



Texas Tech University Silver Fern Project Data Entry Operating Procedure

General Information

- Each pick (night) will generate seven output files: PickXXX_Demographics_A; PickXXX_Demographics_B; PickXXX_Samples_A; PickXXX_Samples_B; PickXXX_Pricing_A; PickXXX_Pricing_B; PickXXX_Composite
- To facilitate the need for mutual document sharing and editing among the data entry group, a Cloud-based system (Microsoft SkyDrive) will be utilized
- Prior to data entry, every participating person needs to have a Microsoft SkyDrive account (www.skydrive.com) and be in the “TTU Silver Fern” group administered by Travis O’Quinn; travis.oquinn@ttu.edu
- If you need help creating a Microsoft account or getting into the group, please contact Travis for assistance
- All data is to be stored on the SkyDrive as well as saved to the RED Silver Fern hard drive
- Additionally, Travis will have and maintain a master BLUE Silver Fern hard drive with all of the data saved separately



Demographic Information

- All of the demographic information must be entered by hand, without the use of the digitizer
- Two people will independently enter the demographic information for each pick, generating two separate files: PickXXX_Demographics_A and PickXXX_Demographics_B
- For any missing data points, or if more than one answer is marked, enter “NA”

Data Entry

1. Log in to Microsoft SkyDrive (www.skydrive.com)
2. Under the “Groups” tab on the left, click on “TTU Silver Fern”
3. Once the group page is open, locate and open the “Data Entry Templates” folder
4. Open the “Demographics Template” file
 - This file is saved as an Excel Template file which should prevent it from being saved over once data is entered
5. Once open, go to File -> Save As; Save the document in your documents on the computer you are on. (Each computer keeps a record of your log ins and no one else will have access to these files)
6. Check the master list hanging in Travis and Andrea’s Office to see if someone has already entered the data once and saved an “A” file
7. The first person to enter the data will save the file with the file name of **PickXXX_Demographics_A** with the XXX representing the pick number. For example: Pick004_Demographics_A.
 - NOTE: Enter only the number before the decimal point, NOT the number after the decimal. Ex: 23.1 should be Pick023_XXXX, NOT Pick23.1_XXXX
8. If the data has already been entered once and an “A” file has already been saved for that pick, then the second person will save the file with a name of **PickXXX_Demographics_B** with the XXX representing the pick number. For example: Pick004_Demographics_B.
 - NOTE: Enter only the number before the decimal point, NOT the number after the decimal. Ex: 23.1 should be Pick023_XXXX, NOT Pick23.1_XXXX
9. Enter the data into the correct columns for each panelist.
 - The answers for each question correspond to a number (1 – 8; depending on the question)
 - The number to enter for each response is highlighted in the demographic questionnaire found at the end of this document
 - Additionally, the correct coding can be found in the tab labeled “Key” at the bottom of the Demographic Template file



- If more than one box is checked for education, enter the highest level of education
 - If no box is selected for number of adults in the household, enter “NA”
 - If no box is selected for the number of children in the household, enter “0”
 - IT IS CRITICAL THAT THESE RESPONSES ARE CORRECTLY NUMBERED UPON ENTRY
10. If “Other” (6) is selected for Cultural Heritage, then the listed heritage is entered in “Other Heritage” column
 11. If “Other” is NOT selected as the cultural heritage, then “NA” is entered in the “Other Heritage” column
 12. Prior to saving, verify that there are 60 lines of data (one for each consumer) and that they are sorted 01 – 60, with consumer 01 on top and consumer 60 on bottom

Data Saving

13. Once finished, save the file in your documents on the computer you are on. (Each computer keeps a record of your log ins and no one else will have access to these files)
14. At this point, locate the RED external Silver Fern Data hard drive
15. Save the current file to the hard drive in the correct folder (“Demographics A Files” or “Demographics B Files”)
16. After the file has been saved, close out of all folders. **MAKE SURE YOU SAFELY REMOVE THE HARD DRIVE** (in the bottom right hand corner in Windows) **PRIOR TO REMOVING THE HARD DRIVE FROM THE COMPUTER SO AS TO NOT DAMAGE IT!!!**
17. Log in to SkyDrive (www.skydrive.com)
18. On the left hand side, click on the “Files” tab
19. Once the “Files” tab is open, click the “Upload” button in the top blue bar
20. Identify and select the current file and hit “open”
21. The file will be uploaded to your SkyDrive
22. Once uploaded, select the white box in the upper right corner of the file
23. Select “Share” from the blue bar across the top of the page
24. In the “To” send the email to the TTU Silver Fern Group email at **TTUSilverfern@groups.live.com**
25. Make sure the “Recipients can edit” box is checked and then click “Share”
 - This will cause the file to be shared with everyone in the TTU Silver Fern group
 - Each person will receive an email with a link to this file
 - The file will also appear in the TTU Silver Fern Group page under “Shared with TTU Silver Fern”
 - This will allow everyone in the group to have access to this file and make any edits or saves that may be needed
26. Next, the data needs to be saved in the correct Composite file



