# QUALTRICS

# WHAT IS QUALTRICS?

▸ Browser-based software that lets you build surveys and experiments

▸ Primarily for use online, but many researchers doing field experiments in other countries design their experiments in Qualtrics and use tablets/iPads to administer

▸ Much higher functionality than SurveyMonkey or SurveyGizmo—but it is SUPER expensive if you don't have a university license (most universities do, but not all)

# WHAT'S THE DIFFERENCE BETWEEN A SURVEY AND AN EXPERIMENT?

▸ A survey is any **observational** data you might collect about an entity or entities

  ▸ When we talk about surveying people, we mostly think of asking them questions

▸ An **experiment**, broadly speaking, involves two or more conditions (or "treatment and control") that you want to compare
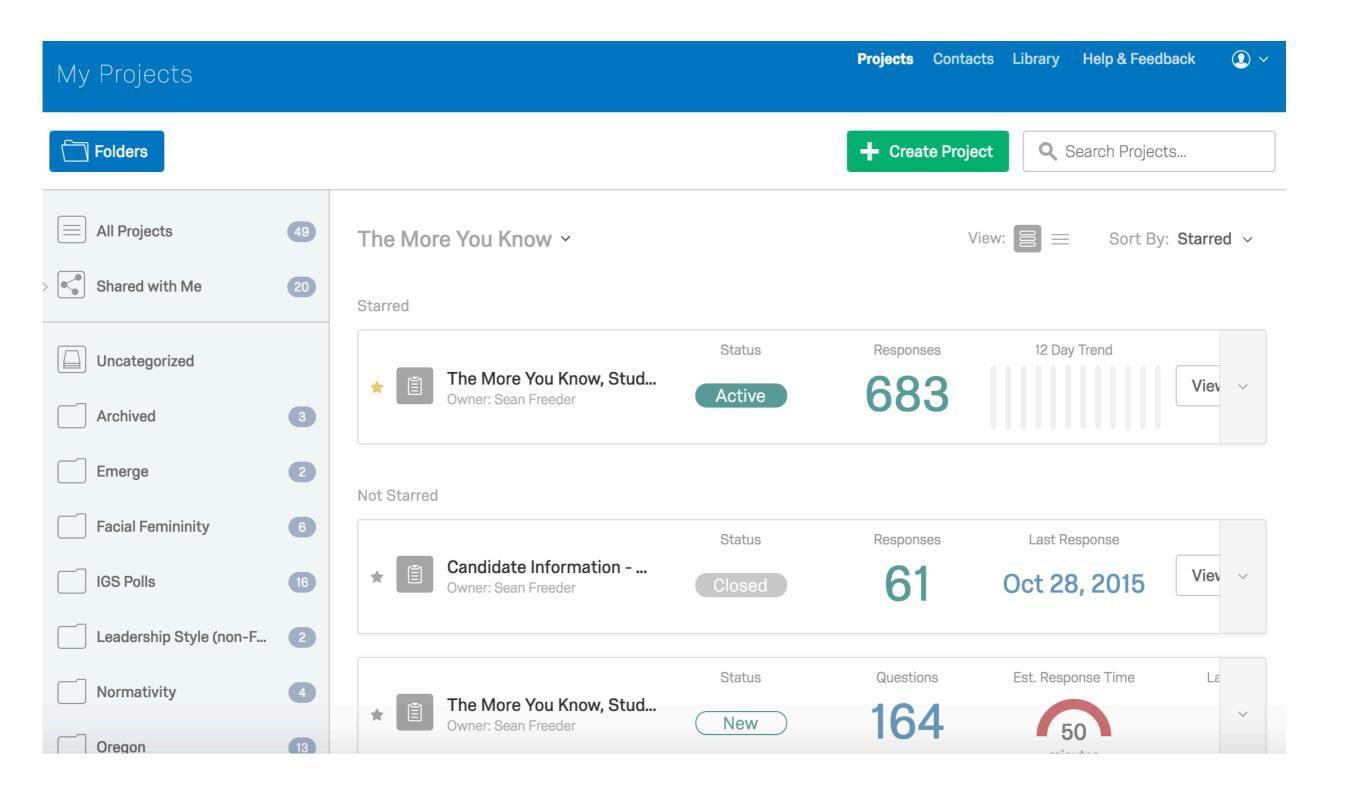
# …I'M PRETTY SURE THAT'S NOT AN EXPERIMENT

