

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](#).

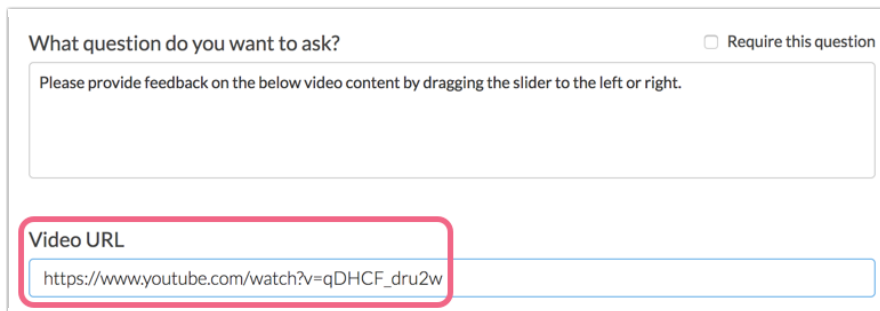
When To Use It

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.

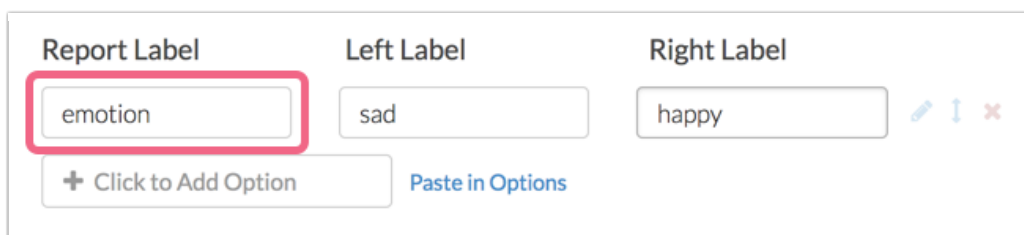
Setup

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 creating 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." Underneath the text area is a "Video URL" field, which is highlighted with a red box and contains 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'.



The screenshot shows the configuration interface for Report Labels. It features three input fields: "Report Label" (containing "emotion" and highlighted with a red box), "Left Label" (containing "sad"), and "Right Label" (containing "happy"). To the right of the "Right Label" field are three small icons: a pencil, an eye, and a red 'x'. Below the "Report Label" field is a button with a plus sign and the text "Click to Add Option". Below the "Left Label" field is a button with the text "Paste in Options".

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.

