

Qualtrics Survey Software

Introduction to Administering Surveys Online

OFFICE OF ACADEMIC TECHNOLOGY

Summer 2015

Authored by: Jose Lorenzo Silva-Lugo, Ph.D.

Qualtrics Survey Software

Introduction to Administering Surveys Online

Instructor

Dr. Jose Lorenzo Silva-Lugo, HUB 273, Phone: (352)273-1579. Email: joselugo@ufl.edu.
Office Hours: Friday 8:00 – 12:00.

Textbook

John Snow, Marcilyn Mann, and Tyler Page. 2012. Qualtrics Survey Software: Handbook for Research Professionals. Qualtrics Labs, Inc., Provo, Utah.

Class Meeting

TBA

Workshops Goal and Objectives

Qualtrics series of workshops have the goal of introducing the software to faculty, staff, and students with no knowledge or basic skill in Qualtrics. These series will teach the fundamental procedures that will allow users to continue by his/her own. After completing these workshops, users will be able to:

- Understand and change the interface settings
- Build surveys from scratch, from a copy, or from the Library
- Edit surveys by changing item types, use skip and display logic, force and validate responses.
- Edit surveys by using advance questions and block options
- Perform survey flow to structure the map that users will use to take the survey
- Use the different features of survey flow
- Preview the survey and collaborate with peers affiliated to UF and outside of brand
- Distribute the survey to panel list and request individual or anonymous responses
- View individuals and group responses
- View and create different type of reports by using filters and drill down
- Export results for further analyses in several formats
- Display Qualtrics on mobile devices and use Qualtrics offline

Workshop Description

Qualtrics series of workshops have been designed in four workshops for mainly conducting research. The workshops are as follows: Getting Started, Moving On, Advanced 1, and Advanced 2. You will create a survey that will be used through all workshops with the main approach of conducting research. You will learn how to use Qualtrics even though you do not plan to conduct research. However, the workshops have been mainly designed to collect data following research hypotheses or questions. Therefore, Getting Started begins with the study design that guides you to measure with Qualtrics the type of variables that you need for the statistical analysis. Writing good questions is an important component in building surveys; however, the study design is another important component critical for their success.

The content of the workshops summarizes the most important features of Qualtrics and presents the different topics that will be covered. This includes from basic features to more advanced ones. We will create, edit, preview, collaborate, distribute, make reports, and export surveys. Participants will be ready to continue by their own after completing these series of workshops.

The training methods will follow the classical training session composes of lecturing plus hand-on activities, in which participants take the dynamic role of paying attention, asking questions, and working on exercises. Lectures and activities will always be together to provide knowledge and to practice the skill. Class will be limited to 15 students, and will meet for 2.5 hours once per week.

The workshops have been designed in Canvas by using Modules. If you do the assignments and quizzes and participate in the discussions, you will have the opportunity to receive my feedback. By doing so, your learning experience is tested and checked to make sure you are using the right procedures for building surveys. These workshops are not registered; therefore, you will not have a grade. However, the idea is to test if you are learning and making progress with the workshops.

Attendance is mandatory if you want to register in the series of workshops. We request you to attend 3 of the 4 workshops if you want to take this free opportunity. Since we will build one survey that will be used through all workshops and the content of one workshop relies on the previous one, attendance is mandatory to take full advantage of the workshops. The schedule of the workshops will allow you to attend all of them because you will choose the schedule.

We provide free consultations on Qualtrics. However, you must attend 3 out of 4 workshops. Office hours are on Friday from 8:00 am to 12:00 pm. Appointments are made through email to joselugo@ufl.edu and the available time will rely on the number of people requesting appointments.

Content of the Workshops

Getting Started

- Study design
- Measuring categorical variables
- Logging into Qualtrics and getting familiar with the interface
- Different ways to create a survey
- Several approaches for editing a survey
- Distributing a survey
- Viewing results, exporting surveys, and cross-tabulation

Moving On

- Measuring scale variables
- Advanced question options:
 - Carry forward choices
 - Default choices
 - Adding Notes and recode values
 - Randomization
- Block options:
 - View/lock blocks, randomize, and collapse questions
 - Loop and merge
 - Move, copy, and delete blocks
- Survey flow
- Advance Options: triggers and quotas

Advanced 1

- Survey flow continued:
 - Adding blocks, embedded data, and web services
 - Adding Shibboleth authentication, table of content, and conjoint
- Advanced options continue:
 - Adding conjoint blocks, strip formatting, and block randomization
 - Checking survey accessibility and conjoint analyses
 - Import and Exporting surveys
 - Exporting surveys to Word

Advanced 2

- Creating Polls
- Working with Panels
- Working with Reports
- Mobile and offline surveys

GENERAL NOTICE TO STUDENTS

UF Counseling Services

Resources are available on campus for students having personal problems or lacking clear career and academic goals that interfere with their academic performance. These resources include:

1. Counseling and Wellness Center, 3190 Radio Road, 392-1575, personal, sexual assault, and career counseling
2. Career Resources Center, Reitz Union, 392-1601, career development assistance and counseling

Software Use

All faculty, staff, and students of the University are required to obey the laws and legal agreements regarding software use. It is illegal to copy licensed and/or copy written materials. This is a third degree felony under Florida law. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. The Office of Academic Technology and the members of the University of Florida community, pledge to hold our peers and ourselves to the highest standards of honesty and integrity.