Autoplay a Video or Audio Clip in a Qualtrics Survey

Yann Cornil, University of British Columbia, 2017

The following guidelines available online are interesting, but they are limited:

- https://www.kent.ac.uk/psychology/downloads/Qualtrics-MP3-FAQ.pdf
    - This guideline is for inserting a mp3 (or wav) sound clip in qualtrics.
    - **Problem**: the autoplay function does not seem to work.
- https://www.qualtrics.com/support/survey-platform/survey-module/editing-questions/rich-content-editor/insert-media/
    - This guideline shows how to insert a youtube clip.
    - Notice that the video can easily be made invisible by specifying minimum height and width for the video – then the participant just listens to the sound/music. Since you can find practically any type of sound on youtube, youtube is probably the easiest way to insert a sound clip in a qualtrics survey without having to find or to create an mp3 that suits your needs.
    - The autoplay function works
    - **Problem** : When copying the URL of the youtube link, it seems to be possible to start the video at a specific time (for instance, 30 seconds from the start) via the Share > Start at function of youtube. However, when the link is Embed in Qualtrics, the "start at" function does not seem to work anymore, and the video starts at the beginning.

Below is a guideline for a case when you want to autoplay a sound or video clip from youtube, make the clip start at a specific moment, and use plenty of other functions. This guideline will also help you if want participants to just listen to a sound (e.g. a song) or watch a video, and you don't want them to have any control over the clip (e.g. autoplay without being able to pause or advance). It will finally help you if you want participants to only hear the sound of a youtube video.

- First, go to youtube, and look for the video/sound you want
    - Copy the string of letters and numbers that identifies the video, it appears in the address bar, just after watch?v=
    - For instance, for the video of Yesterday by the Beatles, the identifier is "Ho2e0zvGEWE"
- Then go to this website, a very useful tool to specify parameters for an Embed youtube link : https://developers.google.com/youtube/youtube_player_demo
- Click on "Show player parameters"
- Specify the paramaters you want. Notice that the parameters can later be modified directly into the Embed Code that appears on the right hand side. Whenever you change a parameter, click on "update player with selected option" to update the Embed code.
- For instance, if you want participants to have no control over the clip and to disable all the youtube functions:
    - enable "autoplay" for the autoplay mode,
    - disable "controls" so that the participant cannot control the clip with the mouse
    - enable "disablekb" so that the participant cannot control the clip with the keyboard
    - Disable "fs" so that the participant cannot view fullscreen
    - Set "iv_load_policy" at 3 to disable annotations
    - Enable "modestbranding" so that the youtube logo is not displayed
    - Disable "rel" so that youtube doesn't show related video at the end

- Disable "showinfo" so that participants don't have any info about the clip
- Set "start" whenever you want
- Set "end" whenever you want
- When you're done with parameter settings, click on "update player with selected option" to update the Embed code.
- In Embed Code, replace the identifier of the video with the one you want.
  - For instance, with all the paramaters mentioned above, a start time at + 5 seconds (no specified end time), and the youtube identifier of Yesterday by the Beatles, the Embed code looks like that:

```
<iframe id="ytplayer" type="text/html" width="720" height="405"
src="https://www.youtube.com/embed/Ho2e0zvGEWE?autoplay=1&controls=0&disablekb=1&fs=0&modestbrandi
ng=1&rel=0&showinfo=0&start=5&iv_load_policy=3"
frameborder="0">
```

- Now let's embed the clip in Qualtrics
  - Go to qualtrics, create a "Descriptive Text" Question
  - Click on "HTLML View"
  - Paste the full Embed code
  - IMPORTANT: Weirdly, when you do that, it's very hard to go back to the HTML code or to change anything else in the page (you have to click on the very top edge of the video to go back to the code but even that doesn't work all the time). One trick is: as soon as you paste the code in HTML view, click on "Rich Content Editor". You should see the frame of your video. At the bottom or at the top of the frame, write some instructions (e.g. please listen to the song / watch the video), or if there's no instruction, just add one small dot. Then whenever you want to change the HTML code, click on the instructions or the dot.
  - Check View block, the video/sound should start automatically, and at the time you specified.
- Now if you don't want the participant to see the video (just hear the sound), it's very easy: go back to the HTML code, and specify "0" in height
- If you want the clip to end at a specific time and the qualtrics survey to move on, the easiest way is via "Timing" in qualtrics : Enable submit after X seconds, and autoadvance after X seconds