

How to Track Respondents Selecting Links

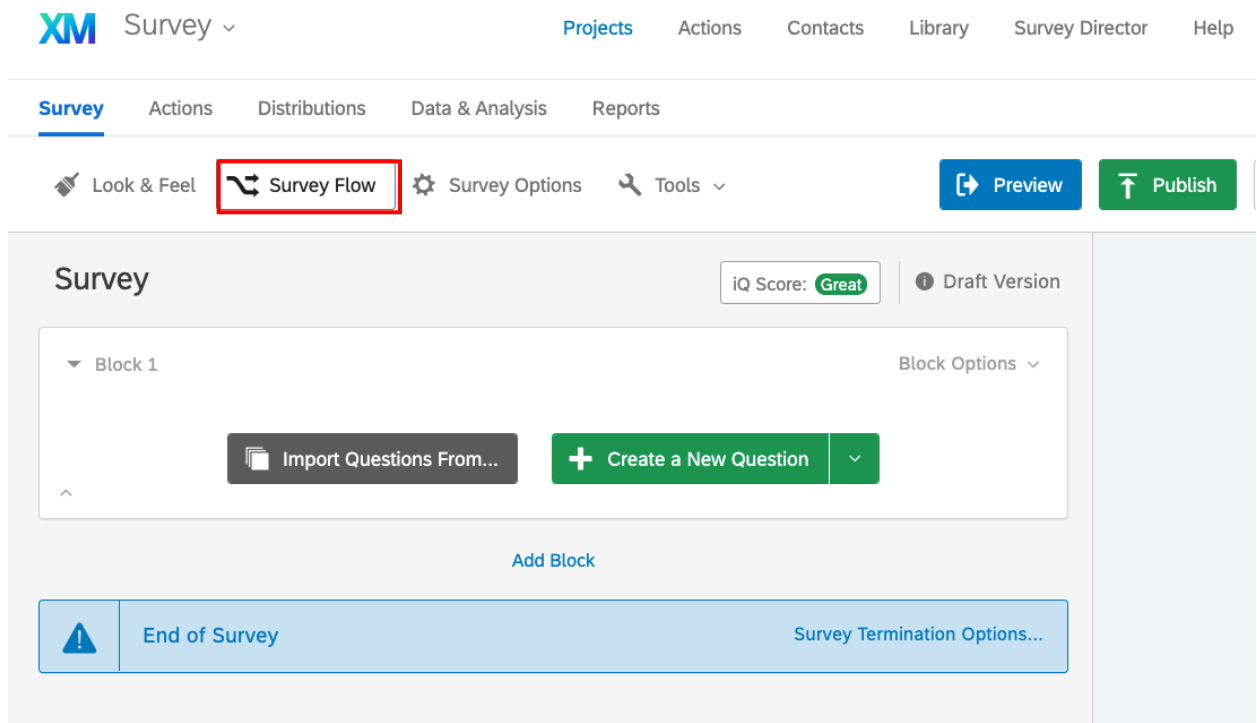
We often want to have behavioral measures of respondents' actions in our surveys. One way we can do this is by providing URLs in survey questions and asking respondents to click on them. We can track this behavior in Qualtrics.

Tracking respondents selecting links involves three elements:

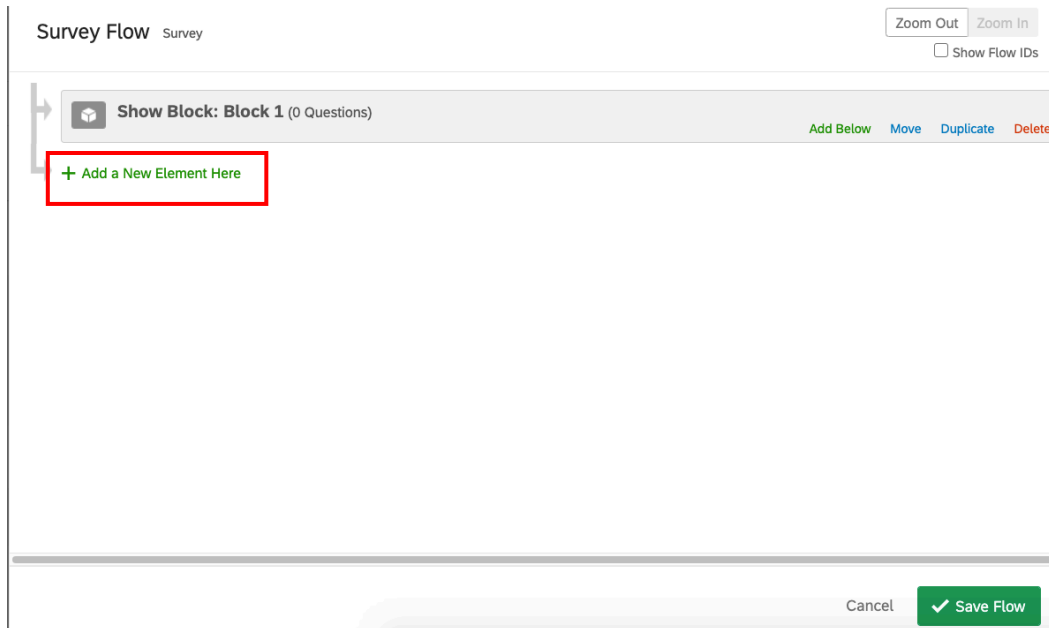
1. Embedded Data
2. JavaScript
3. Html

1. Set Embedded Data

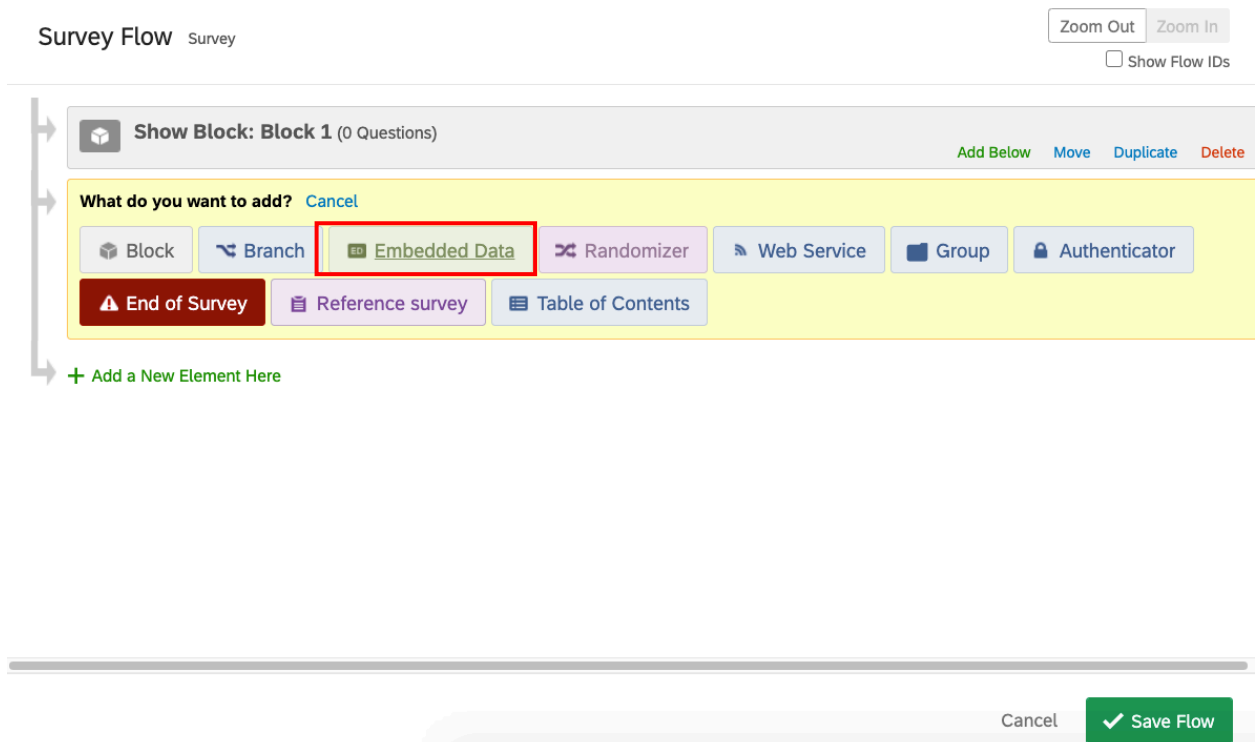
1. Go the Survey Flow on the top of the screen



