

GVSU Qualtrics Tutorial

Starting a Survey

When you enter gvsu.qualtrics.com, you are directed to a page called “My Projects”. If you wish to continue a survey, click the survey title. If you wish to create a new survey, click “Create new project” in the top right corner.

Create new project

That will open a “Catalog” menu. While there are lots of options, this tutorial covers creating a survey from a blank survey.

Catalog

[All](#)[CoreXM & DesignXM](#)[CustomerXM](#)[ProductXM](#)[BrandXM](#)

Recents



Survey

Start with a blank survey and build it to fit your needs

Projects from scratch



Survey

Start with a blank survey and build it to fit your needs

Clicking “Survey” will prompt you to name your survey. This name is for your use only, it will not show up when the survey is distributed, so you don’t need to worry about respondents seeing it.

Survey

Start with a blank survey and build it to fit your needs

Name

Untitled project

How do you want to start your survey?

Create a blank survey project



You now have a new survey. If you would like to start from scratch, continue with the tutorial, but if you would like to look at the sample survey, click “tools”, “import survey”, and upload `template_survey.qsf`

Question Blocks

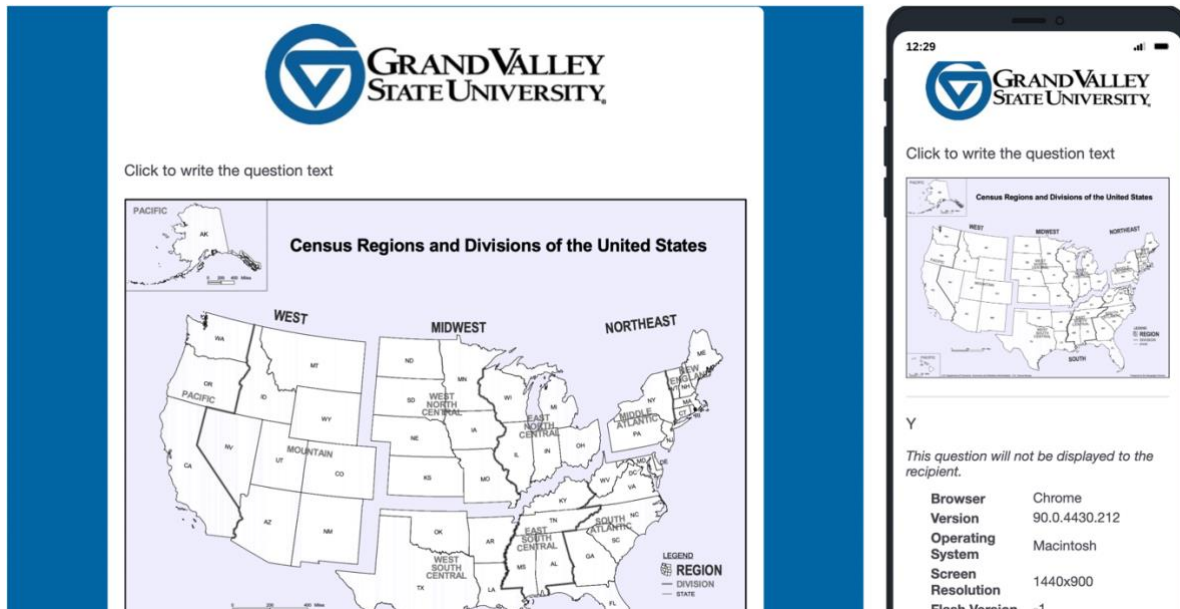
Your survey will start with a default question block. Your survey must have at least one block but could have many more. A block shows up on your survey as a page, so if you wish to have your respondents answer sets of questions at a time, you will want to add more blocks. There is a blue “Add Block” button after each block in your survey builder. A common use for blocks is consent. You usually do not want to show the survey to respondents who do not give their consent, so by making it its own block, skip logic (covered later) can be used to hide all other blocks from them and end the survey.

Common Tools

There are several common tools that will be quite helpful for you to use when creating a survey.