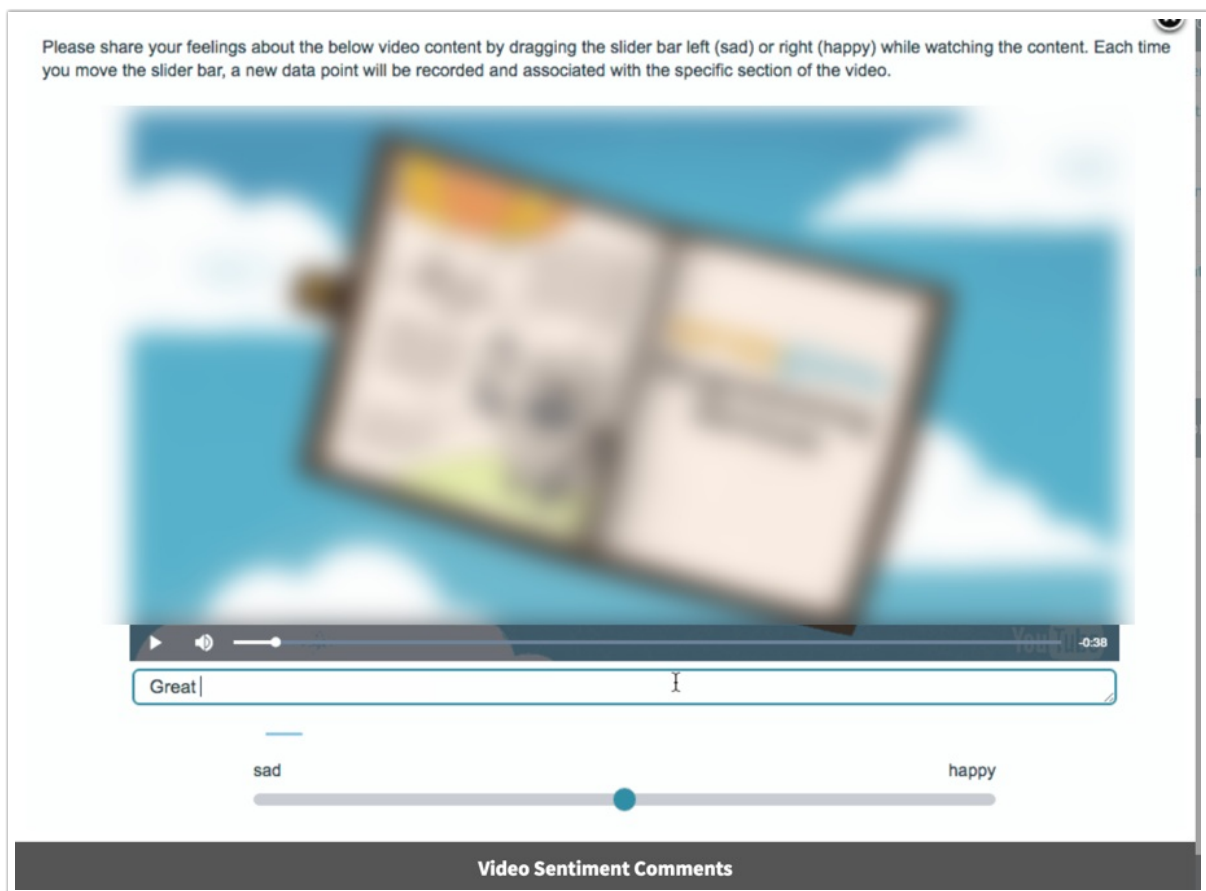
Best Practice Tip: Multiple Attributes

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.

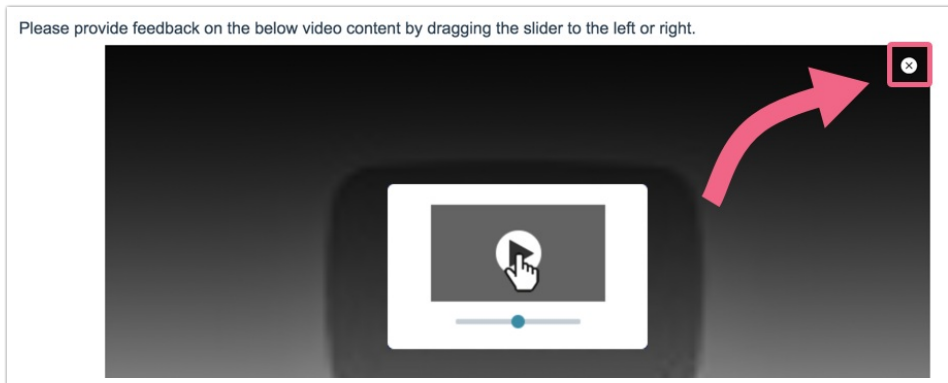


In order to submit a comment, your respondents can input text into the comment field and press the 'Enter' key. For reporting purposes, each comment will be time-stamped based on the point in the video when the comment was submitted.

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

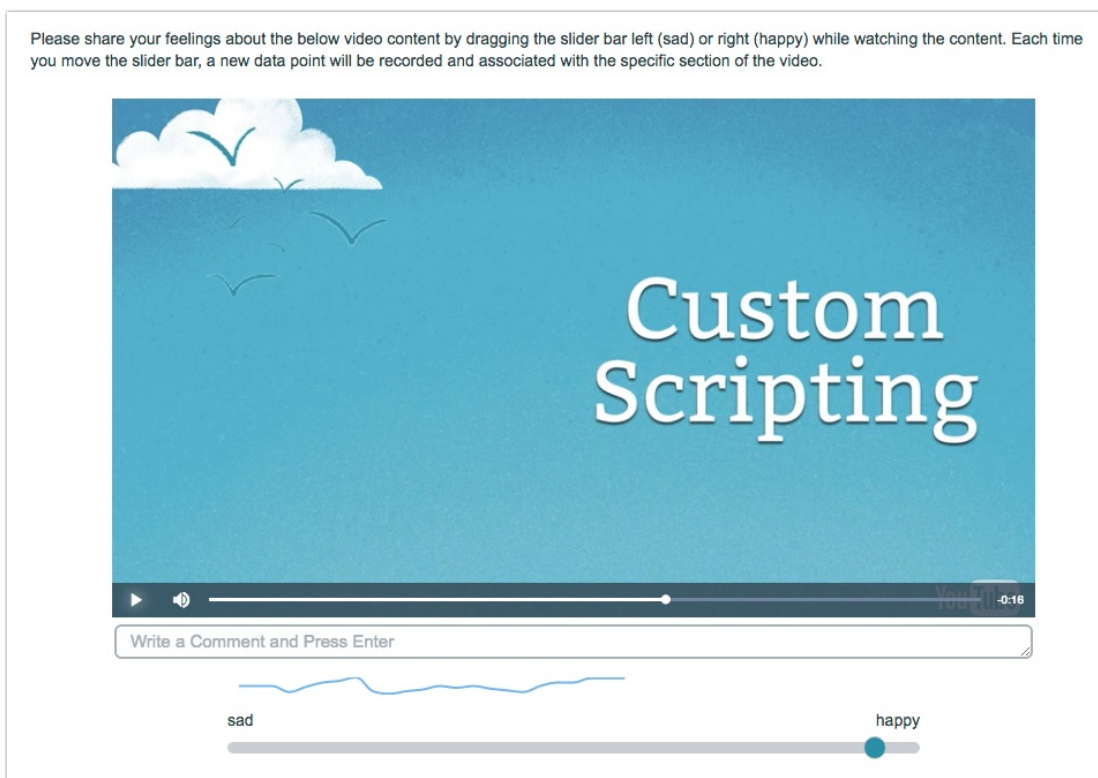
Survey Taking

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.

