

Designing surveys: Using Qualtrics and asking good questions

Summer Internship Program in Psychological Science (SIPPS)

Review of asynchronous material

Different types of questions

Many different options to choose from, but the most common are:

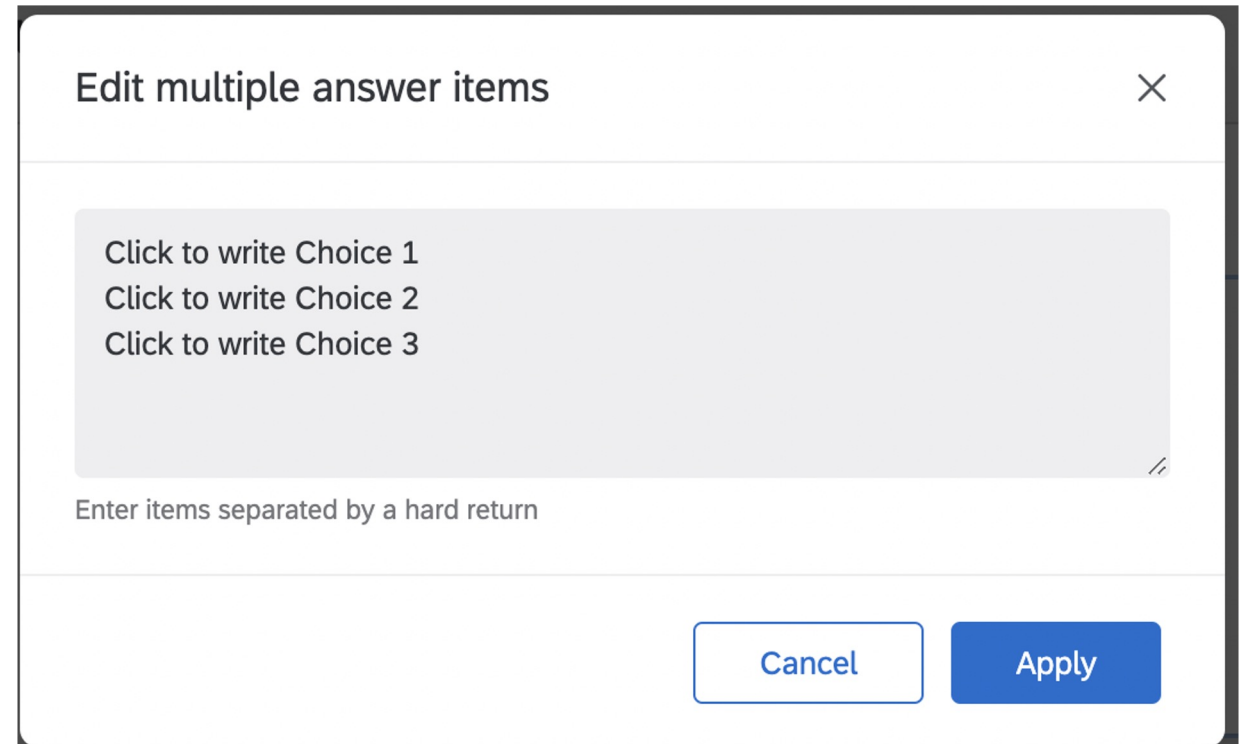
1. Multiple choice (allow one answer or multiple answers)
2. Text entry
3. Text/graphic
4. Matrix table
5. Form field

Edit multiple function

If working off a document that has all your questions/answers typed out ...

Copy and paste those into the “edit multiple” function so you don’t have to re-type everything!

Caveat: Qualtrics doesn’t always show this option



The screenshot shows a dialog box titled "Edit multiple answer items" with a close button (X) in the top right corner. The main area of the dialog is a light gray text input field containing three lines of placeholder text: "Click to write Choice 1", "Click to write Choice 2", and "Click to write Choice 3". Below the input field, there is a small instruction: "Enter items separated by a hard return". At the bottom of the dialog, there are two buttons: a "Cancel" button with a blue border and a solid blue "Apply" button.

Repeat headers for long matrix questionnaires

Please rate the extent to which you are feeling or experiencing these feelings or emotions
RIGHT NOW, IN THE EVENING.

