

ARL Workshop
Qualtrics to SPSS:
Tricks to Improve the Process

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June 23, 2011

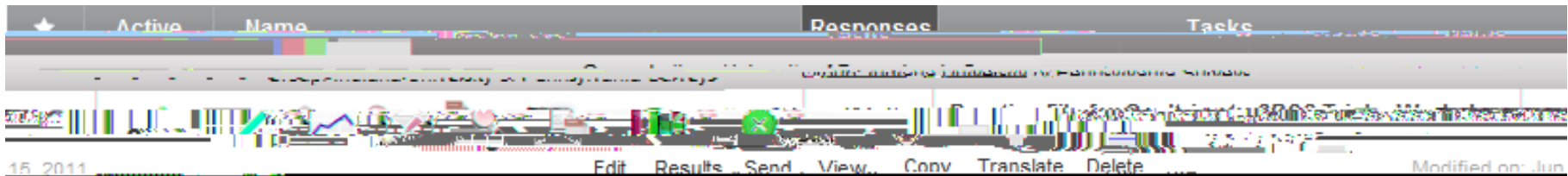
Stabley 201

Topics

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4. Exporting to SPSS Slides 17-19
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0.0016 -0.0010 0.0016 -0.0010 0.0016 -0.0010

Accessing the Qualtrics Practice File

- 1) Log into your Qualtrics account.
- 2) Click on the “My Surveys” tab.
- 3) Locate the survey: “Practice File for Qualtrics to SPSS Tricks Workshop 2011/06/23”.
- 4) Click on the “Copy” icon to the right of the survey name.



5) In the “Copy to” box, select “My Account or Group Account.”

In the “Destination” box, select “My Account.”

6) Click on “Copy”.



7) Open up the copied survey: “Practice File for Qualtrics to SPSS Tricks Workshop 2011/06/23 – Copy.”

Detailed Look at the Second Block

- Block called “Demographics” with three questions (i.e. items)

The screenshot shows a form titled 'Demographics' with three questions. The first question, 'Q1', asks 'Please specify your department.' and has a text entry field. The second question asks 'Please indicate reasons why you are enrolled for this workshop.' and has a list of four options with checkboxes. The third question is partially visible and asks 'Please indicate reasons why you are enrolled for this workshop.' and has a list of four options with checkboxes. A green button with a refresh icon is visible on the left side of the form.

Multiple Choice
(Single Answer)