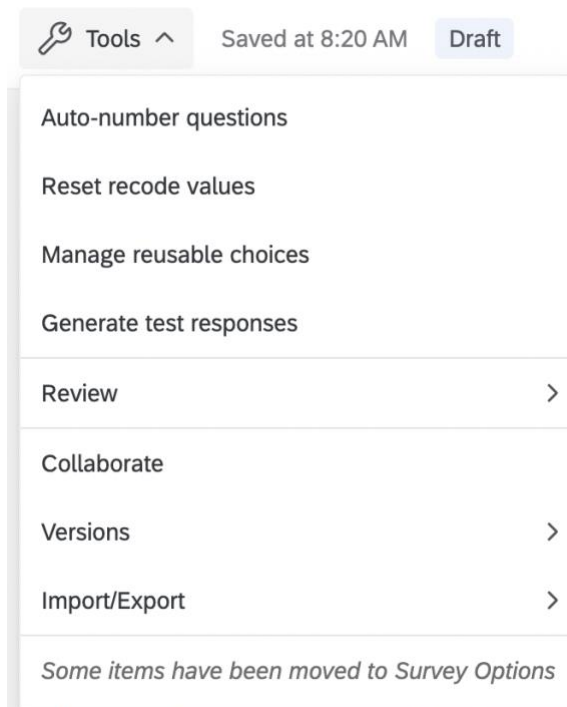
Preview

One of the most important tools for your use is the preview option. It can be accessed by clicking “Preview” in the top right of your screen. It shows you what your survey looks like on desktop as well as mobile. It also allows you to take your survey to check if the questions are showing up as you would like them too, as well as if skip logic is working.



Collaborate

Often, we do our surveys as part of a team, and it is helpful for our teammates to have access to the survey. The tool to share it with them is called Collaborate. It can be accessed through the “Tools” bar.



Selecting “Collaborate” opens the collaborate menu. Type the email of whomever you would like to give access to, click “Add” and then check all of the boxes that show up next to their email(edit, view reports, etc). This gives them the same abilities as you.

Publish

The publishing tool has two uses. The first is to make your survey public, allowing you to send it out to recipients. The second is called ExpertReview. If you click “Publish” in the top right corner, a menu pops up.

Publish survey

Publishing will update the version seen by respondents. It can take up to 5 minutes to reflect changes for respondents starting new survey sessions.

Details

User-published version

Add a description for your version history



ExpertReview

Survey strength: **Fair**

Recommendations: **2**

[View recommendations](#)

Cancel

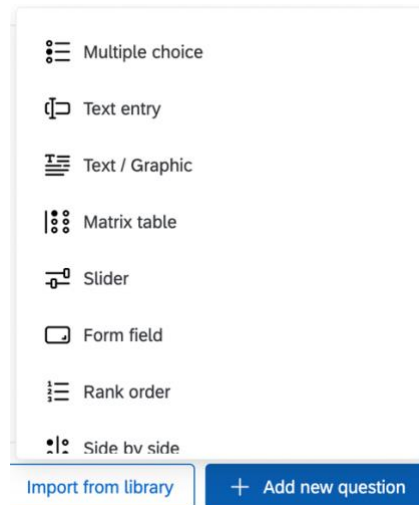
Publish

An ExpertReview score appears, along with a list of recommendations to make your survey better. By clicking “View recommendations” you will be able to see a detailed list of these recommendations. Following these will make your survey more respondent-friendly, giving you a higher response rate.

