USING QUALTRICS IN SOCIAL SCIENCE RESEARCH

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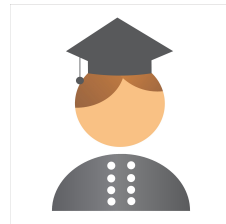PROFESSOR

FROM "PAPER AND PENCIL" TO ONLINE SURVEYS

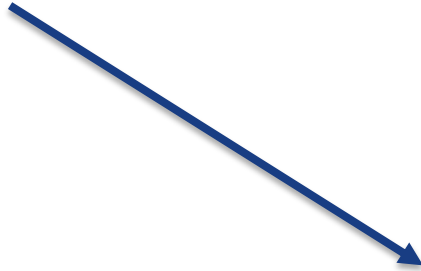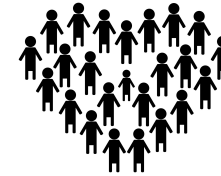# DATA COLLECTION IN THE PAST

Develop the protocol

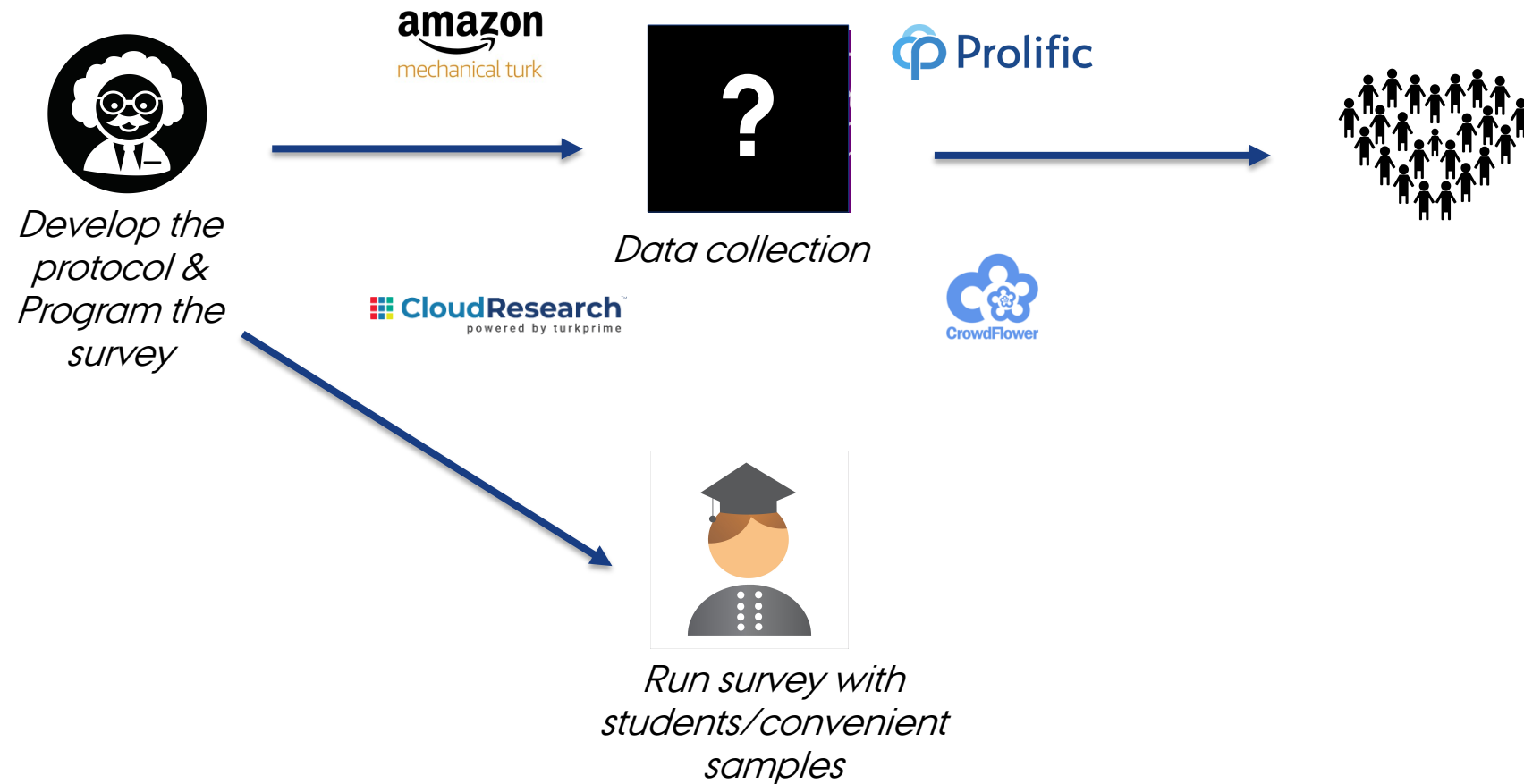Program the survey & Data collection

Run survey with students/ convenient samples

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DATA COLLECTION NOWADAYS

Develop the protocol & Program the survey

Data collection

Run survey with students/convenient samples

ONLINE SURVEY TOOLS

➢ Qualtrics (www.qualtrics.com)

➢ SurveyXAct (www.surveyxact.dk)

➢ BlueX (www.explorance.com)

➢ SurveyMonkey (www.surveymonkey.com)

➢ Google Forms (www.google.com/forms)

WHY QUALTRICS?

➤ User-friendly interface

  ➤ no need for advanced programming skills

➤ Automated functions

  ➤ e.g. pre-programmed questions and scales

➤ Additional advanced functions

  ➤ Randomization for blocks for experimental designs

