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

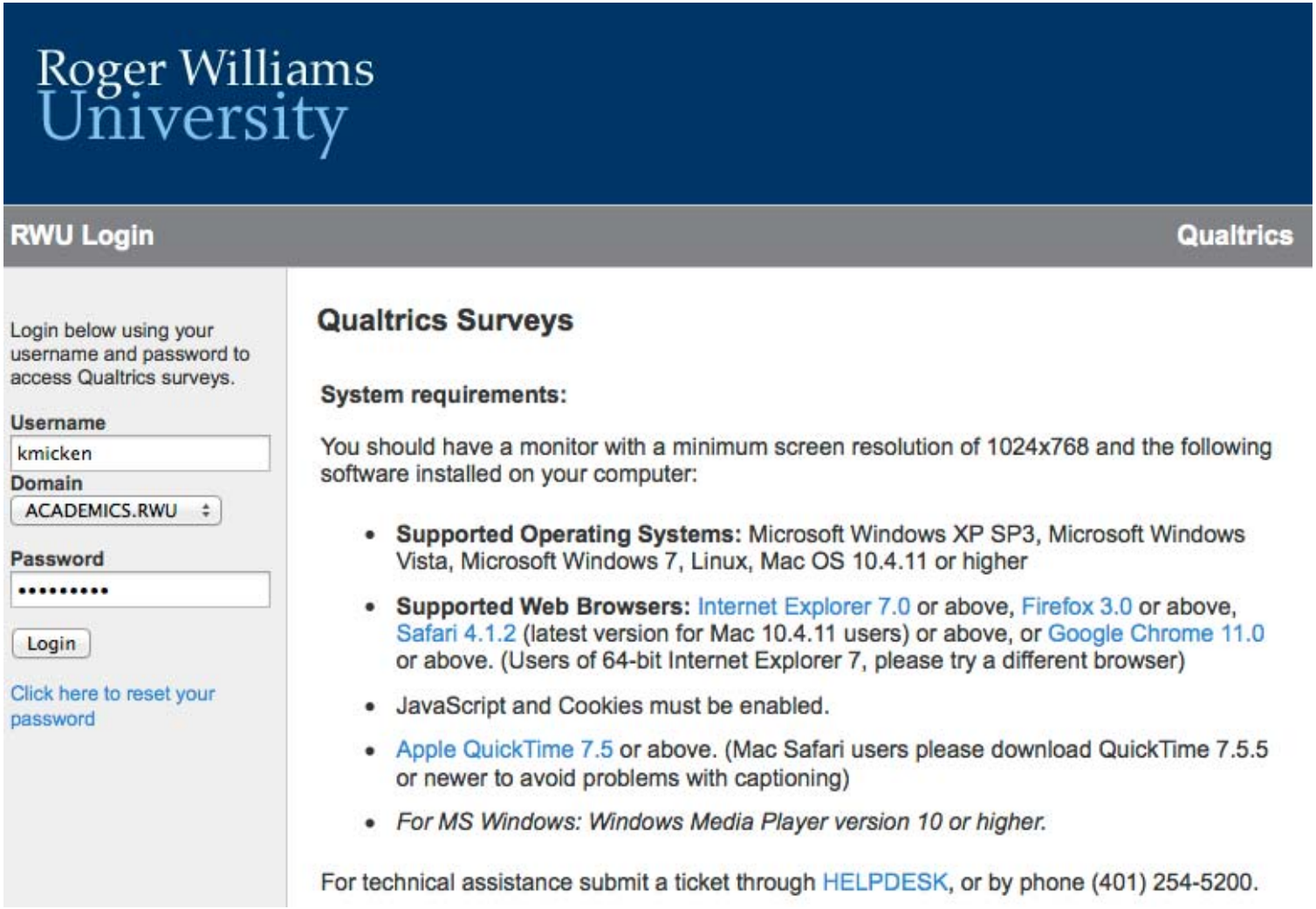
- **Research**
- **Class Surveys/Feedback**
- **Faculty Surveys**
- **Quick Polls**

Why Qualtrics?

