INTRODUCTION TO SURVEY PLATFORMS

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Roadmap

1. We will cover the basics Qualtrics first
   -How to create a survey, survey flow

2. How to connect Qualtrics to SONA, view your data

3. Linking Qualtrics to Prolific, how to navigate Prolific

What is Qualtrics?

Qualtrics is a survey program provided to ASU students for free

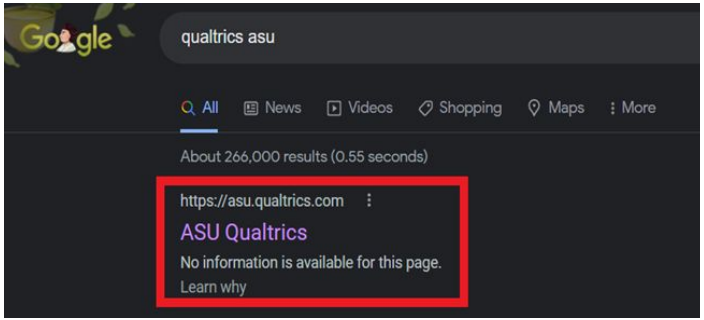
You can access your Qualtrics account by signing in using your ASUID

Why use Qualtrics?

Can link with SONA research participation system or Amazon MTurk

Can work collaboratively on surveys with your advisor, peers

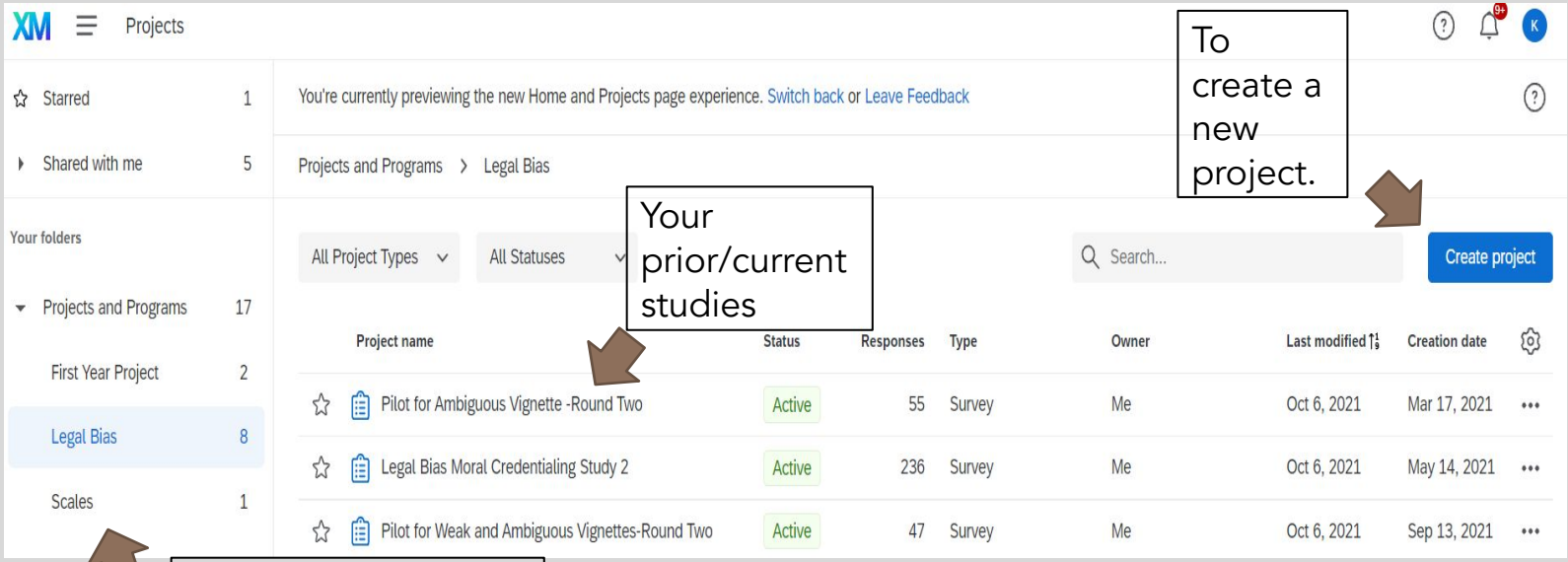
Has great and quick tech support



How to begin

- Log in to Qualtrics using your ASUID
- You cannot log in through the regular Qualtrics website
  - I recommend looking up “ASU Qualtrics” and after signing in, bookmarking the page.

Dashboard

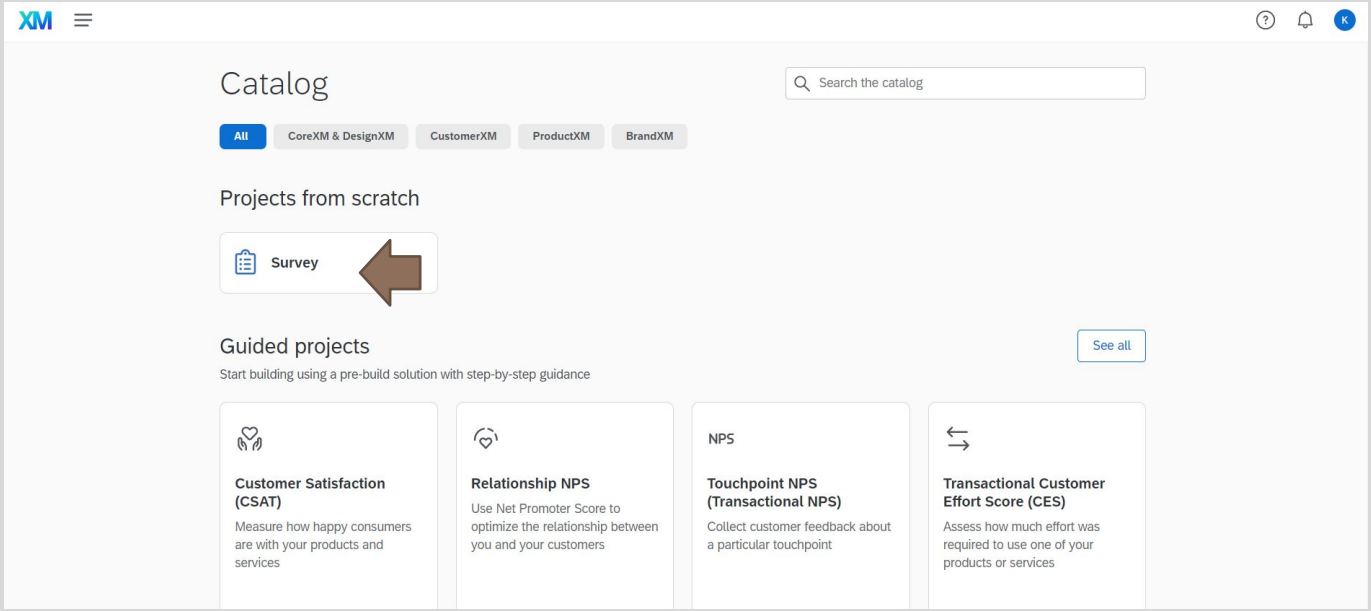


To create a new project.

