

IMPORTING EXTERNAL DATA INTO CULTURE COUNTS

In the majority of instances, users of the Impact & Insight Toolkit will collect their data via the Culture Counts platform: a link will be emailed out to audience members/bookers, or a 1:1 interview strategy will be implemented, using a tablet or computer to collect responses.

However, sometimes, there may be the need to collect paper responses or, in exceptional circumstances, responses might be collected via a different online platform. This article will get you up to speed on how to import your data from an external source into the Culture Counts platform, so that you can benefit from the reporting facilities available.

The Culture Counts platform stores exported survey data as comma-separated values files or “CSVs”. CSVs are a common way to store complex data and are the default format for exporting survey data across many platforms, including Culture Counts. CSVs can be opened and edited in most spreadsheet software, including Microsoft Excel and Numbers. We find it easier to manage the import process when using Microsoft Excel.

Below is a screenshot of a typical CSV file that you might download from Culture Counts. It looks very busy, but we will go through how to create a file such as this to enable you to import data to Culture Counts.

A typical Culture Counts CSV file

user-id	survey-id	user	timestamp	survey	Meta		Demographic				Dimension				Custom		If you would please write three words to describe your experience	Please write three words to describe your experience
					slug	deliverable_by_respondent-category	postcode	age	gender	captivation	rigour	distinctiveness	relevance	challenge	concept			
					shortest	shortest	shortest	number	opponent	strong	strong	strong	strong	strong	strong	strong	strong	strong
34003	10941	anonymous_2	2019-11-29 11:10	Lizzy Weers Rec... Because IFFFHY	online	public	s415	44	Female	0.56	0.59	0.63	0.66	0.62	0.6		good	
133028	10941	anonymous_1	2019-07-15 11:10	Lizzy Weers Rec... Because SFqetM	interview	public	bat1 1a	54	Female	0.71	0.72	0.48	0.69	0.72	0.57			
133037	10941	anonymous_1	2019-07-15 11:10	Lizzy Weers Rec... Because SFqetM	interview	public	jm16 1a	30	Female	0.66	0.65	0.55	0.79	0.62	0.64			
133026	10941	anonymous_1	2019-07-15 11:10	Lizzy Weers Rec... Because SFqetM	interview	public	jm10 1a	45	Male	0.81	0.69	0.56	0.66	0.7	0.58			
133025	10941	anonymous_1	2019-07-15 11:10	Lizzy Weers Rec... Because SFqetM	interview	public	bat1 1a	46	In another way	0.78	0.78	0.34	0.67	0.67	0.57	non-binary		
133024	10941	anonymous_1	2019-07-15 11:10	Lizzy Weers Rec... Because SFqetM	interview	public	sa40 1b	53	Male	0.65	0.66	0.44	0.69	0.67	0.66			
133033	10941	anonymous_1	2019-07-15 11:10	Lizzy Weers Rec... Because SFqetM	interview	public	bat1 1a	33	Female	0.77	0.76	0.55	0.67	0.73	0.76			
133021	10941	anonymous_1	2019-07-15 11:10	Lizzy Weers Rec... Because SFqetM	interview	public	jm16 1a	45	Female	0.64	0.75	0.44	0.61	0.73	0.67		xyz	
132125	10941	anonymous_1	2019-04-08 11:10	Lizzy Weers Rec... Because SFqetM	interview	public	BNE REZ	34	Female	0.61	0.65	0.66	0.73	0.6	0.67		xxx	
132123	10941	anonymous_1	2019-04-08 11:10	Lizzy Weers Rec... Because SFqetM	interview	public	67 Femara	67	Female	0.61	0.76	0.79	0.8	0.76	0.76		40 mins	
132122	10941	anonymous_1	2019-04-08 11:10	Lizzy Weers Rec... Because SFqetM	interview	public	Male	0.6	0.65	0.74	0.65	0.73	0.64			Nkanyiso Rix		
132120	10941	anonymous_1	2019-04-08 11:10	Lizzy Weers Rec... Because SFqetM	interview	public	bat1 1a	Female	0.65	0.4	0.79	0.72	0.69	0.67		Nwam blulu hridu		
132106	10941	anonymous_1	2019-04-08 11:10	Lizzy Weers Rec... Because SFqetM	interview	public	sa1 1a	64	Female	0.77	0.71	0.51	0.72	0.49	0.62		Thrilling, thought-provoking, genius	

PREPARING TO IMPORT FROM AN EXTERNAL SOURCE

Before you start, there are several important things to note.

