



QUALTRICS TRAINING

PART 2

Distributing and Analyzing Surveys

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Graduate School
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TEXAS A&M UNIVERSITY
COMMERCE



OUTLINE

1. Introduction
2. Quick **PART 1** Recap
3. Distributing Surveys
 - a) Distribution channels
 - b) Data collection
 - c) Collaborate
4. Analyzing Surveys
 - a) Review results
 - b) Data export



INTRODUCTION

- **What is Qualtrics?**

- An online software service that provides tools for designing, distributing and analyzing surveys
 - Satisfaction surveys, academic studies, assessments in general, event registrations, rubrics, etc...

- **Why Qualtrics?**

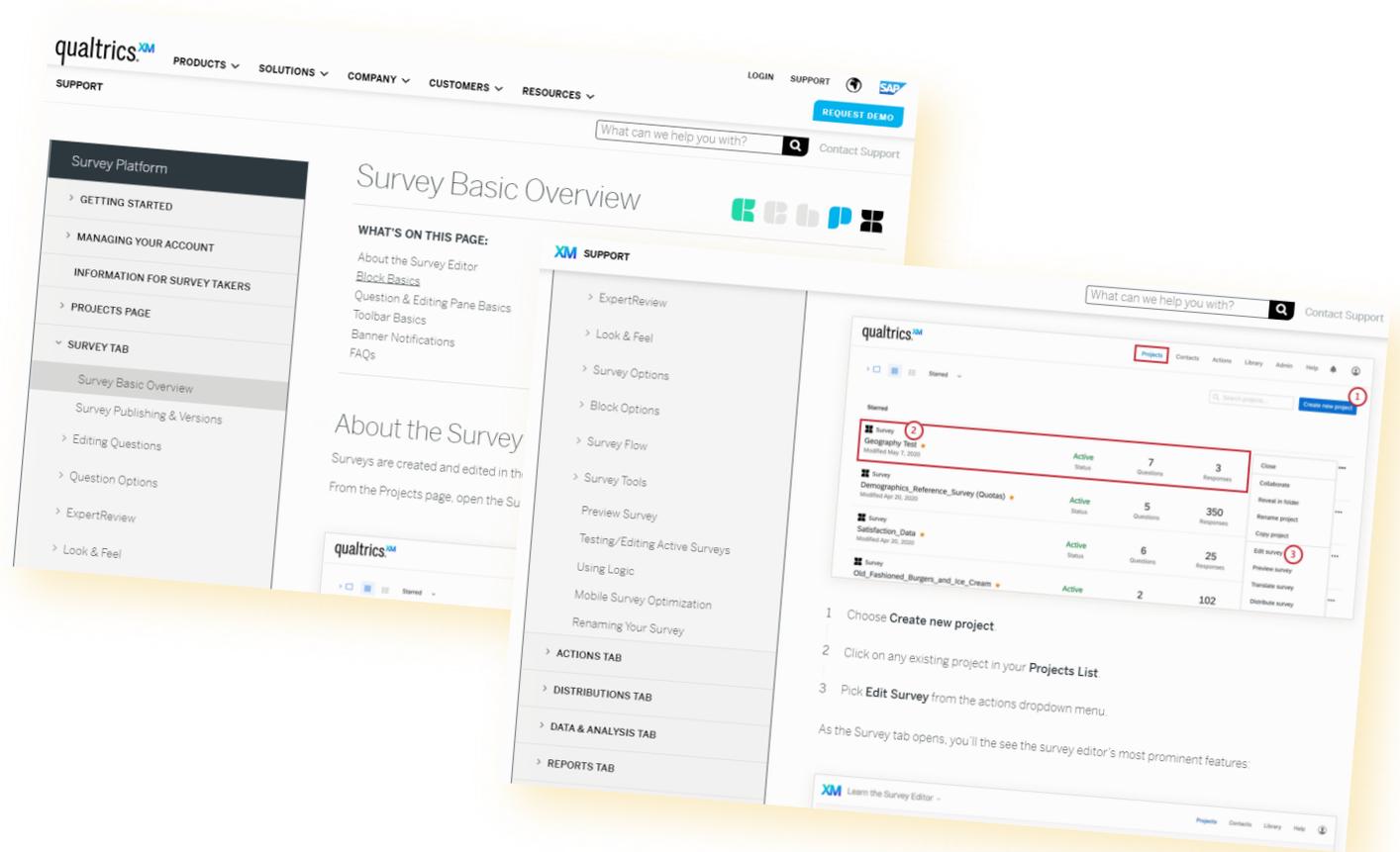
- Information security
- Quality control features
 - e.g. Prevent multiple submissions from respondents

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>



ONLINE REPORT

- Let's check the results!