Your prior/current studies

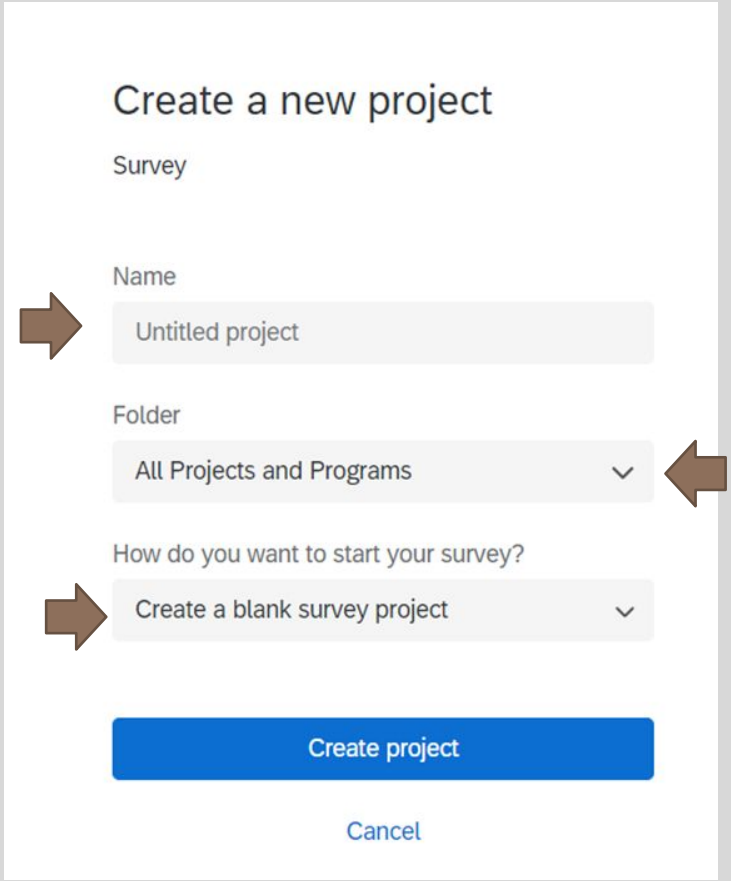
Your folders (you can create these to organize).

For our purposes, choose projects from scratch



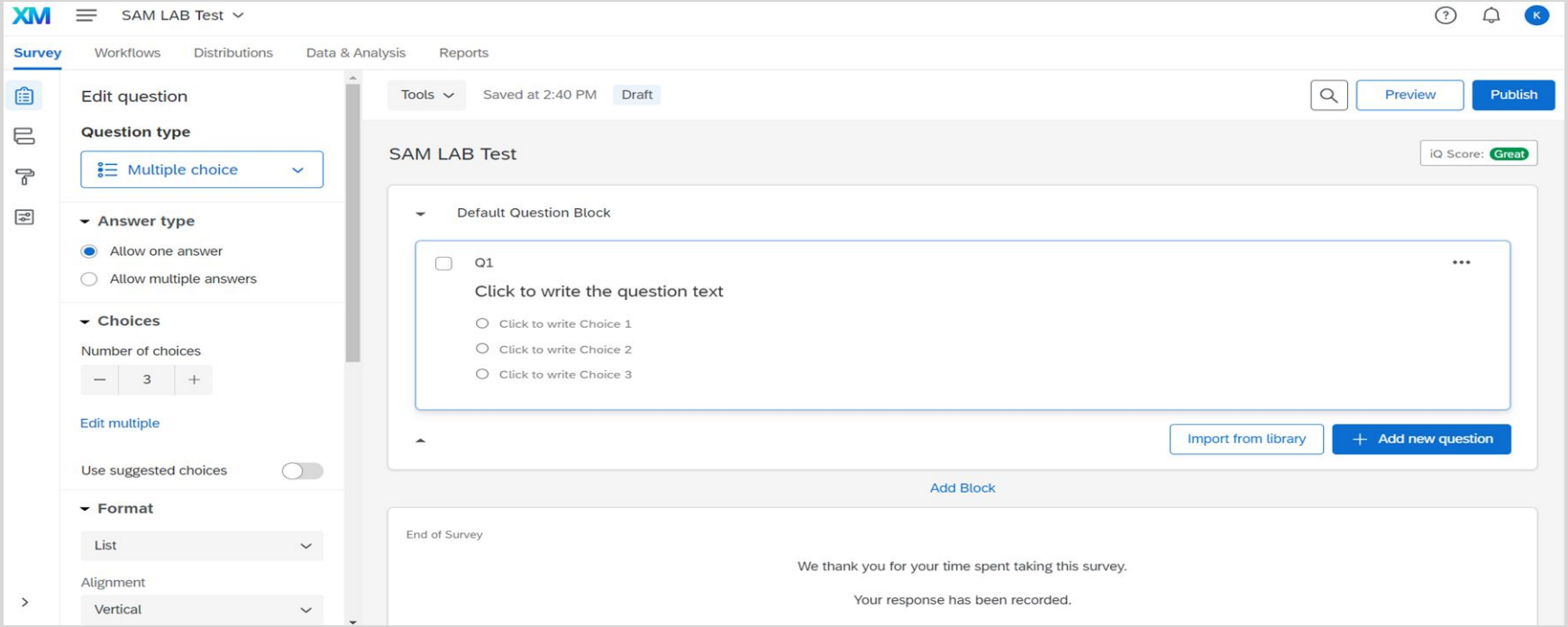
Name your project something informative.

For our purposes, choose this option- Qualtrics does have templates you can use in the future.

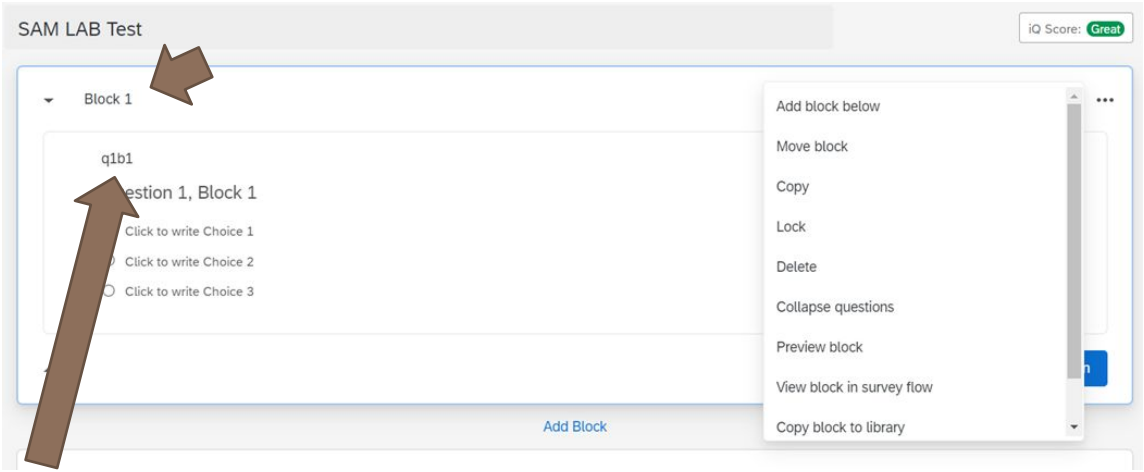


If you created a folder, you could choose a destination.

This is what you should see. We will break this interface down piece by piece.



You can name your block.



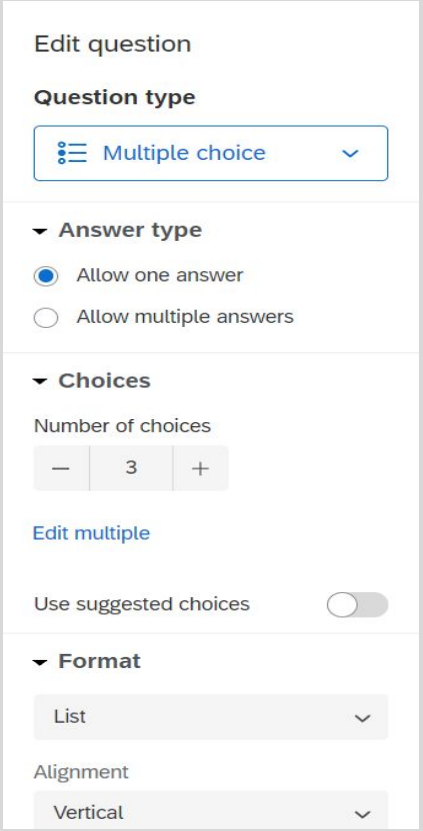
You can name each question. It is crucial you name it something informative, as this is what the column will be named when you export and view your data.

