



Create Survey



Email Survey



View Results



Message Center

Using Qualtrics for Research: You, Your Students, and Your Classes

Innovations in Teaching
Instructional Design

Kathy Micken
Gabelli School of Business (Marketing)



Why Qualtrics?

- Free
- For academics by academics
- Professional
- Great tech support
- Easy



Why Qualtrics?

Meets HSRB & Federal Standards

- Supports https/ssl
- Individual accounts limit data access
- Data security/privacy guarantee
- Anonymous data collection options

Why Qualtrics?

Many Uses

- Research
- Class Surveys/Feedback
- Faculty Surveys
- Quick Polls



Why Qualtrics?


Cool Features



- Collaboration
- Customization
- Options (Questions)
- Options (Delivery)
- Options (Downloads)

Logging In

https://surveys.rwu.edu



RWU LoginQualtrics

Login below using your username and password to access Qualtrics surveys.

Username

Domain

Password

[Click here to reset your password](#)

Qualtrics Surveys

System requirements:

You should have a monitor with a minimum screen resolution of 1024x768 and the following software installed on your computer:

- **Supported Operating Systems:** Microsoft Windows XP SP3, Microsoft Windows Vista, Microsoft Windows 7, Linux, Mac OS 10.4.11 or higher
- **Supported Web Browsers:** [Internet Explorer 7.0](#) or above, [Firefox 3.0](#) or above, [Safari 4.1.2](#) (latest version for Mac 10.4.11 users) or above, or [Google Chrome 11.0](#) or above. (Users of 64-bit Internet Explorer 7, please try a different browser)
- JavaScript and Cookies must be enabled.
- [Apple QuickTime 7.5](#) or above. (Mac Safari users please download QuickTime 7.5.5 or newer to avoid problems with captioning)
- *For MS Windows: Windows Media Player version 10 or higher.*

For technical assistance submit a ticket through [HELPDESK](#), or by phone (401) 254-5200.

Collaboration

My Surveys

Create Survey

Edit Survey

Distribute Survey

View Results

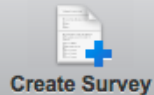
Polls

Library

Panels

Administration

Reporting ^{BETA}



All Surveys ▾

Manage Folders

Accept Shared Survey


Survey Search...

Show More Data ▾



★	Active	Name	Responses	Tasks
My Surveys				
★	<input type="checkbox"/>	2009 Senior Honors Survey Modified on: Sep 10, 2009	24	
★	<input type="checkbox"/>	529 Modified on: Nov 5, 2012	3	
★	<input type="checkbox"/>	Advertising Campaigns Evaluation Modified on: May 16, 2006	24	
★	<input type="checkbox"/>	Bourne Matrix Questions - 10:00 Class Modified on: Sep 4, 2013	17	
★	<input type="checkbox"/>	EBCH Spring Survey for Distribution Modified on: Aug 15, 2013	133	
★	<input type="checkbox"/>	Enterprise Group Project Feedback Modified on: May 19, 2010	0	
★	<input checked="" type="checkbox"/>	Farmer's Market for Distribution Modified on: Oct 20, 2013	94	

Collaborate


2009 Senior Honors Survey

Type Username or Email...  Add [User and Group Address Book](#)

User	Edit	View Results	Activate/Deactivate	Copy	Distribute
------	------	--------------	---------------------	------	------------



 Cancel  Save

2009 Senior Honors Survey

mc  Add [User and Group Address Book](#)

[Margaret Case \(mcase\)](#)
[Matt Connolly \(mconnolly439@g.rwu.edu\)](#)
[Mike McAuliffe \(mmcauliffe352@hawks.rwu.edu\)](#)
[Mark McComiskey \(mmccomiskey\)](#)
[W Brett McKenzie \(wmckenzie@rwu.edu\)](#)
[Ryan McKernan \(rmckernan277#rwu\)](#)
[mcooney \(mcooney#rwu\)](#)
[John McQuilkin \(jmcquilkin\)](#)
[pmcdonald057 \(pmcdonald057#rwu\)](#)

Edit	View Results	Activate/Deactivate	Copy	Distribute
------	--------------	---------------------	------	------------

 Cancel  Save

2009 Senior Honors Survey

 Add

[User and Group Address Book](#)








User		Edit	View Results	Activate/Deactivate	Copy	Distribute
 Margaret Case (mcase)		<input type="checkbox"/> <u>Details</u>	<input type="checkbox"/> <u>Details</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

 Cancel

 Save

Customization

My Surveys Create Survey **Edit Survey** Distribute Survey View Results Polls Library Panels Administration Reporting ^{BETA}

Look & Feel Survey Options Survey Flow Print Survey Spell Check Preview Survey Launch Survey

EBCH Spring Survey for Demonstr... Last saved 20 Feb 2014 at 2:15am Search survey contents... Advanced Options

EBCH Spring Survey for Demonstration
Look and Feel

Qualtrics

General
Fonts
Colors
Advanced

Next Button Text: >>
Back Button Text: <<
Progress Bar: With Verbose Text
Questions Per Page:

☐ Highlight Questions
☐ Question Separator

I believed my donation to the EBCH was put to good use.

