

Structure of Class

- 1. General feedback to all
- 2. Pretest and Prepare Comments (15 minutes)
- 3. Present your survey to class and receive comments from peers. (2 min each)
- 4. Example: How to think about complex surveys
- 5. Ethics

General Comments

- ➡ End Survey
- ➡ Request Response
- ➡ Multiple choice: are answer options mutually exclusive? If not, include 'DK', 'Other', 'None of the above'
- ➡ Assuming behavior from question. "When was the last time you did not pay your taxes?"
- ➡ Keep the question simple, if it becomes complicated break it
- ➡ Anchor your scales. What is 'the lowest' what is 'highest'?
- ➡ Make it easy for respondent and preempt all possible confusions
- ➡ Has anyone asked this question before?

Pair up:

Team	firstname
	1 Student 1
	2 Student 2
	1 Student 3
	3 Student 4
	1 Student 5
	2 Student 6
	3 Student 7

Ethics of our work

- Fielding this work via Facebook
 - Are people truly 'informed'?
 - What if we weren't measuring attitudes, but behavior?
 - Private information?

Assignment for Next Week

- Send your (updated) survey to friends, family or people who owe you a favor
- Include a 'comments' box in the end of survey and ask them for their opinion
- Generate *real* data from these people. Next class we will work on that data (and some other data we generate)
- Have at least 10 people to take your survey by Session 9

Implementing a Complex Survey

Candidate appearance in a low information environment:

Cuba

Some context on Cuba

- One party regime since 1959, elections don't define who wins
- Candidates don't campaign, only official biographies and fotos on the polling booth
- They vote for deputies of the National Assembly (Congress): total of 612 (although here we'll look at 608)
- The number of candidates = number of seats
- Cubans can vote (*el voto unido*) for a marking an X for the entire official slate, or to vote for some but not all of the candidates even though all of the candidates will be elected.

Inside Polling Station

Candidates District 3, Guantanamo



© Unknown. All rights reserved. This content is excluded from our Creative Commons license. For more information, see <https://ocw.mit.edu/help/faq-fair-use/>

Official Biography



© Unknown. All rights reserved. This content is excluded from our Creative Commons license. For more information, see <https://ocw.mit.edu/help/faq-fair-use/>

Official Biography



© Unknown. All rights reserved. This content is excluded from our Creative Commons license. For more information, see <https://ocw.mit.edu/help/faq-fair-use/>

Official Biography

Challenge:

How to rate 608 candidates?

- Do we hire people to rate each of the 608 candidates?
 - ➡ Would you rate with the same attention candidate number 1 and candidate num 500?
- How about having many different people rate a reasonable amount of candidates, say 20?
 - ➡ Randomly assign 20 out of 608 candidates to each respondent. One could have more than one respondent rate the same candidate
 - ➡ 'Attractiveness' of each candidate would be the the average across all respondents

In Qualtrics?

We could program this question for each candidate:

How likely would you be to vote for this person?



Very **Unlikely**



Somewhat Unlikely



Somewhat Likely



Very **Likely**



© Unknown. All rights reserved. This content is excluded from our Creative Commons license. For more information, see <https://ocw.mit.edu/help/faq-fair-use/>

Copy + Paste, insert new picture times 608 times and randomly assign 20!!!!

Challenge:

How to rate 608 candidates?

Let's start small.

Small Challenge: How to rate 4 candidates?



© Unknown. All rights reserved. This content is excluded from our Creative Commons license. For more information, see <https://ocw.mit.edu/help/faq-fair-use/>



© Unknown. All rights reserved. This content is excluded from our Creative Commons license. For more information, see <https://ocw.mit.edu/help/faq-fair-use/>



© Unknown. All rights reserved. This content is excluded from our Creative Commons license. For more information, see <https://ocw.mit.edu/help/faq-fair-use/>



© Unknown. All rights reserved. This content is excluded from our Creative Commons license. For more information, see <https://ocw.mit.edu/help/faq-fair-use/>

Drag all your pictures here



There are no items in this library.
Feel free to explore other libraries.