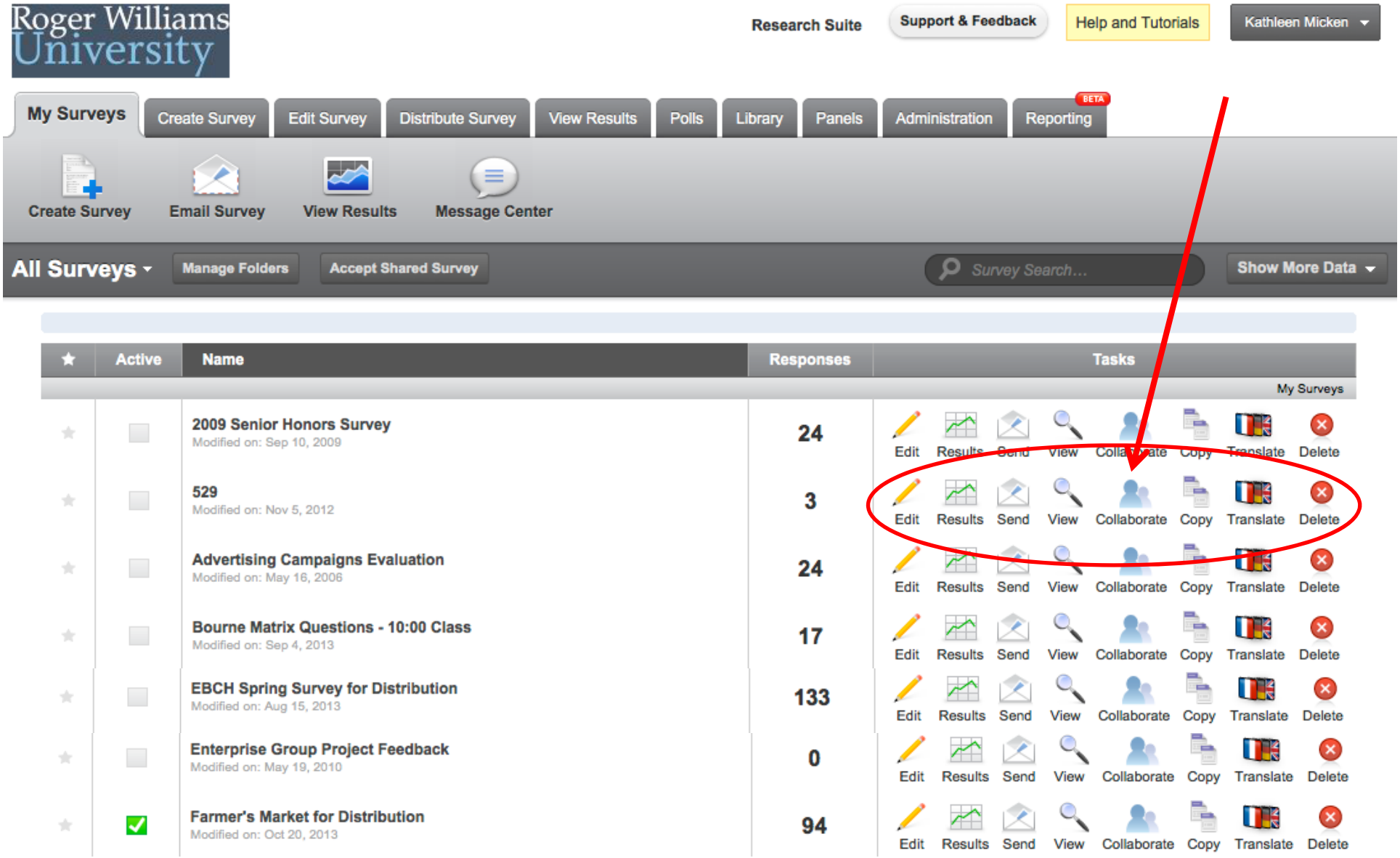
Cool Features

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

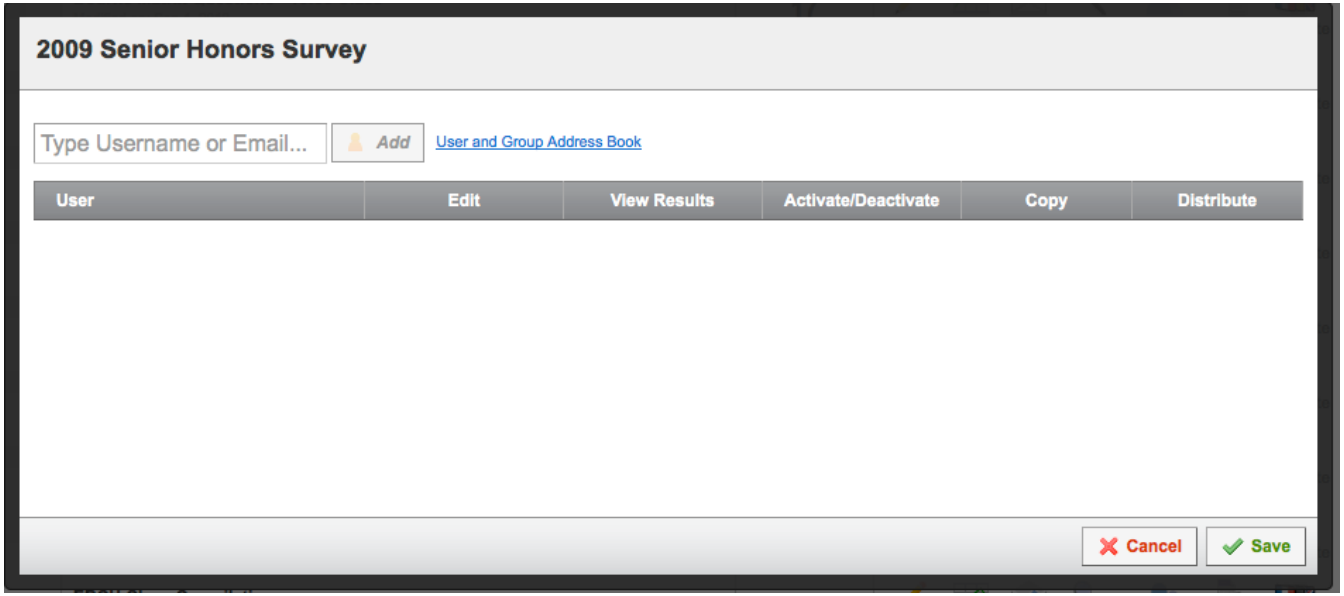
Logging In
https://surveys.rwu.edu

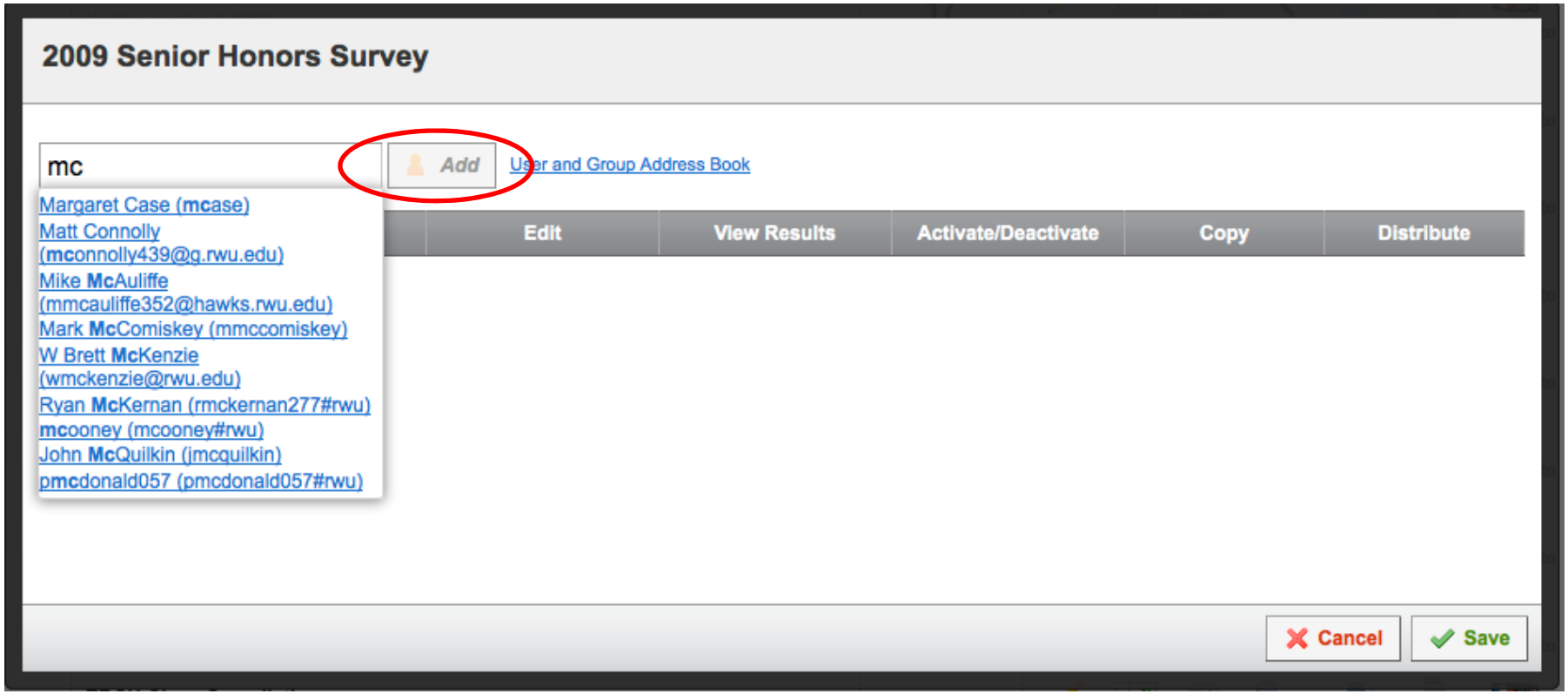


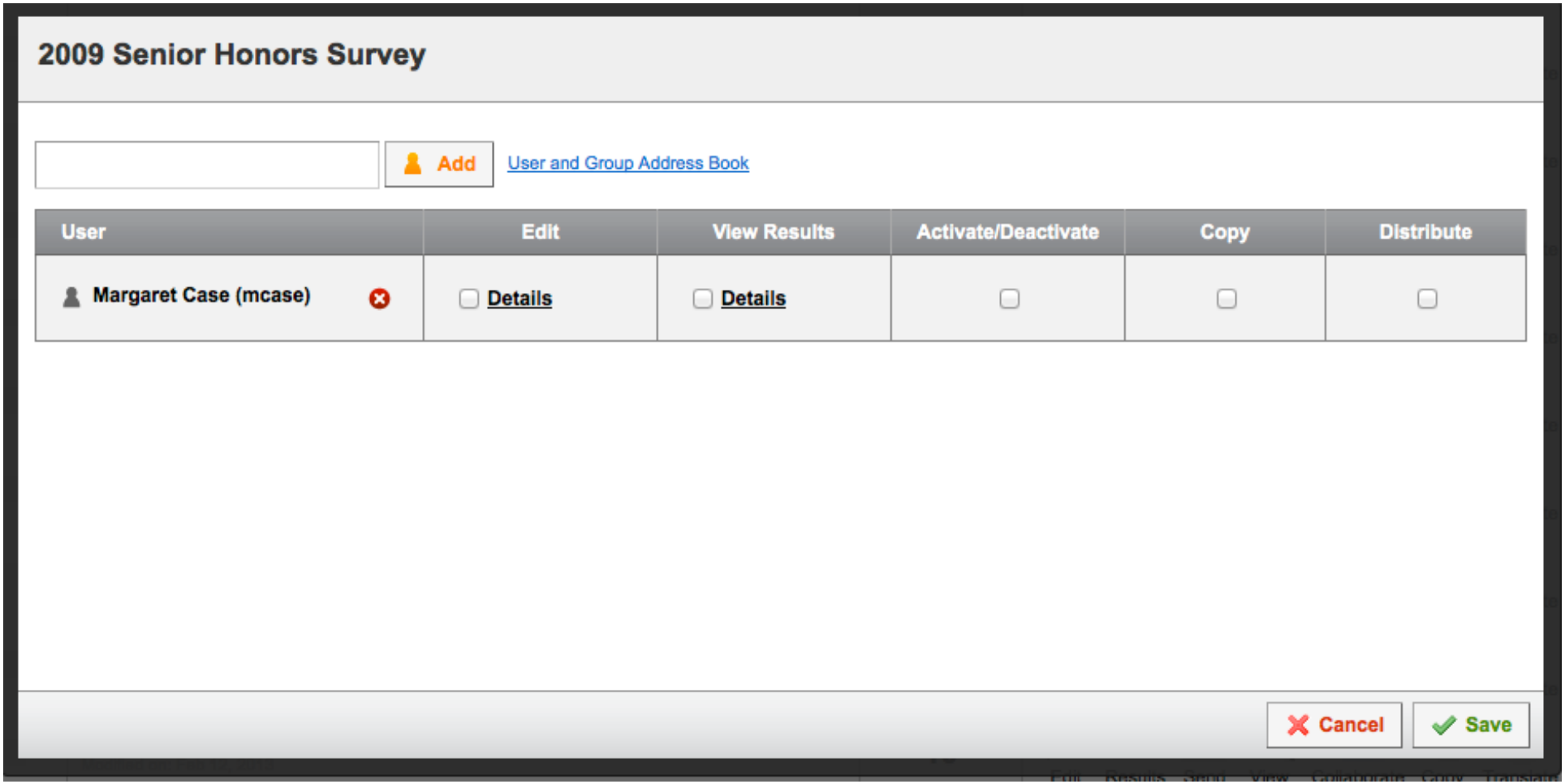
Collaboration



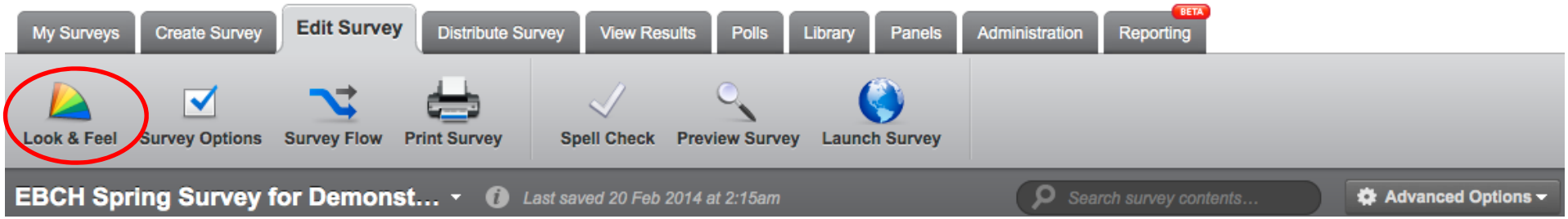
Collaborate

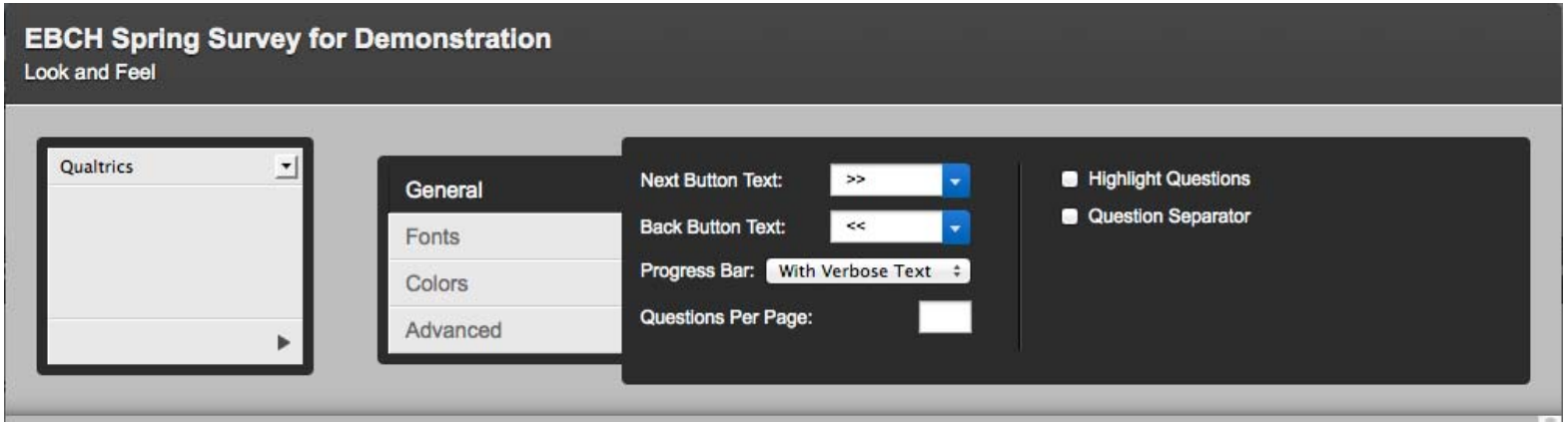




