Build-Your-First-Project Workshop
Survey Experiments on Qualtrics and MTurk

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Before it starts....

- Please send me your email so that I can collaborate you in the Qualtrics for the demo survey experiment.
  ahw15@duke.edu
- After this workshop, you can create your own survey experiment by this "existing survey."
- Here is the survey demo we will go through today:
  https://duke.qualtrics.com/jfe/form/SV_dijYT83KfCLYW6V
9:00-10:00 Session 1: Platform and Funding
10:30-11:30 Session 2: IRB proposal
13:00-14:00 Session 3: Qualtrics and MTurk
Assumptions (what I will not cover today):
- You already have a research idea
- You already have a preliminary research design
- You already know your platform and funding source
  → may be revised according to the platform/funding/pre-test...
- You will follow your IRB proposal.
- You have no knowledge/experience in conducting survey before

For more information: Sunshine’s course and SSRI workshops!
Part I: Creating survey experiments on Qualtrics
Why Qualtrics?

- https://duke.qualtrics.com
- Free to Duke students
- Graphical interface
- Can easily link to MTurk
- Quick IT support (within 48 hours)
- Also help data collection in other countries.
- BUT not that good at conjoint experimental design. (You need to write Java, a little bit)
The basic of Qualtrics

• Question Type
  1. Use ANES/CSES items for comparison
  2. Beware: there is no UNDO.
  3. Other (and allow text entry)
  4. Force Response/Request Response (not recommended)

• Using Block
  1. For organizing your questions and questionnaire design.
  2. Block randomization (through survey flow)
  3. Also breaks page.

• Page Break (to break the page and Timing (of that page)

• Red Herring item (to check if your respondents focus on your survey)
  Can use request-validation or not, depends on what you want.
Randomizing your participants!

- **Question Randomization**
  1. Block Options → Question Randomization → Number of Q to show

- **Choice Randomization**
  1. Question Options → Randomization
  2. Not recorded, not for exploring the effect of choice-order

- Don’t forget to Preview your survey!
1. Creating 2 or more blocks
2. Survey flow → Add below → Randomizer → Randomly present one of the following items (important!) → Evenly present item → move blocks to below
Conjoint survey experiment

- https://github.com/leeper/conjoint-example
  1. HTML for creating the article/table → Rich content editor → Source
  2. JAVA for randomizing the features → Question Options → Javascript
  3. seed(s) for random assignments → Survey Flow → Add webservice

- Also, see https://scholar.harvard.edu/astrezhnev/conjoint-survey-design-tool
  4. PHP for replacing HTML+JAVA
Conjoint survey experiment

<table>
<thead>
<tr>
<th>Candidate A</th>
<th>Candidate B</th>
</tr>
</thead>
<tbody>
<tr>
<td>38</td>
<td>56</td>
</tr>
<tr>
<td>Female</td>
<td>Female</td>
</tr>
<tr>
<td>White</td>
<td>White</td>
</tr>
<tr>
<td>Muslim</td>
<td>Evangelical protestant</td>
</tr>
<tr>
<td>Member of Congress</td>
<td>CEO</td>
</tr>
<tr>
<td>Republican</td>
<td>Democrat</td>
</tr>
<tr>
<td>Did not serve</td>
<td>Served</td>
</tr>
<tr>
<td>State university</td>
<td>Small college</td>
</tr>
</tbody>
</table>

*The candidates have reported opinions on the following issues:*

- **Strongly oppose** Ratification of the Trans-Pacific Partnership (TPP)
- **Strongly oppose** Deploying ground troops to combat ISIS
- **Slightly oppose** A carbon tax ("cap and trade") system for greenhouse gases
- **Strongly support** Increased taxes on those making over $250,000
- **Strongly support** Path to citizenship for illegal immigrants brought to US as children
- **Moderately oppose**
- **Neither Support Nor Oppose**
Other things to consider…..

- Title, Meta Description, Ballot Box Stuffing, custom end of survey message (for debrief and MTurk verification code)
- Font size, cell phone participants ($\geq 50\%$)
Part II: Linking MTurk and Qualtrics
How does an MTurker click and complete your survey?

