The y-axis values will range from -10 (left label) to 10 (right label).

The **Time Dominant** data reflects the amount of time (as a percentage) that the slider was shifted to one value (label) or the other.

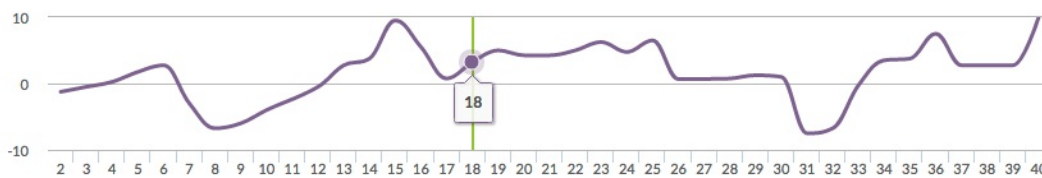
Note: The Time Dominant data shows the percentage for the left and right values only (the center value is not included). As such the percentage values shown will likely not total 100%.



You can play the video within the report and will see the video track across the sentiment chart via a vertical green line. While playing, you can click along the chart to see the corresponding location in the video.



emotion



If you have enabled comments for your Video Sentiment question, any comments provided by your respondents will be available as part of the report element. Each comment will be time-stamped based on the point in the video when the comment was submitted. Click **Show Responses** to view the specific comments.

6 Comments | [Hide Responses](#) ▾

Second	Comment
00:00:04	great!
00:00:10	I like this!
00:00:15	It's great to have access to Custom Themes.
00:00:16	It's great to have access to Custom Themes!
00:00:21	I don't need to migrate data.
00:00:26	Yes! Custom Scripting!

- + See additional compatible chart types
- + See what other report types are compatible

Exporting

In the [CSV/Excel export](#), the data is displayed as a single column for each report label.

V
emotion:Please share your feelings about the below video content by dragging the slider bar left (sad) or right (happy) while watch
<pre>{\"duration\":39,\"data\":{\"0\":0,\"1\":0,\"2\":10,\"3\":10,\"4\":10,\"5\":10,\"6\":7,\"7\":7,\"8\":9,\"9\":9,\"10\":9,\"11\":9,\"12\":-9,\"13\":-9,\"14\":0,\"15\":2,\"16\":10,\"17\":10,\"18\":10,\"19\":10,\"20\":10,\"21\":10,\"22\":10,\"23\":10,\"24\":10,\"25\":10,\"26\":10,\"27\":10,\"28\":10,\"29\":10,\"30\":10,\"31\":10,\"32\":10,\"33\":10,\"34\":10,\"35\":10,\"36\":10,\"37\":10,\"38\":10,\"39\":10}}</pre>
<pre>{\"duration\":40,\"data\":{}}</pre>

The **"duration"** value refers to the length of the video (in seconds). Each data point thereafter is presented in pairs such as **"2":10** where **"2"** refers to the video location (in seconds) and **10** refers to the slider value ranging from -10 (left label) to 10 (right label).

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