

Trivia System

Within VS-TrEx 1.3.8 series of traffic exchange software

Overview: What is the Trivia System?

General: We looked for ways to make surfing more interesting, and more appealing to advertisers.

One really big issue came out of several discussions: Advertisers want to make sure their pages are being read, which is why they lean towards manual surf. At the same time, “click 1-2-3-4-5” is both tedious and boring for the manual surfer, so we needed to spice it up a bit.

This also led to the idea for a whole new contest type, and a re-design of the contest page(s). Yes, now there are separate pages for surf, referral, and trivia contests, which appear dynamically, when needed.

How it works: There are two ‘types’ of trivia questions, and both can replace the “click 1-2-3-4-5” action to advance to the next page.

Both types of questions consist of 1 question, 3 bogus answers, and exactly 1 correct answer

1. Type 1 Trivia is a “site-specific trivia question”. Users can now (1.3.8b+ or later) enter 1 trivia question for every manual page they have in their account. The question ‘sticks to’ the page, and can (and should) be about the page. For instance, if you said “Save \$30” low on the page (below the ‘fold’), maybe your trivia question would be “How much can you save?” with answers all over the place, and one correct answer of \$30.
2. Type 2 Trivia is “general knowledge trivia”. This is something you, the webmaster, must come up with on your own. It could be as simple as “what’s 5 plus 7”, or “What’s John F. Kennedy’s middle name”. Type 2 trivia is random, so it should NOT contain site-specific data.

There is no meaningful limit to the number of Type 2 Trivia questions. Theoretically, it would be 2 billion minus the number of sites. That should be plenty.

When the trivia system is on, manual surfers will be presented with these questions, instead of the ‘click 1-2-3-4-5’ line. A correct answer moves them to the next page, while an incorrect answer kicks them to the ‘click 1-2-3-4-5’ logic and a 20 second delay.

Behind the scenes, 2 sets of scores are being kept, relating to the number of questions and correct answers.

1. Each user gets a ‘daily total’ of how many questions they received, and how many they answered correctly.
2. Each Trivia item has a running total of how many times a question was asked, and how many times it was answered correctly.

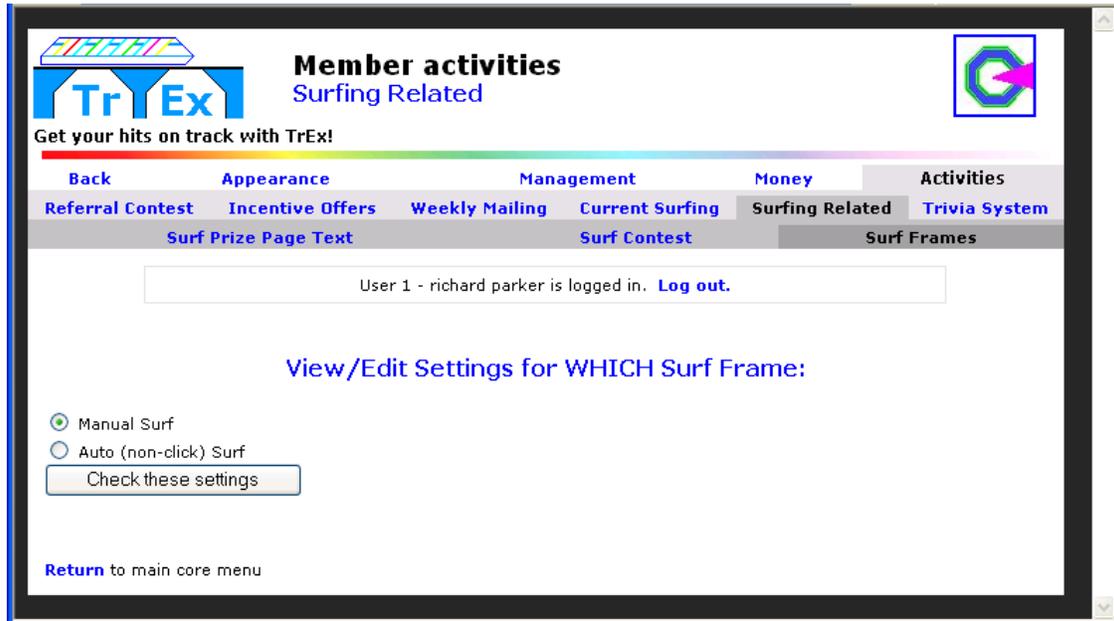
#1 Forms the basis of a contest: Which user can answer the most questions correctly over a period of time.

