Online Survey Tools

Qualtrics and MTurk

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Overview of Online Survey Tools

Why use online surveys?

- Easier data collection
- Experiments easy to implement
- Design options include branching and skip patterning
- Low labor costs

How do we create and distribute online surveys?

1. Create survey using online platform
2. Distribute survey (using another online platform)*

*Note: Online surveys are primarily distributed online – often to lists provided by sampling platforms – but many researchers doing field experiments in other countries design their experiments in Qualtrics and use tablets/iPads to administer.

Survey Platforms

Online survey platform – a browser-based software that lets you build surveys and experiments.

Why Qualtrics?

- Higher functionality compared to SurveyMonkey or SurveyGizmo.

*Word of caution: Qualtrics is SUPER expensive if you don't have a university license (most universities do, but not all).

Sample Platforms

Online sample platform – a browser-based software that lets you find survey respondents and distribute surveys.

Why Amazon Turk (MTurk)?

- Very common, especially for piloting surveys.
- Relatively cheap – cost depends on survey length but approx. 70 cents per respondent.

Other options:

- Lucid Marketplace
- Survey Sampling International (SSI)

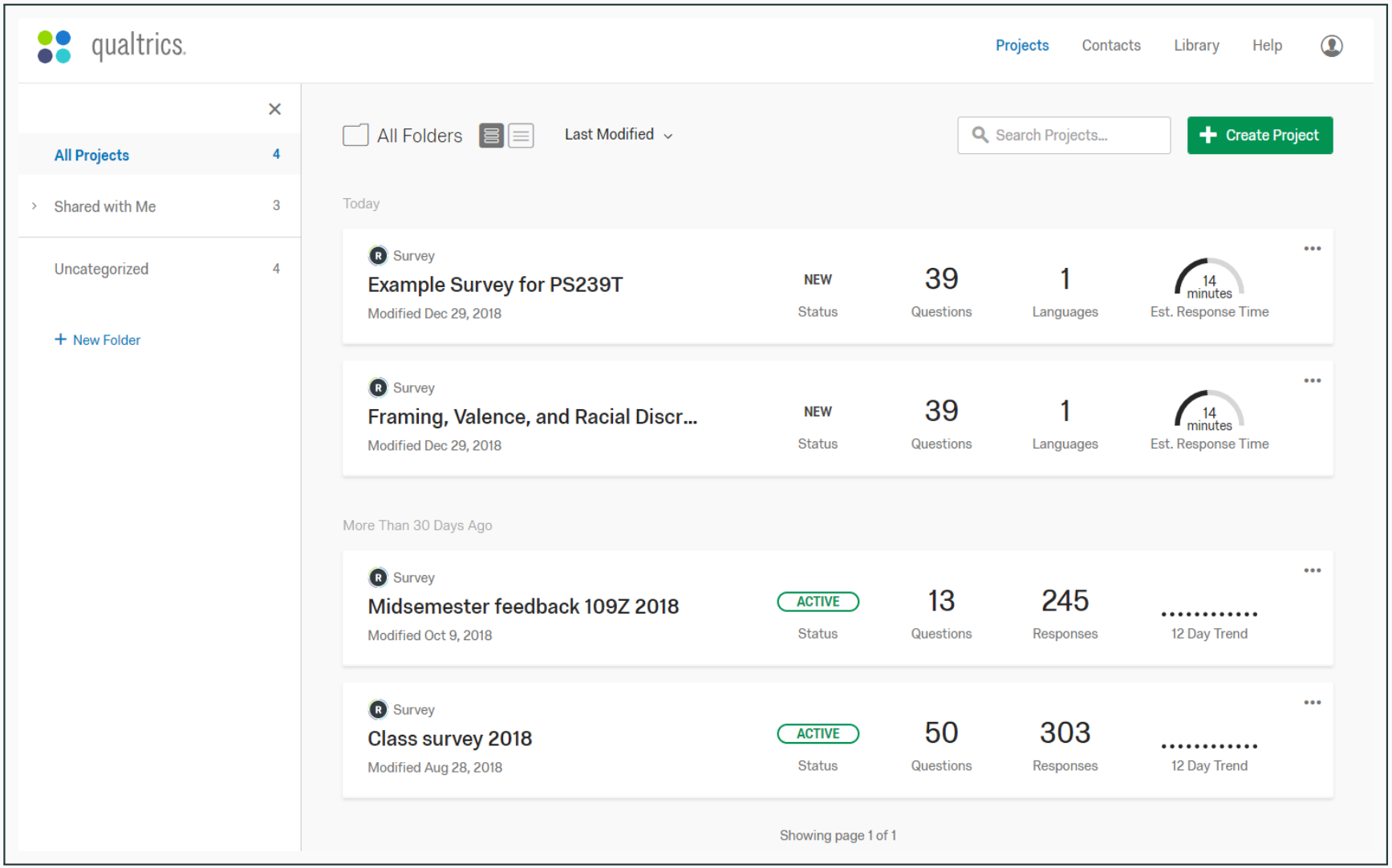
Qualtrics

Challenge #1 - Set up your Qualtrics account!

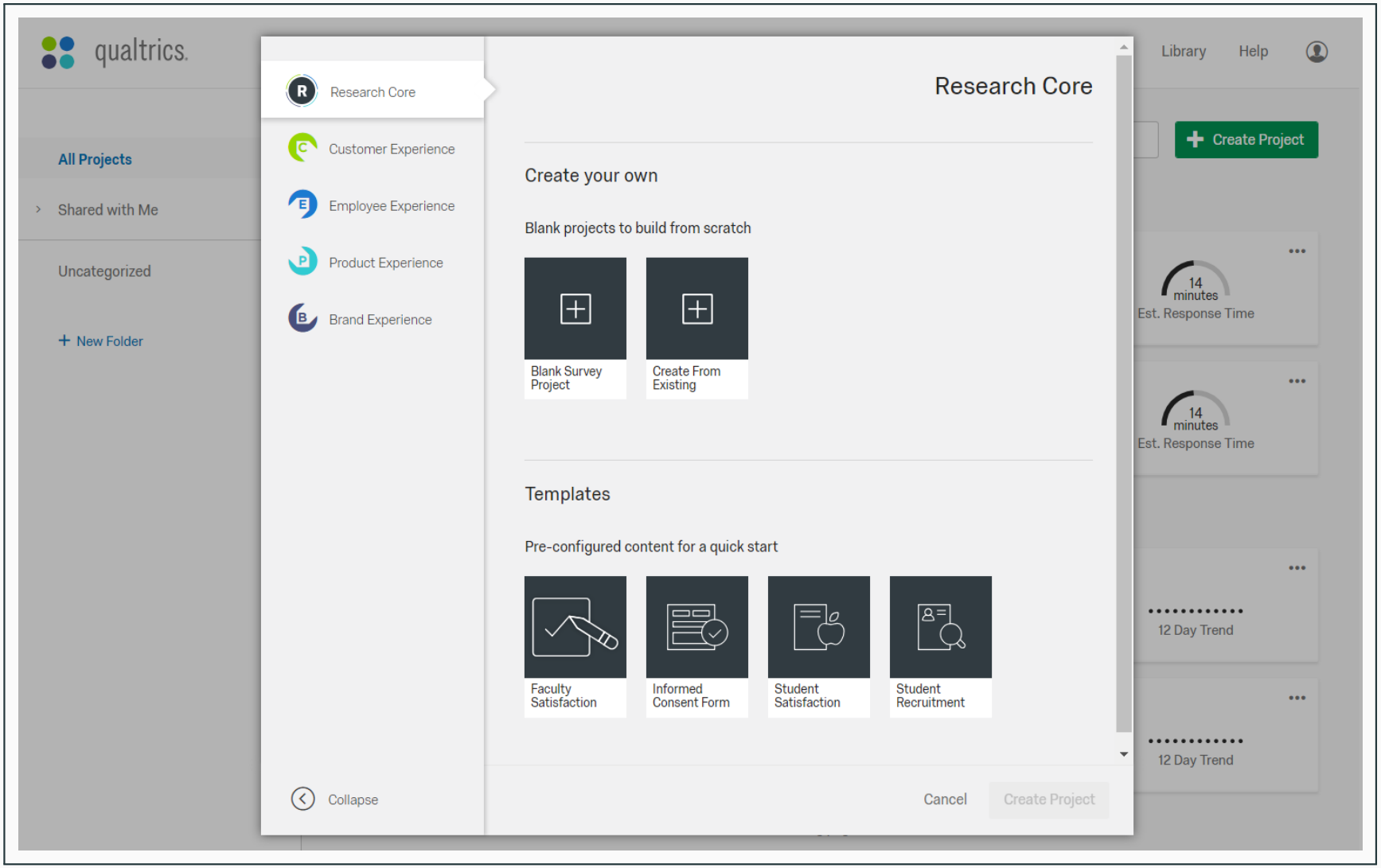
Instructions for creating Qualtrics account:

