

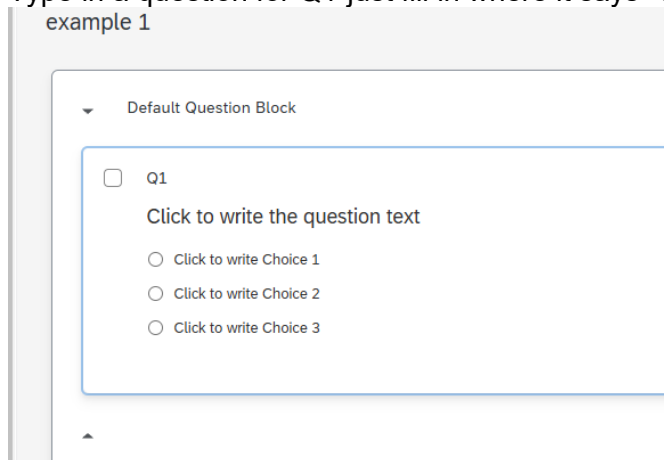
Lab 2 Qualtrics

Getting Started

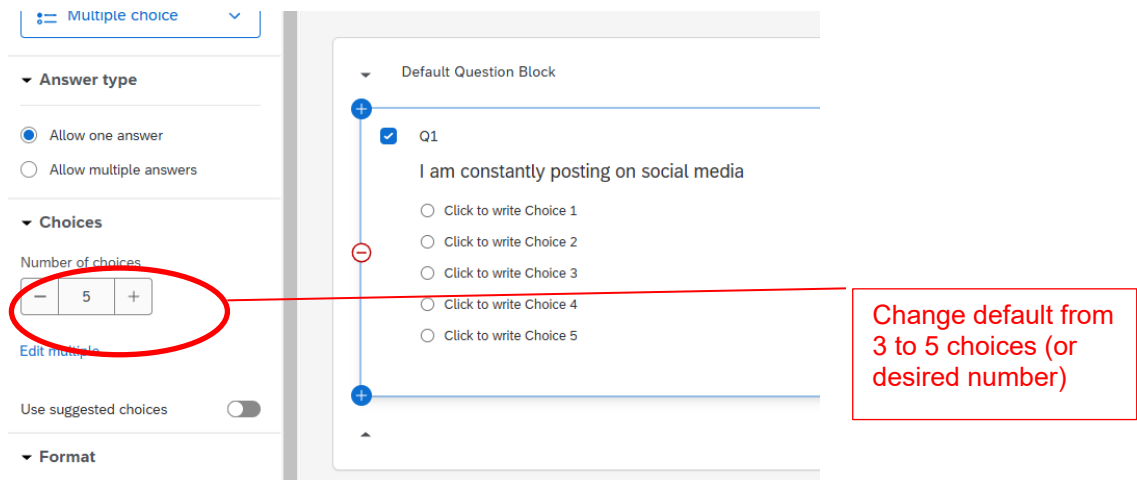
1. Go to <http://go.pdx.edu/survey>.
2. at the Welcome to XM page
3. at bottom of left navigation menu, click "Create a new project"
4. on the Create a project page, click the Survey button
5. At bottom right, you will see a button for Get Started. Click and get start

Creating the Survey

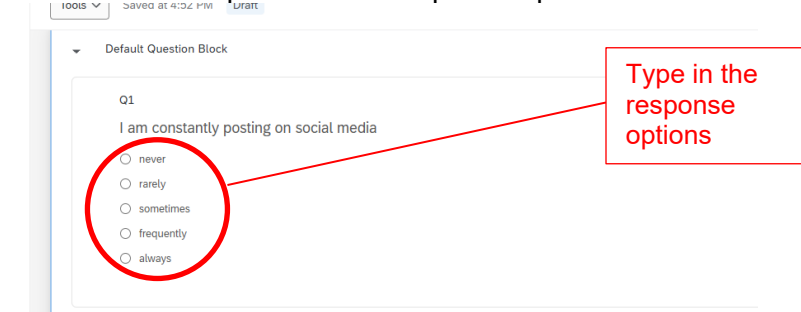
Type in a question for Q1-just fill in where it says "Click to write the question text"



