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
Deputy Director of the Psychometrics Centre
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

www.discovermyprofile.com
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.
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</th>
<th>Raw Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Openness</td>
<td>75%</td>
</tr>
<tr>
<td>Conscientiousness</td>
<td>63%</td>
</tr>
<tr>
<td>Extraversion</td>
<td>50%</td>
</tr>
<tr>
<td>Agreeableness</td>
<td>44%</td>
</tr>
<tr>
<td>Neuroticism (Emotional Stability)</td>
<td>50%</td>
</tr>
</tbody>
</table>

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 organized, 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.
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

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I made a Facebook app :o) It’s like one of those personality quizzes that tell you "you’re adventurous like Frodo" or something, except it actually uses a real psychology personality questionnaire and then tells you what the results mean. It is colourful too, you can see it on my profile :0)

If you are inclined to add it and tell me what you think, I will be very grateful!

**My Personality**

What are you like? Shy? Outgoing? Trusting? Answer some questions from a real psychological personality questionnaire (used in actual scientific research), see the explanation of your results, then compare yourself to your friends.
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>
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<tbody>
<tr>
<td>Presents questions?</td>
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<td>Yes</td>
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<td>qualtrics.com</td>
<td>YourUrl.com</td>
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<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](http://ipip.ori.org)
Questions Welcome

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