2. Add a New Element



3. Select Embedded Data



4. Create a variable that you want to save the click data to. You need a unique variable name for each link you include in the survey. [Here I'm calling the variable click1] Set this variable equal to 0.

Survey Flow Survey

Zoom Out Zoom In

Show Flow IDs

Show Block: Block 1 (1 Question) Add Below Move Duplicate Delete

ED Set Embedded Data: click1 = 0 Add a New Field Add Below Move Duplicate Add From Contacts Options Delete

+ Add a New Element Here

Cancel Save Flow

5. Move this block to the top of the survey flow by holding down on the Move button and dragging the block to the top of the survey flow

Survey Flow Survey

Zoom Out Zoom In

Show Flow IDs

Show Block: Block 1 (1 Question) Add Below Move Duplicate Delete

ED Set Embedded Data: click1 = 0 Add a New Field Add Below Move Duplicate Add From Contacts Options Delete

+ Add a New Element Here

Cancel Save Flow

ED Set Embedded Data:
click1 = 0
Add a New Field
Add Below Move Duplicate Add From Contacts Options Delete

Show Block: Block 1 (1 Question)
Add Below Move Duplicate Delete

+ Add a New Element Here

Cancel

6. Click Save Flow

ED Set Embedded Data:
click1 = 0
Add a New Field
Add Below Move Duplicate Add From Contacts Options Delete

Show Block: Block 1 (1 Question)
Add Below Move Duplicate Delete

+ Add a New Element Here

Cancel

2. Add JavaScript


1. Click on the settings button of the question you want to add a button to

Survey

iQ Score: **Great** | Draft Version

Block 1 Block Options

Q10

 Click to write the question text

- Click to write Choice 1
- Click to write Choice 2
- Click to write Choice 3

Import Questions From... + Create a New Question

Add Block


2. Select Add JavaScript

Survey

iQ Score: **Great** | Draft Version

Block Options

Q10

- Add Display Logic...
- Carry Forward Choices...
- Add Skip Logic...
-  **Add JavaScript...**
- Default choices...
- Add Note...
- Scoring...
- Recode Values...
- Randomization...
- Add Choice Group

Import Questions From... + Create a New Question

Add Block

Survey Termination Options...

3. Delete all the code and copy and paste this in there. Change the highlighted portion to the name of your embedded data variable.

```
Qualtrics.SurveyEngine.addOnLoad(function()
{

});
Qualtrics.SurveyEngine.addOnReady(function()
{
    $('click1').on('click', function(name, event) {
    Qualtrics.SurveyEngine.setEmbeddedData('click1', '1');
    });
});
Qualtrics.SurveyEngine.addOnUnload(function()
{
    /*Place your JavaScript here to run when the page is unloaded*/
});
```

