Heat map questions

Hot spot questions allow you define clickable areas on an image. This way, participants indicate which parts of an image they like/dislike, or select specific areas of an image based on the instructions from the researcher.

DEFINING REGIONS

1. When in the survey editing mode, click on add a new question of type "Hot Spot". You can add instructions for the participant by click on "Click to add question text".

2. Click on "Select a graphic to use for this question". In the window that opens, click on "+ Upload a New Graphic", and then "Choose File". Locate the image on your computer, and click "Save"

3. A default red region will be added to the image. You can:

   - Move the region by clicking on it and dragging it to the desired position.

   - Rename the region by clicking on "Region #1" below it.

   - Edit the shape of a region - click on the down arrow next to the region's name and select "Edit shapes". Click anywhere on the outline of the region to "Add point". Click and drag points to change the shape of the region. Click anywhere on the image to get out of this menu.

   - Create a completely new custom shaped region - right click anywhere on the image and select "Add Region". Double click the new blue square and select "Draw New Shape". Start drawing a new shape by clicking anywhere on the image and creating points. When you finish drawing the new shape, click on the default blue square and select "Remove Shape".

HOT SPOT OPTIONS

Interactivity

- On / Off - Participants will be able to select and deselect hot spots

- Like / Dislike - Participants can indicate whether they "Like" or "Dislike" the selected area.

Visibility - define whether clickable areas all "Always visible" or whether they only appear when the participant hovers over them with a mouse.

Validation type - define how many hot spots participants have to select. Click on "At least" to specify a minimum number. Select "Answers Range" if you want to specify minimum ("At Least") as well as maximum ("No More Than") number of hot spots to be selected.

NEED SOME HELP?

If you've got any questions or need additional guidance, **e-mail Joe and Martina** or stop by at the psychology lab for a chat. Visit the **lab's website** for more Qualtrics guides.