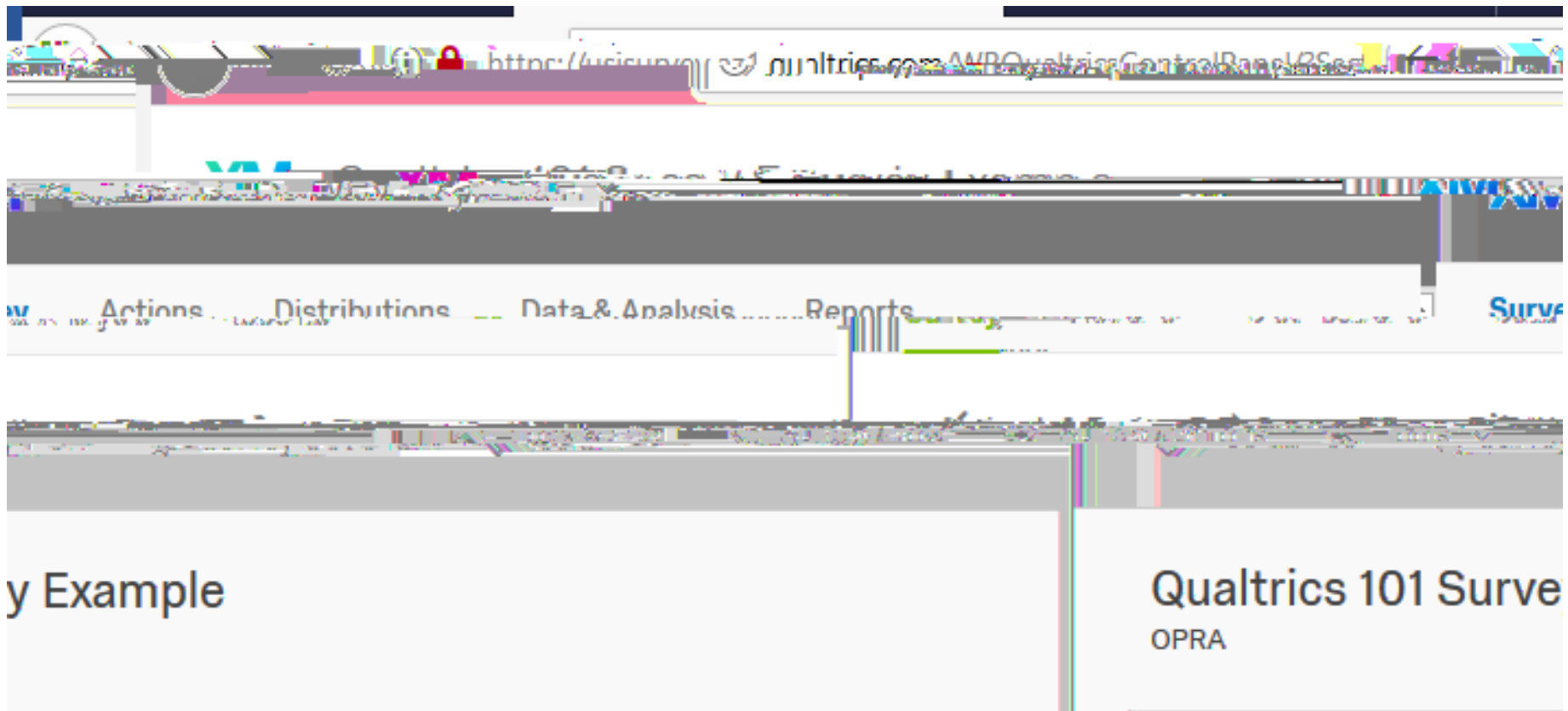


Qualtrics 101 at USI

Qualtrics Option Tabs Survey Options, Tools, Distribution and Data & Analysis



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Survey Options Tab- Survey Experience Default Settings