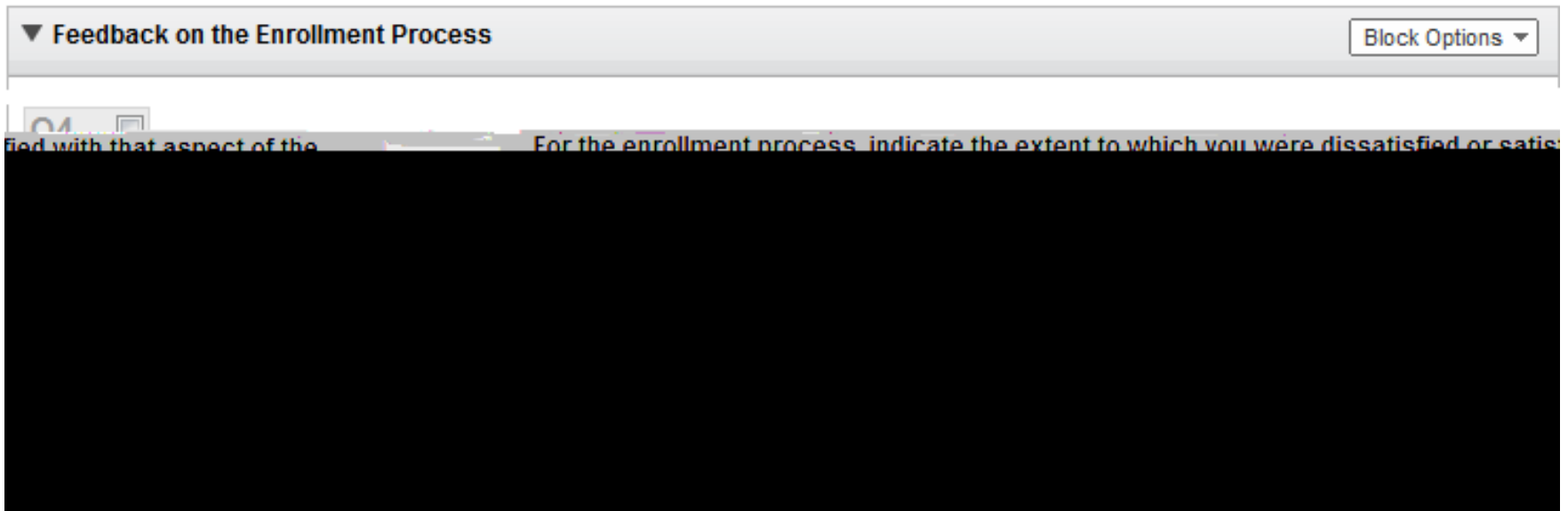
Text Entry

Multiple Choice
(Multiple Answer)

Detailed Look at the Third Block

Block called “Feedback on the Enrollment Process” with one question

- Item in Matrix Table format




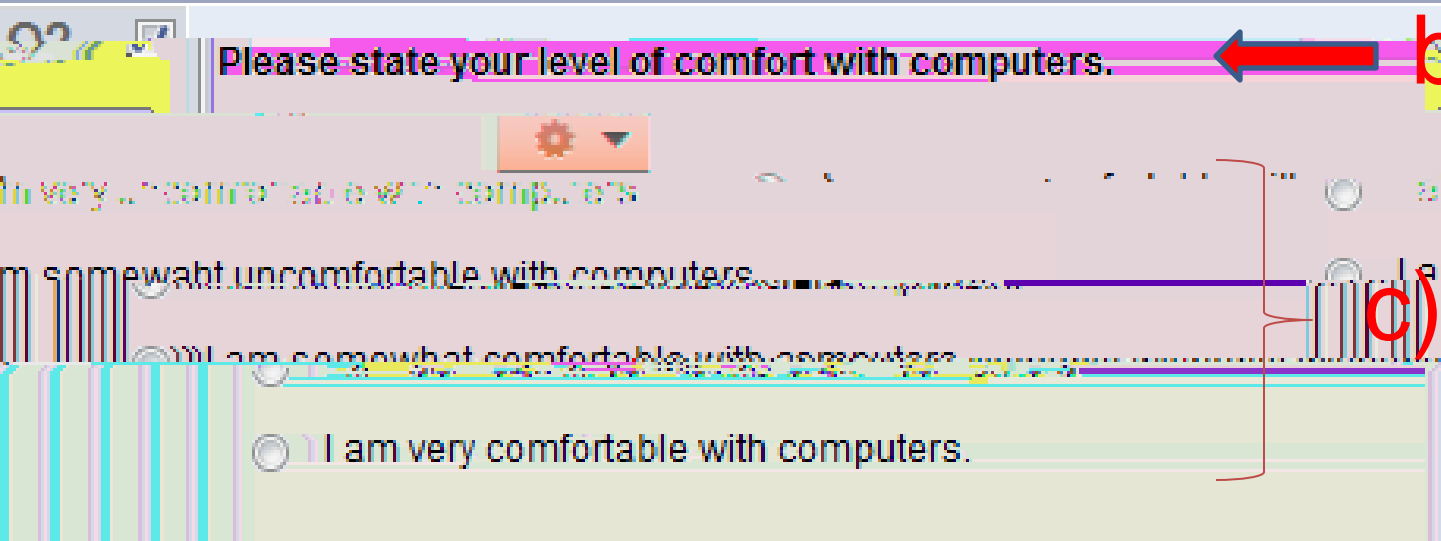
Qualtrics and SPSS Terminology

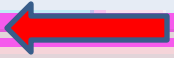
Qualtrics


- a) Export Tag
- b) Question Text
- c) Answers
- d) Codes

SPSS

- default Variable Name
- default Variable Label
- default Value Labels
- default Values

a)  

b) 

c)db) 

