

QUALTRICS SURVEY RESEARCH SUITE

At CSU Stanislaus

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Objectives

- Introduce **Qualtrics Survey Research Suite** tool including common uses
- Review **types of user accounts**
- Share CSU Stanislaus **Qualtrics Terms of Use** and rationale
- Present brief overview of Qualtrics **main features and functionality**
- Provide information about **additional resources**
- Explain the **Levels of Survey Project Support Services**
- Visit **IR website** to set up accounts and obtain more information
- **Q&A**

Why Qualtrics?

- **Easy** - Anyone can build, send and analyze surveys. Qualtrics can do things that take hours in other products. Crazy questions? Dizzying logics? Loads of randomizations?
- **Sophisticated** - Superior technology. If you can think it, Qualtrics can build it. Qualtrics never stops improving, constantly adding new features to match the latest breakthroughs in survey research.
- **Customize everything** - Control text, questions, messages, choices, reports, graphs, images, colors, exports, code, emails, fonts, skins, sharing, panels, logics, blocks, and...well...pretty much anything else you could imagine.
- **Product support** – Free and live support.
- **Collaboration is a breeze** - Collaborate in real-time – across the office or across campuses. Grant anyone access to surveys and reports. Keep your research consistent and efficient.
- **Web-based** - No software to install. Access your surveys and data from any location any time you need.

Common Uses

- Applications and admissions
- Assessment research
- In-class course curriculum enhancement
- Course evaluations
- Polls or election ballots
- Research, scholarly, and creative activities involving survey research or assessment
- Tests and quizzes

User Accounts

Collaborated with Office of Information Technology to interface Qualtrics with university authentication system.

- **Faculty and Staff/Administrators**

- Able to create a Qualtrics unlimited user account.
- Accounts will remain active until user is separated from the university.
- To set up account, go to IR website.

- **Faculty use in a research class**

- Qualtrics “in the classroom” user accounts that are part of a research class/course project.
- Accounts for a class/course will be deactivated upon the end of the semester.
- Faculty request user accounts for their students by contacting IR.

- **Individual Master’s and Doctoral Students (for research)**

- User accounts for masters thesis or doctoral student research.
- Students may only have access when supervised by faculty in a research setting.
- Faculty request access for individual students by contacting IR.

Terms of Use Policy

Developed internally

- Office of Information Technology
- Institutional Review Board
- FERPA and HIPAA compliant

Rationale

- **Protect the rights of privacy** of the participants and respondents.
- **Avoid harming or misleading** respondents.
- **Avoid the fraudulent use** of resources.

Policy

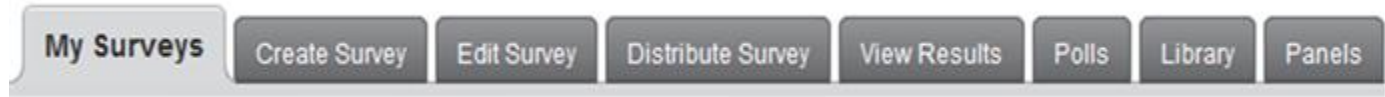
- **Faculty and staff are responsible for general oversight of acceptable and responsible use of Qualtrics among their students and graduate assistants** in accordance with university policies.
- Using your Qualtrics account for **non-university related activities is prohibited.**
- **Inappropriate language or content** in the survey itself **is prohibited.**
- Sharing your Qualtrics user account with **unauthorized users is prohibited.**
- Users **will not SPAM or use other forms of unsolicited mass communication** in conjunction with Qualtrics.
- All Qualtrics survey distributions must **originate from a valid CSU Stanislaus (CSUSTAN.EDU) email address.**
- **Misuse of CSU Stanislaus logos, seals, or trademarks** is prohibited.
- Distributing content that is **defamatory or obscene and distributing content that conflicts with the best interests and stated goals of the university is prohibited.**

Consequences

- **1st incident** –Warning
- **2nd incident** – Removal of Access

Main Features and Functionality

Tabs and Shortcut Buttons



- **My Surveys Tab**

- Homepage

- **Shortcut buttons**

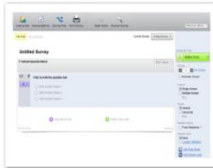
- Create Survey
- Email Survey
- View Results
- Message Center

- **Tasks**

- Edit
- Results
- View
- Collaborate
- Copy
- Translate
- Delete

Building a survey

- Create survey
 - Build or copy
- Edit 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.

