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
Tips and Tricks to make Online Questionnaires Interesting

David Stillwell
ds617@cam.ac.uk
myPersonality

- Running since June 2007
- Allows Facebook users to take real psychological questionnaires and receive feedback on their results
- Have data from ~6.5m users
- 25+ reliable and valid questionnaires available
- Users can opt in to sharing their FB profile data

Currently being upgraded! [more later]
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 FarmVille
Interesting Items

• Music clips?
• Pictures?
Limit Demographics

• These are the most boring questions!
• Only ask what you really need to know
• myPersonality got most of its demographics from Facebook

• 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

<table>
<thead>
<tr>
<th>Trait Explanation</th>
<th>Raw Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Openness</strong></td>
<td>75%</td>
</tr>
<tr>
<td><strong>Conscientiousness</strong></td>
<td>63%</td>
</tr>
<tr>
<td><strong>Extraversion</strong></td>
<td>50%</td>
</tr>
<tr>
<td><strong>Agreeableness</strong></td>
<td>44%</td>
</tr>
<tr>
<td><strong>Neuroticism</strong></td>
<td>50%</td>
</tr>
</tbody>
</table>

Last updated: 22 October 2008  Answered 20/336 questions
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 Facebook Share button
Computer-Adaptive

- Reduce number of items
- Makes items more relevant
## How to Administer Questionnaires

<table>
<thead>
<tr>
<th></th>
<th>Survey Monkey</th>
<th>Qualtrics</th>
<th>Concerto</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presents questions?</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Professional URL?</td>
<td>surveymonkey.com</td>
<td>qualtrics.com</td>
<td>e-psychometrics.com</td>
</tr>
<tr>
<td>Gives feedback?</td>
<td>Generic</td>
<td>Generic</td>
<td>Personalised</td>
</tr>
<tr>
<td>Computer-adaptive?</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Price?</td>
<td>10 questions/100 responses free</td>
<td>?</td>
<td>Free</td>
</tr>
</tbody>
</table>
The International Personality Item Pool

• 2,000 public domain personality items, so you don’t have to start from scratch

• http://ipip.ori.org
Open for collaboration at: mypersonality.org/wiki

Table of Contents

NEWS!

- NEW Last.FM music DB collected by Liam McNamara. Click here for full details.
- NEW LIKES DB: www.LikeAudience.com. Obviously we also have this data in a convenient SPSS format!
- new triads database have just been added - check it out: Triads
- We have now added log/lat location of our US users
- 2010-11-08 Two more files available: item level data from PILM and SWL questionnaires.

news archive

Introduction

This wiki contains information about the myPersonality project, particularly about:
- accessing and using the data stored in our databases
- publishing your own measures on the myPersonality platform

If you are a registered collaborator - feel free and encouraged to edit this Wiki! It's as easy as pressing the "edit" button on the bottom right corner of each section. The myPersonality project constantly evolves and many people contribute to it, so there is always something new to add. Don't be afraid to correct mistakes and to add or clarify the information that you can find here - if something goes wrong all the unwanted edits can be reverted.

If you want to register as a collaborator, you need help, want to clarify or elaborate on something, please write to contact@mypersonality.org. We will try answer your question and simultaneously add it to this wiki.

Good luck with your research!

David Stillwell & Michal Kosinski

Some stats about myPersonality

Updated October 2011

- Nearly 3m people have completed a questionnaire
- Users can retake myPersonality tests, giving us longitudinal data. The Big 5 test has been retaken over 900,000 times.
- You can see the personality of your FB friends. How how how you are are are sized social...
Create your own questionnaire from the myPersonality dataset

• We have millions of responses on thousands of items, as well as validation data from Facebook profiles, such as what people Like.

• One can create new questionnaires by repurposing this data.
**Please answer the following questions:**

(You don’t need to answer every question, but the accuracy of your result does depend on how many questions you answered)

<table>
<thead>
<tr>
<th>Very Inaccurate</th>
<th>Moderately Inaccurate</th>
<th>Neither Accurate nor Inaccurate</th>
<th>Moderately Accurate</th>
<th>Very Accurate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t like to draw attention to myself.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Can say things beautifully.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Am filled with doubts about things.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Warm up quickly to others.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Remain calm under pressure.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accept people as they are.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Follow through with my plans.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tend to vote for conservative political candidates.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Find it difficult to get down to work.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Insult people.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Am easy to satisfy.</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

[Show me feedback!](#)
Questions Welcome

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