Strongly Disagree Disagree Agree Strongly Agree I don't know what my donation was used for

☐ ☐ ☐ ☐ ☐

<< >>

Survey Completion
0% 100%

Customization

My Surveys Create Survey **Edit Survey** Distribute Survey View Results Polls Library Panels Administration Reporting

Look & Feel **Survey Options** Survey Flow Print Survey Spell Check Preview Survey Launch Survey

EBCH Spring Survey for Demonstrat... Last saved 20 Feb 2014 at 2:15am Search survey contents... Advanced Options

Survey Options

Survey Experience



- ☒ **Back Button.** Enable respondents to change their responses. Back Button is not available across branches. [More Info](#)
- ☒ **Save and Continue.** Allow respondents to save and continue later.
- ☐ **Show Question Numbers.** Great for previews. For participants, try a [Progress Bar](#) instead.
- ☐ **Use Custom Survey Validation Messages...**

Survey Language: English The language the survey is written in.

Survey Title: EBCAP/EBCH Survey This text will appear in the browser as the window or tab title.

Meta Description: Survey Software, Enterprise Survey soft Search engines and social media services use this description.

Survey Protection







- ☒ **Open Access.** Allow anyone to take this survey.
- ☐ **By Invitation Only.** Prevent people from taking the survey using an anonymous survey link.
- ☐ **Password Protection.** This password must be entered to take this survey:
- ☐ **Prevent Ballot Box Stuffing.** Keep people from taking this survey more than once.
- ☐ **HTTP Referrer Verification.** The user must come from this URL to take the survey:
- ☐ **Prevent Indexing.** A tag will be added to the survey to prevent search engines from indexing it.
- ☐ **Survey Expiration.** The survey will only be available for a specified date range.

Customization

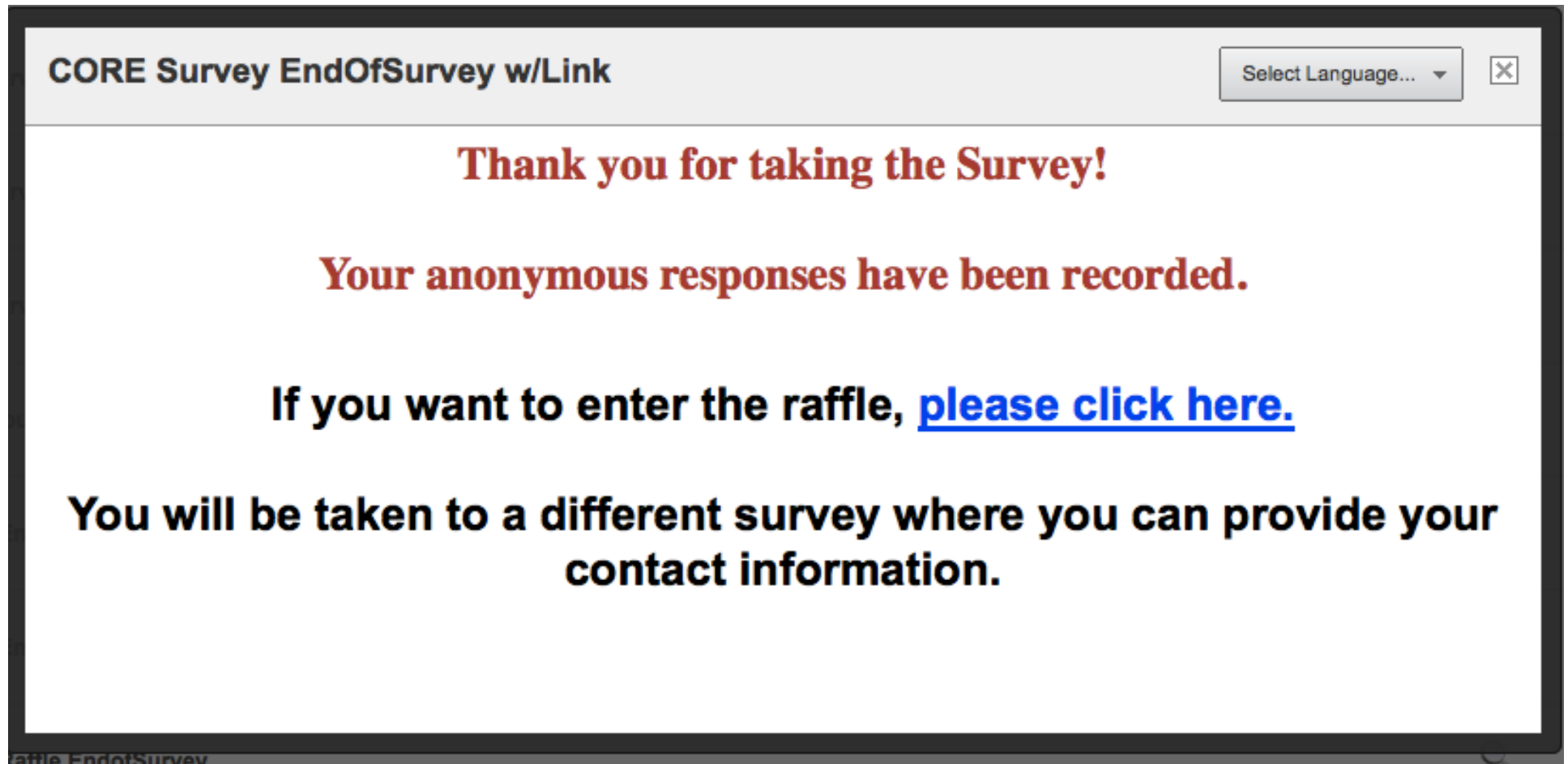
My Surveys Create Survey **Edit Survey** Distribute Survey View Results Polls Library Panels Administration Reporting

