

QUALTRICS TRAINING

Creating, Distributing and Analyzing Surveys

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qualtrics^{XM}

Graduate School
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TEXAS A&M UNIVERSITY
COMMERCE

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?**

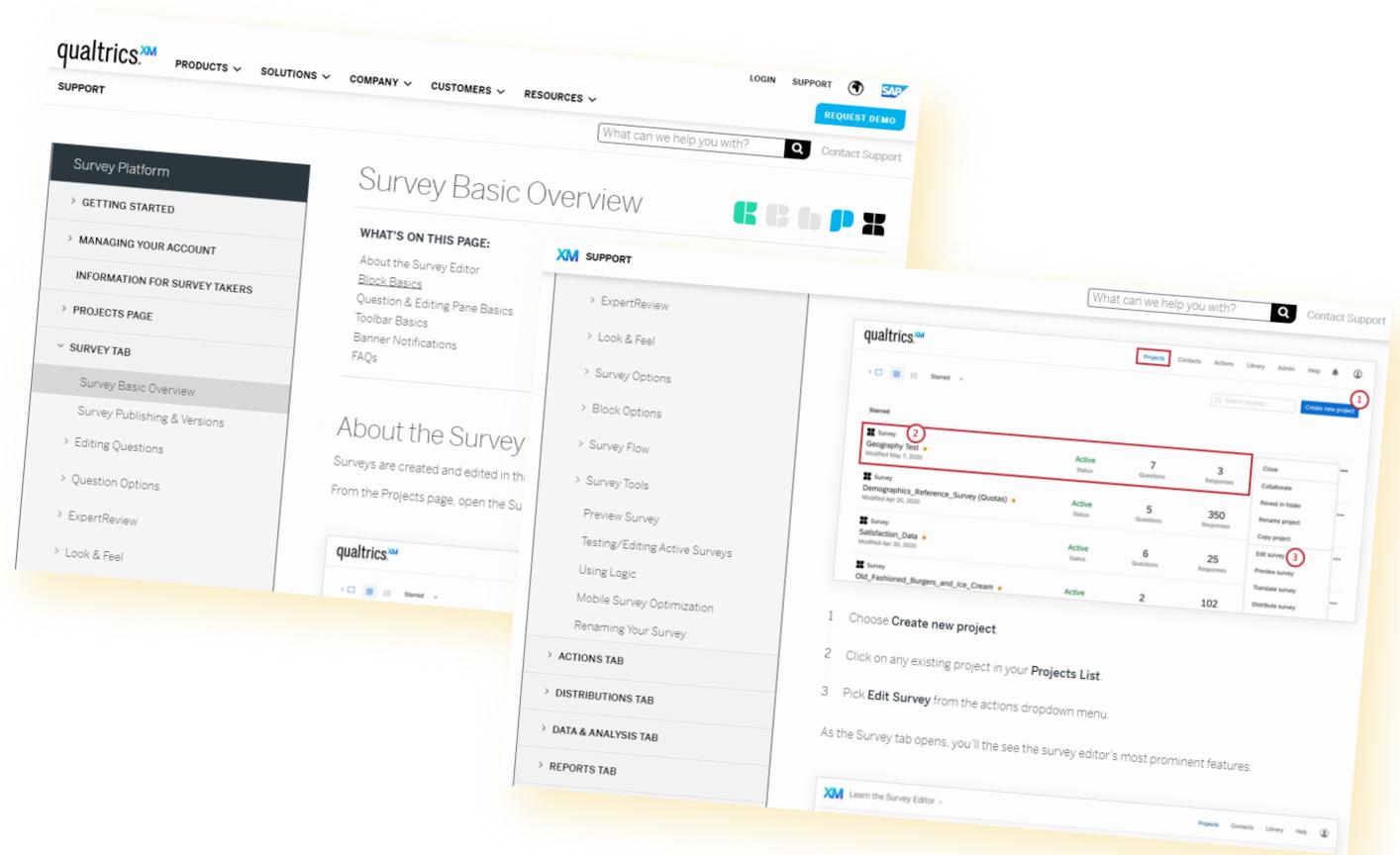
- Meets stringent information security requirements not found in most free online survey tools.
- Has important quality control features, such as preventing multiple submissions from a single survey participant.

RESOURCES



Visit the **[QUALTRICS WEBSITE](https://www.qualtrics.com/support)** for how-to information, short training videos, access to the ***Qualtrics Community***, and other resources.