	Not at all	.	A little	.	Moderately	.	Quite a bit	.	Extremely
Cheerful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On-edge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discouraged	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lively	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Uneasy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Blue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Not at all	.	A little	.	Moderately	.	Quite a bit	.	Extremely
Fatigued	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Annoyed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Resentful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vigorous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Angry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Worn out	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Format

Standard likert

Add labels

Add statement group

Mobile friendly

Transpose table

Position text above

Repeat headers

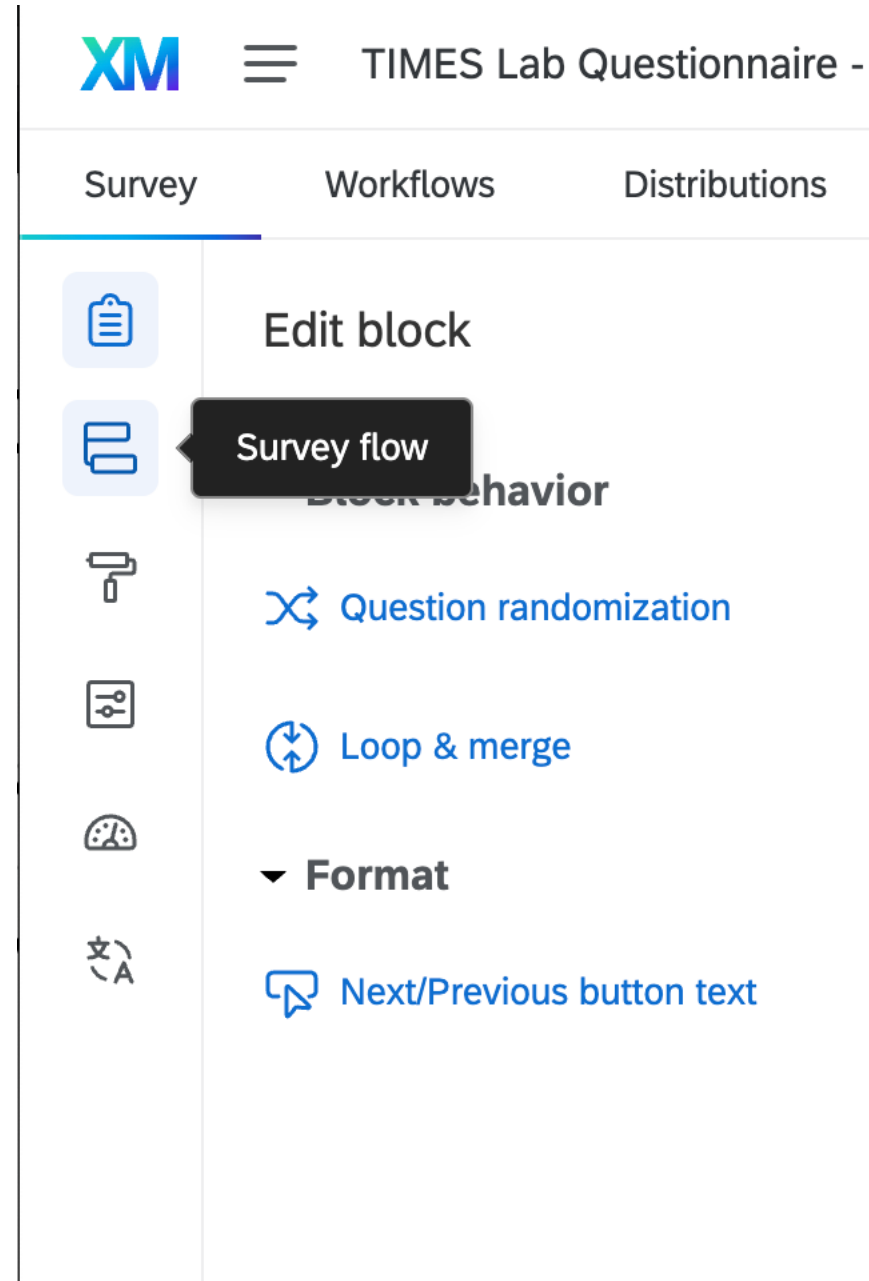
Middle

Skip/Display logic

- Makes it so that participants do not see questions that do not apply to them
 - Can even skip participants to the end of the survey (especially helpful in eligibility surveys)
- If you ask about relationship status (e.g., single or in a relationship), you probably don't want single participants to then rate questions regarding their romantic relationship satisfaction!
 - Can use display logic to make sure relationship satisfaction questionnaire is only shown to Ps in a relationship