Look & Feel **Survey Options** Survey Flow Print Survey Spell Check Preview Survey Launch Survey

EBCH Spring Survey for Demonstrat... Last saved 20 Feb 2014 at 2:15am Search survey contents... Advanced Options

Survey Termination 	<ul style="list-style-type: none"><input checked="" type="radio"/> Default end of survey message.<input type="radio"/> Custom end of survey message...<input type="radio"/> Redirect to single response report.<input type="radio"/> Redirect to a URL full URL, ex. "http://www.qualtrics.com":<input type="checkbox"/> Send additional thank you email from a library... When distributed via the Survey Mailer.<input type="checkbox"/> Anonymize Response. Do NOT record any personal information and remove panel association (not recommended).
Inactive Surveys 	<ul style="list-style-type: none"><input checked="" type="radio"/> Default inactive survey message.<input type="radio"/> Custom inactive survey message...
Partial Completion 	<p>How long to wait before partially completed responses are closed and data is recorded.</p> <p>Please note, the recipient cannot continue taking the survey once their data is recorded:</p> <p>After 2 Weeks</p>
Response Set 	<p>New responses go into: Default Response Set Manage Response Sets</p> <p>Response sets allow you to place survey responses into different buckets. For example, quarterly or monthly surveys could be collected in different buckets. This allows you to view results of the same survey for different collection periods.</p>

End of Survey Example



Faculty CORE Curriculum Survey Raffle

To say, "Thank you," for completing the survey, Provost Workman and Dean Eisinger are offering four \$50 bookstore gift certificates, with winners' names being drawn randomly from those who complete the survey by 5:00 p.m. Friday, August 23.

Information you enter on this page **is not associated in any way** with responses to the Faculty CORE Curriculum Survey.

If you DO NOT wish to enter the raffle, simply close this window.

Enter your name here.

Name

Why Qualtrics?

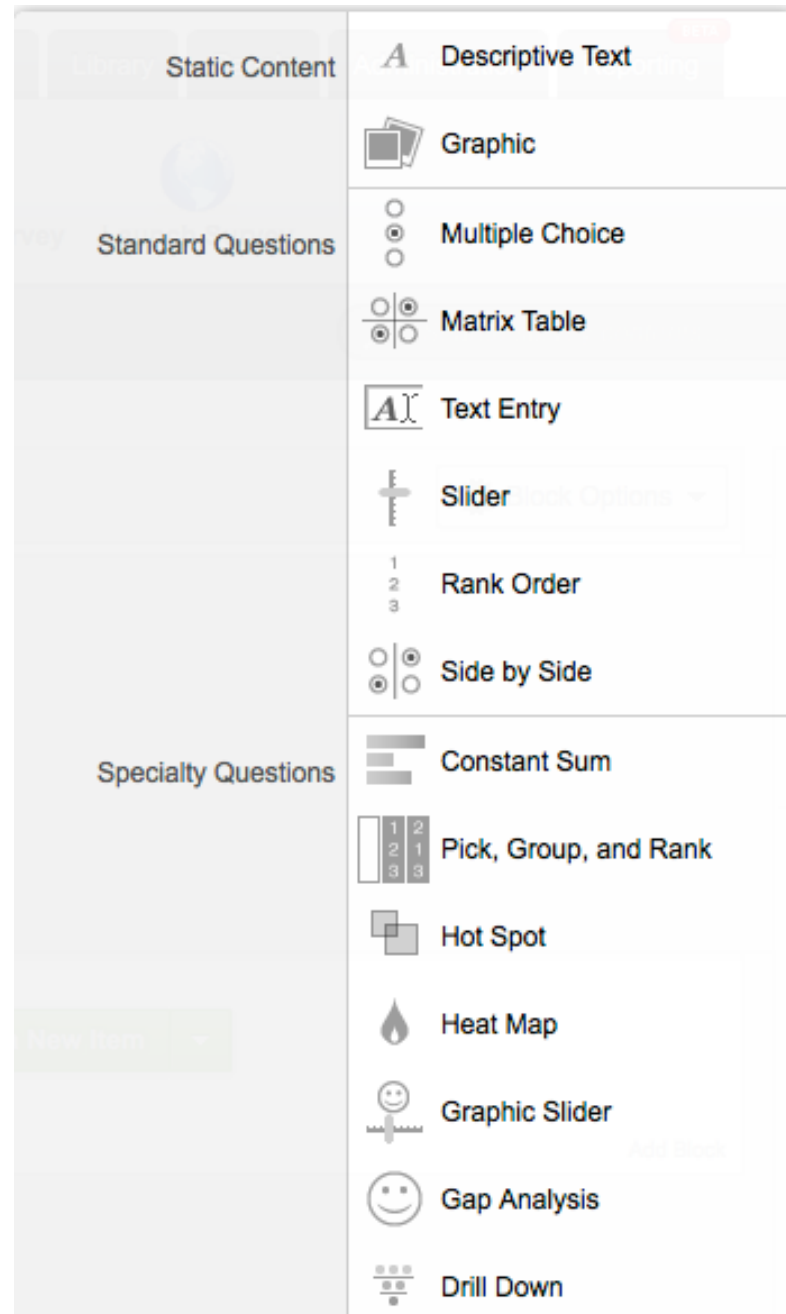
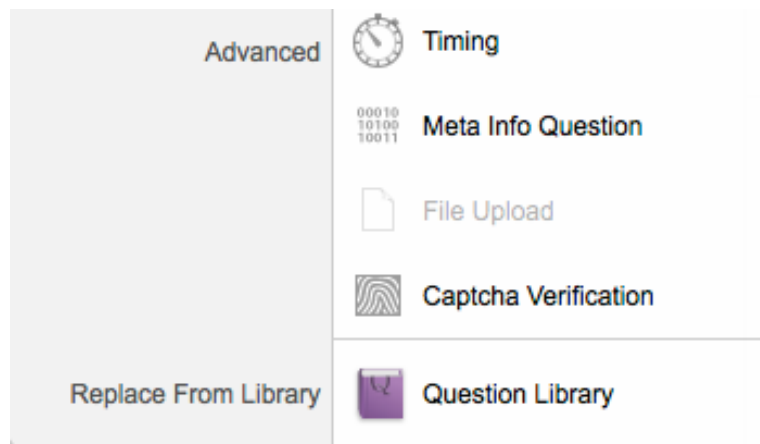
Cool Features



