

Creating a Survey Using Qualtrics

Jon Wayland
ARL Graduate Assistant
Stright Hall 107B
724-357-4530



Outline

- » The Study
- » Population Size, Margin of Error, Confidence Level, Standard Deviation and Sample Size
- » Creating an Account
- » Creating the Survey
- » Question Types
- » Display Logic/ Skip Logic
- » Distributing the Survey
- » Viewing Results
- » Importing Results



Know Your Research

- » Before creating a survey you must:
 - > Determine your objective: What are you trying to find?
 - > Develop questions that will generate the data to support your findings.

- » For a very basic example, suppose you want to know the difference in age between men and women:
 - > Need a question asking gender – multiple choice
 - > Need a question asking age – either multiple choice with age intervals or a text response



About the Study

- » Population Size (target population)
 - > How many total people fit your demographic? Often unknown.
 - > Estimate that $p = 0.5$ as our sample over our target (most forgiving number)
- » Margin of Error
 - > Must decide how much error to allow. Depends on confidence level.
 - > Expresses the amount of random sampling error in a survey
- » Confidence Level
 - > How confident do you want to be that the true mean falls in your confidence interval? Typically 90%, 95% and 99%
- » Standard Deviation
 - > How much variance do you expect in your responses?
- » Sample Size
 - > Can be calculated using all of the above values.



Sample Size Calculation

Using the values from the previous slide where we have

90% – Z Score = 1.645

95% – Z Score = 1.96

99% – Z Score = 2.326

and typically $p = 0.5$ we have

$$\text{Sample size} = \frac{(Z)^2 p(1-p)}{(\text{Margin of error})^2}$$

Note: we always round up to obtain our confidence



Margin of Error Calculation

- » Often we work with whatever sample we obtain and wish to find the margin of error afterwards
- » Rearranging the equation for sample size gives our margin of error:

- » Margin of error = $\pm \sqrt{\frac{(Z)^2 p(1-p)}{n}}$



Creating an Account

- » Access iup.edu/arl
- » Select the “Qualtrics” link
- » Select “Sign up for a Qualtrics account.”
- » Type in email and create a password
- » Enter basic information and select “Sign Me Up”
- » Verify your account via email and begin using



Creating a Survey



Indiana University of Pennsylvania

Research Suite

Help and Tutorials

Jon Wayland

My Surveys

Create Survey

Edit Survey

Distribute Survey

View Results

Polls

Library

Panels

Reporting ^{BETA}



Create Survey



Email Survey



View Results



Message Center

All Surveys

Manage Folders

Accept Shared Survey

Survey Search...

Show More Data

Qualtrics New Features



NEW Survey Health

Access an automated summary of how your surveys are performing in the field, including response rates, trends, quota analysis and dropout rates. We're just getting started!

[Read More](#)

Quick Survey Builder



Indiana University of Pennsylvania

Research Suite

Help and Tutorials

Jon Wayland

My Surveys

Create Survey

Edit Survey

Distribute Survey

View Results

Polls

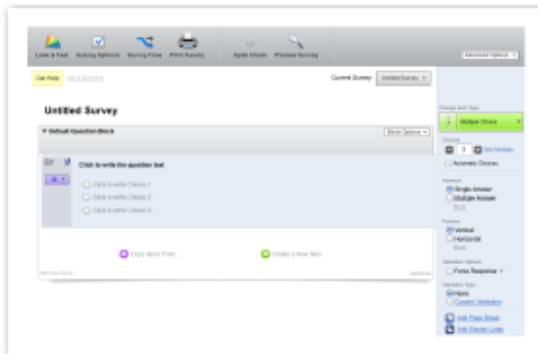
Library

Panels

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.



Naming the Survey



My Surveys

Create Survey

Edit Survey

Distribute Survey

View Results

Polls

Library

Panels

Reporting

BETA

Create a New Survey

Survey Name

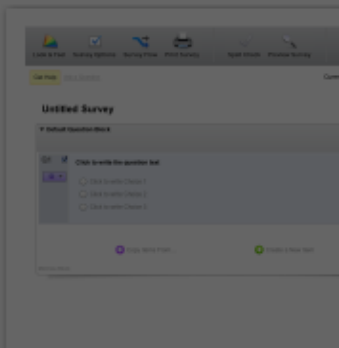
Folder

Account for Survey

Cancel

Create Survey

How would you



suits!