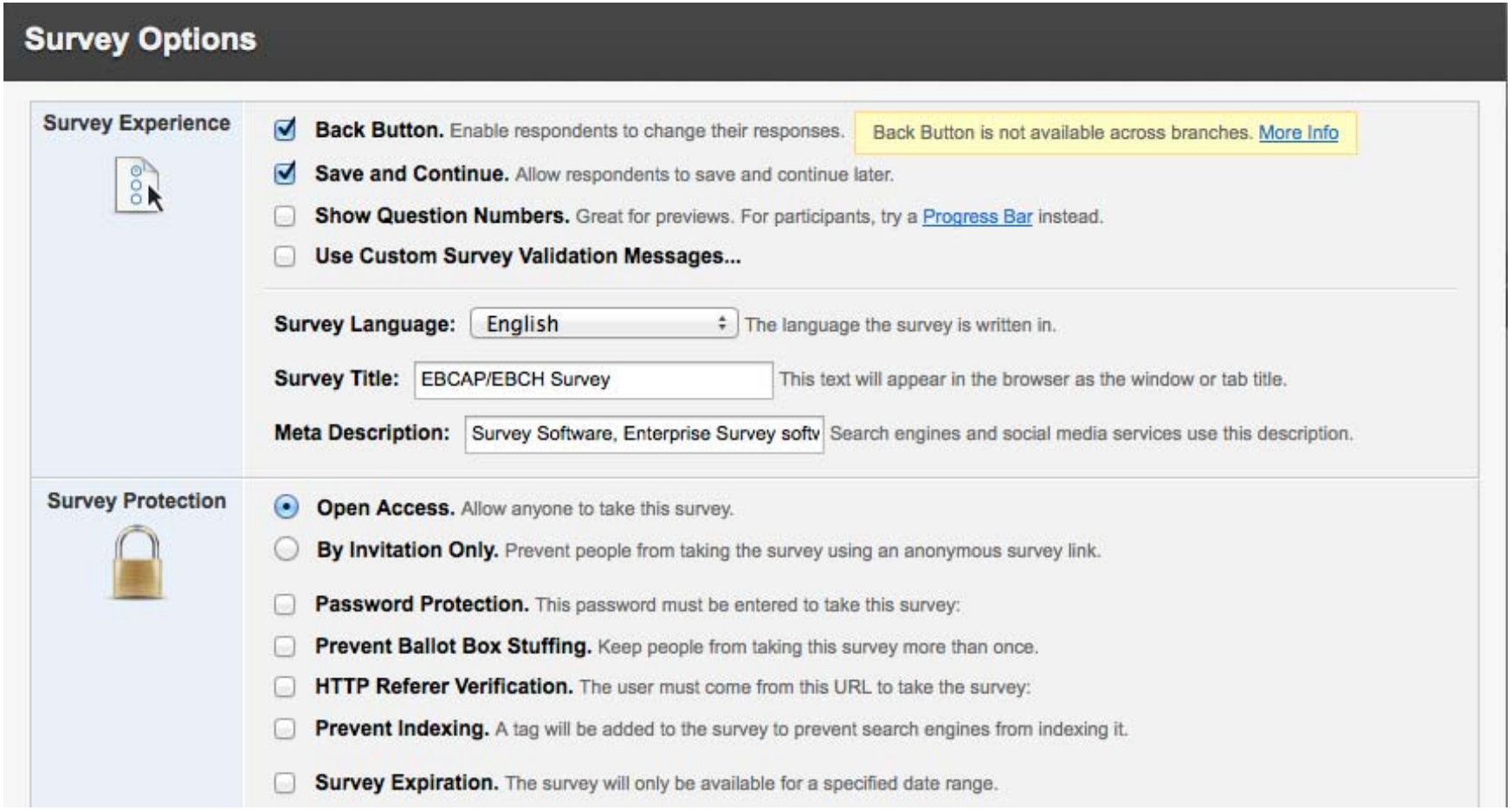

2009 Senior Honors Survey
Add
User and Group Address Book
User
Edit
View Results
Activate/Deactivate
Copy
Distribute
Margaret Case (mcase)
Details
Details
Cancel
Save

Customization

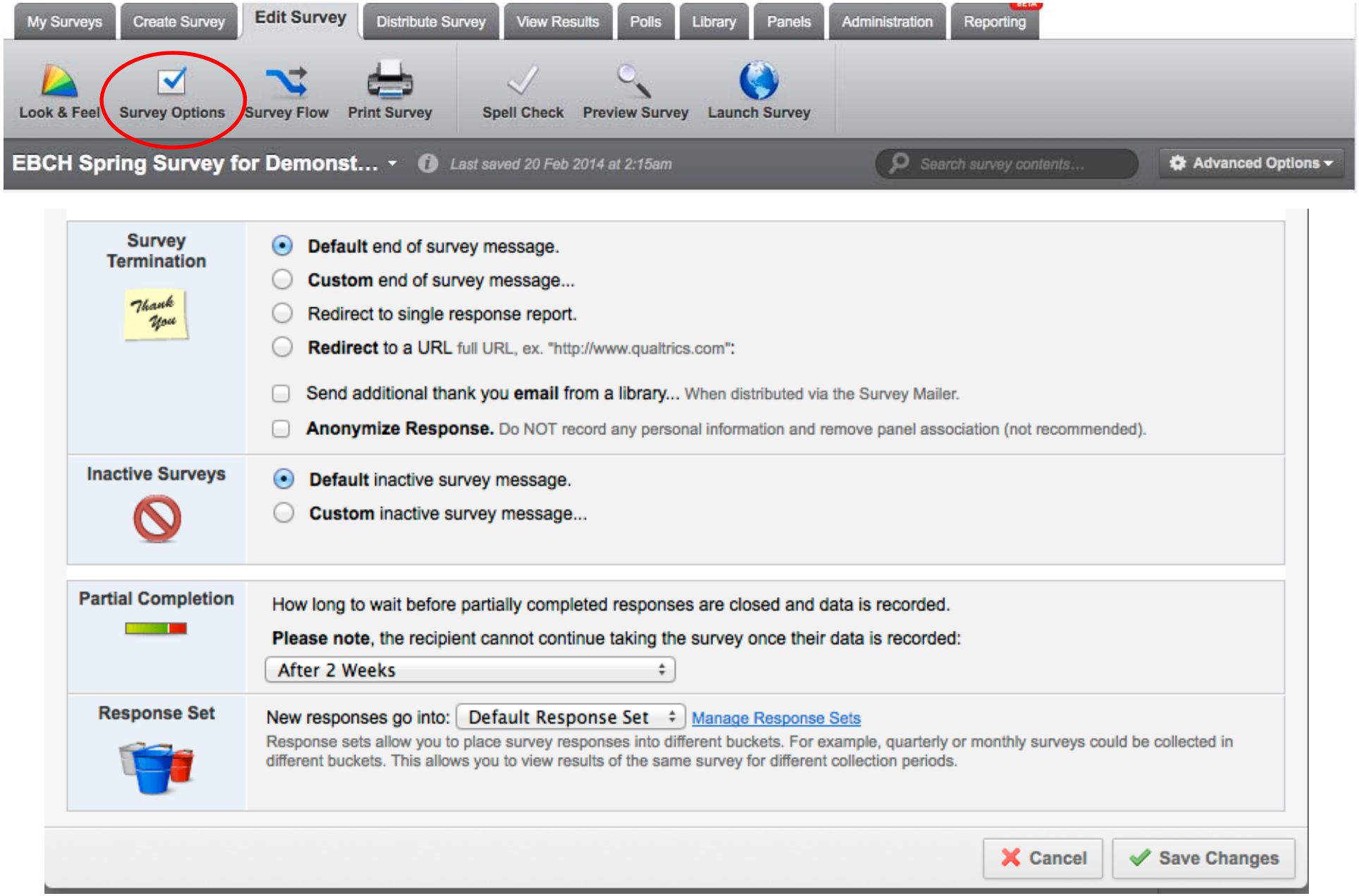




Customization



Customization



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?