Blocks

- Think of blocks as the outline of your survey
- Each block is a new page in your survey
- Clicking those 3 little dots in the corner gives you the option to preview, move, or delete the block

Questions

- The default is multiple choice.
- You can change how many choices a participant will get, or if they are allowed to choose more than one answer.
- Edit multiple allows you to change multiple answers at once, otherwise you have to do it one by one within the block.
- Formatting lets you change the display.

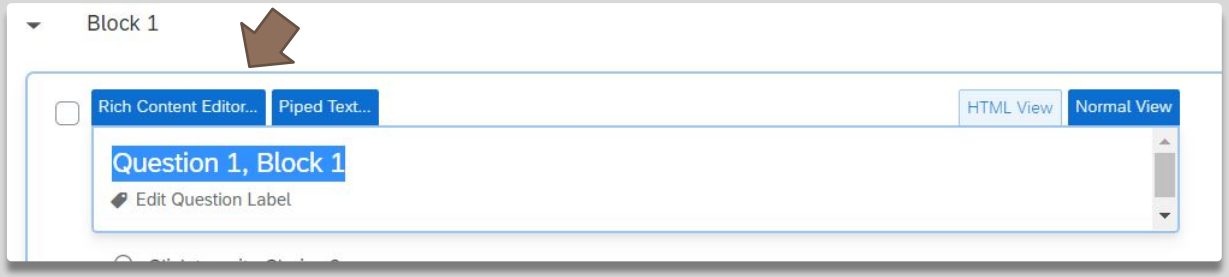


Question Types

- Other options include(click the drop-down arrow where it says “Multiple Choice”):
  - Text Entry: Participants will type their response, you can choose how long
  - Text Graphic: Participants will be shown either text or an image, no where to respond
  - Matrix Table: For Likert style scales
  - Slider: Sliding scale responses
  - Captcha: To remove bots
  - Timing
    - Can record how long a participant spends on a page
    - Can make a page auto-advance after a certain time period, or delay when a participant can proceed
      - Great if you have long instructions/videos/vignettes you want to make sure participants read!

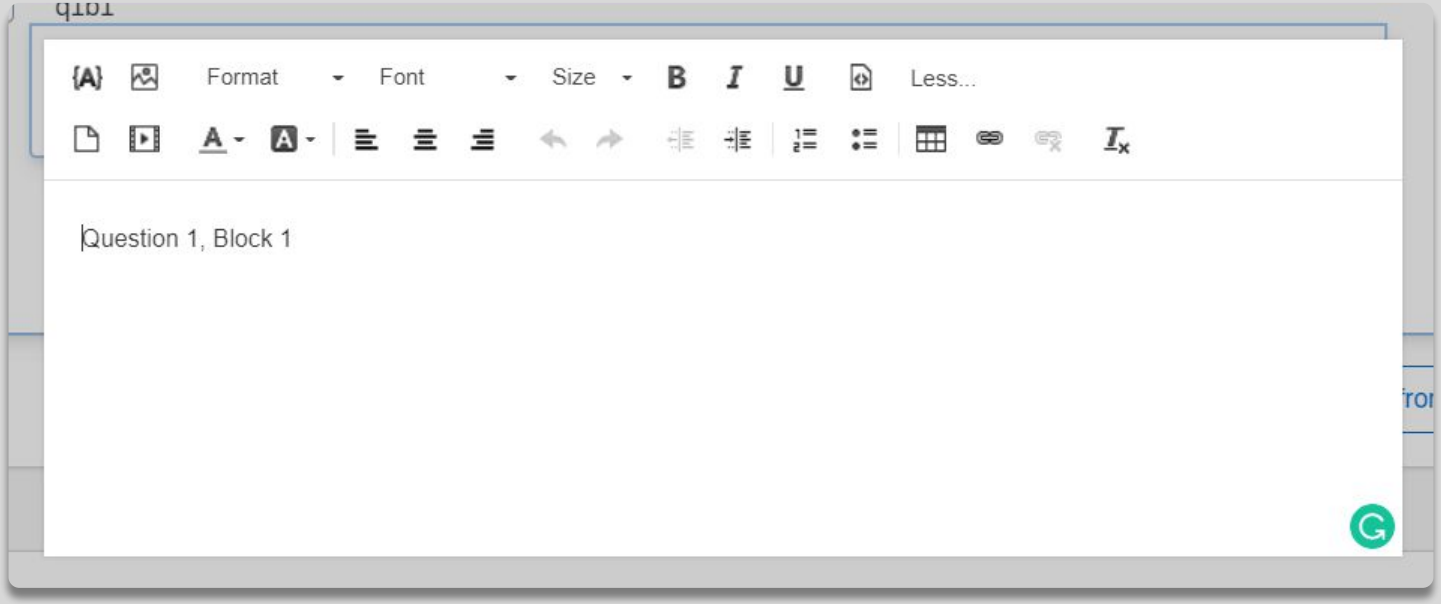
Important Features: Rich Content Editor

- When you begin to type in the content you want for your question, you will see the option for rich content editor



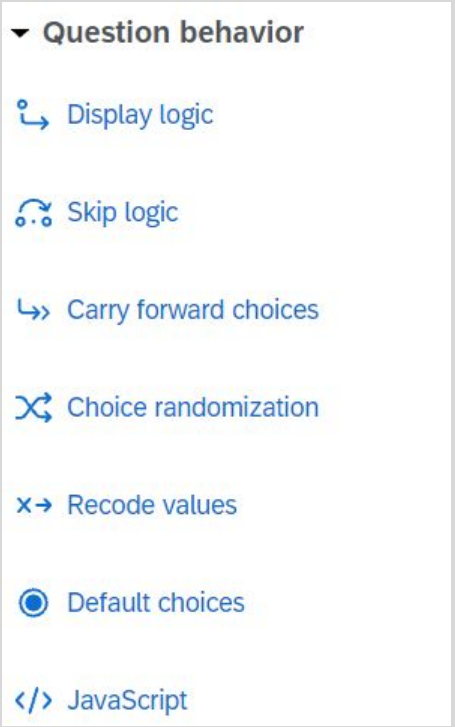
Rich Content Editor

- You change font size, type, format, create bulleted lists, insert photos/videos.



Important Features: Logic

- Survey Logic is designed to help create conditions
- Display logic allows you to choose what a participant sees (e.g., if a participant chooses a certain answer on that question, they get a different following question)
- Skip logic allows you to have a participant skip questions or end early if they answer questions a certain way
- Choice randomization allows answer choices to be presented in a different order each time



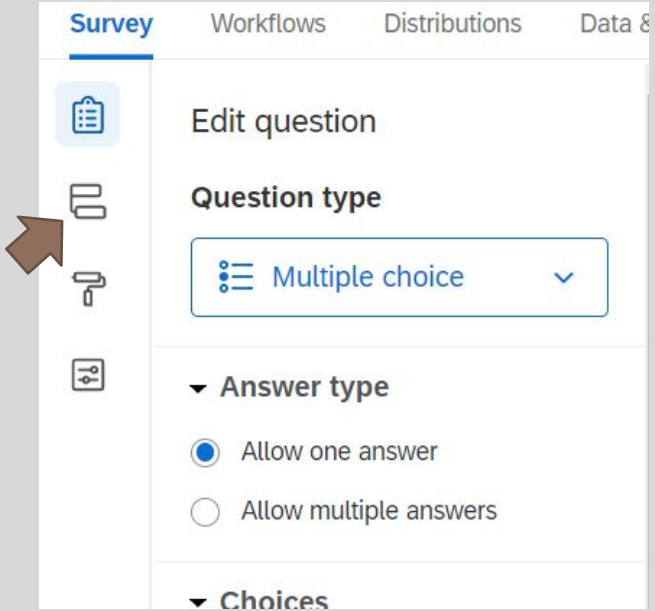
Important Features: Survey Flow

Survey Flow allows you to change the order of your blocks and create different conditions for different participants.

