Structure of Class

• 1. General feedback to all

• 2. Pretest and Prepare Comments (15 minutes)

• 3. Present your survey to class and receive comments from peers. (2 min each)

• 4. Example: How to think about complex surveys

• 5. Ethics
General Comments

➤ End Survey

➤ Request Response

➤ Multiple choice: are answer options mutually exclusive? If not, include ‘DK’, ‘Other’, ‘None of the above’

➤ Assuming behavior from question. “When was the last time you did not pay your taxes?”

➤ Keep the question simple, if it becomes complicated break it

➤ Anchor your scales. What is ‘the lowest’ what is ‘highest’?

➤ Make it easy for respondent and preempt all possible confusions

➤ Has anyone asked this question before?
**Pair up:**

<table>
<thead>
<tr>
<th>Team</th>
<th>first name</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Student 1</td>
</tr>
<tr>
<td>2</td>
<td>Student 2</td>
</tr>
<tr>
<td>1</td>
<td>Student 3</td>
</tr>
<tr>
<td>3</td>
<td>Student 4</td>
</tr>
<tr>
<td>1</td>
<td>Student 5</td>
</tr>
<tr>
<td>2</td>
<td>Student 6</td>
</tr>
<tr>
<td>3</td>
<td>Student 7</td>
</tr>
</tbody>
</table>
Ethics of our work

• Fielding this work via Facebook
  • Are people truly ‘informed’?
  • What if we weren’t measuring attitudes, but behavior?
  • Private information?
Assignment for Next Week

• Send your (updated) survey to friends, family or people who owe you a favor

• Include a ‘comments’ box in the end of survey and ask them for their opinion

• Generate real data from these people. Next class we will work on that data (and some other data we generate)

• Have at least 10 people to take your survey by Session 9
Implementing a Complex Survey
Candidate appearance in a low information environment:

Cuba
Some context on Cuba

- One party regime since 1959, elections don’t define who wins
- Candidates don’t campaign, only official biographies and fotos on the polling booth
- They vote for deputies of the National Assembly (Congress): total of 612 (although here we’ll look at 608)
- The number of candidates = number of seats
- Cubans can vote (el voto unido) for a marking an X for the entire official slate, or to vote for some but not all of the candidates even though all of the candidates will be elected.
Challenge: How to rate 608 candidates?

• Do we hire people to rate each of the 608 candidates?

  ➡ Would you rate with the same attention candidate number 1 and candidate num 500?

• How about having many different people rate a reasonable amount of candidates, say 20?

  ➡ Randomly assign 20 out of 608 candidates to each respondent. One could have more than one respondent rate the same candidate

  ➡ ‘Attractiveness’ of each candidate would be the average across all respondents
In Qualtrics?

We could program this question for each candidate:

How likely would you be to vote for this person?

© Unknown. All rights reserved. This content is excluded from our Creative Commons license. For more information, see https://ocw.mit.edu/help/faq-fair-use/
Challenge:
How to rate 608 candidates?

Let’s start small.
Small Challenge:
How to rate 4 candidates?
Drag all your pictures here

There are no items in this library.
Feel free to explore other libraries.
Now all your pictures are online!
Now all your pictures are online and you can extract their urls!
Or extract all of the links at once using python/R ... 

https://mit.co1.qualtrics.com/ControlPanel/Graphic.php?IM=IM_3ls0piseCh1yaJD
https://mit.co1.qualtrics.com/ControlPanel/Graphic.php?IM=IM_8e1g1tHUS4y3oln
https://mit.co1.qualtrics.com/ControlPanel/Graphic.php?IM=IM_1Bb7dwgQnUqzJ2t

Now instead of having to copy paste, we can use the “pipe in” function in Qualtrics. But first...
First set embedded data
How to insert pictures?

Insert picture:
How to randomize?

We could simply put 4 questions and randomize them...

But think about doing that for 608 pictures!

