

On the Fringe of ...

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The process of creating surveys and gathering data has continued to evolve in positive, economical ways. From the myriad products available, I have personally evaluated the software available from Principia Products, Inc. and found it to be very flexible, and it accommodates a variety of survey formats. But, read on and determine for yourself if Principia's product can save you time and money!

Remark Office OMR

In a nutshell, this software will scan data from survey forms created with any type of software (e.g., WordPerfect, Word). There are guidelines that need to be followed, but they're simple and direct. Your survey forms can be double-sided, contain multiple pages, and be printed on different paper sizes. For instance, you can use Word to create your survey form and then photocopy the quantity you need. To prepare your scan file template, use a common desktop PC scanner to scan a blank survey form, show Remark the areas to be recognized as input, and tell it what to produce as output.

When you receive completed surveys, simply place the pages into the scanner's sheet feeder and click on the "scan" button; Remark reads the data from the pages. If a respondent fills out something incorrectly or neglects to fill in an answer for a questions, Remark flags it so you can verify and correct the problems later.

Once Remark has collected the data, you can save it to a format compatible with virtually any statistics, database, survey, spreadsheet, or analysis package. You can also use Remark's survey tabulation feature to produce an item analysis for each question on the survey.

Principia's web site provides in-depth information on its product as well as information on related materials (e.g., software, scanners). For instance, you'll learn that there are many survey design and analysis packages (e.g., PinPoint, Survey Pro, SurveyWin, Visual Q) available to make your life easier! And, there's a section describing the types of scanners on the market to help you determine which one will best fit your needs. Another very helpful section provides information on how to set up your survey form and add a barcode, the types of "bubbles" to use, the font size to use, etc.

For more information about Principia Products and its Office Remark OMR software, contact:

<http://www.Principia Products.com>