Repeated Measures Qualtrics Workshop

3/22/24

Purpose:

There may be times when it is necessary to send out more than one survey to a group of respondents and match each respondents' responses, while not retaining personally identifying information attached to your respondents' information.

Today we will be reviewing a method that enables you to match respondents' answers across data points without attaching personally identifying information to the data. Although you will still need to collect email addresses as part of this method, using this method will prevent the personally identifiable information being attached to their answers. Please note, it is advisable that you still confirm with our IRB office if this is an acceptable method.

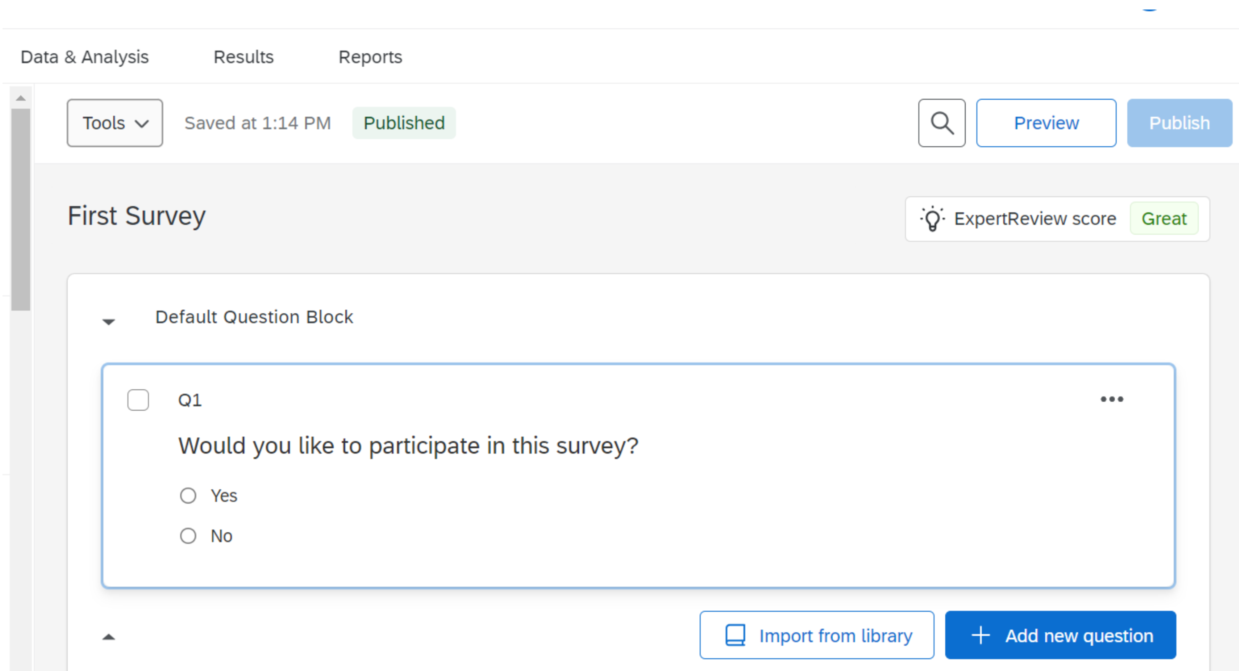
By the end of this workshop, will have created three separate surveys and one contact list. Here are the steps:

1. Create all the surveys you need to collect your data (for our example, this will be three)
    a. Survey 1 – agreement to participate and what would normally be Survey 1
    b. Survey 2 – Contact information
    c. Survey 3 – Your follow up survey (like a post-test survey)
    d. We will record and pass the unique random ID Qualtrics assigns to each respondent from one survey to the next.
2. Create a contact list that will hold the respondents' contact information as well as their respondent ID
3. Test our work

