A Demonstration of Qualtrics.com
Online Survey Hosting and Reporting

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System Features

- Fully Web-based, no software to install
- Numerous Online Training Modules
- Phone and email support
- Organizational branding/portal
- Unlimited access
- Data maintained in a secure facility
Web based Interface
Please indicate any additional degree programs you have enrolled in since graduating from Ball State. *Please do not indicate the BSU degree program you completed last year, any non-degree programs, or any plans you may have on this question.*

<table>
<thead>
<tr>
<th>Additional Degree Programs</th>
<th>Institution</th>
<th>Field of Study</th>
</tr>
</thead>
<tbody>
<tr>
<td>First additional degree</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Second additional degree</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Third additional degree</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Respondent Features:

- Allows Partial/Deferred Completion
- Progress Display
- Wide Variety of Question Types
- Branching to Eliminate Irrelevant Questions
- Automatic Feedback/Redirection on Survey Completion
The BSU Qualtrics Portal

The BSU Qualtrics Portal is Currently being Set-up by Information Technology
Four Main Areas (Tabs)

• My Surveys Tab
• Edit Tab
• Distribution Tab
• Results Tab
My Surveys Tab

- A homepage to contain, list, sort, and find your surveys
- Edit by clicking on the name or the edit (pencil)
- See the number of completed responses (live)
- Sort Any Column, Find Surveys, Create Folders
- Task Icons - Most are redundant links
Collaborate

- The collaborate icon is not redundant
- Allows you to share modules, and set up permissions for other users on our BSU portal by username
Create a Sample Survey

- Create Survey Tab
- Quick Builder - Build from Scratch (paste)
- Create from Copy - Like Using a Template
- Library - Choose an existing format/survey type
Quick Survey Builder

• Starts with a blank survey
• Create questions
• Edit questions
• Apply logic
First Question

• What is your gender?
• Auto response (on keywords)
• Auto choices box
Adding more Questions

- Did you attend this week’s webinar?
- Another auto-choice
- How satisfied are you with this week’s webinar?
- Another type of auto-choice
- Number of choices is automatically modifiable +/-
Editing Question Choices

- What survey software do you use?
- No auto-choices
- Enter Key adds Choices
- Add write-in for ‘other’ category
Editing Questions

- Rich Text Editor
- Bold, underline, font size, color, spacing
- Graphics
- Insert Files (download via link)
- Videos
Option Choice Editing

- Each response has an options menu
- Many options
  - Allow text entry
  - Rich Text Editor (same as for items)
  - Exclude from Analysis
  - Make Exclusive (for Multiple Response Questions)
Editing Question Type

• Green Menu in Upper Right
• View and Select Question Types
• Show All (to access 80+ types)
Most Common Types

• Multiple Choice (Default)
• Single Response
• Multiple Response
• Matrix - Questions on side, scale on top (saves time)
• Text Response - Short Answer, Essay
• Text Graphic - Placeholder, Header, (Not a Question)
Changing Question Type

• Add Question: Do you have any suggestions?
• Choose text entry
• Edit options (below change type menu) are contextual, depending upon the question type
Hot Spots
Drill Down
hours per week were you typically...

Hours per week while attending BSU

Slider

loyed while g classes at BSU?

g outside of classroom?
Adding Survey Logic

- Two basic types
  - **Display logic** - use with one dependent item
    - Is added to potentially skipped item
  - **Skip Logic** - use with multiple dependent items
    - Is added to conditional item
Setting Display Logic

- Click on item to be filtered/targeted/skipped
- Click Add Display Logic (on right or left)
- Set conditions
Display Logic

arrival to BSU.

- Living arrangements
- Transportation
- Communication
- Safety
- Insurance
- Documentation
- Registration
- Other
- None of the above

Display This Question:
If Please describe any information or assistance that would ... Living arrangements Is Selected Edit

What living arrangements assistance was not available? Please describe.
Adding Skip Logic

- Add ‘Who was your trainer?’ (two items to skip)
- Move ‘suggestions’ question to follow above item
- Add skip logic on conditional item
  - Similar to display logic but setting where to skip
  - Skip to ‘what survey software do you use?’
  - Also could skip to end of survey or end of block
  - Shown graphically in editor (not to respondent)
Skip Logic
The Look and Feel

• Personalizes the Aesthetics of the Survey
• Themes, aka ‘skins’ are accessed
• Fonts
• Colors
• Header Footer Graphics
• Straightforward
Survey Options

• Permissions for Respondents to Access the Survey
• Progress bar, default pagination, header/footers
• Three important Options:
  • Back Button
  • Survey Expiration
  • How Partial Responses are Treated
• Check before Sending Survey!
current job title?

Do you work within the field of your major at Ball State?

Annual income (before taxes) from your current job? (We realize this is a personal question, but as it answers helps us learn what graduates can expect to earn. Individual responses will be kept initial.)