Exercise 1

Identify

- a) default variable name(s)
- b) the default variable label(s)
- c) the default value labels
- d) the default values

b)

a) { Q3_1
Q3_2
Q3_3
Q3_4
Q3_4_TEXT

c) And d)
Each of the four choices
becomes a separate
variable.

d) Qualtrics assigns a "1" for the
variable value if the respondent selects
the choice and a missing value if the

Editing In Qualtrics—Variable Names (Export Tags)

- Recommendation: Use very simple export

Editing In Qualtrics--Variable Labels

- 1) Click on the question text, hover over the icon in the left bottom corner of the question text box, then click on "Edit Question Label."

Editing In Qualtrics--Value Labels

- 1) Click on the question text, then click on the purple rectangle under the export tag.
- 2) Click on the Recode Values option, then click on the “**Variable Naming**” check box.

Note: You can also recode the numerical values.



Editing In Qualtrics--Value Labels

- 3) Finally edit the value labels in the first column. This will not change the text that the subjects see (text in the grey boxes).

Recode Values

Recode Values Variable Naming

Original Value	New Value	Text
somewhat uncomfortable		I am somewhat uncomfortable with computers
comfortable		I am very comfortable with computers.

Close

Editing In Qualtrics— Excluding an answer from the analysis (last survey item)

- Responses such as “Unable to Judge”, or “Not Applicable,” should be excluded from the analysis.
 - very important when the series of Likert items are being combined to form a scale.
- 1) In Qualtrics, click on the response that is to be excluded, then click on the down arrow in the blue box behind the answer and select the “Exclude From Analysis” option.

Note: This works when using the report feature in Qualtrics to look at the data. It will NOT transfer over to the SPSS syntax file nor to the SPSS data file.



Generating Test Data in Qualtrics

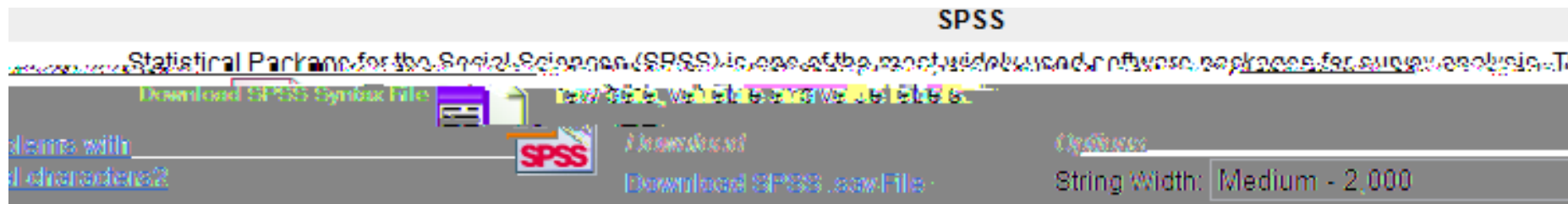
Exporting to SPSS

- 1) Click on the grey “View Results” tab.
- 2) Click on the “Download Data” button in the grey bar.



Step1: Exporting the SPSS Data File

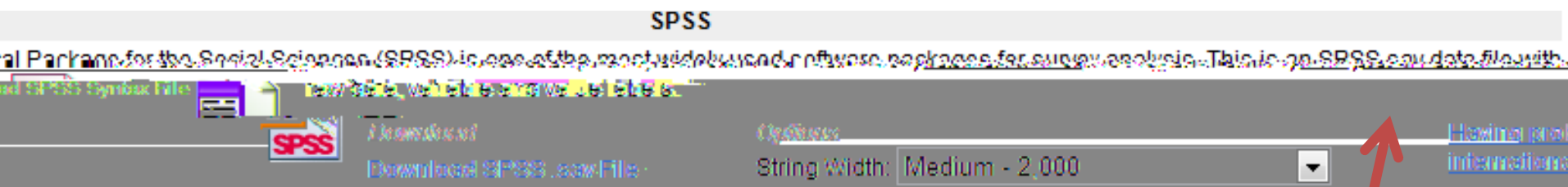
- 1) Scroll down to the “SPSS” section.
- 2) Click on the “Download SPSS .sav File” option.