- **Political science students** – sign up for qualtrics account using the following link: https://ucberkeleypolisci.az1.qualtrics.com/.
- **Other students (NOT in political science)** – find your department's equivalent link using the following website: http://dlab.berkeley.edu/data-resources/qualtrics.

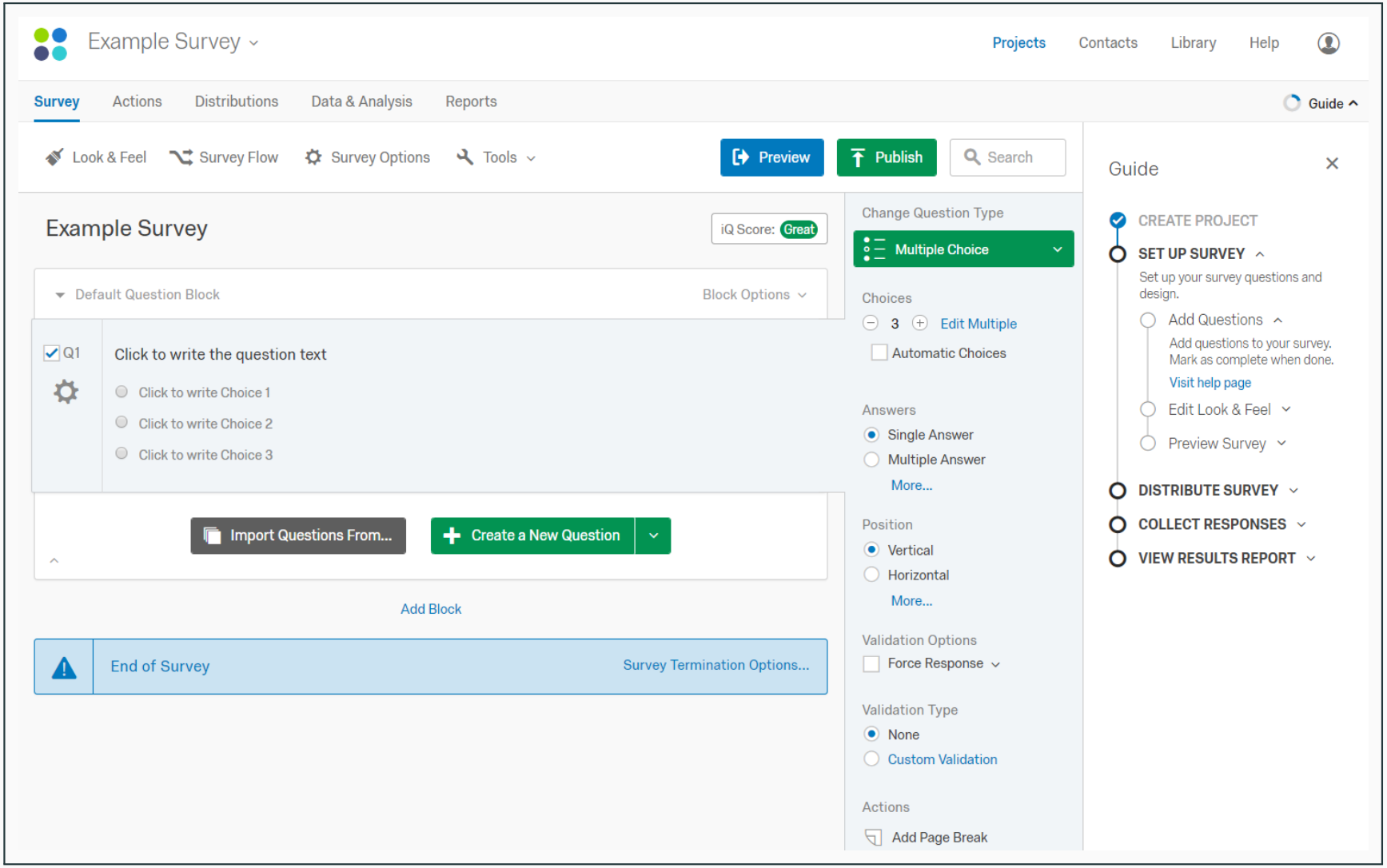
Viewing Projects



Creating New Survey

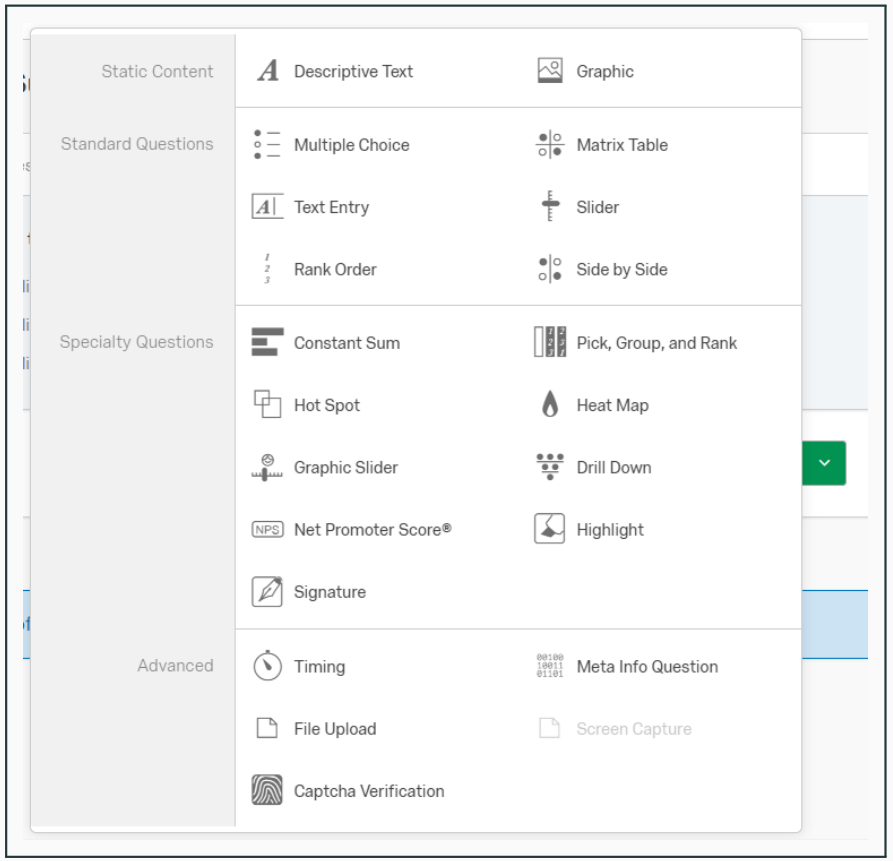


Creating New Survey



Adding Survey Questions

- Qualtrics has a variety of question formats.
- Each format has additional options.



