Heat map questions

Heat maps questions ask a participant to click anywhere on an image. While in Hot Spot questions, clickable regions are visible to the participant, in Heat Map questions the participant doesn't know whether you're interested in frequency of clicks in one part of the picture or another.

DEFINING REGIONS

1. When in the survey editing mode, click on add a new question of type "Hot Spot". You can add instructions for the participant by click on "Click to add question text".

2. Click on "Select a graphic to use for this question". In the window that opens, click on "+ Upload a New Graphic", and then "Choose File". Locate the image on your computer, and click "Save"

3. Double click the image to add a region (area) of interest. You can:

   - Move the region by clicking on it and dragging it to the desired position.

   - Rename the region by clicking on "Region #1" below it.

   - Edit the shape of a region - click on the down arrow next to the region's name and select "Edit shapes". Click anywhere on the outline of the region to "Add point". Click and drag points to change the shape of the region. Click anywhere on the image to get out of this menu.

   - Create a completely new custom shaped region - right click anywhere on the image and select "Add Region". Double click the new blue square and select "Draw New Shape". Start drawing a new shape by clicking anywhere on the image and creating points. When you finish drawing the new shape, click on the default blue square and select "Remove Shape".
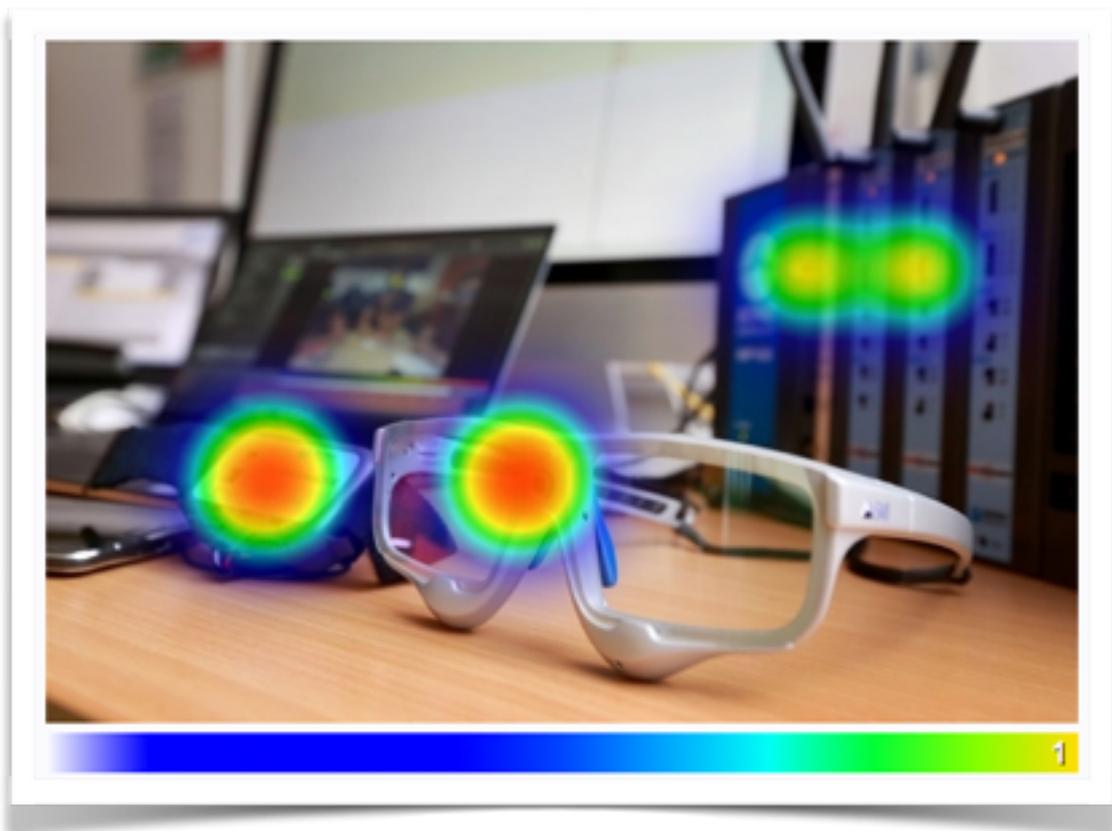
HEAT MAP OPTIONS

- **Clicks** - choose how many clicks participants are expected to do.

- **Validation Options** - tick "Force Response" if you don't want participants to be able to skip this question.

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EXPORTING VISUAL HEAT MAP DATA

You can find out how to download quantitative data from all of your questions by following the guide "Exporting Qualtrics Data to SPSS". However, visual heat map data can be interesting to look at and can help you interpret your data. This is how you export visual heat map data:

1. Navigate to the "Reports" tab from the Survey Editor.

2. Find the heat map question in the menu on the left and select it. Qualtrics will display the visual representation of your heat map data.

3. You can download this heat map, by clicking on "Share Report" in the top right part of the screen. Select the format in which you'd like the image exported. We recommend "Word Document", which will allow you to copy the image and paste it into your report.

4. Deselect "Select all", and only tick the heat map question. Click on "Export Pages", then "Download". By default, the report should be saved into your "Downloads" folder.

Visual heat map data : warm colours like red and orange indicate high frequency of clicking, while colder colours like blue indicate low frequency.

If you've got any questions or need additional guidance, e-mail Joe and Martina at sasspsychlab@brighton.ac.uk or stop by at the psychology lab for a chat. Visit blogs.brighton.ac.uk/sasspsychlab for more Qualtrics guides.