27. Look in the SkyDrive “TTU Silver Fern” group under Shared with TTU Silver Fern for a previous Composite file for the pick
28. If a file is present, click on the file
29. If the file is not present, then you will need to create a new composite file for that pick.
30. In order to do this, open the “Composite File Template” in the “Data Entry Templates” under the “Shared with TTU Silver Fern” heading in the TTU Silver Fern Group page
31. Once open, go to File -> Save As; Save the document in your documents on the computer you are on. (Each computer keeps a record of your log ins and no one else will have access to these files)
32. Save the new file as **PickXXX_Composite** with the XXX representing the pick number. For example: Pick004_Composite.
 - NOTE: Enter only the number before the decimal point, NOT the number after the decimal. Ex: 23.1 should be Pick023_XXXX, NOT Pick23.1_XXXX
33. Locate the correct tab (“Demographics”) along the bottom
34. Copy and **Paste Special -> Values** the data into the correct section (“Demographics A” or “Demographics B”)
 - NOTE: DO NOT just “paste”, you **MUST PASTE SPECIAL -> VALUES**, if not, all of the formatting will be overwritten in the file and it will not work correctly!
35. Make sure none of the pasted cells appear RED
36. If any pasted cells are RED, it means that the number is either higher or lower than is expected for that cell. Look back at the raw data sheet and identify what the correct response was and re-enter that data point
37. If you paste in the “B” File, you will need to check the cells under the black “Data Check” heading. All of these cells should be empty and have no color. If any of the cells are RED and have writing in them, it means that the data entered from the A and B files do not match. Identify which data points do not match and look back at the original raw data sheet to determine which is correct.
38. Change the incorrect data point to the correct value.
39. If this is a previous Composite file that you did not create, close the window. The SkyDrive will automatically update the changes without you needing to save (Save is not an option under file, only Save As is)
40. If you created the Composite File, follow steps 17 – 25 to upload the file to SkyDrive and share it with the group
41. Once created, all six files from the same pick can be copied into the single composite file
42. Place your initials in the correct box on the sheet hanging in Travis and Andrea’s office to indicate that this task has been completed. If you are in the process of doing the task, but it is not completed, put your initials small in the bottom corner of the box so that no one else will start the same task



Sample Ballots

- All of the sample ballots will be entered utilizing the digitizers
- Two people will independently measure the lines from the sample ballots for each pick, generating two separate files: PickXXX_Samples_A and PickXXX_Samples_B
- The ON/OFF switch is located on the back side of the digitizer (small black switch)
- Make sure all digitizer pens stay in their protective covers to prevent them from becoming damaged
- Do not have the excel output file open when measuring lines or the data will not export
- Do not place the digitizer pen on the digitizer when turning on the digitizer, as this will cause problems

Data Entry

1. Make sure everything is connected to the digitizer prior to starting (pen and computer)
2. Digitizer must be OFF to connect these items.
3. Once all connected, start the computer
4. Turn ON the digitizer
5. Open the digitizer software on the desktop
6. Select File -> New Project
7. In the Parameter file field, enter the file name.
8. Check the master list hanging in Travis and Andrea's Office to see if someone has already entered the data once and saved an "A" file
9. The first person to enter the data will save the file with the file name of **PickXXX_Samples_A** with the XXX representing the pick number. For example: Pick004_Samples_A.
 - NOTE: Enter only the number before the decimal point, NOT the number after the decimal. Ex: 23.1 should be Pick023_XXXX, NOT Pick23.1_XXXX
10. If the data has already been entered once and an "A" file has already been saved for that pick, then the second person will save the file with a name of **PickXXX_Samples_B** with the XXX representing the pick number. For example: Pick004_Samples_B.
 - NOTE: Enter only the number before the decimal point, NOT the number after the decimal. Ex: 23.1 should be Pick023_XXXX, NOT Pick23.1_XXXX
11. Insert "NA" into the missing values box
12. Click the "Browse" button next to the parameter file
13. Save the document in your documents on the computer you are on. (Each computer keeps a record of your log ins and no one else will have access to these files)
14. After the correct location is found, click "Save"
14. At the bottom of the window, make sure the Output Format is "Comma Separated Value"