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.



Edit Survey

My Surveys

Create Survey

Edit Survey

Distribute Survey

View Results

Polls

Library

Panels

Reporting BETA



Look & Feel



Survey Options



Survey Flow



Print Survey



Spell Check



Preview Survey



Launch Survey

Test Survey ▾



Last saved 25 Mar 2014 at 9:38am




Search survey contents...



Advanced Options ▾

▾ Default Question Block

⚙ Block Options ▾

 Copy Items From...

+ Create a New Item ▾

Minimize Block

Remove Block



Create a New Item

▼ 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

[Edit Multiple](#)

Automatic Choices

Answers

- Single Answer
- Multiple Answer

[More](#)

Position

- Vertical
- Horizontal

[More](#)

Validation Options

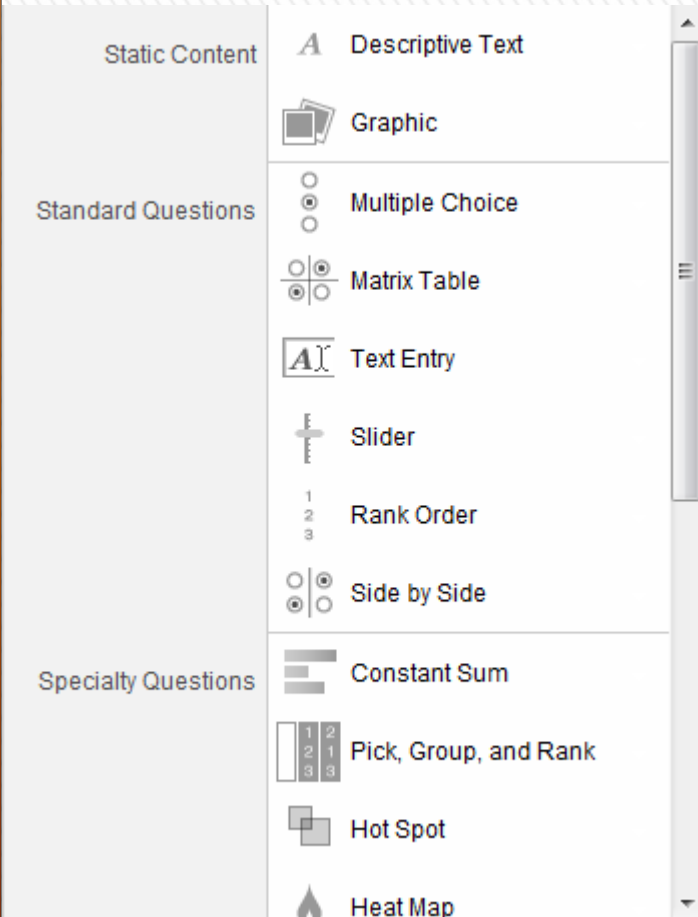
Force Response ▼

Validation Type

- None



Question Types



Most common types include:

Multiple Choice

Matrix Table

Text Entry

Reason – Easiest to analyze and most descriptive

Other standard questions are often used depending on the desired data.



Options

Change Item Type

Multiple Choice ▾

Choices

[Edit Multiple](#)

Automatic Choices

Answers

Single Answer

Multiple Answer

[More](#)

Position

Vertical

Horizontal

[More](#)

Validation Options

Force Response ▾

Q1

▾

Type in Multiple Choice Question Here: For example - What is your class standing?

Freshman

Sophomore

Junior

Senior



Display Difference

Change Item Type

Multiple Choice ▼

Choices

− 3 + [Edit Multiple](#)

Automatic Choices

Answers

Single Answer

Multiple Answer

[More](#)

Position

Vertical

Horizontal

[More](#)

Label Position


Above


Side

Validation Options

Force Response ▼

Q2

 ▼



Which seminars have you attended? (select all that apply)

Seminar A Seminar B Seminar C

◀ ▶



Text Response

Single Line

Q3

What is your age?

Multi Line

Q3



Add any comments below.