#2 Provides useful feedback to the advertiser about whether a certain fact is or is not being noticed... this is a crude way to test a ‘hot spot’ on a page.

On to configuring the trivia system:

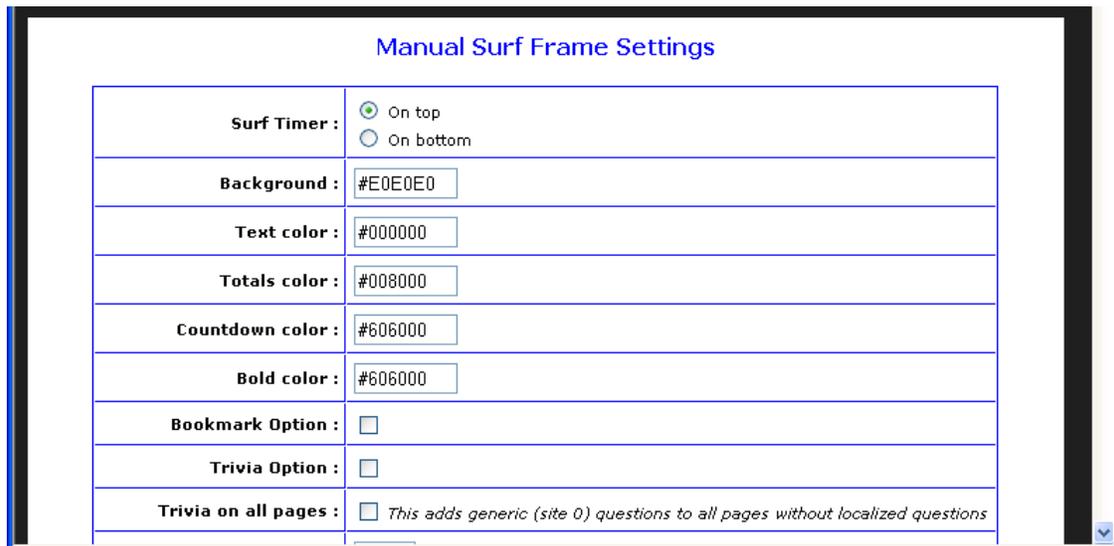
Turning trivia on:

Go to Core Controls / Activities / Surfing Related / Surf Frames.



The screenshot shows the TrEx Member activities interface. At the top, there's a logo for TrEx and the text "Member activities Surfing Related". Below that, a navigation bar includes "Back", "Appearance", "Management", "Money", and "Activities". Under "Activities", there are sub-menus: "Referral Contest", "Incentive Offers", "Weekly Mailing", "Current Surfing", "Surfing Related", and "Trivia System". The "Surfing Related" menu is expanded to show "Surf Prize Page Text", "Surf Contest", and "Surf Frames". A message box indicates "User 1 - richard parker is logged in. Log out." Below this, the heading "View/Edit Settings for WHICH Surf Frame:" is followed by two radio button options: "Manual Surf" (selected) and "Auto (non-click) Surf". A "Check these settings" button is positioned below the options. At the bottom left, there is a "Return to main core menu" link.

Select the 'Manual surf', then click "Check these settings".



The screenshot displays the "Manual Surf Frame Settings" configuration page. It features a table with various settings:

Surf Timer :	<input checked="" type="radio"/> On top <input type="radio"/> On bottom
Background :	<input type="text" value="#E0E0E0"/>
Text color :	<input type="text" value="#000000"/>
Totals color :	<input type="text" value="#008000"/>
Countdown color :	<input type="text" value="#606000"/>
Bold color :	<input type="text" value="#606000"/>
Bookmark Option :	<input type="checkbox"/>
Trivia Option :	<input type="checkbox"/>
Trivia on all pages :	<input type="checkbox"/> <i>This adds generic (site 0) questions to all pages without localized questions</i>

To turn on trivia, check the "Trivia Option" Checkbox, and click "Save these changes" near the bottom. This will automatically turn on all Type 1 (site specific) trivia questions.