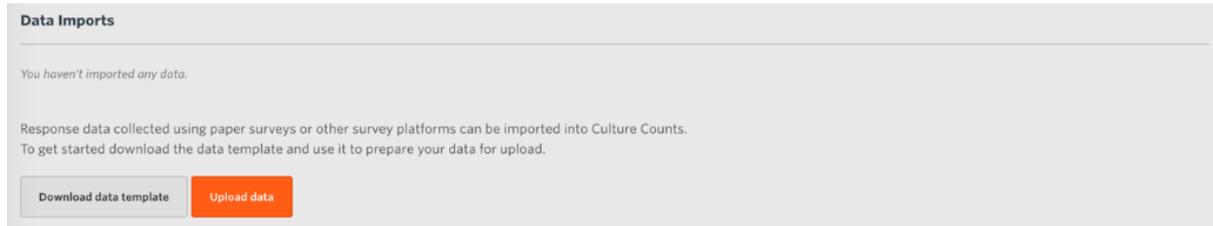
Firstly, in order to import data into Culture Counts, you will need to have a survey within your Toolkit account that has been set up with all the questions you want to import.

Secondly, all data collected externally to Culture Counts should be collected using the same type of question format as used in the survey in your account. For

example, if your paper survey had a multiple-choice question, this should be reflected in the survey in your Toolkit account. This is critical to ensure the data can be imported correctly, as well as ensuring your data is valid for use in Toolkit reports.

Once you have prepared the survey in Culture Counts that you want to import data to, you will need to:

1. Access the Summary page of the survey you're importing into
2. Scroll down to 'Data Imports'
3. Click 'Download data template'



The CSV import template is a CSV file containing all the questions included in your Culture Counts survey; this is where you will enter the data you wish to import. It looks slightly different from a normal CSV of survey results in that it also contains a question ID row, which tells Culture Counts which questions it should associate the results with. It also does not include all the metadata that is saved when collected via Culture Counts.

A typical Culture Counts CSV file

user-id	survey-id	user	timestamp	survey	slug	deliverable_type	respondent-category	Demographic				Dimension				Custom			
								postcode	age	gender	shorttext	number	dropdown	slider	slider	slider	slider	shorttext	shorttext
34063	10941	anonymous_2	2018-11-29 11:29	11	Lizzy Wears Rec... Because IFFFHY	online	public	is016	44	Female	0.58	0.59	0.63	0.66	0.62	0.8	good		
1330228	10941	anonymous_1	2018-07-15 11:11	11	Lizzy Wears Rec... Because IFFgEM	interview	public	is01 1ar	54	Female	0.71	0.72	0.46	0.89	0.72	0.57			
1330227	10941	anonymous_1	2018-07-15 11:11	11	Lizzy Wears Rec... Because IFFgEM	interview	public	is16 1af	20	Female	0.66	0.65	0.55	0.79	0.62	0.66			
1330226	10941	anonymous_1	2018-07-15 11:11	11	Lizzy Wears Rec... Because IFFgEM	interview	public	is10 0af	45	Male	0.81	0.69	0.55	0.86	0.7	0.58			
1330225	10941	anonymous_1	2018-07-15 11:11	11	Lizzy Wears Rec... Because IFFgEM	interview	public	is01 1aa	45	in another way	0.78	0.78	0.34	0.87	0.67	0.57	non-binary		
1330224	10941	anonymous_1	2018-07-15 11:11	11	Lizzy Wears Rec... Because IFFgEM	interview	public	is40 70i	53	Male	0.65	0.65	0.44	0.89	0.87	0.69			
1330223	10941	anonymous_1	2018-07-15 11:11	11	Lizzy Wears Rec... Because IFFgEM	interview	public	is01 1a0	33	Female	0.77	0.76	0.55	0.87	0.73	0.79			
1330221	10941	anonymous_1	2018-07-15 11:11	11	Lizzy Wears Rec... Because IFFgEM	interview	public	is16 4dw	45	Female	0.64	0.75	0.44	0.91	0.73	0.67	xyz		
1321215	10941	anonymous_1	2018-04-08 11:04	11	Lizzy Wears Rec... Because IFFgEM	interview	public	is06 8E2	34	Female	0.61	0.65	0.68	0.73	0.8	0.67	xxxx		
1321212	10941	anonymous_1	2018-04-08 11:04	11	Lizzy Wears Rec... Because IFFgEM	interview	public	is07 1a0	67	Female	0.61	0.78	0.79	0.8	0.79	0.79	is0 mtrmk		
1321210	10941	anonymous_1	2018-04-08 11:04	11	Lizzy Wears Rec... Because IFFgEM	interview	public	is06 1a0	Male	0.6	0.65	0.74	0.56	0.73	0.64	is06 1a0			
1321208	10941	anonymous_1	2018-04-08 11:04	11	Lizzy Wears Rec... Because IFFgEM	interview	public	is01 1aa	Female	0.65	0.4	0.79	0.72	0.69	0.67	is06 1a0			
1321206	10941	anonymous_1	2018-04-08 11:04	11	Lizzy Wears Rec... Because IFFgEM	interview	public	is41 6aa	64	Female	0.77	0.71	0.51	0.72	0.49	0.62	is06 1a0		

