

EPPS6302 Methods of Data Collection and Production

Assignment 1

Create a Qualtrics survey

1. Setting up
 - a. Download the Movie_Rental_Survey.qsf file from class GitHub (<https://github.com/datageneration/datamethods>) under survey
 - i. Click on the Movie_Rental_Survey.qsf
 - ii. **Right click** the Raw button, save link as/download file as
 - iii. Save it to target folder on your local drive (e.g. Users/username/epps6302 | c:\epps6302\)
 - b. Login to Qualtrics
 - i. Open a browser and visit UT Dallas Qualtrics site: <https://utdallas.qualtrics.com>
 - ii. Login using NetID
 - c. Create a Survey
 - i. Menu→Projects→ Click “Create a new project” button
 - ii. Choose “Survey” and name the project (e.g. EPPS6302)
 - iii. Under “How do you want to start your survey?”, choose “Import a QSF file”
 - iv. use Movie survey as name
 2. Analyze survey:
 - a. How is the survey structured?
 - b. What is the questionnaire composed of?
 - c. How are the questions ordered? *First Qs about movies watching/renting behavior then about demographics*
 - d. Check out the Import from Library option to consider importing:
 - a. US race question (under Demographics→US demographics)
 - b. US Zip code question
 3. Change the Look and Feel (paint roller icon on left menu) to select UT Dallas theme
 4. Use Skip Logic in Q4, if answer is NO, skip to the question Q7 “Do you feel comfortable purchasing software over the internet? “
 5. Apply Validation to every question (Force Response)
 6. Insert Page break to save respondents from scrolling down the screen.
 7. What can be done to improve respondent’s experience? *Timer or progress bar (how many Qs left to answer or how much more time needed to complete the survey)*
- Further assignment: Importing a survey from Qualtrics library

1. Create a survey using your library, then choose Qualtrics library
2. Choose All Projects and Programs → Search for “Diversity and Inclusiveness Survey”
3. Import a block with income and education questions.
4. What is the difference between this block and previous instrument?

Previous block asks respondents questions about practice of inclusiveness and diversity in their organization and the new block adds demographic questions which are about the socioeconomic characteristics/backgrounds of people in the organization.