

Academic Use: Qualtrics in the Classroom

Qualtrics is becoming a fixture in an ever-increasing number of classrooms at CSU Stanislaus. Why? Simply put, it's an effective solution for teaching hands-on research.

Classroom Research

Teaching a course in basic research? Qualtrics can accommodate many types of research and gives you the flexibility to run your courses using just one tool. With Qualtrics you are able to conduct everything from quick surveys to experimental research.



- Enable students to conduct genuine research.
- Give students personal accounts.
- Collaborate with classmates and professors.

Tests and Quizzes

Did you know test or quizzes can easily be administered and scored as surveys? Coupled with its scoring features, Qualtrics is a powerful tool for evaluating learning.

- Administer web based tests or quizzes.
- Provide instant feedback on grades and scores.
- Qualtrics can be used for personality tests, student feedback surveys, and other situations where you need to rate participants on different dimensions.



Experimental Research

The most prevalent form of survey research we see on campus is experimental design. With the Qualtrics' easy interface, survey flow, collaborative and randomization options – research that took hours to program can be designed, tested and distributed in minutes.

- Use for a class project, Thesis, or Dissertation.
- Assign participants randomly to experimental groups.
- Conduct research experiments or test hypotheses.



Data Analysis

Qualtrics lets you analyze data as it is collected and pre-create reports with graphs, charts, and tables that will populate in real time. Qualtrics provides a one-step direct download into SPSS. You can also download your raw data into CSV, XML, or HTML. All reports can be presented online or

exported to PowerPoint, Word, or PDF as well. Collecting data is worthless if you can't analyze it.

- Download data into SPSS or Excel.
- Build custom reports and instant PowerPoint presentations.
- Share results with students and faculty.



Sponsored Student Accounts

CSU Stanislaus offers two types of user accounts for faculty/ staff and sponsored students. Faculty and staff user accounts have access to a standard Qualtrics account. Sponsored student user accounts default to a student user type with limited distribution functionality.

Follow the steps below to create a CSU Stanislaus Qualtrics account.

1. Go to the [CSU Stanislaus Qualtrics Survey log-in portal](https://csustan.co1.qualtrics.com) or copy and paste the following URL into your browser (<https://csustan.co1.qualtrics.com>) Users must use the CSU Stanislaus Qualtrics web form to log in or to create an account. If accounts are created via the public Qualtrics website any surveys created and data collected will not be accessible from the CSU Stanislaus Qualtrics site.

2. You will be automatically redirected to an authenticator. Using your university credentials, enter the first part of your CSU Stanislaus email address (i.e., enter everything before the @csustan.edu) and password.



3. When users log in for the first time, Qualtrics will ask if they already have a Qualtrics account. Users should select "I don't have a Qualtrics account." Users will then be asked if they are a student. If you are not a student, please uncheck the box that says "I am a student."

4. Read the CSU Stanislaus Terms of Use Policy. If you agree to the Terms of Use, check the box labeled "I have read and agreed to the Terms of Use."



5. Once students have completed this process they will automatically be given access to their user account in Qualtrics.

Best practices for using Qualtrics in the classroom

IR is committed to providing faculty with the most comprehensive information with regards to Qualtrics. Given our experience we have developed some of the following suggested best practices when using Qualtrics in the classroom.

- Faculty is encouraged to learn Qualtrics prior to using it in the classroom. The [Qualtrics Survey Software webpage](#) on the IR website provides valuable information for where to find help and training resources.
- Posting the *Terms of Use Policy* on the course Blackboard page and reviewing it with students before any work is done in Qualtrics is strongly encouraged.
- We urge referring students to the *Help and Tutorials* available through Qualtrics, as well as the *Survey Resources* (e.g., documentation and links) on the IR website.
- Plan in advance to have students create a Qualtrics user account prior to the class session in which it will be discussed.
- Once each student has created a user account, then the instructor is able to create a survey “shell/template,” and then add each student as a collaborator. This method allows the faculty to maintain all survey instruments and data in their user accounts instead of the student’s user account. Qualtrics allows you to collaborate on the same survey using separate user accounts.
- Faculty should contact IR if there are any issues or problems that arise when using Qualtrics in the classroom. (*NOTE: To improve efficiency, please do not refer individual students with Qualtrics issues directly to IR*).

Citing or Referencing Qualtrics

A common need is to cite Qualtrics within a research project or paper. [Qualtrics has provided the following citation and reference guidelines for acknowledging Qualtrics in written reports.](#)

General Citation Guidelines:

- **Name of Company:** Qualtrics
- **Development Company:** Qualtrics

- **Year of Development:** 2005 year of first release, but current version is 2013. (*Please check the tool for the current copyright year. The current copyright year should match the year of development.*)
- **Location:** Provo, Utah, USA.
- **Version:** 37,892 and counting. (*The version changes with each update, and can be found at bottom of page after the copyright notice when you are logged into the tool.*)

General In-Text Citation:

As far as citing Qualtrics in the text, one common approach is to put the name of the company and the location of the company in parentheses (Qualtrics, Provo, UT). This is similar to how you would document a vendor of laboratory supplies.

Example Citation:

The [output/code/data analysis] for this paper was generated using Qualtrics software, Version [insert version] of the Qualtrics Research Suite. Copyright © [insert year of copyright] Qualtrics. Qualtrics and all other Qualtrics product or service names are registered trademarks or trademarks of Qualtrics, Provo, UT, USA. <http://www.qualtrics.com>

Resources

Qualtrics University provides complimentary training, support, and online resources to help you learn Qualtrics.

[Help and Tutorials](#)

- Qualtrics University is available by clicking on the “*Help and Tutorials*” button accessible from most pages in Qualtrics.
- Call the IR Survey Team at 667-3281 or email us at ir-qualtrics@csustan.edu
- Visit the IR Qualtrics Survey Software webpage: <http://www.csustan.edu/IR/QualtricsSurveySoftware.html>
- Download eBook - Qualtrics Survey Software: Handbook for Research Professionals <http://www.qualtrics.com/university/researchsuite/research-resources/other-resources/ebook-downloads/>
- Call Qualtrics Support at 800-340-9194 or email support@qualtrics.com