

USING QUALTRICS IN SOCIAL SCIENCE RESEARCH

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FROM "PAPER AND PENCIL" TO ONLINE SURVEYS



ONLINE
SURVEY



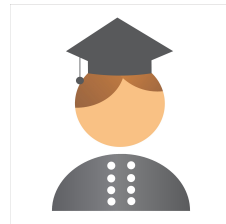
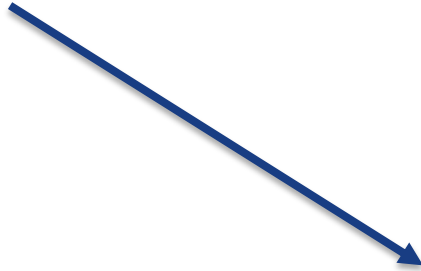
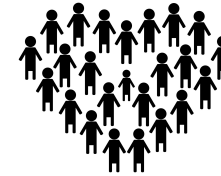
DATA COLLECTION IN THE PAST



*Develop
the
protocol*

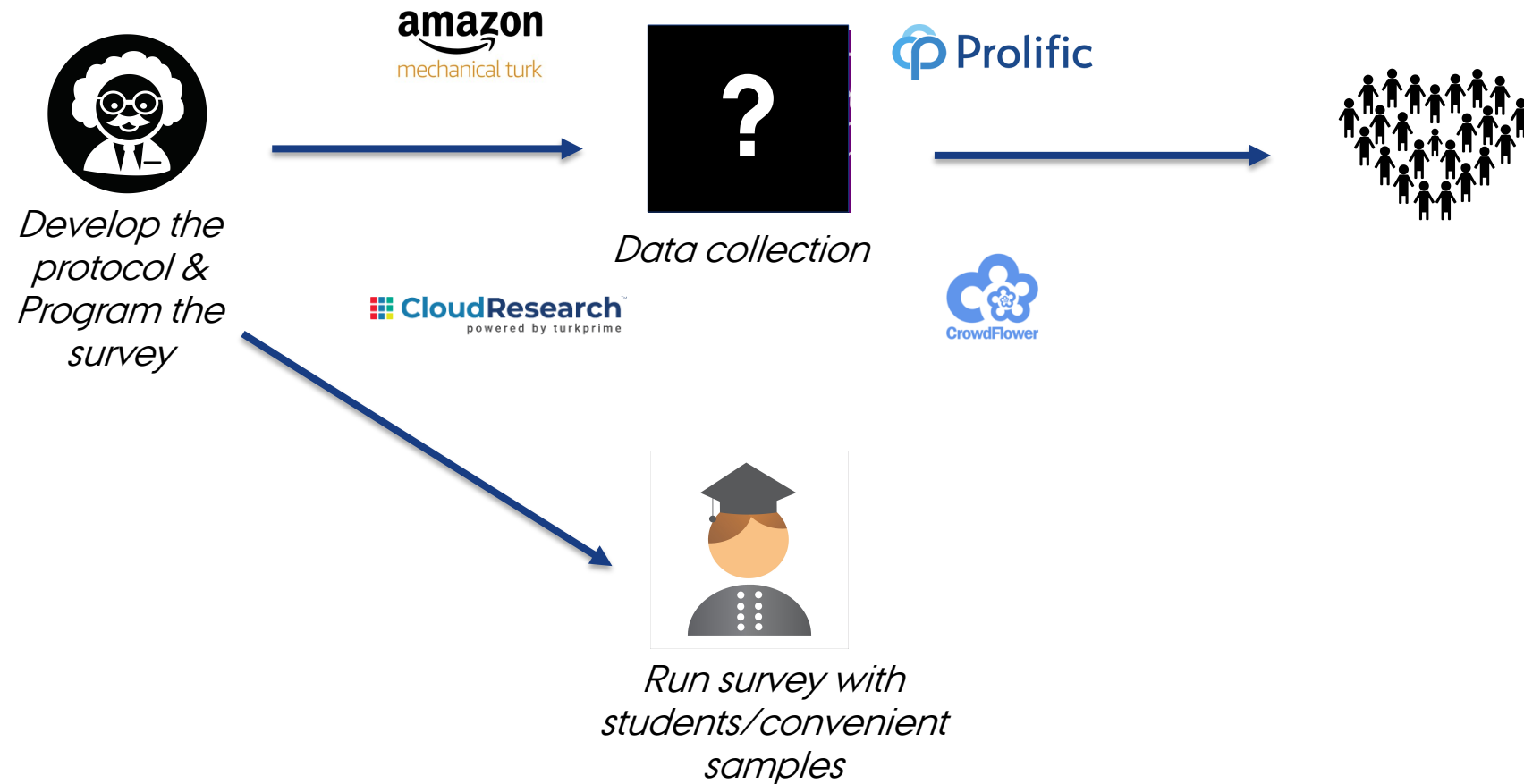


*Program the
survey &
Data collection*



*Run survey with
students/ convenient
samples*

DATA COLLECTION NOWADAYS



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

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






















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WIDE VARIETY OF QUESTION TYPES

Static Content	 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

Reverse Order

abc

Disagree - Agree

abc

Dissatisfied - Satisfied

abc

Inappropriate - Appropriate

abc

Male - Female

abc

True - False

abc

Yes - No

abc

Below Avg - Above Avg

abc

Worse - Better

abc

Difficult - Easy

abc

Ineffective - Effective

abc

Bad - Good

abc

Regretful - Delightful

abc

Believability

abc

Slow - Fast

abc

Unlikely - Likely

abc

Unhappy - Happy

abc

Useless - Useful

abc

Unimportant - Important

abc

Describes My Feelings

abc

Describes Me

abc

Displeased - Pleased

abc

No Preference - Prefer

abc

Dislike - Like

abc

Intervals

publish

Search

Change Question Type

Multiple Choice

Choices

2 +

Automatic Choices

Male - Female

Answers

Single Answer

Multiple Answer

More...

Orientation

Vertical

Horizontal

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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



