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

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Overview

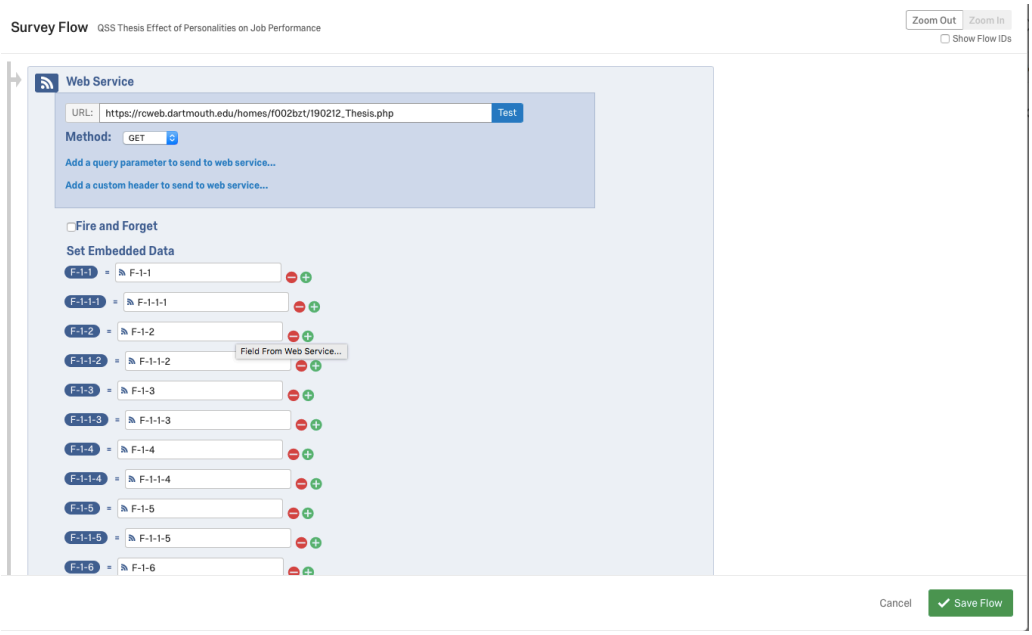
- Context: I was in the process of conducting a conjoint analysis using the Conjoint Survey Design Tool made by Anton Strezhnev. This tool allows one easily to create a conjoint analysis survey, which can be incorporated into an online Qualtrics survey.
- Problem: Anton's conjoint tool outputs a php 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 but adjust for your own Net ID and file name) and click "Test" → select "Field Name" → "Add embedded Data"



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.