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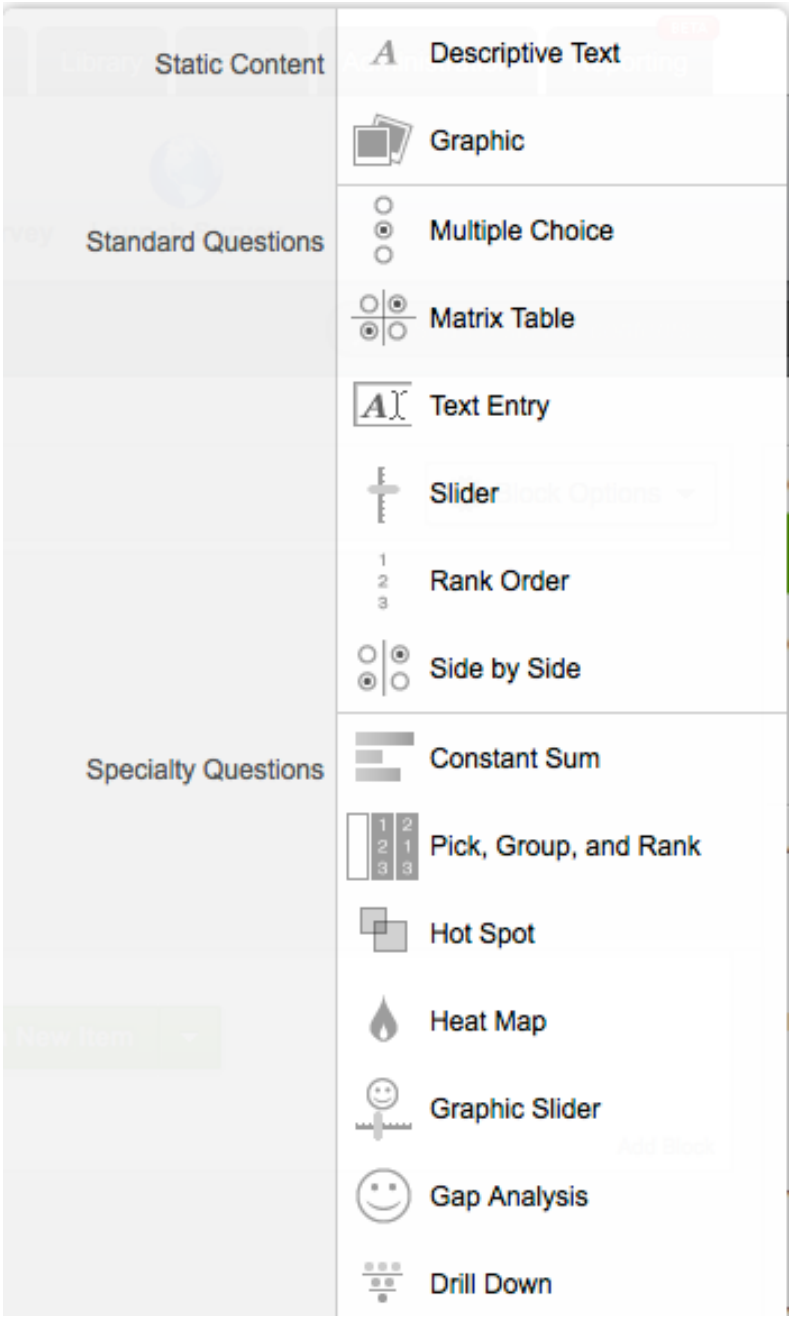
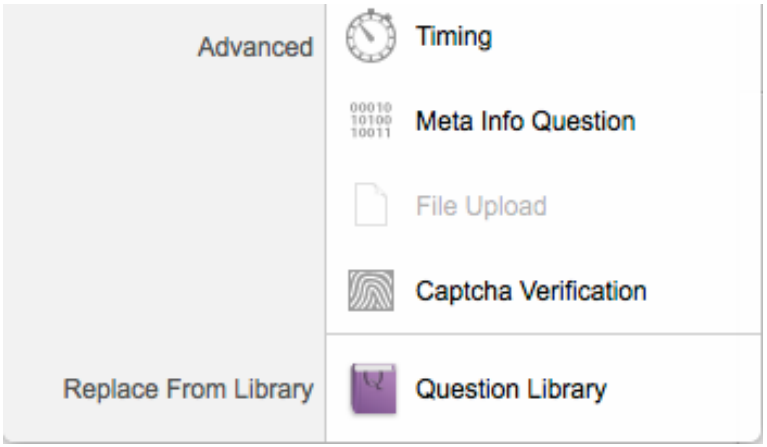
- Options (Delivery)
- Options (Downloads)

