# ASCR ECX Evaluation Toolkit

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Contributor: Terry Turton

# README for ETK Key Task Module

## File List:

* ETK-KeyTaskQualtrics.html
* ETK-KeyTaskQualtrics.css
* ETK-KeyTaskQualtrics.js
* ETK-KeyTaskREADME.docx
* ETK-KeyTaskSurveyFlow.png
* Sample Stimuli Images: KTimage00.png – KTimage06.png

## Overview

This module is intended to be run within a Qualtrics survey. Qualtrics survey software can be found at www.qualtrics.com.

The Key Task Module is designed to give users a set of “keys” with possible answers that can be chosen by a participant. The keys can be coded by color or by name/text. The stimuli images are randomized and shown up to a user-defined number (maxShow). A generic study within Qualtrics might consist of:

1. An IRB consent block/question.
2. An introduction block/question to explain the task and how an image should be chosen out of the pair shown.
3. A study block with a Key Task module question.
4. A demographic block containing any relevant demographic questions.

## Instructions for implementation of the Key Task Module

There are three files that work together for the implementation, an HTML, a CSS and a JavaScript file. The CSS file is added in the Look and Feel part of the Qualtrics survey options. Choose the Advanced tab and click on Add Custom CSS. Cut and paste the CSS sheet as directed. The HTML and JS files are added in the individual question. Choose a Descriptive Text question type. Click on the question text and an HTML View tab will appear. Click on the HTML tab and insert the HTML file. Lastly, to the left of the question is the settings icon. Click on the settings icon and choose Add JavaScript. The custom JavaScript code should be added there. The list of stimuli images in the JS will need to be updated as will the phrasing of the specific question under study in the HTML. Also the image box size will need to be updated in the CSS. A user can also adjust the number of keys by changing the three coordinated variable arrays: keyNames, keyColors, and keyValues.

Detailed information on developing surveys and using the Qualtrics JavaScript API can be found on the Qualtrics website.

A set of trivial example stimuli are included so the user can explore the functionality. In these example stimuli, the participant is asked to choose a key coded by color. An imgURL variable is used to point to the URL host for the images and must be modified by the user.

For each stimuli image, information on which key choice was made must be saved to embedded variables. The Qualtrics JavaScript API allows the user to write out information via the setEmbeddedData method. The embedded data variables MUST be created within the Survey Flow in order to save this information. An example Survey Flow screenshot in included. By default, the names and key choices are saved as “nX” and “cX” where X is simply the number of the image currently displayed. If the user wishes to change those defaults, the JavaScript file must be edited so that the embedded data variable names match the ones created in the survey flow. More information on creating embedded data variables and the survey flow can be found on the Qualtrics website.

A timing variable, timeDelay, is used to set a slight delay before each image appears. For images with high levels of similarity, this can make it easier for subjects to realize that there is a new image. The default is 250ms.

## Amazon Mechanical Turk

Amazon Mechanical Turk, <https://www.mturk.com/mturk/welcome>, is a crowdsourcing site that can provide a convenient source of study participants for online studies. A URL link to a Qualtrics study can be input into an Mturk HIT to launch a study. More information can be found on the Mechanical Turk website. We also suggest that the user look into TurkPrime (www.turkprime.com), a crowdsourcing data acquisition platform that greatly improves on the Mturk user interface.

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