More Text Options

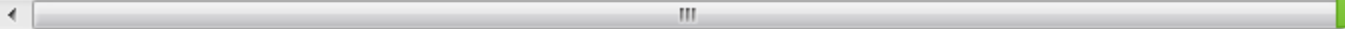
Essay Text Box

Q3



Write a few paragraphs on the topic.



Form

Q3

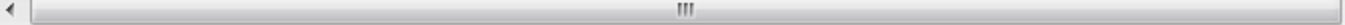
Please answer the following.

What is your age?

How many classes are you taking?

What is your name?

[Click here to edit form fields](#)





Analyzing Text Responses

- » Suppose we want to find out how many people attend I.U.P. from those who took the survey.
 - > Response A: IUP
 - > Response B: I.U.P.
 - > Response C: Indiana University
 - > Response D: Indiana University of Pennsylvania
- » Best way to avoid this problem is to use a multiple choice question with exhaustive answers (may use an “other” option with text).



Matrix Table

Q5

How satisfied were you...

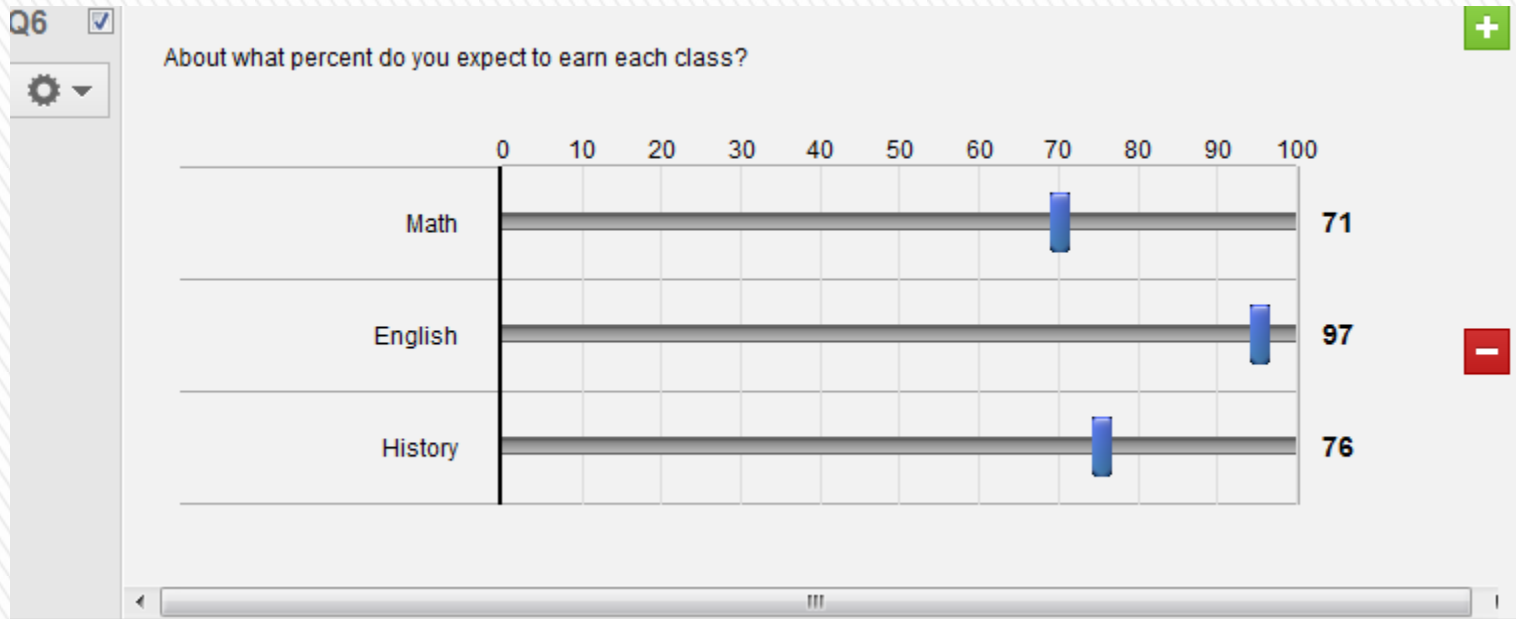
	Very Dissatisfied	Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Satisfied	Very Satisfied	
with the workshop?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	-
with the lunch?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
with the after party?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