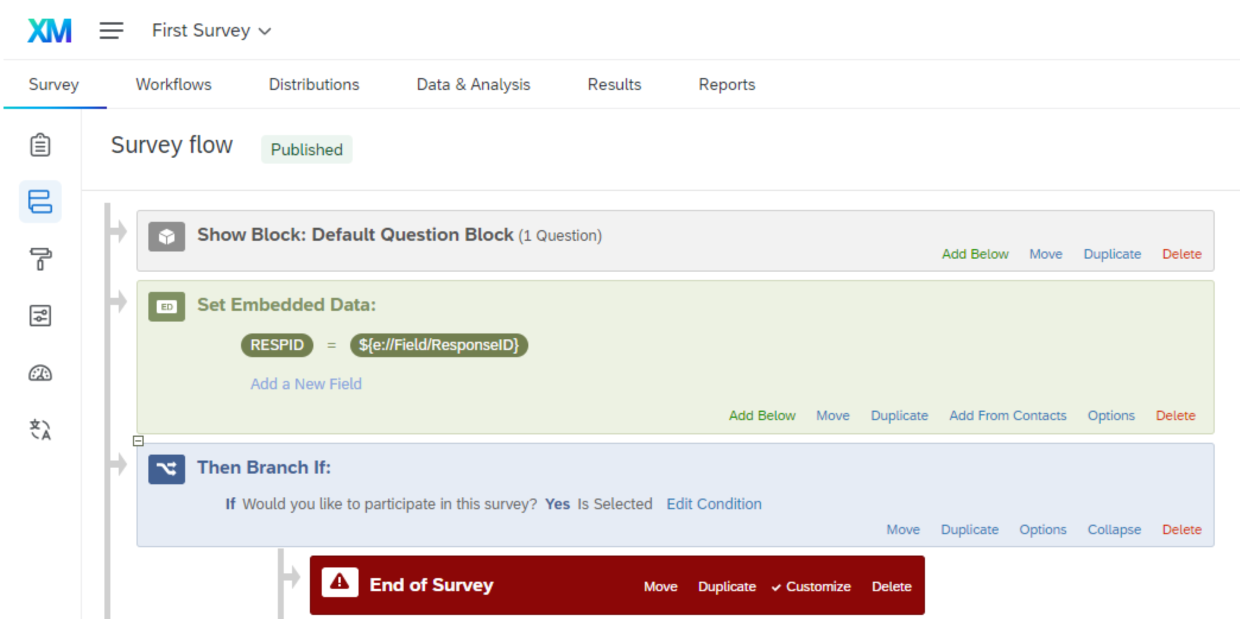
Survey 1: Initial Survey

We recognize that your survey(s) may be quite extensive when conducing this type of research on your own, however, for the purpose of the workshop, Survey 1 will only ask one question. This question (regardless of verbiage) is what we would recommend placing at the end of your survey.

1. Create a new survey from scratch and label it "First Survey".
2. Using a multiple-choice question type, write, "Would you like to participate in the survey?".
    a. Allow two answer choices, "yes" or "no."



3. In Survey Flow, create an embedded data field to capture the ResponseID automatically set by Qualtrics, a "Branch" for those who agree to participate, and a "End of Survey" element within the branch. The Branch needs to come after the question asking for further participation (see image below):



4. We will come back to this page to customize the "End of Survey" once we have the URL to the contact survey.

Contact List

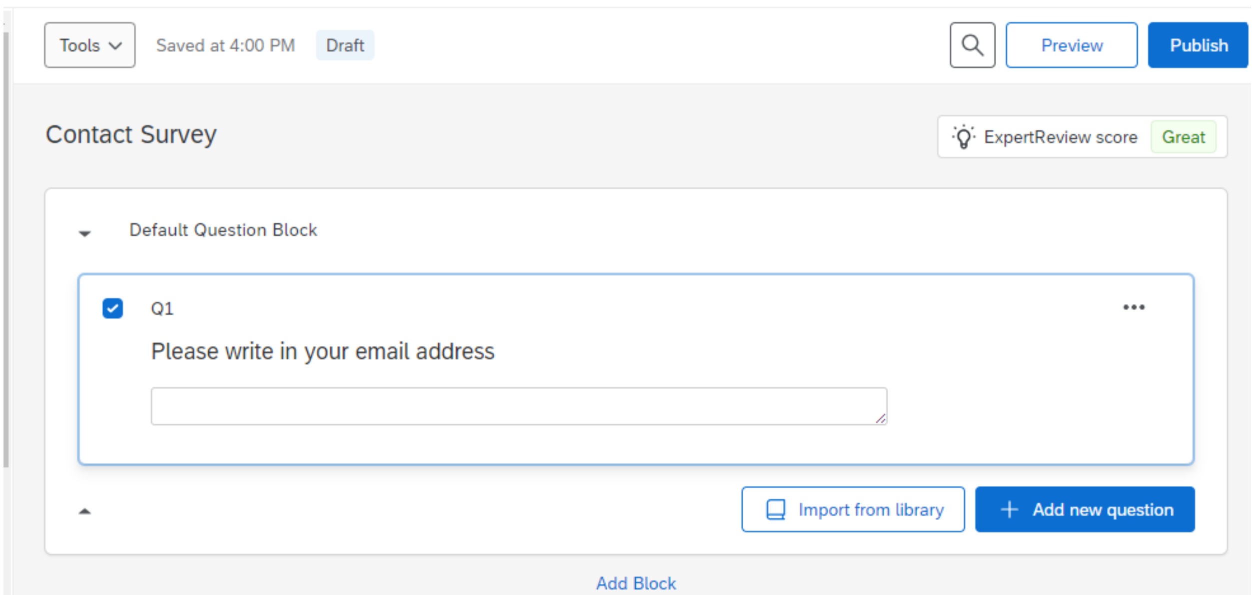
The next step is to create a contact list. This list will be used to collect all the emails submitted in your Contact Survey.