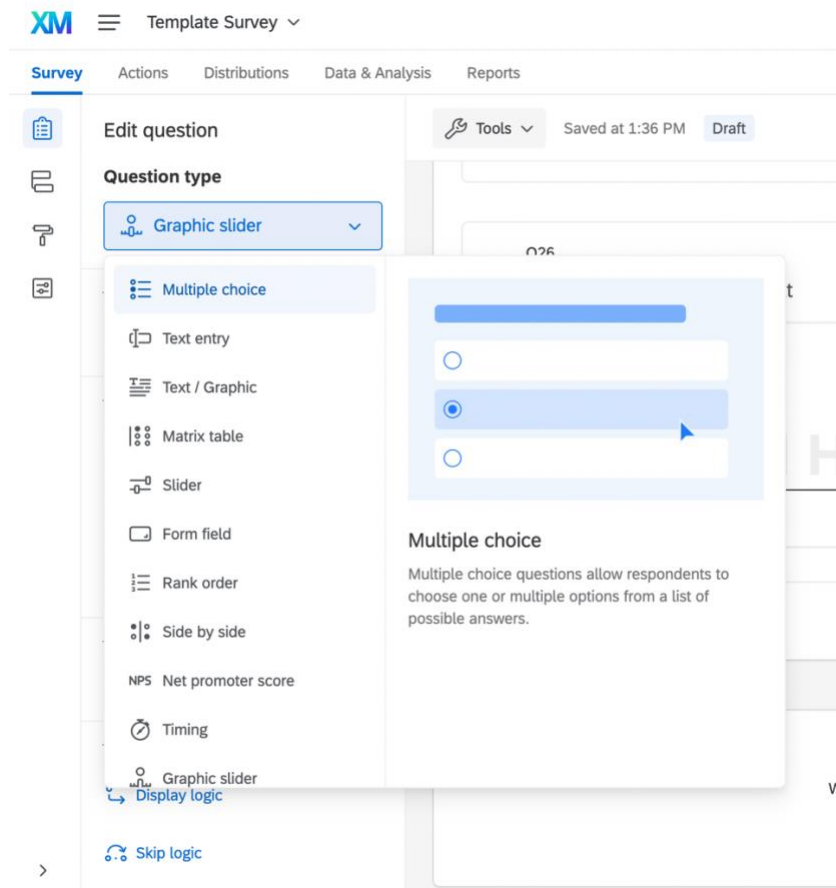
Types of questions

Questions include multiple choice, text entry, text/graphic, matrix table, slider, form field, rank order, side by side, net promoter score, timing, graphic slider, constant sum, pick group and rank, drill down, signature, heat map, hot spot, meta info, highlight

When you select “Add new question”, these options will show up.



Alternatively, if you wish to change the question type of an already existing question, that will appear in the left panel.



Multiple Choice

Multiple choice has two answer options: allow one answer and allow multiple answers. The number of choices can be changed either manually, or by selecting “edit multiple” and typing possible answers in paragraph form, separated by a hard break.

The format of multiple-choice questions only affects how the viewer will see the question, not how they can respond.

Text Entry

Text entry questions allow a respondent to freely type an answer to the survey question. These questions can be formatted to show up as a single line, multiple lines, essay text box, or a password.

Text/Graphic

Text/Graphic questions allow you to show a paragraph or a picture to your respondents, although they are unable to respond to it. A common use for this is a consent paragraph preceding a question asking if they give consent.

Matrix Table

Matrix table questions are questions you may want to ask on a likert scale. They allow you to give a series of statements, each receiving a rating by the respondent. For example, asking how often your respondent does a variety of activities. There are several format options, such as making the question a carousel, or formatting the likert scale options after each question.

These are all located in the format tab, although often it is best if left as is.

Slider Questions

Slider questions allow you to be able to control responses to be integer values. They can be formatted as sliders, bars, or stars, giving this question type much flexibility. Much like matrix tables, you can put more than one statement on a slider question. The length of these sliders can also be specified if you would like to limit responses to a certain amount. Labels can be placed on the sliding scale to give the respondent a more informative response.

Form Fields

Form fields allow you to give several short answer questions in a row. They are placed above one another and have single line text boxes to contain responses.

Rank Order

Rank order questions enable a respondent to rank their agreement with a set number of statements. There are several different formatting options for these questions, but the most user friendly is radio buttons.

Side by Side

Side by side questions are much like matrix tables but allow you to ask one or more questions about a statement. For example, you can rank how often one does an activity and how much they enjoy it in the same question. They can be customized so each question has a different number of responses.

Net Promoter Score

Net Promoter Score questions allow you to ask a respondent how likely they are to recommend something, for example, how likely are they to recommend a course to their friends. This is a Qualtrics specific question which can be used to compute a unique Net Promoter Score for your subject of question.

Timing

Timing questions can tally how long a respondent spent on a certain question block but will not show up in your survey. The data will be collected along with response data.

Graphic Sliders

Graphic sliders function largely the same as slider questions, but they include a graphic, such as a pressure gauge or a stop light to help respondents visualize their response. These can also be used for asking what grade a student thinks they will receive in a course, as grade is a graphic type option.

Constant Sums

Constant sums allow you to have Qualtrics calculate a sum of the answers to a certain set of questions. For example, if you are asking how many dogs and cats someone has, Qualtrics will sum that number and tell you how many pets they have.