15. In the Headers section, set the header lengths as follows: Header 1 = 4; Header 2 = 5; Header 3 = 4
16. Place the first ballot on the digitizer with the first sample page on top.
17. **MAKE SURE THE BALLOT IS ALLIGNED AGAINST THE GUIDE ON THE BOTTOM LEFT! IT IS CRITICAL THAT ALL PAGES ARE ALIGNED EXACTLY THE SAME ON THE DIGITIZER SO THAT THE SCALING WILL BE CORRECT!** If there is a page in which the line scales are not in the same place, set that ballot aside. The scale will have to be set uniquely for each different page.
18. Click on the “Add Scales” button
19. Under “Number of Scales” select 4
20. Under “Min Value” select 0
21. Under “Max Value” select 100
22. **Double check to make sure the ballot is properly aligned with the guide.**
23. Place the digitizer pen on the minimum point of the Tenderness scale (the thick black line on the far left) and it should make a click noise
24. The software will automatically set the minimum point in the X and Y values
25. Make sure only the “Minimum point” X and Y have values
26. If the X and Y values under maximum also have values, hit cancel and re-start at step 18
27. Place the digitizer pen on the maximum point of the Tenderness scale (the thick black line on the far right) and it should make a click noise
28. The software will automatically set the maximum point in the X and Y values
29. Click “OK”
30. Again, click on the “Add Scales” button
31. Under “Number of Scales” select 1
32. Under “Min Value” select 2
33. Under “Max Value” select 5
34. Place the digitizer pen on the top line of the Unsatisfactory box of the bottom quality scale to set as a minimum, and it should make a click noise
35. The software will automatically set the minimum point in the X and Y values
36. Make sure only the “Minimum point” X and Y have values
37. If the X and Y values under maximum also have values, hit cancel and re-start at step 30
38. Place the digitizer pen on the bottom line of the Premium quality box of the bottom quality scale to set as a maximum, and it should make a click noise
39. The software will automatically set the maximum point in the X and Y values
40. Click “OK”
41. Prior to entering the data from the ballots, a validation check needs to be done to ensure that the scale is set correctly
42. Click “OK”
43. A pop-up will appear asking for information



44. Under the Current Header heading for space one enter “TEST” (this MUST have four digits); for space two enter the Pick number (Ex: 004.1) (this MUST have five digits); for space three enter “TEST” (this MUST have four digits).
45. Click “Enter”
46. This will bring you to the page to measure the lines
 - NOTE: Once in the digitizer, line measuring interface, the mouse cursor will not be present, the arrow keys on the keyboard are used to move through the buttons on the bottom of the page and the “Enter” key is used to select the button rather than a mouse click
47. Using the pen, click on the Tenderness line on the first hash mark (ignoring the consumer mark)
48. The value that appears in slot “01” should be 20
49. If the value is greater than 21 or less than 19, select “Back” on the bottom of the page and measure again.
50. If the second measurement is not between 19 and 21, select “Cancel” and exit the digitizer program and restart at step 5
51. For Juiciness, click on the second hash mark (ignoring the consumer mark)
52. The value that appears in slot “02” should be 40
53. If the value is greater than 41 or less than 39, select “Back” on the bottom of the page and measure again.
54. If the second measurement is not between 39 and 41, select “Cancel” and exit the digitizer program and restart at step 5
55. For Flavor liking, click on the third hash mark (ignoring the consumer mark)
56. The value that appears in slot “03” should be 60
57. If the value is greater than 61 or less than 59, select “Back” on the bottom of the page and measure again.
58. If the second measurement is not between 59 and 61, select “Cancel” and exit the digitizer program and restart at step 5
59. For Overall Liking, click on the fourth hash mark (ignoring the consumer mark)
60. The value that appears in slot “04” should be 80
61. If the value is greater than 81 or less than 79, select “Back” on the bottom of the page and measure again.
62. If the second measurement is not between 79 and 81, select “Cancel” and exit the digitizer program and restart at step 5
63. For the bottom quality questions, click on the “Better than everyday quality” box
64. A value of 4 should appear in the in the “05”
65. If the value is not equal to 4, select the “Back” on the bottom of the page and measure again.
66. If the second measurement is not equal to four, select “Cancel” and exit the digitizer program and restart at step 5