ONLINE REPORT

- Public Report Link

<https://tamuc.co1.qualtrics.com/reports/public/dGFtdWMtNWY4Y2NkYmUwYWRkYTcwMDBlMjMyNDJlLVVSXzNnYlBxbVczRHBzOWtZbA==>



PRIOR TO DISTRIBUTION

- Start with a Word document
- Backward Design
 - Objective / question to be answered
 - Audience / participants
 - Type of data needed
 - Question types
- Create survey
 - Add questions from Word document
 - Logic and Flow
 - Skip Logic
- Look and Feel
- Survey Options



PIT STOP

- QUESTIONS?

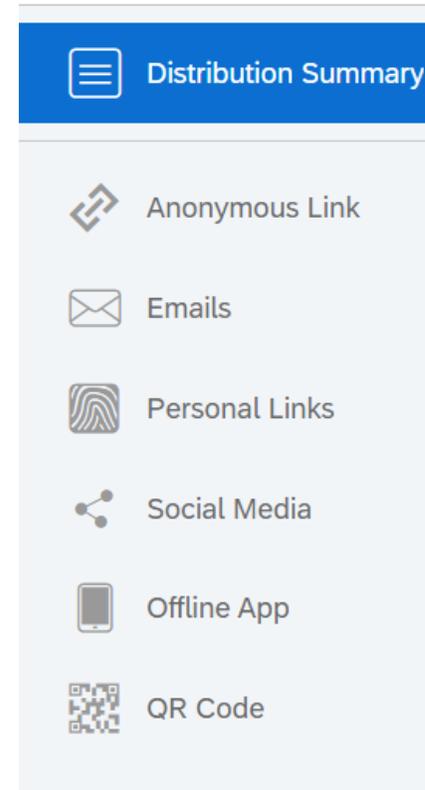
DISTRIBUTION TAB

- Once your survey is ready to go, head over to the Distributions tab to start collecting responses
- As the Distributions tab first opens, you'll need to pick a distribution channel and a method within that channel to start collecting survey responses.
 - **Email:** Send the survey to your respondents via email
 - e.g., email invites can be sent via the Qualtrics mailer or through your own email system
 - **Web:** Post the survey on the Internet for respondents to take
 - **Social:** Post the survey on social media sites for respondents to take
 - **Mobile:** Send the survey to your respondents' mobile devices
- Options change depending on channel selected
 - Can use multiple distribution methods for the same project

The screenshot displays the Qualtrics 'Distributions' tab for a 'New Project'. The interface includes a 'Pause Response Collection' button and a 'Distribution Summary' sidebar with options: Anonymous Link, Emails, Personal Links, SMS text message, Social Media, and Offline App. The main content area shows a paper plane icon and the message 'No responses have been collected for this survey yet.' Below this, a modal window titled 'How do you want to distribute your survey?' is shown. It features four distribution channels: Email, Web, Social, and Mobile. The 'Email' channel is selected and expanded to show two options: 'Send with Qualtrics' (with a 'Compose Email' button) and 'Use your own email system' (with 'Get a single reusable link' and 'Generate a trackable link for each contact' buttons). Red boxes and numbers 1 and 2 highlight these key elements.