Pick, Group, and Rank

Pick, group, and rank questions allow you to give respondents a number of statements, groups to put them in, and then they rank these statements within the groups they have selected.

Drill Down

Drill down questions allow you to give a series of statements that limits the answers as the respondent answers. For example, year, make, model of a car. These questions require a csv file with the answers to be uploaded, as is shown in the template survey.

Signature

The signature question type allows you to have your respondent e-sign the survey. The size of the signature box can be changed in the format tab.

Heat Map

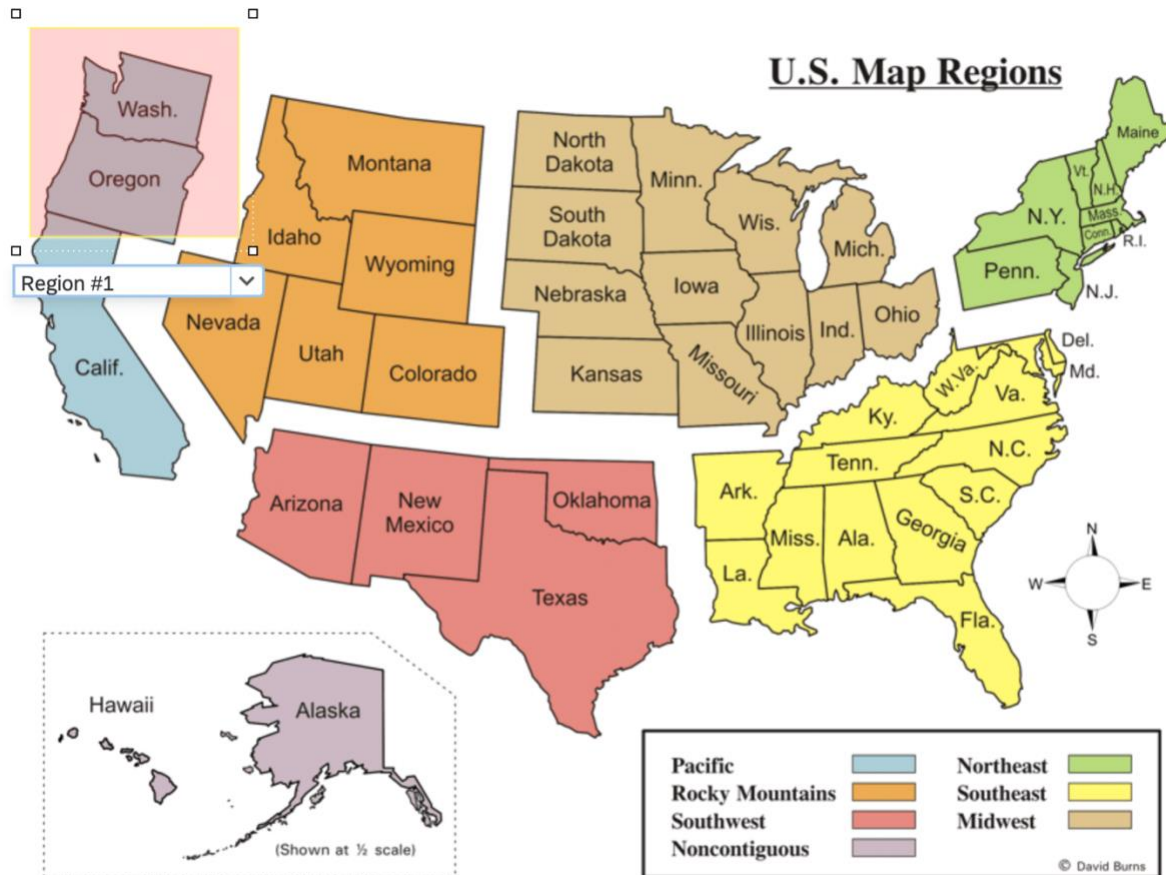
The heat map option allows you to upload a graphic and let the respondent select a set number of spots on the graphic. You may specify regions on the graphic if you desire to be able to see whether they selected a portion. An option for this is a body diagram, wishing to see if a student knows where the appendix is. You would specify the region as the appendix, but they are unable to see that region when taking the survey.

