



How To Code First and Other Mentions


Problem

Respondents have provided a list of text responses in some order, where the order is reflected in the order of the variables. Each response is in a separate variable. For example, the data may reflect unaided awareness, where the first response is the first brand mentioned.

Online Training that needs to be completed prior to this How To

Manipulating Data : Coding Text Data : Coding Text Variables

Steps to solve

1. In the **Variables and Questions** tab, select the text variables. Ensure that each is set up as a **Text** question. If it is currently Text – Multi, right-click on the variables and select **Revert to Source**, or, **Copy and Paste Variable(s)**.
2. Right-click on the select variables and select **Insert Variable(s) ▶ Code Text ▶ New Code Frame**.
3. Select **Pick One – Multi** and **OK** twice.
4. Code your data and press **OK** (for more information, see **Help ▶ Online Training** and *Manipulating Data : Coding Text Data : Coding Text Variables*).
5. Click on a variable that is not selected (i.e., so that the newly-created variables are no longer selected).
6. Right-click on the first of the newly-created variables and select **Copy and Paste Variable(s) and Linked**. This question contains the first mention data.
7. In the **Question** column, give the newly-copied variable a new name (e.g., *Awareness first mentions*).
8. Press the  button to move the question above the **Pick One – Multi** question.
9. Select all but the first of the newly-created variables (i.e., the ones created by the coding).
10. Right-click and select **Insert Ready-Made Formula(s) and Pick One – Multi -> Pick Any (by Category)**. A new **Pick Any** question will be created which contains all of the responses except the first response. To include the first response, select the first variable in the previous step.