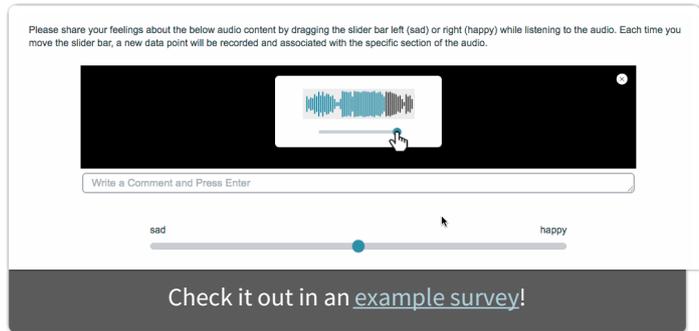


# Audio Sentiment Question Type

The Audio Sentiment Question Type allows your survey respondents to provide continuous feedback while listening to audio, by dragging a slider along a range.

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



## When To Use It

Use the Audio Sentiment question to gather continuous feedback on audio media.

Respondents can react to the audio 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.

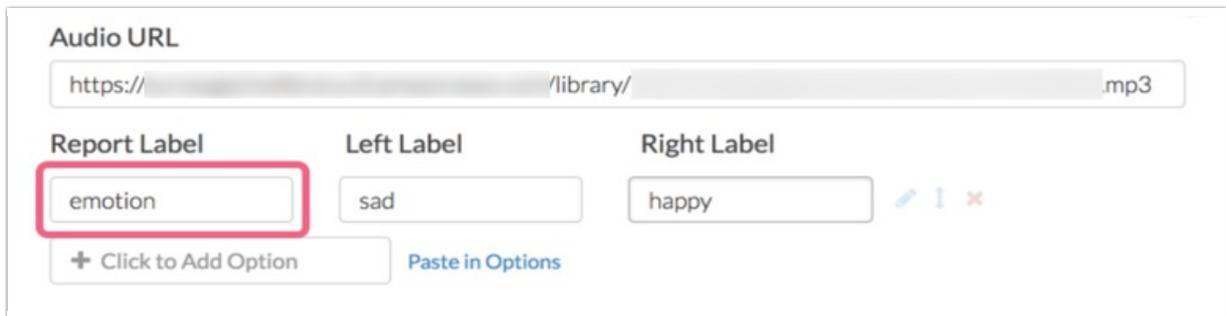
## Setup

The Audio 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 Audio Sentiment question.
2. Select **Audio Sentiment** from the **Question Type** drop-down and enter your overall question text.
3. Paste the link to your audio into the **Audio URL** field.

If you need to host the audio file externally, you will need to make sure to enable Cross-Origin Resource Sharing (CORS) headers on the request. You can learn more about this specification at [enable-cors.org](https://enable-cors.org). As an alternate option, you can upload your audio file to the SurveyGzimo [file library](#) and use the provided URL.

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 a configuration interface for an audio sentiment question. At the top, there is an 'Audio URL' field with a placeholder text 'https://.../library/...mp3'. Below this, there are three input fields: 'Report Label' (containing the text 'emotion' and highlighted with a red box), 'Left Label' (containing the text 'sad'), and 'Right Label' (containing the text 'happy'). To the right of the 'Right Label' field, there are three small icons: a pencil, an eye, and a close button. Below the 'Report Label' field, there is a button labeled '+ Click to Add Option'. Below the 'Left Label' and 'Right Label' fields, there is a button labeled 'Paste in Options'.

Think of the Report Label as a category name for each unique slider bar. Multiple attributes 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 - these are labels that your respondents will see on either side of the slider bar while listening to the audio.

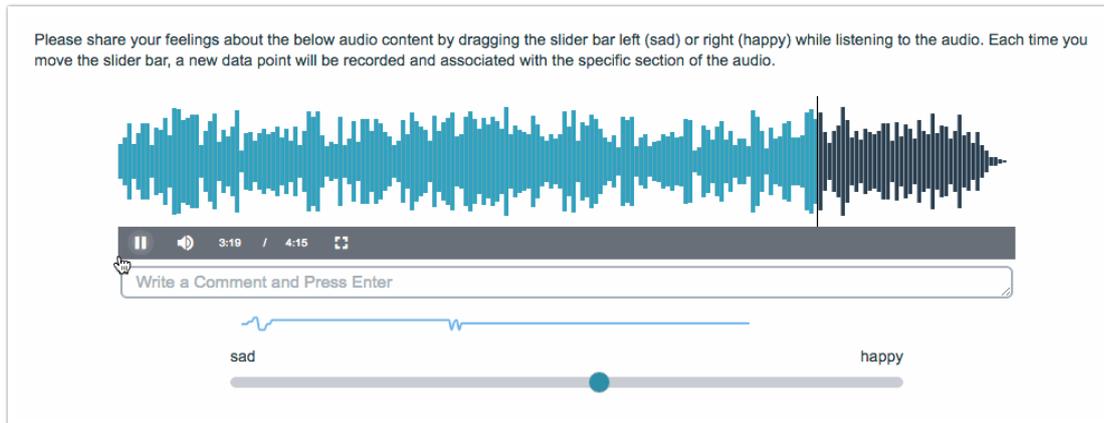
#### **Best Practice Tip: Multiple Attributes**

While you are able to add multiple report labels (sliders) to your Audio Sentiment question, consider that asking respondents to listen to audio 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 listening to your audio content. To enable this capability, edit the question and select **Allow comments on audio sentiment** under the **Layout** tab.

