

The Power of Images + Text as Survey Responses



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The Power of Images + Text as Survey Responses

In this presentation, we will share:

1. The value of using image + text survey response options
2. Interesting discoveries and themes that were revealed from the results of this image + text survey
3. How to create image questions in Qualtrics



Scholars' Spaces

A survey on graduate student study space preferences.

Graduate Students we need your help!



Take a short survey to help us understand the best study spaces for you. We want to see images of your current and ideal study spaces.

Take the Scholar's Spaces survey here:
<http://tinyurl.com/jh9fmr8>

Survey participants who share their contact info will be entered into a drawing for a \$25 Amazon gift certificate.

There is also a link within the survey to sign up to participate in a 1.5 hour focus group if you like.

Pizza and refreshments will be served at the focus group.

This study has been approved by the UNT IRB # 15429

Graduate Students we need your help!



We would like to hear your ideas and preferences about study spaces in a 1.5 hour focus group.

To participate in the Scholar's Spaces focus group, please email: lrss@unt.edu

Pizza and drinks will be served at the focus group.

Focus group approved by IRB# 15429



Interesting things about Scholars' Spaces

1. The survey questions were answered by an image with free text
2. The UNT Libraries remained anonymous



Question 11: Current Study Space

Q11. A. Upload a photo of the space where you study or research.

Q11. B. Tell us what made you choose this space in Question 11. A.? What do you like about studying here?



Question 12: Ideal Study Space

Q12. A. Upload an image of your IDEAL study space. What would it look like? The image can be a photo, an online image, or even a collage, drawing, painting, or computer generated, etc.

Q12. B. Thinking about this space in Question 12. A., also add a sentence in the text box about what made you choose this space. What would you like about studying here? How do you think the space would help you learn and study?



Results:

145 Graduate students took the survey.

54 students uploaded an image for Question 11 - their current place of study

47 students uploaded an image for Question 12 – their ideal place of study



Value of an image question with descriptive free text in a survey

- 1.** Makes the question more open-ended. Allows the respondent to give the answer they want to give.



Image Copyright: diawka / 123RF Stock Photo



Value of an image question with descriptive free text in a survey

2. Images make it more fun.



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Value of an image question with descriptive free text in a survey

3. Text gives an extra description of the objects in the image.



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Image 2 Copyright: http://www.123rf.com/profile_innovatedcaptures>innovatedcaptures / 123RF Stock Photo





“Words and pictures can work together to communicate more powerfully than either alone.”

~ William Albert Allard, American documentary photographer.

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Themes in Scholars' Spaces: Natural Light



“View, natural light, outlet, quiet, individual study.”



Themes in Scholars' Spaces: Natural Light



“The individual desks are sufficient and aren't too comfortable in order for me to focus better. Also the fact that the desks are located near **the windows bringing in light** with a **nice view** is also very inviting and motivating. Most importantly this space seems to bring about a very **quiet** atmosphere.”



Themes in Scholars' Spaces: View



“Tidy, uncluttered room with large windows that have a view of plants. The space seems quiet, and free from distraction from other humans. Being able to look up at nature, or to hear birds, reminds me to get out of my head when studying and allows me to focus on why I am studying. Visually uncluttered space with a lot of desk room to spread out papers is also very appealing since I often reference multiple sources at the same time.”



Themes in Scholars' Spaces: Sense of Home



"It's a cozy environment, and books are everywhere, which would create the proper mindset. I'd add a nice audio system and a **cozy space for the cat**, too."

Themes in Scholars' Spaces: Sense of Home



“I like a peace and **quiet** when I study. I also **prefer natural light.**”



Themes in Scholars' Spaces: Personal Enclaves, Nooks or Rooms



“It is more **private** so it would be more **quiet** and easier to concentrate without distractions.”



Themes in Scholars' Spaces: Personal Enclaves, Nooks or Rooms



"I like the **individual nooks**...I think they would be great way to focus **without losing connection with the rest of the room**. I also like that there is enough work surface and an option for more collaborative work. It would also be great to have an erasable surface on which to write."



Themes in Scholars' Spaces: Personal Enclaves, Nooks or Rooms



"I like the fact that this space has **privacy** for me to study. Also I won't fall asleep since there is a chair in the study space. This space will keep me away from distractions."





“Comfort level is the main issue for me. If I am not comfortable, instead of learning, all I can think about are the things that are making me uncomfortable. I like low, **natural lighting**, **cold rooms** where I can **cover up with a warm blanket**, space so that I don't have to sit in the same position for extended periods of time, and **seclusion** so that there is no outside interference.”





“I would like to put my bed in this indoor garden space. It has koi fish! The sound of water! plants! You can't see it in the picture but I'm sure it has a coffee/tea station and maybe some healthy snacks.”

Adding an Image + Text Question in Qualtrics

The screenshot displays the Qualtrics Survey Software Control Panel interface. The browser address bar shows the URL <https://az1.qualtrics.com/ControlPanel/>. The main content area is divided into sections by dashed lines labeled "Page Break".

The first question, labeled "A", is a file upload question with the text: "Upload a photo of the space where you study or research." Below the text is a "Browse..." button and the text "No file selected." To the right of the question is a green "+" icon and a red "-" icon.

The second question, labeled "B", is a text question with the text: "Tell us what made you choose this space in Question 11. A.? What do you like about studying here?" Below the text is a large text input field. To the right of the question is a green "+" icon.














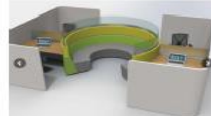






The third question, labeled "A", is another file upload question with the text: "Upload an image of your IDEAL study space. What would it look like? The image can be a photo, an online image, or even a collage, drawing, painting, or computer generated, etc." Below the text is a "Browse..." button and the text "No file selected." To the right of the question is a green "+" icon.

On the right side of the interface is a sidebar with the following options:

- Change Question Type: File Upload
- Validation Options: Force Response
- Validation Type: None, Content Validation, Custom Validation
- Add Page Break
- Add Display Logic
- Add Skip Logic
- Copy Question
- Move Question
- Add Note
- Preview Question



Use of the Study: Furniture Choices for a Quieter, Scholarly Space on the Lower Level floor of the Willis Library

OFFICE FURNITURE DISTRIBUTERS		STEELCASE		JSI	
	1 Number of Items: 105		12 Number of Items: 18		19 Number of Items: 8
	2 Number of Items: 65		13 Number of Items: 6		20 Number of Items: 2
	3 Lagunitas Lounge: 9 Lagunitas Personal Table: 18		14 Number of Items: 12		21 Number of Items: 10
	5 Number of Items: 39		15 Number of Items: 4		22 Number of Items: 10
	6 MotoShare: 14 Conical Base Pull Up Table: 7		16 Number of Items: 2		
	8 Vista Seating: 13 Dock Training Desk: 12		17 Number of Items: 12		
	10 Pete Seating: 16 Sofa Table: 2		18 Number of Items: 8		



Questions?

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