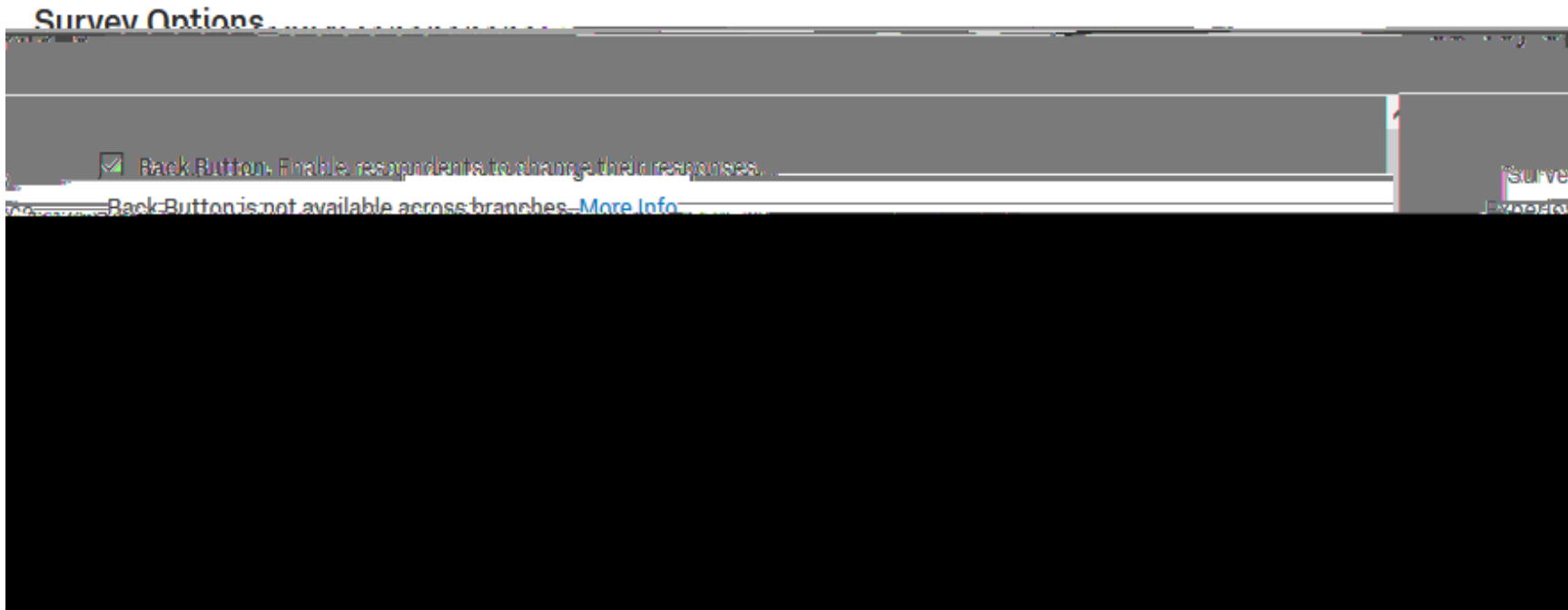
Things to change:

