## EPPS7386 Survey Research

Assignment: Qualtrics 1

Create a Qualtrics survey

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1. Setting up
   a. Download the Movie_Rental_Survey.qsf file from Teams (in Assignments folder) b. Login to Qualtrics
      i. Open a browser and visit UT Dallas Qualtrics site: utdallas.qualtrics.com c. Create a Survey
         i. Click Projects and "Create New Project" button
         ii. Click "Survey" then "Get Started"
         iii. Give a project name, use QT: Movie survey iv. "Import a QSF file"
         v. Click "Choose File", select the downloaded file
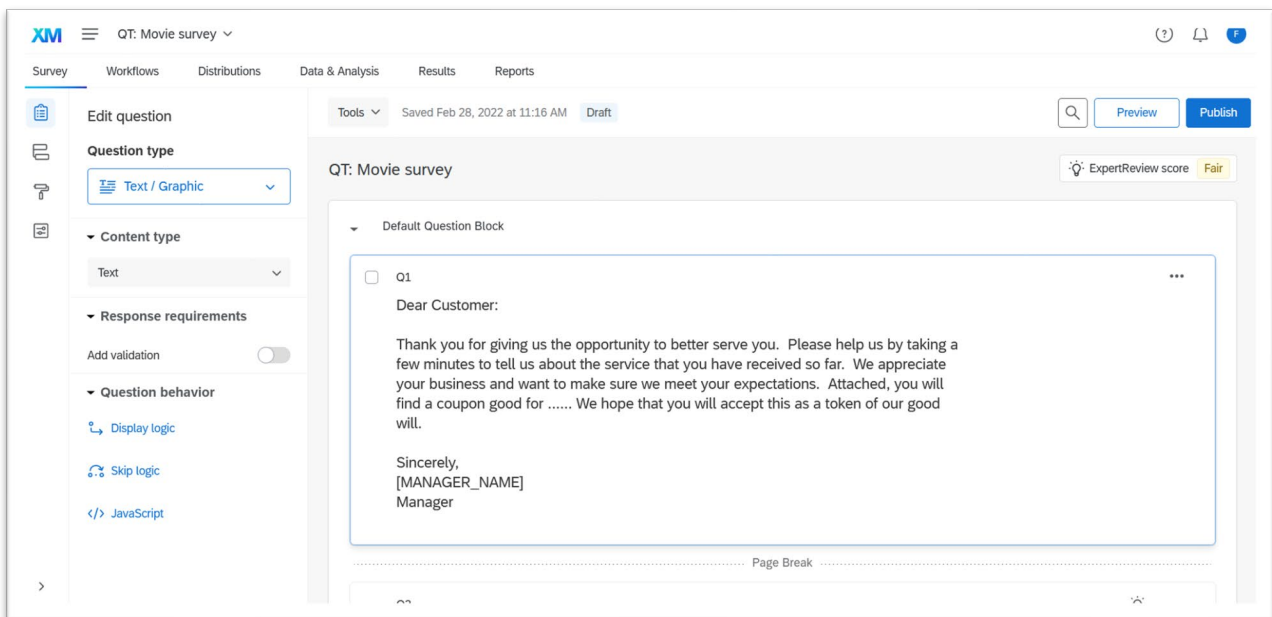
2. Analyze survey:
   a. How is the survey structured?
   b. What is the questionnaire composed of?
   c. How are the questions ordered?

The survey is structured in one block with:
- **An introduction in which the study is presented (Q1),**
- **17 questions (include 12 questions about preferences in the consumption of movies Q2-Q13; and 5 sociodemographic questions Q14-Q18),**
- **and the end of the survey with thanks.**

3. Change the Look and Feel to include UT Dallas header.

4. Use Skip Logic in Q4, if answer is NO, skip to the question Q7 "Do you feel comfortable purchasing software over the internet? " Note: What is the difference between Skip Logic and Display Logic?

Skip logic allows the survey designer to send respondents to a future point in the survey based on how they answer a question. For example, if a respondent expresses that she/he does not consent to participate in the survey, she/he could immediately skip to the end of the survey. Skip Logic can only be used to send respondents forward in the survey, not backward. **Display logic** is used to create a customized survey for each respondent. When a specific question or answer choice pertains only to certain respondents, the designer can set the display logic to display conditionally based on the information above. With this feature you can conditionally display both questions and answer options, allowing you to create a survey that dynamically adapts to your respondent's answer.

5. What can be done to improve respondent's experience?
   In the initial part of the survey, I would recommend including a brief mention of the topic and objectives of the survey, as well as the time needed to respond and a brief consent form. In the questions section, I would incorporate the "I don't know" option to some of them: this addition could offer interesting data about the client's preferences. Regarding the order, I would add the skip logic from Q4 to Q7 and regroup the questions around the themes: opinions about the consumption of movies and software to control profanity, nudity, and violence; preferences regarding the purchase of software; the purchase of DVDs; and customer practices around the rental or purchase of movies. For a better experience for those respondents who answer with their cellphone, the matrix-table using the 5-point Likert scale is difficult to visualize (the use of the scroll bar is required). Perhaps in that case another question presentation format could be more beneficial.

6. ADVANCED:
   i. Reorganize the survey by Blocks.
   I included 3 blocks: one for Consent Form (Q1), other for the Q2-Q13, and the last one for socio-demographic questions (Q14-Q18).

QT: Movie survey

ExpertReview score   Fair

▸   Consent form | 1 Question

Add Block

▸   Questionnaire | 12 Questions

Add Block

▸   Socio-demographic | 5 Questions   •••

Add Block

ii.   Apply Display logic in one of the questions

Q8

Do you feel comforable downloading software over the internet?

○ Yes
○ No

Q9

▾ 🔀 Display this question

If   Do you feel comforable downloading softw   Yes   Is Selected

How often do you download software over the internet?

○ Once every six months
○ Once a month
○ Once a week
○ Every day

iii.   Try out the Carry Forward features.

Q11

▾ ↪ Carry forward choices

from   What type of DVD player do you own?   that are   Selected Choices

What type of DVD player do you own?

○ PC DVD-ROM
○ Macintosh DVD-ROM
○ Sony PlayStation 2/Microsoft X-Box
○ Console Top DVD player

iv.   How to make the survey mobile friendly? Try the following skills:

1. Page breaks for every question to save respondents from scrolling down the screen.

I generally buy movies.   ○   ○   ○   ○   ○

------------------------------- Page Break -------------------------------

Q3   ✱

When would you purchase a DVD player if you don't already own one?

2. Apply Validation to every question (Force Response)

▾ Response requirements

Add requirements   ⬤

⦿ Force response
○ Request response

☑ Q2   ☀ ✱ •••

Which of the following do you agree with?

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I generally rent movies.	○	○	○	○	○
I usually enjoy rated R					

3. Reconsider Matrix table?

I restructured questions to present them separately so there is no need to use the scrollbar.

Q2

How much do you agree with the following idea?
"I generally rent movies"

○ Strongly Disagree
○ Disagree
○ Neutral
○ Agree
○ Strongly Agree

v. Add-on challenges
1. Add Default choices

Q22   ⦿

Do you have any suggestions regarding our services?

Replace this text with your suggestions

a. Under what circumstances you can use this feature? Why or why not?

The designer can use the Default choices feature to pre-populate answer choices within a question when the respondent opens the survey. This can be useful in situations when the designer asks respondents to update previously collected data, such as mailing address, email, name, etc. In the example was used to incorporate an orientation.