

Importing survey data to SPSS

This guide describes how to transfer questionnaire data from Qualtrics into SPSS. Please follow all the steps, which set out the essential process.

1. Navigate to the Survey Editor and click on "Data & Analysis" on the tab under your project title.
2. Counter above the table tells you how many responses you've got, and how many people are completing the survey at the moment. Ideally, you should wait until "Responses in Progress" drop to 0 before downloading your data.
3. Click on "Export & Import" and select "Export Data..."
4. Select "SPSS" and tick "Download all fields"
5. Click on "Advanced". Untick "Compress data as .zip file", tick "Recode seen but unanswered questions as -99", tick "Export viewing order data for randomised surveys"
6. Click on "Download"

That's it! By default, your data file will be downloaded into the "Downloads" on your computer. If you're working on a computer with SPSS installed, double click the file and SPSS should launch automatically.

WHAT ARE ALL THESE VARIABLES?

Once you've opened the datafile in SPSS, you'll notice there's a large number of variables, some of them with obscure names. The following tips should help you understand the datafile a little better.

- Survey responses will be automatically coded into numbers. Click on this  symbol to display what the meaning of these values is. Alternatively, switch to "Variable View" at the bottom of the window.
 - **Status** variable tells you the source of the data. If the value is "Survey Preview", it's a value that's been recording while you were testing the survey. Do not include this data in your analysis. **Distribution Channel** variable gives you the same info - make sure you exclude cases with "preview" values from the analysis.
 - Variables following **User Language** refer to the Consent Form (assuming you've used the Psychology survey template). These are followed by your survey. If had given your variables meaningful names in Qualtrics, you'll be able to see these name on top of each column. Otherwise questions will be labelled as Q1, Q2, Q3, etc. Refer back your survey on Qualtrics if you're not sure which question is which.
 - If a participant saw a question but didn't answer it, it will be coded as **"-99"**. If the question was not displayed to the participant at all, it will be coded as a missing value (".").
 - **SC0** represents the sum of all of your multiple choice questions. **Do not use this value in your analysis**, as you're likely to have multiple questionnaires organised in blocks and some of your questions reverse-scored.
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RANDOMISED BLOCKS AND QUESTIONS

If you randomised some of your blocks or questions, the output tells you in which order these were presented to each participant. This information is mainly useful if you're interested in how the order of blocks affects participants' answers.

Randomised blocks

The order of randomised blocks can be found near the end of your datafile, following the SCO variable. For example, if you had 3 randomised blocks titled "Custom block 1", "Custom block 2", "Custom block 3", the datafile could look something like this:



FL_182301338_DO_Customblock1	FL_182301338_DO_Customblock2	FL_182301338_DO_Customblock3
2	3	1

In this case, Custom Block 3 was presented first, followed by Custom Block 1, and Custom Block 2 respectively.

Randomised questions

The order of randomised questions will be near the very end of the data set. Similarly to Randomised Blocks, the name of a variable will be a combination of the block of the question + `_DO_` + question name. The number in the cell is the display order.

CODING FOR SPECIALTY QUESTIONS

- **Hot Spots** - Answers will be coded either as "On" or "Off" for On/Off type of Hot Spot questions, or "Like", "Dislike", "Neutral" for Like/Dislike type questions. Sometimes region names defined in Qualtrics will not be displayed in SPSS - if that happens, refer back to your survey on Qualtrics to match the name correctly (this can sometime be difficult, especially if you have a lot of hot spots, so please don't hesitate to get in touch!)
- **Heat Maps** - Data for Heat Maps will be split into as many columns as the number of regions you've defined. If a cell for a region has missing data denoted by ".", it means that the region was not clicked on. If there's 1 or the name of the region, it means this region has been clicked on. If you see variables ending with x and y that don't contain the region's name, it means your regions may not have been defined correctly in Qualtrics. Check back to your survey on Qualtrics and get in touch if get stuck.
- **Timing Questions** - Timing questions always record data into 4 columns - recording the time in seconds between the loading of the page and the first click, last click, and page submission, as well as click count.

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.