EPPS6302 Methods of Data Collection and Production

Assignment 1

Create a Qualtrics survey

Link to Katie's survey: https://utdallas.qualtrics.com/jfe/form/SV_20pYoBjzvlrYjPg

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?

    The survey is structured with various closed choice responses. For instance, some questions use a version of a likert scale and some questions contain multiple choice responses. In general, the most interesting/important questions appear first; demographic information appears last. The survey is eighteen questions long in total, and seems like it would take about 5 minutes to complete.

    b. What is the questionnaire composed of?

    The content of the questionnaire is composed of questions about consumer preferences in film. For instance, does the participant find nudity to be acceptable in movies? There are also questions about consumer habits in how they watch movies. For instance, how much would the respondent be willing to pay for movie-watching software? Clearly, this consumer survey is trying to find the right market for a software product.

c. How are the questions ordered?

First there are questions about film preferences. Then there are questions about consumer spending and interest in products. Finally, there is demographic information.

d. Check out the Import from Library option to consider importing:
a. US race question (under Demographics → US demographics)
b. US Zip code question

These questions seem pertinent to ask with this kind of survey, as it would help establish a target market.

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?

Overall, I think the survey is a good instrument as it is brief and the questions are not confusing. In order to further improve the respondent experience I would further improve the "thank you" page to look more visually appealing and add a bit more detail on how the survey data will be used, if possible.

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?

The DEI survey relies more on a agree-disagree likert scale to obtain user feedback. It is more of a feeling thermometer than a consumer survey. The survey will target a different population, and it will be used for program evaluation rather than market research.