- Collaboration
- Customization
- **Options (Questions)**
- Options (Delivery)
- Options (Downloads)

Question Types

Many, many,
many, many,
many choices



Question Formatting: Randomization

FD2

What motivated you to donate to the EBCH?

Check all that apply.

☐ Belief in the organization's cause

☐ Popularity

☐ Outreach ability

☐ Friends or family influence

☐ The organization spends its money wisely

☐ I know where my money goes when I give to this organization

☐ Other

Advanced Randomization

Fixed Display Order

Display the choices in the order they appear below:

↑

↓

{Randomized}

{Randomized}

{Randomized}

{Randomized}

{Randomized}

Other

Randomize Choices

Randomize and insert all items from the list below:

→

←

Belief in the organization's cause

Popularity

Outreach ability

Friends or family influence

Random Subset

Choose and insert items from the list below:

→

←

☐ Evenly Present Elements

Undisplayed Items

Do not display the choices below:

→

←

Cancel

Save

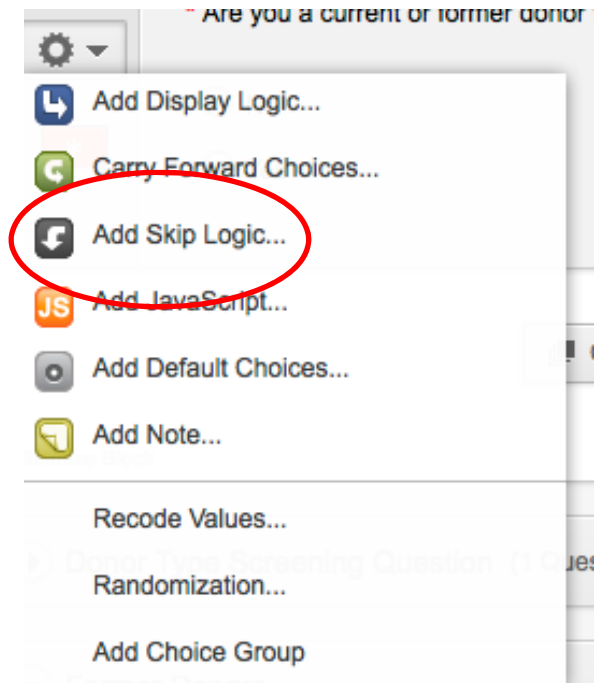
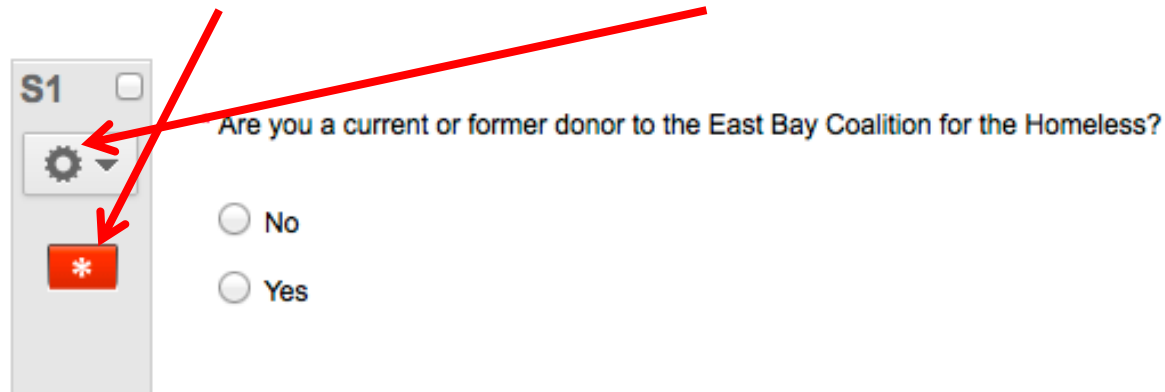
Question Formatting: Forced Choice & Skip Logic

S1 ☐

Are you a current or former donor to the East Bay Coalition for the Homeless?