  ➤ Java and html code integrations

QUALTRICS INTERFACE

WIDE VARIETY OF QUESTION TYPES

Static Content	A Descriptive Text	Graphic
Standard Questions	Multiple Choice	Matrix Table
	Text Entry	Slider
	Rank Order	Side by Side
Specialty Questions	Constant Sum	Pick, Group, and Rank
	Hot Spot	Heat Map
	Graphic Slider	Drill Down
	Net Promoter Score®	Highlight
	Signature	
Advanced	Timing	Meta Info Question
	File Upload	Screen Capture
	Captcha Verification	
Replace From Library	Question Library	

DEFAULTS MEASURES

EXAMPLE 1: BEST-WORST SCALING (MAX-DIFF SCALE)

Remember the last time you purchased olive oil. Tick the ONE reason that MOST influenced your choice and the ONE that LEAST influenced your choice.

LEAST		MOST
◯	Price	◯
◯	Packaging	◯
◯	Attractive label	◯

EXAMPLE 2: EXPERIMENTAL DESIGNS

EXAMPLE 3: USE OF TIMER (DELIBERATE VS. UNTUITIVE DECISION MAKING)
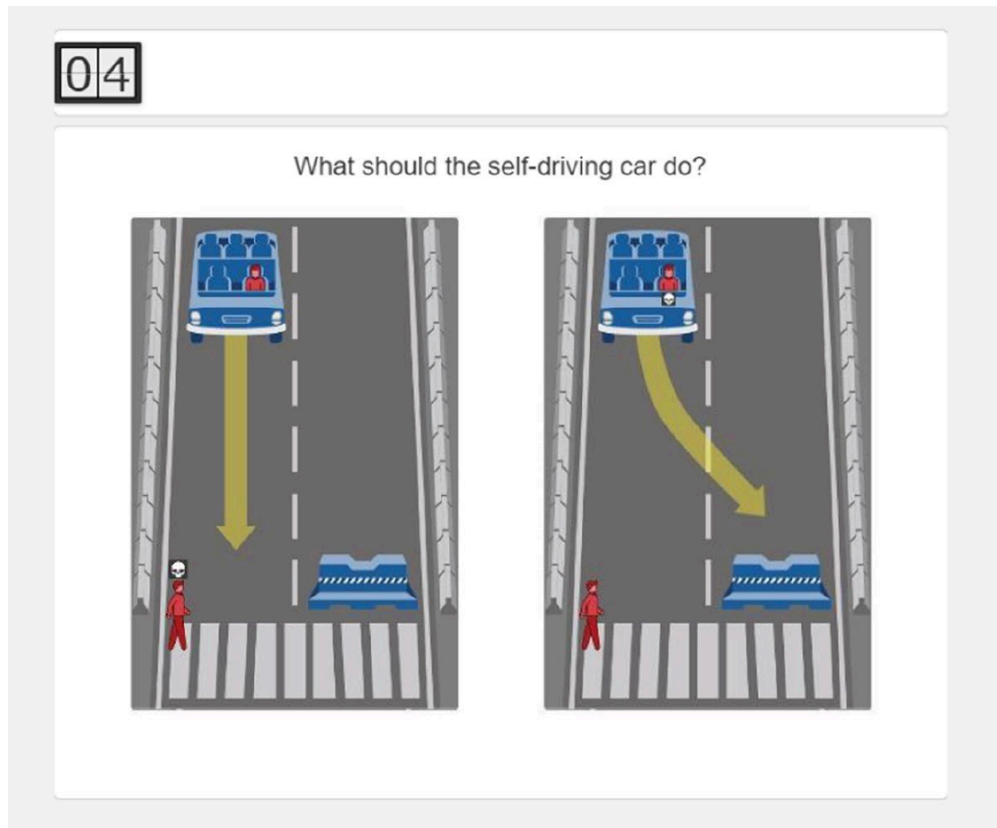
Frank, D. A., Chrysochou, P., Mitkidis, P., & Ariely, D. (2019). Human decision-making biases in the moral dilemmas of autonomous vehicles. *Nature Scientific Reports*, *9*(1), 1-19.