DISTRIBUTION CHANNELS

- Distribution methods on the left hand side
 - Anonymous Link
 - URL used to take your survey
 - Can paste link into email, website, etc...
 - Anyone who clicks on the link will be able to take the survey
 - Anonymous but DOES collect the user's IP Address and location data



EMAILS

- Email distribution through Qualtrics
 - Can send customized email invitations to respondents, track their progress...
 - Contact List
 - Pipped text
 - Personal Links
 - Emails send personal links
 - Can also export a list of links for distribution on your own

The screenshot displays the Qualtrics Customer Satisfaction interface. The top navigation bar includes 'Projects', 'Contacts', 'Library', 'Admin', and 'Help'. The main navigation menu has 'Survey', 'Actions', 'Distributions', 'Data & Analysis', and 'Reports'. The 'Distributions' tab is active, showing a 'Pause Response Collection' button and a '+ Compose Email' button. The main content area says 'Distribute your survey via email.' with a 'Compose Email' button. A 'Compose Email' dialog box is open, showing fields for 'To:', 'From:', and 'When:'. The 'To:' field has a dropdown menu with 'Select Contacts' (3) and '+ New Contact List'. The 'From:' field has a dropdown menu with '+ New Contact List' (4) and 'Use Contacts From a Library'. The 'When:' field has a dropdown menu with 'My Library: Qualtrics Demo' (5) and 'Group Library: Demo Group'. A search bar is visible below the 'When:' field. A list of contact lists is shown, with 'Demo Contact List' (5) selected. A list of samples is shown below, with 'Select Entire Contact List' (6) selected. The 'From Name' field is 'Qualtrics Demo' and the 'Reply-To Email' field is 'demo@qualtrics.com'. The 'Save As' button is visible. The 'Send in 1 hour' button is checked.

DISTRIBUTION CHANNELS

- Social Media
- QR Code

The screenshot displays the 'Distributions' section of the XM survey tool. The top navigation bar includes 'Projects', 'Contacts', 'Actions', 'Library', and 'Survey'. Below this, a secondary navigation bar shows 'Survey', 'Actions', 'Distributions', 'Data & Analysis', and 'Reports'. A 'Pause Response Collection' button is visible at the top left of the main content area.

The left sidebar contains a list of distribution methods: 'Distribution Summary', 'Anonymous Link', 'Emails', 'Personal Links', 'Social Media' (highlighted in blue), 'Offline App', and 'QR Code'. The main content area features five social media sharing buttons: Twitter, Facebook, Reddit, LinkedIn, and Pinterest. Below these buttons, a note states: 'When sharing a survey through this section, the social media site the respondent comes from will be recorded in each response as an embedded data field.'

On the right side, there is a 'Download QR Code' button and a large QR code. Below the QR code, a note reads: 'Note: This distribution type cannot track identifying information.'

At the bottom of the interface, a secondary sidebar shows 'Personal Links', 'Social Media', 'Offline App', and 'QR Code' (highlighted in blue).



PIT STOP

DATA AND ANALYSIS TAB

- View results
- Filter, classify, merge, clean, and statistically analyze your response data
 - Choose tabs
- Export data
 - Click the Export & Import dropdown menu to:
 - import responses,
 - combine responses from multiple surveys,
 - manage your previous downloads, or
 - export your data in various formats.
 - Select Export Data.
 - Select your desired file format. You have the following options:
 - Click Download

Download Data Table [Use Legacy Exporter](#)

4 CSV TSV Excel XML SPSS Google Drive User Submitted Files

Comma separated values

This is a .csv file that can be imported into other programs. Each value in the response is separated by a comma and each response is separated by a newline character. If your responses contain special characters and you will open this export in Microsoft Excel we recommend using the TSV export. Qualtrics CSV exports use UTF-8 encoding, which Excel will not open correctly by default. [Learn More](#)

5 Download all fields

6 Use numeric values Use choice text

7 More Options Close Download

Registration Graduate School Qualtrics Tr... Projects Contacts Actions Library Survey Director Help

Survey Actions Distributions **Data & Analysis** Reports

Data Text Stats IO Crosstabs Weighting

Add Filter

With Selected

Page 1 of 2

Export & Import Edit Tools

<input type="checkbox"/>	Q9 - Please provide your email address:	Q5 - Participant: - First Name	Q15 - What is your primary role at A&M-Commerce?	Q11 - Select your college: - College	Q7 - Classification:	Q15 - What is your primary role at A&M-Commerce? - Other (please type)	Q17 - Do you have any specific question you like addressed during the training?...	Actions
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Recorded Responses 135
Responses in Progress 1