<https://www.qualtrics.com/support>



QUICK POLL



- Click the [link](https://tamuc.co1.qualtrics.com/jfe/form/SV_3xyPaUmFBGx1pt3) in the chat box,
or
- Use your *phone* camera to *scan the QR code*.

https://tamuc.co1.qualtrics.com/jfe/form/SV_3xyPaUmFBGx1pt3

ONLINE REPORT

- Let's check the results!

ONLINE REPORT

- Public Report Link

<https://tamuc.co1.qualtrics.com/reports/public/dGFtdWMtNWY4Y2NkYmUwYWVRkYTcwMDBlMjMyNDJlLVVSXzNnYlBxbVczRHBzOWtZbA==>



ACCESS QUALTRICS

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

Student:

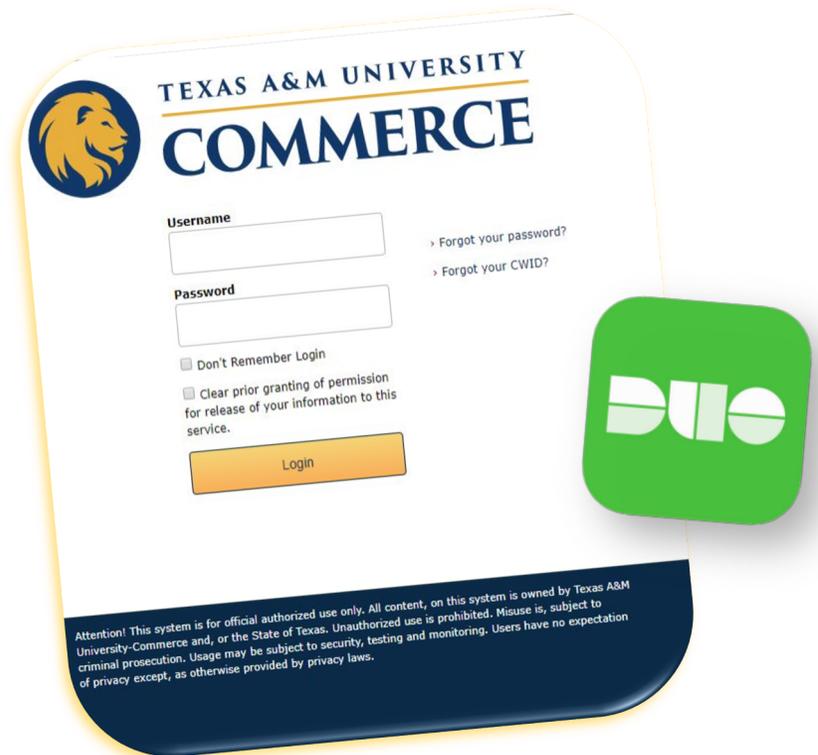
Same credentials used to log in to the myLeo portal.

Student Faculty/Staff:

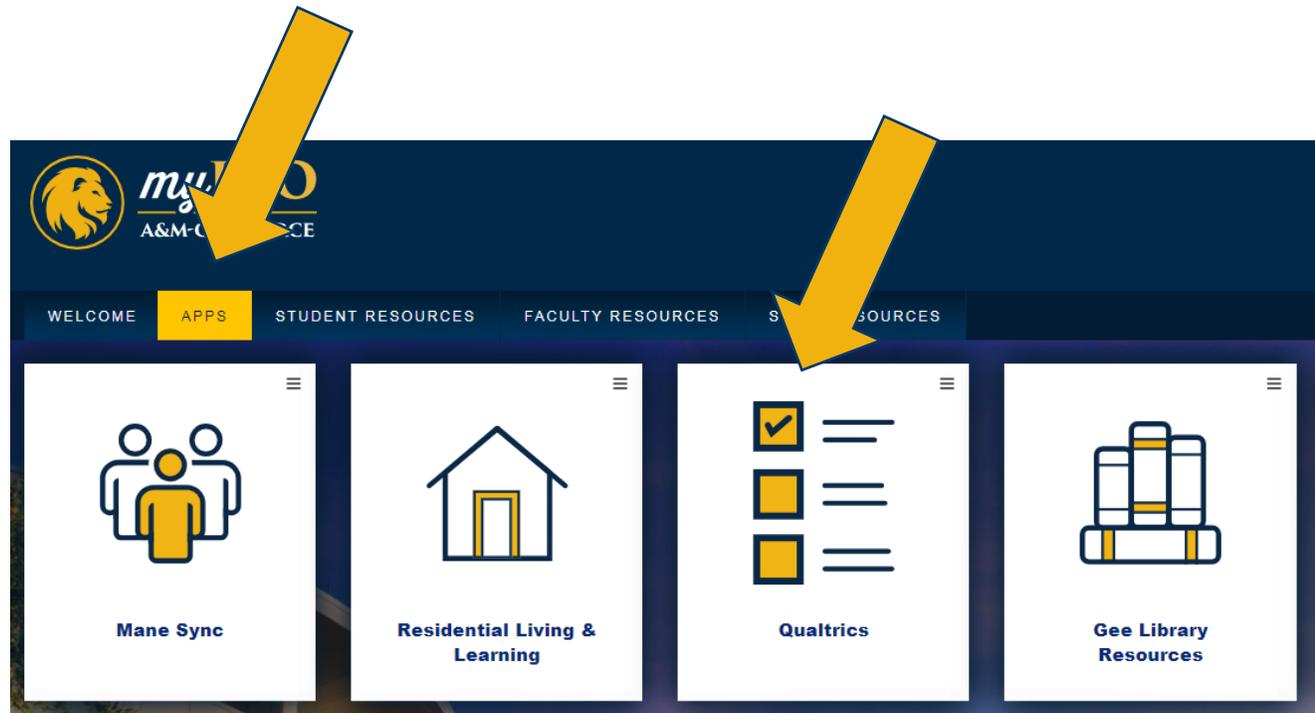
Use your active directory credentials (LastnameFirstname)