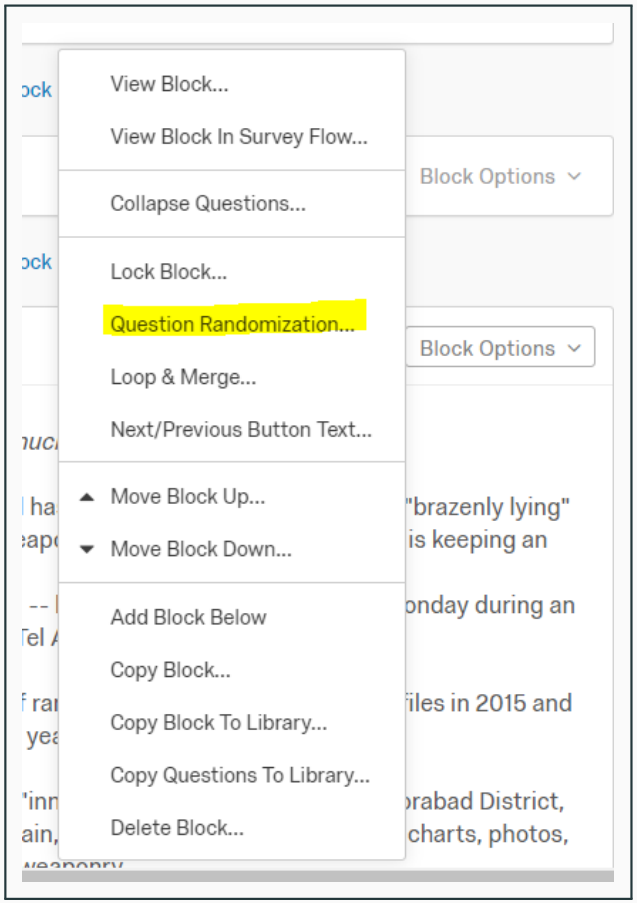
Survey Flow

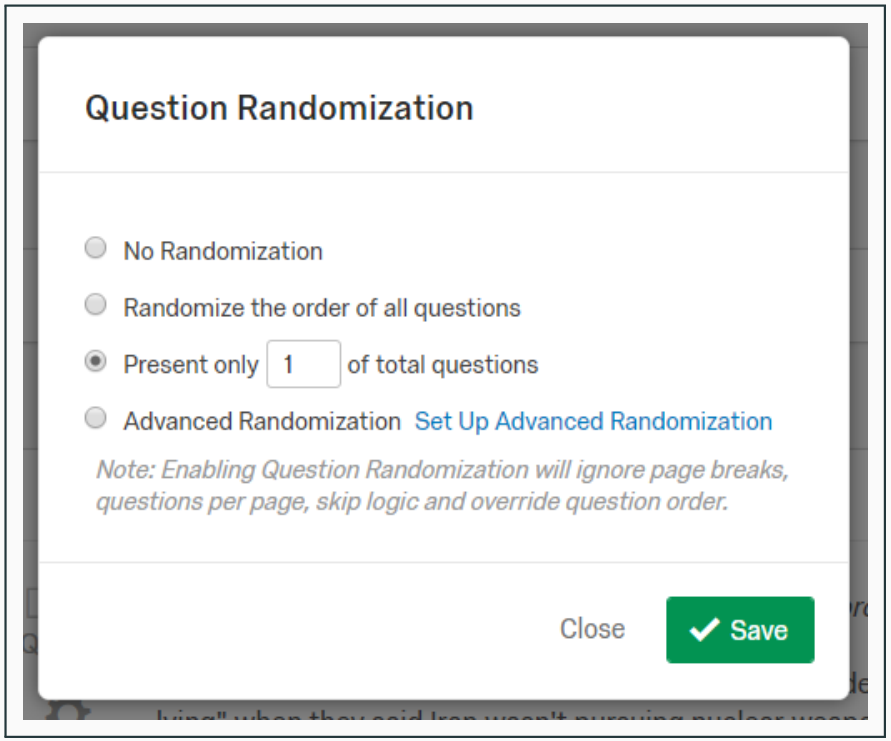
Control and personalize what respondents see using the **survey flow**.

- Reorder, duplicate, and delete blocks.
- Add branching.
- Add randomization.
- Assign values to branches and randomization arms.

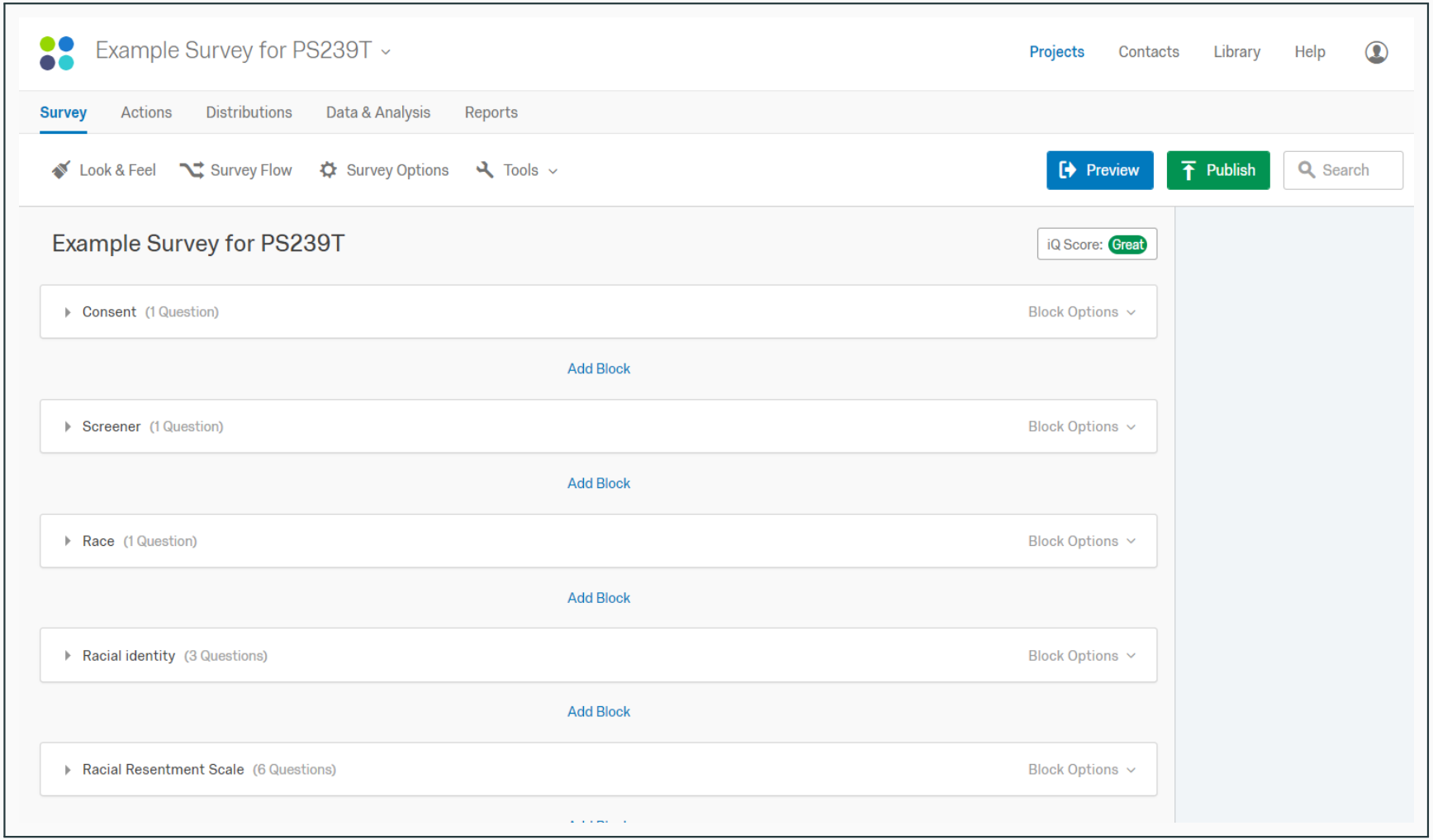
To create an experiment, you can randomize at either the question level, or the block level (done in survey flow).