Embedded Data: Used to create conditions. You can name the “group” then set a value for that group.

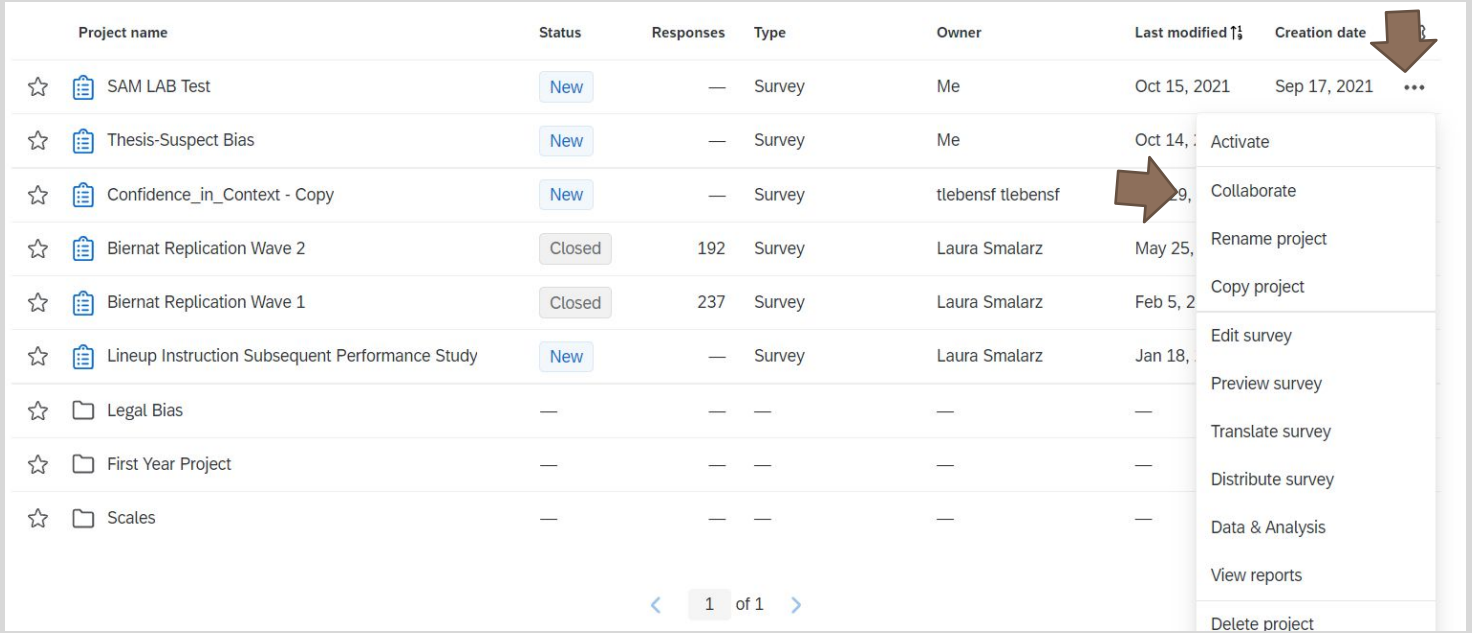
Branch: You can have participants “branch” off into different conditions, depending on what group they are assigned to. Such as if “group” equals “1”, they get a certain condition.

Randomizer: Allows you to randomize the order of what participants see.



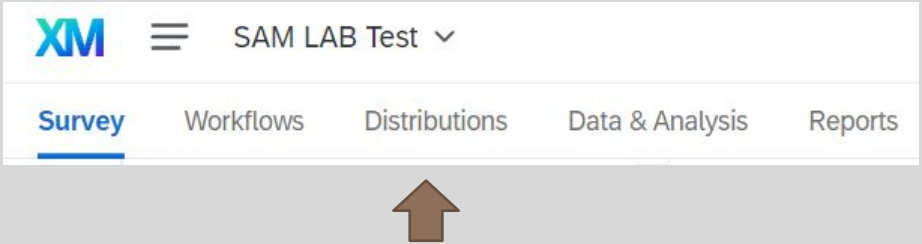
Collaborating

Once you have created a project, you can go back to your dashboard. You can click these three little dots.

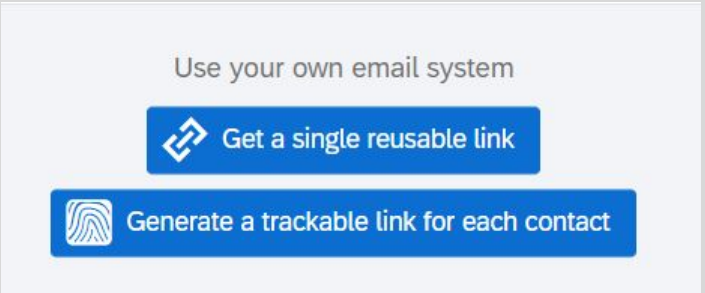


Distributions

- To distribute your survey, go to “Distributions”



- The most common way to distribute your survey is via “Get a single reusable link”



Linking Qualtrics to SONA

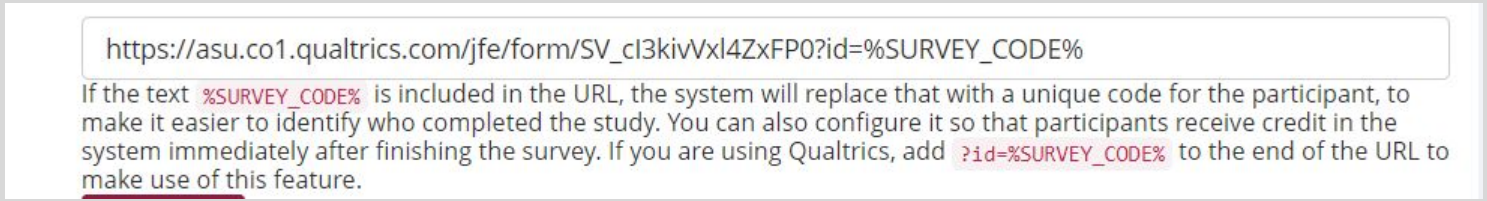
- Most of you will want to take advantage of ASU's research participation system, SONA.

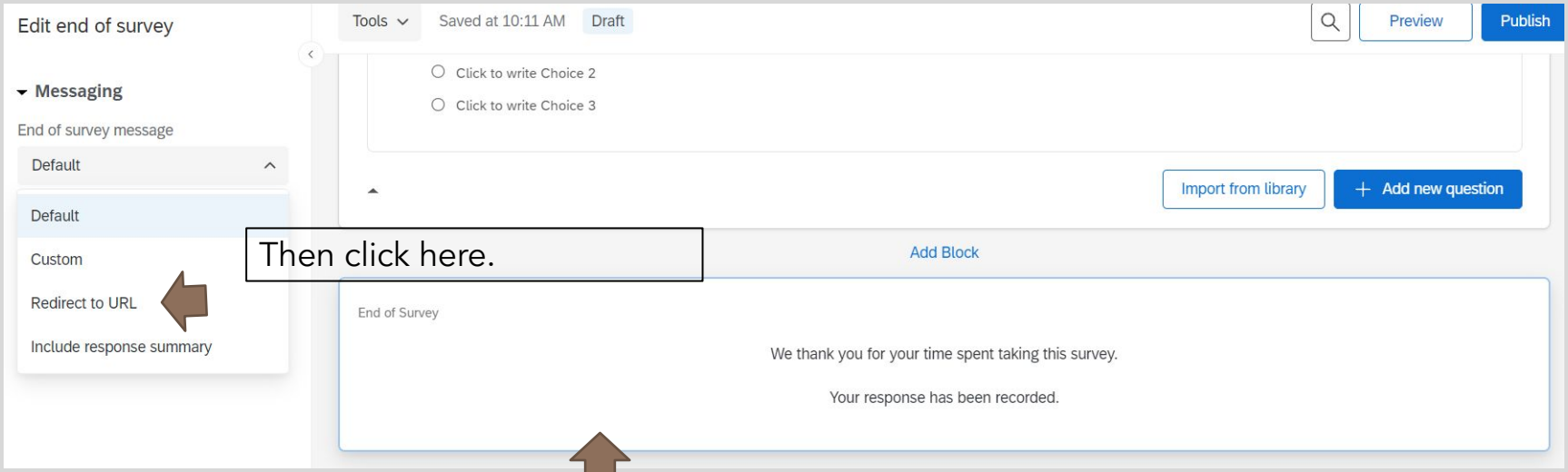
- In your survey flow, add an embedded data block, where it says create a new field- type "id"