1. Check the “Back Button”
2. Uncheck “Save and Continue”
3. Change the Survey Title to your survey title

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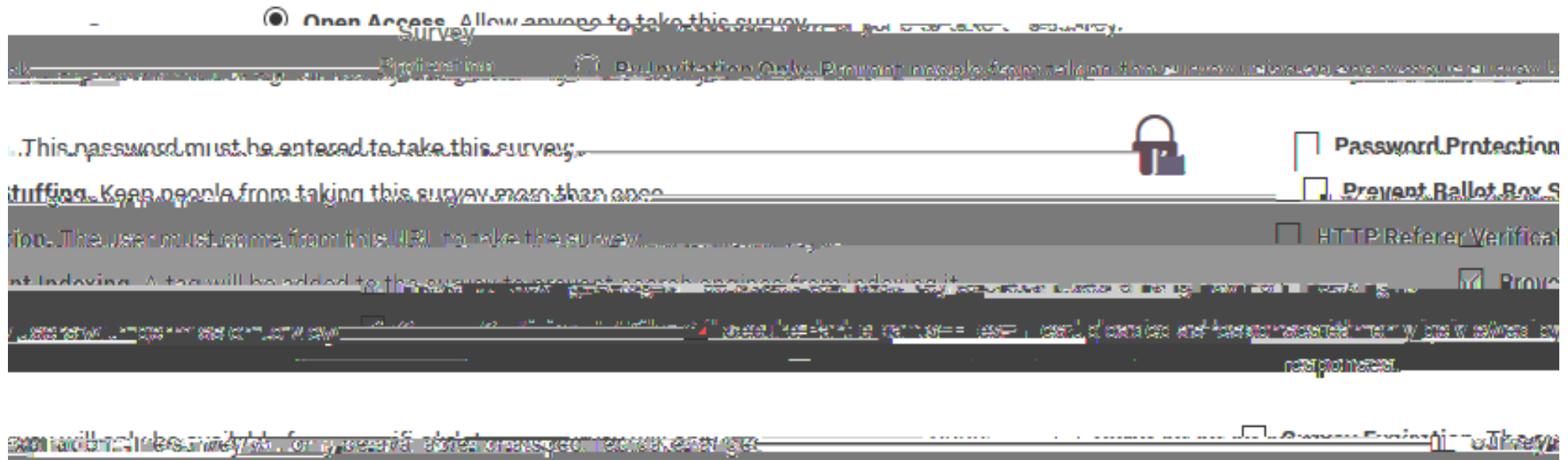
Survey Options Tab

Survey Experience Revised Settings



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Survey Options Tab- Survey Protection - Default Settings

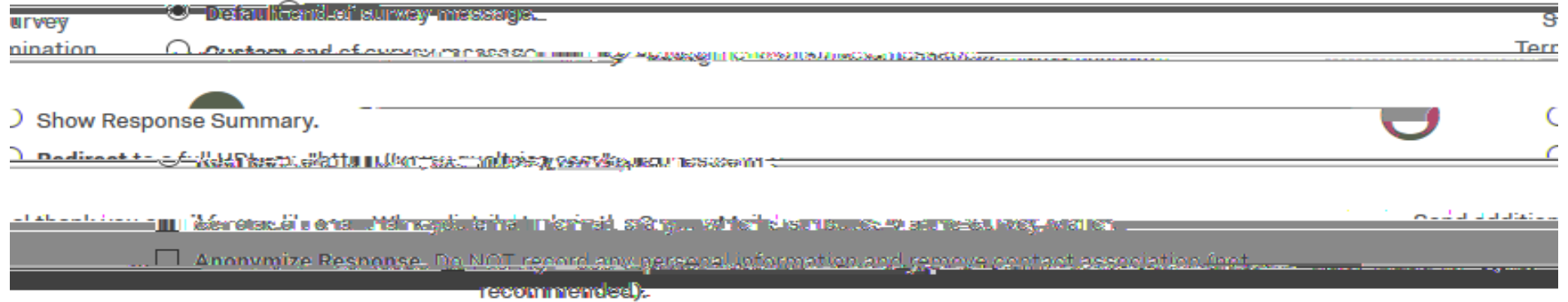


Things to change:

Nothing—generally these settings are fine for most surveys unless you want to set up a survey expiration date.

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Survey Options Tab- Survey Termination Default Settings



Default end of survey message



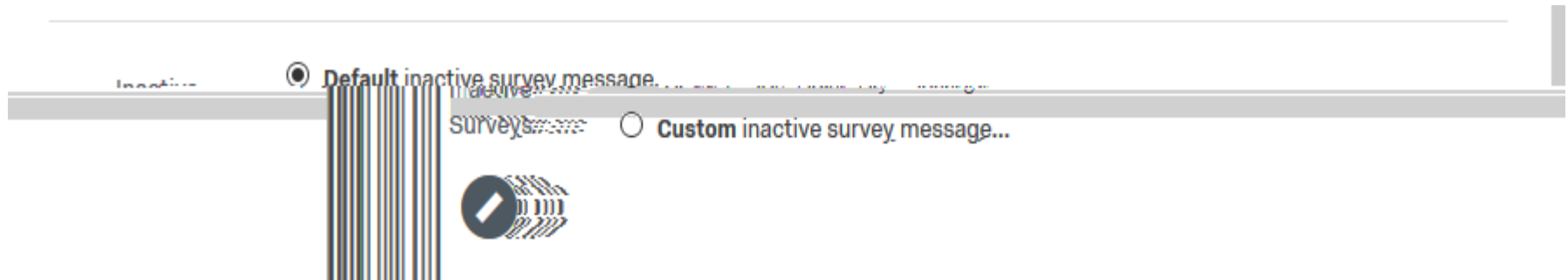
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Survey Options Tab- Survey Termination – Optional Setting Changes