Example: Question-level Randomization

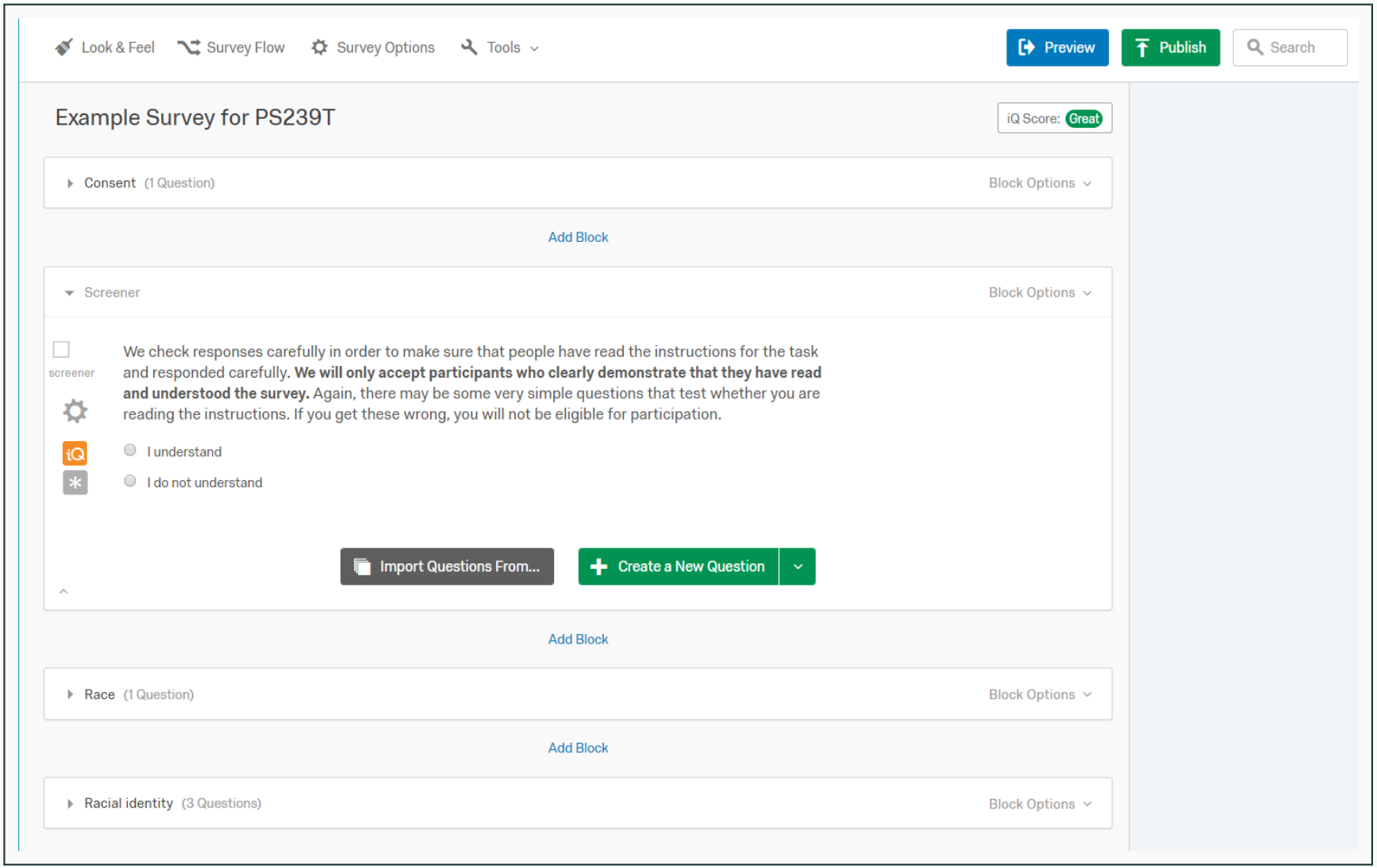




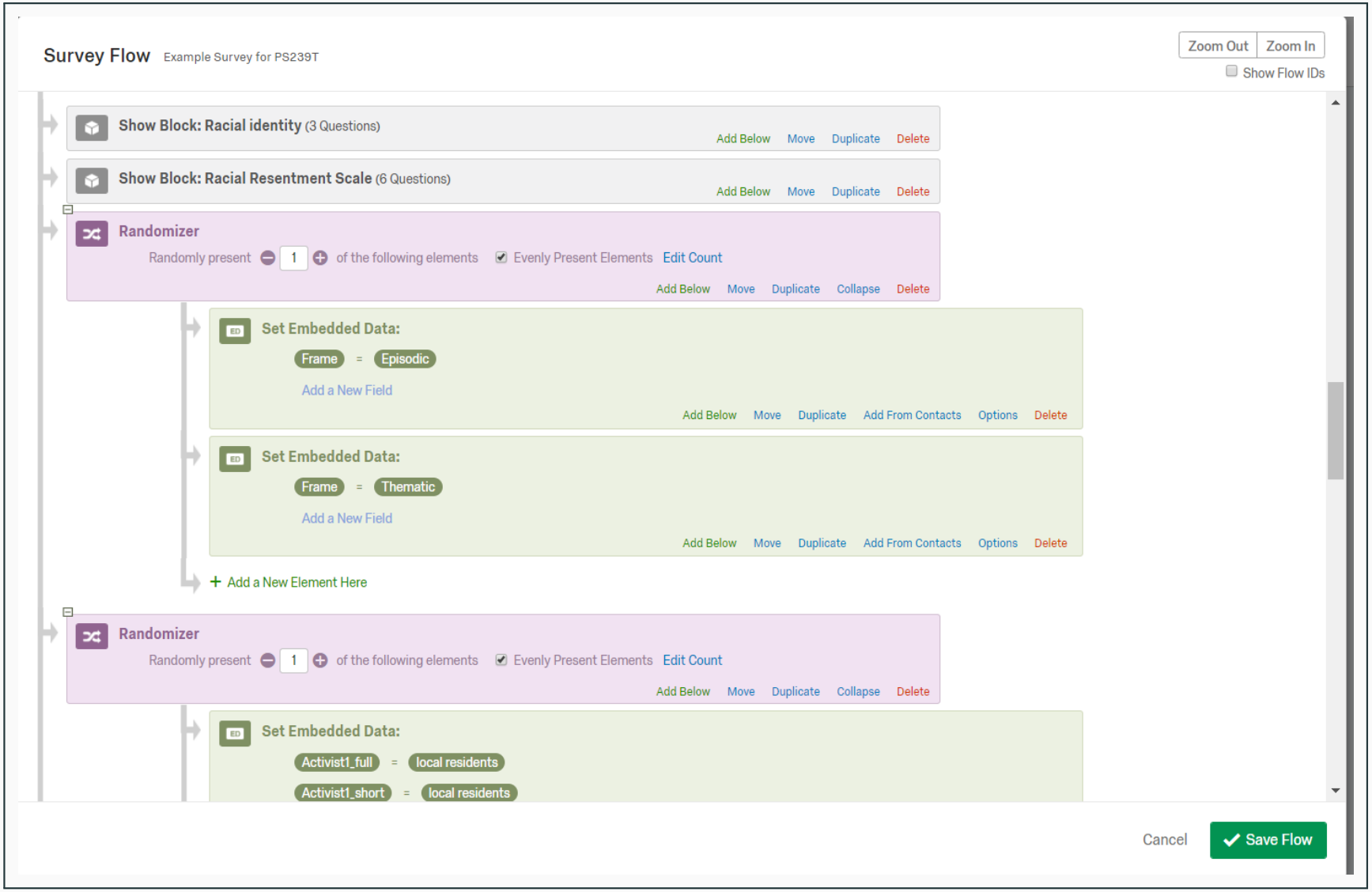
Example: Survey Blocks