67. Next, select enter at the bottom of the page and it will reload the header entry page for the first sample
68. After the validation check is complete, the digitizer is ready to start measuring consumer responses in the ballot.
69. Click “OK”
- 70. Double check to make sure the ballot is properly aligned with the guide prior to measuring each page!**
71. A pop-up will appear asking for information
72. Under the Current Header heading for space one enter the consumer number (01 - 60) followed by a decimal and then the round number (1 - 7) Ex: Consumer 4 Round 3 will be 04.3 (this MUST have four digits); for space two enter the Pick number (Ex: 004.1) (this MUST have five digits); for space three enter the product code (ex: X21T) (this MUST have four digits).
73. Click “Enter”
74. This will bring you to the page to measure the lines
75. Using the pen, click on the Tenderness line where the consumer marked
76. The value will appear in the box next to “01”
77. Repeat this for all four line scales with “02” = Juiciness, “03” = flavor; and “04” = overall liking
78. Click on the selected box for the bottom quality question
79. Make sure all of the boxes (1 – 5) have a value associated with them
80. If a data point is missing or if there is more than one line marked by a consumer, then select the “missing” button at the bottom. A NA will appear in corresponding box.
81. If you make a mistake measuring the line, hit the “Back” button and it will allow you to re-measure the line
82. When finished with the sample, click “OK”
 - NOTE: In the event you make a known error when entering the headers or data, it is best to take note of what the error was and where it occurred (Ex: wrong sample number on round 2, consumer 36) and re-do that sample; You will have the ability to delete the mistake at a later point, but WILL NOT have the ability to change the data point, thus you need to correctly re-do the sample from the header entry point
83. It will automatically prompt you for the next sample.
84. Enter all of the data for the entire pick.
85. When completely finished, click “Done”
86. Close out of the digitizer program.
87. In the event that you do not finish a complete pick, you can restart where you had left off.
88. Open the digitizer software and click on the “open” button (upper left-hand corner, icon with an opening folder)
89. Locate the file you had not finished, select it, and click “open”



90. It will prompt you with the sample box, ready to continue and the data will be placed in the same file as the original data.
91. Once the entire pick is measured, the data needs to be checked to ensure that all of the samples are present and in the correct order.
92. Locate the excel file that is associated with the current pick (saved in your documents) and open it
93. The file will have all of the data you entered, however no headers will be present
94. In the upper left hand corner, click on the corner box where the row and column headings come together to select all of the data
95. Once all of the data has been selected, select Sort -> Custom Sort -> Sort By -> Column A -> Smallest to largest and click "OK"
96. This will sort all of the data based on the consumer.round numbers and will put the TEST file at the end
97. Check to ensure that there are a total of 421 lines of data
98. If not, determine where the error occurred and correct it.
99. Each consumer (01 – 60) should have seven rounds worth of data (Ex: 43.1 – 43.7)
100. If you need to delete extra data lines (Ex. You measured one page twice) you may delete the ENTIRE row
101. If you are missing an observation, you MUST reopen the digitizer file for the pick and measure the page for the missing data
102. Once all corrections are made, follow step 94 to sort again.
103. Verify that there are 421 lines of data, ordered from smallest (01.1) to largest (60.7), with no missing sample pages, and the TEST file is in row 421 at the very bottom
104. Once all of these things have been verified, proceed to the saving instructions.

Data Saving

105. Upon completion of a pick, the data MUST be saved on the local hard drive, the SkyDrive, and the RED Silver Fern Data external hard drive
106. The digitizer creates two separate files: a digitizer file and an output (excel) file. We only need the excel file uploaded to the SkyDrive, however both files should be saved to the hard drive.
44. Once finished, save the document in your documents on the computer you are on. (Each computer keeps a record of your log ins and no one else will have access to these files)
107. At this point, locate the RED external Silver Fern Data hard drive
108. Save the current file to the hard drive in the correct folder ("Samples A Files" or "Samples B Files")
109. After the file has been saved, close out of all folders. **MAKE SURE YOU SAFELY REMOVE THE HARD DRIVE** (in the bottom right hand corner in Windows) **PRIOR TO REMOVING THE HARD DRIVE FROM THE COMPUTER SO AS TO NOT DAMAGE IT!!!**



110. Log in to SkyDrive (www.skydrive.com)
111. On the left hand side, click on the “Files” tab
112. Once the “Files” tab is open, click the “Upload” button in the top blue bar
113. Identify and select the current file and hit “open”
114. The file will be uploaded to your SkyDrive
115. Once uploaded, select the white box in the upper right corner of the file
116. Select “Share” from the blue bar across the top of the page
117. In the “To” send the email to the TTU Silver Fern Group email at
TTUSilverfern@groups.live.com
118. Make sure the “Recipients can edit” box is checked and then click “Share”
 - This will cause the file to be shared with everyone in the TTU Silver Fern group
 - Each person will receive an email with a link to this file
 - The file will also appear in the TTU Silver Fern Group page under “Shared with TTU Silver Fern”
 - This will allow everyone in the group to have access to this file and make any edits or saves that may be needed
119. Next, the data needs to be saved in the correct Composite file
120. Look in the SkyDrive “TTU Silver Fern” group under Shared with TTU Silver Fern for a previous Composite file for the pick
121. If a file is present, click on the file
122. If the file is not present, then you will need to create a new composite file for that pick.
123. In order to do this, open the “Composite File Template” in the “Data Entry Templates” under the “Shared with TTU Silver Fern” heading in the TTU Silver Fern Group page
124. Once open, go to File -> Save As; Save the document in the correct Folder (“Composite Files”) in the “Silver Fern Data Entry” folder located on the desktop
125. Save the new file as **PickXXX_Composite** with the XXX representing the pick number. For example: Pick004_Composite.
 - NOTE: Enter only the number before the decimal point, NOT the number after the decimal. Ex: 23.1 should be Pick023_XXXX, NOT Pick23.1_XXXX
126. Locate the correct tab (“Samples”) along the bottom
127. Copy and **Paste Special -> Values** the data into the correct section (“Samples A” or “Samples B”)
 - NOTE: DO NOT just “paste”, you **MUST PASTE SPECIAL -> VALUES**, if not, all of the formatting will be overwritten in the file and it will not work correctly!
128. Note that the files from the digitizers have NO HEADINGS. This is OK because the headings in the Composite file are correct for the order the lines are measured.
129. Make sure none of the pasted cells appear RED
130. If any pasted cells are RED, it means that the number is either higher or lower than is expected for that cell. Re-measure the line to determine what is correct.



