Tips and Tricks to make Online Questionnaires Interesting

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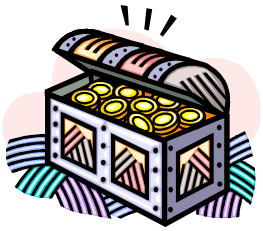
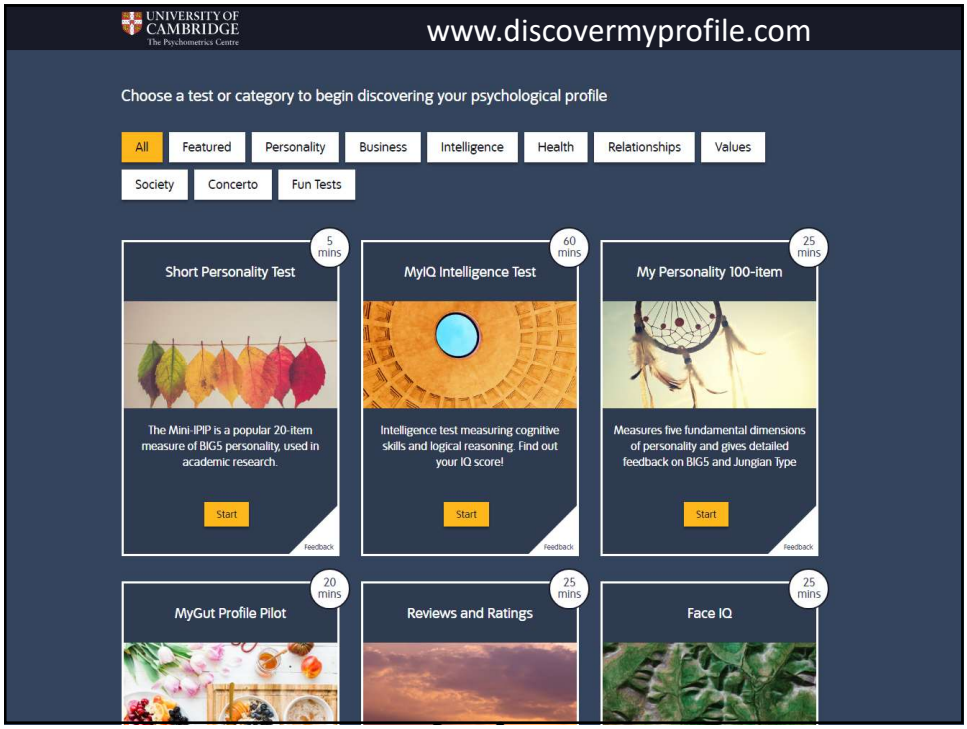
An Advertisement

- 45 minute online survey on your social media habits
- Put into a prize draw to win one of five £10 Amazon vouchers
- http://qualtrics.com/survey/index.htm?CbG6KBY
- Your help is REALLY appreciated

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www.discovermyprofile.com
Choose a test or category to begin discovering your psychological profile
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5 mins
The Mini-IPIP is a popular 20-item measure of BIG5 personality, used in academic research.
Start
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60 mins
Intelligence test measuring cognitive skills and logical reasoning. Find out your IQ score!
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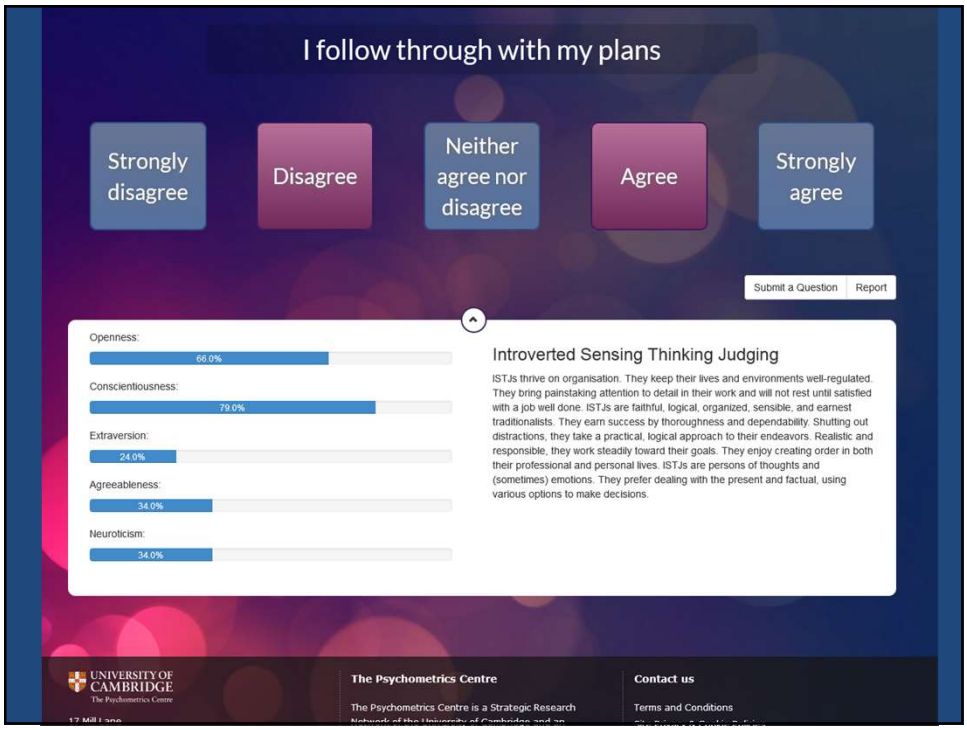
25 mins
Measures five fundamental dimensions of personality and gives detailed feedback on BIG5 and Jungian Type
Start
Feedback
MyGut Profile Pilot
20 mins
Reviews and Ratings
25 mins
Face IQ
25 mins


