



# Using Qualtrics for creating surveys

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What is Qualtrics?

Overview of creating a survey  
and tools (demonstrations)

Q&A



# What is Qualtrics?

Web-based survey tool to conduct surveys for research, evaluations and other data collection activities

Templates, branching logic and skip patterns, anonymous responses using a web link, ability to share/collaborate, etc

Lots of functionality

# Why Qualtrics?

- Qualtrics
- Survey Monkey
- Google Forms
- LimeSurvey
- Alchemer (formerly Survey Gizmo)
- Zoomerang (Survey Monkey)

## Enterprise license

- Terms and conditions
- SSO - security
- Cloud storage
- Ethics
- Privacy

<https://www.qualtrics.com/uk/platform/gdpr/>

Export - CSV/XSLX, SPSS, HTML, XML

NZ research community

# Anonymisation

Set up survey (do not ask for identifying information)

- Distribute with Anonymous Link (<https://www.qualtrics.com/support/survey-platform/distributions-module/web-distribution/anonymous-link/>) that can be set-up for appropriate 'Survey Protection' – invitation-only, password, etc.
- Anonymise responses (<https://www.qualtrics.com/support/survey-platform/edit-survey/survey-options/survey-termination/#AnonymizingResponses>) to prevent collection of IP address and associated location data
- If using survey completion reward/incentive, anonymised raffle (<https://www.qualtrics.com/support/survey-platform/common-use-cases-rc/creating-an-anonymized-affle/>) and enable raffle winner(s) to be selected manually by survey owner or automatically by Qualtrics

# Overview - creating surveys & tools

Create a Project (Survey)

Share a Project (Survey)

Create/Import Questions

Question Types

Logic

Recoding.....

> Last modified ▾

Create new project

Last 7 days

<p> Survey ResBaz-demo Modified Nov 20, 2020</p>	<p>New Status</p>	<p>1 Questions</p>	<p>1 Languages</p>	<p> 1 minute Est. response time</p>	<p>...</p>
<p> Survey UoA-Research-Data-Management_current-state Modified Nov 19, 2020</p>	<p>Active Status</p>	<p>64 Questions</p>	<p>152 Responses</p>	<p> 12 day trend</p>	<p>...</p>

Last 30 days

<p> Survey RDM-project-survey_working-draft Modified Oct 27, 2020</p>	<p>New Status</p>	<p>58 Questions</p>	<p>1 Languages</p>	<p> 21 minutes Est. response time</p>	<p>...</p>
<p> Survey RDM-project-survey_001 Modified Oct 27, 2020</p>	<p>Active Status</p>	<p>64 Questions</p>	<p>1 Responses</p>	<p> 12 day trend</p>	<p>...</p>

# Survey design - Resources

- Introduction to survey research

<https://doi.org/10.17608/k6.auckland.9723641.v1>

# UoA Qualtrics

<https://auckland.au1.qualtrics.com/>



# Let's have a look - Projects

- Projects in Qualtrics
  - Create new project
  - Organise and view your projects
  - Collaborate on projects

# Let's have a look - Survey

- Create a survey
  - Question block
  - Question editing area
  - Question editing pane
  - Survey toolbar

# Let's have a look - Survey

- Survey flow
  - Block level view
  - Rearrange blocks
  - Branch logic
- Survey options
- Survey protection

# Let's have a look - Questions

- 14 categories
- Some popular categories
  - Multichoice
  - Text entry
  - Slider
  - Matrix table
  - Rank order

# Let's have a look - Branch Logic and Display Logic

## Branch Logic

- Depending on how your respondents answer certain questions, they will take different routes through your survey.
- Best for selectively displaying a block of questions

## Display Logic

- For selectively displaying individual questions, use display logic

# Links to Qualtrics help

Projects Overview <https://www.qualtrics.com/support/survey-platform/my-projects/my-projects-overview/>

Creating a Project <https://www.qualtrics.com/support/survey-platform/my-projects/creating-a-project/>

Creating Questions <https://www.qualtrics.com/support/survey-platform/survey-module/editing-questions/creating-questions/>

Formatting Answers <https://www.qualtrics.com/support/survey-platform/survey-module/editing-questions/formatting-answer-choices/>

Recoding Values <https://www.qualtrics.com/support/survey-platform/survey-module/question-options/recode-values/>

Using Blocks <https://www.qualtrics.com/support/survey-platform/survey-module/block-options/block-options-overview/>

Branch Logic <https://www.qualtrics.com/support/edit-survey/survey-flow/standard-elements/branch-logic/>

Checking Accessibility <https://www.qualtrics.com/support/survey-platform/survey-module/survey-tools/check-survey-accessibility/>

Collecting responses <https://www.qualtrics.com/support/survey-platform/distributions-module/collecting-responses/>

Data Analysis <https://www.qualtrics.com/support/survey-platform/data-and-analysis-module/data-and-analysis-overview/>

Data Export

<https://www.qualtrics.com/support/survey-platform/data-and-analysis-module/data/download-data/export-data-overview/#Introduction>

# Support

Free courses from Qualtrics

<https://basecamp.qualtrics.com/series/qualtrics-platform-essentials-certification>

Victoria University of Wellington

<https://www.wgtn.ac.nz/digital-solutions/staff-services/research-services/qualtrics-survey-tool>

University of Otago

<https://www.otago.ac.nz/its/services/software/otago081685.html>

University of Canterbury

<https://www.canterbury.ac.nz/about/ako/learning-evaluation--academic-development/qualtrics-survey-support/>

Check your home institution :)



# HACKYHOUR@AUCKLAND



Research - Tools - Code - Sharing

**Tuesdays 3-4pm, <https://auckland.zoom.us/my/hackyhour>**

**Hacky Hour slack channel (<http://uoacer.slack.com/>), sign-in with your University email**



# ResBaz 2020 : Pick n Mix

23-27 Nov. Free, open, online - researchers & research postgrads  
35 sessions, incl. Keystories - join us to listen over lunch



Mon. 12-1pm	<i>Welcome to ResBaz 2020 : Pick n Mix</i> <a href="https://auckland.zoom.us/j/99720152410">https://auckland.zoom.us/j/99720152410</a> Passcode: 640143
Tues. 12-1pm	<i>Harnessing the disruptive nature of portable sequencing for community empowerment</i> <a href="https://vuw.zoom.us/j/95143657235">https://vuw.zoom.us/j/95143657235</a> Passcode: 718144
Wed. 12-1pm	<i>From Classics to Computer Science and back again</i> <a href="https://vuw.zoom.us/j/98866515882">https://vuw.zoom.us/j/98866515882</a>
Thur. 12-1pm	<i>Performance - Music performance and project showcase</i> <a href="https://vuw.zoom.us/j/98265221971">https://vuw.zoom.us/j/98265221971</a>
Fri. 12-1pm	<i>Exploring the cultural horizons of open science: your research and your life</i> <a href="https://auckland.zoom.us/j/98447731180">https://auckland.zoom.us/j/98447731180</a> Passcode: 404029