☐ No

☐ Yes



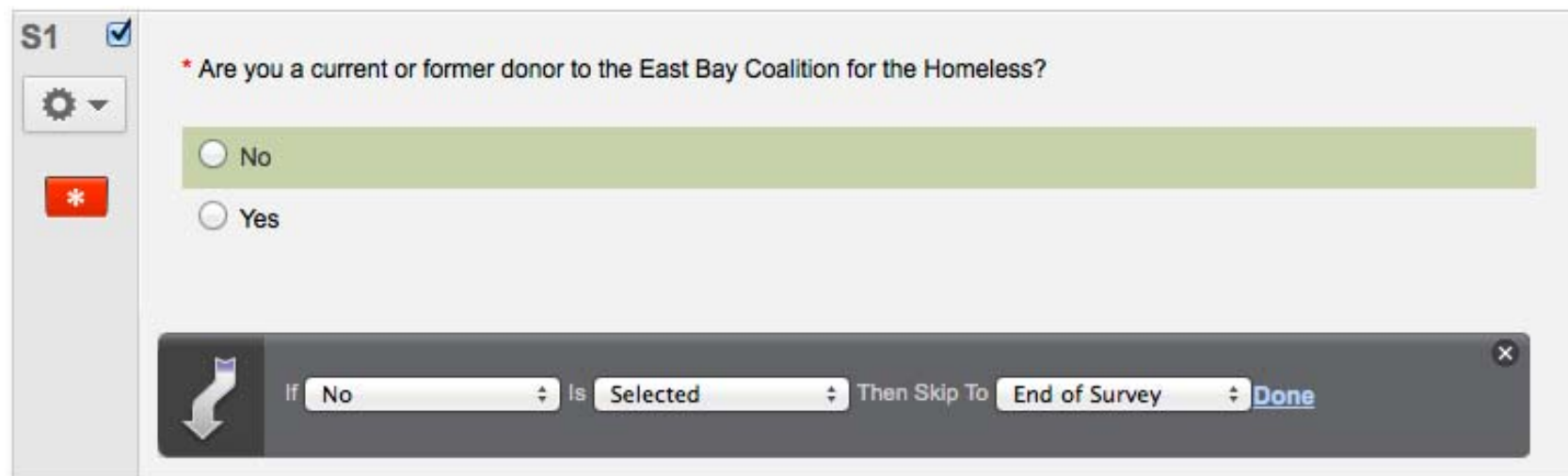
S1 ☒

* Are you a current or former donor to the East Bay Coalition for the Homeless?

☐ No

☐ Yes

If Is Then Skip To [Done](#)



Why Qualtrics?

Cool Features



- Collaboration
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- Options (Questions)
- **Options (Delivery)**
- Options (Downloads)

Distribution via Link

Roger Williams University

Research Suite Support & Feedback Help and Tutorials Kathleen Micken

My Surveys Create Survey Edit Survey Distribute Survey View Results Polls Library Panels Administration Reporting

Create Survey Email Survey View Results Message Center

All Surveys Manage Folders Accept Shared Survey Survey Search... Show More Data

★	Active	Name	Responses	Tasks
★	<input type="checkbox"/>	2009 Senior Honors Survey Modified on: Sep 10, 2009	24	Edit Results Send View Collaborate Copy Translate Delete
★	<input type="checkbox"/>	529 Modified on: Nov 5, 2012	3	Edit Results Send View Collaborate Copy Translate Delete
★	<input type="checkbox"/>	Advertising Campaigns Evaluation Modified on: May 16, 2006	24	Edit Results Send View Collaborate Copy Translate Delete
★	<input type="checkbox"/>	Bourne Matrix Questions - 10:00 Class Modified on: Sep 4, 2013	17	Edit Results Send View Collaborate Copy Translate Delete
★	<input type="checkbox"/>	EBCH Spring Survey for Distribution Modified on: Aug 15, 2013	133	Edit Results Send View Collaborate Copy Translate Delete
★	<input type="checkbox"/>	Enterprise Group Project Feedback Modified on: May 19, 2010	0	Edit Results Send View Collaborate Copy Translate Delete
★	<input checked="" type="checkbox"/>	Farmer's Market for Distribution Modified on: Oct 20, 2013	94	Edit Results Send View Collaborate Copy Translate Delete

Send

2009 Senior Honors Survey ▾

Activate Survey



Need respondents? Use Qualtrics Panels. [Click here](#) to get a quote.

Survey Is Not Active

[Activate your survey to collect responses](#) ➡

Your survey is inactive for the following reasons:

- **Quality Control**

The survey cannot be taken by recipients and allows you to review it before it can be taken.

- **Ease of Building**

In "Edit Survey" you have access to quick and simple build modes that are not available with active surveys.

- **Data Integrity**

Since no one can take an inactive survey you don't need to worry about invalidating your data. Once data has been collected you must be careful not to invalidate results when modifying the survey.

A survey should not be activated until you are ready to collect responses from recipients.

Send

✓ Survey was activated on: **Feb 20 2014 2:27 AM**

Close Survey



Need respondents? Use Qualtrics Panels. [Click here](#) to get a quote.