Linking Qualtrics to SONA

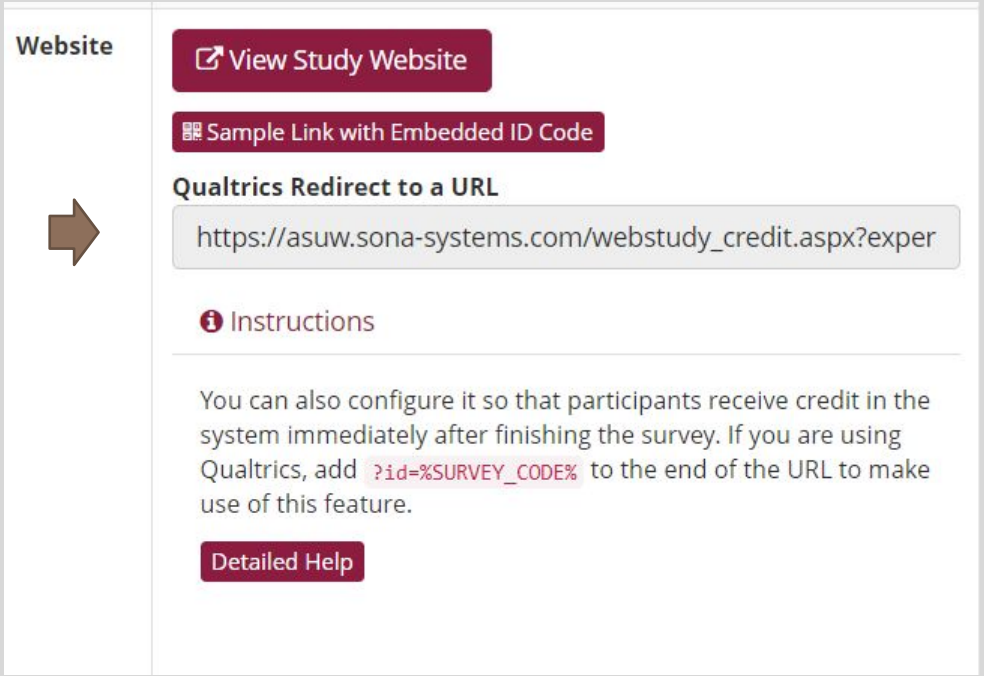
- Copy your link to your survey under distributions, and paste it in SONA
  - Study Information->Study URL

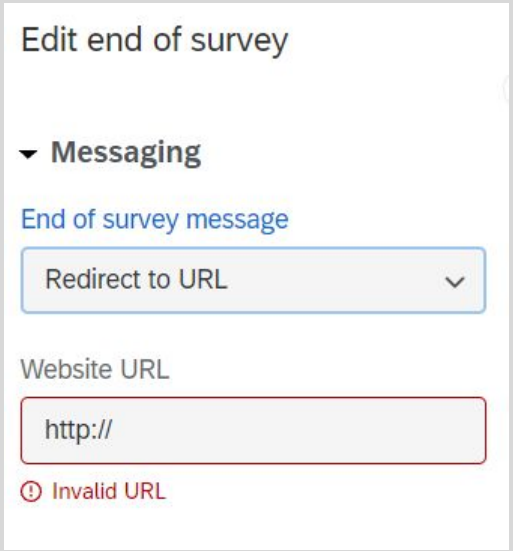
- In SONA, still under study information, add "?id=%SURVEY_CODE%" to the end of your IRL.




Edit end of survey
Tools
Saved at 10:11 AM
Draft
Preview
Publish
Messaging
End of survey message
Default
Default
Custom
Redirect to URL
Include response summary
Click to write Choice 2
Click to write Choice 3
Import from library
Add new question
Then click here.
Add Block
End of Survey
We thank you for your time spent taking this survey.
Your response has been recorded.
Click this box at the end of your survey.

Back in SONA, copy this link.





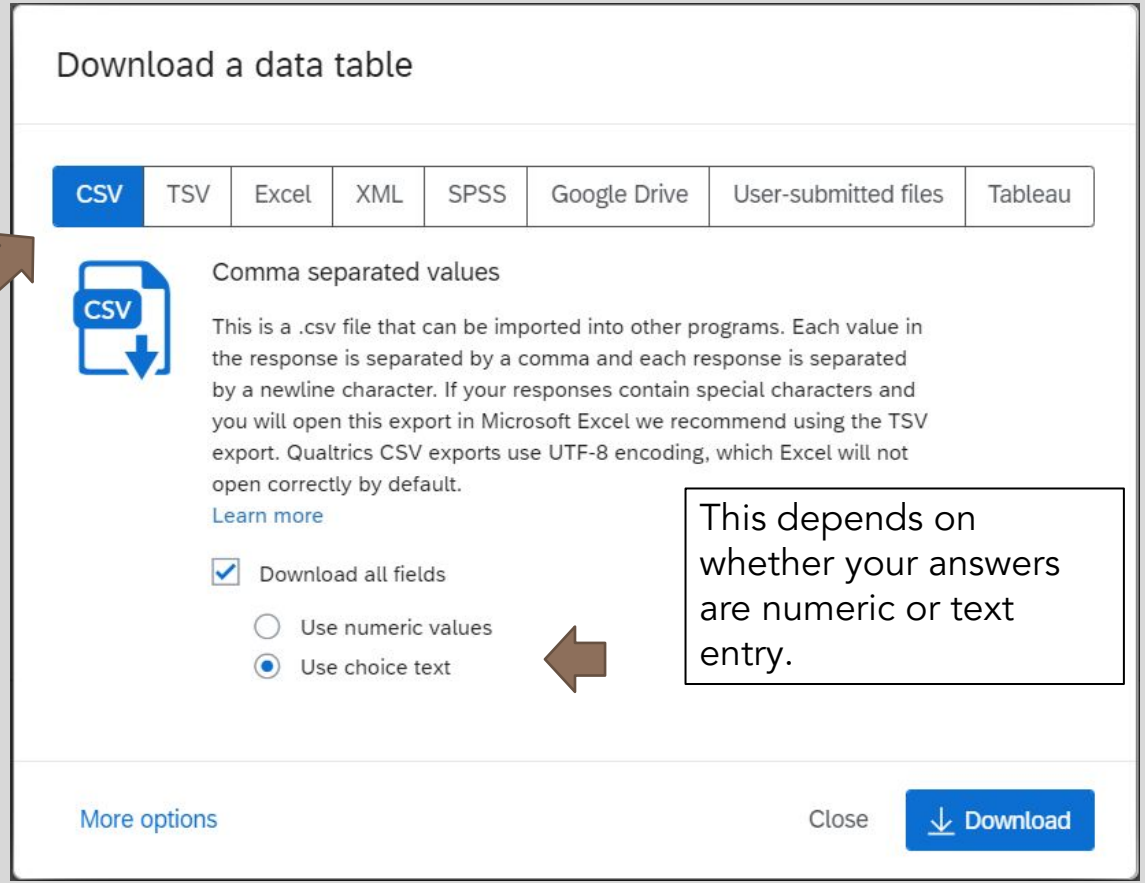
Paste it here.

