

# 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

My Surveys BETA

Create Survey | Edit Survey | Distribute Survey | View Results | Polls | Library | Panels | Administration | Reporting

Create Survey | Email Survey | View Results | Message Center

Survey Search... Show More Data

Get Help [Ask a Question](#)

AAIR (2) [Manage Folders](#)

★	Active	Name	Responses	Modified	Tasks
★	✓	<b>Customer Feedback Survey</b> Modified on: Nov 30, 2011	4	Nov 30, 2011	<a href="#">Edit</a> <a href="#">Results</a> <a href="#">Send</a> <a href="#">View</a> <a href="#">Collaborate</a> <a href="#">Copy</a> <a href="#">Delete</a>
★	✓	<b>Data Request Form</b> Modified on: Nov 11, 2011	2	Nov 11, 2011	<a href="#">Edit</a> <a href="#">Results</a> <a href="#">Send</a> <a href="#">View</a> <a href="#">Collaborate</a> <a href="#">Copy</a> <a href="#">Delete</a>

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0.171s (0.130, 0.071, 0.000, 0.000) H:17 M:3

# Web based Interface

**BALL STATE UNIVERSITY**  **EDUCATION REDEFINED**

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.*

	Additional Degree Programs	Institution	Field of Study
First additional degree	<input type="text"/>	<input type="text"/>	<input type="text"/>
Second additional degree	<input type="text"/>	<input type="text"/>	<input type="text"/>
Third additional degree	<input type="text"/>	<input type="text"/>	<input type="text"/>



Side by Side Item w/  
BSU Branding

# 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

File Edit View History Bookmarks Window Help Stand  
Qualtrics Survey Software

http://new.qualtrics.com/ControlPanel/?  
Google

Qualtrics Apple Yahoo! Google Maps YouTube Wikipedia News (56) Popular

Default Question Block Block Options Multiple Choice

Change Question Type Use Question from the Library

Example Area

on the area of the image that stands out most.

FEUGIAT MAECENAS

Weekly Events

Monday

Donec Egestas  
Lorem ipsum dolor sit amet, ligula suscipendisse nulla pretium, morcus tempor placerat fermentum, enim integer ad vestibulum voluipat.

Tuesday

Scelerisque Dolor  
Nisi rhoncus turpis est, vel silt, congue wis enim nunc ultricies sit, magna trindunt. Maecenas aliquam maecinas.

Wednesday

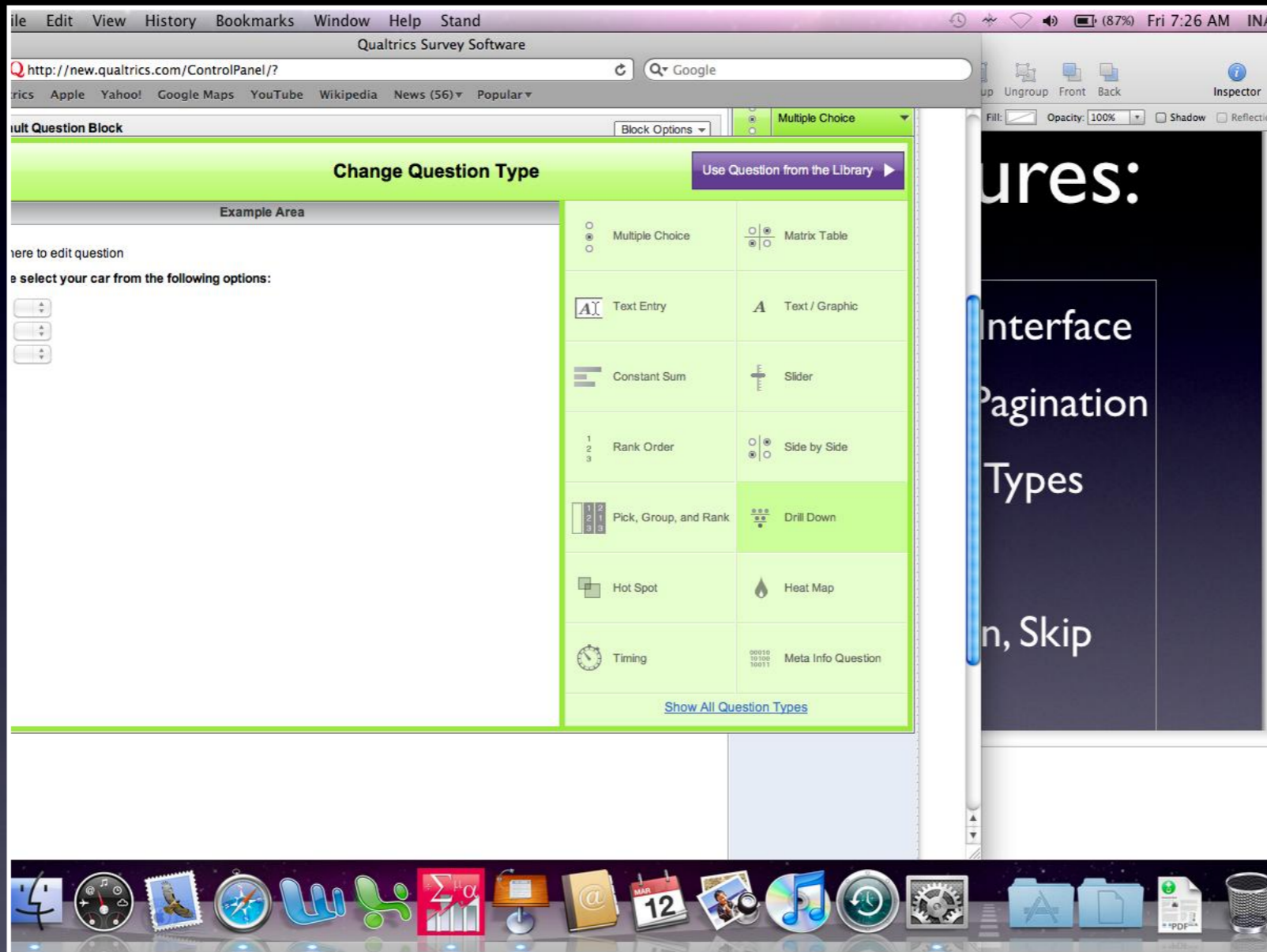
Vivamus nec Nunc  
Sed nulla nostra, accumsan tacit.

