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QUALTRICS RESEARCH SERVICES

Online Sample Process & Best Practices

The process of running an online sample project can be confusing, so our goal is to make things clear and easy. Here you'll find best practices for setting up your project prior to launch as well as information on what to expect as your project moves toward its successful completion.

Best Practices for Online Sample Projects

○ Ask your project manager whether you'd benefit from approved quality checks.

○ Let us know the unique details of your project as soon as possible, including whether you'll be collecting personal information or asking questions about sensitive material (abuse, drug use, etc.). Also, tell us if you'll want to redirect from Qualtrics to a different website or platform.

○ The shorter the survey, the better—be especially mindful of respondent fatigue and mobile viewing for studies longer than 15 minutes.

Top Pitfalls for Online Sample Projects

○ Online sample is designed for quantitative research, so try to limit the number of open-ended questions in your survey.

○ Repetitive survey design, including extensive matrix tables, will often lead to respondent fatigue and straight-lining (rushing through the survey without reading or considering the question).

○ Nested quotas should be used sparingly as they extend field time, may increase cost, and may affect feasibility.

Project Stages

When your project has been bid out, the SOW has been signed, and you're ready for work to begin, a project manager will be assigned and will take your sample project through the four project stages:

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1. PRE-LAUNCH

This is the stage before fielding begins. We confirm the details for the project, program the needed logic, and set up the project to get it ready for fielding.

2. SOFT LAUNCH

During this stage, we collect about 10% of the total sample size. Once this is complete, your project manager will pause sampling and will send you the data to review. This gives you an opportunity to identify any potential discrepancies or issues before we go live with the full launch.

3. FULL LAUNCH

This stage will be the longest-lasting stage of the project and involves the collection of the full sample. This stage should require minimal work from you—we aim to keep you updated and keep the study moving to make things as easy as possible.

4. REVIEW & APPROVAL

We allow for a 7-day period following collection for you to review the data. After 7 days, the data is considered approved and the survey respondents receive any applicable incentive or compensation.

Launch Expectations

○ Any projects sent to your rep and assigned after 3pm MST Mon-Thur or after 1pm MST Friday will usually launch the following business day.

○ Projects, regardless of launch and assignment time, may take up to 24 hours to launch depending on bandwidth, complexity, etc.

○ Qualtrics' Research Services team does not currently offer weekend or evening launches.

Who You May Work With

ACCOUNT REPRESENTATIVE

Responsible for bidding, understanding the scope, identifying feasibility, and providing pricing.

OPPORTUNITY FULFILLMENT SPECIALIST

May assist your account representative with any of the items listed above.

PROJECT MANAGER

Will get your project properly set up for the service needed and will be in charge of coordination and execution of your project. The project manager will monitor your project when it is live, providing daily updates, timeline updates, and answering any questions you have.

SUBJECT MATTER EXPERT

Available to support with survey methodology assistance and project design.