Linking Qualtrics to SONA

- Your end of the survey should now look like this:

Viewing / Exporting Data

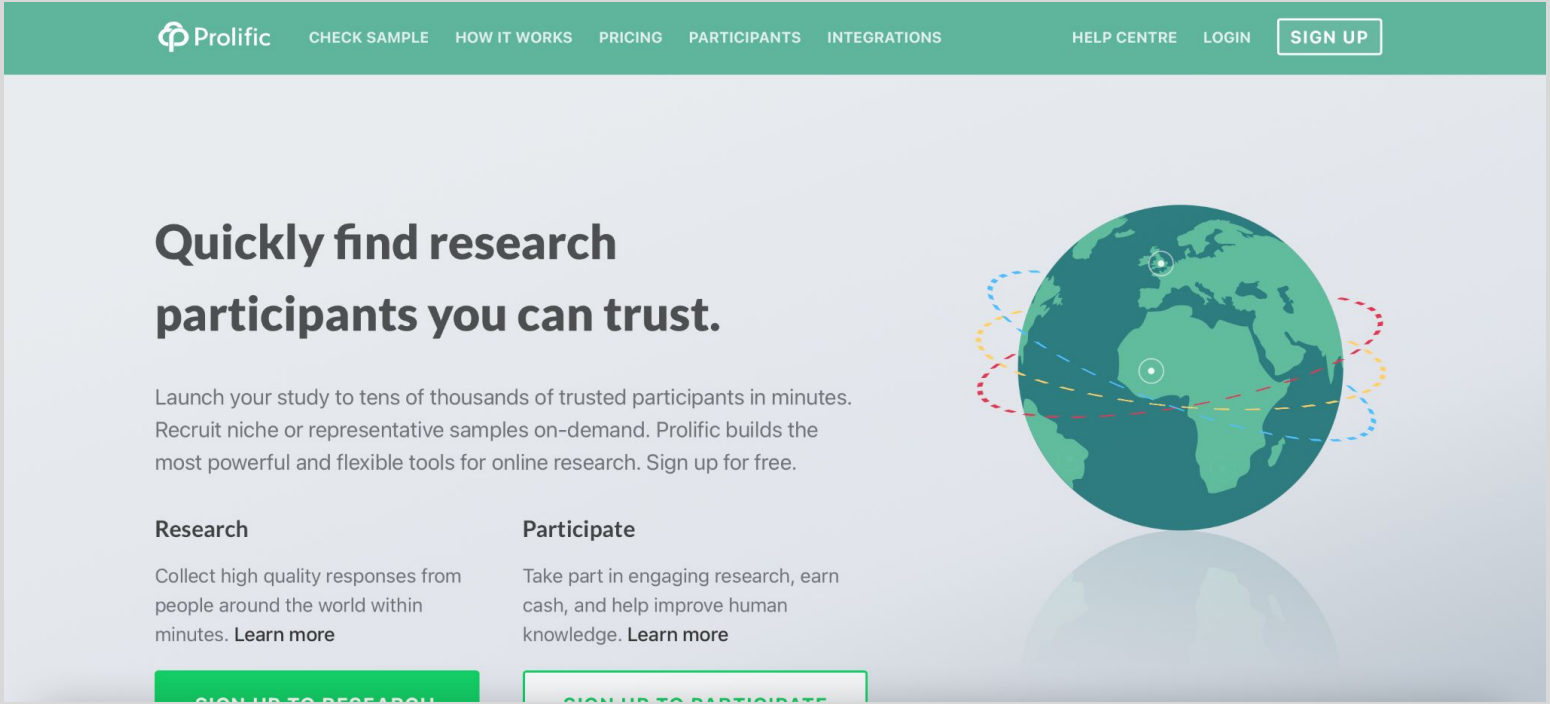
I recommend sticking with CSV. Can still use across Excel/SPSS etc.



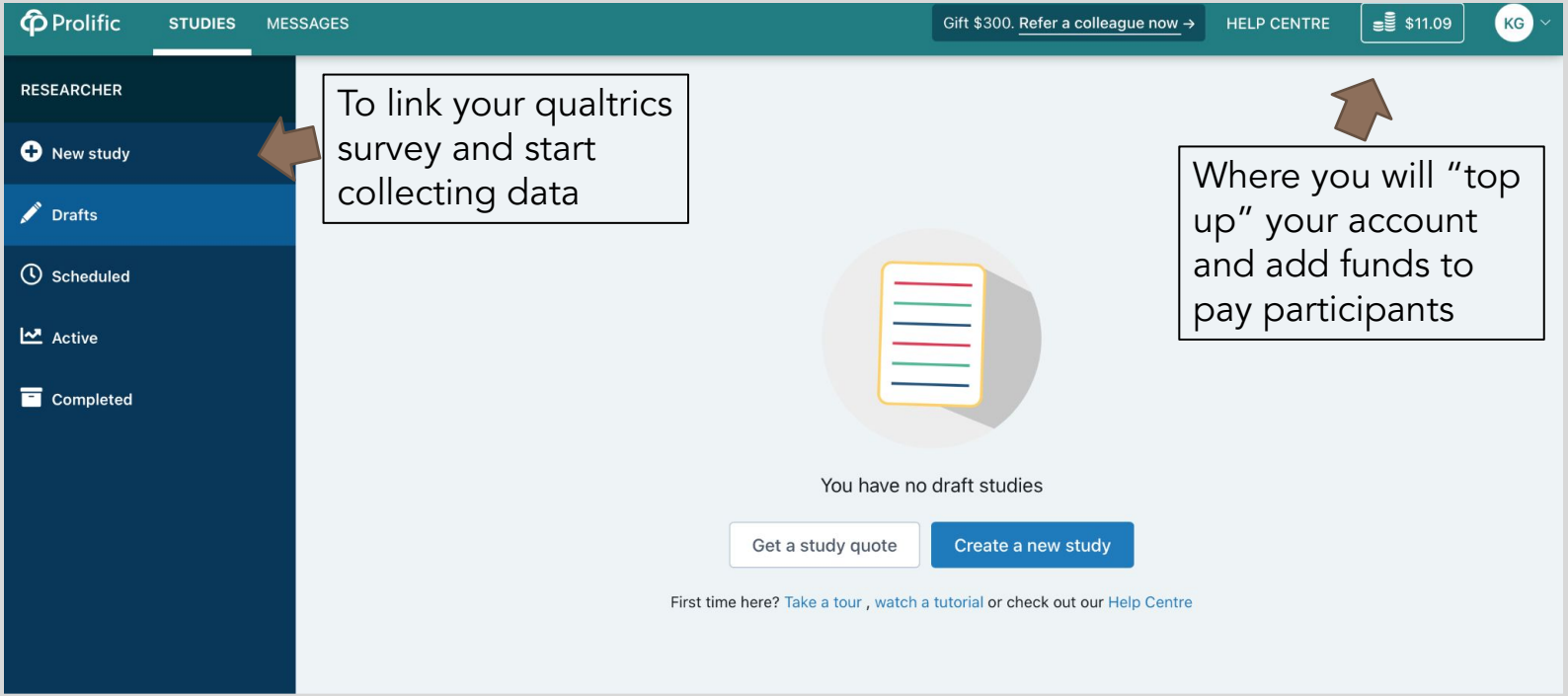
Tips

- Your survey auto-saves and updates in real time
- You can save blocks and questions to your library for future use
  - Great for scales, individual difference measures
- Always name your blocks, as well as your questions
  - This will make data collection, cleaning, and calculating organized