Heat Map

Show All Question Types

Interface  
Pagination  
Types  
n, Skip

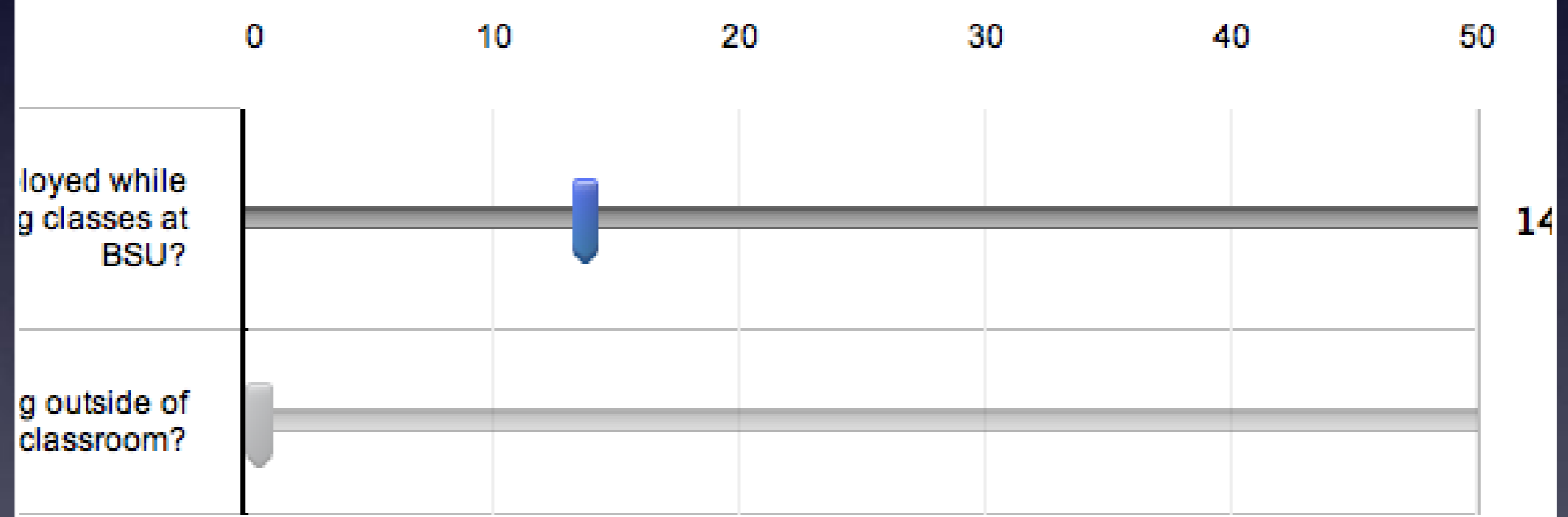
# Hot Spots



# Drill Down

Hours per week were you typically...