Change Item Type

[Use Question from the Library](#)

Example Area					
	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied
How would you rate your experience with Customer Support?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helpfulness of representatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promptness of response	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- Multiple Choice
- Matrix Table
- Text Entry
- Text / Graphic
- Constant Sum
- Slider
- Rank Order
- Side by Side
- Pick, Group, and Rank
- Drill Down
- Hot Spot
- Heat Map
- Timing
- Meta Info Question

[Show All Question Types](#)

- Build questions from over 100 different question types
- Format and customize questions
- Apply question and survey options

Survey Options

Survey Expression

- Back Button: Users can navigate through their responses.
- Save and Continue: Allow respondents to save and continue later.
- Show Expert Tips: Click for survey information.
- Use Custom Survey Selection Messages.

Survey Language - English

Survey Title: Survey / Qualtrics Survey Software

Meta Description: Survey Software - Enterprise Survey

Survey Protection

- Open Access: Allow anyone to take the survey.
- By Invitation Only: Only allow those who receive an invitation to take the survey.
- Password Protection: The respondent must enter a password to take the survey.
- Prevent Self-Use: Stop people from taking the survey more than once.
- HTTP Referrer Restrictions: You can restrict access from only selected domains.
- Prevent IP Addressing: IP logging will be added to the survey to prevent abuse programs from logging it.
- Survey Expiration: This survey will only be available for a specified time range.

Survey Termination

- End of Survey Message: Respondents will see this message at the end of the survey.
- End of Survey Message from a Library.
- Redirect to URL: Redirect respondents to a specific URL.
- Send additional email: You email from a library.
- Acceptable Responses: Do NOT record any partial/incomplete and invalid partial answers (and recommendations).

Survey Settings

- Default track survey message
- Display a custom message from a library

Partial Completion

Warning: If you delete partially completed surveys, any stored and saved data is removed. Please save the respondent record information before deleting the survey, since their data is removed after 1 hour.

Supported File

How to upload a file: [Click here for help](#) or [View the help page](#)

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Change Item Type

Multiple Choice

Choices

4

Automatic Choices

Answers

Single Answer

Multiple Answer

Position

Vertical

Horizontal

Validation Options

Force Response

Validation Type

None

Custom Validation

Add Page Break

Add Display Logic

Add Skip Logic

Copy Question

Move Question

Preview Question

California State University | Stanislaus

How many years have you been at CSU Stanislaus?

2

3

4

5 or more

When are you scheduled to graduate?

Spring 2010

Fall 2010

Spring 2011

Other

Did you transfer to CSU Stanislaus?

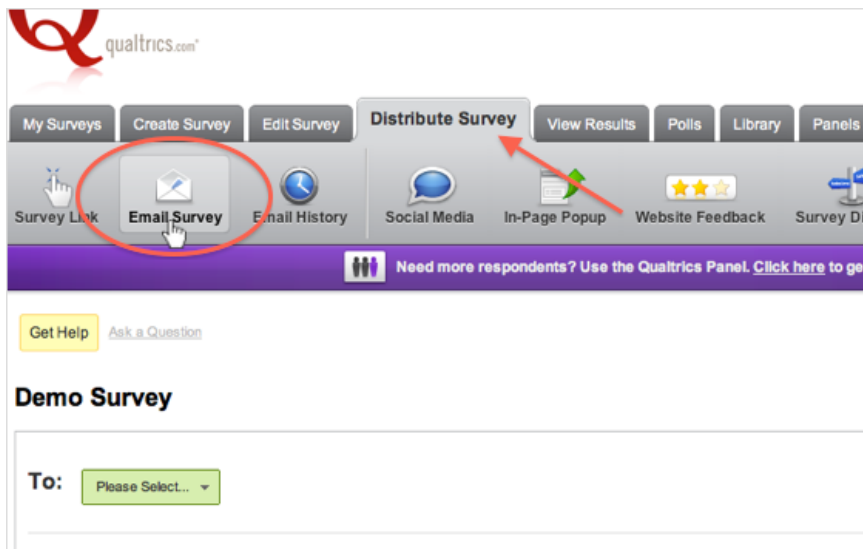
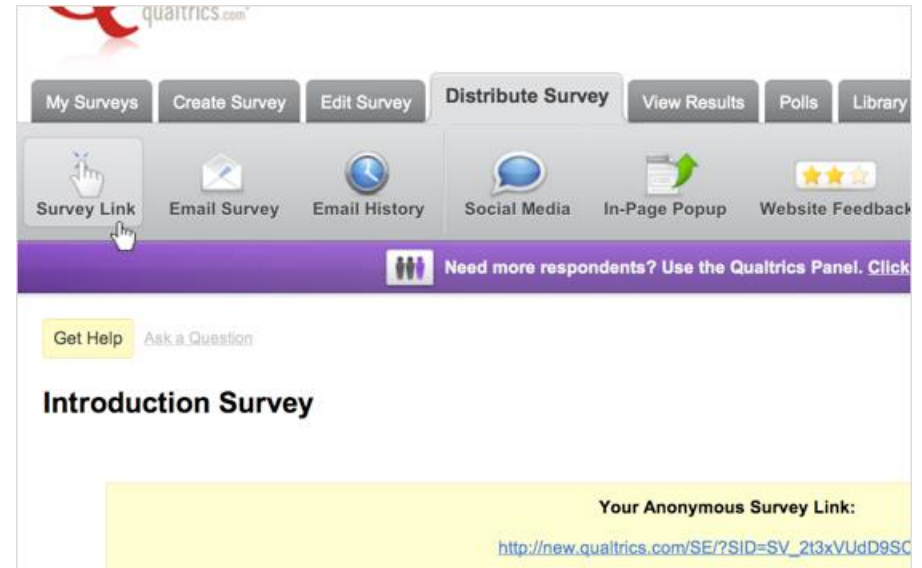
Yes