Price

Packaging

Attractive label

MOST



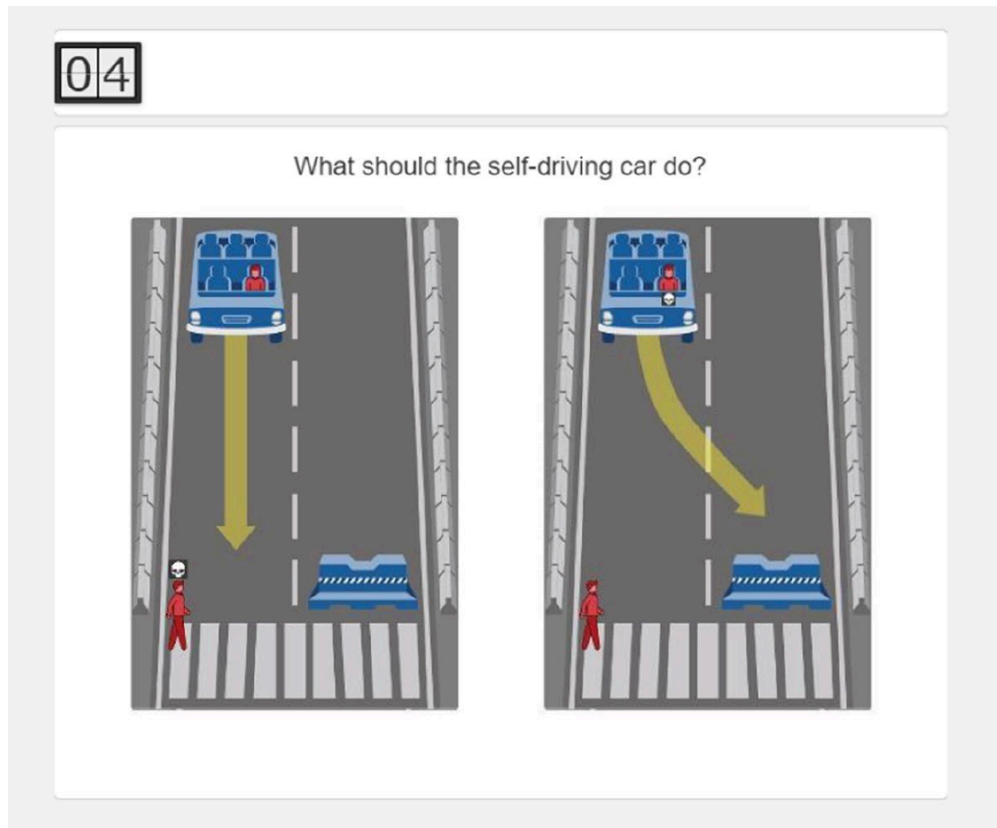
EXAMPLE 2: EXPERIMENTAL DESIGNS

The screenshot displays a software interface for creating an experimental design. At the top, a purple box labeled "Randomizer" contains the text "Randomly present 1 of the following elements" with a minus sign, a box containing the number "1", and a plus sign. To the right of this text is a checked checkbox labeled "Evenly Present Elements" and a link "Edit Count". Below the Randomizer box are four grey blocks, each representing a condition. Each block has a cube icon, a title, the number of questions, and a set of action buttons: "Add Below", "Move", "Duplicate", and "Delete".

Randomizer
Randomly present 1 of the following elements ☒ Evenly Present Elements [Edit Count](#)
[Add Below](#) [Move](#) [Duplicate](#) [Collapse](#) [Delete](#)

- Show Block: CONDITION 1: CONCAVE** (6 Questions) [Add Below](#) [Move](#) [Duplicate](#) [Delete](#)
- Show Block: CONDITION 2: CONVEX** (6 Questions) [Add Below](#) [Move](#) [Duplicate](#) [Delete](#)
- Show Block: CONDITION 3 - CONCAVE TIMER** (9 Questions) [Add Below](#) [Move](#) [Duplicate](#) [Delete](#)
- Show Block: CONDITION 4: CONVEX TIMER** (9 Questions) [Add Below](#) [Move](#) [Duplicate](#) [Delete](#)



EXAMPLE 3: USE OF TIMER (DELIBERATE VS. INTUITIVE 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.

OTHER USES OF TIMER



Change Question Type

 Timing 

Enable submit after (seconds)

 0 

Auto-advance after (seconds)