Now all your pictures are online!

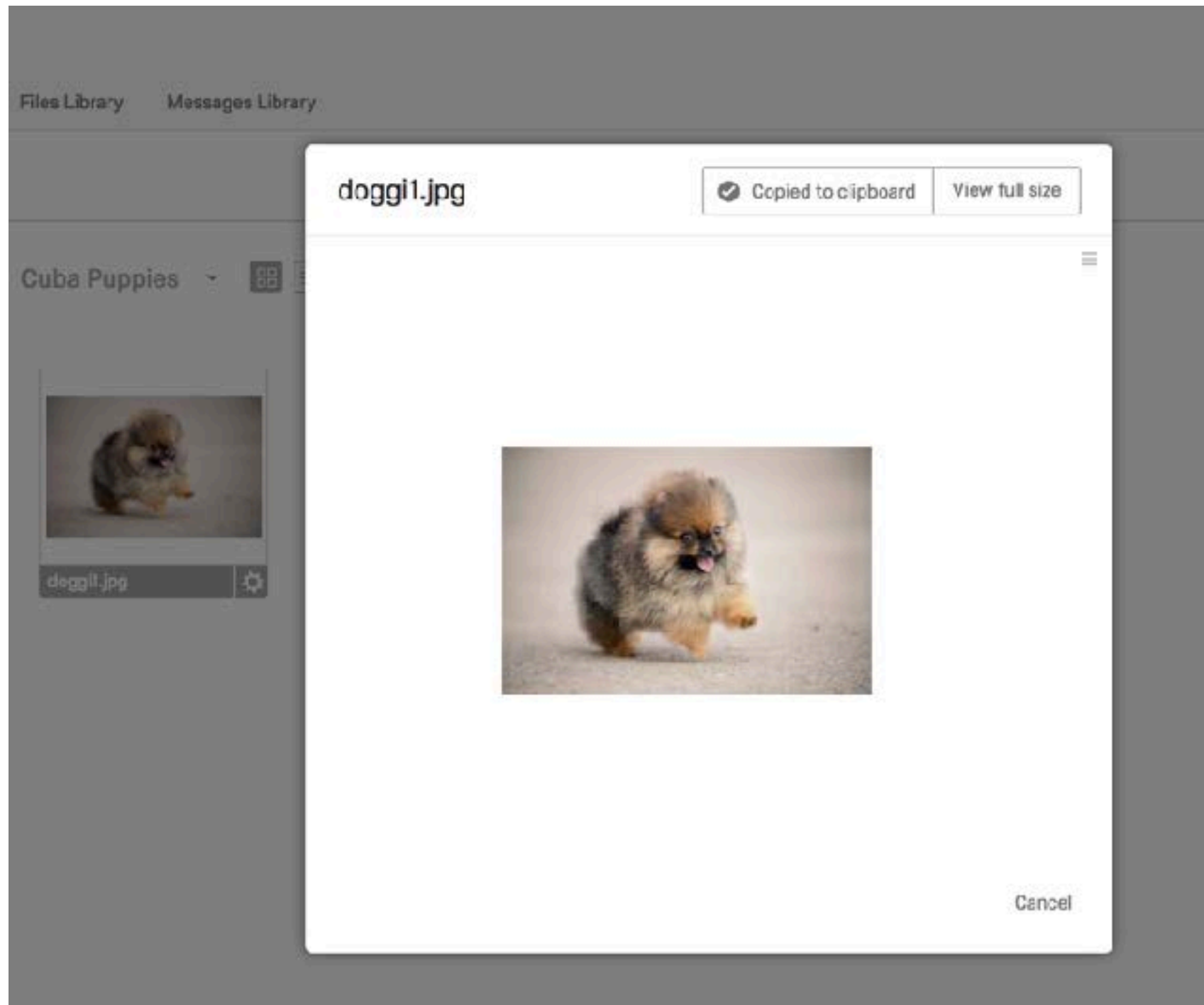
The screenshot displays a web application interface for a graphics library. At the top, there is a navigation bar with a logo on the left, a user profile box in the center containing the text "AP" and "http://www.animalpolitico.com/", and navigation links for "Projects", "Contacts", "Library", and "Help" on the right. Below this is a secondary navigation bar with "Survey Library", "Graphics Library" (which is underlined), "Files Library", and "Messages Library".