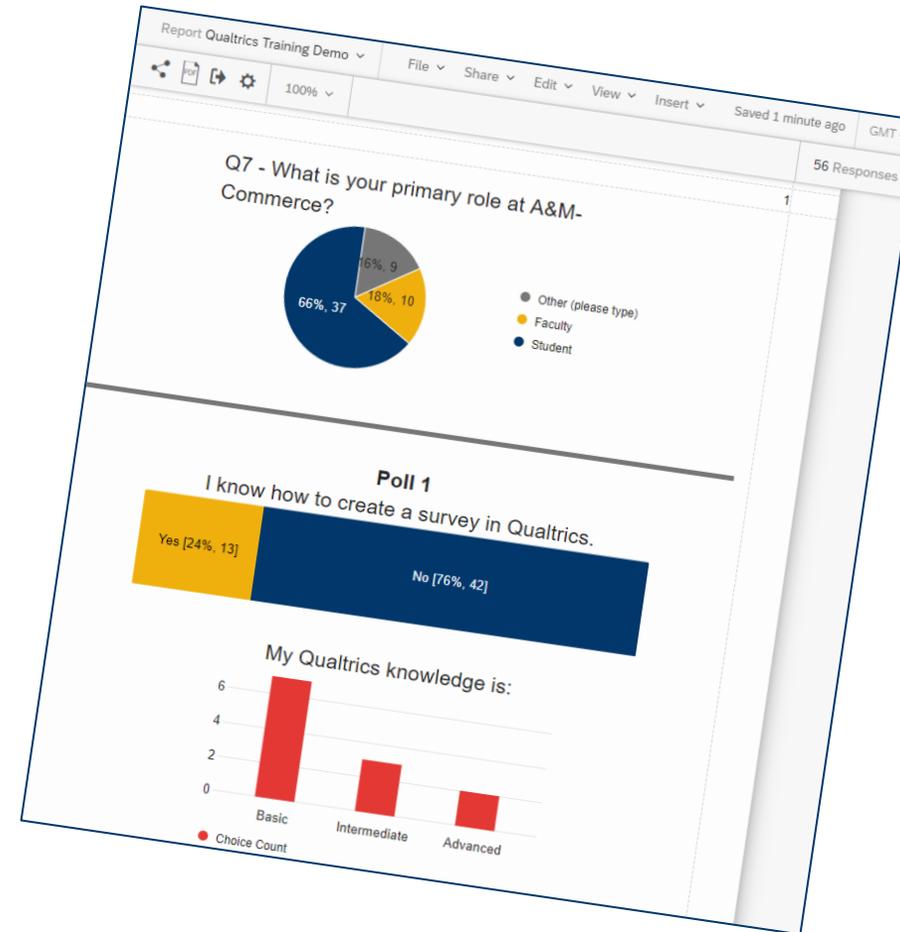
DATA FILE

- Excel file
 - Each row of the file is a different respondent,
 - Each column is a question of the survey they answered, and any data you may have recorded for each respondent
- Clean data
 - Data analysis
 - Excel
 - SPSS