1. The Default Ed of

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Survey Options Tab- Inactive Surveys- Default Settings



Inactive Surveys Optional Setting Changes

The Default Inactive Survey Message is fine, but you can customize it and save your Custom End Inactive Survey Message in your message library for future use.

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Survey Options Tab- Partial Completions- Default Settings



Partial Completions- Optional Setting Changes



Change it from 1 week to 1 year to keep people from getting locked out. This can happen if they open the link on their phone, then try to go back and do it again on a computer or wait too long to revisit it.

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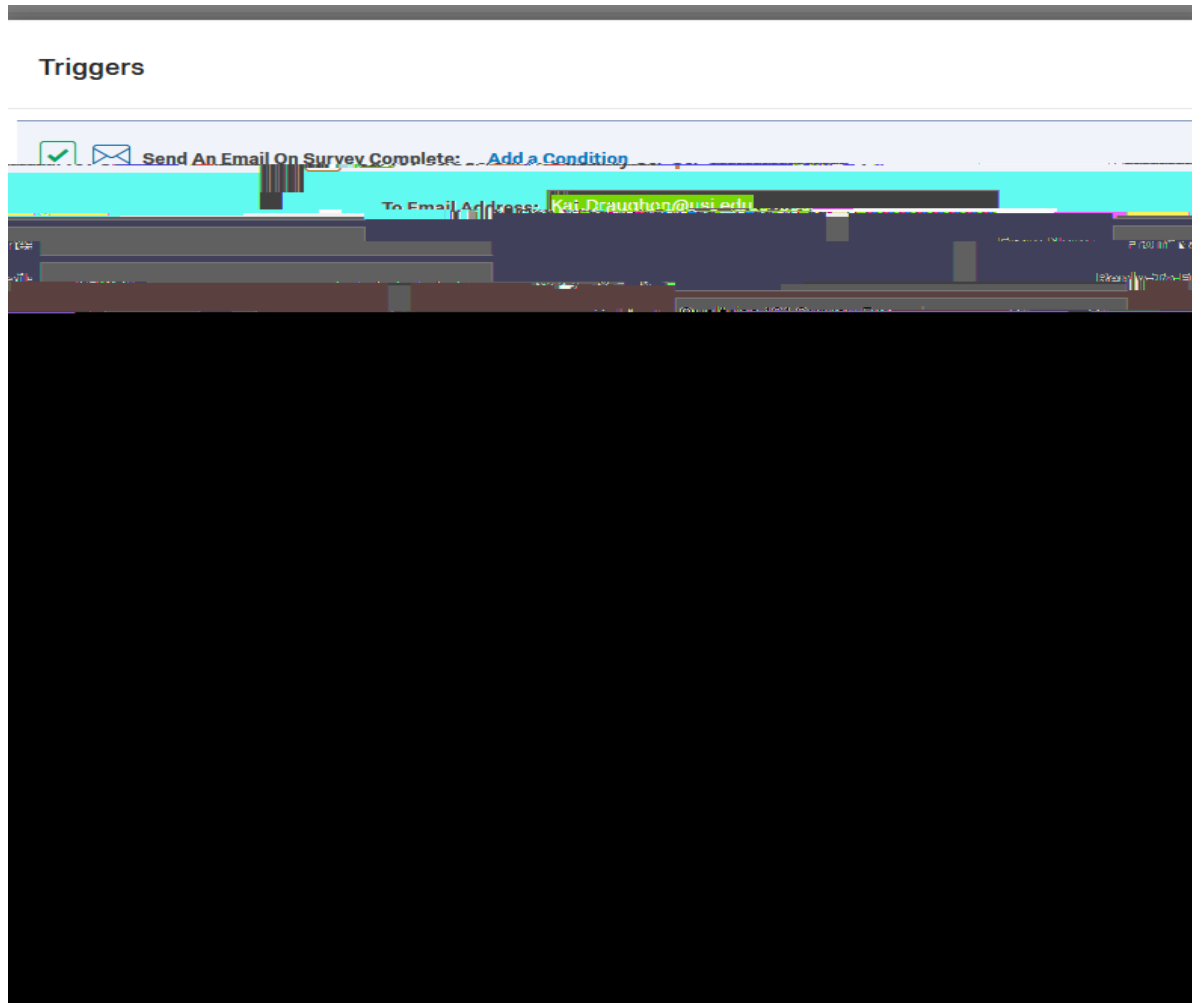
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Tools Tab Triggers (email triggers)