▸ Just having two or more conditions *is* an experiment. But a poorly designed one

▸ To have a high-quality experiment, you need **random assignment**, and you need a **control** ("RCT")

   ▸ **Randomization** makes it possible to assume that, with enough samples or enough people, the groups are alike enough that any difference you find is due only to the difference between the treatment and control

   ▸ Many experiments overlook the importance of creating a good **control** condition (e.g., mistaking a placebo for a control, or vice versa): without a good control, our marginal effects are meaningless
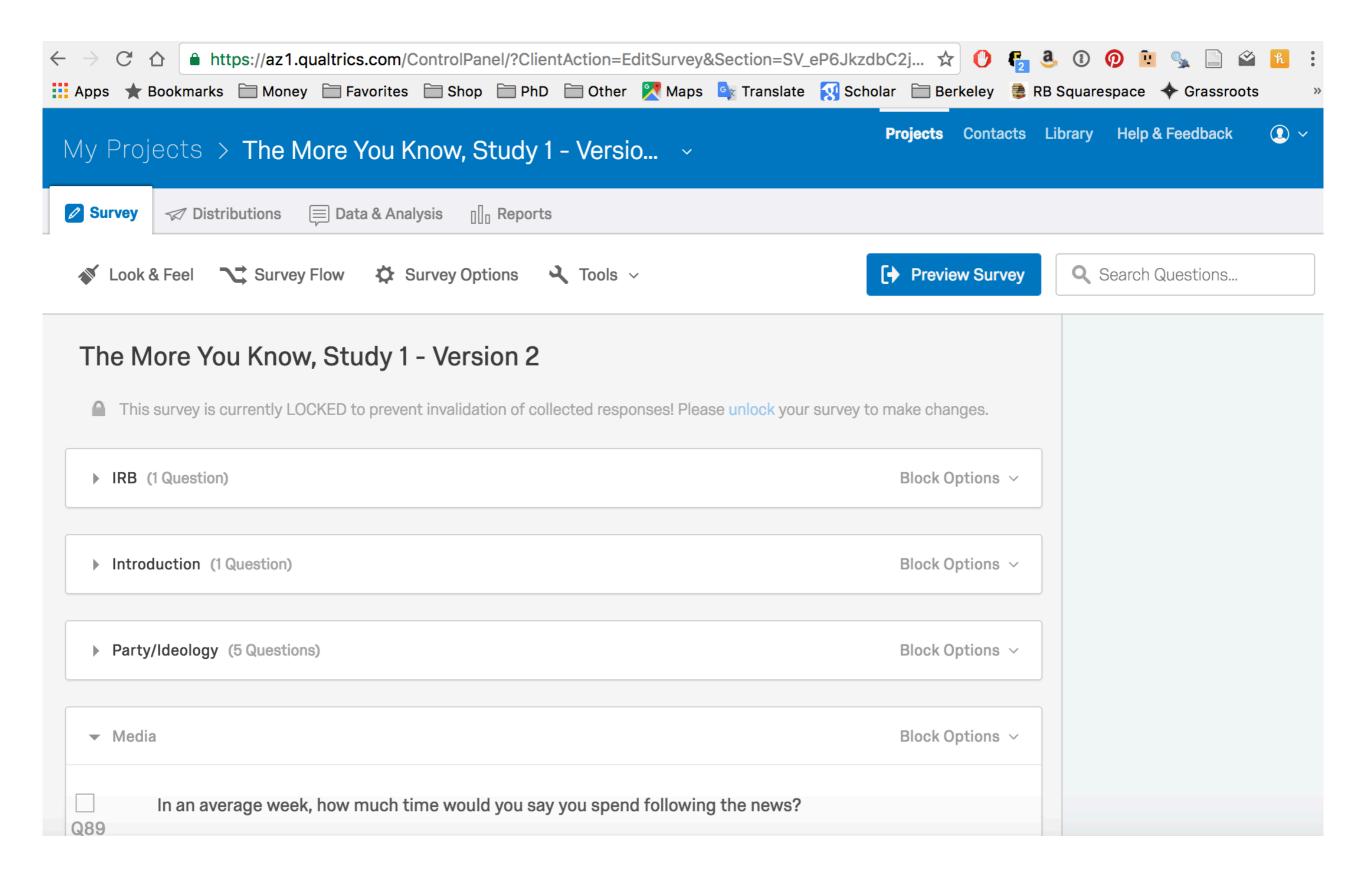
# SO, WHERE DOES QUALTRICS FIT IN?