Survey flow

- Sometimes the sort of logic you want to apply can only be done in survey flow
- Can use “branching” and follow same type of “If, then” statements



The screenshot shows the XM interface for a 'TIMES Lab Questionnaire'. The top navigation bar includes the XM logo, a menu icon, and the page title. Below this, there are three tabs: 'Survey', 'Workflows', and 'Distributions'. The 'Survey' tab is active, indicated by a blue underline. On the left side, there is a vertical menu with several icons. The 'Survey flow' icon, which consists of two overlapping document pages, is highlighted with a black tooltip that contains the text 'Survey flow'. To the right of this menu, a list of options is displayed under the heading 'Block behavior'. The options are: 'Edit block', 'Question randomization' (with a blue icon of two crossed arrows), 'Loop & merge' (with a blue icon of a circular arrow), 'Format' (with a downward-pointing triangle), and 'Next/Previous button text' (with a blue icon of a speech bubble).

Piped text

- Helps you carry forward participants' responses from previous questions into future questions
- Only works if there is a page break between the questions

The image shows a survey editor interface. At the top, a question is displayed: "Which tasting room, brewery, or brewpub did you most recently visit?". Below the question are several choice buttons: "Stone Brewery", "Ballast Point", "Belching Beaver", "Karl Strauss", "Mike Hess", "Pizza Port", "Other (please enter name)", and "I don't know".

Below the question, a "Rich Content Editor" window is open, showing a "Piped Text" menu. The menu is titled "Pipe text from a..." and contains the following options:

- Survey Question
- Embedded Data Field
- GeoIP Location
- Survey Links
- Date / Time
- Opt Out Link
- Random Number
- Panels Field
- Loop & Merge
- Quota

The "Survey Question" option is selected, and a search bar is visible. The search results list various questions and their corresponding text, including:

- INTRODUCTION Help us make the best bee in San Diego! We are Craft Consumers, Inc. We will be opening a new...
- SCREENER1 Before we begin, we would like to make sure you qualify for our study. Please indicate your age:
- SCREENER2 In the last 30 days, have you visited a craft brewery tasting room, brewery, or brewpub?
- VISIT Which tasting room, brewery, or brewpub did you most recently visit?**
- SPEND_VISIT To the best of your recollection, in the last week how much money, in US dollars, did you spend a...
- Q6 Click to write the question text

The "Selected Choices - Entered Text" option is highlighted in blue, indicating it is the selected piped text for the current question.

Things to do before you launch the survey

- Change the variable names so that they make sense/correspond to your scales (don't have questions be labeled be Q1 - Q100)
- Make sure answer values will be exported properly (e.g., scale responses should be on a 1 - 5 likert scale)
- “Request response” to all questions
- Make use of page breaks
- Make use of progress bar
- Pilot your survey for errors!!!

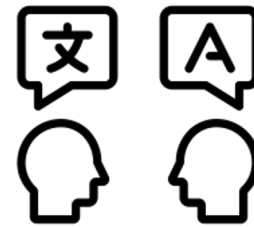
The screenshot displays a survey configuration interface. At the top, there is a 'Look and feel' section with a 'Draft' status indicator. Below this, a sidebar menu lists various settings: Theme (set to 'Blank'), Layout, General (selected), Style, Motion, and Logo. The main content area shows the 'General' settings, which include:

- Next Button Text: A dropdown menu with a right-pointing arrow (→) selected.
- Previous Button Text: A dropdown menu with a left-pointing arrow (←) selected.
- Progress Bar: A dropdown menu with 'With Text' selected.
- Progress Bar Position: A dropdown menu with 'Top' selected.

Small tips to keep in mind
about writing good
questions

Consider your sample

- Age?
- Education?
- Cultural background?
- Language?



Question wording

- Questions shouldn't have too much or too little information
- Avoid leading questions (e.g., questions that sway participants)
- Use simple language that your sample will understand and avoid jargon
- Don't use double negatives

Open vs. close ended

- Open-ended vs. closed/force-choice questions sometimes result in different answers
- Open-ended questions can be especially helpful for more exploratory work or research conducted in the early stages



When is select all that apply good?