- » Recognizes key words such as “satisfied” and defaults to 7 point likert scale

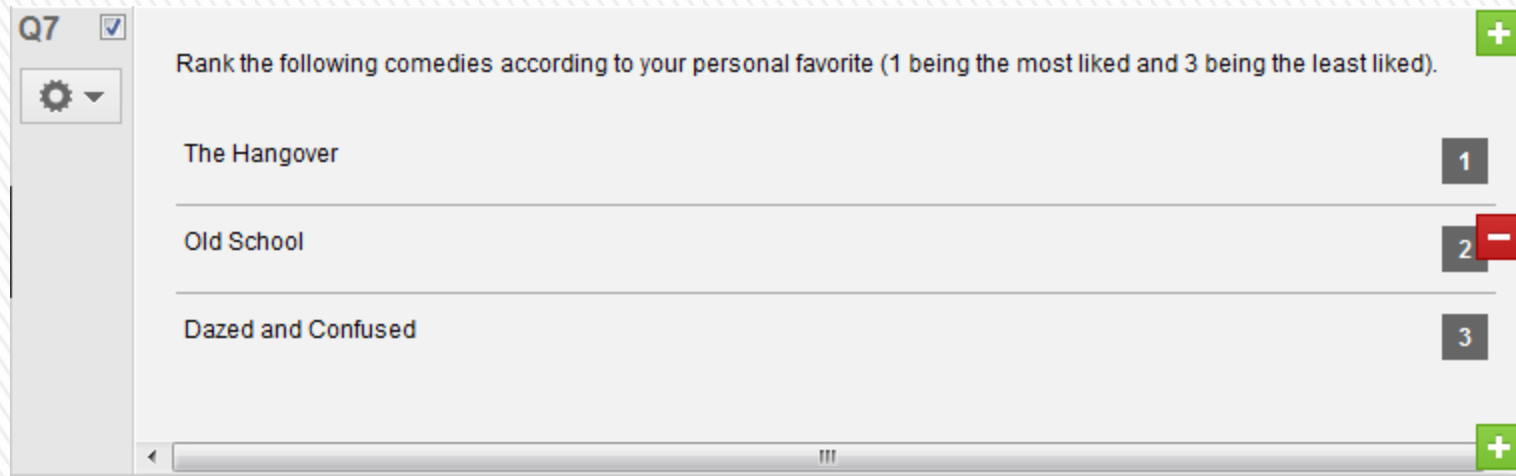


Other Types (not recommended for analyzing reasons)

