

Qualtrics Setup Guide

Quick Setup Process

1. Create Survey Structure

- Create 5 blocks in Qualtrics matching your sections
- Set up randomization groups (Standard vs Enhanced Ethics)
- Configure qualification logic for eligibility screening

2. Block Organization

Block 1: Consent & Eligibility Block 2: Demographics Block 3: Interface Evaluation Task Block 4: Decision-Making Process Block 5: Debrief

Block 1: Consent & Eligibility

Q1: Consent Form (Single Answer - Multiple Choice)

Question Type: Multiple Choice (Single Answer) **Question Text:** [Paste entire consent form content here]
Choices:

- I consent to participate
- I do not consent to participate

Logic: If "I do not consent" → End Survey

Q2: Professional Experience (Single Answer)

Question Type: Multiple Choice (Single Answer) **Question Text:** Do you have professional experience in UI/UX design, product design, or design decision-making roles? **Choices:**

- Yes
- No

Logic: If "No" → End Survey

Q3: Experience Level (Single Answer)

Question Type: Multiple Choice (Single Answer) **Question Text:** How many years of professional design experience do you have? **Choices:**

- Less than 1 year
- 1-2 years
- 3-5 years
- 6-10 years
- More than 10 years

Logic: If "Less than 1 year" → End Survey

Q4: Age Verification (Single Answer)

Question Type: Multiple Choice (Single Answer) **Question Text:** Are you 18 years of age or older?

Choices:

- Yes
- No

Logic: If "No" → End Survey

Block 2: Demographics

Q5: Current Role (Single Answer)

Question Type: Multiple Choice (Single Answer) **Choices:** UX Designer / UX Researcher / UI Designer / Product Designer / Design Manager / Product Manager / Design Director / Other (Text Entry)

Q6: Industry Experience (Multiple Answer)

Question Type: Multiple Choice (Multiple Answer) **Choices:** Technology/Software / E-commerce / Healthcare / Financial Services / Gaming / Media/Entertainment / Consulting / Other (Text Entry)

Q7: Company Size (Single Answer)

Question Type: Multiple Choice (Single Answer) **Choices:** Startup (<50 employees) / Small (50-200) / Medium (200-1000) / Large (1000-5000) / Enterprise (5000+) / Freelance/Consultant

Q8: Decision-Making Authority (Single Answer)

Question Type: Multiple Choice (Single Answer) **Choices:** Yes, final decision authority / Yes, significant influence / Some input / Little input / No decision authority

Block 3: Interface Evaluation Task

Setup Instructions for Qualtrics:

1. Create Random Assignment:

- Survey Flow → Add Randomizer
- Create 2 groups: "Standard_UX" and "Enhanced_Ethics"
- Set to evenly distribute participants

2. Create Interface Loop:

- Add Loop & Merge for 10-12 interfaces
- Upload interface images to Qualtrics library
- Create embedded data fields for each interface

3. For Each Interface Question Block:

Instructions (Display Logic: Show once at beginning)

Question Type: Text/Graphic **Text:** [Paste full instructions from survey instrument]

Q9-X: Interface Presentation (Repeated for each interface)

Business Context (Text/Graphic): ✓ Business team approved | ✓ Marketing approved | ✓ Supervisor approved | **Awaiting your final design approval**

Interface Image: [Insert interface mockup image]

Evaluation Data:

- **Standard Condition:** Show UX metrics table only
- **Enhanced Condition:** Show UX + Ethics metrics tables
- **Data Source:** Randomly assign "Human evaluation" vs "AI evaluation" text per interface

Q-A: Release Likelihood (Slider/Scale)

Question Type: Slider or Matrix (Single Answer) **Scale:** 1 (Definitely would not release) to 7 (Definitely would release)

Q-B: Release Decision (Single Answer)

Question Type: Multiple Choice (Single Answer) **Choices:** Yes / No

Q-C: Decision Reasoning (Text Entry)

Question Type: Text Entry (Single Line) **Character Limit:** 300

Q-D: Decision Confidence (Scale)

Question Type: Matrix (Single Answer) or Slider **Scale:** 1 (Not at all confident) to 7 (Extremely confident)

Block 4: Decision-Making Process

Copy-Paste Ready Questions:

Q20: Evaluation Source Usefulness Question Type: Multiple Choice (Single Answer) Overall, which type of evaluation data did you find more useful for decision-making?

- Human evaluation data
- AI evaluation data
- Both were equally useful
- Neither was particularly useful

Q21: Evaluation Source Trust Question Type: Multiple Choice (Single Answer) Which type of evaluation data did you trust more?