- Gender identity, race, and other demographic variables
- This allows flexibility for respondents but sometimes can yield inaccurate responses or responses that are hard to clean/code

Importance of validated scales

- Use measures that have been psychometrically validated to make sure they are measuring what we think they are reliable
- Sometimes creating face-valid items is acceptable if there isn't a better previously validated measure



Journal of Affective Disorders 114 (2009) 163–173



www.elsevier.com/locate/jad

Research report

The PHQ-8 as a measure of current depression in the general population[☆]

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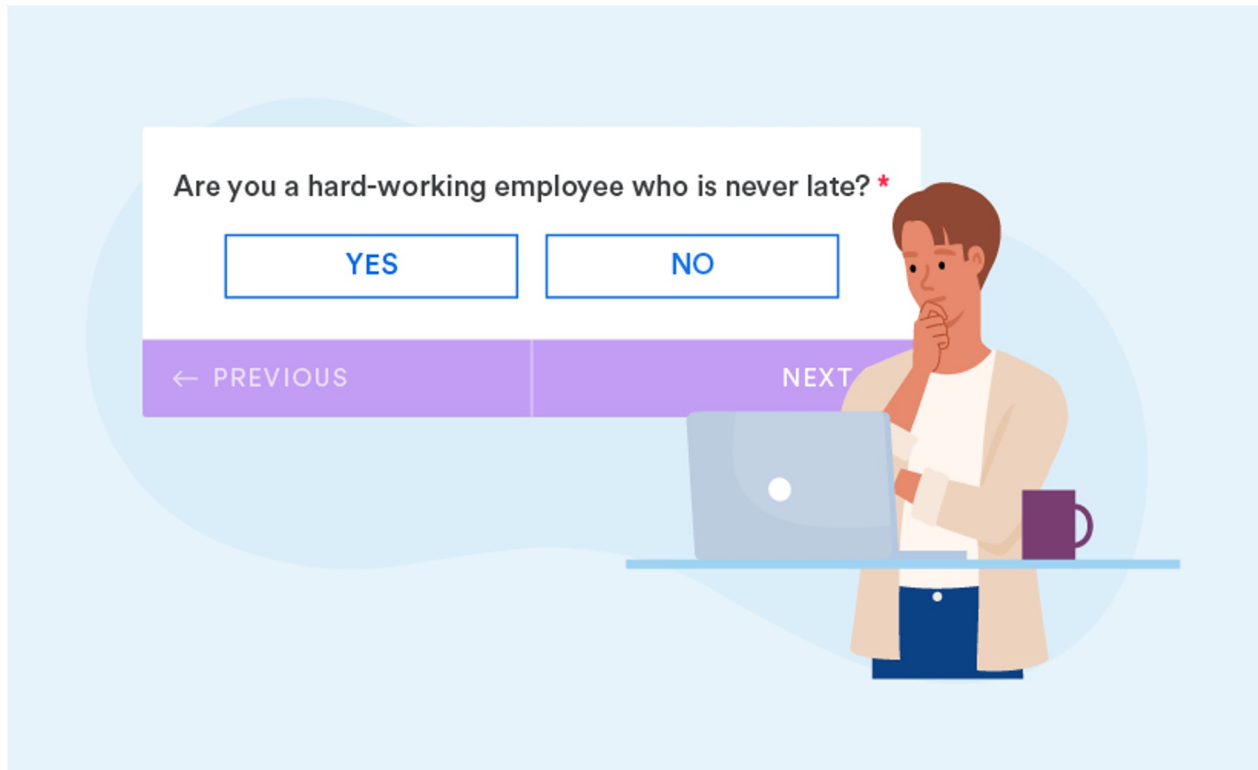
^b Centers for Disease Control and Prevention, Atlanta, GA, United States

^c Department of Psychiatry, Columbia University, and New York State Psychiatric Institute, New York, NY, United States