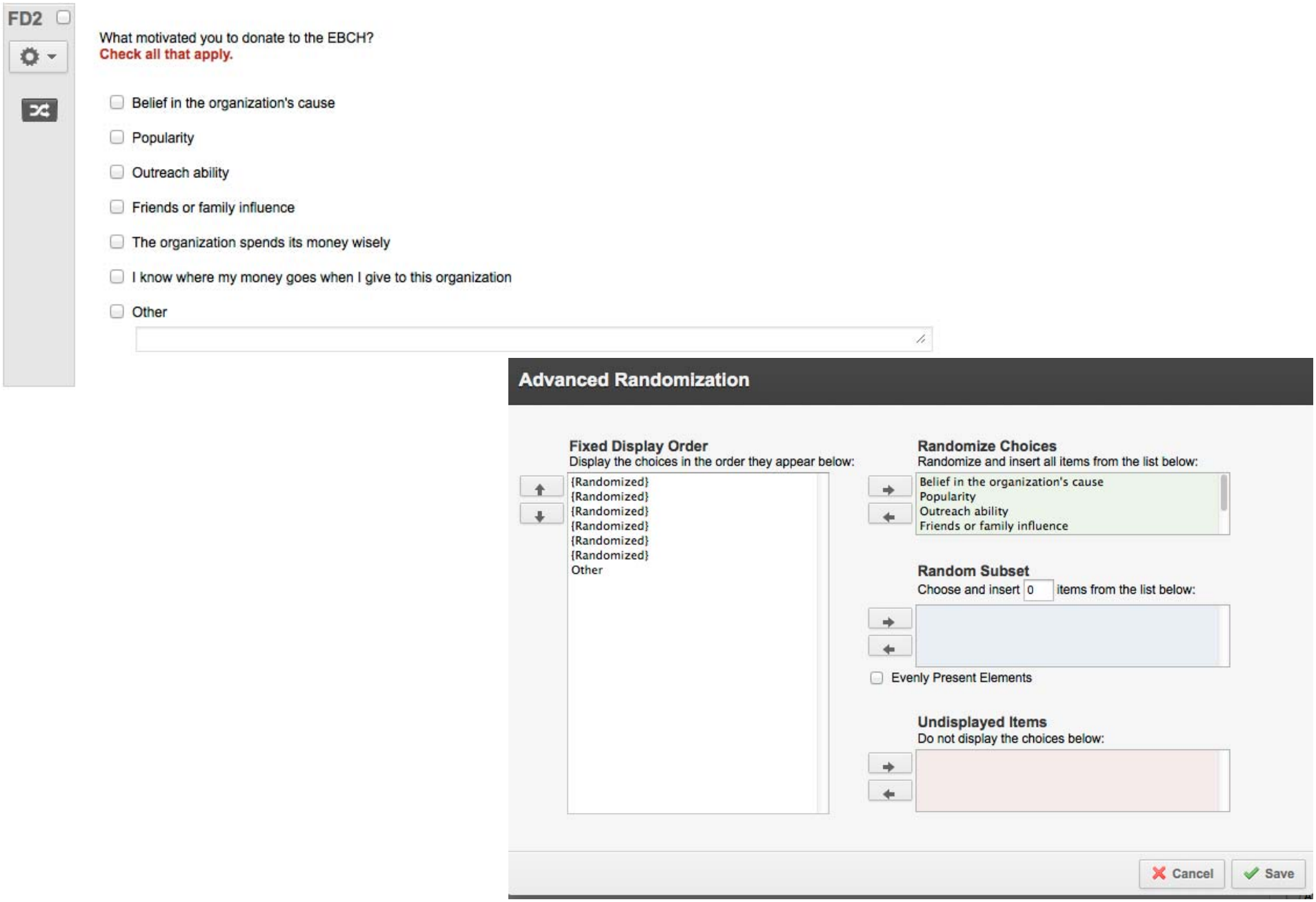
Question Types

Many, many, many, many, many choices

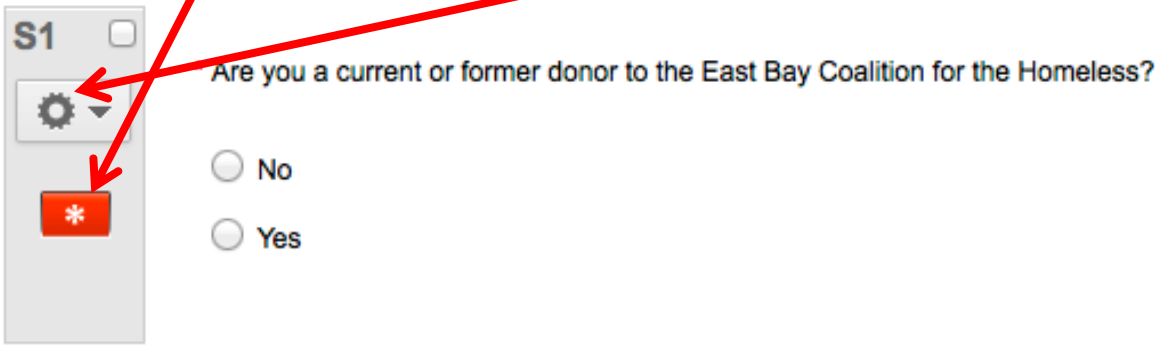


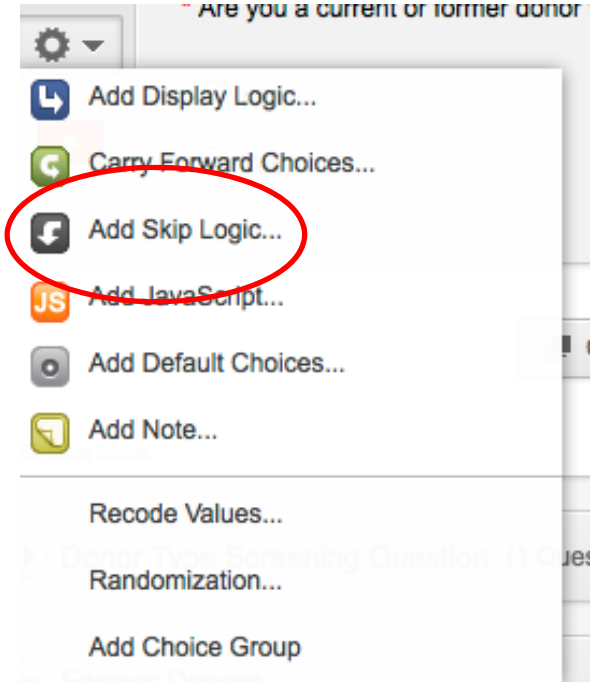


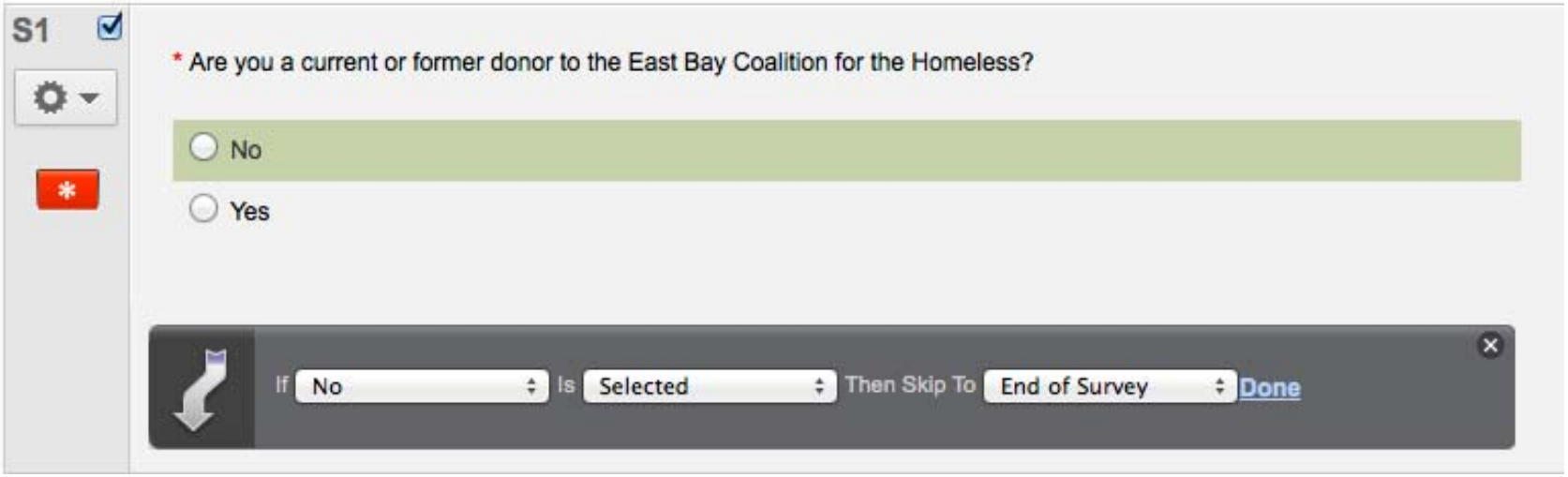
Question Formatting: Randomization



Question Formatting:
Forced Choice & Skip Logic







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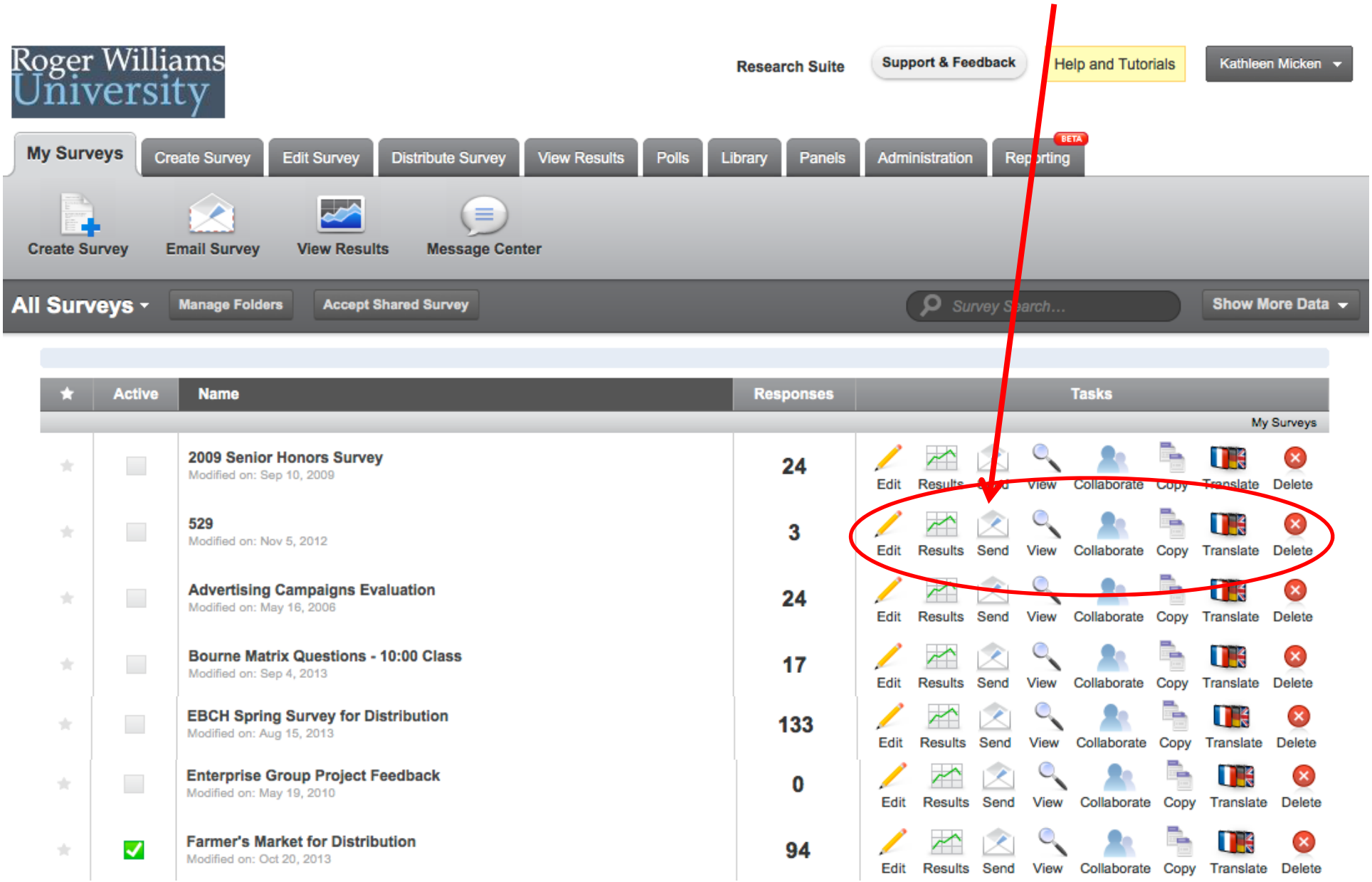