- 3) When the “File Download” window opens, click on the “Open” button.
- 4) Click on the “Allow” button when the firewall attempts to stop the download.
- 5) Then click on “Yes” on the next screen.

Step 2: Exporting the SPSS Syntax File

- 1) Return to the "SPSS" section.
- 2) Click on the "Download SPSS Syntax File" option.
- 3) Again, click on the "Download the Syntax File" option.
- 4) When the "File Download" window opens, click on the "Open" button.
- 5) Click on the "Allow" button when the firewall attempts to stop the download.
- 6) Then click on "Yes" on the next screen.



Why Use a syntax file?

- It can be generated, edited, saved, and then used to quickly rerun all of the operations without running through menus.
- It serves as a record of what tasks were performed on the data and what analyses were run.
- It can not unfortunately record the editing of graphs and tables.

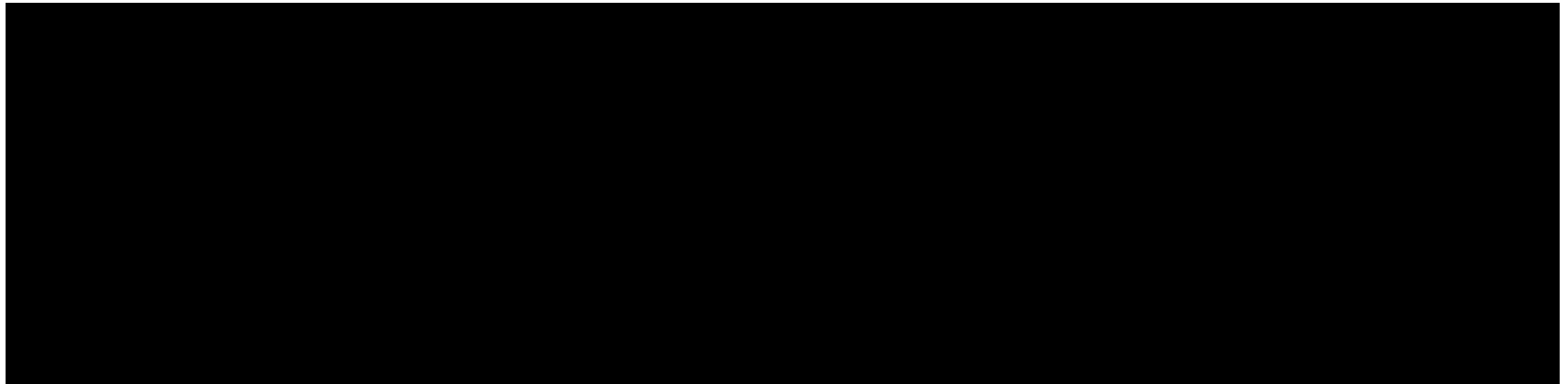
Important Fix When Using Block

Open Up SPSS

Changing an option: Display the variable names for Variable lists, rather than the Variabal Labels.

“Edit” pull-down menu \mathcal{A} “Options”

Then select the “General” tab.



Important Fix Continued

- 1) Highlight the variable names in “**Variable View**” of the SPSS data file and press [ctrl] [c]

	Name
10	V10
11	Q2_1
12	Q2_2
13	Q2_3_1
14	Q2_3_2
15	Q2_3_3
16	Q2_3_4
17	Q2_3_4_TEXT
18	Q3_1_1
19	Q3_1_2
20	Q3_1_3
21	

Data View Variable View

2) Go to the syntax file. Open up a new line after the SUBTITLE command and type:

RENAME VARIABLES (

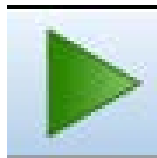
3) Type [Ctrl] [V] to paste in the variable names, then type =

4) Type [Ctrl] [V], then type
). ← Include the Period

5) Replace the first underscore with a period in every variable name after the "=" sign.