‘Add Java Script’ function in Qualtrics may be helpful here
Java Script
Randomize values attributed to embedded data

```javascript
Qualtrics.SurveyEngine.addOnLoad(function(){

  // Define arrays.
  var myVector = [
    "https://mit.co1.qualtrics.com/ControlPanel/Graphic.php?IM=IM_8e1g1tHUS4y3oln",
    "https://mit.co1.qualtrics.com/ControlPanel/Graphic.php?IM=IM_1Bb7QnUqzJ2t"
  ];

  function shuffle(vec){
    var counter = vec.length, temp, index;
    while (counter > 0){
      index = Math.floor(Math.random() * counter);
      counter = counter-1
      temp = vec[counter];
      vec[counter] = vec[index];
      vec[index] = temp;
    }
    return vec;
  }

  shuffle(myVector);
  Qualtrics.SurveyEngine.setEmbeddedData("pup1", myVector[0]);
  Qualtrics.SurveyEngine.setEmbeddedData("pup2", myVector[1]);
  Qualtrics.SurveyEngine.setEmbeddedData("pup3", myVector[2]);
  Qualtrics.SurveyEngine.setEmbeddedData("pup4", myVector[3]);
});
```
Challenge: How to rate 608 candidates?

Divide and Conquer: 608 Candidates

Randomly assign candidates to 38 groups of 16

Group 1
16 RA Candidates

Group 2
16 RA Candidates

(...)

Group 38
16 RA Candidates

Respondent rates 1 randomly selected group of 38
Challenge:
Rate 608 candidates?
How to do big randomizations?

```javascript
Qualtrics.SurveyEngine.addOnload(function(){

    // Define arrays with randomized sets of pictures.
    var myMatrix = [
        [  "https://az1.qualtrics.com/ControlPanel/File.php?F=F_8jg058Z19qEyDAh " ,
    ]

    // Randomization Function
    function shuffle(array){
        var counter = array.length,
            temp, index;
        while (counter > 0){
            index = Math.floor(Math.random() * counter);
            counter = counter-1
            temp = array[counter];
            array[counter] = array[index];
            array[index] = temp;
        }
        return array;
    }

});
```
// Run Function and Assign values to embedded Data
select = Math.floor((Math.random() * 38));
    myArray = myMatrix[select]

    shuffle(myArray);
    Qualtrics.SurveyEngine.setEmbeddedData("candidato1",myArray[0]);
    Qualtrics.SurveyEngine.setEmbeddedData("candidato2",myArray[1]);
    Qualtrics.SurveyEngine.setEmbeddedData("candidato3",myArray[2]);
    Qualtrics.SurveyEngine.setEmbeddedData("candidato4",myArray[3]);
    Qualtrics.SurveyEngine.setEmbeddedData("candidato5",myArray[4]);
    Qualtrics.SurveyEngine.setEmbeddedData("candidato6",myArray[5]);
    Qualtrics.SurveyEngine.setEmbeddedData("candidato7",myArray[6]);
    Qualtrics.SurveyEngine.setEmbeddedData("candidato8",myArray[7]);
    Qualtrics.SurveyEngine.setEmbeddedData("candidato9",myArray[8]);
    Qualtrics.SurveyEngine.setEmbeddedData("candidato10",myArray[9]);
    Qualtrics.SurveyEngine.setEmbeddedData("candidato11",myArray[10]);
    Qualtrics.SurveyEngine.setEmbeddedData("candidato12",myArray[11]);
    Qualtrics.SurveyEngine.setEmbeddedData("candidato13",myArray[12]);
    Qualtrics.SurveyEngine.setEmbeddedData("candidato14",myArray[13]);
    Qualtrics.SurveyEngine.setEmbeddedData("candidato15",myArray[14]);
    Qualtrics.SurveyEngine.setEmbeddedData("candidato16",myArray[15]);

    Qualtrics.SurveyEngine.setEmbeddedData("groupnum",select);
});
What does this survey look like?

https://mit.co1.qualtrics.com/jfe/preview/SV_abCRB3UqkenRNMF?Q_CHL=preview
MIT OpenCourseWare
https://ocw.mit.edu/

17.801 Political Science Scope and Methods
Fall 2017

For information about citing these materials or our Terms of Use, visit: https://ocw.mit.edu/terms.