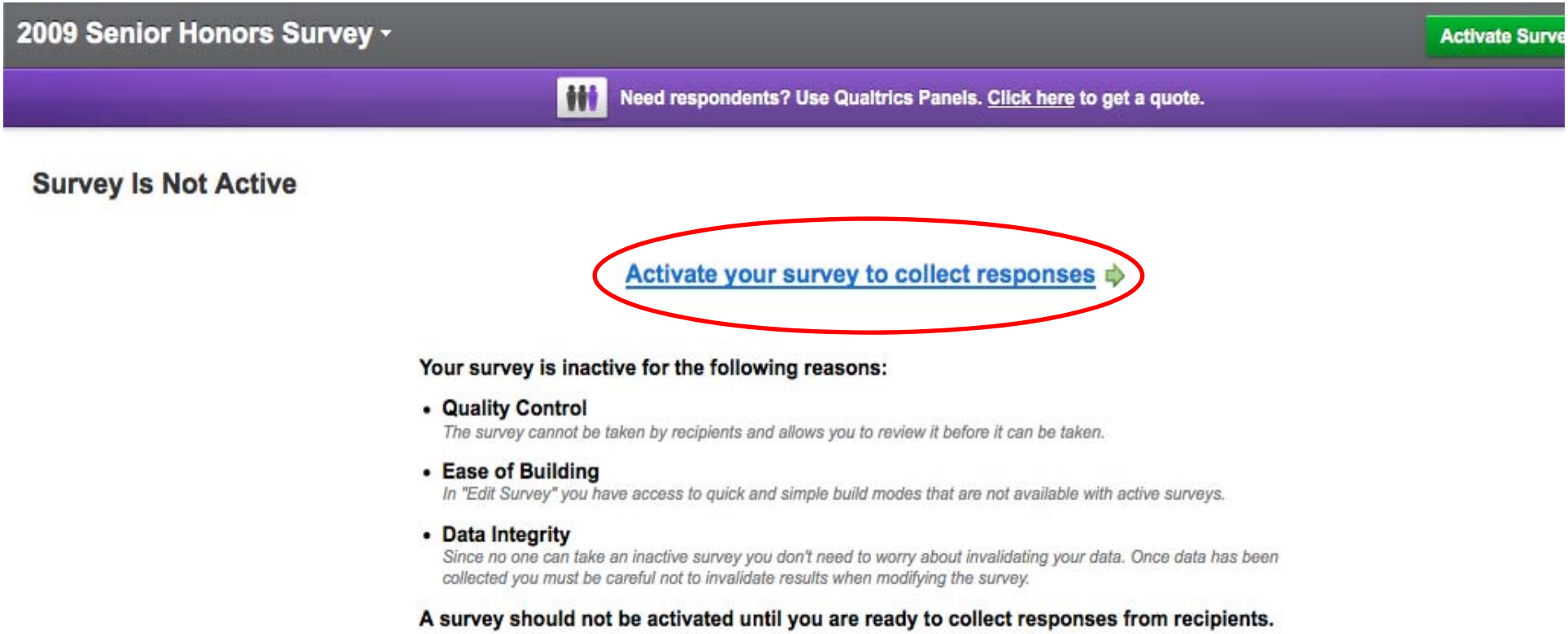
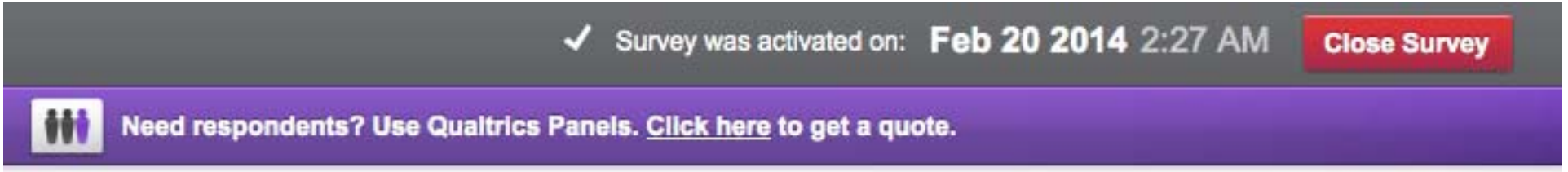
Distribution via Link



Send


2009 Senior Honors Survey
Activate Surve
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



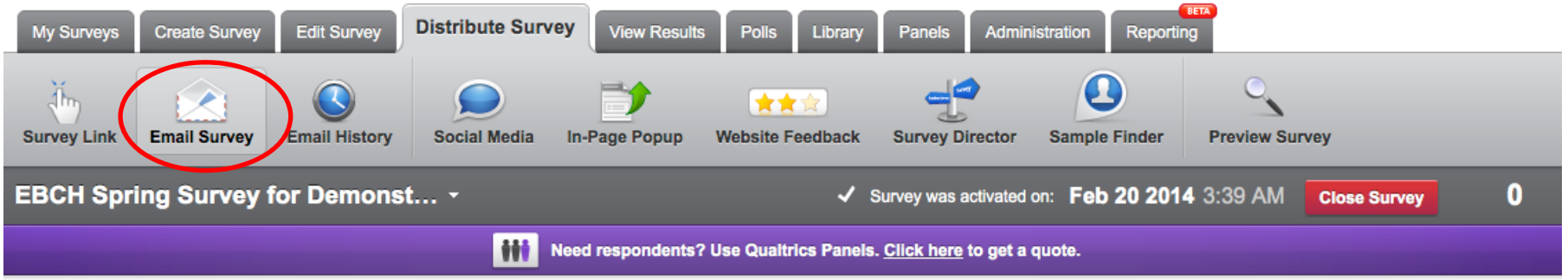
Your Anonymous Survey Link:

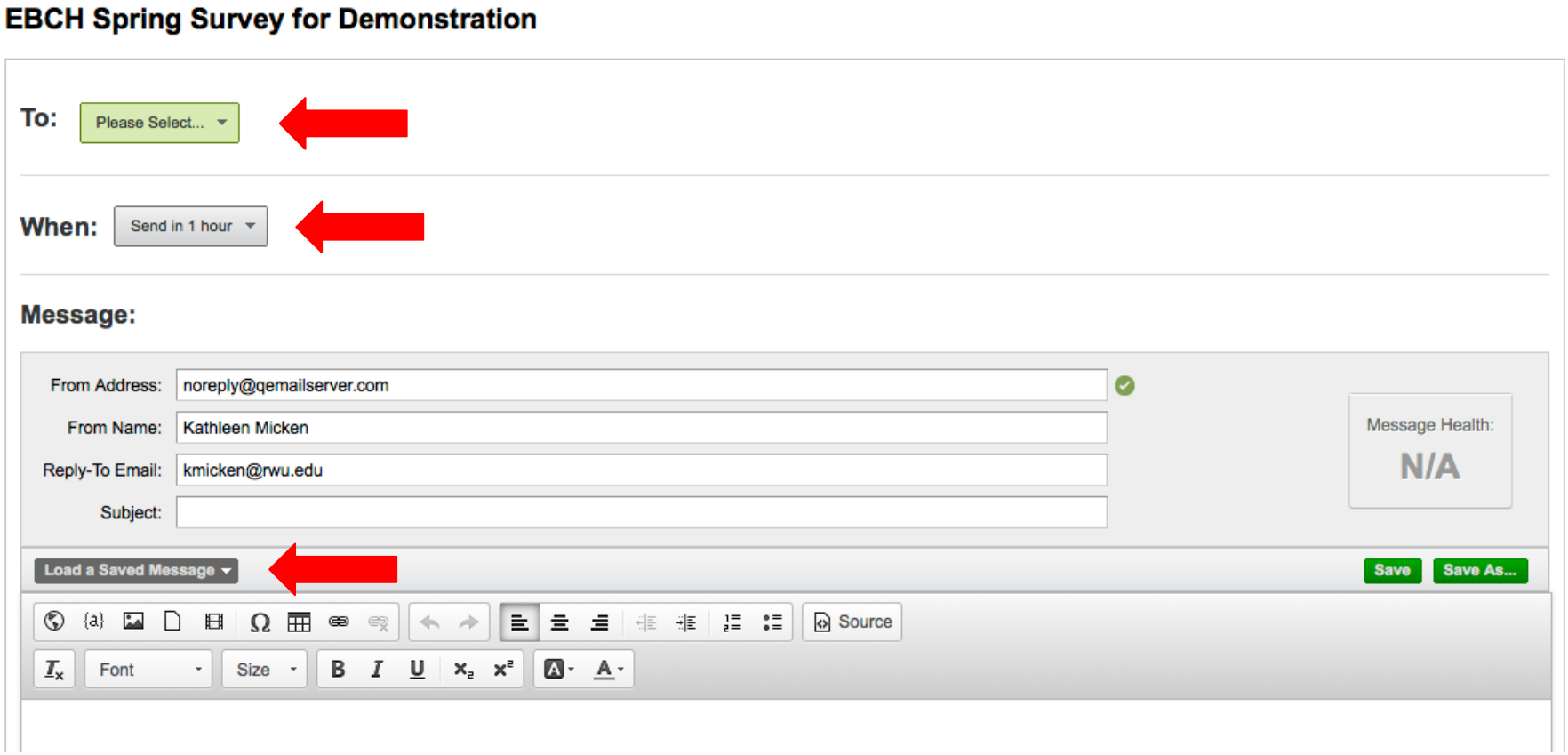
http://rwu.co1.qualtrics.com/SE/?SID=SV_71d8YigyY8aAKe8