▸ While I talk, navigate to https://ucberkeleypolisci.az1.qualtrics.com/ and sign up for an account if you don't already have one

▸ If you're NOT in poli sci, go to http://dlab.berkeley.edu/data-resources/qualtrics to find your department's equivalent

# QUALTRICS

**Projects**   Contacts   Library   Help & Feedback

📁 **Folders**

➕ **Create Project**

🔍 Search Projects...

| | |
|---|---|
| 📄 All Projects | 49 |
| 🔗 Shared with Me | 20 |
| 💾 Uncategorized | |
| 📁 Archived | 3 |
| 📁 Emerge | 2 |
| 📁 Facial Femininity | 6 |
| 📁 IGS Polls | 16 |
| 📁 Leadership Style (non-F... | 2 |
| 📁 Normativity | 4 |
| 📁 Oregon | 13 |

**The More You Know** ⌄

View: ▤ ☰    Sort By: **Starred** ⌄

### Starred

⭐ 📋 **The More You Know, Stud...**
Owner: Sean Freeder

Status
**Active**

Responses
**683**

12 Day Trend

View ⌄

### Not Starred

☆ 📋 **Candidate Information - ...**
Owner: Sean Freeder

Status
**Closed**

Responses
**61**

Last Response
**Oct 28, 2015**

View ⌄

☆ 📋 **The More You Know, Stud...**
Owner: Sean Freeder

Status
**New**

Questions
**164**

Est. Response Time
**50**

⌄

# QUALTRICS

Apps  ⭐ Bookmarks  📁 Money  📁 Favorites  📁 Shop  📁 PhD  📁 Other  Maps  Translate  Scholar  📁 Berkeley  RB Squarespace  Grassroots

My Projects  >  The More You Know, Study 1 - Versio...  ⌄

Projects   Contacts   Library   Help & Feedback

✏️ **Survey**   ✈️ Distributions   💬 Data & Analysis   📊 Reports

🖌️ Look & Feel   🔀 Survey Flow   ⚙️ Survey Options   🔧 Tools ⌄          [➔ Preview Survey]   🔍 Search Questions...

## The More You Know, Study 1 - Version 2

🔒 This survey is currently LOCKED to prevent invalidation of collected responses! Please **unlock** your survey to make changes.

▶ **IRB** (1 Question)                                      Block Options ⌄

▶ **Introduction** (1 Question)                             Block Options ⌄

▶ **Party/Ideology** (5 Questions)                          Block Options ⌄

▼ Media                                                     Block Options ⌄

☐        In an average week, how much time would you say you spend following the news?