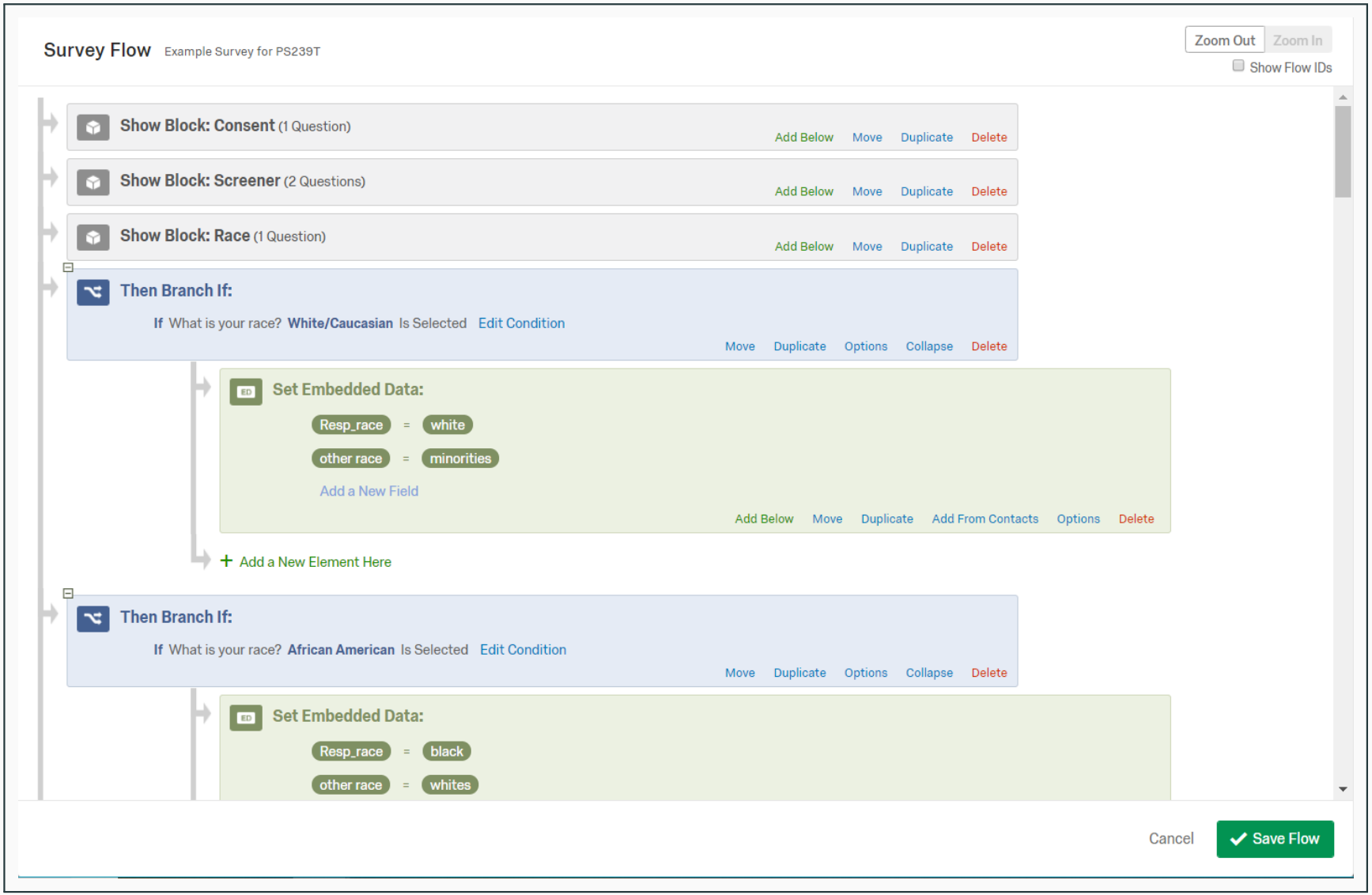
Example: Expand Survey Block



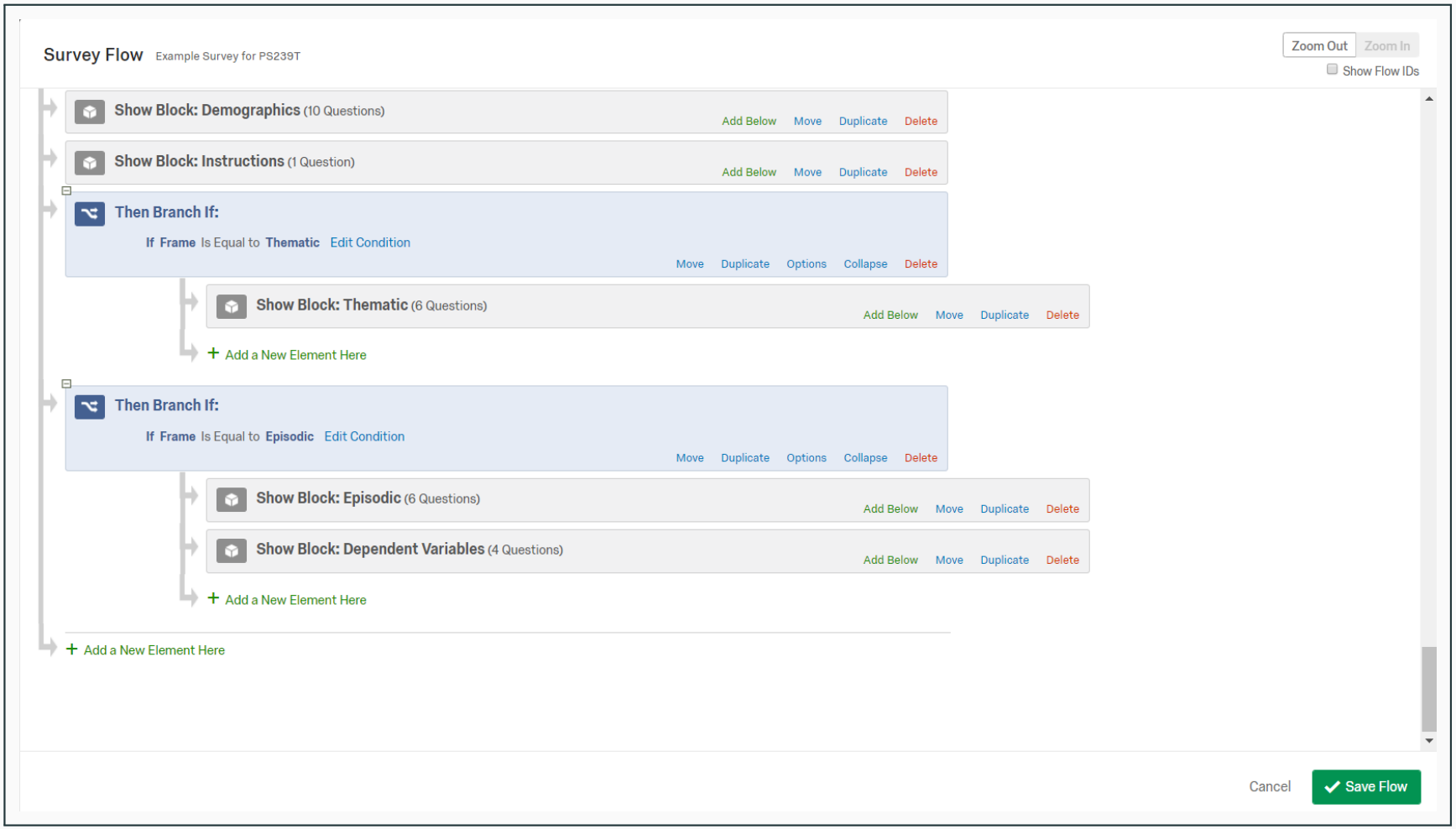
Example: Survey Flow



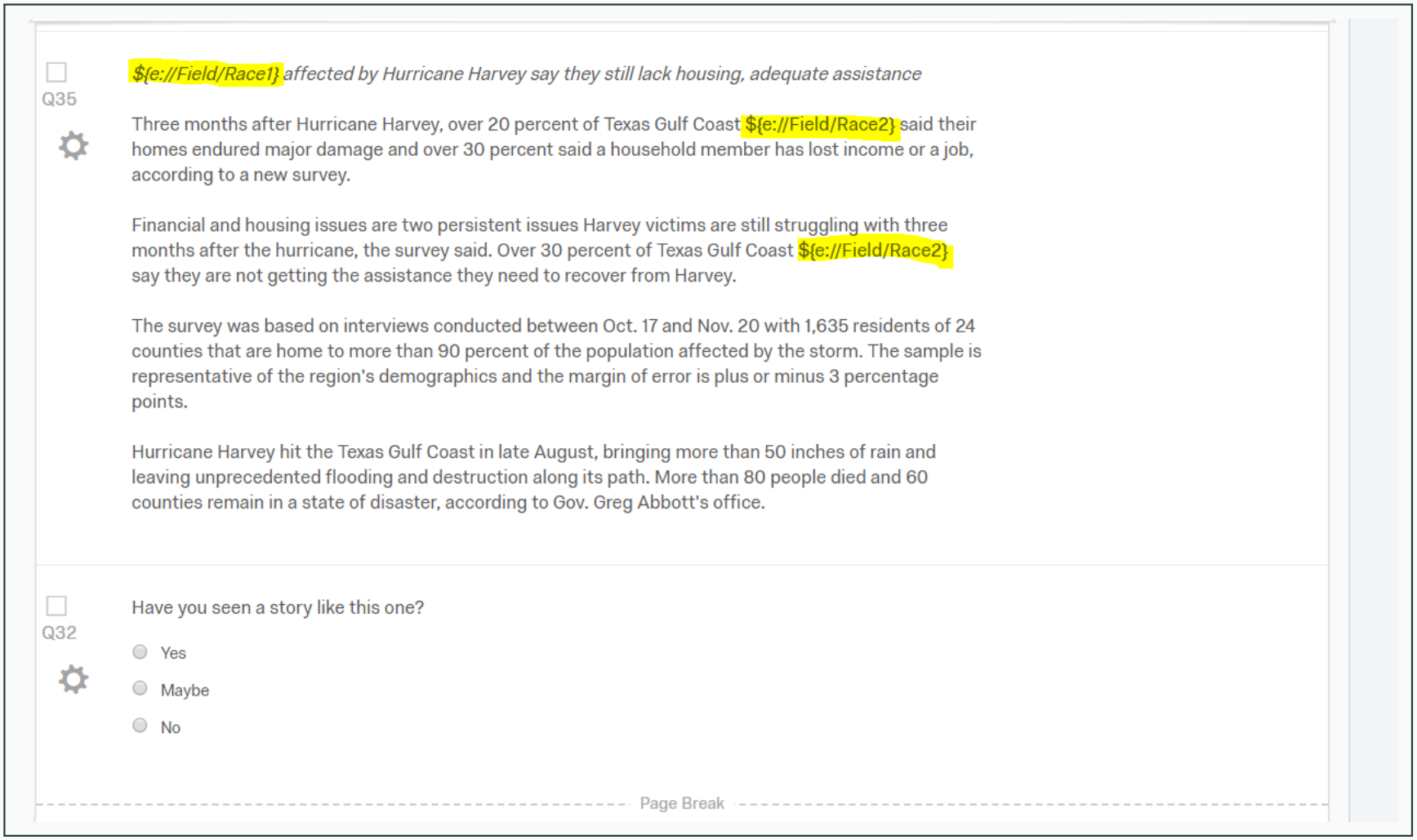
Example: Branching



