

**The Research Centre of the School of Economics and Business**  
cordially invites you to the workshop  
on **Friday, 3<sup>rd</sup> April 2020 at 11:00 CET**

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Presenter:

**asist. Petar Gidaković, mag. posl. ved.**

***University of Ljubljana, School of Economics and Business***

Title:

## **Using Qualtrics survey platform for online research**

Online research, which refers to collecting primary data from human participants via internet, has become a very common data collection method in psychology, economics and business disciplines (e.g., marketing and management). The aim of this seminar is to briefly introduce online research, present its pros and cons, familiarize the audience with available tools, and demonstrate some important steps in setting up an online study. This will be done with an example of a simple survey questionnaire in Qualtrics - "The most sophisticated online survey platform on the planet", which will be integrated with Prolific crowdsourcing platform. Seminar will offer some interesting takeaways, such as pointing out opportunities for online research and the tools to do it; raising awareness of (some) ethical issues; and emphasizing researcher's responsibilities to ensure data quality. I will demonstrate the latter using Qualtrics features, such as skip logic, randomization and embedded data, to set up attention checks, speeding and straightlining detection. Finally, I will show how to connect Prolific crowdsourcing platform (i.e. a sample provider) with a Qualtrics questionnaire and summarize the rest of data collection process.

Please register at <http://raziskave.ef.uni-lj.si/a/811>