I follow through with my plans
Strongly disagree
Disagree
Neither agree nor disagree
Agree
Strongly agree
Submit a Question
Report
Openness:
66.0%
Conscientiousness:
79.0%
Extraversion:
24.0%
Agreeableness:
34.0%
Neuroticism:
34.0%
Introverted Sensing Thinking Judging
ISTJs thrive on organisation. They keep their lives and environments well-regulated. They bring painstaking attention to detail in their work and will not rest until satisfied with a job well done. ISTJs are faithful, logical, organized, sensible, and earnest traditionalists. They earn success by thoroughness and dependability. Shutting out distractions, they take a practical, logical approach to their endeavors. Realistic and responsible, they work steadily toward their goals. They enjoy creating order in both their professional and personal lives. ISTJs are persons of thoughts and (sometimes) emotions. They prefer dealing with the present and factual, using various options to make decisions.
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Some Bad News…

- Time is valuable

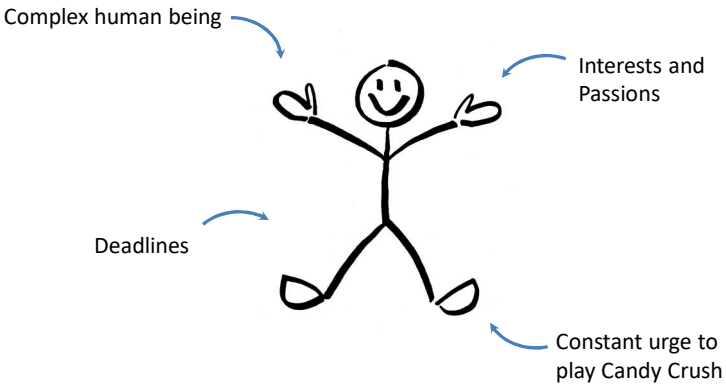
  600 respondents * 45 minutes = 450 hours
  That's 11p/hour!

- Interest is invaluable
- Apart from your family and your supervisor, no one cares how your project is going
- Your friends will not spam their friends

The Good News

- Psychometric questionnaires can be fun!
- …and they don't have to be rubbish

Participants not Subjects



Interesting Items

- Music clips?
- Pictures?

Limit Demographics

- These are the most boring questions!
- Only ask what you really need to know
- Can you get them elsewhere? E.g. Twitter profiles?
- Have a “no response” option, otherwise people will lie anyway.

- One demographic question:

10 seconds * 5,000 people = 13.8 hours!

How to Write Interesting Feedback

1. **Give your questionnaire a good name**

~~Pennebaker Inventory of Limbic Languidness~~

My Health

~~Delay Discounting Questionnaire~~

Today or Tomorrow?

How to Write Interesting Feedback

2. Tell them what feedback they'll get:

"You will be given feedback on your overall impulsivity as well as the three subfactors that make it up: attentional impulsiveness, non-planning impulsiveness, and motor impulsiveness"

How to Write Interesting Feedback

3. Set up realistic expectations

"There are 30 statements, and it should take about 8 minutes to respond to them all."

How to Write Interesting Feedback

4. Personalise it

At least 5 categories per trait:

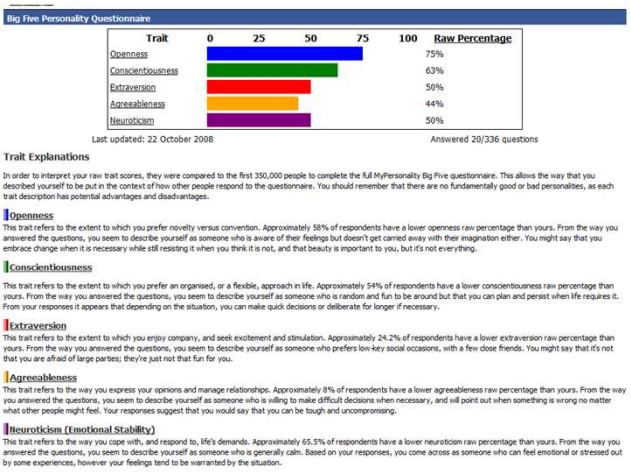
Very high, High, Average, Low, Very low

"Openness

This trait refers to the extent to which you prefer novelty versus convention. Approximately **58**% of respondents have a lower openness raw percentage than yours. From the way you answered the questions, **you seem to describe yourself as someone who is aware of their feelings but doesn't get carried away with their imagination either. You might say that you embrace change when it is necessary while still resisting it when you think it is not, and that beauty is important to you, but it's not everything.**