No

Back
Next

Distributing a survey

- **Distribute survey**
 - Anonymous survey link
 - Email customized link



View results

- View Reports
- Responses
- Download Data
- Data Analysis & Cross tabs

The screenshot shows a survey results interface with a navigation bar at the top containing 'View Reports', 'Responses', 'Download Data', and 'Cross Tabulation'. Below the navigation bar, there are buttons for 'Get Help' and 'Ask a Question'. A dropdown menu is open, showing a list of questions with checkboxes: '1. What is your age? (U.S. Census 7 Categories)', '2. Please rank the following according to your level of preference:', '3. Which survey software do you currently use?', '4. Grade', and '5. What is your status?'. A red circle highlights this list. To the right, a table displays the results for the first question.

#	Answer	Response	%
1	Under 18 years	7	14%
2	19 to 24 years	8	16%

Format:

CSV



This is a Comma Separated Values format of the raw data that can be easily imported into Excel, Access, or other programs. Each value in the response is separated by a comma, and each response is separated by a newline character.

SPSS



Statistical Package for the Social Sciences (SPSS) is one of the most widely used software packages for survey analysis. This is an SPSS sav data file with raw data, variable and value labels. [Download SPSS Syntax File](#)

[Download](#)
Download SPSS .sav File

Options

String Width:

[Having problems with international characters?](#)

Fixed Field Text



This is a fixed-field-length format. A separate data map file specifies data offsets for various columns. [Download Data Map Only](#)

[Download](#)
Download fixed-field response data (.txt) and associated data map as a .zip

Options

Column Widths:

XML



This is the Extensible Markup Language (XML) format of the raw data, which is a general purpose markup language for easy interpretation.

HTML



This is a HyperText Markup Language format of the raw data. This format shows the data in one large table when opened by a web browser.

Note: Downloading the data does not delete the responses from the database.

Note: Excel 2003 (and earlier) is limited to 256 columns and 65,536 rows. Excel 2007 (and later) supports 16,384 columns and 1,048,576 rows. If your data exceeds these limits, you will have to download the data in multiple sets.

The screenshot shows a survey management interface with a navigation bar at the top containing 'My Surveys', 'Create Survey', 'Edit Survey', 'Distribute Survey', and 'View Results'. Below the navigation bar, there are buttons for 'View Reports', 'Responses', 'Download Data', and 'Cross Tabulation'. Below the navigation bar, there are buttons for 'Get Help' and 'Ask a Question'. A dropdown menu is open, showing two options: 'Recorded Responses' and 'Responses in Progress'. A red circle highlights the 'Recorded Responses' option.

Additional Resources

Learning the System

- **On-campus training**
 - Office of Institutional Research offers customized training sessions to address any unique or specific training needs not covered in the Qualtrics online training.
- **Qualtrics training**
 - Qualtrics provides complimentary training, support and online resources to help you learn the Research Suite.
 - Qualtrics University website
 - Videos and articles
 - eBooks

Support

- **On-campus support - Office of Institutional Research Survey Team**
 - Email the IR Survey Team: ir-qualtrics@csustan.edu
 - Visit the IR Qualtrics Survey Software webpage:
<http://www.csustan.edu/IR/QualtricsSurveySoftware.html>
- **System help**
 - The yellow “*Help and Tutorials*” link within the Qualtrics system that will direct you to all of the “helps” that are available.
- **Qualtrics University website**
 - Videos and articles.
- **Qualtrics support**
 - Call 801.340.9194
 - Email support@qualtrics.com
 - Tweet questions [@qualtrics](https://twitter.com/qualtrics)
 - Facebook at www.facebook.com/qualtrics.

Q&A

Thank you!