Example: Block-level Randomization



Example: Randomizing text in questions



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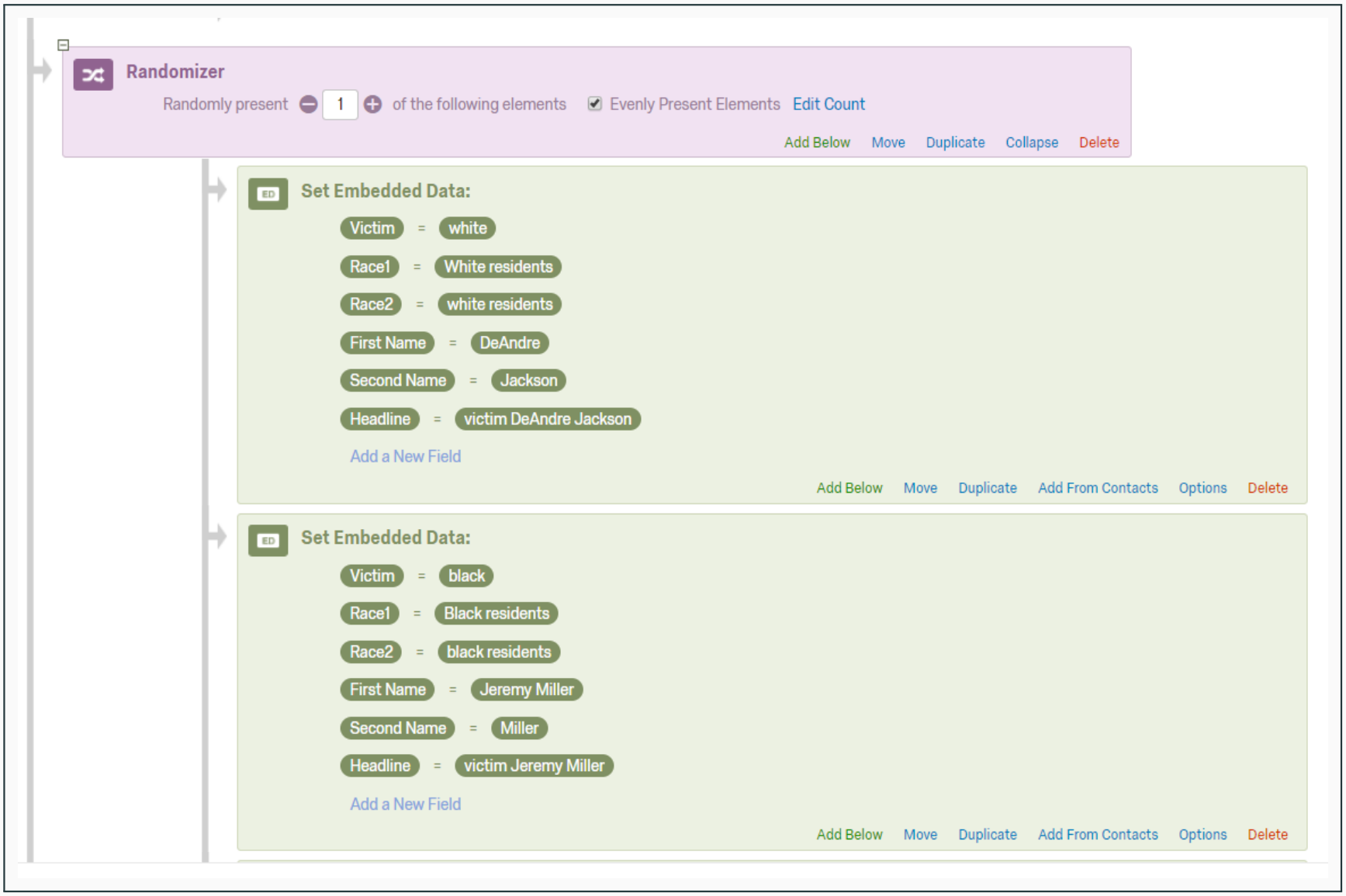