- Human evaluation data

- AI evaluation data
- Both equally
- Neither

Q22: Metric Importance Ranking Question Type: Rank Order Which factors were most important in your decision-making? (Rank top 3)

- User satisfaction
- Ease of use
- Business impact
- Ethical considerations
- Legal compliance
- User safety
- Innovation
- Evaluation source (human vs AI)
- Other (Text Entry)

Q23: AI Accuracy Perception Question Type: Matrix (Single Answer) or Slider How accurate do you believe AI evaluation of interfaces is compared to human evaluation? Scale: 1 (Much less accurate) to 7 (Much more accurate), with 4 being "About the same"

Q24: AI Reliability Perception Question Type: Matrix (Single Answer) or Slider How reliable do you believe AI evaluation of interfaces is compared to human evaluation? Scale: 1 (Much less reliable) to 7 (Much more reliable), with 4 being "About the same"

Q25: Ethical Design Frequency Question Type: Multiple Choice (Single Answer) In your professional work, how often do you encounter designs that you consider ethically questionable?

- Never
- Rarely
- Sometimes
- Often
- Very often

Q26: Dark Patterns Familiarity Question Type: Multiple Choice (Single Answer) How familiar are you with the concept of 'dark patterns' in interface design?

- Very familiar
- Somewhat familiar
- Slightly familiar
- Not familiar

Q27: Organizational AI Support Question Type: Matrix (Single Answer) or Slider How supportive is your organization of using AI tools for design evaluation? Scale: 1 (Not at all supportive) to 7 (Extremely supportive) + "Not applicable"

Q28: Organizational Ethics Support Question Type: Matrix (Single Answer) or Slider How supportive is your organization of rejecting designs based on ethical concerns? Scale: 1 (Not at all supportive) to 7 (Extremely supportive) + "Not applicable"

Q29: Future Tool Preferences Question Type: Multiple Choice (Multiple Answer) What additional information would be most helpful when evaluating interface designs?

- Long-term user behavior data
- Accessibility metrics
- Privacy impact assessments
- Psychological impact measures
- Regulatory compliance scores
- Combined AI-human evaluation
- Other (Text Entry)

Q30: AI Tool Experience Question Type: Multiple Choice (Single Answer) Have you previously used AI tools to evaluate or analyze user interfaces?

- Yes, frequently
- Yes, occasionally
- Yes, but rarely
- No, never

Q31: Open Feedback Question Type: Text Entry (Essay Box) Any additional thoughts about comparing AI vs human evaluation data, or this study in general? Character Limit: 500 (Optional)

Block 5: Debrief

Study Purpose Text: Question Type: Text/Graphic [Paste debrief text from survey instrument]

Q32: Awareness Check 1 Question Type: Multiple Choice (Single Answer) Did you notice differences in how the user evaluation data was presented across different interfaces?

- Yes
- No
- Unsure

Q33: Awareness Check 2 Question Type: Multiple Choice (Single Answer) Did you notice patterns in differences between AI and human evaluation data?

- Yes
- No
- Unsure

Q34: Study Feedback Question Type: Text Entry (Essay Box) Do you have any feedback about this study or questions about the research? (Optional)

Completion Text: Question Type: Text/Graphic

- Display completion code
 - Show researcher contact information
 - Thank participant
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Technical Setup in Qualtrics

1. Survey Flow Configuration:

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Randomizer (Even Distribution)
├─ Group: Standard_UX
│   └─ Set Embedded Data: condition = "standard"
├─ Group: Enhanced_Ethics
│   └─ Set Embedded Data: condition = "enhanced"

Block: Consent & Eligibility
└─ Branch Logic: If consent = "No" → End Survey

Block: Demographics

Block: Interface Evaluation
├─ Loop: interface_loop (10-12 iterations)
│   └─ Randomizer: data_source ("human" vs "ai")

Block: Decision Process

Block: Debrief
```

2. Embedded Data Fields to Create:

- condition (standard/enhanced)
- interface_1_source through interface_12_source
- interface_order (for randomization tracking)
- completion_code

3. Piped Text Setup:

Use \${e://Field/condition} and \${e://Field/interface_X_source} to display appropriate content

Time-Saving Tips:

1. **Batch Upload Images:** Upload all interface mockups to Qualtrics library first
2. **Copy Question Templates:** Create first interface evaluation block, then duplicate
3. **Use Piped Text:** Set up condition and source variables once, reference throughout
4. **Test Logic:** Preview survey in both conditions before launch
5. **Export QSF:** Save survey file as backup after setup complete