- 15,000
- 49,999
- 74,999
- 99,999
- More
Distribute Survey Tab

- Activate the Survey
- Two Main Distribution Options:
  - **Anonymous Survey Link** - Paste into any email or Web page
  - Email Distribution Option - More control
    - Unique link for each respondent in Panel
    - Allows specific message to be sent based on response
Panels Tab

• First step in using email distribution is to create a panel
  • Give each panel a descriptive name
  • Manual (for very small panels)
  • From .CSV file (normal method)
  • From Survey (advanced, use for follow-up)
Open a Panel

• Fieldnames are at the top
• First Name, Last Name, Primary Email, Language
• Embedded Data - used to add data to response, filter items, etc. (powerful)
• e.g. Major - any variables can be added to analysis (MUST be added to survey flow)
Back to Distribute Tab

- To Field
- Set Options for distribution
- Schedule Mailing
- Do not remove link code!
- Save Message to Message Library (with name)
- Send Test Email (bottom left)
- Email History Summary for each survey project
View Results Tab

- Reports are created and hosted here
- Default Report shows all survey items
- View Response (to delete test cases, check a case)
- Download Data (in .CSV, SPSS, XML formats)
- Run Crosstabulations
Editing Reports

• Defaults for each item:
  • Frequency and Percentage Distribution
  • Descriptive Statistics Table
• Organize and Navigate from Left Panel (outline view)
• Table Options (sort, decimals, show/hide, Export)
• Delete Entire Tables by clicking ‘X’ in upper right
• Add Graph Type (Link to right of items)
Graph Options Menu

- Graph Example
- Similar to table options menu
- 2D and 3D options
- Creates an Image (Flash option has advantages for dynamic reports)
Subgroups and Filters

- View Reports allows you to see subgroups
- Add subgroups and set conditions to show only that subgroup
- *Also works by clicking on any category in report*
Drill Down Reports

• Show Multiple Subgroups without crosstabulation statistics or Ns.

• Similar to Split File option in SPSS

• Simple Multiple Response Breakdowns with Appropriate Percentaging
Using Drill Down Reports

• Click Item
• Click Drill Down
• e.g. Webinar item (Show Male vs Female Response)
• Regular Report Items are repeated for each category of the Drill Down Item
• Some Graphs are also Segmented (Bar Charts, Pie Charts)
Other Reporting Options

• Crosstabs
• Complete with Statistics, and recoding
• Can’t generate dynamic link
• Don’t print or export as well as other reports
• New Reporting Tab (beta version) allows more control over layout, and reporting multiple surveys in one report
### Alumni Survey Cross Tabulation

#### What degree(s) have you received from Ball State? (check all that apply)

<table>
<thead>
<tr>
<th>Degree</th>
<th>Associate's</th>
<th>Bachelor's</th>
<th>Master's</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>0.0%</td>
<td>59.7%</td>
<td>66.7%</td>
</tr>
<tr>
<td>Female</td>
<td>3.0%</td>
<td>27.0%</td>
<td>10.0%</td>
</tr>
<tr>
<td>Accounting</td>
<td>0.0%</td>
<td>23.0%</td>
<td>12.0%</td>
</tr>
<tr>
<td>Business Administration</td>
<td>1.0%</td>
<td>4.0%</td>
<td>12.0%</td>
</tr>
<tr>
<td>Business Education</td>
<td>0.0%</td>
<td>2.0%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Business Information Technology</td>
<td>1.0%</td>
<td>2.0%</td>
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<tr>
<td>Economics</td>
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<td>0.0%</td>
</tr>
<tr>
<td>Finance</td>
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<td>8.0%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Information Systems</td>
<td>1.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

**Background Information: Are you male or female?**

- Male: 0.0% Associate’s, 59.7% Bachelor’s, 66.7% Master’s
- Female: 3.0% Associate’s, 27.0% Bachelor’s, 10.0% Master’s

**What was your major field of study at BSU?**

- Accounting: 0.0% Associate’s, 23.0% Bachelor’s, 12.0% Master’s
- Business Administration: 1.0% Associate’s, 4.0% Bachelor’s, 12.0% Master’s
- Business Education: 0.0% Associate’s, 2.0% Bachelor’s, 2.0% Master’s
- Business Information Technology: 1.0% Associate’s, 2.0% Bachelor’s, 0.0% Master’s
- Economics: 0.0% Associate’s, 2.0% Bachelor’s, 0.0% Master’s
- Finance: 0.0% Associate’s, 8.0% Bachelor’s, 2.0% Master’s
- Information Systems: 1.0% Associate’s, 0.0% Bachelor’s, 0.0% Master’s
Online Help and Support
Next Steps

- OIE will be providing basic and advanced training later this semester
- Our office will consult and collaborate with survey authors, will construct panel files, and will continue to consult on survey projects
- See [www.qualtrics.com/university](http://www.qualtrics.com/university) for more training, including a five step program with a test, topic based videos and summaries, “Quick Helps,” and more