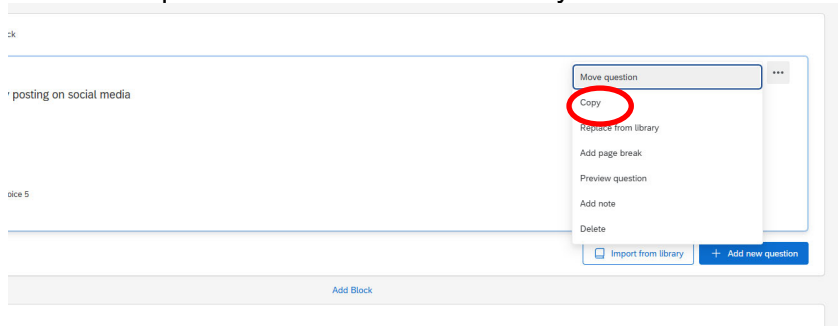
Change the number of response categories and enter the descriptors



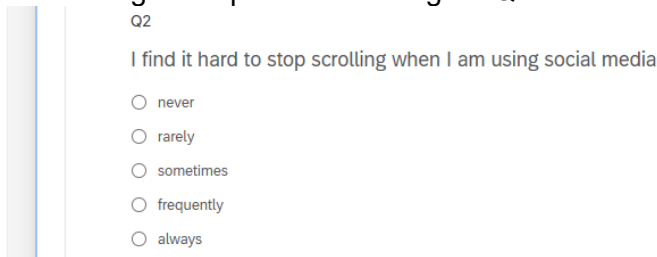
Add in the descriptors for the response options



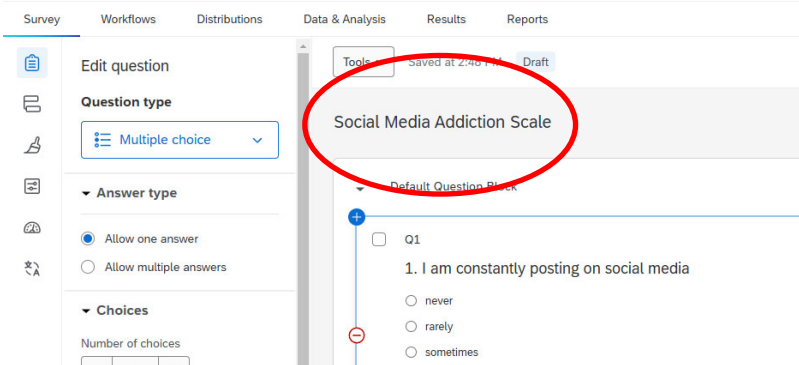
Click on the three dots (“kebab”) in question box and copy the first question. [An alternative method is to add a new question and then choose “carry forward choices” toward the bottom of the menu on the left].



Then change the question wording for Q2.



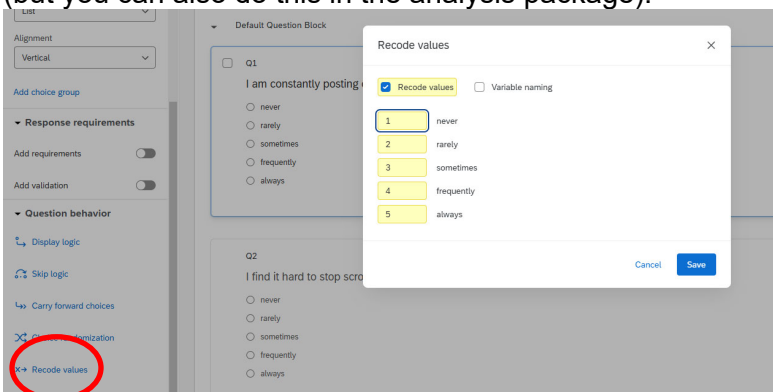
When you finish entering all the questions, change the project (survey) name to something that describes your items. Up at the top where it says “example 1” you can change it to a title—I’ll change mine to “Social Media Addiction Scale”. Your work is automatically saved like a Google doc.



Other Features

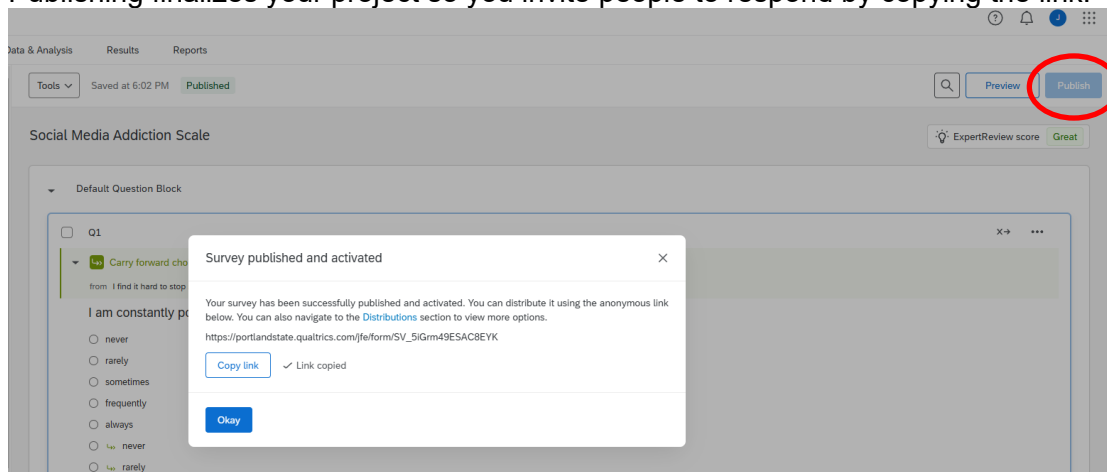
The preview button in the upper right allows you to test out the questions