131. If you paste in the “B” File, you will need to check the cells under the black “Data Check” heading. All of these cells should be empty and have no color. If any of the cells are RED and have writing in them, it means that the data entered from the A and B files are not close enough. Go back to the original data sheet and re-measure the line in order to determine which value was correct/incorrect.
132. Replace the incorrect value with the new (re-measured) correct value.
133. If this is a previous Composite file that you did not create, close the window. The SkyDrive will automatically update the changes without you needing to save (which is not an option under file, only Save As is)
134. If you created the Composite File, follow steps 110 – 118 to upload the file to SkyDrive and share it with the group
135. Once created, all six files from the same pick can be copied into the single composite file
136. Place your initials in the correct box on the sheet hanging in Travis and Andrea’s office to indicate that this task has been completed. If you are in the process of doing the task, but it is not completed, put your initials small in the bottom corner of the box so that no one else will start the same task



Pricing Sheet

- All of the pricing sheets will be entered utilizing the digitizers
- The pricing sheets must be entered separately from the sample ballots
- Two people will independently measure the lines from the pricing sheets for each pick, generating two separate files: PickXXX_Pricing_A and PickXXX_Pricing_B
- The ON/OFF switch is located on the back side of the digitizer (small black switch)
- Make sure all digitizer pens stay in their protective covers to prevent them from becoming damaged
- Do not have the excel output file open when measuring lines or the data will not export
- Do not place the digitizer pen on the digitizer when turning on the digitizer, as this will cause problems

Data Entry

1. Make sure everything is connected to the digitizer prior to starting (pen and computer)
2. Digitizer must be OFF to connect these items.
3. Once all connected, start the computer
4. Turn ON the digitizer
5. Open the digitizer software on the desktop
6. Select File -> New Project
7. In the Parameter file field, enter the file name.
8. Check the master list hanging in Travis and Andrea's Office to see if someone has already entered the data once and saved an "A" file
9. The first person to enter the data will save the file with the file name of **PickXXX_Pricing_A** with the XXX representing the pick number. For example: Pick004_Samples_A.
 - **NOTE:** Enter only the number before the decimal point, NOT the number after the decimal. Ex: 23.1 should be Pick023_XXXX, NOT Pick23.1_XXXX
10. If the data has already been entered once and an "A" file has already been saved for that pick, then the second person will save the file with a name of **PickXXX_Pricing_B** with the XXX representing the pick number. For example: Pick004_Samples_B.
 - **NOTE:** Enter only the number before the decimal point, NOT the number after the decimal. Ex: 23.1 should be Pick023_XXXX, NOT Pick23.1_XXXX
11. Insert "NA" into the missing values box
12. Click the "Browse" button next to the parameter file
45. Save the document in your documents on the computer you are on. (Each computer keeps a record of your log ins and no one else will have access to these files)
13. After the correct location is found, click "Save"
14. At the bottom of the window, make sure the Output Format is "Comma Separated Value"