6) In the syntax window, highlight and syntax for the entire command.

7) Then click the green "run" button.



5) The first underscore in each of these lines is replaced with a period.

Simplifying the Variable Labels for Items Using Matrix Table Formats


Additional Changes

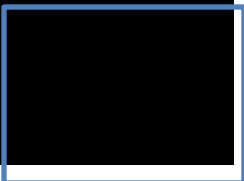


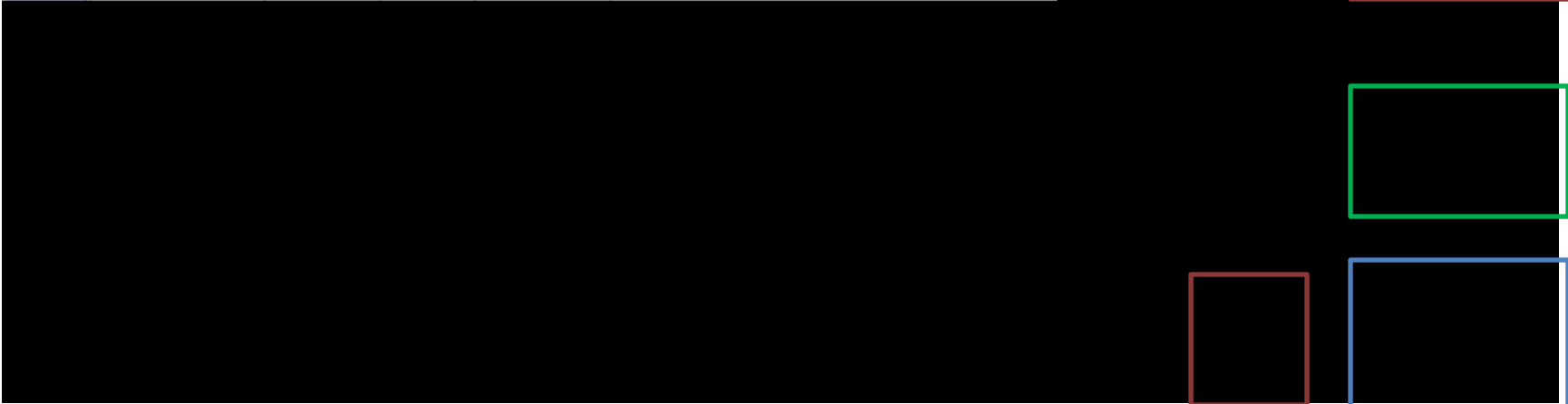
Variable Type, Number of Decimals, Missing Values

- Qualtrics often
 - assigns an incorrect variable type (nominal, ordinal, scale)
 - Formats numbers with 2 places after the decimal point.
 - Never assigns missing values, even when you use the “Exclude From Analysis” option in Qualtrics.

Current "Variable View"

Note download errors

	Name	Type	Width	Decimals	Label	Values	Missing	Measure
11	Q2.1	Numeric	8	0	comfort with computers.	{1, very un...	None	 Scale



Current "Data View"



If the respondent selected the option, Qualtrics assigns a value of 1.
Otherwise, Qualtrics assigns a blank (missing value)