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

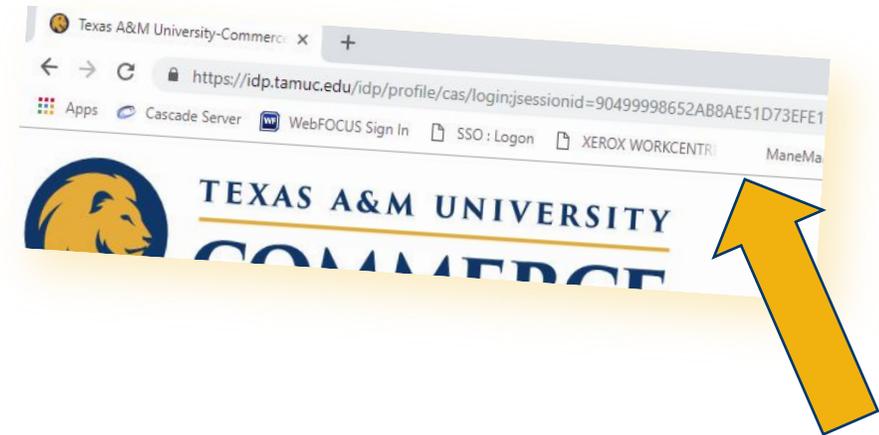


1. myLEO
2. Direct link/URL
3. A&M-Commerce website

ACCESS | DIRECT LINK

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

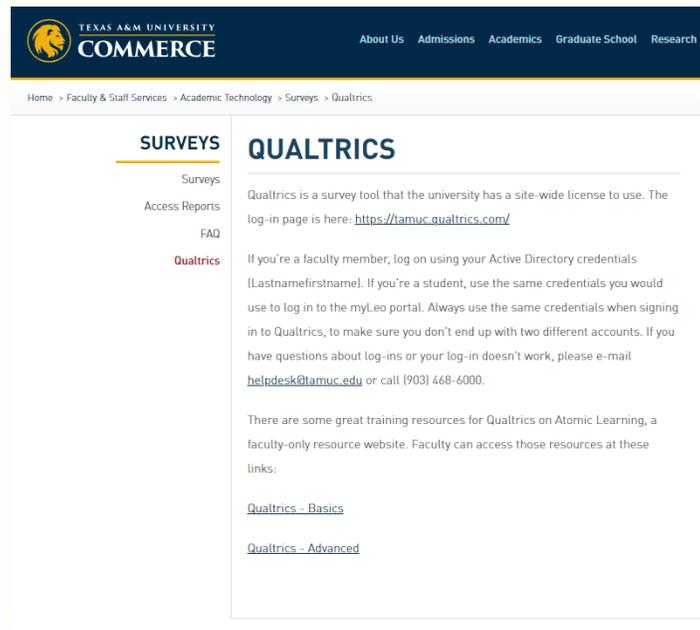
tamuc.qualtrics.com



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>



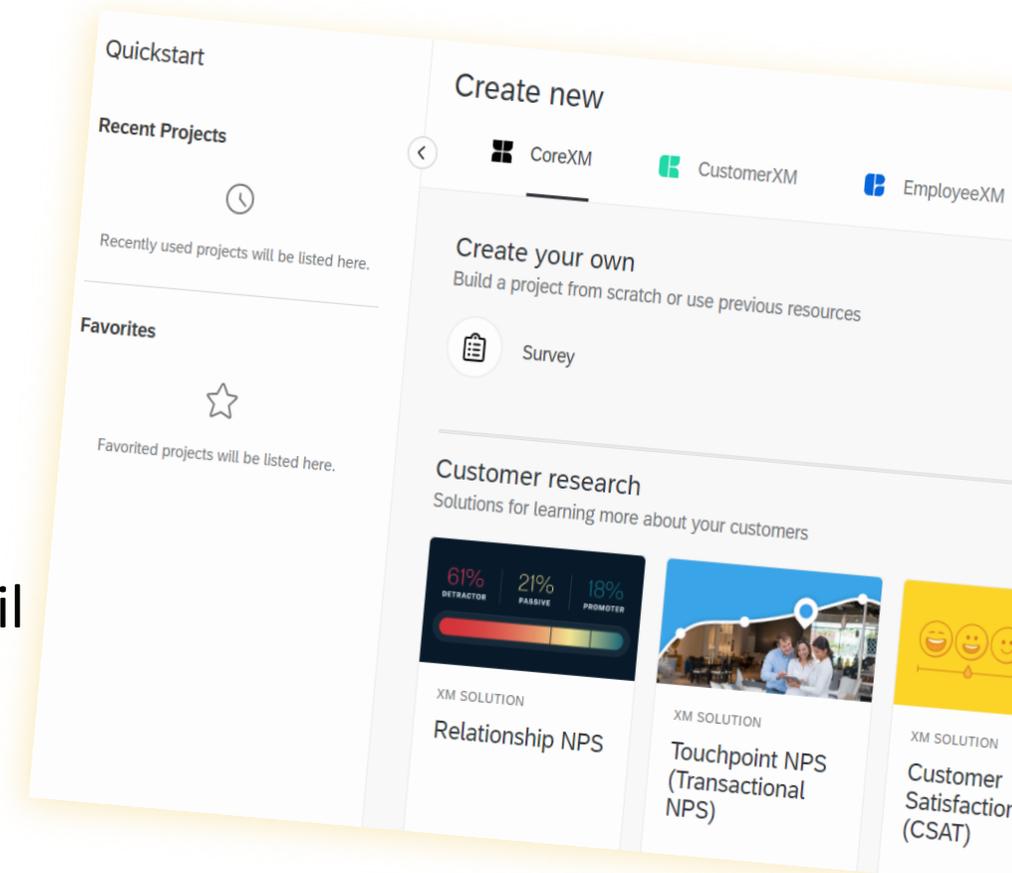
The screenshot shows the A&M-Commerce website header with the university logo and navigation links: About Us, Admissions, Academics, Graduate School, and Research. Below the header, a breadcrumb trail reads: Home > Faculty & Staff Services > Academic Technology > Surveys > Qualtrics. A left sidebar menu lists: SURVEYS, Surveys, Access Reports, FAQ, and Qualtrics (highlighted in red). The main content area is titled 'QUALTRICS' and contains the following text: 'Qualtrics is a survey tool that the university has a site-wide license to use. The log-in page is here: <https://tamuc.qualtrics.com/>'. It then provides instructions for faculty and students to log in using Active Directory credentials, and includes contact information for the helpdesk: helpdesk@tamuc.edu or call (903) 468-6000. At the bottom, it mentions training resources for Qualtrics on Atomic Learning and provides links for 'Qualtrics - Basics' and '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