Q89

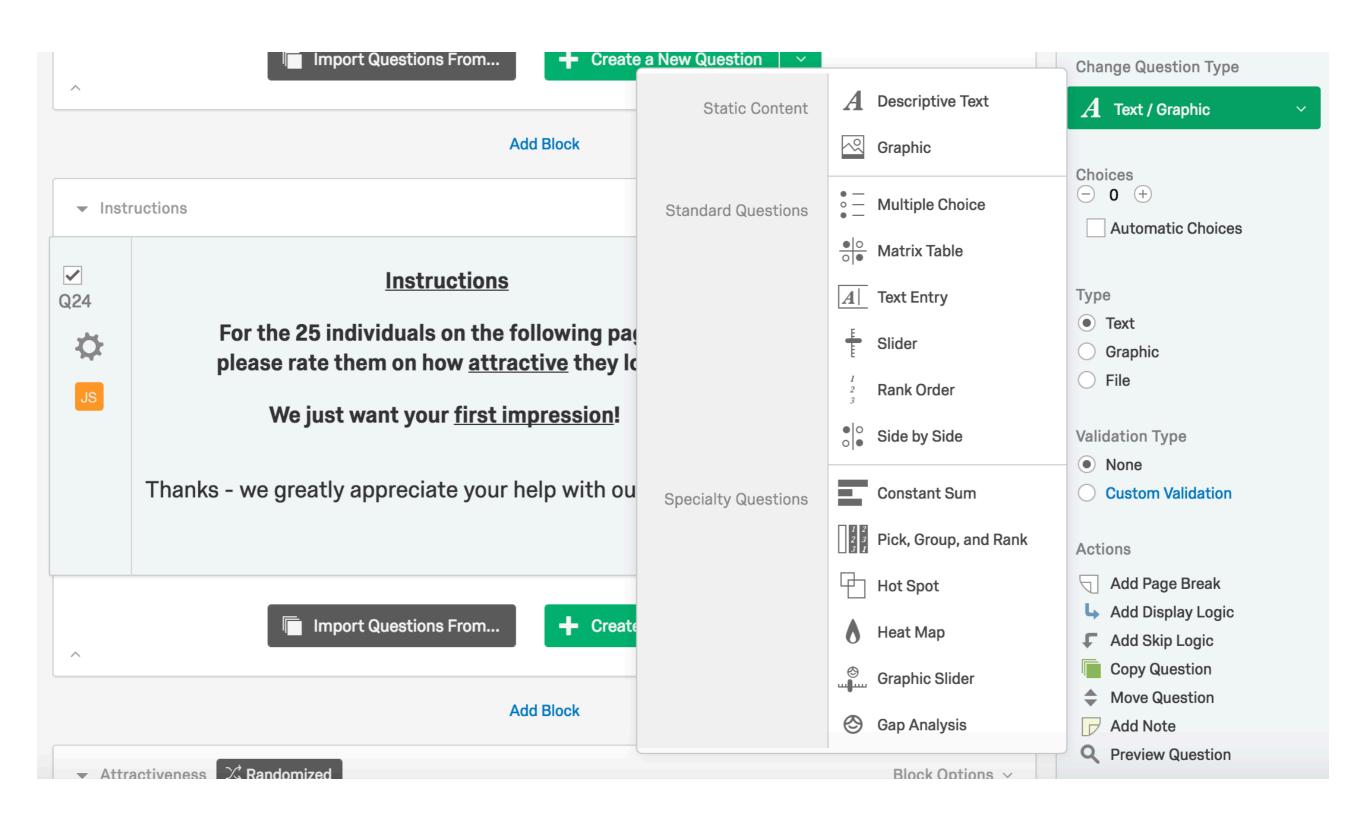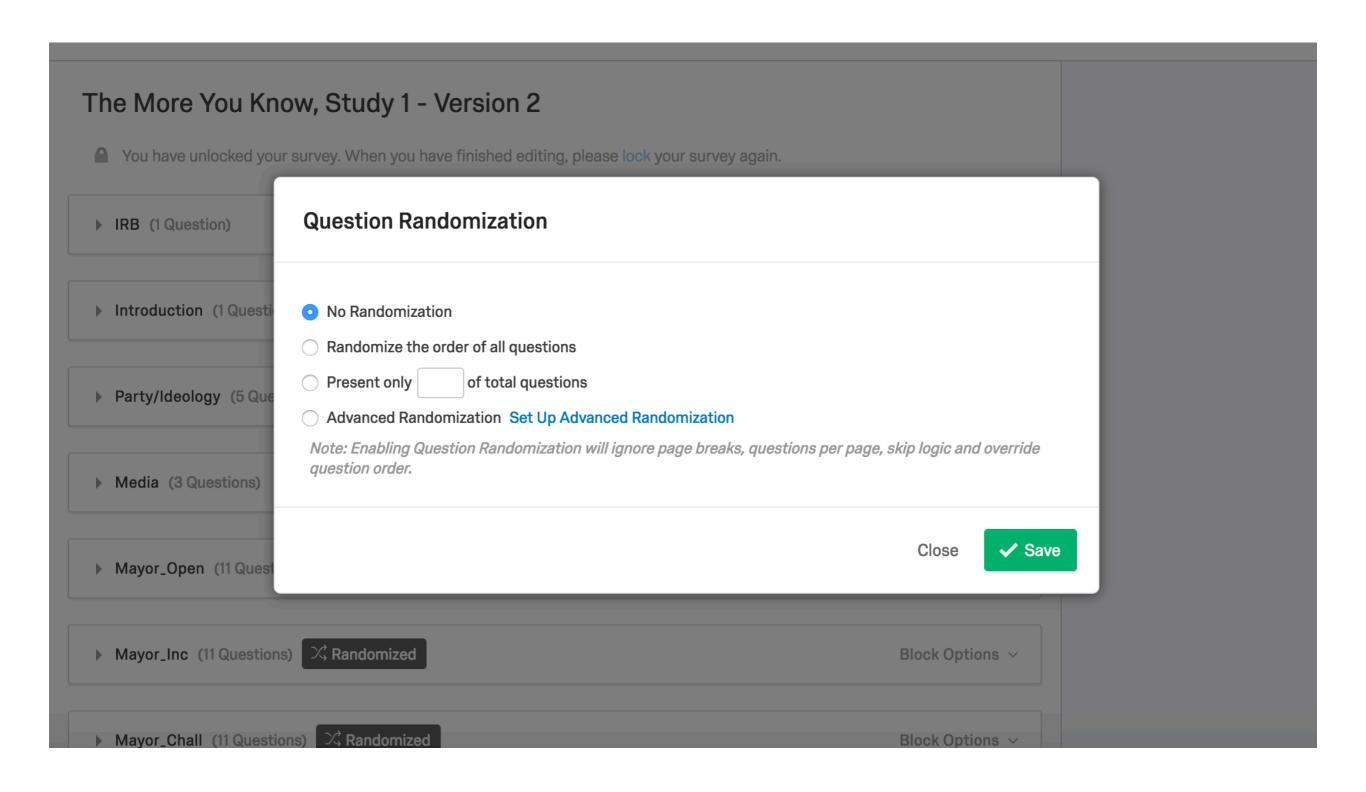**Q91** In general, how much do you trust the news media to provide you with accurate information?