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OTHER USES OF TIMER

EXAMPLE 4: META-DATA

Q80 ☑

⚙

This question will record the recipient's browser information. It will not be displayed to the user.

- Browser Type
- Browser Version
- Operating System
- Screen Resolution
- Flash Version
- Java Support
- User Agent

Frank, D. A., Chrysochou, P., Mitkidis, P. "The Paradox of Technology: Negativity Bias in Consumer Adoption of Innovative Technology". Marketing Letters, 2nd round of review.

EXAMPLE 5: INTEGRATION OF HTML AND JAVASCRIPT

Balloon Game Round 1

Inflate balloon

Collect

Points in this round:	0 points
Pumping times:	0 times
Gains last round:	0 points
Total credit:	0 points

Balloon Game Round 4

Inflate balloon

Collect

Points in this round:	5.25 points
Pumping times:	21 times
Gains last round:	0 points
Total credit:	1.5 points
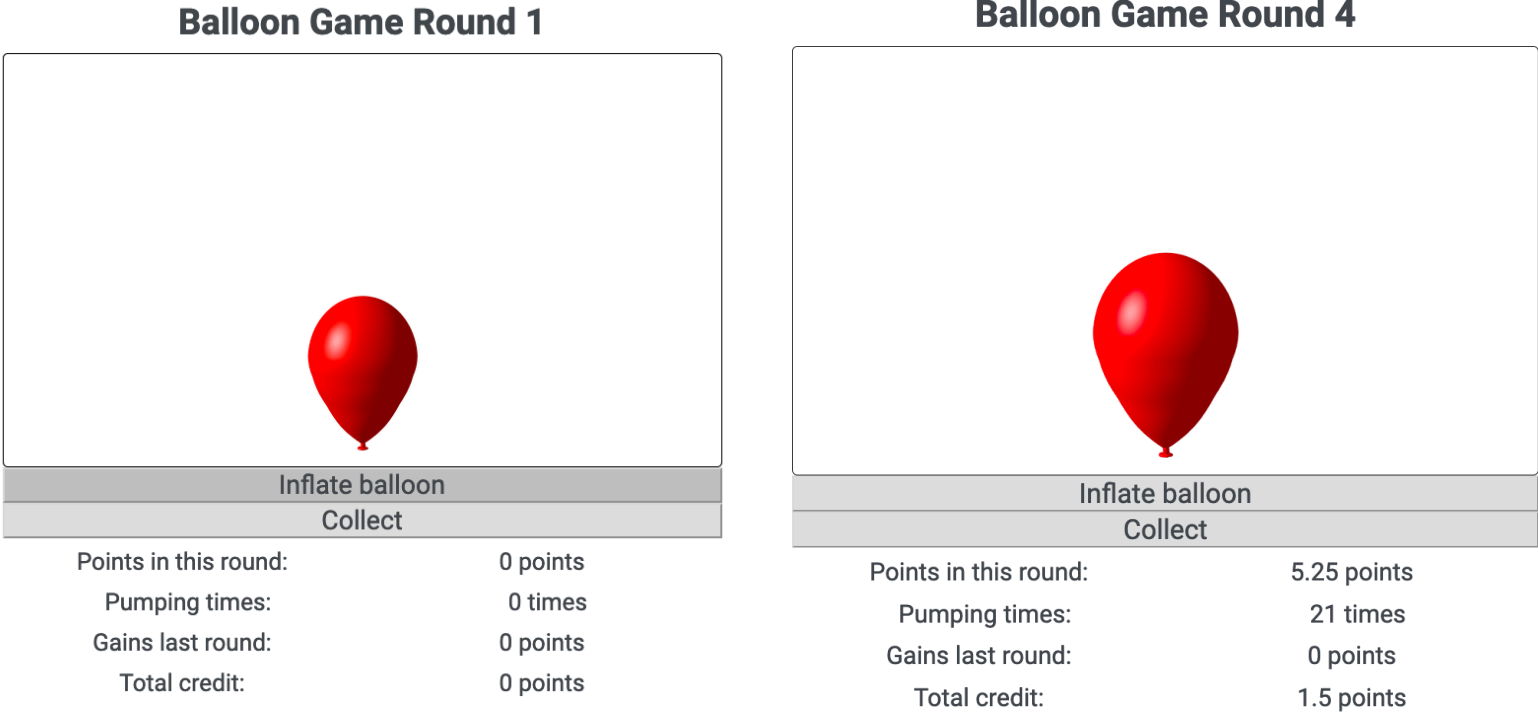
Balloon Analogue Risk-Taking (BART) task