Slider

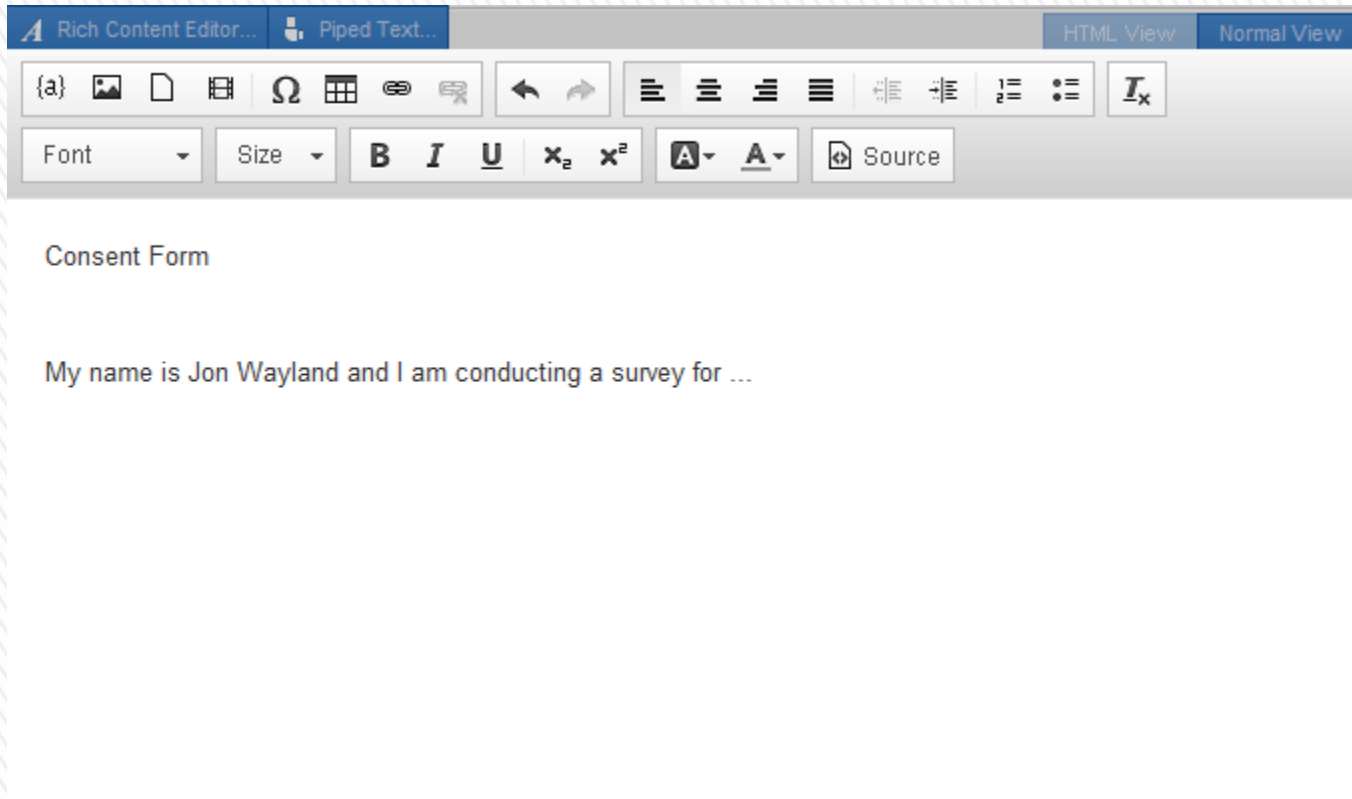


Rank Order



Consent Form

- » Add at the beginning of the survey
- » May use “Rich Content Editor” to type in consent form

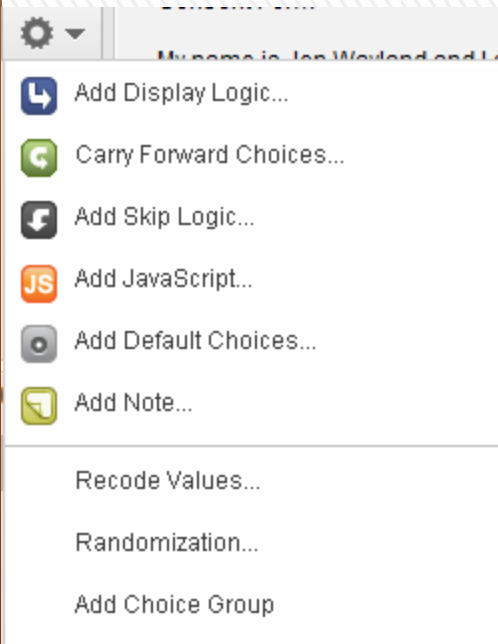


The screenshot displays a web-based Rich Content Editor. At the top, there are tabs for "Rich Content Editor..." and "Piped Text...". On the right side of the editor, there are two view options: "HTML View" and "Normal View". Below the tabs is a comprehensive toolbar with icons for inserting links, images, tables, and lists, as well as undo and redo functions. A second row of the toolbar includes dropdown menus for "Font" and "Size", and buttons for bold (B), italic (I), underline (U), subscript (x₂), superscript (x²), background color, text color, and a "Source" button. The main editing area contains the text "Consent Form" followed by a paragraph: "My name is Jon Wayland and I am conducting a survey for ...". At the bottom of the editor, a partial question is visible: "Which courses have you attended? (select all that apply)".