These fields are not included in the import template

An import template

Demographic	Dimension				Custom					
183076	183072	183071	183077	183078	183079	183080	183081	183082	184081	194002
postcode	age	gender	Captivation	Rigour	Distinctiveness	Relevance	Challenge	Concept	Please write th if you would like to tell us how you self-describe your gender, please do so in the box below. If not, please click 'skip'	
What is your p	What is your a	How would you describe you	it was absorbt	it was well tho	it was different	it had someth	it was thought	it was an interesting idea/pro	Please write th if you would like to tell us how you self-describe your gender, please do so in the box below. If not, please click 'skip'	
shorttext	number	dropdown	slider	slider	slider	slider	slider	shorttext	shorttext	

The addition of a Question ID

POPULATING THE IMPORT TEMPLATE

If you are importing from another survey platform, you will need to export the data from there; then, copy the response data across to the correct question column of your import template.

We recommend opening your CSV import template and inputting your data in Excel. Support on using Microsoft Excel to format data appropriately is readily available online, but a good place to start would be on the [Microsoft Support Page](#).

Whilst dimension responses are the most commonly required format, we know that you will be looking to upload other types of responses too. Below, please see accepted data formats for different question types:

Content Type	Required Format	Example
Slider or Dimension	Number between 0 and 1, to 2 decimal places.	0.35
Date	A date in DD/MM/YY format.	04/06/20
Yes/No	Text that matches the 'yes' or 'no' labels in your survey design.	Yes
Number	A number adhering to the conditions shown in the survey design (minimum/maximum and allow/don't allow decimals).	94
Dropdown	Text that matches the options available in your survey design. Optional "other" questions need to be entered both as a value in the dropdown column as well as any text they had entered for the associated text column.	Car
Multiple-Choice	Text that matches the options available in your survey design. Each selected option needs to be surrounded by single quotation marks, with the full response surrounded by square brackets. Optional "other" questions need to be entered both as a value in the multiple-choice column as well as any text they had entered for the associated text column. N.B. If an option contains an apostrophe, the option will need to be wrapped in double quotation marks.	['ice cream', 'cake', 'jelly']

	For example, <i>I didn't enjoy it</i> needs to be inputted as ["I didn't enjoy it"] rather than ['I didn't enjoy it']	
Short Text and Free Text	Text which will usually include words but can also include numbers, punctuation and other characters.	It was incredible – WOW!
Email	A valid email address.	do-not-use@cbc.com

Once you've finished, remember to save the file as a CSV so that Culture Counts will recognise it when it comes to upload.

HOW TO IMPORT DATA

Once you've populated your CSV with all the data you want to import, you can select "Upload data" on the summary page for the survey you want the data imported to. This will open up a new window allowing you to:

1. Select the CSV you want to import
2. Give the data a reference name
3. Specify the collection method
4. Specify the respondent type

If you've followed all the steps correctly then you should see a successful import message and you'll be able to see your data when you reload the page.

If there is any issue with the import, Culture Counts will show an error message next to the data.

Data Imports		
My paper survey	Imported	EDIT ▾
Oh no	Error View details	EDIT ▾

Response data collected using paper surveys or other survey platforms can be imported into Culture Counts.
To get started download the data template and use it to prepare your data for upload.

DEALING WITH ERRORS

Errors can occur for a variety of reasons, such as there being a mismatch in the question format or questions in the CSV not existing in the survey you are trying to import to. For more details on how to solve the issue, you can click the “View details” link to see where the system is encountering errors.

Error Log ✕

- [338448-Enthusiasm, 4] Only numbers are allowed for this question!

Close

You can return to the CSV file in Excel or Numbers to correct the error.

If the error persists or you are unsure of how to fix the error, please get in touch for more help at support@countingwhatcounts.co.uk