15. In the Headers section, set the header lengths as follows: Header 1 = 2; Header 2 = 5; Header 3 = 0
16. Place the first ballot on the digitizer with the pricing sheet on top.
17. Make sure the pricing sheet is flat on the digitizer and the top pages are not flipped over behind the pricing sheet
18. **MAKE SURE THE BALLOT IS ALLIGNED AGAINST THE GUIDE ON THE BOTTOM LEFT! IT IS CRITICAL THAT ALL PAGES ARE ALIGNED EXACTLY THE SAME ON THE DIGITIZER SO THAT THE SCALING WILL BE CORRECT!** If there is a page in which the line scales are not in the same place, set that ballot aside. The scale will have to be set uniquely for each different page.
19. Click on the “Add Scales” button
20. Under “Number of Scales” select 4
21. Under “Min Value” select 0
22. Under “Max Value” select 40
23. **Double check to make sure the ballot is properly aligned with the guide.**
24. Place the digitizer pen on the minimum point of the Unsatisfactory scale (the thick black line on the far left) and it should make a click sound
25. The software will automatically set the minimum point in the X and Y values
26. Make sure only the “Minimum point” X and Y have values
27. If the X and Y values under maximum also have values, hit cancel and re-start at step 19
28. Place the digitizer pen on the maximum point of the Unsatisfactory scale (the thick black line on the far right) and it should make a click sound
29. The software will automatically set the maximum point in the X and Y values
30. Click “OK”
31. Again, click on the “Add Scales” button
32. Under “Number of Scales” select 1
33. Under “Min Value” select 1
34. Under “Max Value” select 2
35. Place the digitizer pen on the left line of the Yes box of the beef purchaser question to set as a minimum and it should make a click sound
36. The software will automatically set the minimum point in the X and Y values
37. Make sure only the “Minimum point” X and Y have values
38. If the X and Y values under maximum also have values, hit cancel and re-start at step 31
39. Place the digitizer pen on the right line of the No box of the beef purchaser question to set as a maximum and it should make a click sound
40. The software will automatically set the maximum point in the X and Y values
41. Click “OK”
42. Prior to entering the data from the pricing sheets, a validation check needs to be done to ensure that the scale is set correctly
43. Click “OK”



44. A pop-up will appear asking for information
45. Under the Current Header heading for space one enter "TS" (this MUST have two digits); for space two enter the Pick number (Ex: 004.1) (this MUST have five digits)
46. Click "Enter"
47. This will bring you to the page to measure the lines
 - NOTE: Once in the digitizer, line measuring interface, the mouse cursor will not be present, the arrow keys on the keyboard are used to move through the buttons on the bottom of the page and the "Enter" key is used to select the button rather than a mouse click
48. Using the pen, click on the Unsatisfactory line on the \$5 hash mark (ignoring the consumer mark)
49. The value that appears in slot "01" should be 5
50. If the value is greater than 6 or less than 4, select "Back" on the bottom of the page and measure again.
51. If the second measurement is not between 4 and 6, select "Cancel" and exit the digitizer program and restart at step 5
52. For Good Everyday Quality, click on the \$15 hash mark (ignoring the consumer mark)
53. The value that appears in slot "02" should be 15
54. If the value is greater than 16 or less than 14, select "Back" on the bottom of the page and measure again.
55. If the second measurement is not between 14 and 16, select "Cancel" and exit the digitizer program and restart at step 5
56. For Better than Everyday Quality, click on the \$25 hash mark (ignoring the consumer mark)
57. The value that appears in slot "03" should be 25
58. If the value is greater than 26 or less than 24, select "Back" on the bottom of the page and measure again.
59. If the second measurement is not between 24 and 26, select "Cancel" and exit the digitizer program and restart at step 5
60. For Premium Quality, click on the \$35 hash mark (ignoring the consumer mark)
61. The value that appears in slot "04" should be 35
62. If the value is greater than 36 or less than 34, select "Back" on the bottom of the page and measure again.
63. If the second measurement is not between 34 and 36, select "Cancel" and exit the digitizer program and restart at step 5
64. For the regular purchaser of beef questions, select "No"
65. A value of 2 should appear in the in the "05"
66. If the value is not equal to 2, select the "Back" on the bottom of the page and measure again.



67. If the second measurement is not equal to 2, select “Cancel” and exit the digitizer program and restart at step 5
68. Next, select enter at the bottom of the page and it will reload the header entry page for the first sample
69. After the validation check is complete, the digitizer is ready to start measuring consumer responses in the ballot..
70. **Double check to make sure the ballot is properly aligned with the guide prior to measuring each page!**
71. Click “OK”
72. A pop-up will appear asking for information
73. Under the Current Header heading for space one enter the consumer number (01 -60) (this MUST have TWO digits); and for space two enter the Pick number (Ex: 004.1) (this MUST have five digits)
74. Click “Enter”
75. This will bring you to the page to measure the lines
76. Using the pen, click on the Unsatisfactory line where the consumer marked
77. The value will appear in the box next to “01”
78. Repeat this for all four line scales with “02” = Good Everyday Quality, “03” = Better than Everyday Quality; and “04” = Premium Quality
79. Click on the selected box for the bottom Yes/No question
80. Make sure all of the boxes (1 – 5) have a value associated with them
81. If a data point is missing or if there is more than one line marked by a consumer, then click the “missing” button at the bottom. A NA will appear in corresponding box.
82. If you make a mistake measuring the line, hit the “Back” button and it will allow you to re-measure the line
83. When finished with the sample, click “OK”
 - NOTE: In the event you make a known error when entering the headers or data, it is best to take note of what the error was and where it occurred (Ex: wrong consumer number on round 2, consumer 36) and re-do that sample; You will have the ability to delete the mistake at a later point, but WILL NOT have the ability to change the data point, thus you need to correctly re-do the page from the header entry point
84. It will automatically prompt you for the next sample.
85. Enter all of the data for the entire pick.
86. When completely finished, click “Done”
87. Close out of the digitizer program.
88. In the event that you do not finish a complete pick, you can restart where you had left off. Open the digitizer software and click on the “open” button (upper left-hand corner, icon with an opening folder)
89. Locate the file you had not finished, select it, and click “open”