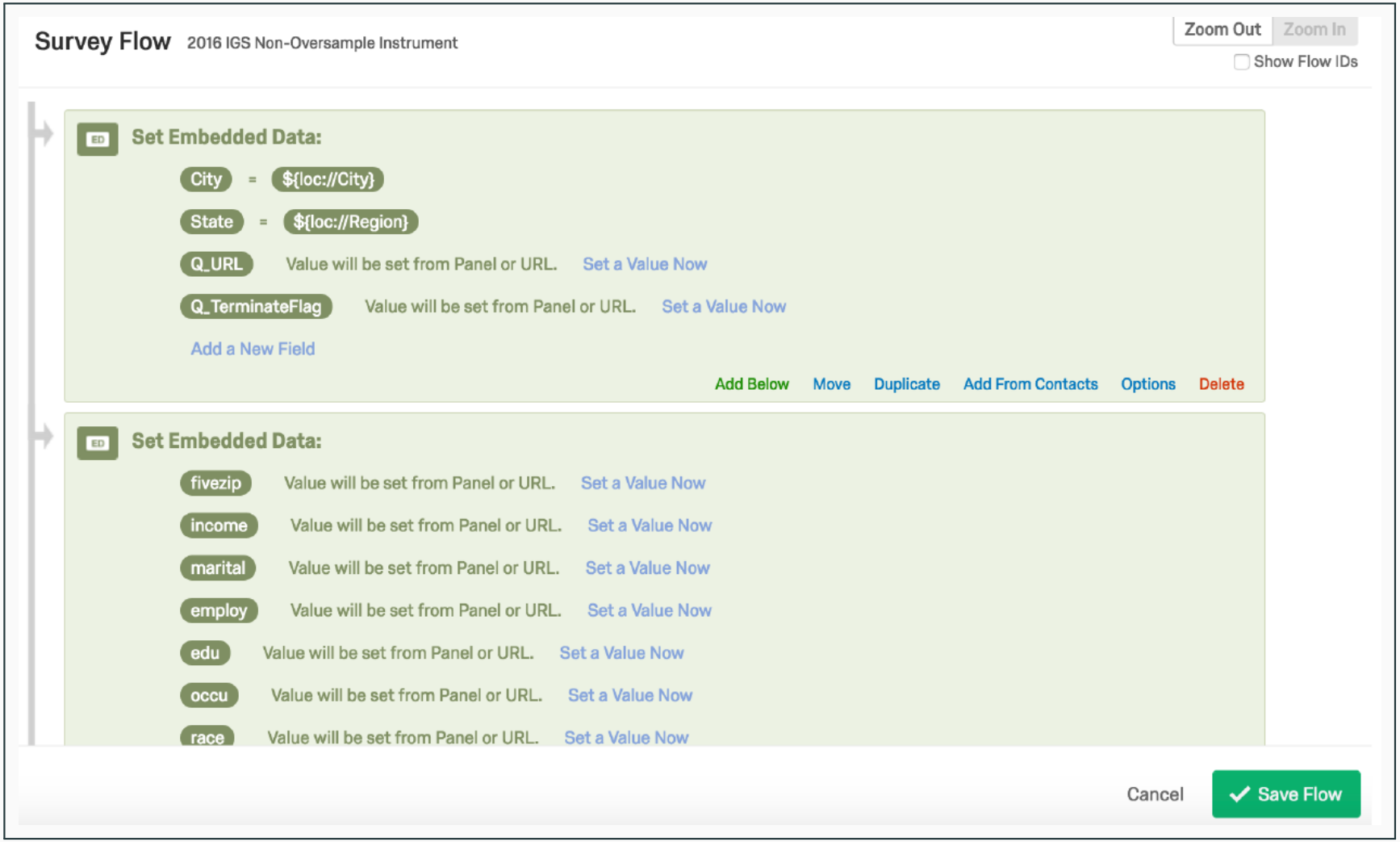
Complex Randomization – Use Javascript

Parsimony is your defense against human errors, just like it is in coding.