On the right side of the main content area, there is a green button labeled "+ Upload Graphic" and a search box labeled "Search Graphics Libr...". Below the search box is a "Sort By:" dropdown menu set to "Description, Ascending".

On the left side, there is a sidebar with a folder tree. It includes "All Folders" (6 items), "Uncategorized" (2 items), and "Cuba Puppies" (4 items), which is currently selected. Below the folder list is a green button labeled "+ New Folder".

The main content area shows a gallery titled "Cuba Puppies" with four image thumbnails. Each thumbnail has a filename and a settings gear icon below it: "doggi1.jpg", "doggi2.jpg", "doggi3.jpg", and "doggi4.jpg". The images depict various puppies: a small brown and black puppy, a white puppy in a grassy field, a small tan puppy, and a pug puppy.

Now all your pictures are online and you can extract their urls!



© Qualtrics. All rights reserved. This content is excluded from our Creative Commons license. For more information, see <https://ocw.mit.edu/help/faq-fair-use/>

https://mit.co1.qualtrics.com/ControlPanel/Graphic.php?IM=IM_3ls0piseCh1yaJD

Or extract all of the links at once using python/R ...

https://mit.co1.qualtrics.com/ControlPanel/Graphic.php?IM=IM_3ls0piseCh1yaJD

https://mit.co1.qualtrics.com/ControlPanel/Graphic.php?IM=IM_8e1g1tHUS4y3oIn

https://mit.co1.qualtrics.com/ControlPanel/Graphic.php?IM=IM_ebP0uhHNSWLdLiR

https://mit.co1.qualtrics.com/ControlPanel/Graphic.php?IM=IM_1Bb7dwgQnUqzJ2t

**Now instead of having to copy paste, we can use the “pipe in” function
in Qualtrics. But first...**

First set embedded data

Survey Flow test

The screenshot displays the Qualtrics Survey Flow editor interface. At the top left, the text 'Survey Flow' is followed by a 'test' label in a light grey box. Below this, a vertical grey bar on the left side of the editor contains three arrows pointing to the right, indicating the flow of the survey. The main editor area contains two blocks:

- Set Embedded Data:** This block is highlighted with a light green background. It features a small 'ED' icon in a dark green box. Below the title, there are four rows, each with a dark green pill-shaped button containing the text 'pup1', 'pup2', 'pup3', and 'pup4' respectively. To the right of each button is the text 'Value will be set from Panel or URL.' and a blue link that says 'Set a Value Now'. Below these rows is a blue link that says 'Add a New Field'. At the bottom right of this block are several action links: 'Add Below' (green), 'Move' (blue), 'Duplicate' (blue), 'Add From Contacts' (blue), 'Options' (blue), and 'Delete' (red).
- Show Block: Candidates (5 Questions):** This block has a light grey background and a dark grey icon of a cube. At the bottom right of this block are action links: 'Add Below' (green), 'Move' (blue), 'Duplicate' (blue), and 'Delete' (red).

At the bottom left of the editor, there is a green plus sign followed by the text 'Add a New Element Here'.