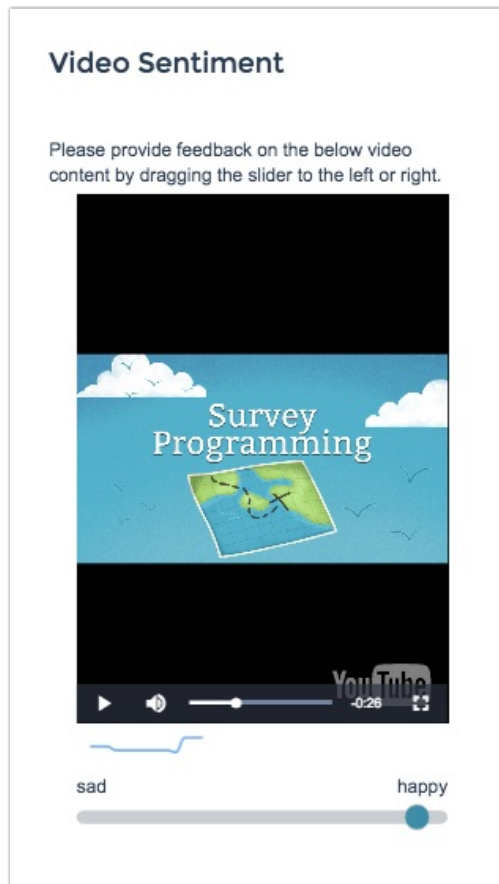


Once the gif has been closed, the respondents will see the video content along with a slider bar for each of your attributes and the comment field (if enabled).

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



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).

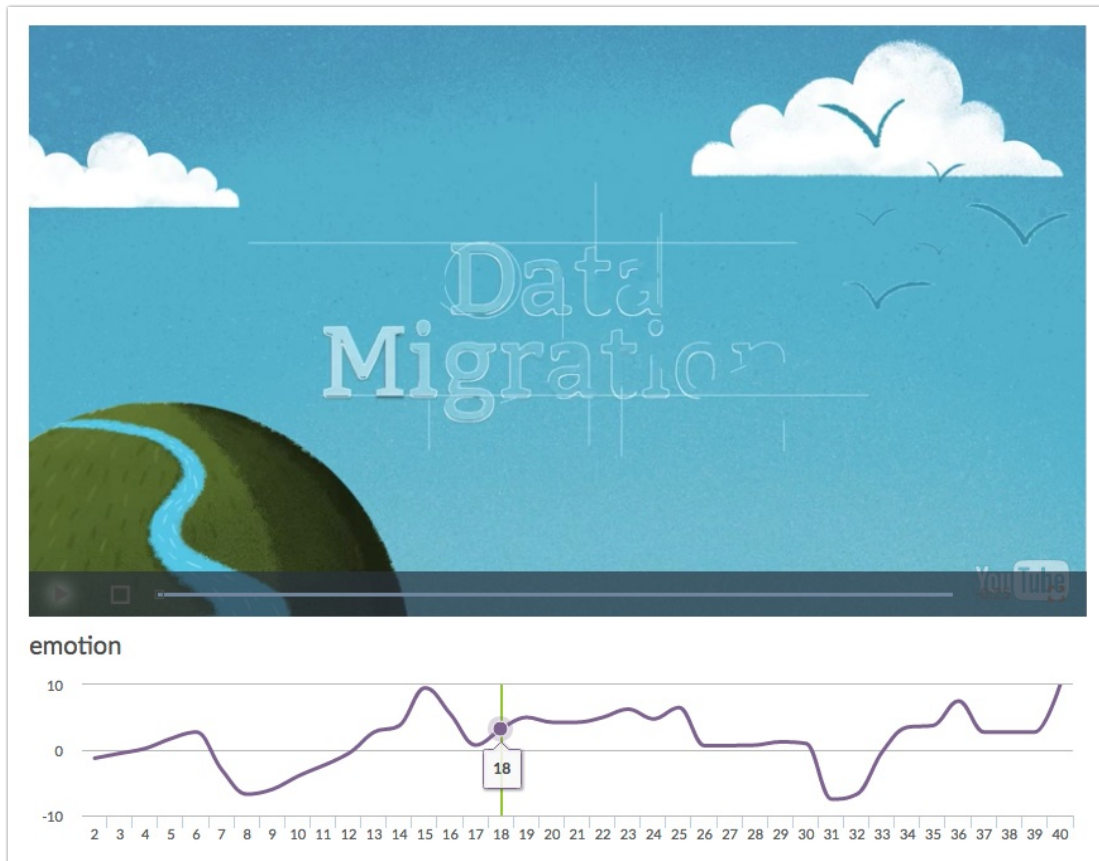
The **Time Dominant** data reflects the amount of time (as a percentage) that the slider was shifted to one value (label) or the other.

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.



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