Hot Spot

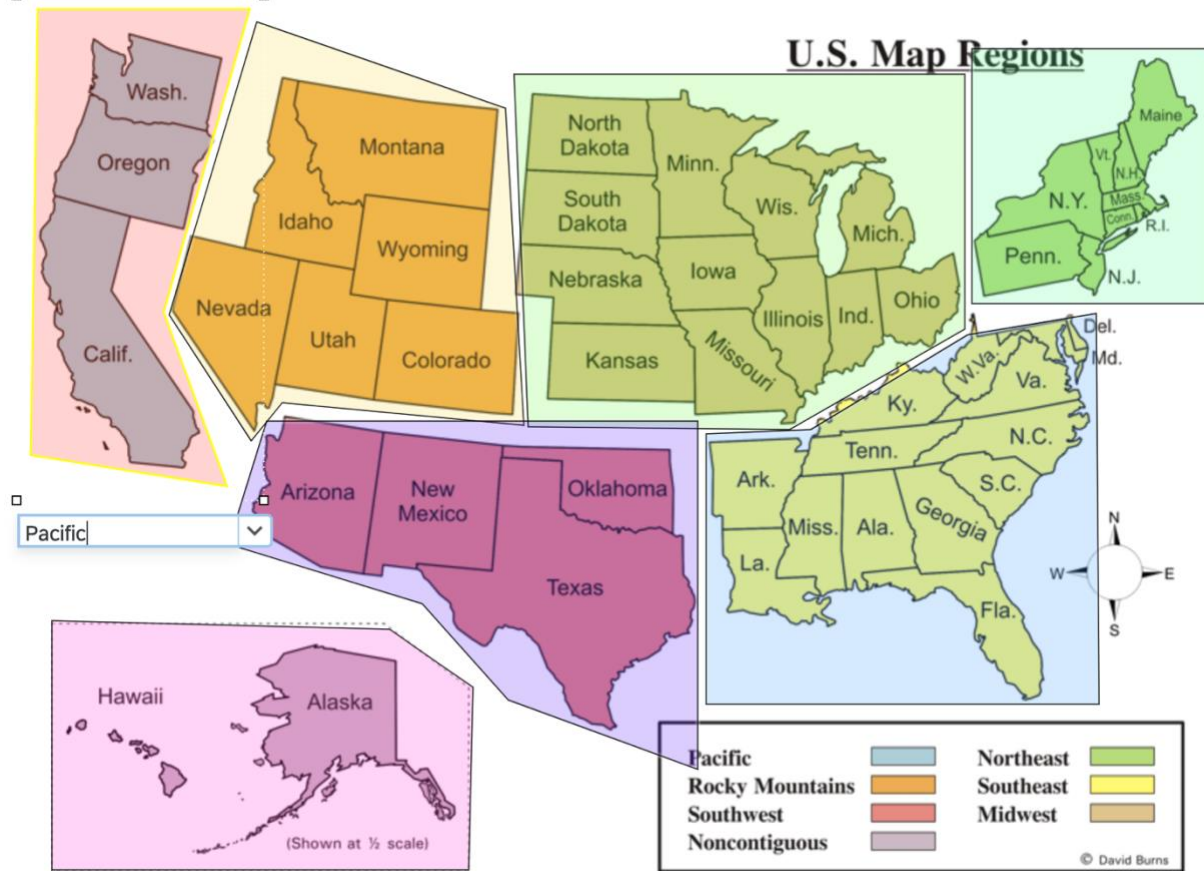
A hot spot works very much the same, except your respondents can see the regions, and therefore select regions rather than having free choice of anywhere on the graphic.

EXAMPLE:

The first step to creating a Heat Map or Hot Spot is selecting a graphic. Click “Choose graphic” in the left panel. This pulls up a menu that will have all previously used graphics. If you wish to use a different one, click “Upload a New Graphic” and choose a file from your computer. For this tutorial, we will use a graphic of the United States. To add regions to the graphic, right click or click with two fingers (Mac), select “Add region”.



This adds a default square region. To edit this region, right click or click with two fingers (Mac) and select “Edit Shapes”. This allows you to freely move the corners, as well as add extra points by selecting on the line segments where you wish to put another point. Clicking off the region will close editing and allow you to create new regions. Continue doing this until all sections have regions.