1. Search available "HIT" based on payment/topic/time (title is important!)
2. Read the instruction and click the link to your survey
3. Complete your survey, **get a verification code at the ending message**
4. Key-in the verification code on the MTurker page
5. At the end, the requester (researcher) will pay based on the verification code.
<table>
<thead>
<tr>
<th>Publisher</th>
<th>Title</th>
<th>HITs</th>
<th>Reward</th>
<th>Created</th>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dartmouth Social Neuroscience Lab</td>
<td>Video Survey Part Two (~60 minutes)</td>
<td>2</td>
<td>$10.00</td>
<td>4h ago</td>
<td>Preview</td>
</tr>
<tr>
<td>Kansas State Psychology CL</td>
<td>Job, Career, and Workplace Decisions survey</td>
<td>1</td>
<td>$1.90</td>
<td>5d ago</td>
<td>Preview</td>
</tr>
<tr>
<td>Kansas State Psychology CL</td>
<td>Job, Career, and Workplace Decisions survey</td>
<td>1</td>
<td>$1.90</td>
<td>18d ago</td>
<td>Preview</td>
</tr>
<tr>
<td>Stanford University</td>
<td>Stanford Social Habits and Health Survey</td>
<td>1</td>
<td>$1.75</td>
<td>3d ago</td>
<td>Preview</td>
</tr>
<tr>
<td>Fryberg Lab</td>
<td>Feelings about Contemporary Issues—Dummy HIT (~30 minutes)</td>
<td>1</td>
<td>$1.50</td>
<td>6d ago</td>
<td>Preview</td>
</tr>
<tr>
<td>Cindy Wu</td>
<td>Social Media Preferences in Plastic Surgery</td>
<td>1</td>
<td>$1.25</td>
<td>11/10/2017</td>
<td>Preview</td>
</tr>
</tbody>
</table>
As an MTurker

This task requires completing a brief questionnaire designed to study how people make decisions in everyday life.

The questionnaire includes **30 questions and should take about 15 minutes to complete.** Your answers are entirely confidential.

To proceed, please:

1. Click on the link provided below. This link will direct you to a secure and confidential external site.
2. Upon completing the survey, you will get a unique number. Please return here and enter the code in the text box provided.

Qualifications Required:

- IP location is in the US.
- HIT approval rate (%) is not less than 95.
- Must be at least 18 years of age to participate.

Your work will be rejected if you take less than 3 minutes to complete the survey, so please take your time and answer each question to the best of your ability.

**Reward: $1.25**

Time Allotted: 30 minutes

Survey link: [https://duke.qualtrics.com/SE/?SID=SV_aahPDx48i6Z1zqB](https://duke.qualtrics.com/SE/?SID=SV_aahPDx48i6Z1zqB)

Provide the survey code here: e.g. 123456

Submit
So, here is the checklist on your Qualtrics survey.

1. On Survey Flow, create a webservice at the beginning to generate the verification code for each entering MTurker. (The code will be recorded in the Qualtrics dataset)

2. Survey Options → Custom end of survey message → New

3. Creating an end-of-survey message including your debrief and the "code for verification code" (the next two slides)

4. Preview your survey (including the end-of-survey message)

5. (Font, Ballot Box stuffing, index...)

6. Distributions → Web → Use Anonymous Link
As a Requester/Researcher

As a Requester/Researcher

- $e://Field/mTurkCode will become the number that MTurker needs to enter in after completion.
As a Requester/Researcher

After getting the survey link, here are the steps on MTurk

1. https://www.mturk.com/ → Get started (by your Amazon account)
2. Create → New Project → Survey Link → Create Projects
3. Setting up Title, HIT, and requirements (listed in your IRB proposal)
4. Publish Batch → Pay ($1.25+0.5 fee)*N → Start data collection!
5. Manage → Results → Approve the workers (based on their performance and verification code)
$1.25 for 500 subjects = 2 days. $1 for 500 subjects = 4 days (in 2016/2017, all 95% approval rate U.S. adult workers).
As a Requester/Researcher

There are A LOT can be set in the "additional requirement", location, age, job, educational level...
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