



Tips and (Qual)Tric(k)s

SIPPS Research Skills Seminar

7/21/22

Read each of the following questions and identify the problems for each.

Survey Design

- What are some good elements of survey design?
 - Turn to the person/people next to you and discuss
- What psychological construct do I want to target? And how have others assessed it previously?
 - Almost always better to use existing surveys than create new ones
- Simple and precise questions
 - Avoid double-barreled and negative
- Avoid loaded questions, yea-saying, and open-ended questions

Survey Design – Rating Scales

- Perhaps the most common question type in psychology surveys
- Use them when a simple yes/no isn't informative enough
- Things to think about:
 - How fine-grained do you want it to be?
 - Odd numbers of responses allow for middle points
 - What do you want your end-points to be?
 - Negative to positive? Not strong to strong?

What is Qualtrics?

- A survey/research platform, mostly business facing
 - Think Google Forms or Survey Monkey, but with way more functionality
- Can be used to build and distribute surveys
- Many psychology researchers use it for simple surveys or stimulus norming
 - It cannot do precise timing or complex spatial tasks
- All Columbia students can make an account for free!
 - I think this is a glitch?
 - Go to cumc.co1.qualtrics.com and make an account

Qualtrics Tutorial

- Blocks vs questions
 - Naming
- Different question types and options
 - Forcing responses and content validation
 - Advanced formatting
- Logic and randomization
- Loop and merge
- Survey flow, design, and settings
- Previewing and distributing your survey, and downloading data

Other online survey tools

- Qualtrics is for surveys, not tasks
 - If it's a very simple survey, Google Forms works just fine!
- For tasks, the best online tool is Gorilla.sc
 - Next week you'll learn about Psychopy and Pavlovia
- For finding participants, the best tools are **Prolific** and M-Turk