Clicking on regions allows you to rename them, which will be helpful when analyzing the responses from these questions.

Meta Info

The meta info option collects data on your respondents, such as browser information and operating system.

Highlight

Highlight questions allow you to put a paragraph into Qualtrics and have the respondents highlight portions of text and specify how they feel about it.

Question Behavior

Depending on the type of question, there are different types of question behaviors that can be altered to modify the order of your survey, or the data produced by it.

Display Logic

There are several different types of display logic, each with their own application.

Question

This option allows you to select a previous question and specify the current question to show up if a certain answer was selected. For example, if a question asks if you own a cat or dog, you only want a question asking which type of dog they have if they selected that they have a dog.

Embedded Data

Qualtrics can collect limited data about a user, including information included in your contact list. If you wish for a question to show up only to a certain participant, you can specify things like email with Embedded Data Display Logic.

Contact List

Depending on how your contact list is formatted, you can specify questions to only show up to certain emails, first names, or last names.

GeoIP Location

Using GeoIP Location, you can have questions show up depending on the city, zip code, state, etc for your respondents.

Device Type

Device Type allows you to specify a question for specific types of devices, such as iPhones.

Skip Logic

Skip logic is perhaps the most commonly used question behavior tool. It allows you to have respondents skip sections based on their answers. Skip logic is limited to blocks, so you may skip to any question within a block, end of block, or end of survey. Skipping can be if a response is or is not selected.

EXAMPLE:

Since most surveys will require consent, let's take a look at how to set skip logic up for that. Click the "Skip logic" option in "Question behavior" in the left panel.

▼ Question behavior

↳ Display logic

↺ Skip logic

↳ Carry forward choices

↻ Choice randomization

×→ Recode values

☒ Default choices

</> JavaScript

That will pull up a skip logic menu.

Skip logic

×

Skip from this question to

End of Survey

▼

if

No

▼

Is Selected

▼

Cancel

Confirm

This will skip the respondent to the end of the survey if they do not give their consent. End of Survey can be changed to end of block or any question within the block if desired.

Choice Randomization

For multiple choice questions, selecting choice randomization can be useful if your answers do not have order. This helps to eliminate extra variability in your data because the question order is not previously specified.


Recode Values

Sometimes questions that are used need to have their answers recoded. For example, you have a number of questions that are rated 1 to 5, but some are worded negatively, and others are

positively. These answers can be recoded so that it tallies a 5 instead of a 1, keeping the scores on the same scale.

Distributing Your Survey

Contact List

The first step to distributing your survey is creating a contact list. To access contacts, click  in the top left of your screen, and then select “Contacts”. If you do not have a contact list, there will be a green “Create Contact List” button to click on in the middle of the screen. Name the contact list something descriptive and leave the folder as uncategorized. There are three ways to create a contact list.

Import From a File

To upload emails from a file, you will need a properly formatted xlsx or csv file. The first row must have names for each column (FirstName, LastName, Email, etc). The only required column is email, the others are optional. Select this file from your computer and upload.