- ○ A lot
- ○ Somewhat
- ○ Little
- ○ Not at all

[ Import Questions From... ]    [ + Create a New Question ⌄ ]

---

▼ Mayor_Open    ⤫ Randomized                                    Block Options ⌄

**Q88** This question lets you record and manage how long a participant spends on this page. This question will not be displayed to the participant.

**Q3** Suppose that, in your city, an individual has decided to run for the office of **mayor**. Other than their name, you know nothing about this individual.

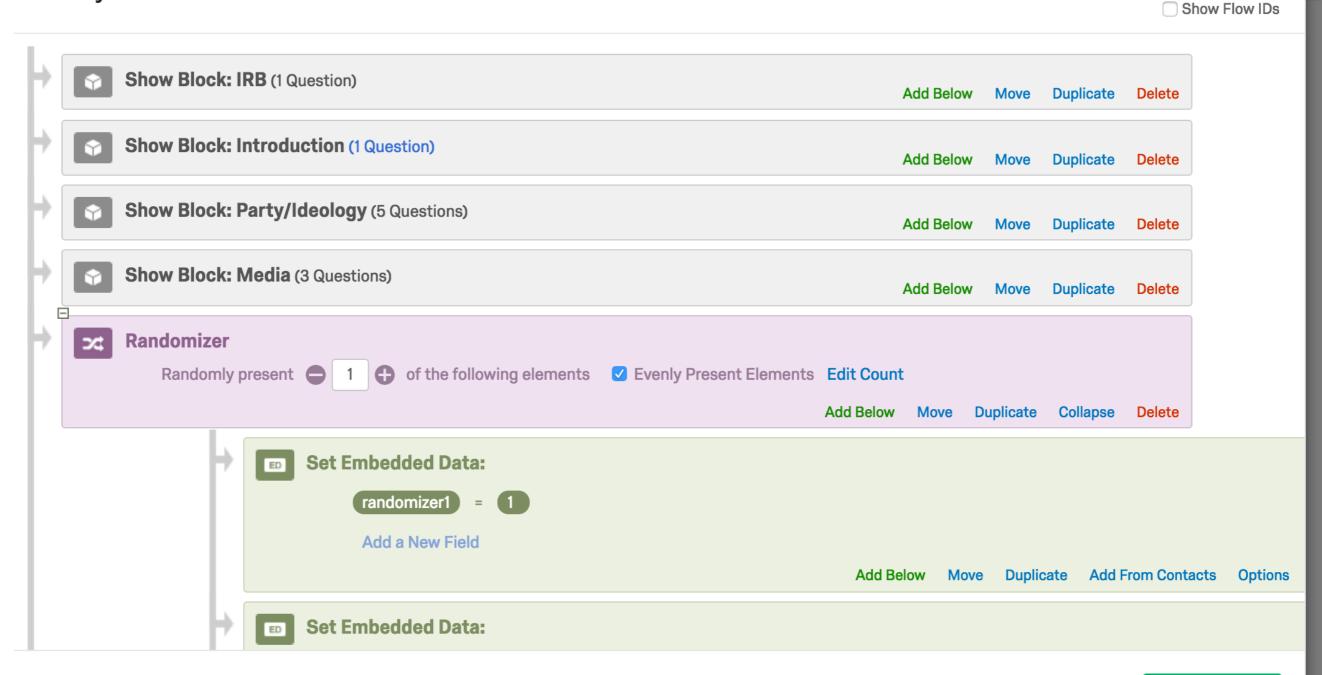Briefly below, please indicate the *single* piece of information that you would consider most important in deciding whether or not you would be interested in voting for this individual. Be as specific as you'd like.

Import Questions From...

+ Create a New Question ∨

Add Block

**Change Question Type**

A  Text / Graphic ∨

**Choices**
⊖ 0 ⊕
☐ Automatic Choices

∨ Instructions

☑
Q24
⚙
JS

## Instructions

### For the 25 individuals on the following pag
### please rate them on how <u>attractive</u> they lo

### We just want your <u>first impression</u>!

## Thanks - we greatly appreciate your help with ou

Import Questions From...        + Create

Add Block

∨  Attractiveness   ⤬ Randomized

Block Options ∨

| Static Content | | |
| --- | --- | --- |
| | A | Descriptive Text |
| | 🖼 | Graphic |

**Standard Questions**

| | | |
| --- | --- | --- |
| | ⚏ | Multiple Choice |
| | ⊞ | Matrix Table |
| | A| | Text Entry |
| | ⊢ | Slider |
| | 1 2 3 | Rank Order |
| | ⚏ | Side by Side |

