

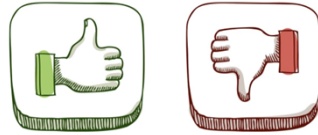
# Online surveys in qualtrics<sup>XM</sup>

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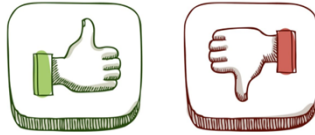
# Why online survey?



## PROS

- **Cost** (but depends on parameters - e.g. re-pre-sample requirement, collection through an agency - who will program the questionnaire?)
- **Speed of data collection** (distribution of questionnaires and collection of responses)
- **Easy implementation** (does not require knowledge of programming languages)
- **Easier survey management** (respondents, invitations, data... )
- **Flexibility and advanced options** - display logic, randomization, ...
- **Acquisition of specific data** (time and exact time of answering, location, stimulus viewing time, ...)
- **Interactivity, multimedia content**
- **More "freedom" for the respondent** (time, place, device, ...)
- **It mitigates the problem of "social desirability"** (racism, alcohol consumption, child raising, ...)
- **Greater (sense of) anonymity**
- Possibility to use **pre-made templates**

# Why online survey?



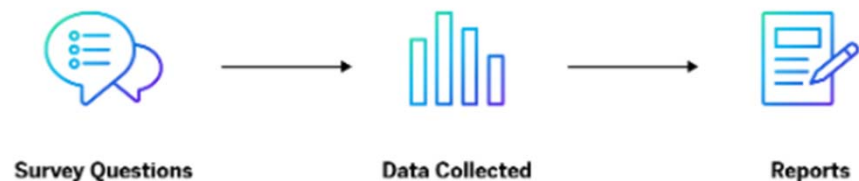
## CONS

- requires a certain level of „**computer literacy**“
- **more problematic accessibility** for some segments of the population (elderly, marginalised areas, ...)
- **cost** (license, collection via agency)
- **less control over respondents** (early termination, who is really responding?)
- **we have no control over the context in which the respondent is** (questions about current feelings - cold/stress/sadness, ...)

# Before you start creating a online survey ...

## First steps:

- **be clear about what you want to find out, and how you want to find it out:**
  - what **concept** you are going to measure, and what **dimensions** it may have (e.g. "job satisfaction" - dimensions - satisfaction with salary, satisfaction with supervisor, satisfaction with working conditions, ...)
  - think about **what a question should look like** (wording) to find out exactly what you want
  - what **type of data** do you want to get? (be clear in advance how you will analyse it)
  - who will be your **respondents**?



# Survey design: order of the questions

- inappropriately chosen → confusion of respondent, early dropout, impact on other responses...
- grouping into logical subgroups (Q: „Blocks“)
- **recommendation**
  - **start** with the simplest or most interesting questions
  - **do not start** with sensitive (possibly private) questions → in the middle of the questionnaire (higher motivation to answer them) or towards the end
  - **demographic questions** (age, gender, income, ...) **at the end** (exception! - quota setting, filtering)
- **note that:**
  - the **order** of the questions can **influence the answers**
  - E.g.: if we first ask about satisfaction in some specific area of life (work), then this may affect the answers to general questions about satisfaction (life as such)
  - **Priming** – influencing a response by inducing an unrelated thoughts:
    - How much do you like French food?
    - What are your three favorite holiday destinations?

## Survey design: order/number of the answers

- a tendency to choose the answers that are „closest“ (vizuálne)
- unclear/challenging questions
- a number of similar answer choices
- e.g. finding out what makes people anxious:
  - fear of death,
  - disease,
  - fear of job loss,
  - nasty weather,
  - debts,...
- other solution options: multiple-choice answers, open-ended answers, ..



Main contact employee:

- Peter Miller (Chicago)
- Paula Miller (Los Angeles)
- Alice Tiger (Los Angeles)
- Frank Miller (New York)
- Alice Tiger (New York)
- Peter Maranzani (Chicago)
- Peter Maranzani (New York)
- Peter Miller (Chicago)**
- Alice Maranzani (Los Angeles)
- Frank Miller (New York)
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- Alice Maranzani (Los Angeles)
- Frank Tiger (New York)
- Peter Maranzani (Chicago)
- Peter Miller (New York)

# Question construction I.

## As simple as possible

- Concise, simple language, **BUT (!)** without unclear and abstract terms
  - *„Do you support or oppose a systematic reform of immigration policy that would allow government agencies to administer the visa permitting process more efficiently and strengthen current legislative settings?“*  
(is it clear after the first reading?)
  - *„How important are family values to you?“*  
(„values“ are too abstract)



# Question construction II.

## As specific as possible

- All respondents should understand the question in the same way
  - „When did you move to Brno?“  
( unclear type of answer - after high school/when I was 20 years old/ 2024, ... )
  - „Are you an early bird?“  
(*"If you look back over the last seven days, what time do you used to get up in the morning?"*)

