Qualtrics

Intermediate
Create a New Survey

How would you like to create your survey?

Quick Survey Builder
Looking for a fast and easy way to build a powerful survey?
Try our survey builder to accelerate your survey creation and start gathering results!

Create from Copy
Use this tool to help you create a survey based on an existing survey.

Survey Library
Don't know where to start? Pick a survey template from a variety of categories.
Libraries & Sharing
Grab the Sample Survey

Create from Survey Library

Please select a library: Group Library: Library Faculty & Staff
Category: Tech Talk
Survey: My Sample Survey - Library

Enter the new survey name and the destination account below:
New survey name: My Sample Survey - Library - Copy
Folder:

[Cancel] [Create Survey]
Collaborating

[Image of a user interface with options for "My Surveys", "Email Survey", "Create Survey", "Edit", "Results", "Send", "View", "Collaborate", "Copy", "Translate", and "Delete". The focus is on the "Collaborate" option and the email address field where "dkermer@gmu.edu" is being typed.]
Question Library

Put Items in Library

- View Block...
- Collapse Questions...
- Lock Block...
- Question Randomization...
- Loop & Merge...
- Next/Previous Button Text...
- Move Block Up...
- Move Block Down...
- Copy Block...
  - Copy Block To Library...
  - Copy Questions To Library...
- Delete Block...

Retrieve Items from Library

- Copy Items From...
- Create a New Item

Libraries
- Qualtrics Library
  - Global Library, 264 Surveys, 0 Blocks, 124 Questions
- Librarian Library
  - Group Library, 0 Surveys, 0 Blocks, 1 Question
- My Surveys
  - 13 Surveys
Qualtrics' Library
Making Adjustments
Look and Feel
Survey Options

Can they go/come back?
Save and Continue: Allow respondents to save and continue later.

How can they access it?
Open Access: Allow anyone to take this survey.
By Invitation Only: Allow only those who receive invitation emails to take the survey.
Password Protection: This password must be entered to take this survey.

What happens when submitted?
Default end of survey message.
Tips
Use Blocks & Labels

• Label Blocks
  – Intro
  – Demographics
  – Knowledge
  – Preferences
  – Final

• Label Questions
  – Make Q3 -> lib
Recode Values as Needed

Export Tags → Variable Names
Variable Naming → Variable Labels
Looks Matter

- Use the Library Template
- Use Proper Case
- Adjust sizing and length

<table>
<thead>
<tr>
<th>services</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Please indicate whether you agree or disagree with the following statements</th>
</tr>
</thead>
<tbody>
<tr>
<td>The library is a great place to get work done</td>
</tr>
<tr>
<td>The librarians at the reference desk are always helpful</td>
</tr>
<tr>
<td>I can find everything I need for my research using the library or the library databases.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neither Agree nor Disagree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Use Page Breaks

- Better focus, less overwhelming, more likely to finish

- Use **progress bars** instead and/or let them **go back**

- Add your own breaks (Blocks are also breaks)

Add a page break before "lib"
Validation #1

• Use **Force** carefully
  – Require answers used for logic
  – Require answers on critical Qs
  – But... force may lead to attrition

• Use **Request** when too easy to skip
  – e.g., Matrix questions
Validation #2

• Validate Responses
  – Numbers
  – Minimum Length
  – Only checks if they give an answer

• Be sure everybody can answer
  – If people are uncertain, they may prefer to use words or explain
Logic
Logic Types

• Display Logic
  – Ask a clarification question when needed
  – **Before** the Question (should it display?)

• Skip Logic
  – Go to end of block or survey if not relevant
  – **After** the Question (where to go now?)

• Block Branching in "Survey Flow"
  – Ask different questions of different people
  – Ask all relevance questions up front

The same outcome can be achieved in multiple ways
Drilling Down

Create the Follow-up Q "grad"

Which kind of Logic is best?

Which question do you add it to?
Display Logic

Display Logic (Which one?)