1. Clicking on the three horizontal line icon, go to "Directories"
2. Click the blue button, "Create a list." For this example, I titled the list, "Repeated Measures Workshop." That's it!

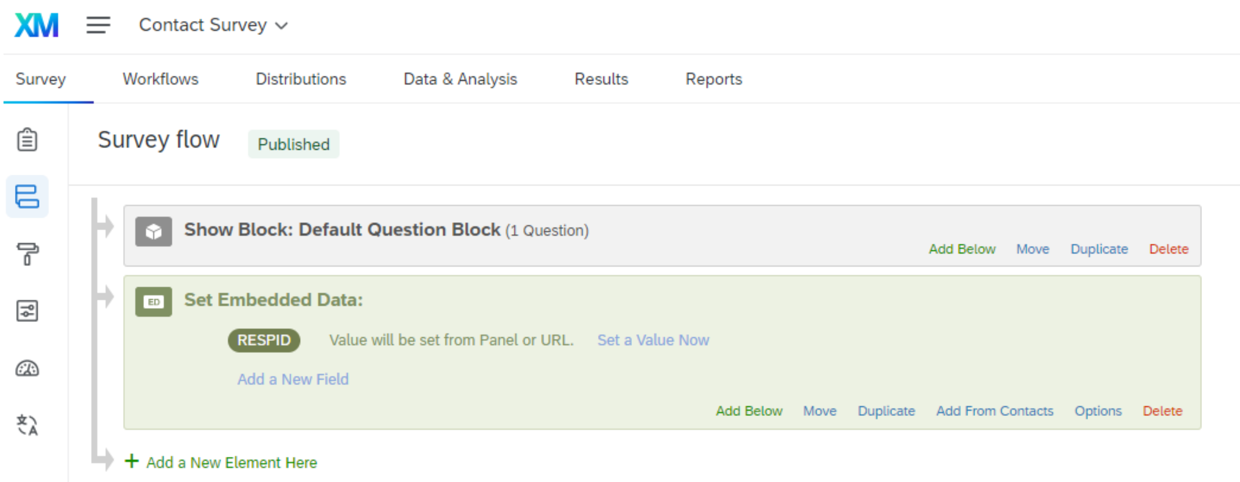
Contact Survey

Next, create another new survey and title it "Contact Survey." This survey enables you to gather contact information for your participants. The only contact information you will need is their email, but you can jazz it up for your own research survey. *You can also add customized validation to ensure you do receive full email addresses*.

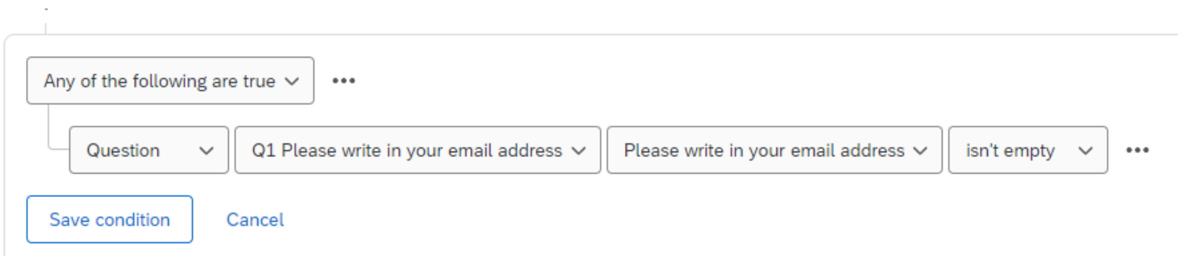
1. Adjust the question type to Text Entry and write, "Please write in your email address."