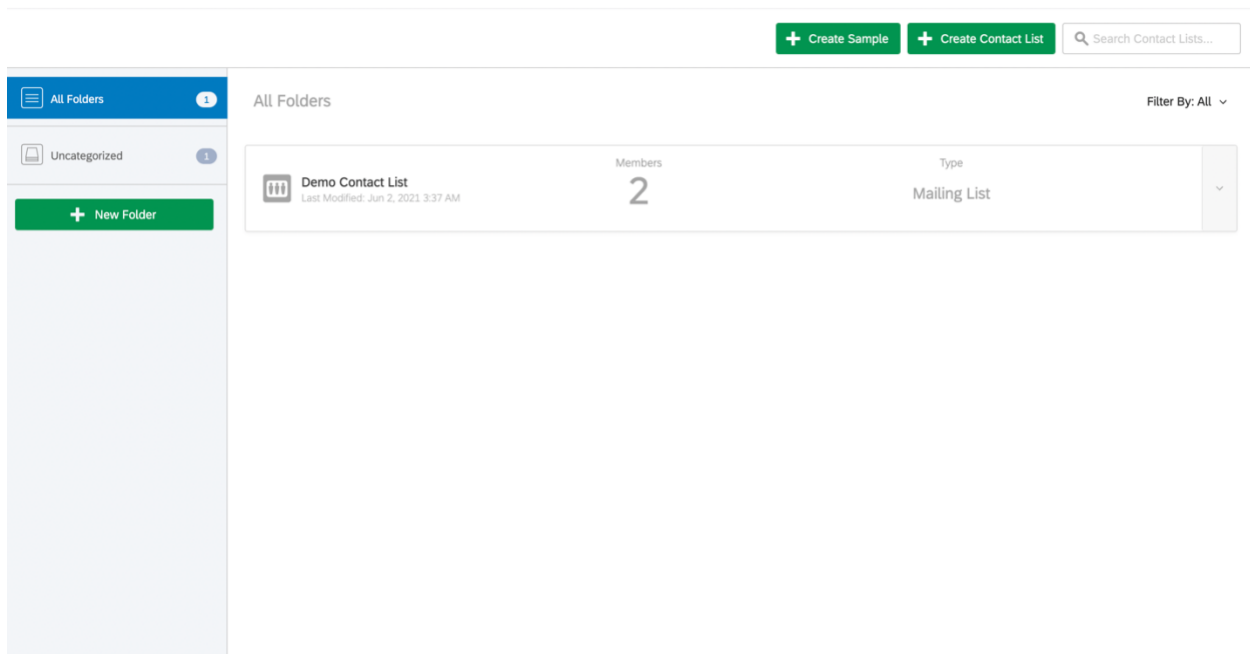
Add Manually

The add manually option creates a table for you. All you need to do is fill it in. This can be done by copy/paste from an excel or word doc, or simply enter the emails in one by one.

Import From a Survey

If you have already sent a survey and wish to send it to the people who have already responded to that one, then this option is the way to go. Simply select the survey you want to take the respondents from and select “Create new contacts”.

You should now have a contact list.



Sending the Link to Contact List

From your survey editing module, select the “Distributions” Tab.

Grand Valley's contract with Qualtrics allows for email distribution. Click the blue "Distribute Survey" button and then select "Compose Email".

Compose Email

To:

Select Contacts ▾

From:

From Address
noreply@qemailserver.com

From Name
Example

Reply-To Email
Example@email.com

When:

Send in 1 hour ▾

Subject:

Subject ▾

Message:

Load Message ▾

Save As

Font ▾ Size ▾ **B** *I* U Less...

Follow this link to the Survey:
[\\${!://SurveyLink?d=Take the Survey}](#)

Or copy and paste the URL below into your internet browser:
[\\${!://SurveyURL}](#)

Follow the link to opt out of future emails:
[\\$!://OptOutURL](#)