4. Click Save

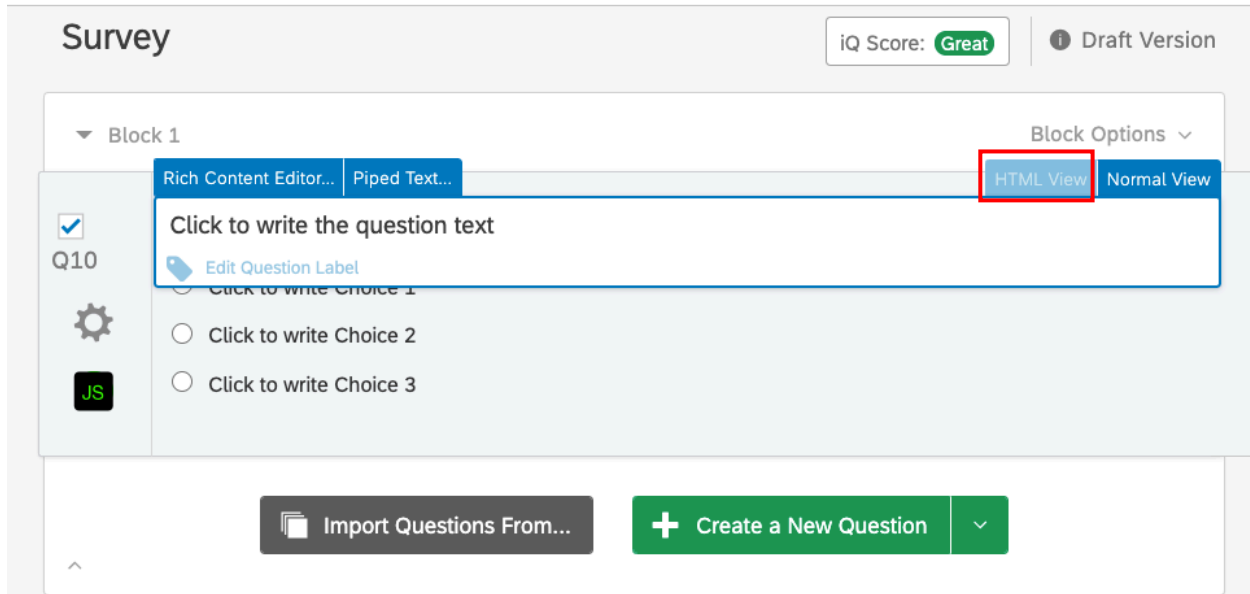
Edit Question JavaScript

```
Qualtrics.SurveyEngine.addOnLoad(function()
{
});
Qualtrics.SurveyEngine.addOnReady(function()
{
    $('click1').on('click', function(name, event) {
    Qualtrics.SurveyEngine.setEmbeddedData('click1', '1');
    });
});
Qualtrics.SurveyEngine.addOnUnload(function()
{
    /*Place your JavaScript here to run when the page is unloaded*/
});
```

Full Screen Clear Cancel Save

3. Add HTML Code

1. Click on the text of the question to see the options for HTML View. Select this.



The screenshot shows a survey editor interface. At the top, it says "Survey" and "iQ Score: Great" with a "Draft Version" indicator. Below this, there's a "Block 1" section with "Block Options" visible. A question editor is open, showing a text input field with the placeholder "Click to write the question text". Above this field are two tabs: "Rich Content Editor..." and "Piped Text...". To the right of the text input field, there are two buttons: "HTML View" (highlighted with a red box) and "Normal View". Below the text input field, there are three radio buttons for "Click to write Choice 1", "Click to write Choice 2", and "Click to write Choice 3". At the bottom of the editor, there are two buttons: "Import Questions From..." and "+ Create a New Question".

2. Copy in the code:

```
<a id="click1" href="https://www.google.com" target="_blank">My Link</a>
```

- Replace the yellow highlighted portion with the name of your embedded data.
- Replace the blue highlighted portion with your URL.
- Replace the green highlighted portion with the text you want to appear for your link.

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Block 1 Block Options ▾

Rich Content Editor... Piped Text... Remove Formatting HTML View Normal View

Q10 Click to write the question text

```
<div><a id="click1" href="https://www.google.com" target="_blank">My Link</a>
```

JS

Import Questions From... + Create a New Question ▾

[Add Block](#)

3. When you select out of the HTML view by click outside of the question, the link should appear

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Block 1 Block Options ▾

Q10 Click to write the question text

[My Link](#)

Click to write Choice 1 +

Click to write Choice 2 -

Click to write Choice 3 +

Import Questions From... + Create a New Question ▾

[Add Block](#)

Checking it Works

Make sure that the embedded data is set in the survey flow and that the names of the variable match the names in the JavaScript and the Display Logic