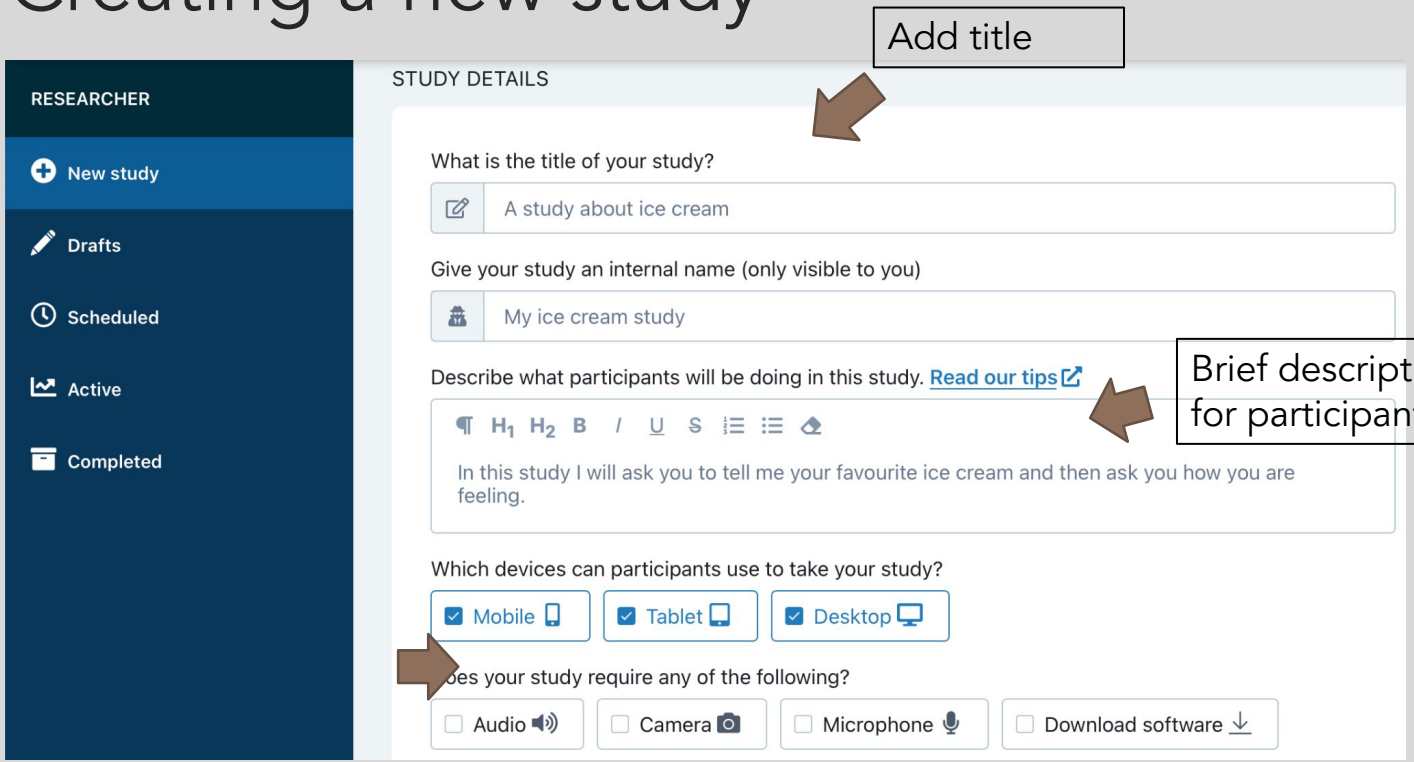
Linking Qualtrics Survey to Prolific



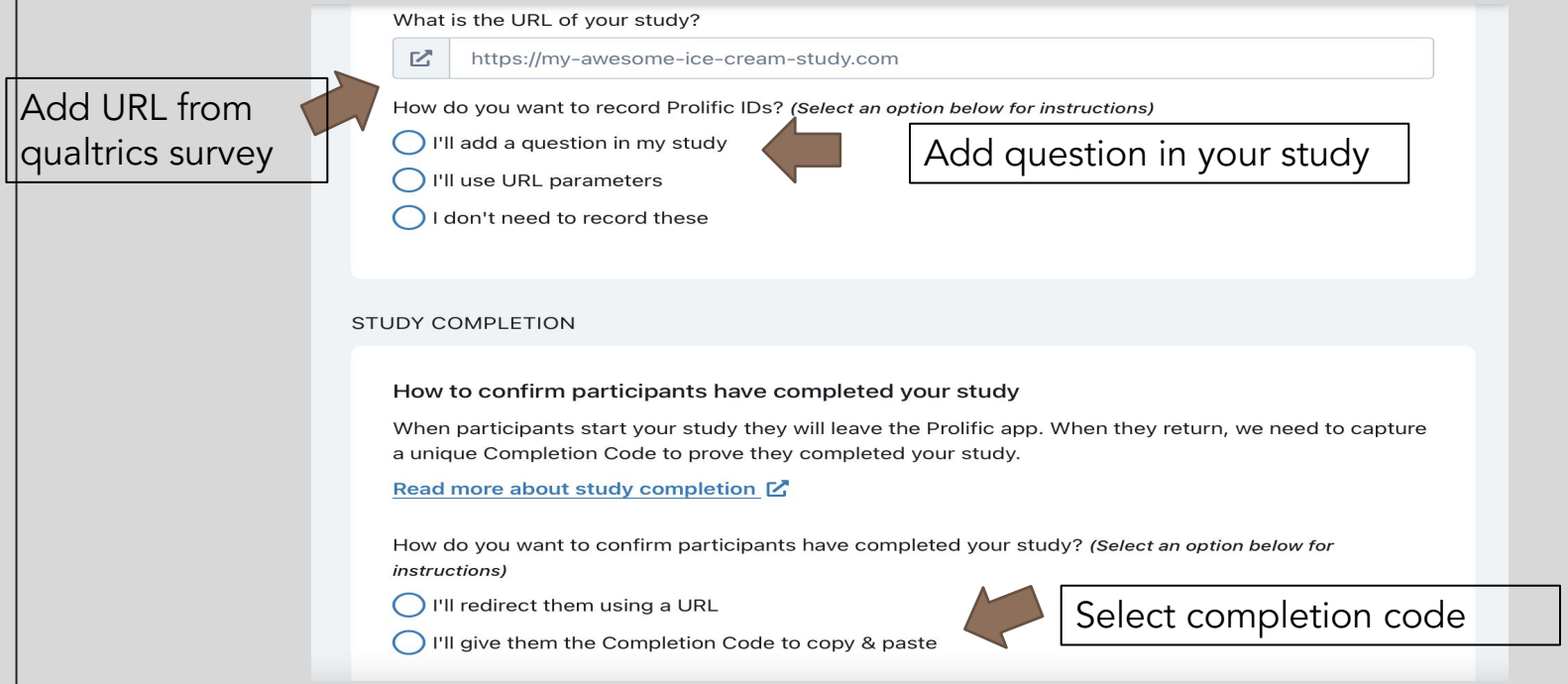
Dashboard


Prolific
STUDIES
MESSAGES
Gift $300. Refer a colleague now →
HELP CENTRE
$11.09
KG
RESEARCHER
New study
Drafts
Scheduled
Active
Completed
To link your qualtrics survey and start collecting data
Where you will "top up" your account and add funds to pay participants
You have no draft studies
Get a study quote
Create a new study
First time here? Take a tour , watch a tutorial or check out our Help Centre