At the bottom of the menu bar on the left, under recode values, you can recode the numbers if you want (but you can also do this in the analysis package).



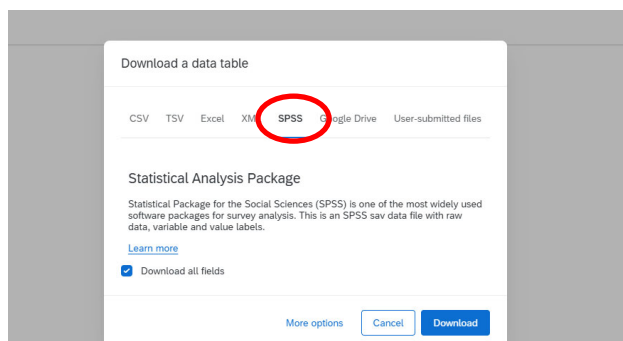
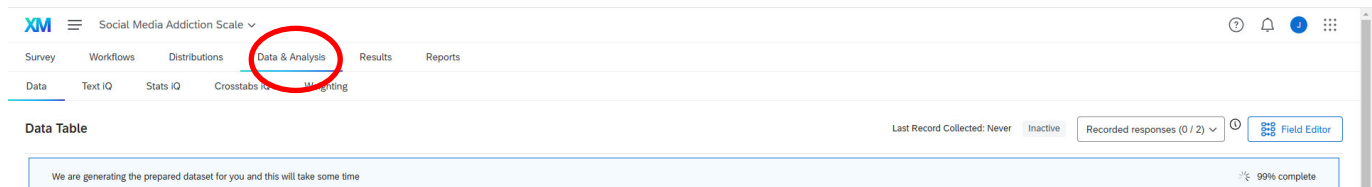
Publish

Publishing finalizes your project so you invite people to respond by copying the link.



Export for Data Analysis

After the survey has been completed by as many respondents as you need/want, go to the *Data & Analysis* menu. Choose export from the *Export & Import* dropdown. And click on the SPSS tab at the top (you could also use a CSV or alternative format—R can use either SPSS or CSV). Then you can *download*. We'll look at how to deal with the data set next time.



Here are some general instructions for programming in survey questions:

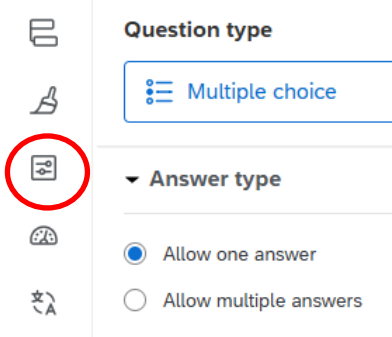
<https://www.qualtrics.com/support/survey-platform/survey-module/editing-questions/creating-questions/>

There is a brief tutorial that covers exporting data here:

<https://www.qualtrics.com/support/survey-platform/data-and-analysis-module/data/download-data/export-data-overview/>

Anonymization

By default Qualtrics collects IP address and location information and this is a problem for making the survey truly anonymous. It is best to remove this information so that it is not recorded. To remove it, in Survey view (default tab at the top), click on the icon at the left for Survey Options.



Then under Options at the left, choose Security. Scroll down and turn on the button for Anonymize responses.

Data File

Your data file will be in an SPSS format. It will contain a number of variables at the beginning (e.g., start and end dates) that you will not need. Out to the right will be responses for each of your variables Q1, Q2, etc.

Inviting Participants

When it comes time to invite participants, there are several modes of communicating to others. You are free to use any of the social media means you wish, but I suggest you compose your own email from your usual campus email (Google pdx email system) and send your link to other people you know. I'll give you some suggested wording to include at a later date. **Participants should never be identified** (do not collect any identifying information about the respondents, such as name, address, email, or phone number). **Participants should all be over age 18.**