Your Anonymous Survey Link:

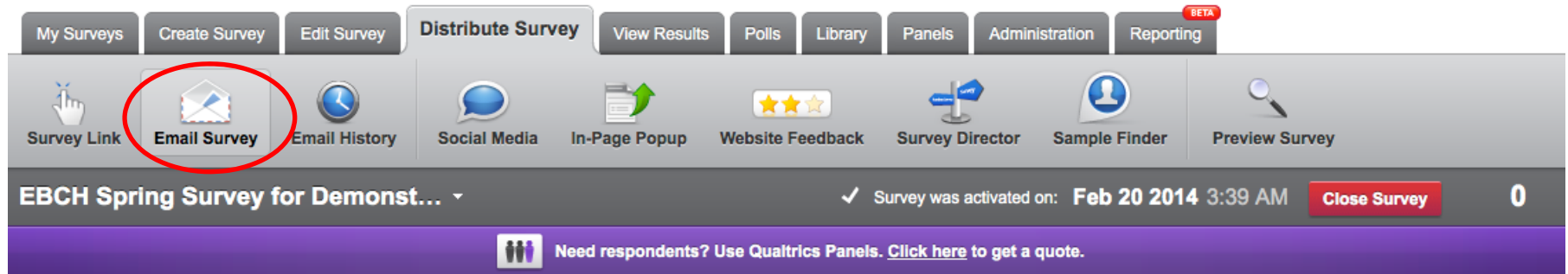
http://rwu.co1.qualtrics.com/SE/?SID=SV_71d8YigyY8aAKe8

You can copy this link, then paste it into an email or website.

Note: This will not track identifying information. If needed, try our [Survey Mailer](#)

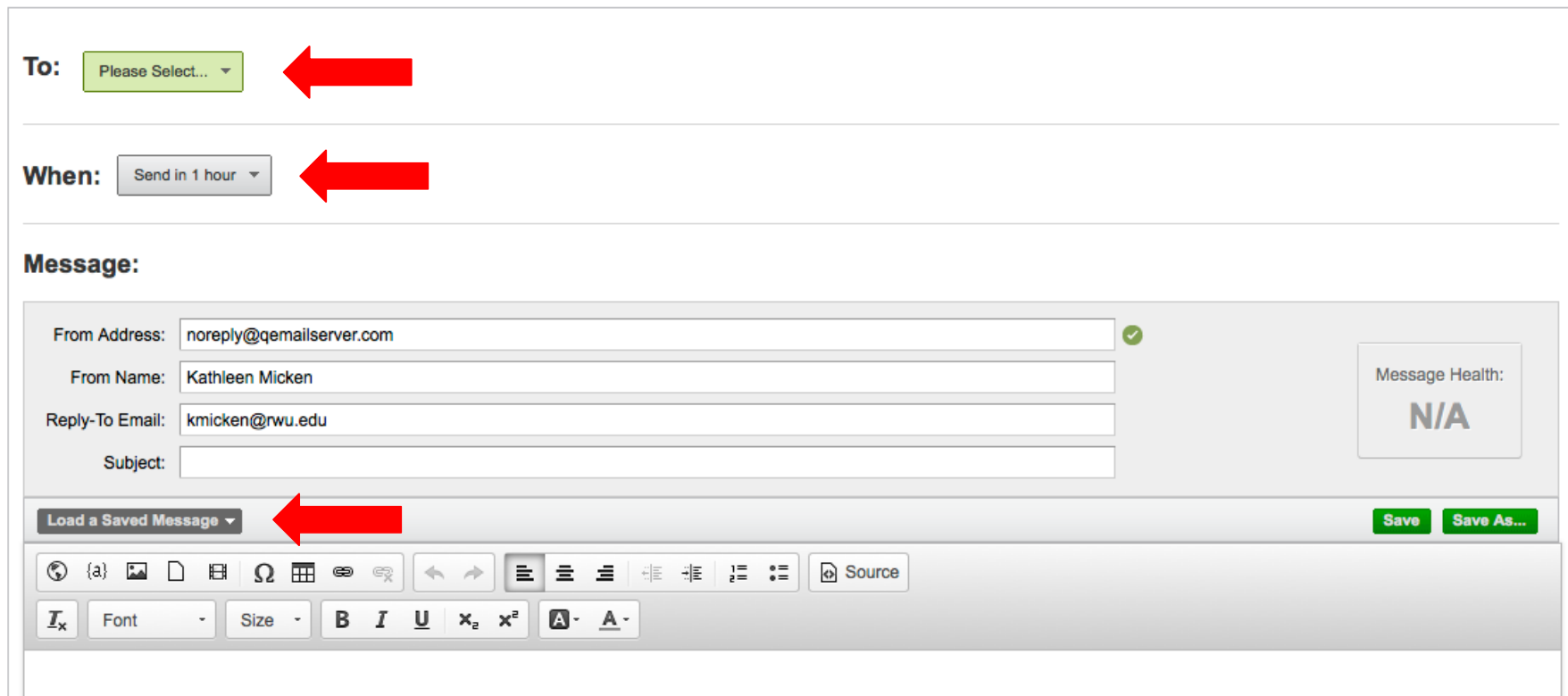
★	Active	Name	Responses	Tasks
My Surveys				
★	✓	2009 Senior Honors Survey Modified on: Feb 20, 2014	24	 Edit  Results  Send  View  Collaborate  Copy  Translate  Delete

Distribution via Mailer



The image shows the top navigation bar of the Qualtrics dashboard. It features a series of tabs: 'My Surveys', 'Create Survey', 'Edit Survey', 'Distribute Survey' (highlighted with a red circle), 'View Results', 'Polls', 'Library', 'Panels', 'Administration', and 'Reporting' (marked with a 'BETA' badge). Below these tabs is a row of icons for various survey distribution methods: 'Survey Link', 'Email Survey' (highlighted with a red circle), 'Email History', 'Social Media', 'In-Page Popup', 'Website Feedback', 'Survey Director', 'Sample Finder', and 'Preview Survey'. Below the icons, a status bar for the 'EBCH Spring Survey for Demonst...' shows it was activated on 'Feb 20 2014 3:39 AM' and has '0' responses. A red 'Close Survey' button is also present. A purple banner at the bottom encourages using Qualtrics Panels for respondents.

