

# Psychology 205: Research Methods in Psychology

## Telemetric data collection

William Revelle

Department of Psychology  
Northwestern University  
Evanston, Illinois USA



NORTHWESTERN  
UNIVERSITY

November, 2011

# Outline

1 Telemetrics

2 Qualtrics

## Telemetry: Collecting data at a distance

- 1 Web based survey techniques
  - Home grown code (php-html scripts and a dedicated server)
  - Free ware services (Survey Monkey)
  - Licensed services (Qualtrics)
- 2 Phone based/text message based
  - Home brewed email reminders
  - Apps for various services

## Using Qualtrics at Northwestern

- 1 Need to register (as an NU student, you will be a licensed user)
  - account name and password
  - account name will just be your email address
  - create any password you want (does not need to be NUID password—probably should not be)
- 2 Create a survey
  - Specify item formats, item content
  - Make sure it looks right
- 3 Send yourself a copy
  - Take the test – does it have the look and feel you like
  - Make sure it looks right
  - Modify it.
- 4 Look at the data it sends back to the server
  - Use the View Results Tab
  - download data option (csv)
  - Make sure you are getting the kind of data you want, and that it does not have respondents name.

## Distributing the questionnaire

- ① Distribute it
  - Use the anonymous option. This allows you to send a web link that your participants can fill out.
  - Your cover email should specify that you are not recording email address or names of responders.
  - Do not use the send as email option (this will record the email addresses, which you do not want).
- ② Check the results
  - Use the View Results Tab
  - download data option (csv)
  - Make sure you are getting the kind of data you want
- ③ Copy the data into R
  - use the `read.clipboard.csv( )` command
  - We will need to do some minor editing of this to get the data into a suitable form (stay tuned).
- ④ Analyze the data
  - Form item composites to get scale scores
  - Find the correlational structure of the resulting scales.