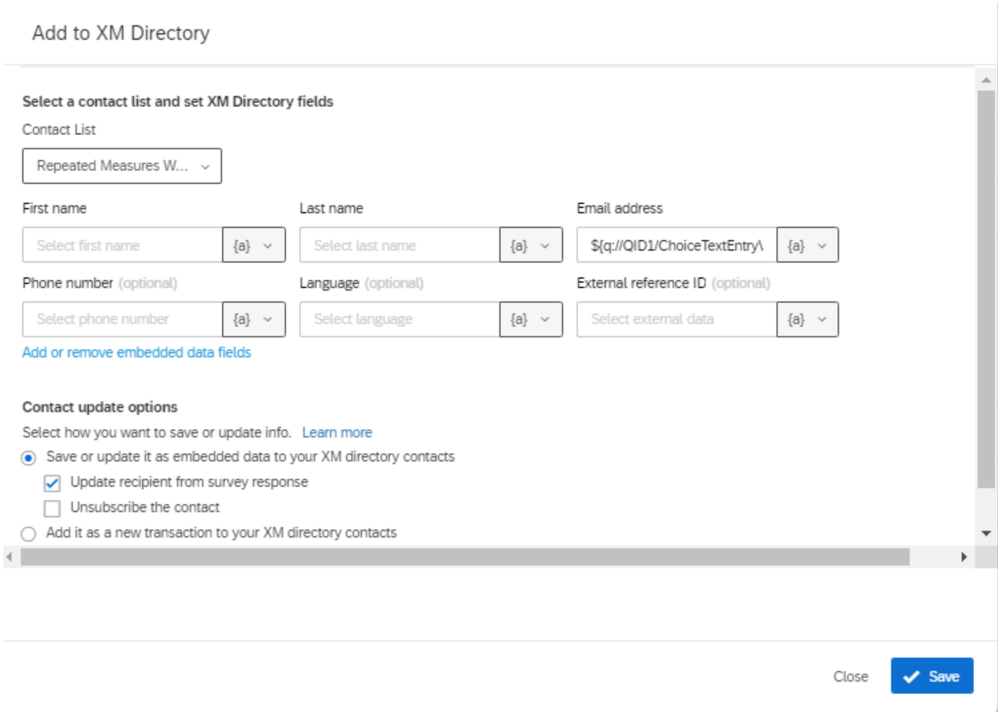
2. In the Survey Flow, set the embedded data to capture the respid passed by the redirect URL from the First survey. Similar to the first survey, the embedded data field is "respid," but we do not need to set a value for it. It will come through the survey URL.



3. Now that the survey is set, we want Qualtrics to do the work for us and add emails from this survey into our contact list. To do this, go into the workflows tab and click “create a workflow.”
    a. Started when an event is received
    b. When a response is received or updated
    c. Finish
    d. Add a condition

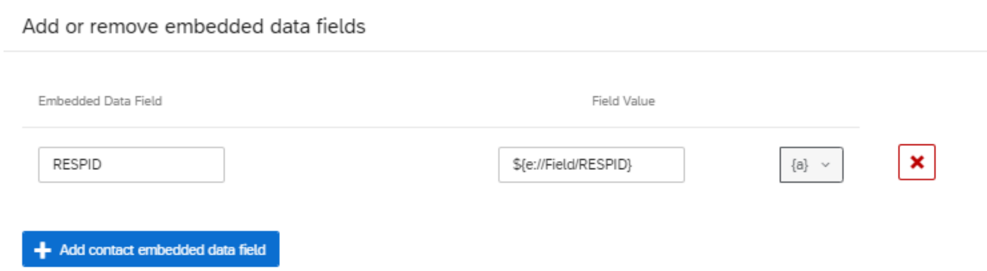


    e.
    f. Add a task
    g. “XM Directory”
    h. You will put add two pieces of information here. 1- change the Contact List section to be the new contact list you created and 2 – add in the piped text in the email section.



i.