## Beware of "double-barreled" questions

- two questions in one, respondent can't/won't answer one part of the question
  - „Are family reunions important to you **and** your family?“  
(two questions)
  - „Do you consider the death penalty to be a historical relic, **and** do you think it should be banned worldwide?“  
(two questions, expecting the same answer)





# Question construction III.

## Avoid:

### ○ shortcuts/abbreviations (less known)

- „What is your opinion on the effectiveness of policies implemented by the **ECHR** within the framework of the **SGP**?“  
(ECHR = European Court of Human Rights, SGP = Stability and Growth Pact)

### ○ jargon

- „Do you think the new health policy will reduce **red tape** in hospitals?“  
(red tape = excessive bureaucracy or complicated regulations)

### ○ leading questions:

- „How short was Napoleon?“
- „How would you describe Napoleon's height?“

### ○ double negatives

- „Do you **disagree** that the government's policy is not **ineffective** in reducing unemployment? “
- „Do you agree that the government's policy is effective in reducing unemployment?“

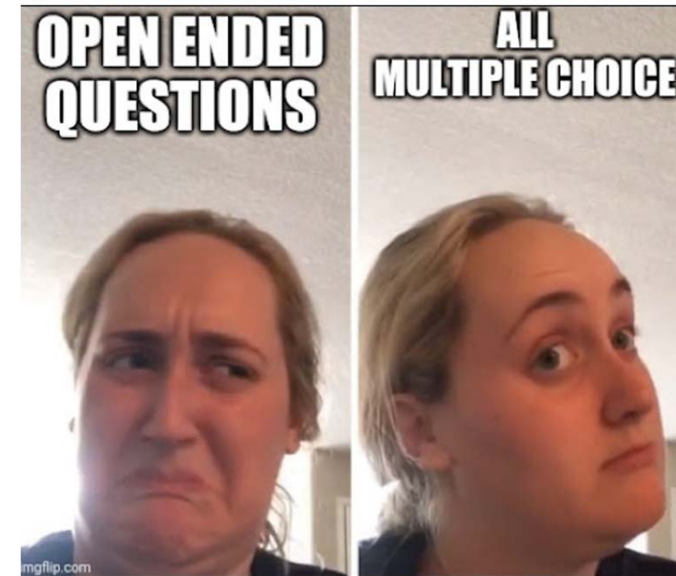
### ○ expecting unrealistic answers

- "How many cigarettes have you smoked in your entire life?"



# What type of answers do we expect?

- It depends on **what we want to find out** = what our **research question** and **hypotheses** are, and how we want to **analyze the data**
- **Closed questions** – the respondent chooses from predefined options
  - easily quantifiable (strongly agree = 1, agree = 2, neither agree nor disagree = 3, disagree = 4, ... )
  - ready for statistical analysis
  - faster data collection
  - results can be easily summarised and presented graphically
  - higher reliability across respondents
  - higher level of anonymity
- **Open-ended questions** – the respondent answers in his/her own words
  - the respondent is not limited in his/her response
  - easier to create
  - unlike some types of closed questions, they are easier for the respondent to understand
  - extend the completion time
  - require more effort from the respondent



# Closed questions I.

## Multiple choice

- respondent chooses one or more answers from a prepared list (single answer/multiple answer)
- **Single answer** (select)
  - the categories offered must be **clear** and **mutually exclusive** (non-overlapping)

- **Multiple answer** (select)

How often do you conduct surveys?

- Never
- Less than once a month
- Monthly
- Weekly
- Daily

Which of the following movies released in 2019 have you watched?

- Once Upon a Time... in Hollywood
- Ash Is Purest White
- John Wick: Chapter 3 – Parabellum
- Ad Astra
- Pain and Glory
- None of the above