To also pop in trivia questions for sites that have not entered a trivia question, check the second checkbox as well, marked "Trivia on all pages".

Note: You must have entered some trivia questions into the system, for type 2 (general knowledge) questions to appear. If there are no type 2 questions, the system reverts to the 1-2-3-4-5 system on any page lacking type 1 questions.

Viewing Trivia questions

Go to core controls / Activities / Trivia System / Main Data



The screenshot shows the 'Member activities Trivia System' interface. At the top, there is a navigation menu with options: Back, Appearance, Management, Money, and Activities. Below this, there are sub-menus: Referral Contest, Incentive Offers, Weekly Mailing, Current Surfing, Surfing Related, and Trivia System. The 'Main Data' section is active, showing 'Contest Controls' and 'Scoring Data' options. A message indicates 'User 1 - richard parker is logged in. Log out.' The main content area is titled 'Trivia Data System' and contains search filters: Trivia ID, Site ID, Question, Sort By (set to TrivID), and Descending order (unchecked). Below the filters, it says 'This is the only page to show' and 'Show 40 entries per page' with a 'Redraw' button. A link to 'Add a new trivia entry' is provided, along with a hint: 'Click on the Trivia ID # to view more details'. At the bottom, a table displays trivia questions.

TrivID	SBID	Question	#/asked	#/Correct
1	3	How many upgraded levels are there?	0	0

We've laid this out to handle large numbers of questions, as you can see from the search box at the top.

Back to the 2 kinds of trivia:

- Type 1 – Site Specific – Will have a non-0 Site Identifier (see the SBID column)
 - Looking at the screen above, site #3 has a specific question attached to it
- Type 2 – General Knowledge – Will have 0 as the Site Identifier
 - We'll add one of these for this example

To add a question, simply click on the link below the search box.

Adding a Trivia Question

The screenshot shows the TrEx Member activities Trivia System interface. At the top, there is a logo for TrEx and the text "Member activities Trivia System". Below this is a navigation bar with tabs for "Back", "Appearance", "Management", "Money", and "Activities". Under "Activities", there are sub-tabs for "Referral Contest", "Incentive Offers", "Weekly Mailing", "Current Surfing", "Surfing Related", and "Trivia System". The "Trivia System" tab is selected, and under it, there are sub-tabs for "Main Data", "Contest Controls", and "Scoring Data". The "Contest Controls" tab is selected.

At the top of the main content area, there is a message: "User 1 - richard parker is logged in. [Log out.](#)".

Below the message, there is a section titled "Trivia Information for Record (new)". This section contains a form with the following fields:

- Site ID:
- Question:
- Correct Answer:
- First Option:
- Second Option:
- Third Option:
- Fourth Option:
- #/Correct Answers:
- #/Times Asked:

At the bottom right of the form, there are two buttons: "Delete this info" and "Save this info".

At the bottom left of the form, there is a link: "close this window when done".

As mentioned before, entering a site ID of 0 makes this a type 2 (general knowledge) question.

You can enter up to 150 characters for the question (we recommend less than 60 characters, because of browser width issues).

Select which of the optional answers is correct.

Fill in all four answer options... up to 50 characters each here (we recommend less than 30 characters, again, this goes where the banner usually sits, so it's tight on space unless you make the characters smaller (this is in the "Large" setting in the surf styles, if you do want smaller text).

Save the info.

If you've already turned the trivia AND trivia-for-all-pages options on, this question is immediately eligible for display. Questions are randomly selected, and the option answers are randomly sorted each time the question is loaded.

Now, with the trivia system on, surfers will see:

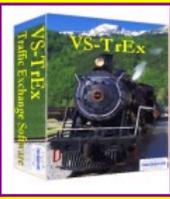


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As of 06/26 02:15:02	
# / Members :	1321
# / Sites :	1745
Surfing now :	21



Would you like more Traffic? More visitors?