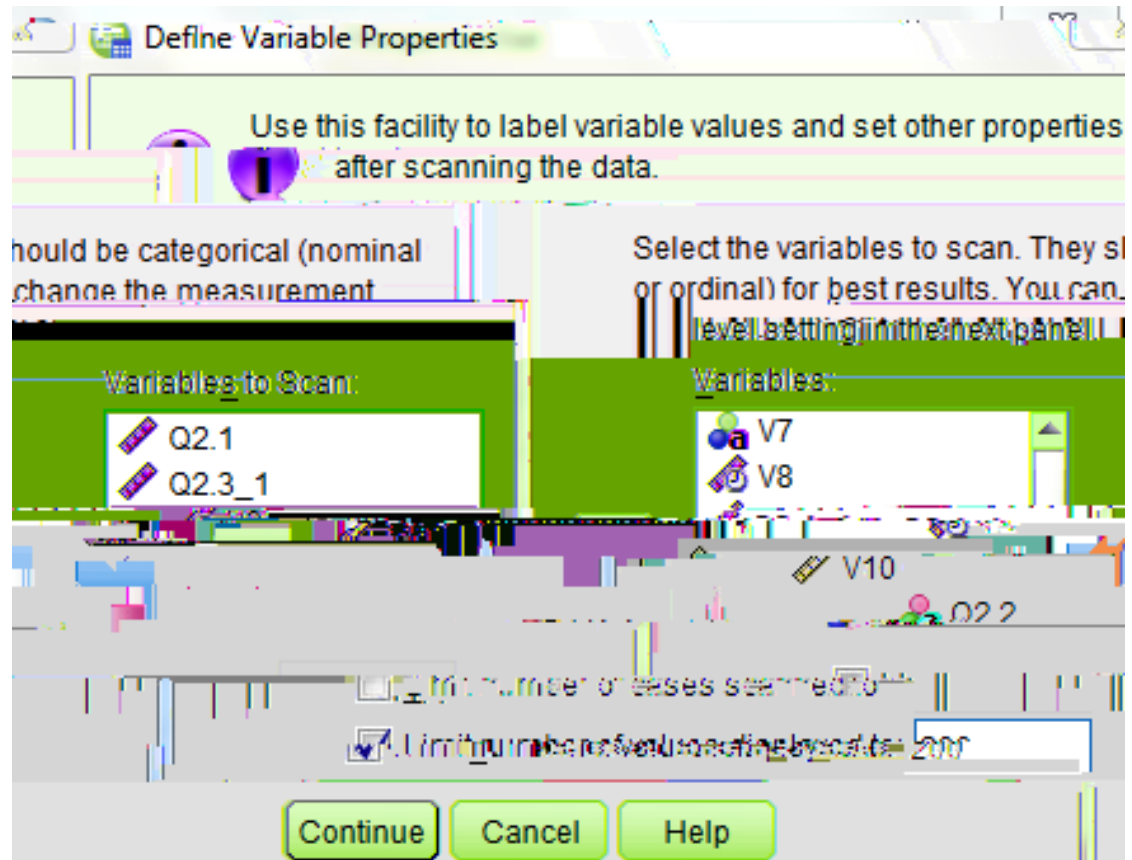
We will eventually ask SPSS to recode the missing values as 0.

Additional Changes

Variable Type, Number of Decimals, Missing Values

The best way to make these corrections:

- 1) "Data" pull-down menu AE "Define Variable Properties..." option.
- 2) Then choose the items that need corrections.
- 3) Click on the "Continue" button.





1) Change measurement level from Scale to Nominal.

The screenshot shows the 'Scale Level' dialog box in SPSS. The 'Current Variable' is 'Q2.3.1' and the label is 'reasons enrolled research...'. The 'Measurement Level' is currently set to 'Scale' and is being changed to 'Nominal'. The 'Value Label grid' is visible, showing a value of '1' with a corresponding label. The 'Value Label grid' table is as follows:

Value	Label
1	

The 'Value Label grid' table is also visible, showing the 'Changed', 'Missing', and 'Count' columns. The 'Count' for value '1' is 77.

	Changed	Missing	Count
1	<input type="checkbox"/>	<input type="checkbox"/>	77
2	<input type="checkbox"/>	<input type="checkbox"/>	

The dialog box also includes an 'Unlabeled Values' section and a 'Copy Properties' section. The 'OK', 'Paste', 'Reset', 'Cancel', and 'Help' buttons are visible at the bottom.

Current Variable: Q3.1_1 Label: satisfaction-Clarity of enrolling

Scale: Ordinal Type: Numeric Width: 8 Decimals: 0

0 Attributes... Unlabeled values:



Resulting Syntax

Unedited

*Q2.1.