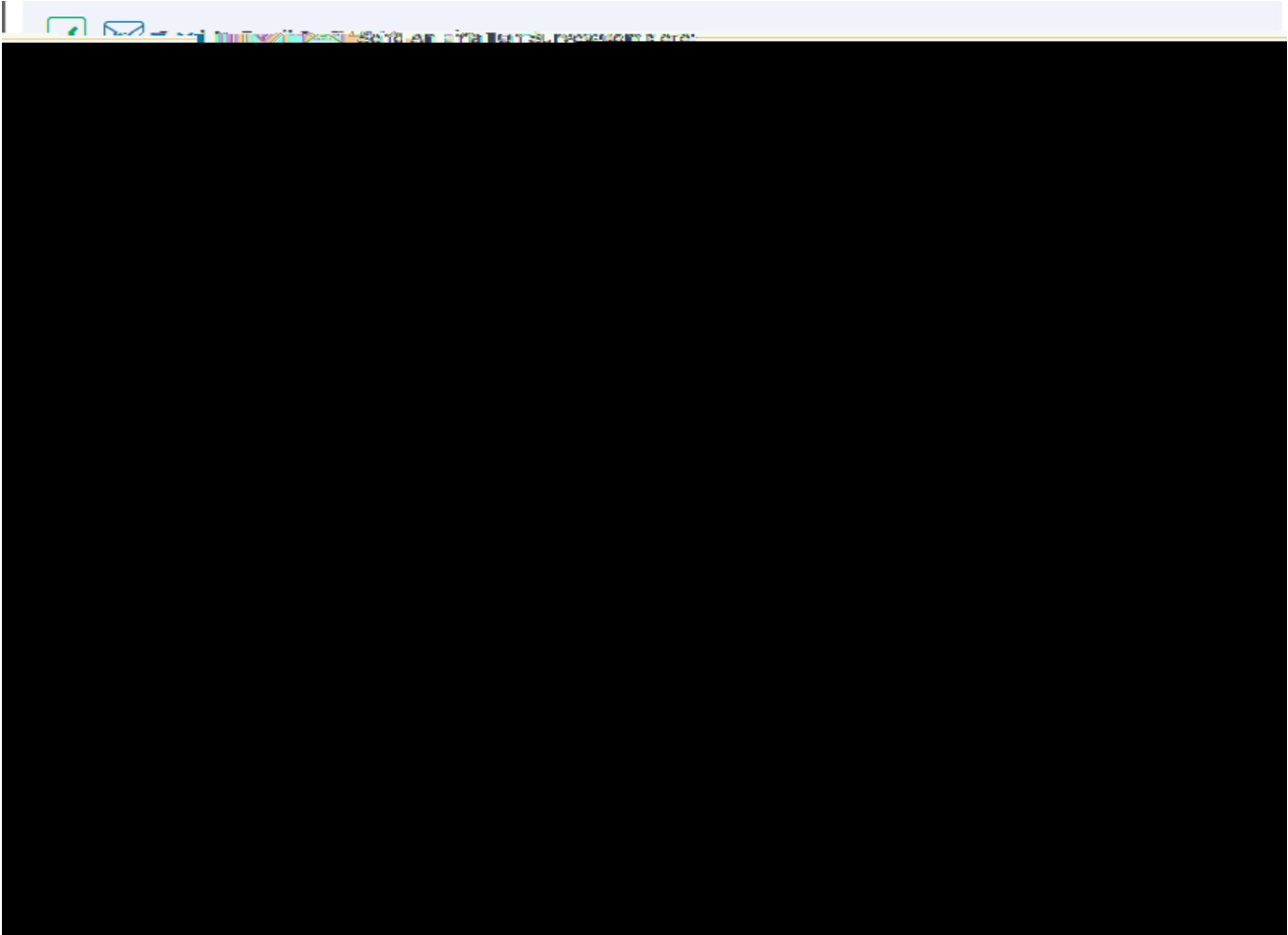
Default settings



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Tools Tab Triggers(email triggers)