Display this Question only if the following condition is met:

If status What is your status? Graduate Student Is Selected

In Page

Save
Ignoring Irrelevant Questions

Which kind of Logic is best?
Which question do you add it to?

Library Use

How often do you go to the Library?
- Never
- Rarely
- Sometimes
- Often

Please indicate whether you agree or disagree with the following statements:

<table>
<thead>
<tr>
<th>The library is a great place to get work done</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neither Agree nor Disagree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>The librarians at the reference desk are always helpful</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I can find everything I need for my research using the library or the library databases</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Skip Logic

When Q’s are only relevant “If…”, use a **block** and start with that.

More questions can sometimes make a survey easier!
Display Logic for Matrix Rows

Please indicate whether you agree or disagree with the following statements:

| The library is a great place to get work done |
| 📚 The librarians at the reference desk are always helpful |
| I can find everything I need for my research using the library or the library databases |

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neither Agree nor Disagree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Display Logic** (The librarians at the reference desk are always helpful)

Display this choice only if the following condition is met:

- **If** Question: Q1 How often do you go to the Library?
- **Is** Not Selected
Responses
Preview Your Survey
### Response Types

**Response Search Criteria**
- **Response Type**:
- **From Date**: [Date Input]
- **First Name**: [Text Input]
- **Email Address**: [Text Input]
- **Response ID**: [Text Input]

**Current Filters From Report**
- **Response Set**: [Dropdown]
- **Default Response Set**: [Dropdown]
- **Subgroup**: [Text Input]
- **Completion Status**: [Dropdown]

**Select**:
- **All**
- **None**

**With Selected**:
- **View**
- **Delete**

**Response ID** | **Respondent** | **Response Type** | **Start Time** | **End Time**
--- | --- | --- | --- | ---
R_3yNjWUnaG9fmR | Survey Preview | 17 Jul 2014 01:26 PM | 17 Jul 2014 01:26 PM

**Advanced Options**
- Import Responses...
- Generate Test Responses...
- Delete Survey Previews...
- Delete Survey Tests...
- Delete Imported Responses...
- Delete Offline Responses...
- Delete All Responses...
Viewing Results

Download in SPSS or Excel/CSV
Being Fancy with Qualtrics

or, Why Researchers Like Qualtrics
Survey Flow
Survey Flow: Block Logic

Show Block: Initial Questions (5 Questions)

Then Branch If:
If Did you attend workshop(s) from Data Services this semester? (e.g., NVivo, SPSS, Stata, etc.) Yes Is Selected Edit Condition

Show Block: Workshop Feedback (10 Questions)

Then Branch If:
If Did you attend workshop(s) from Data Services this semester? (e.g., NVivo, SPSS, Stata, etc.) No Is Selected Edit Condition

Show Block: Didn't Go (2 Questions)

Show Block: Other Suggestions (3 Questions)
Use Prior Answers 1

• Carry Forward Choices
  – Ask to select a subset from selected set of choices
  – Example:
    • 1. Which of these did you use?
    • 2. Which of those did you think were useful?
Use Prior Answers 2

- Loop & Merge
  - Ask follow up questions about each choice
    - Make a separate block for follow up questions
    - Requires using "Piped Text" to display the choice
  - Example:
    - 1. Which of these have you done?
    - 2a. What was the best part?
    - 2b. What was the worst part?
    - 2c. What would you change?
Randomly Order or Select

1. Answers within a Question
2. Questions within a Block
3. Blocks within a Survey
Organization
Advanced Options

• Search and Replace
  – Can change case

• Drafts/Revisions
  – Auto-creates at breaks
  – Or "Create New Revision"

• Import/Export
  – Export in "Qualtrics format" or Word
Get Help

• Survey "write-in"
• Qualtrics University
  – www.qualtrics.com/university/
• Email me
  – dkermer@gmu.edu
• Tips on Surveys
  – dataservices.gmu.edu/resources/methods/surveys