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EPPS 6302.001
Dr. Karl Ho

<div align="center">**Assignment #1**</div>

1. Setting up

    1. 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\ )
    2. Login to Qualtrics
         i.   Open a browser and visit UT Dallas Qualtrics site: https://utdallas.qualtrics.com
         ii.   Login using NetID
    3. Create a survey
         i.   Menu → Projects → Click "Create a New Project"
         ii.   Choose "survey" and name the project (eg., EPPS6302)
         iii. Under "how do you want to start your survey?", choose "Import QSF file"
         iv.   Use "Movie Survey" as name

    2. Analyze:
         1. **How is the survey structured?**

    The survey gauges the respondent's preferences when it comes to viewing movies, owning movies, and movie content. The purpose of the strongly agree/strongly disagree questions (presented in a Likert scale format) is to measure the respondent's opinions and preferences regarding each of those topics. These questions offer the respondent a sense of comfort and confidence prior to moving into the rest of the survey. After these opinions are established, the survey movies into more specific questioning. The survey asks topic-specific questions organized in an orderly fashion, with all topics being grouped together. The respondent-specific questions, which will vary depending on who the respondent is (age, gender, income, state, etc.), are strategically placed at the end of the survey to ensure maximum levels of comfort in participation.

         2. **What is the questionnaire composed of?**

    The questionnaire is composed first of multiple Likert-scale questions (feeling thermometers). These questions are meant to gauge the respondents' opinions regarding the survey's topics (renting movies, viewing movies, approval of obscenities in movies). The questionnaire then moves into more specific questions regarding the respondent's opinions on the necessity of DVD players, the safety of streaming software, and the amount of money spent on renting or buying DVDs. Last, the questionnaire moves into demographic questions, which vary for each respondent. These questions were placed at the end of the survey in order to increase the respondent's overall confidence in the trustworthiness of the survey.

         3. **How are the questions ordered?**

    The questionnaire places the Likert-scale/feeling thermometer questions at the beginning of the survey. This helps the surveyor to understand the respondent's opinions on topics regarding the streaming of movies. This also establishes confidence with the respondent. The body of the questionnaire contains the specific questions with more straightforward and tangible answers (i.e., "yes" or "no"). The surveyor places the demographic questions at the bottom of the survey instead of the top, which is strategic in that it helps the respondent grow confident in the purposes of the survey.

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> 4. **Imported from Library Questions**
>   1. **US race question**
>   2. **Zip code question**

US race and zip codes questions could improve the survey because they are good measures of demographics. With demographic questions, the surveyor can get an idea of who is responding to their survey. For example, the zip codes question can help the surveyor draw conclusions about movie preferences related to geographic/regional location.

> 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?**

Possibly increase the specificity of some questions. For instance, instead of "Would you be interested in software that allows you to have control over profanity, nudity, and violence in movies?" being a yes or no answer, you could possibly change the amount of answers to more than "yes" or no". This question might be better placed as a feeling-thermometer question, as respondents' answers might be more nuanced than "yes" or "no". Additionally, the surveyor can go into more detail about the purpose of DVD software when it comes to parental controls. Last, people without kids might be responding to the survey, so more questions that are geared toward them may be helpful.

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 question asks about demographics on a deeper level than just race and ethnicity. By understanding respondents' socioeconomic status, as well as their maximum achieved education, allows for much more intrinsic and valuable diversity and inclusion measures. You are able to draw more conclusions about respondents' specific backgrounds and make more connections between their demographics and views on diversity and inclusiveness.