How to Write Interesting Feedback

5. Make it visually appealing



Big Five Personality Questionnaire

Trait	0 25 50 75 100	Raw Percentage
Openness		75%
Conscientiousness		63%
Extraversion		50%
Agreeableness		44%
Neuroticism		50%

Last updated: 22 October 2008 Answered 20/336 questions

Trait Explanations

In order to interpret your raw trait scores, they were compared to the first 350,000 people to complete the full MyPersonality Big Five questionnaire. This allows the way that you described yourself to be put in the context of how other people respond to the questionnaire. You should remember that there are no fundamentally good or bad personalities, as each trait description has potential advantages and disadvantages.

Openness
This trait refers to the extent to which you prefer novelty versus convention. Approximately 58% of respondents have a lower openness raw percentage than yours. From the way you answered the questions, you seem to describe yourself as someone who is aware of their feelings but doesn't get carried away with their imagination either. You might say that you embrace change when it is necessary while still resisting it when you think it is not, and that beauty is important to you, but it's not everything.

Conscientiousness
This trait refers to the extent to which you prefer an organised, or a flexible, approach in life. Approximately 54% of respondents have a lower conscientiousness raw percentage than yours. From the way you answered the questions, you seem to describe yourself as someone who is random and fun to be around but that you can plan and persist when life requires it. From your responses it appears that depending on the situation, you can make quick decisions or deliberate for longer if necessary.

Extraversion
This trait refers to the extent to which you enjoy company, and seek excitement and stimulation. Approximately 24.2% of respondents have a lower extraversion raw percentage than yours. From the way you answered the questions, you seem to describe yourself as someone who prefers low-key social occasions, with a few close friends. You might say that it's not that you are afraid of large parties; they're just not that fun for you.

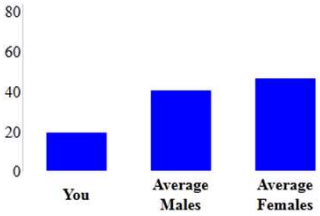
Agreeableness
This trait refers to the way you express your opinions and manage relationships. Approximately 8% of respondents have a lower agreeableness raw percentage than yours. From the way you answered the questions, you seem to describe yourself as someone who is willing to make difficult decisions when necessary, and will point out when something is wrong no matter what other people might feel. Your responses suggest that you would say that you can be tough and uncompromising.

Neuroticism (Emotional Stability)
This trait refers to the way you cope with, and respond to, life's demands. Approximately 65.5% of respondents have a lower neuroticism raw percentage than yours. From the way you answered the questions, you seem to describe yourself as someone who is generally calm. Based on your responses, you come across as someone who can feel emotional or stressed out by some experiences, however your feelings tend to be warranted by the situation.

How to Write Interesting Feedback

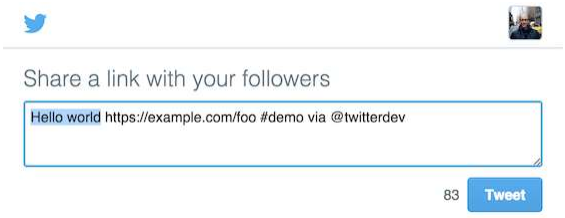
6. Make the feedback simple

Your score (**19** out of 80) suggests that you are **slightly empathic** (higher than **3**% of others). People with high EQ tend to be sensitive to others' emotional states and may have better understanding of others' intentions. However, those with a very high EQ may be paralysed when they have to choose between the competing interests of multiple people. People low in EQ can have difficulty understanding the subtle rules and conventions of social situations, but may be able to cope better in an emotionally charged situation. The chart shows your EQ score compared to people of each gender. Larger bars represent being more empathic.



Share Results

- It's easy to add a Share button



Computer-Adaptive

- Reduce number of items
- Makes items more relevant

How to Administer Questionnaires

	Survey Monkey	Qualtrics	Concerto
Presents questions?	Yes	Yes	Yes
Professional URL?	surveymonkey.com	qualtrics.com	concertotest.com/username/testname
Gives feedback?	Generic	Generic	Personalised
Computer-adaptive?	No	No	Yes
Price?	10 questions/100 responses free	Department pays?	3 simultaneous users free

The International Personality Item Pool

- 2,000+ public domain personality items, so you don't have to start from scratch
- http://ipip.ori.org

Questions Welcome

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