QUALTRICS TRAINING

Creating, Distributing and Analyzing Surveys

NATALIA ASSIS

qualtrics.^{xx}

Graduate School 10/20/2020



OUTLINE

1. Intro

- a) What is Qualtrics?
- b) Resources
 - Poll
- 2. Create/access account
- 3. Creating Surveys
 - a) Setting up your survey
 - b) Adding questions

- 3. Distributing Surveys
 - a) Distribution channels
 - b) Data collection
 - c) Collaborate
- 4. Analyzing Surveys
 - a) Review results
 - b) Data export
- 5. Take home message



INTRODUCTION



• What is Qualtrics?

- An online software service that provides tools for designing, distributing and analyzing surveys.
- A survey tool the university has a site-wide license to use.
 - Satisfaction surveys
 - Academic Studies
 - Assessments in general)
 - Event Registrations
 - Rubrics
- Data collection in general

Why Qualtrics?

- Meets stringent information security requirements not found in most free online survey tools.
- Has important quality control features, such as preventing multiple submissions from a single survey participant.



RESOURCES



Visit the <u>QUALTRICS WEBSITE</u> for how-to information, short training videos, access to the <u>Qualtrics Community</u>, and other resources.

https://www.qualtrics.com/support

			REQUEST DEMO					
		What can we help you with?	Q Contact Support					
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ew		Preview Survey	Satisfaction_Data	Status	Questions	350 Responses	Rename project	
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QUICK POLL





• *Click the link* in the chat box,

or

• Use your *phone* camera to *scan the QR code*.

<u>https://tamuc.co1.qualtrics.com/jf</u> <u>e/form/SV_3xyPaUmFBGx1pt3</u>



ONLINE REPORT

• Let's check the results! ONLINE REPORT

• Public Report Link

https://tamuc.co1.qualtrics.com/reports/public /dGFtdWMtNWY4Y2NkYmUwYWRkYTcwMDBI MjMyNDJILVVSXzNnYIBXbVczRHBzOWtZbA==





PARTICIPANT QUESTIONS



- Most answers covered during this presentation
 - Relevant to all questions
- Helpful resources for questions not directly answered
- Opportunity to suggest additional topics
 - Webinar Evaluation Survey





ACCESS QUALTRICS

- 1. myLEO
- 2. Direct link/URL
- 3. A&M-Commerce website

Student:

Student Faculty/Staff:

Same credentials used to log in to the myLeo portal.

Use your active directory credentials (LastnameFirstname)

Use the same credentials when signing in to Qualtrics, to make sure you don't end up with two different accounts (student and staff email, for example).

If you have questions about logging in please e-mail helpdesk@tamuc.edu or call (903)468-6000



ACCESS | myLEO



- 1. myLEO
- 2. Direct link/URL
- 3. A&M-Commerce website



ACCESS | DIRECT LINK

1. myLEO

- 2. Direct link/URL
 - Bookmark
- 3. A&M-Commerce website

tamuc.qualtrics.com





ACCESS | A&M-COMMERCE WEBSITE

Home > Main Menu > Search Bar > Office of Academic Technology > Surveys > Qualtrics

https://www.tamuc.edu/facultyStaffServices/academictechnology/assessment/qualtrics.aspx

COMMERCE	About Us Admissions Academics Graduate School Researc
Home > Faculty & Staff Services > Academic Te	schnology > Surveys > Qualtrics
SURVEYS	QUALTRICS
Surveys	Qualtrics is a survey tool that the university has a site-wide license to use. The
Access Reports	log-in page is here: <u>https://tamuc.gualtrics.com/</u>
Qualtrics	If you're a faculty member, log on using your Active Directory credentials
	(Lastnamefirstname). If you're a student, use the same credentials you would
	use to log in to the myLeo portal. Always use the same credentials when signing
	in to Qualtrics, to make sure you don't end up with two different accounts. If you
	have questions about log-ins or your log-in doesn't work, please e-mail
	<u>helpdeskl@tamuc.edu</u> or call (903) 468-6000.
	There are some great training resources for Qualtrics on Atomic Learning, a
	faculty-only resource website. Faculty can access those resources at these
	links:
	Qualtrics - Basics
	Qualtrics - Advanced