Hours per week while attending BSU



# Slider

# 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



**arrival to BSU.**

<input type="checkbox"/> Living arrangements	<input type="checkbox"/> Documentation
<input type="checkbox"/> Transportation	<input type="checkbox"/> Registration
<input type="checkbox"/> Communication	<input type="checkbox"/> Other
<input type="checkbox"/> Safety	<input type="checkbox"/> * None of the above
<input type="checkbox"/> Insurance	

---

**Display This Question:** ✕

**If** Please describe any information or assistance that would ... **Living arrangements** **Is**  
**Selected** [Edit](#)

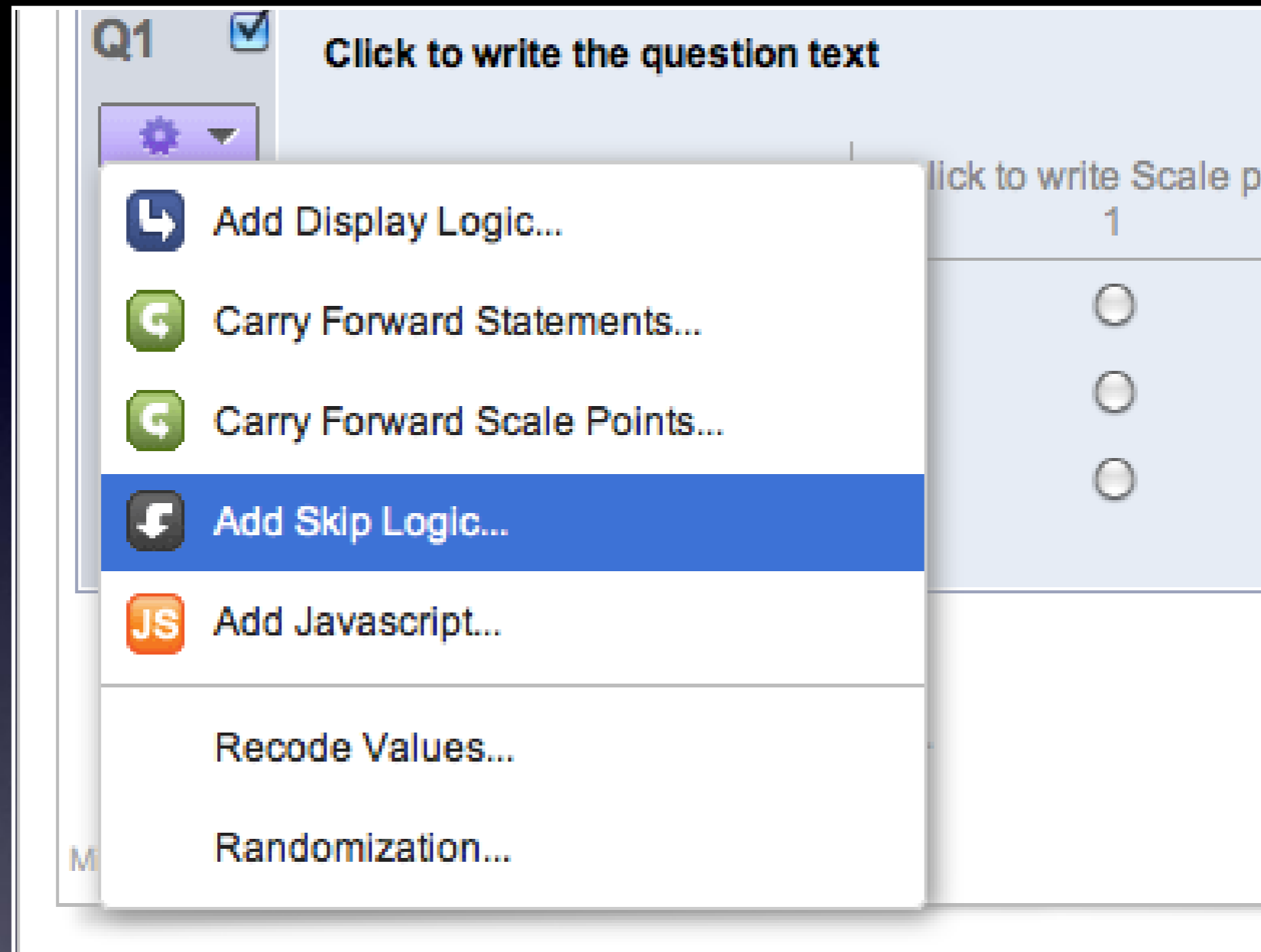
**What living arrangements assistance was not available? Please describe.** +