VARIABLE LEVEL Q2.1(NOMINAL).

*Q2.3_1.

VARIABLE LEVEL Q2.3_1(NOMINAL).

VALUE LABELS Q2.3_1

1 'Selected'

0 'Not Selected'.

Correcting the “check all that apply” items Missing Values Æ0

- 1) “Transform” pull-down menu Æ “Recode Into Same Variables

4) Type "1" in the "Value" box for both "Old Value" and "New Value."
Then click the "Add" button.

5) Select the "System- or user-missing" radio button and type "0" in
the New Value "Value" box. Then click the "Add" button.

6) Cli bo73

Ad∞.1T94(d)g 0.6T94(d)g 0.6T94(d)g 0.6T94(d)g 0.69dl

7) The following syntax will appear at the bottom of the syntax window:

```
RECODE Q2.3_1 (1=1) (MISSING=0).
```

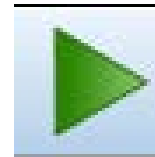
```
EXECUTE.
```

8) Replace Q2.3_1 with Q2.3_1 TO Q2.3_4.

```
RECODE Q2.3_1 TO Q2.3_4 (1=1) (MISSING=0).
```

```
EXECUTE.
```

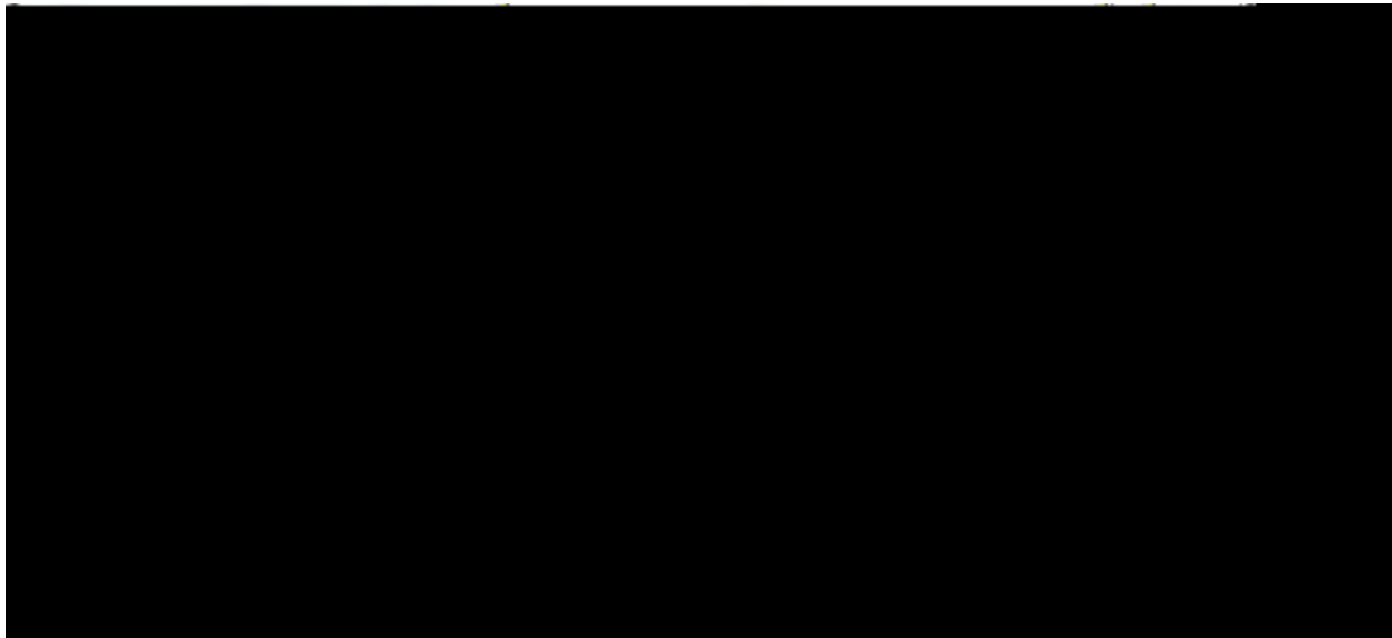
9) Highlight and run the syntax.