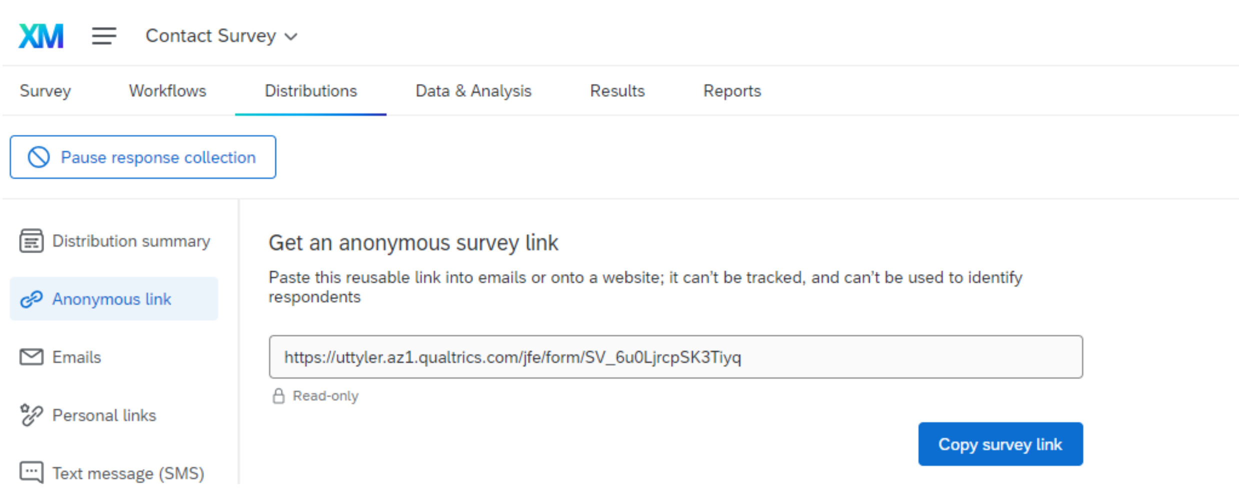
j. Add Embedded Fields- add in the RESPID embedded data.



k.

l. Click "Close" and then "Save." Label the workflow and then close.

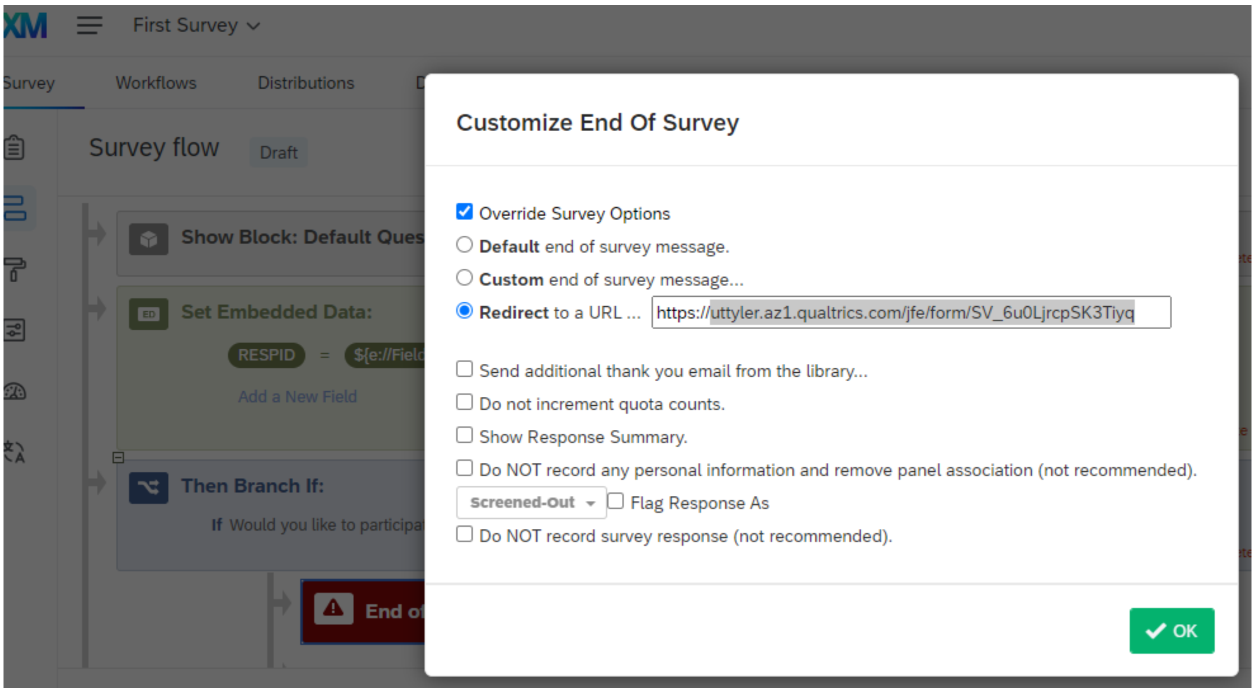
4. As the last step for this survey, go to the distributions tab and copy the anonymous link to your survey.



