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
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

Complex human being

Deadlines

Interests and Passions

Constant urge to play Candy Crush

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?
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”

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.

5. Make it visually appealing
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

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How to Administer Questionnaires

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<tr>
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<th>Survey Monkey</th>
<th>Qualtrics</th>
<th>Concerto</th>
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<td>Price?</td>
<td>10 questions/100 responses free</td>
<td>Department pays?</td>
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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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