

Using Qualtrics

to conduct online surveys

What you will learn in today's session:

1. Knowledge of main use of Qualtrics and its functions
2. Ability to create Qualtrics survey and basic question design
3. Awareness of common pitfalls in survey design



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What is Qualtrics?

Examples of Qualtrics Surveys

- Online surveys (samples recruited through firms, Facebook, MTurk, etc.)
- Offline surveys (in the field, using tablets/phones and the Qualtrics offline app)
- Lab surveys (pre + post laboratory experiment with in-person subjects)

Setting up a Qualtrics Survey

Informed Consent

The term “consent” presumes that the person’s participation in the study is voluntary—that the person has not been pressured, coerced, or tricked into participating. The term “informed” indicates that the person understands all the dimensions of the study and particularly those that involve him or her directly, including possible risks and benefits he or she may incur as a result of participating. Only by being fully informed, the logic goes, can a person give proper consent.

Fujii, Lee Ann. "Research Ethics 101: Dilemmas and Responsibilities." *PS: Political Science & Politics* 45, no. 4 (2012): 717–23. © Cambridge University Press. All rights reserved. This content is excluded from our Creative Commons license. For more information, see <https://ocw.mit.edu/help/faq-fair-use/>.

Fujii (2012)

Informed Consent

I agree to participate in a research study conducted by the Massachusetts Institute of Technology. In order to analyze responses to the questionnaire, **my answers will be recorded. No identifying information** about me will be made public and any views I express will be kept completely confidential.

Findings from this study will be reported in scholarly journals, at academic seminars, and at research association meetings. The data will be stored at a secured location and retained indefinitely. My participation is **voluntary**. I am free to withdraw from the study at any time.

Please select one of the following options. If you choose not to participate, simply close the browser and no data from you will be collected.

- I agree to participate
- I do not agree to participate

Useful tools in Qualtrics

- “Look & Feel”
- “Survey Flow”
- Randomization
- Add skip logic
- Validating responses
- Collect meta data (e.g., time respondent spends on question)
- Piping in text
- Sharing the survey: collaborating and sending it out

Some tips when designing Qualtrics surveys

1. Organize your survey into “blocks”
2. One question per page
3. Force response — only when necessary
4. When using a list of categorical answer options (e.g., not a Likert scale), **randomize** the order of options.
5. Remember, survey respondents are inherently lazy
—> “Feeling thermometers” should start at 50
6. Ensure respondents can read and understand your survey!
—> large enough font size + simple language (no jargon)
7. Pilot! (on different devices)

Common survey pitfalls

- Double-barreled questions
- Leading questions
- Biasing or unintentionally priming responses
- The order of questions matters!

Other survey challenges

- External Validity
- Social desirability bias
- Satisficing

Additional Resources

- Google
- Stack Overflow (<https://stackoverflow.com/tags/qualtrics/hot>)
- Email Qualtrics support! (you might get a personal video)
- www.PollingReport.com

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