90. It will prompt you with the sample box, ready to continue and the data will be placed in the same file as the original data.
91. Once the entire pick is measured, the data needs to be checked to ensure that all of the samples are present and in the correct order.
92. Locate the excel file that is associated with the current pick (saved in your documents) and open it
93. The file will have all of the data you entered, however no headers will be present
94. In the upper left hand corner, click on the corner box where the row and column headings come together to select all of the data
95. Once all of the data has been selected, select Sort -> Custom Sort -> Sort By -> Column A -> Smallest to largest and click "OK"
96. This will sort all of the data based on the consumer numbers and will put the TEST file at the end
97. Check to ensure that there are a total of 61 lines of data
98. Each consumer (01 – 60) should have a single line of data
99. If not, determine where the error occurred and correct it.
100. If you need to delete extra data lines (Ex. You measured one page twice) you may delete the ENTIRE row
101. If you are missing an observation, you MUST reopen the digitizer file for the pick and measure the page for the missing data
102. Once all corrections are made, follow step 94 to sort again.
103. Verify that there are 61 lines of data, ordered from smallest (01) to largest (60), with no missing sample pages, and the TEST file is in row 61 at the very bottom
104. Once all of these things have been verified, proceed to the saving instructions.

Data Saving

105. Upon completion of a pick, the data MUST be saved on the local hard drive, the SkyDrive, and the RED Silver Fern Data external hard drive
106. The digitizer creates two separate files: a digitizer file and an output (excel) file. We only need the excel file uploaded to the SkyDrive, however both files should be saved to the hard drive.
46. Once finished, save the document in your documents on the computer you are on. (Each computer keeps a record of your log ins and no one else will have access to these files)
107. At this point, locate the RED external Silver Fern Data hard drive
108. Save the current file to the hard drive in the correct folder ("Pricing A Files" or "Pricing B Files")
109. After the file has been saved, close out of all folders. **MAKE SURE YOU SAFELY REMOVE THE HARD DRIVE** (in the bottom right hand corner in Windows) **PRIOR TO REMOVING THE HARD DRIVE FROM THE COMPUTER SO AS TO NOT DAMAGE IT!!!**



110. Log in to SkyDrive (www.skydrive.com)
111. On the left hand side, click on the “Files” tab
112. Once the “Files” tab is open, click the “Upload” button in the top blue bar
113. Identify and select the current file and hit “open”
114. The file will be uploaded to your SkyDrive
115. Once uploaded, select the white box in the upper right corner of the file
116. Select “Share” from the blue bar across the top of the page
117. In the “To” send the email to the TTU Silver Fern Group email at
TTUSilverfern@groups.live.com
118. Make sure the “Recipients can edit” box is checked and then click “Share”
 - This will cause the file to be shared with everyone in the TTU Silver Fern group
 - Each person will receive an email with a link to this file
 - The file will also appear in the TTU Silver Fern Group page under “Shared with TTU Silver Fern”
 - This will allow everyone in the group to have access to this file and make any edits or saves that may be needed
119. Next, the data needs to be saved in the correct Composite file
120. Look in the SkyDrive “TTU Silver Fern” group under Shared with TTU Silver Fern for a previous Composite file for the pick
121. If a file is present, click on the file
122. If the file is not present, then you will need to create a new composite file for that pick.
123. In order to do this, open the “Composite File Template” in the “Data Entry Templates” under the “Shared with TTU Silver Fern” heading in the TTU Silver Fern Group page
124. Once open, go to File -> Save As; Save the document in the correct Folder (“Composite Files”) in the “Silver Fern Data Entry” folder located on the desktop
125. Save the new file as **PickXXX_Composite** with the XXX representing the pick number. For example: Pick004_Composite.
 - NOTE: Enter only the number before the decimal point, NOT the number after the decimal. Ex: 23.1 should be Pick023_XXXX, NOT Pick23.1_XXXX
126. Locate the correct tab (“Pricing”) along the bottom
127. Copy and **Paste Special -> Values** the data into the correct section (“Pricing A” or “Pricing B”)
 - NOTE: DO NOT just “paste”, you **MUST PASTE SPECIAL -> VALUES**, if not, all of the formatting will be overwritten in the file and it will not work correctly!
128. Note that the files from the digitizers have NO HEADINGS. This is OK because the headings in the Composite file are correct for the order the lines are measured.
129. Make sure none of the pasted cells appear RED
130. If any pasted cells are RED, it means that the number is either higher or lower than is expected for that cell. Re-measure the line to determine what is correct.