1. myLEO

- 2. Direct link/URL
- **3.** A&M-Commerce website
 - Office of Academic Technology



ACCESS | ACCOUNT

- 1. Click "I accept" when prompted to agree to the terms of service
- 2. Choose "Blank Survey Project" from the Research Core menu

If you have questions about logging in please e-mail helpdesk@tamuc.edu or call (903)468-6000





WHERE TO START

- Before you start...
- Tips for Designing Your Survey
 - Start with a Word document
 - Backward Design
 - What is my objective/what question am I trying to answer?
 - From whom do I need information to answer these questions?
- Will these questions result in actionable data?



CREATING SURVEYS IN QUALTRICS

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Geography Test * Modified May 7, 2020	Active Status	7 Questions	3 Responses	Close Collaborate	•••
Survey Demographics_Reference_Survey (Quotas) * Modified Apr 20, 2020	Active Status	5 Questions	350 Responses	Reveal in folder Rename project Copy project	
Survey Satisfaction_Data * Modified Apr 20, 2020	Active Status	6 Questions	25 Responses	Edit survey 3 Preview survey	
Survey Old_Fashioned_Burgers_and_Ice_Cream *	Active	2	102	Translate survey Distribute survey	

- Surveys are created and edited in the survey editor.
 - 1. Choose **Create new project**.
 - 2. Click on any existing project in your **Projects List**.
 - 3. Pick **Edit Survey** from the actions dropdown menu.



SURVEY QUESTIONS

- Once you've created your survey, you're ready to start building.
- To add another question, hover over an existing question and click the green plus (+) buttons, or select Create a New Question again.

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	Change Question Type
Question Block	° = Multiple Choice
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settened are you with our product?	😑 6 🕂 Edit Multiple
Dissatisfied	Automatic Choices
Somewhat dissatisfied	
Neutral	Answers
Somewhat satisfied	Single Answer
Cotton (Multiple Answer
Very satisfied	More
	Position
	 Vertical
	O Horizontal
Import Questions From Create a New Question	More
	Validation Options



Force Response

QUESTION TYPES

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	Click	Static Content	7 x	
	Click	Standard Questions	• — Multiple Choice	● ○ ○ ● Matrix Table
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	Click to		Graphic Slider	🕙 Gap Analysis
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	Click		Highlight	Signature
✓ Q4	Click to	Advanced	(Timing	Meta Info Question
¢	 Click Click 	c.	File Upload	Screen Capture
	Click	O Click	Captcha Verification	
			Import Questions From	+ Create a New Question ~

- Descriptive text
 - Thank you for providing us with your feedback on XXX by entering your responses to the questions below:
- Multiple choice
 - Overall, how satisfied are you with the service of XXX department? (e.g. 1-5)
- Matrix
 - Please tell us about your level of satisfaction with the following services of our department (list of items)



LOGIC AND FLOW

Display Logic

- Were you able to find the information you were looking for on our webpage?
 - Yes/No

• Display Logic = If no

- Please describe what information you would like to see available on our website
 - Text Type
- Display Logic = If yes
 - Which resources on our website were beneficial to you? (Multiple answer
 - Multiple choice

• Skip Logic

- Have you used the services of XXX department? Yes/No
- Skip to end of survey
- Alternatively, could skip to end of "block" if using multiple blocks



FORMATTING QUESTIONS

Look and Feel

- Formatting Questions
 - Rich Content Editor
 - Insert Graphic/Video/Piped Text/Link
- Look and Feel Old/New Editor
 - Next button
 - Progress bar
 - Fonts
 - Header/Footer
 - Theme
- Preview Options and Publish

Survey Options

- Back button
- Survey protection
- Survey expiration
- Custom end of survey message
- Show response summary
- Redirect



STAY TUNED!

Graduate Student Professional Development Plan {MAXIMIZE} Your Investment

https://pd.education/





THANK YOU!

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