EBCH Spring Survey for Demonstration



The image shows the 'EBCH Spring Survey for Demonstration' configuration page. It includes fields for 'To:' (a dropdown menu with 'Please Select...' and a red arrow pointing to it), 'When:' (a dropdown menu with 'Send in 1 hour' and a red arrow pointing to it), and 'Message:'. The 'Message:' section contains fields for 'From Address:' (noreply@qemailserver.com), 'From Name:' (Kathleen Micken), 'Reply-To Email:' (kmicken@rwu.edu), and 'Subject:'. A 'Load a Saved Message' dropdown is also present with a red arrow pointing to it. On the right, a 'Message Health:' box shows 'N/A'. At the bottom right, there are 'Save' and 'Save As...' buttons. The bottom of the form features a rich text editor toolbar with various icons for text formatting and insertion.

Why Qualtrics?

Cool Features



- Collaboration
- Customization
- Options (Questions)
- Options (Delivery)
- **Options (Downloads)**


Downloading Data





My Surveys Create Survey Edit Survey Distribute Survey **View Results** Polls Library Panels Administration Reporting BETA

 View Reports  Responses  Download Data  Cross Tabulation

Surveys Started: **133** 77%
Surveys Completed: **103** 
[Stats...](#)

EBCH Spring Survey for Distributi... ▾

Initial Report ▾  New Report

Copy Report...  Public Report... Export Report    [Report Options ▾](#)


[Show Filters...](#) [Drill Down...](#)

▼ Questions

- ☒ **S1.** * Are you a current or former donor to the East Bay Coalition for the Homeless?
- ☒ **S2.** * I am a ...
- ☒ **FD1.** How did you originally hear about the EBCH? Check all that apply
- ☒ **FD2.** What motivated you to donate to the EBCH? Check all that apply.
- ☒ **FD3.** How involved were you with the EBCH? Check all that apply.
- ☒ **FD4.** I believed my donation to the EBCH was put to good use.



[+ Add a Filter to This Report...](#)

[Show Style Editor](#)

[Next Page](#) 

S1. * Are you a current or former donor to the East Bay Coalition for the Homeless?

[Add Graph](#) [Add Table](#) [More...](#) ▾

#	Answer	Response	%
1	No		84 72%
2	Yes		33 28%
	Total	117	100%

Questions:

All Questions

Welcome to the EBCAP/EBCH Survey! About Thi...

* Are you a current or former donor to the East Bay C

* I am a ...

How did you originally hear about the EBCH? Check a

Date range:

From:



To:

**Show Answers As:**☒ Coded Values ☐ Choice Text**Decimal Format Delimiter:**☒ Period ☐ Comma**Question Numbers:**☒ Yes ☐ No**Recode Values:**☐ Recode Seen but Unanswered Questions as **Randomization Reporting:**☐ Export Randomized Viewing Order data**Schedule Download:**

Download Now ▾

Send Email:☐ Send an email notifying me when file is ready to download**Zip Download:**☒ Compress the desired format into a .zip file before downloading**Format:****CSV**

This is a Comma Separated Values format of the raw data that can be easily imported into Excel, Access, or other programs. Each value in the response is separated by a comma, and each response is separated by a newline character.

SPSS

Statistical Package for the Social Sciences (SPSS) is one of the most widely used software packages for survey analysis. This is an SPSS sav data file with raw data, variable and value labels.

[Download SPSS Syntax File](#)[Download](#)*Options*[Download SPSS .sav File](#)String Width: [Having problems with international characters?](#)**Fixed Field Text**

This is a fixed-field-length format. A separate data map file specifies data offsets for various columns.

[Download Data Map Only](#)[Download](#)*Options*[Download fixed-field response data \(.txt\) and associated data map as a .zip](#)Column Widths: **XML**

This is the Extensible Markup Language (XML) format of the raw data, which is a general purpose markup language for easy interpretation.

Let's Look at a Survey!



east bay community action program
THE BRIDGE TO SELF-RELIANCE

Welcome to the EBCAP/EBCH Survey!



east bay coalition for the homeless

About This Survey

You are invited to participate in a survey about the EBCAP's housing program, the East Bay Coalition for the Homeless (EBCH). We are asking for your thoughts and perspectives because you currently receive the EBCAP newsletter or have been associated with the EBCAP or the EBCH in some way.

The EBCH is working with students at Roger Williams University to assess the organization's image. Your input will help us develop future programs to increase awareness of the EBCH's programs as well as expand the EBCH's outreach in the community.

Your responses are important to a successful outcome.

Your participation will involve completing this short survey which should take about 6 minutes. You may choose not to answer some or all of the questions, other than those marked with an asterisk. You may leave the survey at any time before completing it. Your name will not appear on your completed survey and no identifying information is being collected.

You can start the survey, pause and return later to finish, if you wish.
Questions preceded by an asterisk (*) are "required."

Risks and Benefits

There are no known risks from your participation. There is no cost to you and there is no compensation beyond the knowledge that you have helped the East Bay Coalition for the Homeless. Participation will not result in your receiving solicitations from EBCAP or the EBCH other than those you may have already authorized.