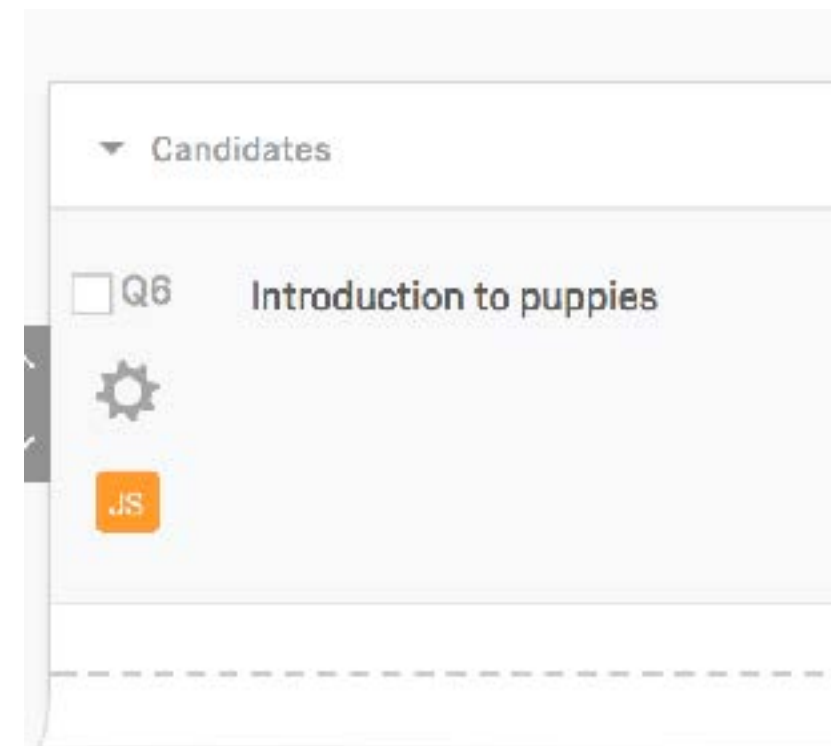
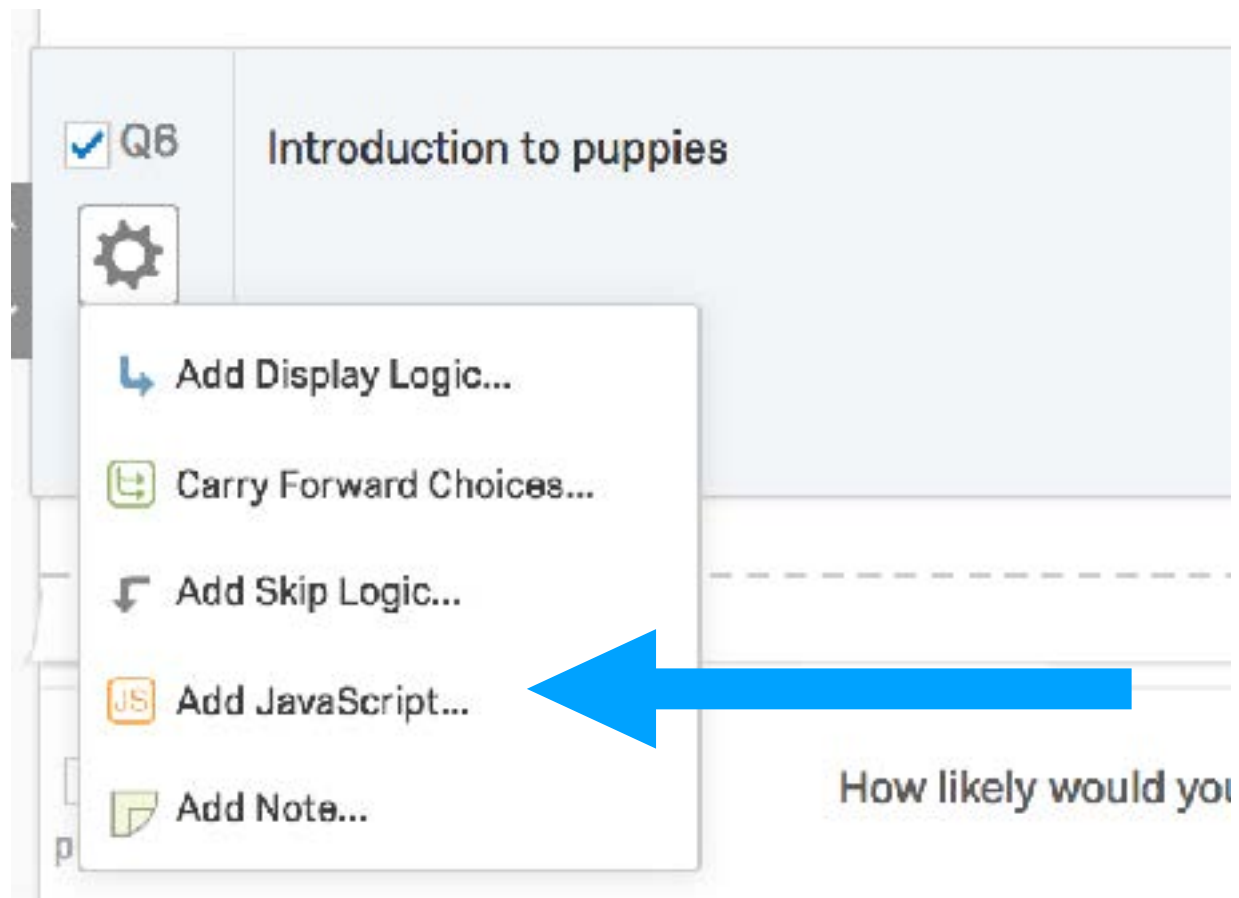
How to randomize?