^d Substance Abuse and Mental Health Services Administration, DC, United States

Ask one question at a time

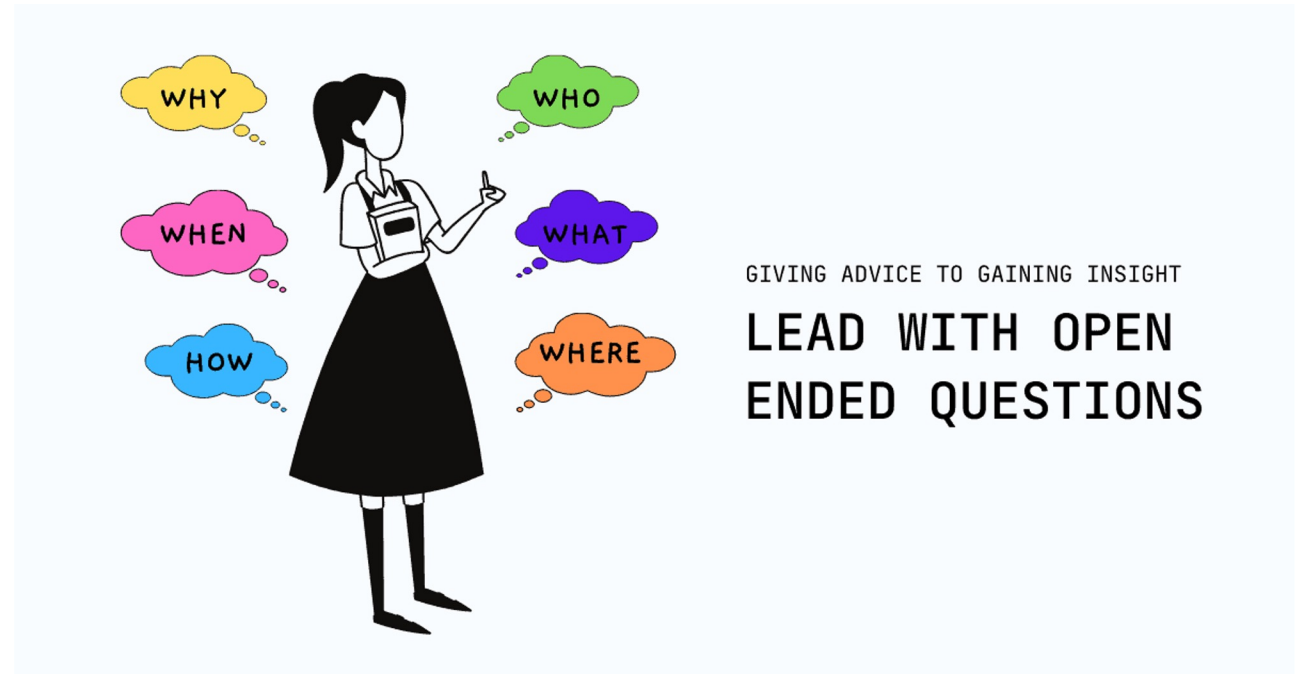
- Don't embed two questions within one  double-barreled question



How would we fix this?

Question ordering

- Open-ended questions are better at the beginning of surveys
- Demographics are better at the end of the survey



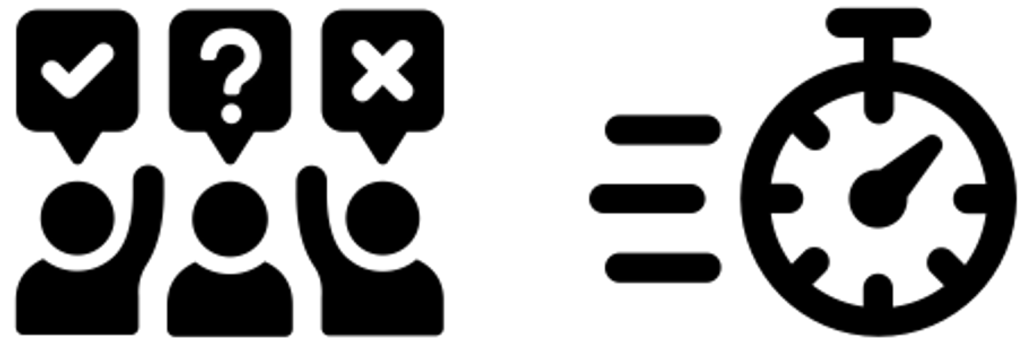
Tips to remember!

- The same question can be asked in multiple ways and that influences the responses we get!
- Important to *ALWAYS* pilot your surveys before you launch
 - Sometimes things that you *THINK* make sense are actually confusing
 - Ideally have other researchers as well as non-researchers test your questions



Tips to remember!

- Your survey should be as short, clear, and to the point as possible
- Your questions should be directly related to your hypothesis, be theory-driven, and help answer your research question



In groups...

- Open up the Qualtrics document (“SIPPS_Qualtrics) to create a new survey that assesses students’ preferences for different coffee shops/cafes around Columbia
- Although you are working in groups, each person should create their OWN survey so that you each get practice using Qualtrics