-

# Display Logic

# 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?

Yes/No

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

\$15,000

49,999

74,999

99,999

more



# Progress Bar

# 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

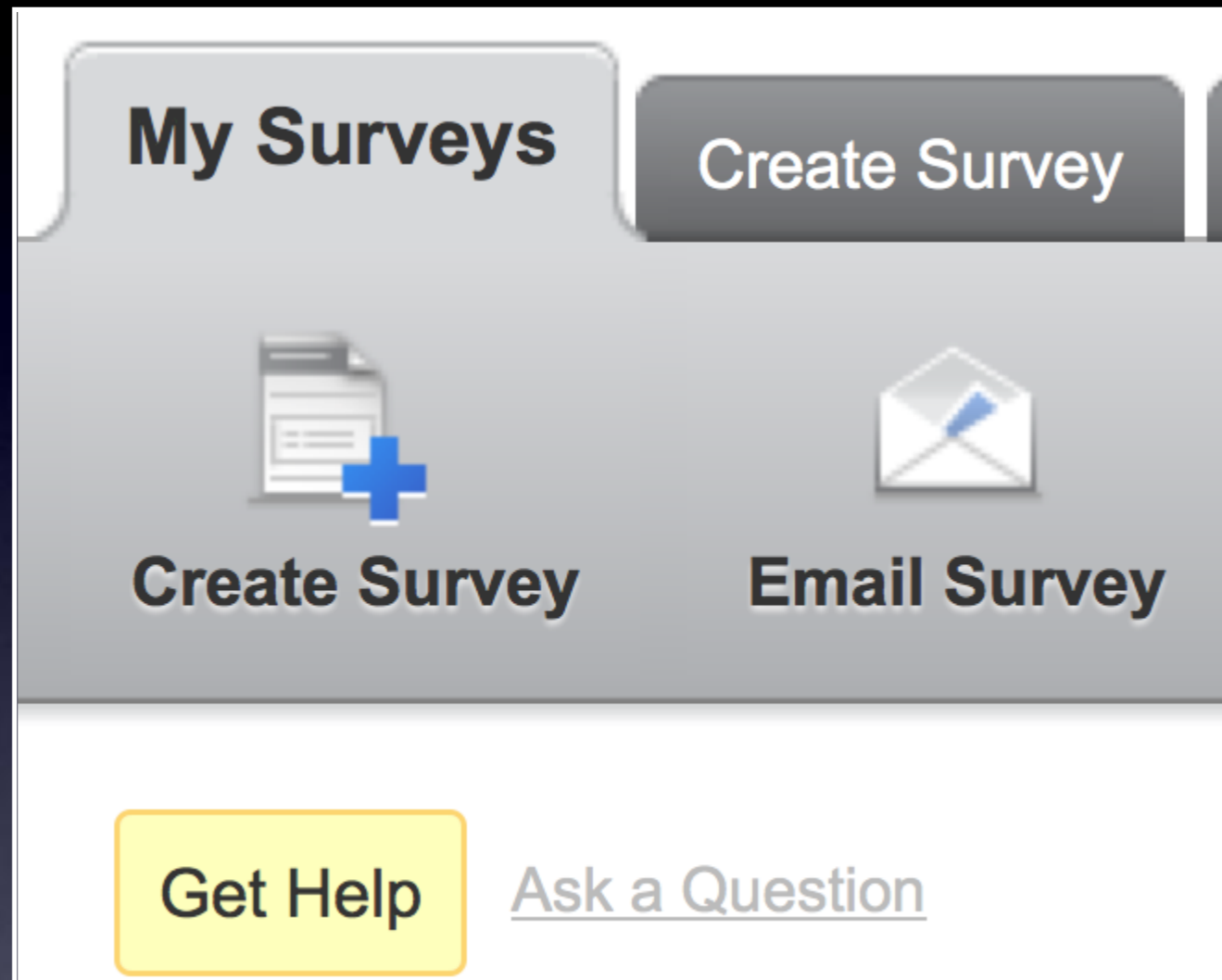
- Crosstabs
  - Complete with Statistics, and recoding
  - Can't generate dynamic link
  - Don't print or export as well as other reports
- New Reporting Tab (beta version) allows more control over layout, and reporting multiple surveys in one report

Alumni Survey Cross Tabulation(1)

[Return to Cross Tabulations](#)

		What degree(s) have you received from Ball State? (check all that apply)			
		Associate's	Bachelor's	Master's	
Background Information Are you male or female?	Male	0 0.0%	40 59.7%	20 66.7%	5
	Female	3 100.0%	27 40.3%	10 33.3%	4
What was your major field of study at BSU?	Accounting	0 0.0%	23 34.3%	12 40.0%	2
	Business Administration	1 33.3%	4 6.0%	12 40.0%	2
	Business Education	0 0.0%	2 3.0%	2 6.7%	2
	Business Information Technology	1 33.3%	2 3.0%	0 0.0%	3
	Economics	0 0.0%	2 3.0%	0 0.0%	2
	Finance	0 0.0%	8 11.9%	2 6.7%	9
	Information Systems	1 33.3%	0 0.0%	0 0.0%	3

# Crosstabs



# 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