Example settings



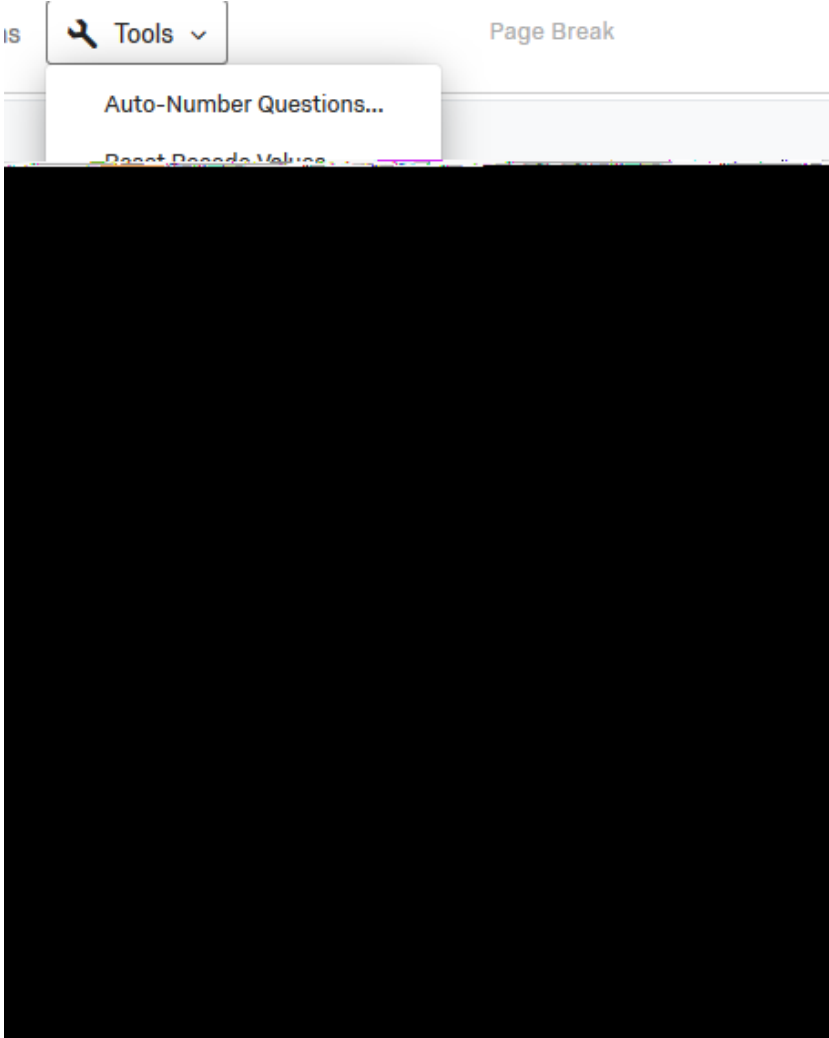
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Tools Tab Versions