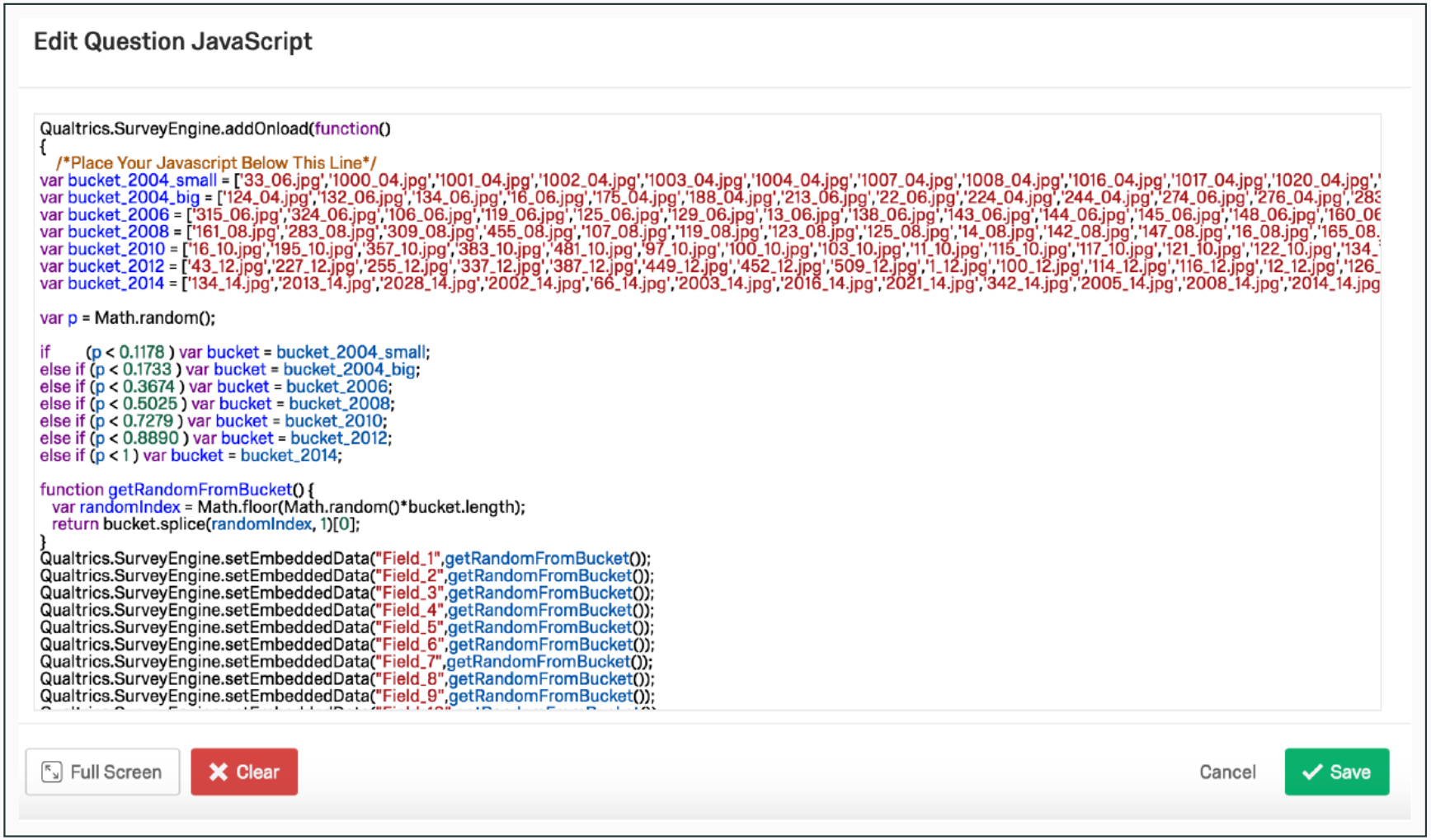
How do you achieve parsimony and complexity?

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

Using Javascript for Randomization



Using Javascript for Randomization



MTurk

Optional Challenge - Set up your Amazon Turk account!

Create account: https://www.mturk.com/get-started.

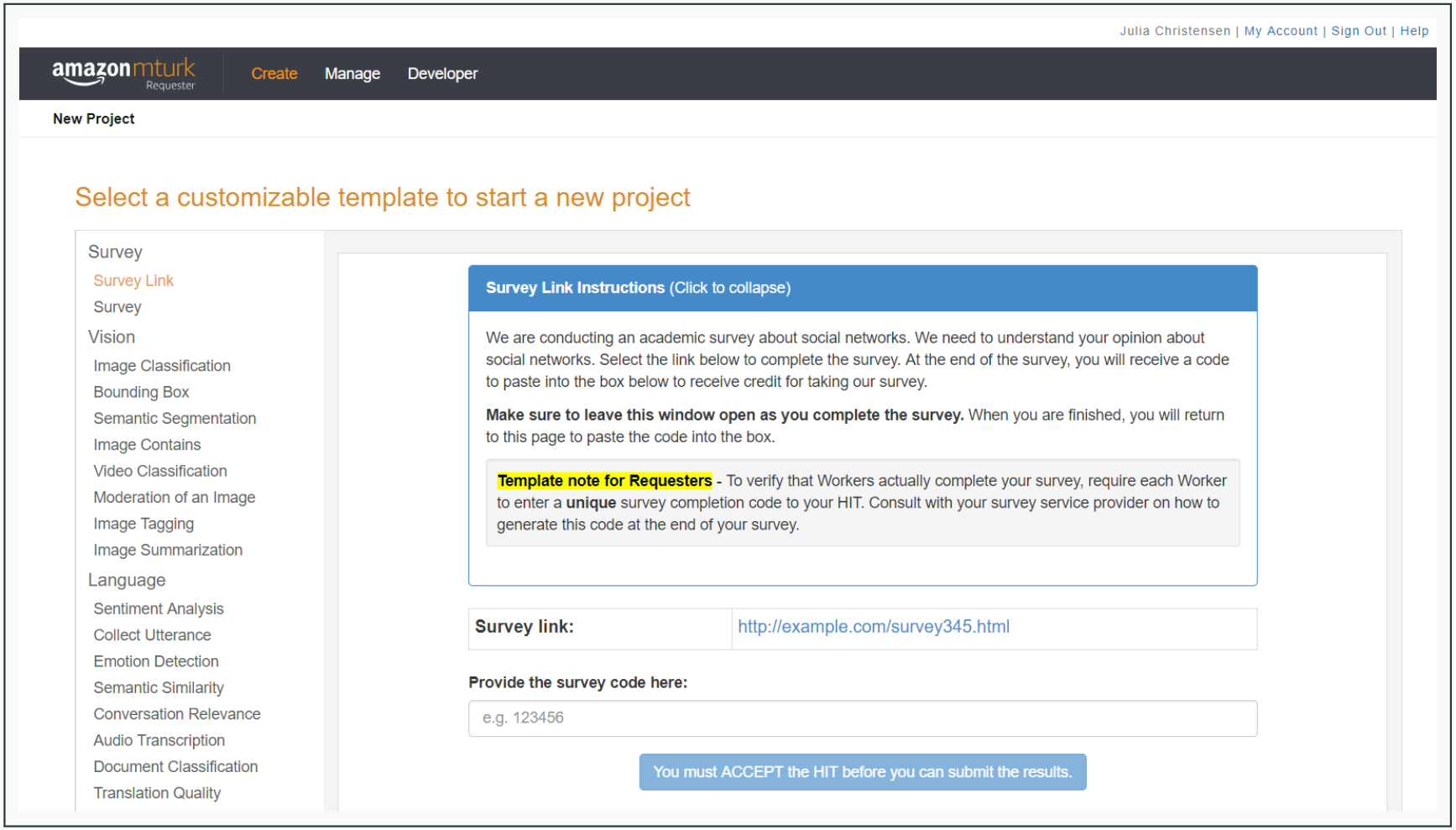
More information about using MTurk for survey research can be found here: http://pages.ucsd.edu/ tfeen-str/resources/mturkhowto.pdf.

How to use for surveys

Generally, use MTurk to find and contact respondents. For the survey itself, direct respondents to click on Qualtrics link.

Possible to contact workers through R using the MTurkR package.

Creating new MTurk project



In-class Exercises

Challenge #2

Create short survey using the following:

- 3+ question formats
- 2+ blocks
- 1+ question-level randomization
- 1+ block-level randomization

Questions?

Extra Slides - Experiments

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

BUT... To have a high-quality experiment, you need random assignment, and you need a control. In other words, you need a **randomized control trial** ("RCT").

Why do a randomized control trial (RCT)?

Randomization allows us to measure an outcome among similar groups of people.

- With large enough samples, any differences between groups should be due to your treatment intervention.

Control conditions allow us to meaningfully estimate the effect of our treatment.

- Without a control group, we cannot estimate what the outcome would have been without the treatment.
- Many experiments use inadequate controls (e.g., mistaking a placebo for a control, or vice versa).