1	Start Date	End Date	Status	IP Address	Progress	Duration	Finished	Recorded	Response	Recipient	Recipient	Recipient	External	Location	Location	Distributi	User Lang	Q5_1	Q5_2	
2	Start Date	End Date	Response	IP Address	Progress	Duration	Finished	Recorded	Response	Recipient	Recipient	Recipient	External	Location	Location	Distributi	User Lang	Q5_1	Q5_2	
3	#####	#####	#####	IP Address: 47.185.24	100	1502	TRUE	#####	R_3MDILAPmo9gYrpV					33.0287	-96.6826	anonymo	EN	Omar	El Ariss	or
4	#####	#####	#####	IP Address: 66.68.198	100	113	TRUE	#####	R_TjXZaYJ5gfHxunv					33.10471	-96.0927	anonymo	EN	Natalia	Assis	Na
5	#####	#####	#####	IP Address: 76.184.17	100	43	TRUE	#####	R_1FDtelSh2mRhCAO					33.18539	-96.1304	anonymo	EN	Josephine	Rickman	jo
6	#####	#####	#####	IP Address: 76.184.16	100	63	TRUE	#####	R_1EXVqZa2jCbIN3v					33.10471	-96.0927	anonymo	EN	Vicki	Stewart	vic
7	#####	#####	#####	IP Address: 50.216.31	100	51	TRUE	#####	R_T5F4yZpf2hKQXq9					29.5209	-95.1922	anonymo	EN	Sunny	Flowers	sf
8	#####	#####	#####	IP Address: 167.91.0.1	100	92	TRUE	#####	R_1mgtcxXxy8vjDXH					32.66209	-96.8399	anonymo	EN	Stephanie	Dobson	sd
9	#####	#####	#####	IP Address: 76.182.22	100	418	TRUE	#####	R_2CU6yDRUAJrp4kw					33.02251	-96.729	anonymo	EN	TamRa	Williams	Tv
10	#####	#####	#####	IP Address: 68.232.29	100	102	TRUE	#####	R_3iRc8HfPnvGlxfD					33.1608	-95.5927	anonymo	EN	Karin	Thomas	ka
11	#####	#####	#####	IP Address: 147.160.2	100	28	TRUE	#####	R_2QKHsy0swgWtwBy					33.10471	-96.0927	anonymo	EN	Sarah	Northam	Sa
12	#####	#####	#####	IP Address: 76.187.21	100	146	TRUE	#####	R_3dXnM87ISbZ33li					33.3813	-96.2535	anonymo	EN	Denise	Rater	De
13	#####	#####	#####	IP Address: 107.77.20	100	186	TRUE	#####	R_1imm7k09Cjhq7ah					33.03259	-96.7859	anonymo	EN	JennyLind	Doyle	jd
14	#####	#####	#####	IP Address: 70.122.9.1	100	56	TRUE	#####	R_2Ptj428LtrJt6					32.7787	-96.8217	anonymo	EN	Jema	Lomas	jlc
15	#####	#####	#####	IP Address: 172.223.1	100	116	TRUE	#####	R_3KwJ5Y1vkcd6XY2					30.5154	-97.6689	anonymo	EN	Nickisha	Lyons	nh
16	#####	#####	#####	IP Address: 73.232.14	100	128	TRUE	#####	R_24HofwAtcfRB2k3					32.3322	-96.6206	anonymo	EN	Mary	Brodie	m
17	#####	#####	#####	IP Address: 174.244.1	100	65	TRUE	#####	R_x58rbKV98SuXlCx					29.7545	-95.4093	anonymo	EN	BRITTA	SCHWAB	bs
18	#####	#####	#####	IP Address: 47.223.13	100	67	TRUE	#####	R_1dzvnPr3egrKWsK					32.91029	-96.7283	anonymo	EN	Marcia	Henderso	m
19	#####	#####	#####	IP Address: 108.228.1	100	81	TRUE	#####	R_1iIE7rRRREbF05					33.0928	-96.6454	anonymo	EN	Lydia	Carrascos	Ly
20	#####	#####	#####	IP Address: 198.17.32	100	86	TRUE	#####	R_27VsaGqpWe4lsxq					33.1734	-94.9688	anonymo	EN	Lindsey	Lloyd	lllc
21	#####	#####	#####	IP Address: 198.17.32	100	86	TRUE	#####	R_POPM5S1ZtYN2fAZ					33.1494	-96.828	anonymo	EN	Sheri	Campbell	Sc

REPORTS

- Create new report
 - Visualization type
 - Simple table
 - Bar chart
 - Line chart
 - Pie chart
- Share report



EVALUATION SURVEY

[https://tamuc.co1.qualtrics.com/
jfe/form/SV_8HxhkmuKzWLMty](https://tamuc.co1.qualtrics.com/jfe/form/SV_8HxhkmuKzWLMty)



Please take the
EVALUATION SURVEY

STAY TUNED!

Graduate Student
Professional Development Plan
{MAXIMIZE} Your Investment

<https://pd.education/>



THANK YOU!

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