 0 

☒ Show Timer


☒ Count Down

☐ Count Up

Seconds to Count

 5 

EXAMPLE 4: META-DATA

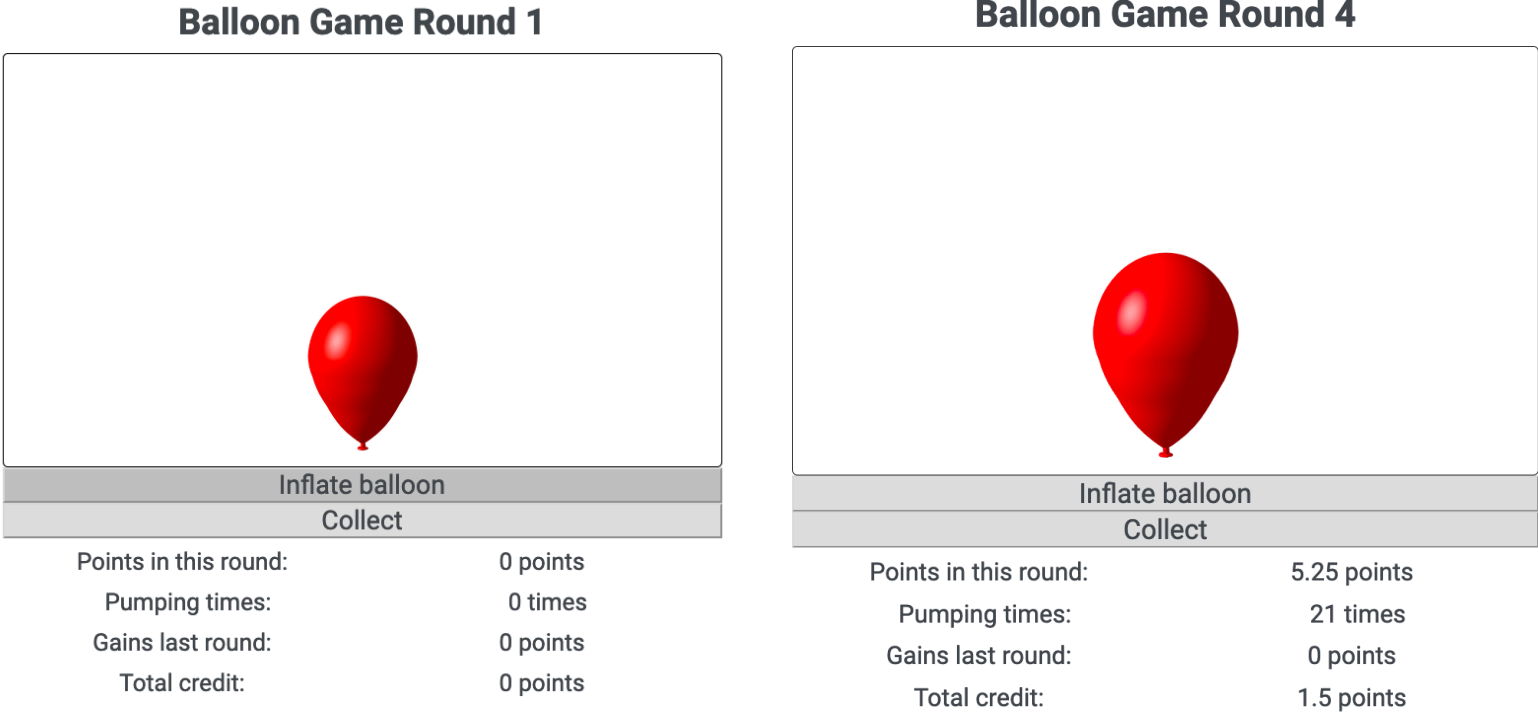
☒
Q80


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 Analogue Risk-Taking (BART) task

EXAMPLE 6: IMPLICIT ASSOCIATION TASK

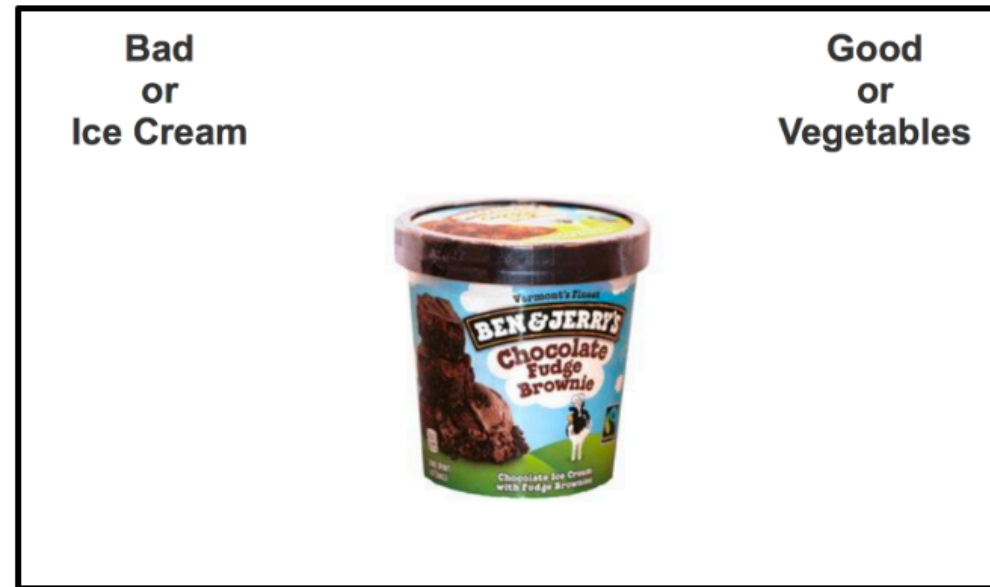


Figure 2. An image-based IAT running in Qualtrics.

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/](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 Ravaoli	



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