Your respondents will see a comment box below the audio player while listening to the audio.

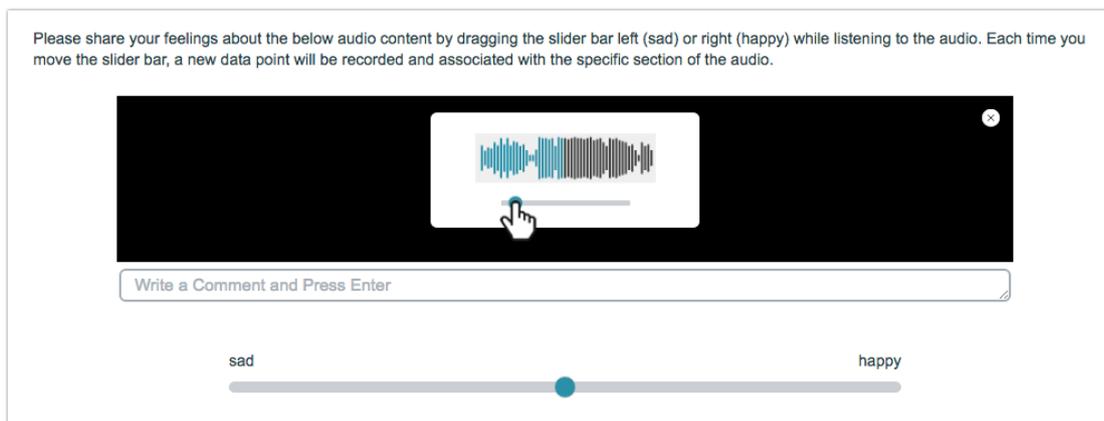


In order to submit a comment, your respondents can input text into the comment field and press the **'Enter'** key. For reporting purposes, each comment will be time-stamped based on the point in the audio when the comment was submitted.

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

## Survey Taking

On a desktop and most laptops, the Audio 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 audio player along with a slider bar for each of your attributes and the comment field (if enabled) below the audio player.

While listening and reacting to the audio, respondents will see a real-time sentiment (reaction) line chart below the audio player.

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



The screenshot shows the desktop version of the Audio Sentiment question. At the top, there is a text instruction. Below it is a large audio waveform. Underneath the waveform is a standard audio player with a play button, a volume icon, and a progress bar showing 0:15 / 4:15. Below the audio player is a text input field with the placeholder text "Write a Comment and Press Enter". At the bottom, there is a slider bar with a blue dot. The slider is labeled "sad" on the left and "happy" on the right. A small blue wavy icon is positioned above the slider bar.

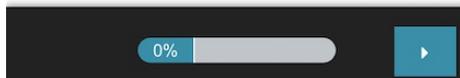
## Mobile Compatibility

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

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

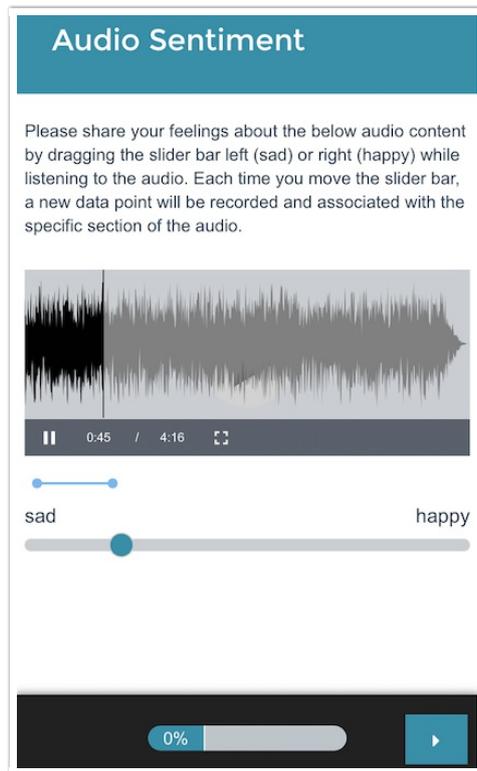
**NOTE: This question type is not compatible with your Apple Device.**

**Please open on a different device or computer.**



When optimized for mobile devices, the Audio 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.