Of course, all responses are confidential and anonymous. No individual responses will be reported; only grouped and aggregated data will be disseminated. We will not disclose any information that might reveal any individual's identity. The survey is hosted on a secure server and only the researchers who created it have access to the survey data.

Contact Information

You can obtain further information from the principal investigators, [Professor Kathy Micken](#) and the Spring 2013 Marketing Special Topics class. If you have questions concerning your rights as a research subject, you may call the Roger Williams University Human Subjects Review Board administrator at 401-254-3369.

The "Forward button" (>>) below will take you to the first page of the survey.

Clicking the button indicates that you have read this form, that you are 18 years of age or older, and that you consent to participate in the survey.



Let's Create a Survey!

My Surveys

Create Survey

Edit Survey

Distribute Survey

View Results

Polls

Library

Panels

Administration

Reporting ^{BETA}



Create Survey



Email Survey



View Results



Message Center

All Surveys ▾

Manage Folders

Accept Shared Survey

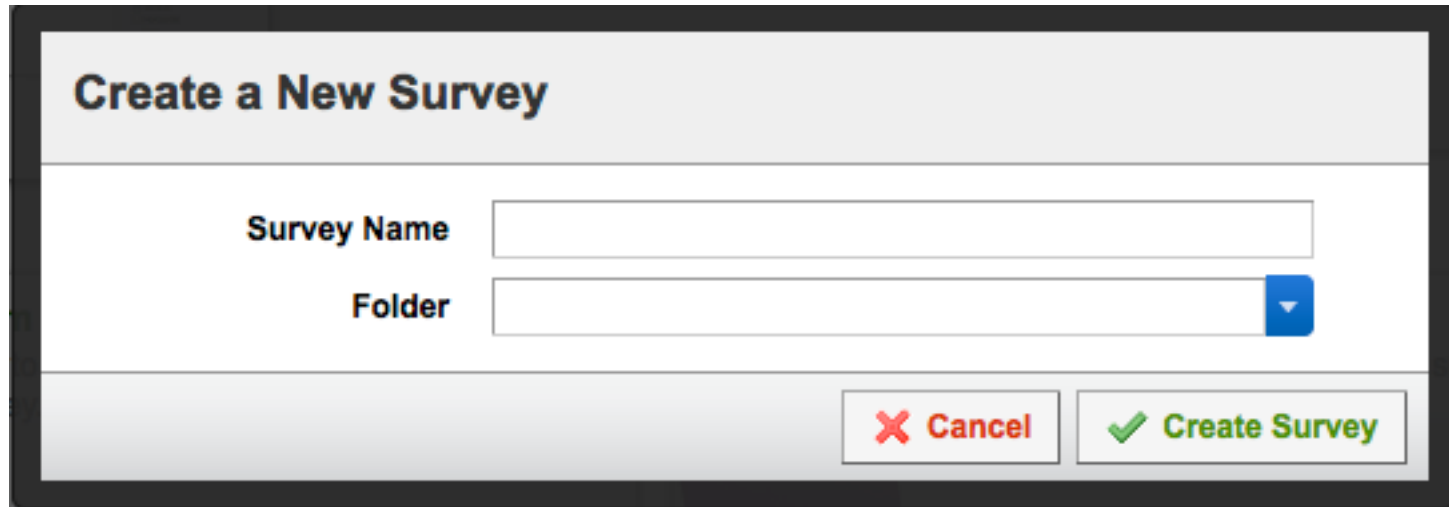
Survey Search...

Show More Data ▾

★	Active	Name	Responses	Tasks
My Surveys				
★	<input type="checkbox"/>	2009 Senior Honors Survey Modified on: Sep 10, 2009	24	
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★	<input type="checkbox"/>	Enterprise Group Project Feedback Modified on: May 19, 2010	0	
★	<input checked="" type="checkbox"/>	Farmer's Market for Distribution Modified on: Oct 20, 2013	94	

Don't know where to start? Pick a survey template from a variety of categories.





The image shows a 'Create a New Survey' dialog box. It has a title bar at the top. Below the title bar, there are two input fields: 'Survey Name' and 'Folder'. The 'Survey Name' field is a standard text input. The 'Folder' field is a dropdown menu with a blue arrow icon on the right. At the bottom right of the dialog, there are two buttons: 'Cancel' with a red 'X' icon and 'Create Survey' with a green checkmark icon.

Create a New Survey

Survey Name

Folder ▼

✕ Cancel ✓ Create Survey

Enter a name for your survey

Do not have to designate a folder

Click, "Create Survey"

My Surveys

Create Survey

Edit Survey

Distribute Survey

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BETA



Look & Feel



Survey Options



Survey Flow



Print Survey



Spell Check



Preview Survey



Launch Survey

Test ▾

Last saved 20 Feb 2014 at 1:57am

Search survey contents...

▼ Default Question Block

Block Options ▾

Copy Items From...

+ Create a New Item ▾

Minimize Block

Remove Block

▼ Default Question Block

Block Options ▾



Click to write the question text

- ☐ Click to write Choice 1
- ☐ Click to write Choice 2
- ☐ Click to write Choice 3

Copy Items From...

+ Create a New Item ▾

Minimize Block

Add Block

Change Item Type

Multiple Choice ▾

Choices

− 3 + [Edit Multiple](#)

☐ Automatic Choices

Answers

☒ Single Answer
☐ Multiple Answer

[More](#)

Position

☒ Vertical
☐ Horizontal

[More](#)

Questions?