Skip Logic

» Top left of consent question – select “Add Skip Logic”

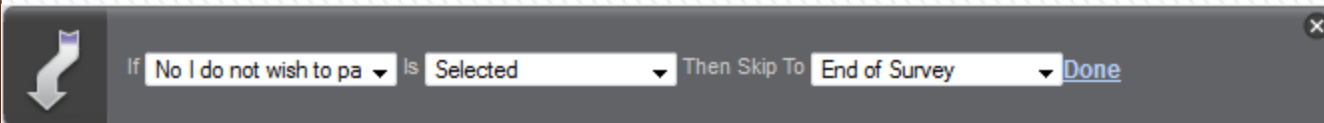


Use the condition that if “No ...” is Selected Then Skip To End of Survey

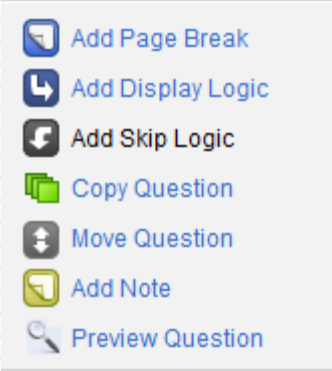
This will allow only those who consent to take the survey.

Skip Logic can be used for many other types of questions such as displaying a question only if the respondent selects yes to the previous question.

Display Logic works similarly.


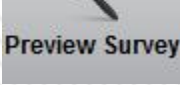


Page Breaks

- » You may add a page break after a question to make that question the end the page in the survey.
- » Select the question and on the right hand side scroll down to see  and select “Add Page Break”

- » Clearly add a page break after the consent form



» Select the option  or  to see what your survey will look like for the participant. Remember that “Preview Survey” will add a response.


»  Allows you to see the blocks of questions

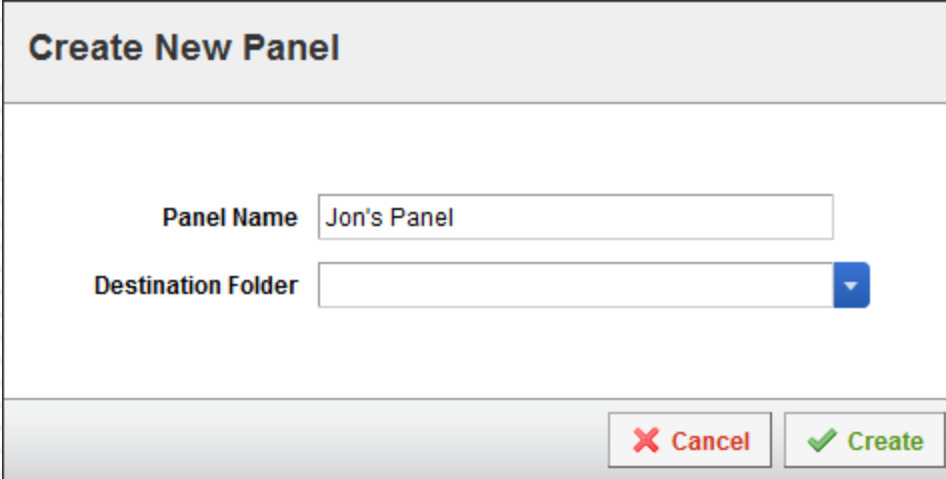
»  Allows you to print your survey

»  Checks for spelling errors

» Finally  allows you to activate your survey 

Create a Panel

- » Select “Panels” from the top tabs and then select 
- » Name the panel whatever you wish and select “Create”



The image shows a dialog box titled "Create New Panel". It contains two input fields: "Panel Name" with the text "Jon's Panel" and "Destination Folder" with a dropdown arrow. At the bottom right, there are two buttons: "Cancel" with a red 'X' icon and "Create" with a green checkmark icon.