**Specialty Questions**

| | | |
| --- | --- | --- |
| | ▬ | Constant Sum |
| | 🔢 | Pick, Group, and Rank |
| | ⊡ | Hot Spot |
| | 🔥 | Heat Map |
| | 🎯 | Graphic Slider |
| | ◎ | Gap Analysis |

**Type**
◉ Text
◯ Graphic
◯ File

**Validation Type**
◉ None
◯ Custom Validation

**Actions**
⬛ Add Page Break
↳ Add Display Logic
⤵ Add Skip Logic
▣ Copy Question
↕ Move Question
▥ Add Note
🔍 Preview Question

# RANDOM ASSIGNMENT

▸ To create an experiment, you can randomize at **either** the question level, or the block level (done in survey flow)

   ▸ Use **question** level if:

      ▸ You're trying out different versions of a single question

      ▸ You want to change the ordering of questions

   ▸ Use **block** level if:

      ▸ You have multiple questions (i.e., a group) you want to switch between

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The More You Know, Study 1 - Version 2

🔒 You have unlocked your survey. When you have finished editing, please lock your survey again.

▶ IRB (1 Question)

▶ Introduction (1 Question)

▶ Party/Ideology (5 Que

▶ Media (3 Questions)

▶ Mayor_Open (11 Quest

**Question Randomization**

⦿ No Randomization

◯ Randomize the order of all questions

◯ Present only ☐ of total questions

◯ Advanced Randomization    Set Up Advanced Randomization

*Note: Enabling Question Randomization will ignore page breaks, questions per page, skip logic and override question order.*

Close    ✓ Save

▶ Mayor_Inc (11 Questions)   ⤬ Randomized                    Block Options ⌄

▶ Mayor_Chall (11 Questions)   ⤬ Randomized                 Block Options ⌄

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## Survey Flow — The More You Know, Study 1 - Version 2

Zoom Out | Zoom In

☐ Show Flow IDs

**Show Block: IRB** (1 Question)     Add Below   Move   Duplicate   Delete

**Show Block: Introduction** (1 Question)     Add Below   Move   Duplicate   Delete

**Show Block: Party/Ideology** (5 Questions)     Add Below   Move   Duplicate   Delete

**Show Block: Media** (3 Questions)     Add Below   Move   Duplicate   Delete

**Randomizer**

Randomly present ⊖ 1 ⊕ of the following elements   ☑ Evenly Present Elements   Edit Count

Add Below   Move   Duplicate   Collapse   Delete

**Set Embedded Data:**

randomizer1 = 1

Add a New Field

Add Below   Move   Duplicate   Add From Contacts   Options

**Set Embedded Data:**

Cancel   ✓ Save Flow

# WHAT IF I LIKE COMPLICATED THINGS?

▸ I like complicated things. BUT—parsimony is your defense against human errors, just like it is in coding

▸ If you simply must do complicated randomizations within a question, you probably need embedded data and/or javascript

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## Survey Flow   2016 IGS Non-Oversample Instrument

☐ Show Flow IDs

**ED**   **Set Embedded Data:**

City   =   ${loc://City}

State   =   ${loc://Region}

Q_URL        Value will be set from Panel or URL.        Set a Value Now

Q_TerminateFlag        Value will be set from Panel or URL.        Set a Value Now