qualtrics.XM

Projects Contacts Actions Library Admin Help

Search projects... Create new project

Starred

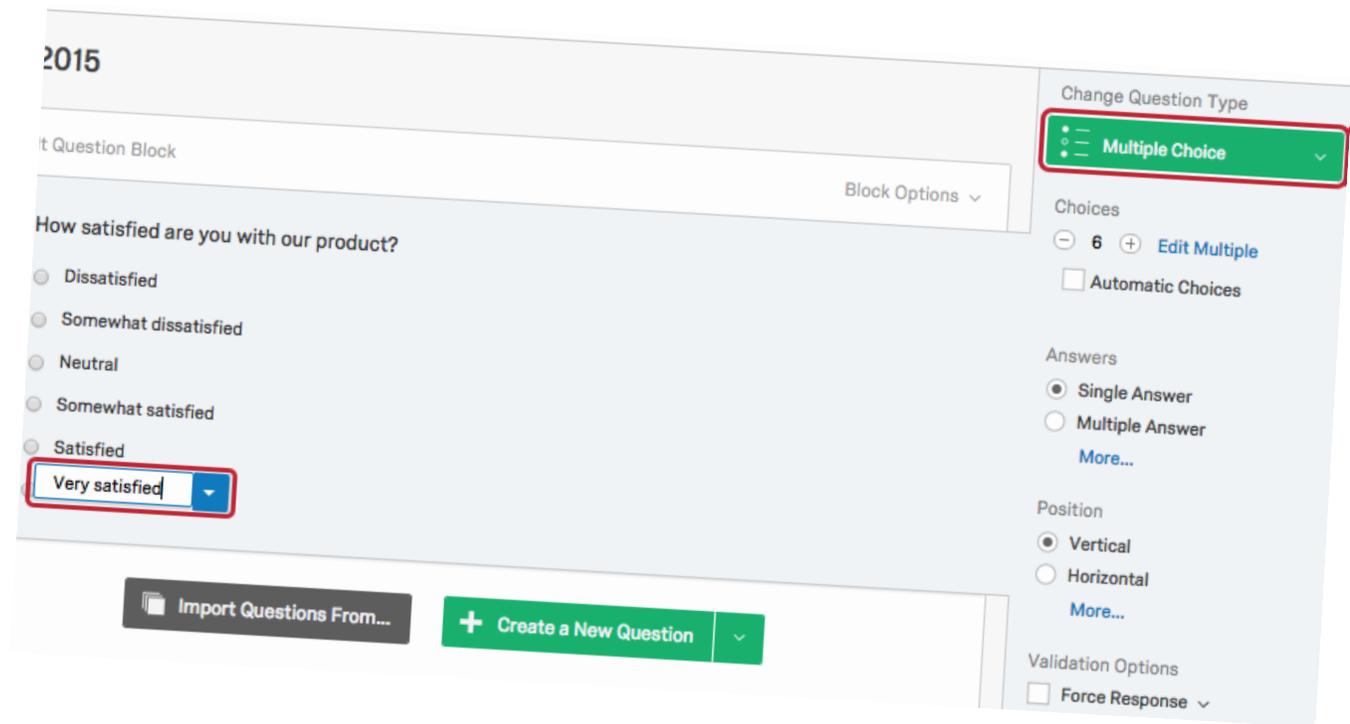
Survey	Status	Questions	Responses	Actions
Geography Test ★ Modified May 7, 2020	Active	7	3	Close Collaborate Reveal in folder Rename project Copy project Edit survey Preview survey Translate survey Distribute survey
Demographics_Reference_Survey (Quotas) ★ Modified Apr 20, 2020	Active	5	350	
Satisfaction_Data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

- Surveys are created and edited in the survey editor.