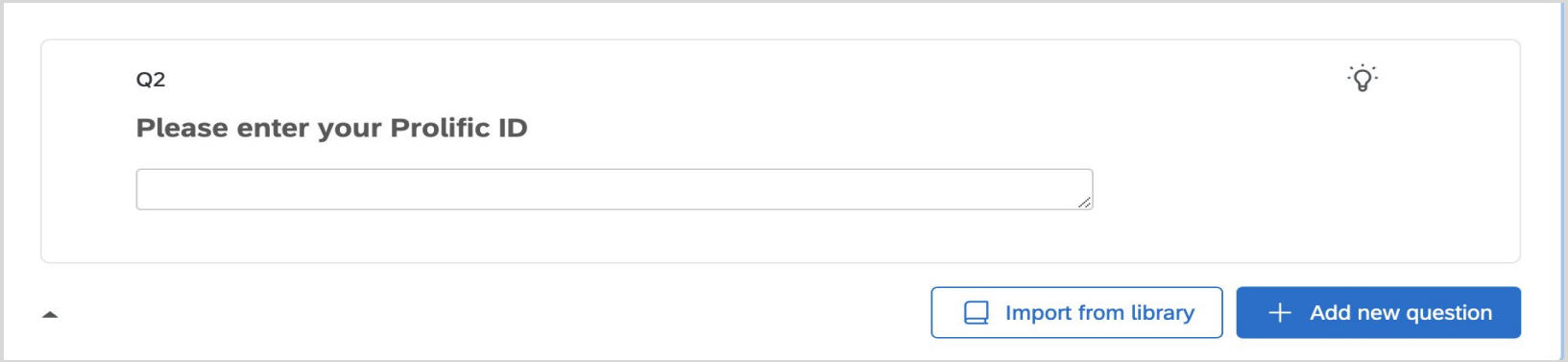
Creating a new study

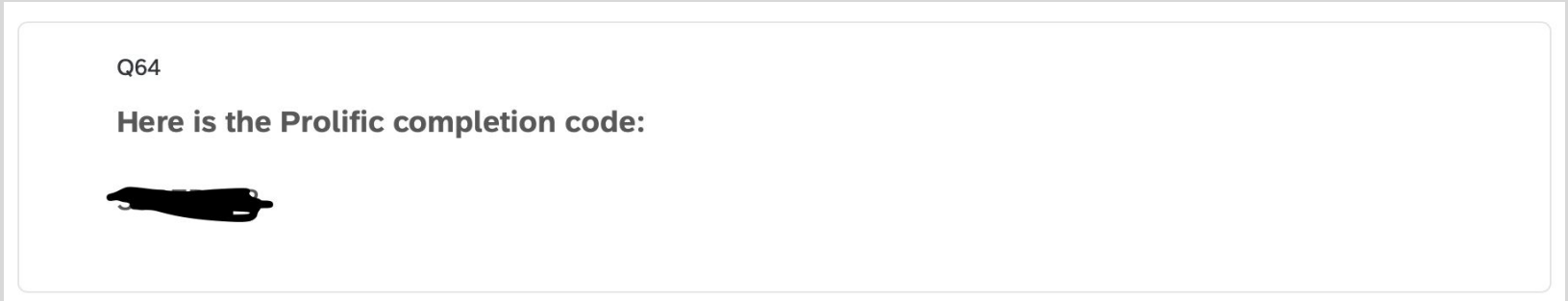


Prolific requirements

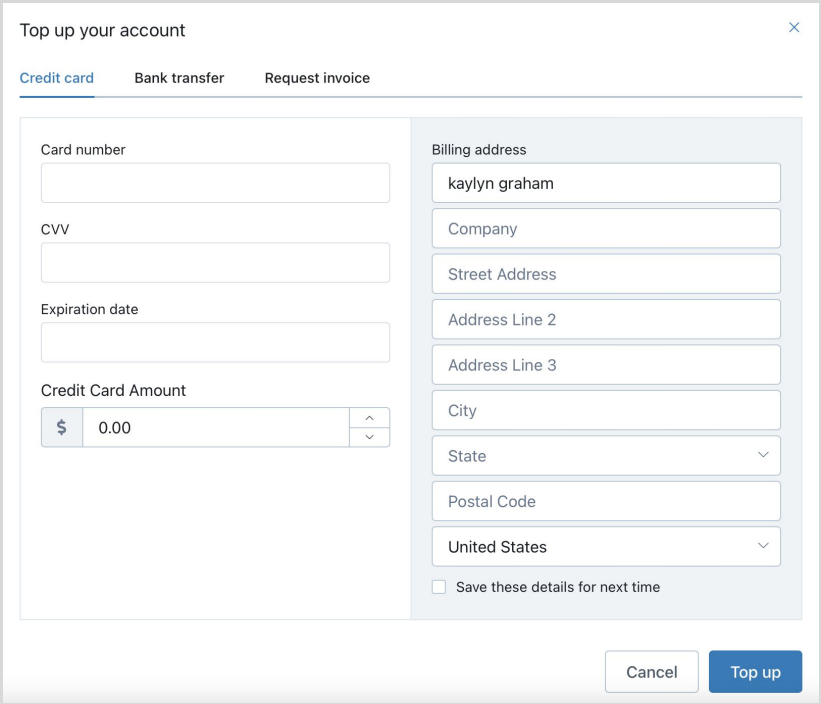


Add questions to survey

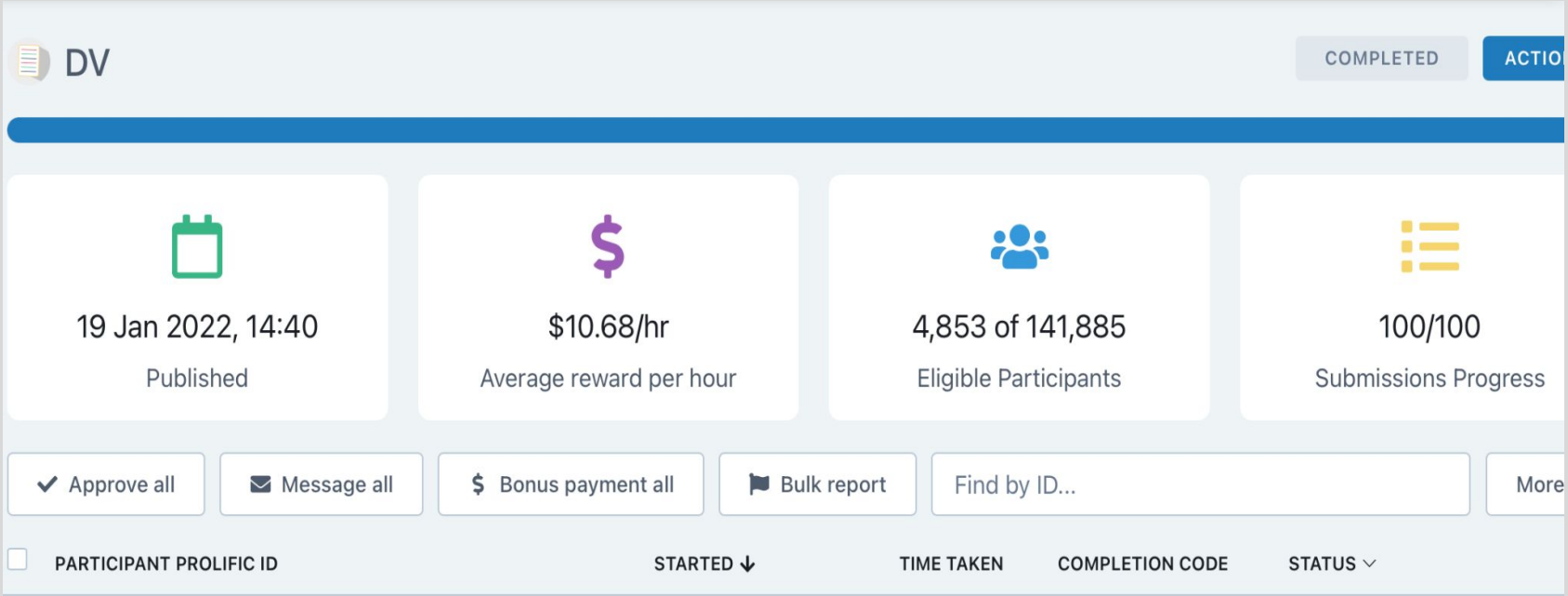




How to top up accounts



Completed Surveys



STATISTICS AND METHODS

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ARIZONA STATE UNIVERSITY

THANK YOU!