Multiple Choice Questions  
Be Like



# Closed questions II.

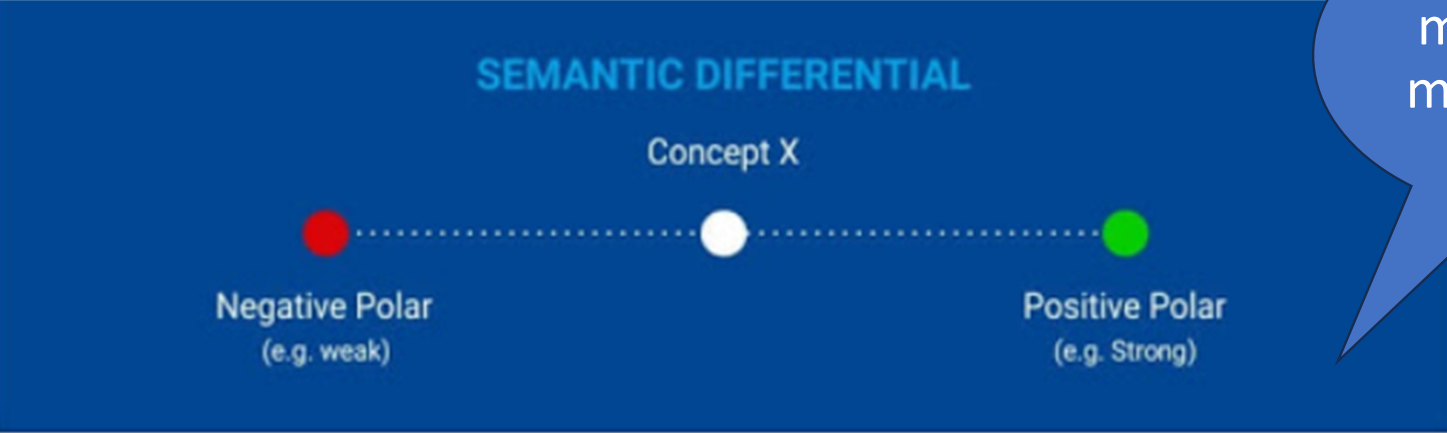
## Scales

- the set of responses representing each position on the continuous axis
- **Rating scales**
  - form of multiple-choice questions
  - the respondent selects one option from continuously sorted categories
  - *"How often are you late for work?" 1) Very often (almost daily) 2) Often (twice a week) 3) Sometimes (once a week) 4) Rarely (once a month) 5) Never*
- **Rank order scales**
  - the respondent ranks the offered categories according to the selected criterion

Please rank below features of a fitness tracker in order of most important to least important.

Measuring steps	2	▼
Calories burned	3	▼
Measuring heartbeat	1	▼
Tracking exercise	4	▼
Measuring distance	5	▼





more precise measurement

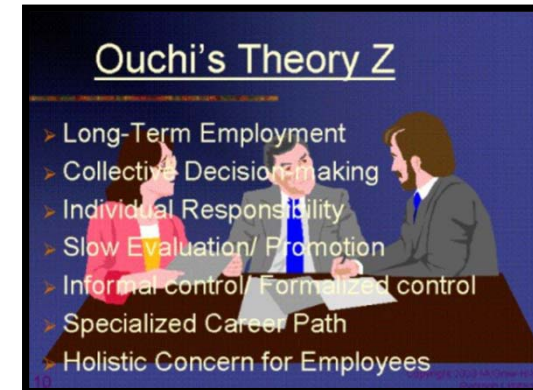


# Design/structure of the online survey

- „scrolling“ vs. „page“ design:
  - **scrolling design**(similar to a paper questionnaire) :
    - all questions on one screen - the respondent has to scroll
    - it does not save the answers continuously! (only after all questions have been answered)
    - more suitable for short questionnaires
    - only if display logic is not used (no filter queries)
    - can be confusing for the respondent
    - omission of the answer is more common
  - **page design**
    - just one or a few questions on the screen (no scrolling required)
    - responses are saved on an ongoing basis (the questionnaire can be completed later)
    - more interactive and dynamic (randomization, skipping questions, filtering, ...)
    - the respondent does not know the length of the questionnaire or the questions that will follow

# Response rate of the online survey

- **key aspect:** low response rate compromise representativeness (and the research itself)
- factors influencing response rate:
  - **appearance** (design)
    - **readable** colours/images/backgrounds/fonts
    - **comatible design** (different platforms/devices - computers, tablets, smartphones)
    - the wording, structure and order of the **questions**
  - **length**
    - the longer, the less willing to answer (inform at the beginning, truthfully!)
    - be careful **not to make the respondent tired**
    - break up the survey into sections (questions organised in distinct categories)
    - use various question types (e.g., mix of multiple-choice, sliders, open-ended) – keep the survey dynamic
    - use engaging visuals – visually appealing
    - progress indicator – yes/no? motivating/demotivating?
    - back button – yes/no?





# Online surveys and ethics

- **TRANSPARENCY**

- clearly and **shortly** communicate the purpose of the survey (but do not reveal everything! – i.e. experiment)
- truthful (even if lying should increase the willingness to answer)
- **welcome screen**
  - the majority of respondents who do not complete the survey stop answering it right here!
  - what should be on it?
    - who you are
    - what the survey is about (do not disclose the main purpose!)
    - estimated **completion time**
    - (informed consent)

- **ANONYMITY** and **CONFIDENTIALITY**

- guarantee that responses **cannot be traced back** to individual participants (possible fear of obtaining an IP address)
- ensure that the respondents' personal **data and responses are kept confidential** and **stored securely**

- **VOLUNTARY PARTICIPATION** and **RIGHT TO WITHDRAW**

- can stop participating in the survey at any time
- be mindful of features like forced responses (possibility to leave uncomfortable questions?)



**Google  
Forms**



**Qualtrics**



- creation of **advanced** online questionnaires/surveys
- **user-friendly** interface
- many functionalities and **customization** (display and survey logic, branching, quotas, distribution and collection, ...)
- security and compliance (high-level security and data protection, compliance with GDPR)
- **unlimited** licence available
- **remote** access

Let's try it practically!