First Survey

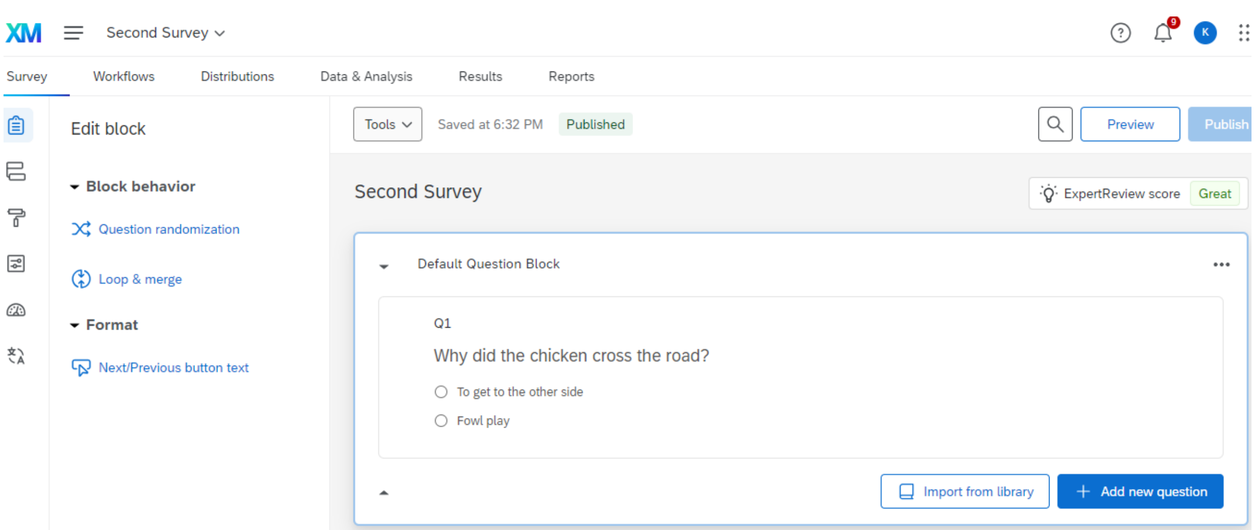
Return to your First Survey and go to Survey Flow.

1. In the End of Survey element, click "customize."
2. Click "Override survey options" and click the radio button, "Redirect to a URL"
3. Enter in the URL anonymous link to the contact survey ***AND*** add "?respid=${e://Field/ResponseID}" to the end. Click Apply.