We could simply put 4 questions and randomize them...

But think about doing that for 608 pictures!

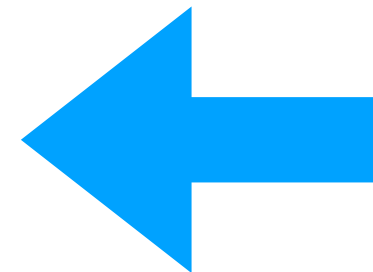
'Add Java Script' function in Qualtrics may be helpful here

Java Script



Randomize values attributed to embedded data

```
Qualtrics.SurveyEngine.addOnload(function(){  
  
  // Define arrays.  
  
  var myVector = [ "https://mit.co1.qualtrics.com/ControlPanel/Graphic.php?IM=IM_3ls0piseCh1yaJD",  
                  "https://mit.co1.qualtrics.com/ControlPanel/Graphic.php?IM=IM_8e1g1tHUS4y3oln",  
                  "https://mit.co1.qualtrics.com/ControlPanel/Graphic.php?IM=IM_ebP0uhHNSWLdLiR",  
                  "https://mit.co1.qualtrics.com/ControlPanel/Graphic.php?IM=IM_1Bb7dwgQnUqzJ2t" ]  
  
  function shuffle(vec){  
    var counter = vec.length, temp, index;  
    while (counter > 0){  
      index = Math.floor(Math.random() * counter);  
      counter = counter-1;  
      temp = vec[counter];  
      vec[counter] = vec[index];  
      vec[index] = temp;  
    }  
    return vec;  
  }  
  
  shuffle(myVector);  
  Qualtrics.SurveyEngine.setEmbeddedData("pup1",myVector[0]);  
  Qualtrics.SurveyEngine.setEmbeddedData("pup2",myVector[1]);  
  Qualtrics.SurveyEngine.setEmbeddedData("pup3",myVector[2]);  
  Qualtrics.SurveyEngine.setEmbeddedData("pup4",myVector[3]);  
  
});
```

