

# How to get a web server for conjoint analysis using Dartmouth Research Computing

[Anna Kawata](#) `19

May 30, 2019

## Overview

- Context: I was in the process of conducting a conjoint analysis using the [Conjoint Survey Design Tool](#) made by [Anton Strezhnev](#). This tool allows one easily to create a conjoint analysis survey, which can be incorporated into an online [Qualtrics](#) survey.
- Problem: Anton's conjoint tool outputs a php file. In order to access the php file from Qualtrics, **one needs to upload the file to a web server.**
- Solution: [Dartmouth Research Computing](#) provides students with a web server free of charge under the service called [DartFS](#).

## Obtaining/accessing web server

- Obtain and access a web server using [instructions](#) created by Research Computing.

## Using the web server on Qualtrics

- First, upload the php file produced by Anton's tool to your new web server. One software application that can be used to upload a php file from a laptop to a server is [Filezilla](#).
- Second, on Qualtrics, open "Survey Flow" and fill out the URL (e.g., [https://rcweb.dartmouth.edu/homes/f002bzt/190204\\_Thesis.php](https://rcweb.dartmouth.edu/homes/f002bzt/190204_Thesis.php) but adjust for your own Net ID and file name) and click "Test" → select "Field Name" → "Add embedded Data"

The screenshot shows the Qualtrics Survey Flow interface for a survey titled "QSS Thesis Effect of Personalities on Job Performance". The "Web Service" configuration panel is open, showing the following details:

- URL:** `https://rcweb.dartmouth.edu/homes/f002bzt/190204_Thesis.php` (with a "Test" button)
- Method:** GET
- Fire and Forget:**
- Set Embedded Data:** A list of 12 fields (F-1-1 to F-1-6) with their corresponding field names. The field F-1-1-2 is highlighted with a "Field From Web Service..." label.

At the bottom right, there are "Cancel" and "Save Flow" buttons.

## Using the collected data in R

- When your survey is complete, download the collected data from Qualtrics. Conjoint survey data is often analyzed in [R](#) using a package called [cregg](#), written by [Thomas Leeper](#). This package allows for computation of estimates of marginal means and average marginal component effects.