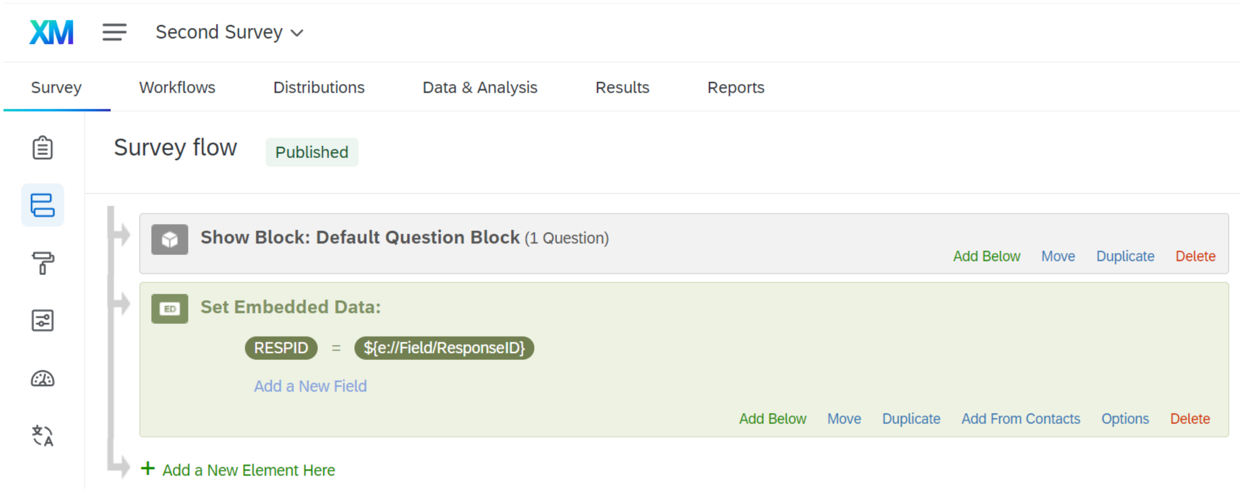
Second Survey

As part of the example, our final survey does not require any special questions.

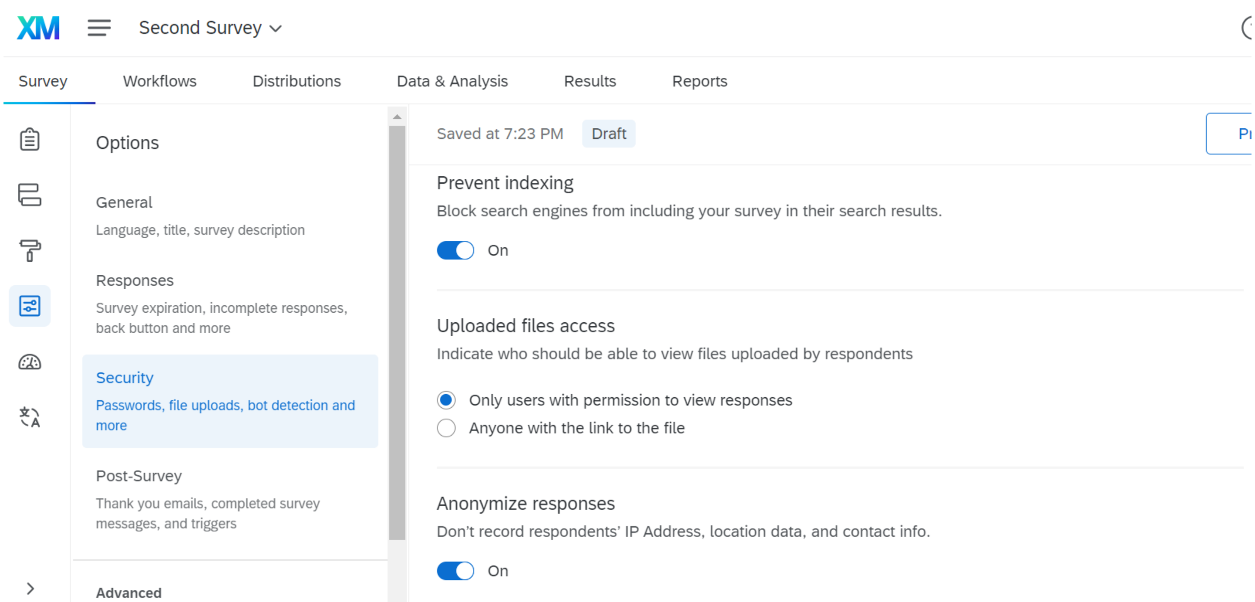


Adapted from Paul Bern at Syracuse University
Katie Stone, PhD | The University of Texas at Tyler

1. However, you will need to add embedded data (similar to the other surveys) to the Survey Flow.



2. Additionally, adjust the survey options to “Anonymize Responses”



Final Notes

Your data will now have a unique identifier with which to match across datasets and no other automatically collected identifying information. Depending on your IRB needs, you should delete your contact survey and list.

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