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Tools Tab Import/Export



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Distributions



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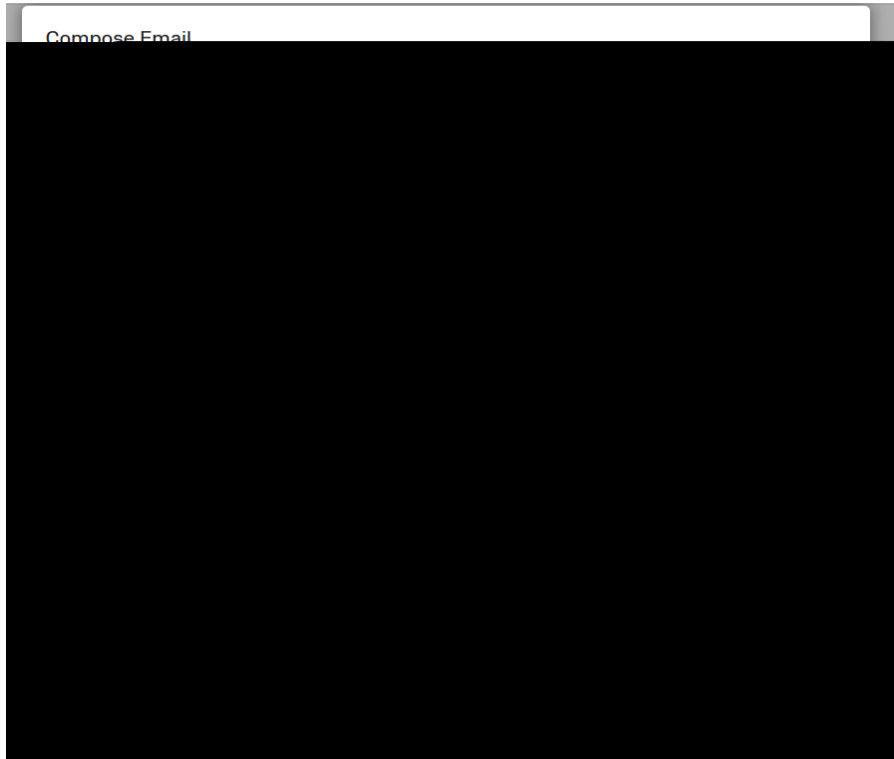
Distribution – Anonymous Survey Link



Use the Anonymous Link option to create a link to put in mass emails or on a website. Type in your Link Text, and it will create a blue link with the same name that you can copy and paste.

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Distribution – Emails Default



Use the Compose Email if you have an email list and want to send targeted reminders to non responders. Email lists must be uploaded as .CSV file into your Contact library first. Column headers must not have spaces in the titles (ex. Lname or Last_Name, not Last Name) and the column with the email must be spelled with a capital E (Email) .

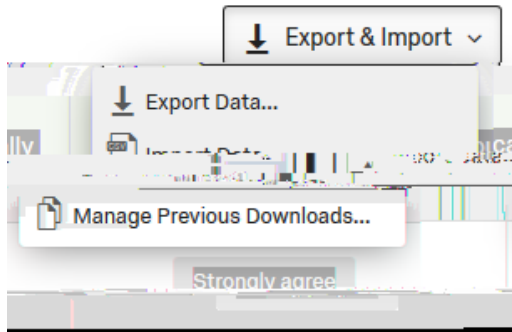
Data & Analysis- Default view



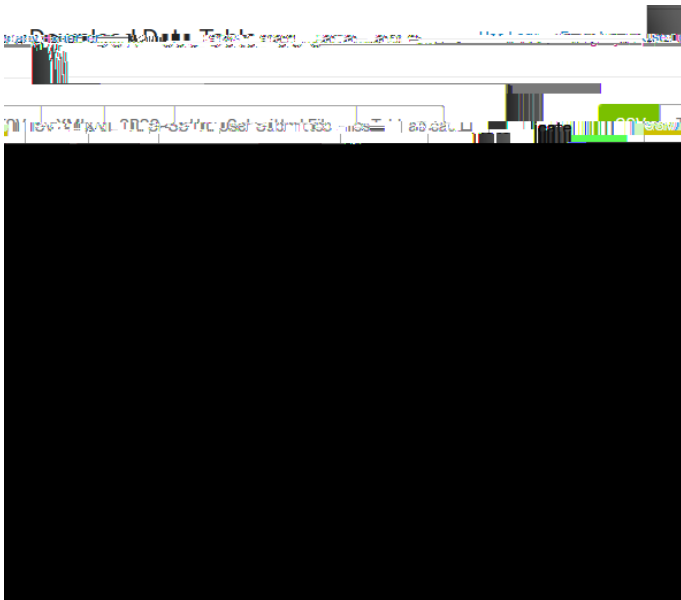
1. Quick look at # of recorded responses
2. Responses in Progress are surveys that are currently being taken or that someone has stopped before the end of the survey/has not clicked "submit" and the survey data has not been recorded yet.
3. You can add different columns to look at in the default view by hovering over the table and clicking on the Green + and then adding the variable you want to see.