Add a New Field

Add Below     Move     Duplicate     Add From Contacts     Options     Delete

**ED**   **Set Embedded Data:**

fivezip        Value will be set from Panel or URL.        Set a Value Now

income        Value will be set from Panel or URL.        Set a Value Now

marital        Value will be set from Panel or URL.        Set a Value Now

employ        Value will be set from Panel or URL.        Set a Value Now

edu        Value will be set from Panel or URL.        Set a Value Now

occu        Value will be set from Panel or URL.        Set a Value Now

race        Value will be set from Panel or URL.        Set a Value Now

Cancel        ✓ Save Flow

# QUALTRICS

## Edit Question JavaScript

```javascript
Qualtrics.SurveyEngine.addOnload(function()
{
    /*Place Your Javascript Below This Line*/
var bucket_2004_small = ['33_06.jpg','1000_04.jpg','1001_04.jpg','1002_04.jpg','1003_04.jpg','1004_04.jpg','1007_04.jpg','1008_04.jpg','1016_04.jpg','1017_04.jpg','1020_04.jpg','
var bucket_2004_big = ['124_04.jpg','132_06.jpg','134_06.jpg','16_06.jpg','175_04.jpg','188_04.jpg','213_06.jpg','22_06.jpg','224_04.jpg','244_04.jpg','274_06.jpg','276_04.jpg','283
var bucket_2006 = ['315_06.jpg','324_06.jpg','106_06.jpg','119_06.jpg','125_06.jpg','129_06.jpg','13_06.jpg','138_06.jpg','143_06.jpg','144_06.jpg','145_06.jpg','148_06.jpg','160_06
var bucket_2008 = ['161_08.jpg','283_08.jpg','309_08.jpg','455_08.jpg','107_08.jpg','119_08.jpg','123_08.jpg','125_08.jpg','14_08.jpg','142_08.jpg','147_08.jpg','16_08.jpg','165_08.
var bucket_2010 = ['16_10.jpg','195_10.jpg','357_10.jpg','383_10.jpg','481_10.jpg','97_10.jpg','100_10.jpg','103_10.jpg','11_10.jpg','115_10.jpg','117_10.jpg','121_10.jpg','122_10.jpg','134_
var bucket_2012 = ['43_12.jpg','227_12.jpg','255_12.jpg','337_12.jpg','387_12.jpg','449_12.jpg','452_12.jpg','509_12.jpg','1_12.jpg','100_12.jpg','114_12.jpg','116_12.jpg','12_12.jpg','126_
var bucket_2014 = ['134_14.jpg','2013_14.jpg','2028_14.jpg','2002_14.jpg','66_14.jpg','2003_14.jpg','2016_14.jpg','2021_14.jpg','342_14.jpg','2005_14.jpg','2008_14.jpg','2014_14.jpg

var p = Math.random();

if      (p < 0.1178 ) var bucket = bucket_2004_small;
else if (p < 0.1733 ) var bucket = bucket_2004_big;
else if (p < 0.3674 ) var bucket = bucket_2006;
else if (p < 0.5025 ) var bucket = bucket_2008;
else if (p < 0.7279 ) var bucket = bucket_2010;
else if (p < 0.8890 ) var bucket = bucket_2012;
else if (p < 1 ) var bucket = bucket_2014;

function getRandomFromBucket() {
    var randomIndex = Math.floor(Math.random()*bucket.length);
    return bucket.splice(randomIndex, 1)[0];
}
Qualtrics.SurveyEngine.setEmbeddedData("Field_1",getRandomFromBucket());
Qualtrics.SurveyEngine.setEmbeddedData("Field_2",getRandomFromBucket());
Qualtrics.SurveyEngine.setEmbeddedData("Field_3",getRandomFromBucket());
Qualtrics.SurveyEngine.setEmbeddedData("Field_4",getRandomFromBucket());
Qualtrics.SurveyEngine.setEmbeddedData("Field_5",getRandomFromBucket());
Qualtrics.SurveyEngine.setEmbeddedData("Field_6",getRandomFromBucket());
Qualtrics.SurveyEngine.setEmbeddedData("Field_7",getRandomFromBucket());
Qualtrics.SurveyEngine.setEmbeddedData("Field_8",getRandomFromBucket());
Qualtrics.SurveyEngine.setEmbeddedData("Field_9",getRandomFromBucket());
```

[ ] Full Screen    [ ✕ Clear ]                                    Cancel    [ ✓ Save ]

# CHALLENGE

▸ Once you've created an account, create a short survey

  ▸ Test out at least three different question formats

  ▸ Create at least two blocks

  ▸ Set up randomizations at both the question level and the block level