Qualtrics

Survey Research Suite
Plan for Today

• Create a survey
• Get tips for creating good surveys
• Learn about advanced features

• If you remember that it is possible, you will know to ask how
Create a Survey
Navigation - Projects
Navigation – Projects : Distribution

1. Projects
2. Distributions
3. Reports
4. Distribution Summary

Anonymous Survey Link

A reusable link that can be pasted into emails or onto a website, and is unable to track identifying information of respondents.

https://gmulibrary.az1.qualtrics.com/jfe/form/SV_eOQgb0afBnmvt3f

Customize Link
Navigation – Projects : Data
Navigation – Projects : Reports
Navigation – Contacts
Navigation – Library

1. Library
2. Survey Library
3. Files Library
4. All Folders

Examples:
- Uncategorized
- Customer Research
- Demographics
- Employee Research
- Healthcare Research

Selected: Ad Testing
- Survey
- Block
Navigation – Help

https://www.qualtrics.com/support/
Tutorials

Learn Qualtrics in 5 Steps

If you are looking for a quick crash course on Qualtrics, try the 5 step program. The program takes 1-2 hours to complete and will teach you how to design, distribute, and report on a survey. Each step consists of a video (or text if you prefer) and a project. Click the button below to get started!

Help is available in:
✓ Video
✓ Text (with Screenshots)

See also tips on creating surveys:
https://www.qualtrics.com/blog/topic/surveys/

https://www.qualtrics.com/support/survey-platform/getting-started/survey-platform-overview/
Folders
In the list of projects, the drop-down menu allows quick access to common tasks.

You can do some of these actions from the Survey screen. But, this is the only place to share, copy, or delete the project.
Questions
Blocks

Blocks group questions and help you stay organized.
Creating Questions
Writing & Formatting Questions

Use the **TAB** key to move between fields
### Automatic Choices

#### Question 1

**Have you visited the library this semester?**

- Definitely yes
- Probably yes
- Might or might not
- Probably not
- Definitely not

#### Block Options

- **Choices:**
  - Automatic Choices
  - Yes - No

- **Answers:**
  - Single Answer
  - Multiple Answer

#### Position

- 3

#### Edit Multiple

- [Automatic Choices]
- [Yes - No]
Add another Question

Use the ENTER key to add the 4th choice
Selecting Questions

Every action affects the selected question(s)

1. Click anywhere within the Question border
2. Check the box
Working with Answer Choices

Use the ENTER key to add another option "Other"

Add a text box for specifying

Resize the response box
Question Names

Question Numbers

Export Tags

Variable Names

Makes finding the right question easier!
Question Display

• Answers
  – Creates the item sub-types

• Position
  – Vertical is typical & recommended
  – Horizontal can help with numbers
  – Consider column for > 10 choices
Question Types
Creating Questions
Question Types

Most Common
- Descriptive Text
- Multiple Choice
- Text Entry

Also Useful
- Graphic
- Matrix Table
- Slider

Advanced
- Constant Sum
- Hot Spot
- Graphic Slider
- Drill Down
- Highlight
- Timing

Meta Info Question
Question Subtypes

During the past 3 months, how much fruit did you eat in a typical day?

What percentage of your discretionary money do you spend on the following items?

- Entertainment
- Electronics
- Clothes
- Food
Matrix Tables

1. Create a new item and change to Matrix Table
2. Check “Automatic Scale Points”
More on Automatic Choices

Choose the 2nd option “Dissatisfied – Satisfied”

Check “Reverse Order”
Change the middle response to “Neutral”
Matrix Statements

- Fill in the Question and Statements
- Adjust the border to ensure statements don’t wrap

<table>
<thead>
<tr>
<th>Study Areas</th>
<th>Very dissatisfied</th>
<th>Somewhat dissatisfied</th>
<th>Neutral</th>
<th>Somewhat satisfied</th>
<th>Very satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research Assistance</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Availability of Materials</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Question Ordering
Adding & Naming Blocks

[Image of interface with highlighted 'Add Block' and 'Demographics' block]
Work with Questions

With “status” selected, click Move Question
Move a Question

- Move mouse (& blue box) to “Demographics” block
- Click mouse to perform the move
Working with Blocks

Move Demographics block Up
Tools Menu
Versions / Backups

Auto-creates at breaks in editing
Click **Create New Revision**... and name it
See it in **View Revision History**...
Can edit Descriptions there, or view, restore
Making Paper Copies

**Print Survey** is the Participant's View

**Export Survey to Word** enables the Researchers View