131. If you paste in the “B” File, you will need to check the cells under the black “Data Check” heading. All of these cells should be empty and have no color. If any of the cells are RED and have writing in them, it means that the data entered from the A and B files are not close enough. Go back to the original data sheet and re-measure the line in order to determine which value was correct/incorrect.
132. Replace the incorrect value with the new (re-measured) correct value.
133. If this is a previous Composite file that you did not create, close the window. The SkyDrive will automatically update the changes without you needing to save (which is not an option under file, only Save As is)
134. If you created the Composite File, follow steps 110 – 118 to upload the file to SkyDrive and share it with the group
135. Once created, all six files from the same pick can be copied into the single composite file
136. Place your initials in the correct box on the sheet hanging in Travis and Andrea’s office to indicate that this task has been completed. If you are in the process of doing the task, but it is not completed, put your initials small in the bottom corner of the box so that no one else will start the same task



Date: _____ I.D. Number : _____ Session: _____

Thank you for your participation today with our meat tasting.

Before you begin please listen to the instructions on how to use the scales contained in this questionnaire.

In between each sample please cleanse your palate by first taking a sip of diluted Apple Juice then chew a piece of cracker and then take another sip of diluted Apple Juice. We have also supplied water to cleanse your palate.

We are after your opinion and therefore ask that you do not talk to anyone else in the room during the research session.

Now just a few questions about yourself, please check the appropriate box. (All this information is strictly confidential)

Demographic data

1) **Age group** (please check 1 box)

- | | | | | | |
|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Younger than
20 years | 20-29 years | 30-39 years | 40-49 years | 50-59 years | 60 years or
older |
| <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 |

2) **Gender** (please check 1 box)

- Male 1 Female 2

3) What is the **occupation** of the main income earner in your household? (please check 1 box)

- Tradesperson (plumber, chef, machine operator) 1
- Professional (lawyer, teacher, accountant) 2
- Administration (manager, clerical) 3
- Sales and Service 4
- Laborer 5
- Homemaker 6
- Student 7
- Not currently employed 8



4) **How often do you eat Beef?** (in any form such as Steaks, Roasts, Stews, Casseroles, Kebabs, BBQ, etc., please check 1 box)

Daily	4-5 times a week	2-3 times a week	Weekly	Bi-weekly	Monthly	Never eat
<input type="checkbox"/>						
1	2	3	4	5	6	7

5) **How many people normally live in your household?** (Adults are aged 18 years and over)

	1	2	3	4	5	6	7	8 or more
Adults NA	<input type="checkbox"/>							
Children 0	<input type="checkbox"/>							

6) **Please read the following statements and check the one statement that applies to you**

- I enjoy red meat. It's an important part of my diet **1**
- I like red meat well enough. It's a regular part of my diet **2**
- I do eat some red meat although, truthfully it wouldn't worry me if I didn't **3**
- I rarely / never eat red meat **4**

7) **When you eat beef, such as steaks, what level of cooking do you prefer?** (please check 1 box)

Blue <input type="checkbox"/>	1	Rare <input type="checkbox"/>	2	Medium/Rare <input type="checkbox"/>	3
Medium <input type="checkbox"/>	4	Medium/Well Done <input type="checkbox"/>	5	Well Done <input type="checkbox"/>	6

8) **What level of income best categories your combined household income?** (please tick 1 box)

Less than \$20,000 per year	\$20,000 to \$50,000 per year	\$50,001 to \$75,000 per year	\$75,001 to \$100,000 per year	More than \$100,000 per year
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	2	3	4	5



9) What **level of education** have you reached? (please check 1 box indicating the highest education level achieved) (If more than one checked, enter highest one)

- Non-high school graduate 1
- High school graduate 2
- Some college/technical school 3
- College graduate 4
- Post graduate 5

10) What is your **cultural heritage**? (please check 1 box)

- | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| African-
American | Asian | Caucasian/
White | Hispanic | Native
American | Other |
| <input type="checkbox"/> |
| 1 | 2 | 3 | 4 | 5 | 6 |

If other please specify _____

All information collected in this survey is strictly confidential.