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

Distribution via Mailer





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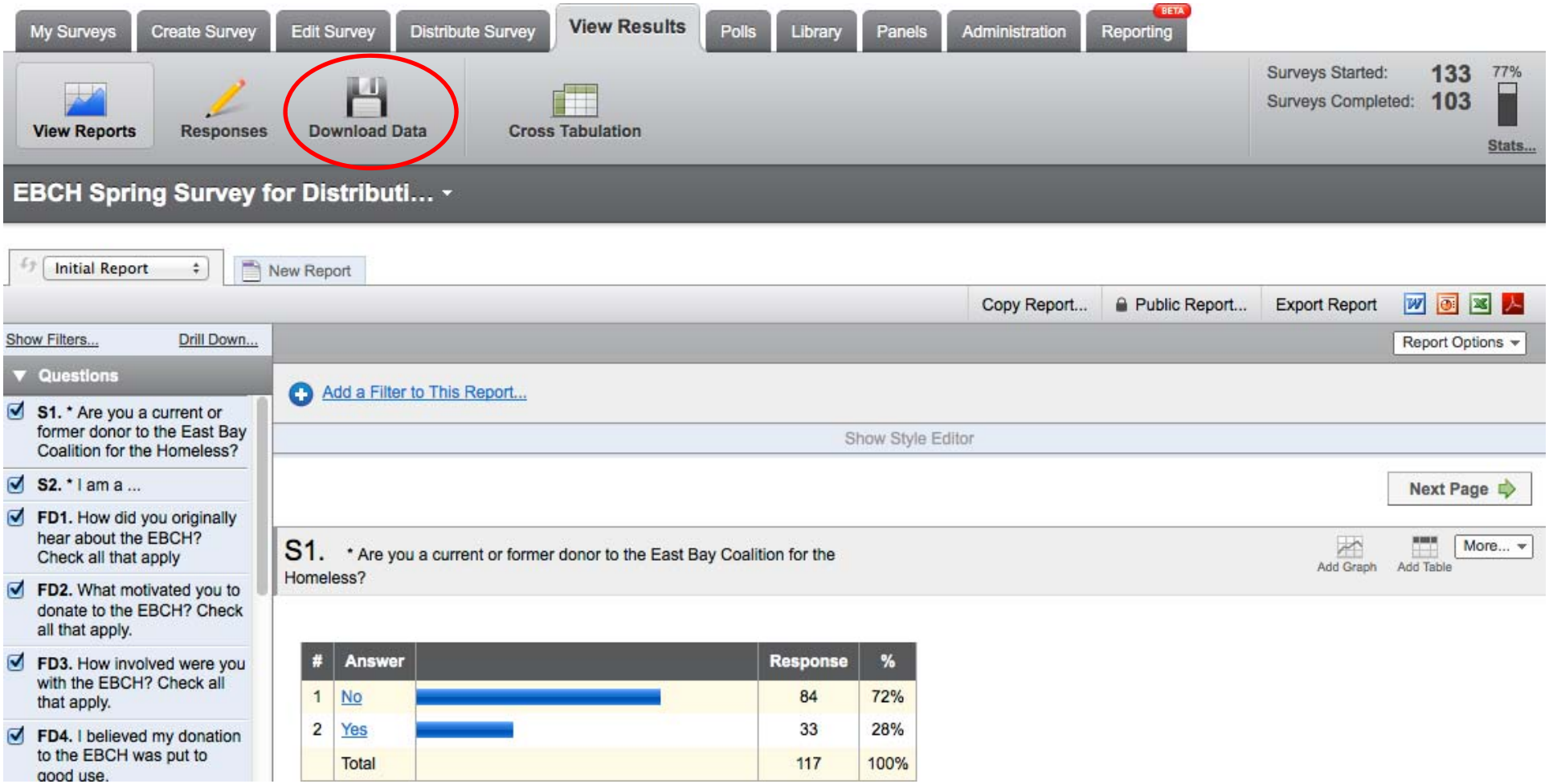
Downloading Data



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 -99

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:

[x] 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
Download SPSS .sav File

Options
String Width: Medium – 2,000

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
Download fixed-field response data (.txt) and associated data map as a .zip

Options
Column Widths: Short

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.

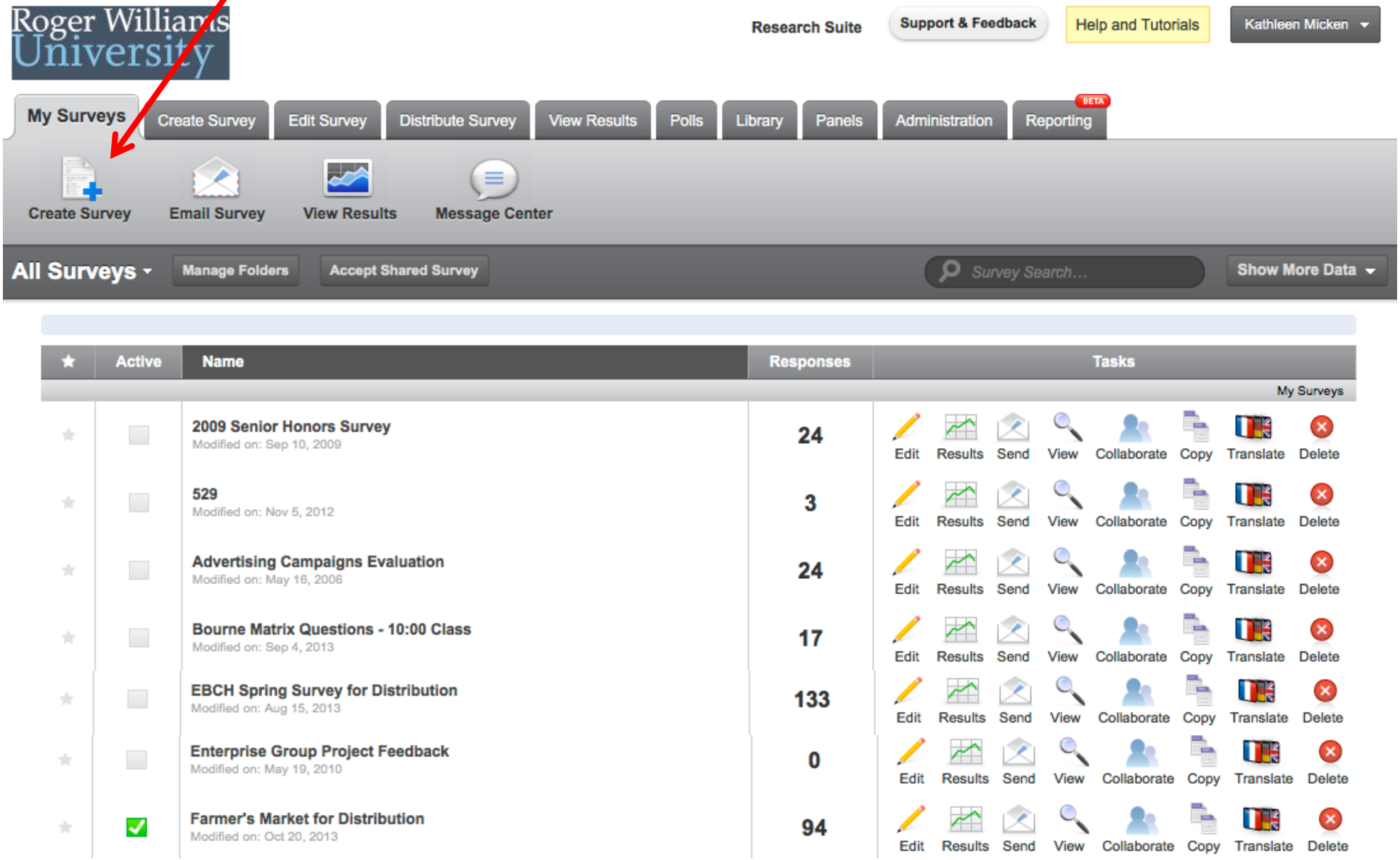
Contact Information

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.

cpc Community Partnerships Center at Roger Williams University

Let's Create a Survey!

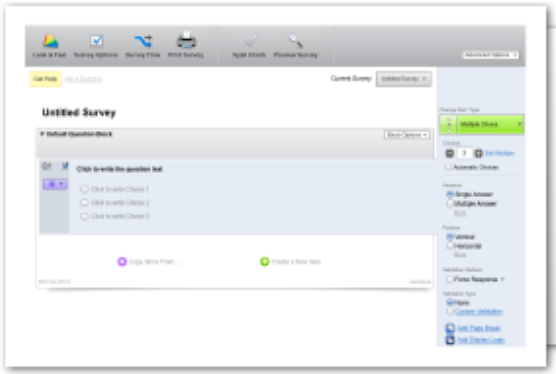


Roger Williams University

Research Suite | Support & Feedback | Help and Tutorials

My Surveys | Create Survey | Edit Survey | Distribute Survey | View Results | Polls | Library | Panels | Administration | Reporting (BETA)

How would you like to create your survey?