Simplifying the Variable Names

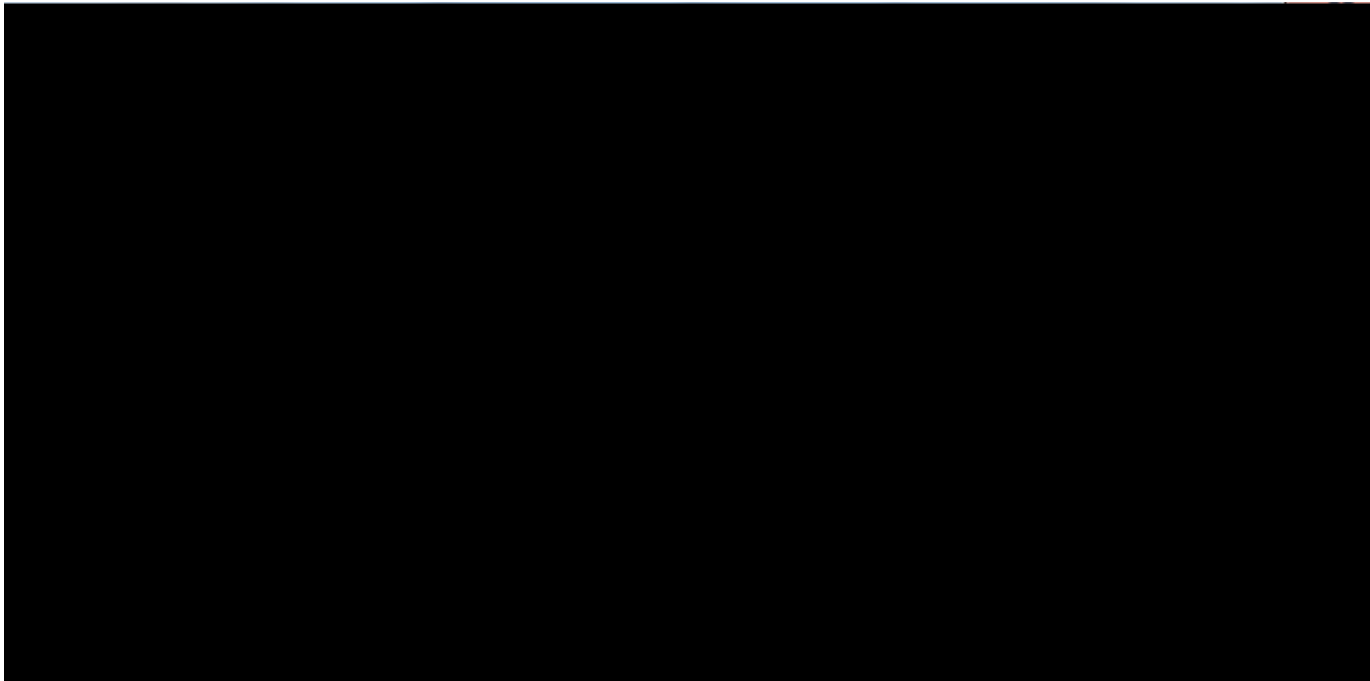
Q2. ÆD and Q3. ÆF

- 1) While in the “Syntax” window: type [Ctrl] [H]
- 2) Put “Q2.” in the “Find” box and Put “D” in the “Replace With” box.
- 3) Click on the “Replace All” button
- 4) Repeat steps 2) and 3) for “Q3.” and “F”.



Adding syntax to save the data file

- 1) While in the "Data Editor" window, click on the "File" pull down menu \mathcal{A} "Save As" option
- 2) Choose where the SPSS data file should be stored.
- 3) Click on the "Paste" button.



Strategy

- 1) Save your completed syntax file.
- 2) When all of your data is collected, download your data to an SPSS.sav file (see Slide 18).
- 3) Open the syntax file from 1).
- 4) Highlight all the syntax and run it.