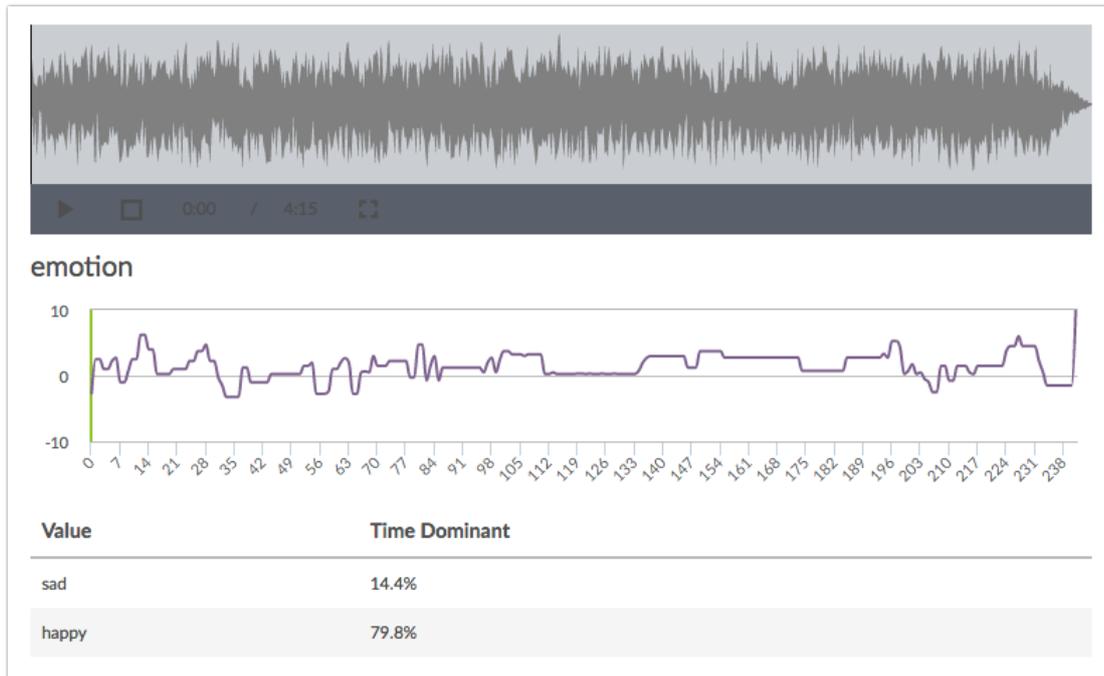
By default, survey questions show one at a time on mobile devices to prevent the need for scrolling on smaller screens. You can turn off this [one-at-a-time interaction](#) if you wish.

## Reporting

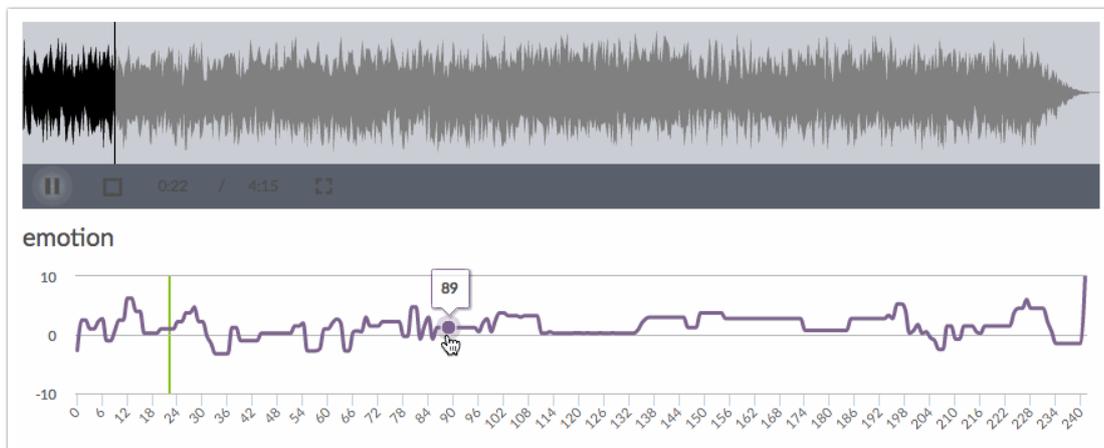
In the [Standard Report](#), the Audio Sentiment question reports as a Spline Chart (one chart for each report label) in conjunction with the audio player. The Spline Chart represents the average sentiment across all respondents (y-axis) for each second of the audio (x-axis). The y-axis values will range 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 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%.



Click directly on any section of the Spline Chart to see the corresponding location in the audio. You can play the audio within the report and will see the audio track across the chart via a vertical green line.



If you have enabled comments for your Audio 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 audio when the comment was submitted. Click **Show Responses** to view the specific comments.

3 Comments | [Hide Responses](#) ▾

Second	Comment
00:00:19	The melody makes me happy!
00:01:24	This is a little too long for my taste.
00:03:55	Groovy!

- ⊕ [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
{"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":0,"17":0,"18":0,"19":0,"20":0,"21":0,"22":0,"23":0,"24":0,"25":0,"26":0,"27":0,"28":0,"29":0,"30":0,"31":0,"32":0,"33":0,"34":0,"35":0,"36":0,"37":0,"38":0}}
{"duration":40,"data":{}}

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

### Related Articles