

EdIT Qualtrics Online Survey System Overview

- **General Survey Tips**

- This is a basic introductory overview of the Qualtrics Survey System tool. We recommend that you use the Qualtrics online help system for step-by-step guides and to learn more about advanced features the Qualtrics Survey Module:
<https://www.qualtrics.com/support/survey-platform/survey-module/survey-module-overview/>
- General Survey Tips:
 1. Know what the Qualtrics Survey System can and can't do (e.g. Qualtrics is not a relational database system; is not a replacement for Brightspace, Excel, SPSS, SAS, NVivo, MS Access; is not appropriate for Purdue exams or quizzes).
 2. Have a clear understanding of project goals.
 3. Write down the entire survey in a Word document before implementing in Qualtrics.
 4. Keep the survey as short as possible.
 - If you are impatient or bored with the survey, respondents will be too!
 5. Use unbiased questions that do not influence the respondent.
 6. Give the survey a good introduction so respondents know what this is. Remember: people are receiving other surveys too, so distinguish yours from others.
 7. Incentivize your target group if allowed. Send \$1.00 for a soft drink? Have an optional raffle at the end of the survey via a separate linked survey?
 8. Take the entire survey YOURSELF several times as a test **before** distributing the survey! Do group testing?
 9. **Export your test data** to ensure you are obtaining the data you need!
 10. After you distribute the survey and receive responses, DO NOT change the survey. Doing so could compromise the integrity of data already collected.
- The Qualtrics User Interface
 - Tabs: Projects (Surveys); Contacts (formerly Panels); Actions; Library; Help.
- A note about Contacts (formerly Panels)
 - Qualtrics allows the creation of "Contacts" which are pre-defined sets of respondents. Once a contact group is created, Qualtrics can automatically send email to each Member with a unique survey URL that can track and uniquely identify user's responses. This is helpful for longitudinal surveys. Use the Library to create email templates.
- Example surveys
- Distribute a survey
- View / Analyze results
- "Collaborate" or share a survey with others

● Create Your Qualtrics Account Now

- Go to the Purdue/Qualtrics web site:
 - <https://purdue.qualtrics.com>
 - ...and log in with your Purdue career account ID and BoilerKey.
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Options For Creating Your Survey

- Blocks
 - Qualtrics allows the creation of “Blocks” or “groups” of questions. This is useful if a survey is *long* or if questions need to be *grouped*.
- Trash
 - When you delete a question, you can find it in the trash at the bottom of the survey.
- Look & Feel / Survey Behavior
 - Survey Look and Feel
 - Header (repeat title)
 - Footer (thank you)
 - Visual Template
 - Required fields: Validation
 - Response notifications: email notification via “Triggers”
 - Survey Options
 - “Open Access” vs. “By Invitation Only”
 - “Password Protection”
 - “Prevent Ballot Box Stuffing”
 - “Redirect” at end of survey
- Activate your survey
- Distribute your survey
 - “Survey Link” (you send link via your own email or web site)
 - “Send Survey” (Qualtrics sends to pre-defined “Panel”)
- Take your survey
- View survey results
- Export survey results
- Advanced Options
 - Display Logic
 - <https://www.qualtrics.com/support/survey-platform/survey-module/question-options/display-logic/>
 - Tip: “Display Logic is ideal for conditionally displaying answer choices or single questions. If you have a group of questions that require the same logic, consider using Branch Logic instead.”
 - Skip Logic (skip questions within a block)
 - <https://www.qualtrics.com/support/edit-survey/question-options/skip-logic/>

- Tip: “With Skip Logic, participants can only be skipped forward to questions within the same block. If you’d like to skip participants to another block, choose to skip them to End of Block and then use Branch Logic or Display Logic to get them to the right place from there.”
- Branch Logic (Survey Flow)
 - <https://www.qualtrics.com/support/edit-survey/survey-flow/branch-logic/>
 - Tip: “Branches are useful when you want to send respondents down different paths in the survey. You can use Branch Logic to branch respondents to different Survey Flow elements based on variables like question responses or Embedded Data. It’s a bit like a choose your own adventure novel. Depending on how your respondents answer certain questions, they will take different routes through your survey.”