Show Advanced Options

Cancel

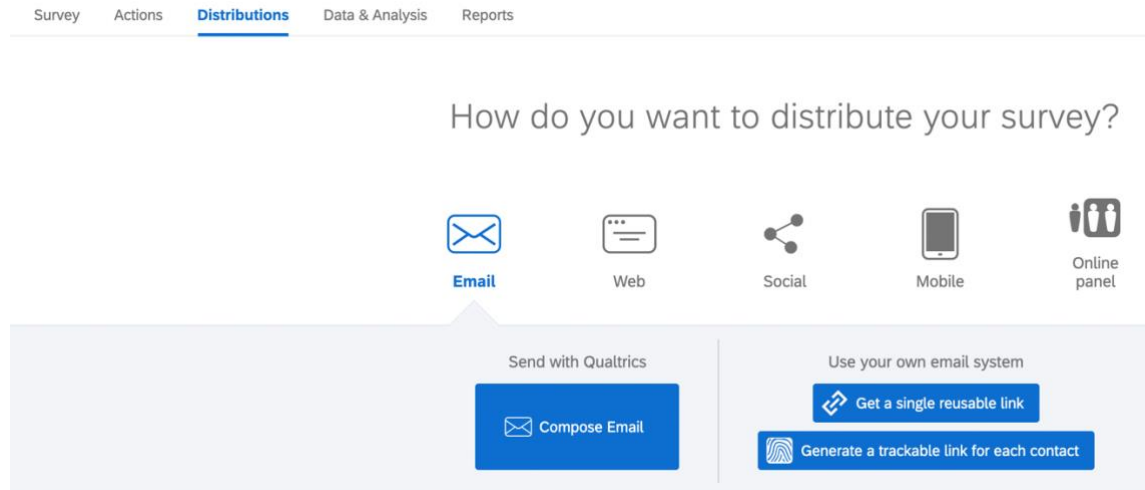
Send Preview Email

✓ Send in 1 hour

Your first step is to select contacts. Click “Select Contacts”, navigate to My Library, and then select the contact list you have created. Modify the “From Name” and “Reply-To Email” as you wish. The link for the survey is built into the email, so come up with a subject and email, and then send your email. You may specify to send it in a different time increment than in 1 hour if you would like to.

Copying the link to an email

If you have an email list on your default email such as Apple Mail, Outlook, or Gmail, you can copy a link from Qualtrics to your email. Going to the “Distributions” tab, you will see the option to get a single reusable link.



This will give you a link which you can copy and paste into your prepared email.

Extracting Data From Qualtrics

Often we need to take survey data out of Qualtrics for our own analysis. This is made easy in the “Data & Analysis” tab. There you will see a list of the responses for your survey. By clicking on the “Export & Import” button, a menu appears.

Download a data table

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](#)

- ☒ Download all fields
- ☐ Use numeric values
- ☒ Use choice text

[More options](#)

Close

[Download](#)

Here you can select the type of file you would like to download, and then download your response data for analysis in an outside data manipulator such as SPSS or SAS.

Viewing Simple Analysis in Qualtrics

Qualtrics has some built-in analysis, mostly descriptive statistics, but helpful for some big picture ideas.

Reports

Reports are the easiest way to get descriptive statistics for your data. Under the “Reports” tab, a results survey comes up. It will show your question, as well as all of the answers given for each one. Underneath each question, there is also a table showing the descriptive statistics for your responses.

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	I had reliable internet access and equipment for listening to and contributing to online AUDIO via Zoom	4.00	5.00	4.58	0.49	0.24	12
2	I had reliable internet access and equipment for watching and sharing online VIDEO via Zoom	4.00	5.00	4.58	0.49	0.24	12

Crosstabs

If you wish to look at how different questions stack up against one another, for example, cross-tabulating the results of a question about Zoom video and Zoom Audio. This can be done in the ‘Crosstabs’ tab under “Data & Analysis”.

The screenshot shows the 'Crosstabs' configuration window in SurveyMonkey. The top navigation bar includes 'Survey', 'Actions', 'Distributions', 'Data & Analysis' (selected), and 'Reports'. Below this, the 'Data & Analysis' sub-menu is open, showing 'Data', 'Text iQ', 'Crosstabs' (selected), and 'Weighting'. The main window is titled 'Variables' and has a 'Select All' button. It contains a search bar 'Search Variables...' and a list of variables including 'Response Type', 'IP Address', 'Progress', 'Finished', 'Recipie...st Name', 'Recipient...irst Name', 'Recipient Email', 'Externa...ference', 'Location Latitude', 'Location Longitude', 'Distrib...Channel', 'User Language', and a group of questions under 'A-1. Plea...teaching:' and 'A-2. Pleas...teaching:'. The 'Columns (Banner)' section on the right contains one variable: 'I had re...ia Zoom'. The 'Rows (Stubs)' section contains one variable: 'I had r...ia Zoom'. The 'Cells' section has checkboxes for 'Total Count', 'Missing Count', 'Counts' (checked), 'Column Percentages (Answering)', and 'Column Stat Tests (Answering)'. The 'Weights' section has a dropdown menu set to '(None)'.

To create such a table, drag the two questions you would like a crosstab of into each spot (Columns and Rows) as shown above, one into each. This will create a table cross tabulating the two question responses.

Text iQ

Text iQ gives a unique way to analyze questions which had text answers, especially additional comments sections. Text iQ creates a list of all of the responses, allowing you to add any number of ‘Topics’ included in a specific question. For example, the comment “My professor

was really good at using ITV” could be assigned the topics ‘ITV’ and ‘Positive’. After going through each comment, you can review and publish to save your work. On the left side of your screen, you will see a list of all of the topics and the number of comments which fell into that category. This can be made into a table using excel and manually entering your data in.