- » Next select the “Add Panel Members” option 

Entering Emails

- » Using a list of emails in an Excel file, copy starting from the beginning cell to the end cell (do not have spaces between cells)

Copy

sdjklafh@iup.edu
lsdkajfh@iup.edu
lasdkfha@iup.edu
jsdklafhl@iup.edu
sajklffss@iup.edu
hsjklafh@iup.edu
sadflhsd@iup.edu
slajkfhl@iup.edu



Paste

Add Panel Members

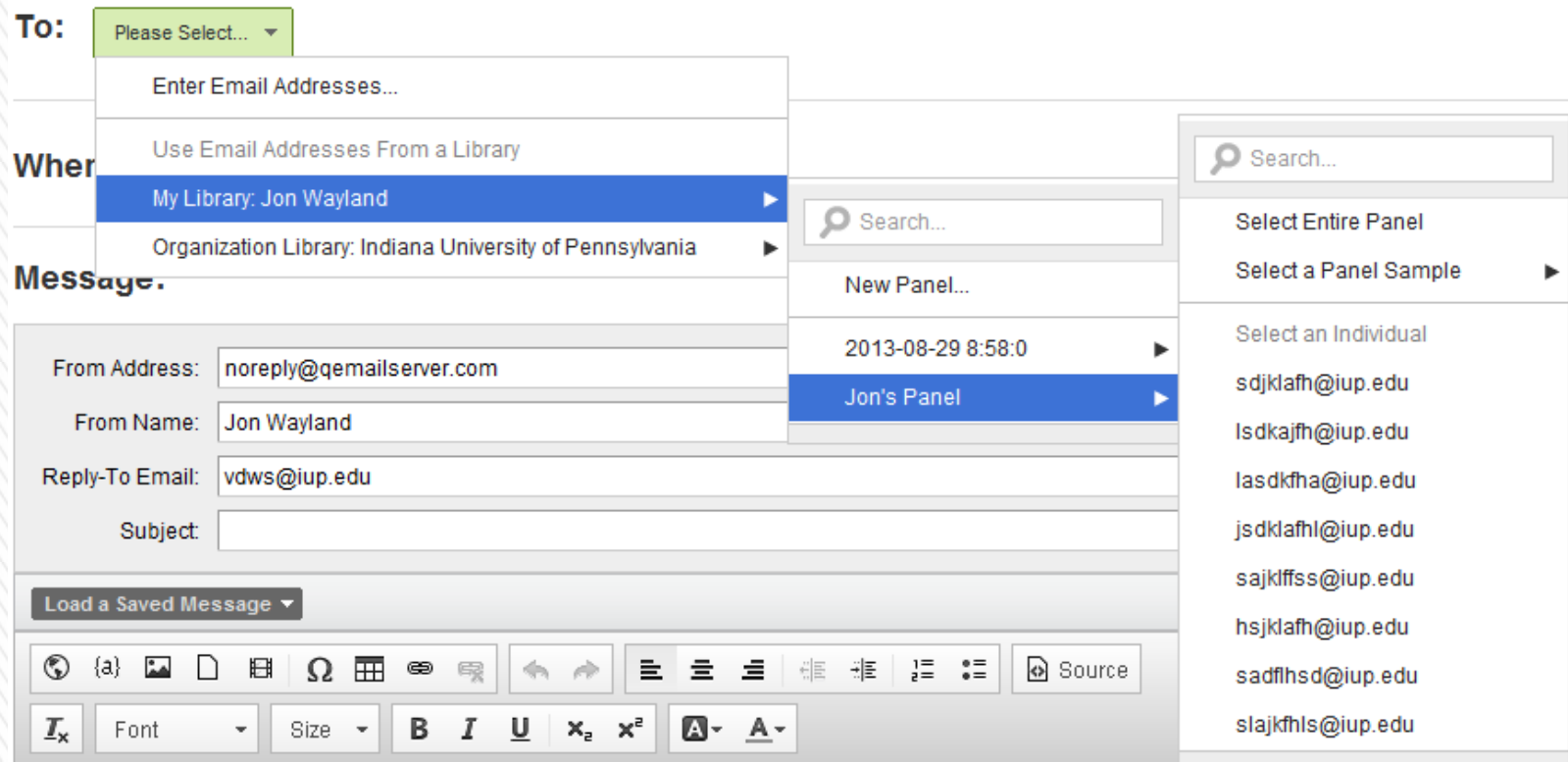
Panel: Jon's Panel ▾

Email	First Name	Last Name	-	+
sdjklafh@iup.edu				
lsdkajfh@iup.edu				
lasdkfha@iup.edu				
jsdklafhl@iup.edu				
sajklffss@iup.edu				
hsjklafh@iup.edu				
sadflhsd@iup.edu				
slajkfhl@iup.edu				

