

Survey Design with Qualtrics

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Objectives

- Introduce the Qualtrics program
- Basic survey design
- How to distribute your survey
- Survey reporting options

Logging on

- Bgsu.edu
- Search 'Qualtrics'
- Sign in using email/Canvas password

Question Design

- Blocks vs. individual questions
- Automatic choice option
- Question type
 - Options on right panel change question type and answer options
 - Single and multiple answer options
 - Force response
 - Add text entry
 - Remove from analysis

Adding Logic and Previewing

- Skip questions or blocks
- You can preview at any time to see how the survey questions will appear

Other Options

- 'Look & Feel' tab
 - Adjust aesthetic appeal of your survey
- 'Survey Options' tab
 - Back button
 - Expiration
 - Partial responses

Distributing Survey

- Activate
- Anonymous - Use the 'Survey Link'
 - Can be taken more than once by respondent or if other individuals follow link
- Track individual respondents with 'Email Survey'
 - Creates individual links for each email recipient
 - Create a panel in the 'Panels' tab (use example and save as .csv)
 - Send test email to check

Follow-Up

- Reminder and thank you messages (under 'email history')
 - 'send thank you' will only send message to those who have completed every question on the survey. If they left one blank, they will not receive the message unless you set a time limit and they have reached it
 - 'send reminder' will be sent to all those who have not completed their survey. If a question is blank, they will receive this even if they are finished (unless timed out)

View Results

- 'Responses'- check how many people have completed/started the survey
- 'View Report'- Shows answer distribution
- 'Cross Tabulation'

Creating Reports

- For individual reports -
 - Click on individual 'response ID' under 'View Results' and 'Recorded Responses'
- For full sample reports -
 - Click on 'Reporting' tab, 'My Reports,' and 'Create New Report'
 - Select layout and questions
 - 'Share' tab on right allows you to download report

Resources

-  <http://www.qualtrics.com/university/researchsuite/>
- <https://www.youtube.com/watch?v=FEEdq-PYQAAQ>
- <https://www.youtube.com/watch?v=qYNjL0Aa2aE>