Quick Survey Builder

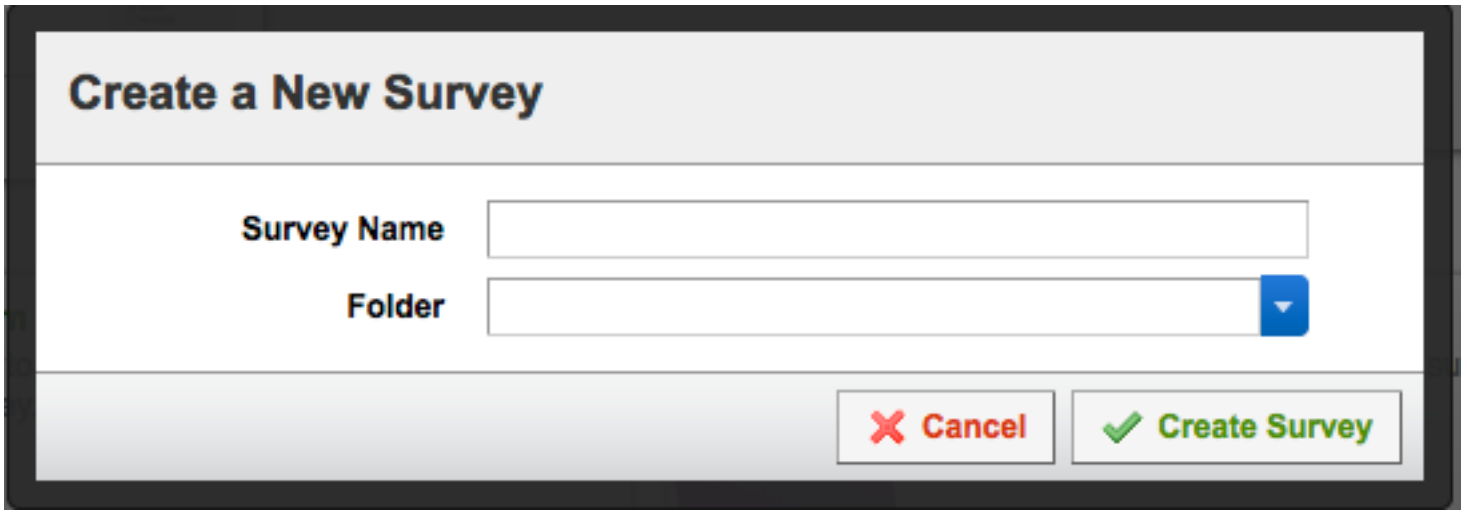
Looking for a fast and easy way to build a powerful survey?
Try our survey builder to accelerate your survey creation and start gathering results!

Create from Copy

Use this tool to help you create a survey based on an existing survey.

Survey Library

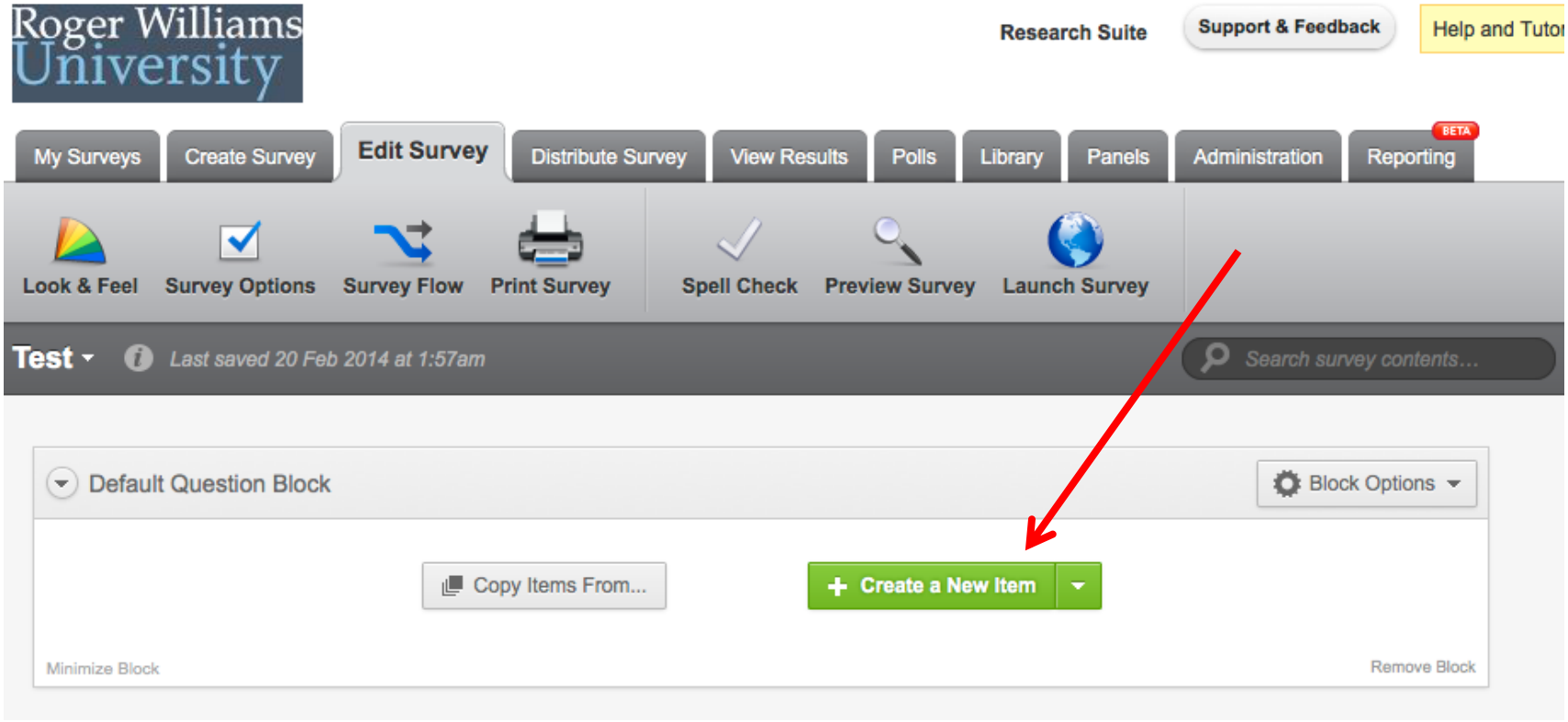
Don't know where to start? Pick a survey template from a variety of categories.

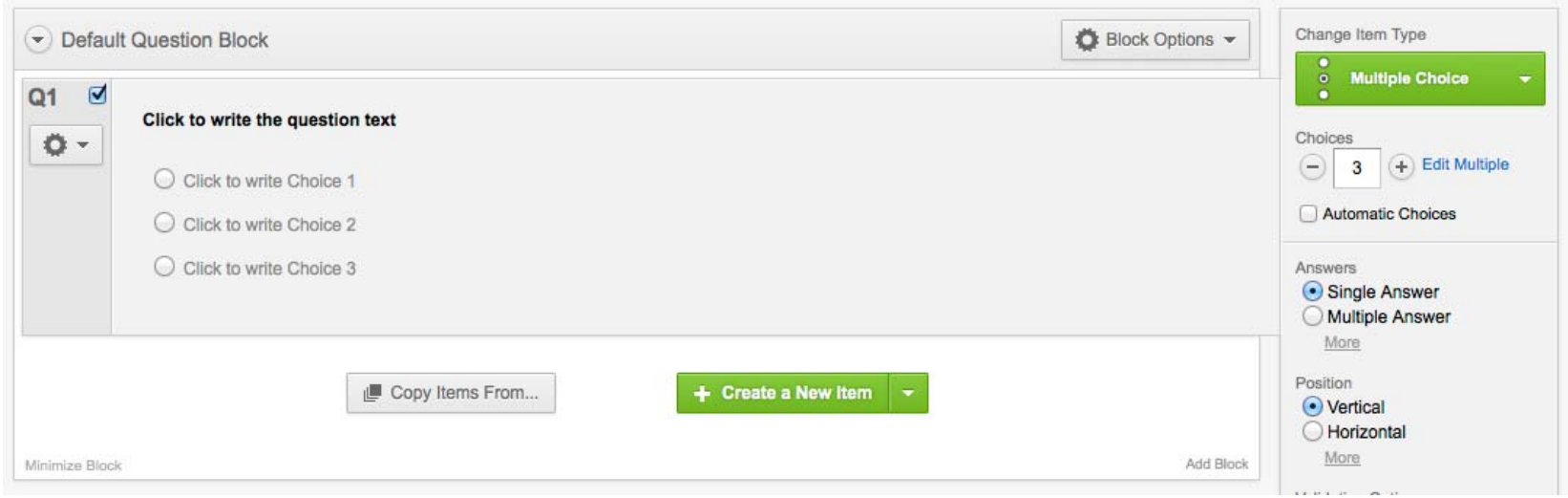


Enter a name for your survey

Do not have to designate a folder

Click, “Create Survey”


Roger Williams University
Research Suite
Support & Feedback
Help and Tuto
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
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
Q1
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?