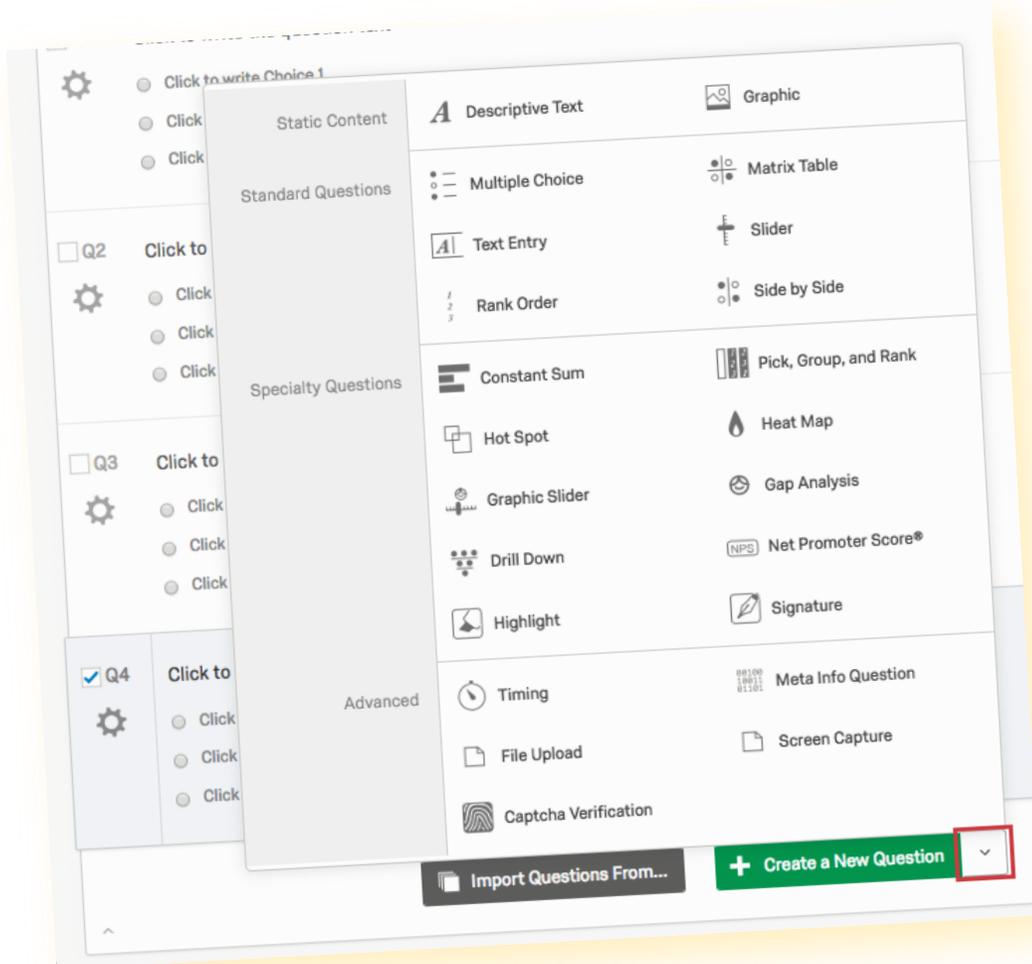
1. Choose **Create new project**.
2. Click on any existing project in your **Projects List**.
3. Pick **Edit Survey** from the actions dropdown menu.

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.



QUESTION TYPES



- 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

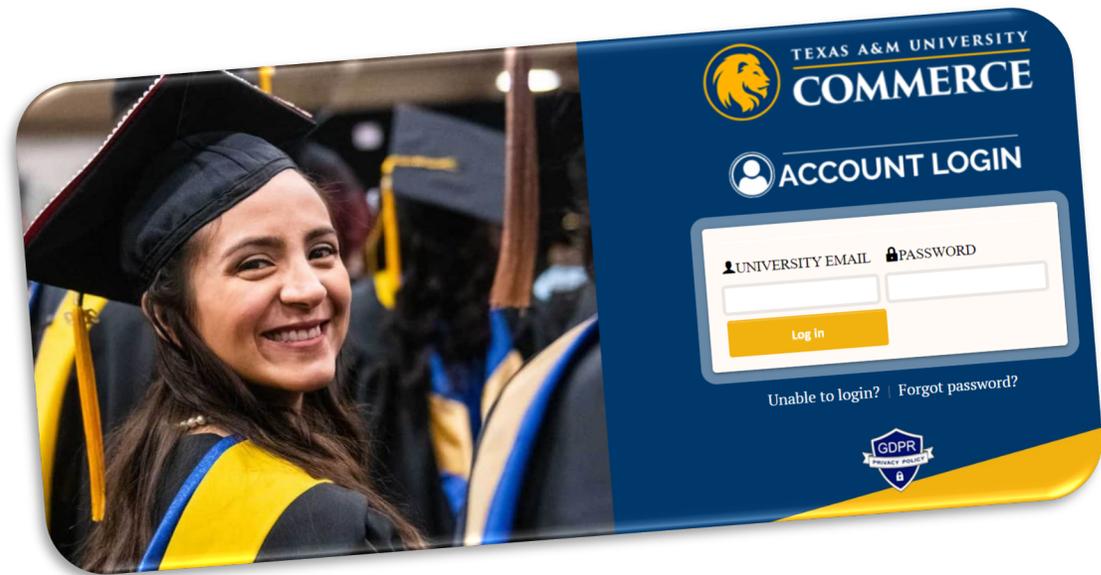
- **Survey Options**

- 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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