Distribute Survey

» Select the “Distribute Survey” tab and select your survey (Note: must activate survey)

» Select the  option



The screenshot displays a web interface for distributing a survey. It features a 'To:' dropdown menu with options like 'Please Select...', 'Enter Email Addresses...', and 'Use Email Addresses From a Library'. Below this is a 'Where' dropdown menu with options for 'My Library: Jon Wayland' and 'Organization Library: Indiana University of Pennsylvania'. A 'Message.' form is visible, containing fields for 'From Address', 'From Name', 'Reply-To Email', and 'Subject'. A search bar is present on the right side of the interface. The interface also includes a toolbar with various icons and a 'Load a Saved Message' dropdown menu.

To: Please Select...
Enter Email Addresses...
Use Email Addresses From a Library

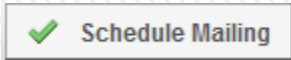
Where: My Library: Jon Wayland
Organization Library: Indiana University of Pennsylvania

Message:

From Address: noreply@qemailserver.com
From Name: Jon Wayland
Reply-To Email: vdws@iup.edu
Subject:

Search...
Select Entire Panel
Select a Panel Sample
Select an Individual
sdjklafh@iup.edu
lsdkajfh@iup.edu
lasdkfha@iup.edu
jsdklafhl@iup.edu
sajklfss@iup.edu
hsjklafh@iup.edu
sadtflhsd@iup.edu
slajklfhs@iup.edu

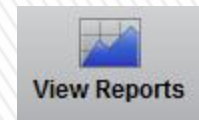
Sending the Survey

- » Select when you want to send it (usually select send now).
- » Fill in the “From Name”, “Reply-To Email” and the “Subject” lines.
- » Add in a personal message that will be shown in the email (you can save this message for future surveys).
- » Finally select the  option in the bottom right



View Results

- » Once you have all of the responses you wish to obtain, de-activate your survey.
- » Under the “View Results” tab, select



Report Name	Creation Date	Last Modified	Owner	Delete
Initial Report	Mar 25, 2014	Mar 25, 2014	Jon Wayland	Delete

- » This will show the frequencies and descriptives for each question where you can select the question on the left.

#	Answer	Response	%
1	Yes I consent	209	52%
2	No I do not wish to participate	191	48%
	Total	400	100%

Statistic	Value
Min Value	1
Max Value	1
Mean	1.00
Variance	0.00
Standard Deviation	0.00
Total Responses	209



Filtering Responses

- » Suppose you wish to view the results for only those who select a specific response to a question, such as only males.

#	Response	Response	%
	<input checked="" type="checkbox"/> Male	80	100%
1	<input type="checkbox"/> Female	0	0%
	Total	80	100%

- » Selecting the above will then filter each question by only those who selected male.
- » You can do this for multiple questions.

Filtering By: Report Subgroup



Add Graphs

The image shows a software interface for adding graphs. A dropdown menu is open, listing several options. An orange arrow points to the 'Add Graph' option. Below the menu is a toolbar with various chart icons, and a 3D bar chart displaying data for different student levels.

Dropdown Menu Options:

- Add Note
- Add Graph
- Add Table
- Add Time-Series Table
- Add Time-Series Graph
- Add Statistics Table
- Hide This Question

Graph Options Toolbar:


- Graph Options (dropdown)
- Bar Chart
- Table
- Pie Chart
- Line Graph
- Area Graph
- Network Graph
- Gauge

3D Bar Chart Data:

Student Level	Value
Freshman	12
Sophomore	15
Junior	22
Senior	14
Graduate	21

For More Powerful Analysis

» To do a more powerful analysis, such as a multiple regression or an ANOVA, import data into SPSS

» Under View Results, select  and scroll down




Statistical Package for the So
raw data, variable and value l:

[Download](#)

[Download SPSS .sav File](#)

» Scroll back up and you will see

Downloads in progress...

 SPSS Download requested 2014-03-25 14:04:33 [Export complete!](#)



All Instructions
Provided Can Be
Viewed at
www.qualtrics.com