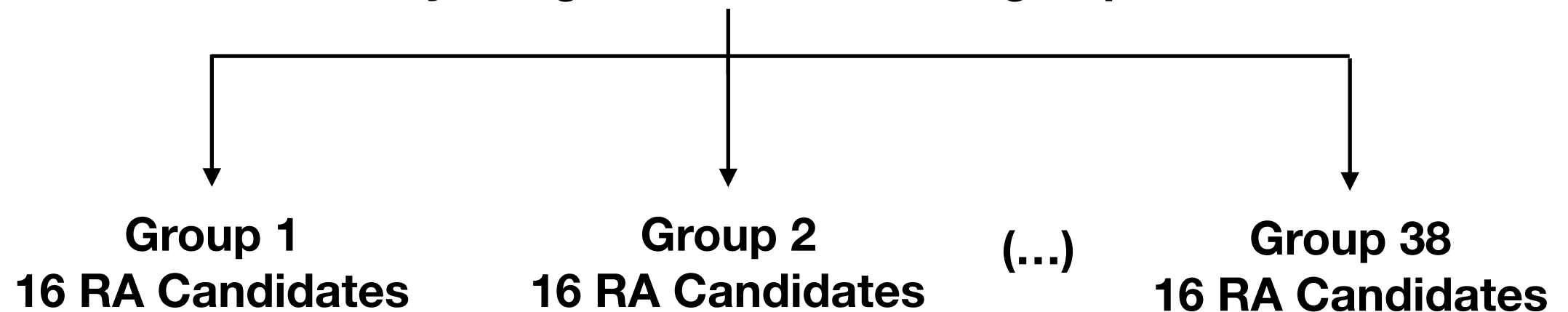


Challenge:

How to rate 608 candidates?

Divide and Conquer: 608 Candidates

Randomly assign candidates to 38 groups of 16



Respondent rates 1 randomly selected group of 38

Challenge:
Rate 608 candidates?

How to do big randomizations?

```
Qualtrics.SurveyEngine.addOnload(function(){

// Define arrays with randomized sets of pictures.
    var myMatrix = [
    [ " https://az1.qualtrics.com/ControlPanel/File.php?F=F_8jg058Z19qEyDAh "... ],

    (...

    [ " https://az1.qualtrics.com/ControlPanel/File.php?F=F_cThZdPTYPRM3B2Z "... ],
      ]

// Randomization Function
    function shuffle(array){
        var counter = array.length,
            temp, index;
        while (counter > 0){
            index = Math.floor(Math.random() * counter);
            counter = counter-1
            temp = array[counter];
            array[counter] = array[index];
            array[index] = temp;
        }
        return array;
    }
}
```

Con't...

```
//Run Function and Assign values to embedded Data
select = Math.floor((Math.random() * 38));
  myArray = myMatrix[select]

  shuffle(myArray);
  Qualtrics.SurveyEngine.setEmbeddedData(" candidato1 ",myArray[0]);
  Qualtrics.SurveyEngine.setEmbeddedData(" candidato2 ",myArray[1]);
  Qualtrics.SurveyEngine.setEmbeddedData(" candidato3 ",myArray[2]);
  Qualtrics.SurveyEngine.setEmbeddedData(" candidato4 ",myArray[3]);
  Qualtrics.SurveyEngine.setEmbeddedData(" candidato5 ",myArray[4]);
  Qualtrics.SurveyEngine.setEmbeddedData(" candidato6 ",myArray[5]);
  Qualtrics.SurveyEngine.setEmbeddedData(" candidato7 ",myArray[6]);
  Qualtrics.SurveyEngine.setEmbeddedData(" candidato8 ",myArray[7]);
  Qualtrics.SurveyEngine.setEmbeddedData(" candidato9 ",myArray[8]);
  Qualtrics.SurveyEngine.setEmbeddedData(" candidato10 ",myArray[9]);
  Qualtrics.SurveyEngine.setEmbeddedData(" candidato11 ",myArray[10]);
  Qualtrics.SurveyEngine.setEmbeddedData(" candidato12 ",myArray[11]);
  Qualtrics.SurveyEngine.setEmbeddedData(" candidato13 ",myArray[12]);
  Qualtrics.SurveyEngine.setEmbeddedData(" candidato14 ",myArray[13]);
  Qualtrics.SurveyEngine.setEmbeddedData(" candidato15 ",myArray[14]);
  Qualtrics.SurveyEngine.setEmbeddedData(" candidato16 ",myArray[15]);

  Qualtrics.SurveyEngine.setEmbeddedData(" groupnum ",select);
});
```

What does this survey look like?

https://mit.co1.qualtrics.com/jfe/preview/SV_abCRB3UqkenRNMF?Q_CHL=preview

MIT OpenCourseWare
<https://ocw.mit.edu/>

17.801 Political Science Scope and Methods
Fall 2017

For information about citing these materials or our Terms of Use, visit: <https://ocw.mit.edu/terms>.