

E-Prime for Survey Research Outline

1) Benefits of using E-Prime for survey research

- Customizability
- Consistency
- Reliability
- Customizable output (specify the data YOU want to see)
- Easily create survey-based experiments (independent variables easily manipulated with List objects)
- Easy manipulation of questions
- Eliminates interviewer error
- Standardization is easier

2) E-Prime licensing and survey research

- Run on 25 machines simultaneously using a Single User License
- Run on 100 machines simultaneously with a Run-Time License
- Quick overview of difference between .es2 and .ebs2 files

3) Creating an open-ended survey in E-Prime

- Discuss demographic information in E-Prime
 1. Startup Info – when it is useful
 - A. Participant-entered
 - B. Accessible throughout the entire experiment
 2. StartupInfo Editor program
 - A. Input Subject and Session number for participant
 - B. Input demographic information that participant should not see
- Change the Startup Info of a blank experiment
- Show Display Device and discuss importance with survey research
 1. Keep DisplayDevice set to same resolution ALWAYS, why that is important
- Discuss how Toolbox Defaults will help with survey research
- Create Welcome screen
 1. Discuss [Name] (attribsense) and ctrl+alt+backspace feature
- Create BlockList with two procedures
- Discuss two types of questions for surveys
 1. Open-ended questions
 - A. Allow participants to respond in their own terms

2. Closed-ended questions

A. Participants chooses answers

- Create OpenQuestion Slide
 1. SlideText sub-object at the top
 2. SlideText sub-object at the bottom
 3. Add Keyboard Input Mask
- Access OpenQuestion response
 1. Create InLine object called SaveOpenRESP
- Create OpenInstructions TextDisplay object
- Discuss how this is now a bipolar scale (will demonstrate other scale options later)
- Show how you can use Open Responses to fuel Closed Responses

4) Q&A BREAK ~2 MINUTES

5) Create a closed-ended survey in E-Prime

- Create ClosedInstructions TextDisplay object
- Create ClosedProcTrialList
- Create ClosedQuestions Slide

6) Q&A Break ~2 MINUTES

7) How to use the mouse to respond to a scale in E-Prime

- Show VAS scale sample.
- Create ScaleInstructions TextDisplay object
- Create ScaleTrialList
- Create Init InLine object
- Create Stimulus Slide object
- Create DoHitTest InLine object
- Create Goodbye TextDisplay object

8) E-DataAid and survey research

- Show how to hide rows
- Show how to password protect
- Show what open responses look like
- Show how to analyze based on the SubScaleType attribute

Q&A