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Data & Analysis ~~Export & Import~~



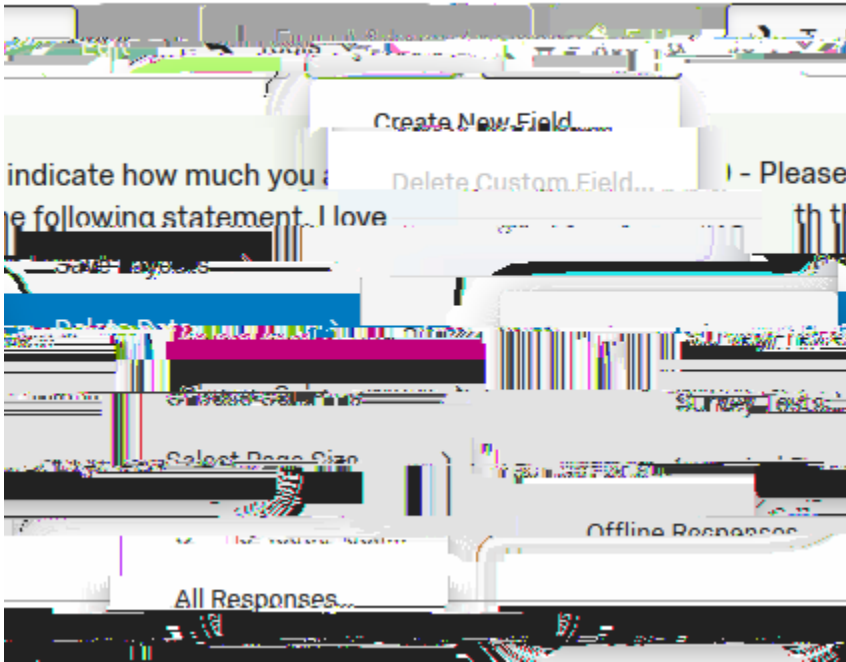
Use the Export Data to download your data file as a .CSV (Excel) or SPSS data file.



Click the More Options and select “Split multiple value fields into columns” for multiple choice/select all that apply questions when downloading a CSV file.

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Data & Analysis Tools



You can delete records using **Tools > Delete Data**.

To remove “test data”– delete the Survey Previews

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BLOCK OPTIONS Changing the previous and next arrow buttons



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1. Don't use acronyms, but if you must, spell them out the first time used.
2. Use Screener questions to shorten a survey.
 - a. Do you like pizza? Yes or No
 - i. If yes, use Display Logic to display the question: What kind of pizza do you like?
 - ii. If no, it will go to the next question.
3. Use page breaks liberally, especially on long surveys. Also use page breaks when the question topics or question types change.
4. Don't make any assumptions on behalf of the respondent, i.e. don't assume he or she will understand a question just because you do. Best to test your survey on someone who is not familiar with the topic.
5. Survey Design Golden Rule: if you dropped a copy of the survey in the parking lot, could anyone who picked it up be able to understand it and complete it?
6. Survey formatting sets the tone for the survey. You want the survey to look professional, be easy to use and understand. Be consistent throughout with the look and feel of the survey (i.e. same font size, type, color, question styles, spacing between lines, etc.)

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7. Not every survey takes “10 minutes or less” to complete. Time someone else taking the survey during testing to get a true sense of the length.

8. Download and examine the test data. Make sure you are collecting everything you need.
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