EXAMPLE 6: IMPLICIT ASSOCIATION TASK

Figure 2. An image-based IAT running in Qualtrics.

Carpenter, T., Pogacar, R., Pullig, C., Kouril, M., Aguilar, S., LaBouff, J. P., Isenberg., N., & Chakroff, A. (in press). Survey-software Implicit Association Tests: A methodological and empirical analysis. *Behavior Research Methods.* https://iatgen.wordpress.com/

SMARTRIQS - INTERACTIVE EXPERIMENTS
(MOLNAR, 2019; HTTPS://SMARTRIQS.COM/)

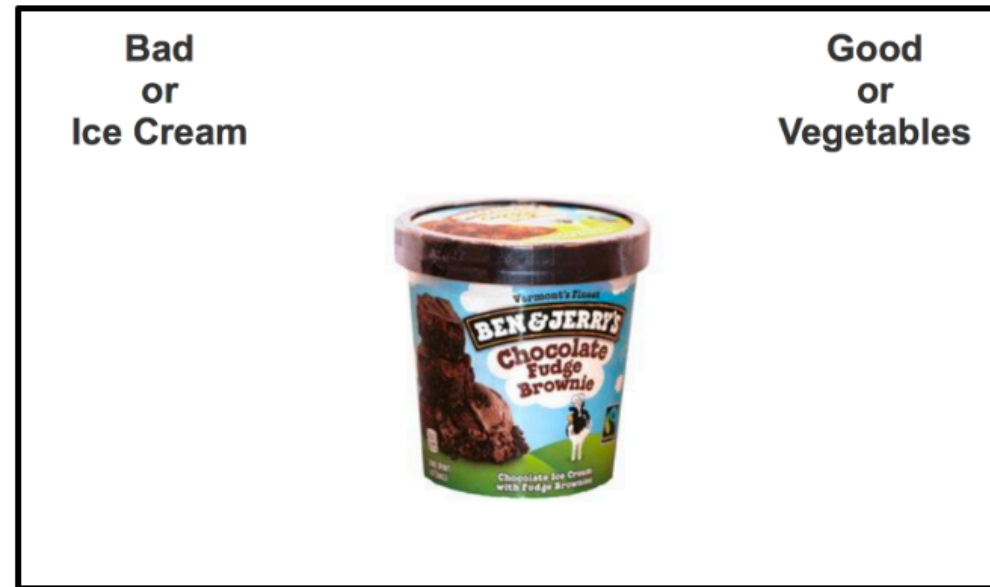| Classic Games	Group Interaction	Communication
Dictator Game	One-shot Public Goods Game	Send Message (choice)
Dictator Game 3 conditions (3 stake sizes)	One-shot Public Goods Game with Punishment	Send Message (open)
Trust Game	Repeated Public Goods Game	Single-Stage Chat
Ultimatum Game	Effort Competition	Single-Stage Chat with Waiting Room
One-shot Prisoner's Dilemma	Effort Competition with Waiting Room	Group Discussion / Persuasion
Third-Party Punishment	Vickrey Auction	Multimedia "sender"
	p-Beauty Contest	Multi-Stage Group Chat
	Repeated p-Beauty Contest Created by: Silvio Ravaioli	

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