We have combined a **Traffic Exchange**, **Banner Exchange** and a **Text Ad Exchange**, all on the same token system.

This is a powerful combination and is free to join :

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- Save your bandwidth for your customers: Upload banners to our site
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TrEx User # : 1 - (richp)

** Next site after correct click **

[Report] [Account]

Tokens Earned : 4.000

Current Balance : 2136978.502

Trivia: What is 3 times 5

--15-- --10-- --35-- --8--

(You must click on the correct link to proceed to the next site)

Remember: The answers are re-randomized... that's why the correct answer shows up first (this time).

Mobhits.biz

I'll make you an offer you can't refuse

We Have 1406 Members

When We Reach **2000**

The **Top** Referrer Will Receive **\$100**

The 2nd Top Referrer Will Receive **\$50**

The 3rd Top Referrer Will Receive **\$25**



TrEx User # : 1 - (richp)

** Next site after correct click **

[Report] [Account]

Tokens Earned : 6.000

Current Balance : 2136979.522

Trivia: What is 3 times 5

--8-- --35-- --10-- --15--

(You must click on the correct link to proceed to the next site)

Trivia Contest System

Trivia can make advertisers happier, and surfers will probably like it better, but how do you get folks to surf more? Well, set up a contest, of course! The most correct answers in a period of time.

Navigate to core controls / Activities / Trivia System / Contest Controls:



The screenshot shows a web interface for the Trivia Contest System. At the top, there is a logo for TrEx and the text "Member activities Trivia System". Below this is a navigation menu with tabs for "Back", "Appearance", "Management", "Money", and "Activities". Under "Activities", there are sub-tabs for "Referral Contest", "Incentive Offers", "Weekly Mailing", "Current Surfing", "Surfing Related", and "Trivia System". The "Trivia System" tab is selected, and under it, there are sub-sections for "Main Data", "Contest Controls", and "Scoring Data". The "Contest Controls" section is active, showing a message: "User 1 - richard parker is logged in. Log out." Below this is a form titled "Trivia Contest System" with the following fields:

Contest is running :	<input checked="" type="checkbox"/>
Trivia Page allowed :	<input type="checkbox"/>
Show Leader Board :	<input checked="" type="checkbox"/>
Fee Required :	<input type="checkbox"/>
Contest Begins :	<input type="text" value="2006-06-23 12:01:01"/>
Contest Ends :	<input type="text" value="2006-07-09 12:00:00"/>
Text for leaderboard :	<pre><h2>Our first trivia contest</h2> <h3>Manual Surfers Only!</h3> <p> Win 1,000 credits by answering the most trivia questions <u>correctly</u> between now and July 9th at noon Central. <p>Trivial will appear during your manual surfing.</pre>

At the bottom right of the form is a "Save These Values" button.

Simply check "Contest is running" and "Show Leader Board", and the contest page will show.

Notes: At the time of this writing, Trivia Page Allowed and Fee required fields are unused... but that is part of the next plan for this system.

Tell the system when the contest begins and ends, and add some text for the leader board, to indicate what the prizes will be. Basic html is allowed on this text field.

This activates the trivia subsection of the contest menu immediately... to check your work, go to Main site / News/Contest Trivia Contest:


News + F.A.Q.
 Contests



Get your hits on track with TrEx!

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Trivia Contest

Current Trivia Leaders

This board is calculated in real time.

Our first trivia contest

Manual Surfers Only!

Win 1,000 credits by answering the most trivia questions correctly between now and July 9th at noon Central.

Trivial will appear during your manual surfing.

User ID	Handle	Contest Total	Score Today
1	richp	1	1




For information about the owners of this site [click here](#)
Part of the VS-TEN Network of Traffic Exchanges!
 If you would like a website like this, visit [VS-TrEx Software site..](#)

Scores are re-calculated in real-time, showing both the total score, and the score today.

As with most contests, prizes have to be declared and given out manually.

That concludes the basic instructions on our new trivia system. Enjoy!