



Designing Surveys and Utilizing Qualtrics

Questions to Consider When Designing a Survey in Qualtrics:

1. Who is your audience?
 - a. Do you need personal identifiers? Do you need information on who is completing the survey? Do you plan on connecting your responses collected to external data (do you need to know who the person is who is taking the survey)?
 - i. If yes- what types of information, name, major, student email, etc.
 - ii. If no- be sure to include a statement in your message or in the survey that says you are not collecting contact or demographic information
2. Do you plan on collecting pre-post questions?
3. Collecting raw data vs. Tabulating assessment data
 - a. Surveys can be used to collect raw data directly from your person completing your survey.
 - b. You can also use the survey mechanism as a way to log your data from paper forms of assessment and evaluations.

Using Qualtrics:

You can access Qualtrics through CSULB following this link and using your SSO to log in:

<https://www.csulb.edu/academic-technology-services/software-depot/qualtrics-web-based-surveys>

Design/Survey

Headings

You will want to create a question to make a heading within your survey. Headings or survey titles will not appear to the participant.

Select Descriptive text to allow you to write text like a title and directions that doesn't allow for a response from participants.

The screenshot displays the Qualtrics 'Test Survey Development' interface. The main workspace shows a question block with a gear icon and the text 'Click to write the question text'. The right-hand sidebar is open, showing configuration options for the question type. Under 'Change Question Type', 'Text / Graphic' is selected. The 'Choices' section shows '0' choices, with options for 'Edit Multiple' and 'Automatic Choices'. The 'Type' section has 'Text' selected. The 'Validation Type' section has 'None' selected. At the bottom of the interface, there are buttons for 'Import Questions From...' and 'Create a New Question'.

Scales

Qualtrics includes automatic choices with a variety of scales to choose from. Under the question menu, you can indicate the number of choices you want to provide, then select a check box for automatic choices to see the variety of options of scales. I also recommend that you ask your

question with the scaled word in the question. For example, how would you rate the effectiveness of the workshop; then you can select the ineffective- effective scale option.

The screenshot shows a software interface for creating a survey question. On the left, there is a scrollable list of scale options, each with a three-letter code and a three-dot icon. The options include: Disagree - Agree, Dissatisfied - Satisfied, Inappropriate - Appropriate, Male - Female, True - False, Yes - No, Below Avg - Above Avg, Worse - Better, Difficult - Easy, Ineffective - Effective, Bad - Good, Regretful - Delightful, Believability, Slow - Fast, Unlikely - Likely, Unhappy - Happy, Useless - Useful, Unimportant - Important, Describes My Feelings, Describes Me, Displeased - Pleased, No Preference - Prefer, Dislike - Like, Intervals, Quantity, Expectations, Ideals, Never - Always, None - All, Too Little - Too Much, Lower - Higher, Worst - Best, Poor - Excellent, Chance, Weak - Strong, Clear - Unclear, Reasonable - Unreasonable, Comfortable - Uncomfortable, Positive - Negative, Competent - Incompetent, and Professional - Unprofessional. On the right, a configuration menu is open, showing 'Question Type' set to 'Multiple Choice'. Other options visible include 'Automatic Choices' (set to 'Disagree - Agree'), 'Single Answer', 'Multiple Answer', 'Force Response', 'Validation Type', 'Custom Validation', 'Add Page Break', 'Add Display Logic', and 'Add Skip Logic'.

Validation/Force Response

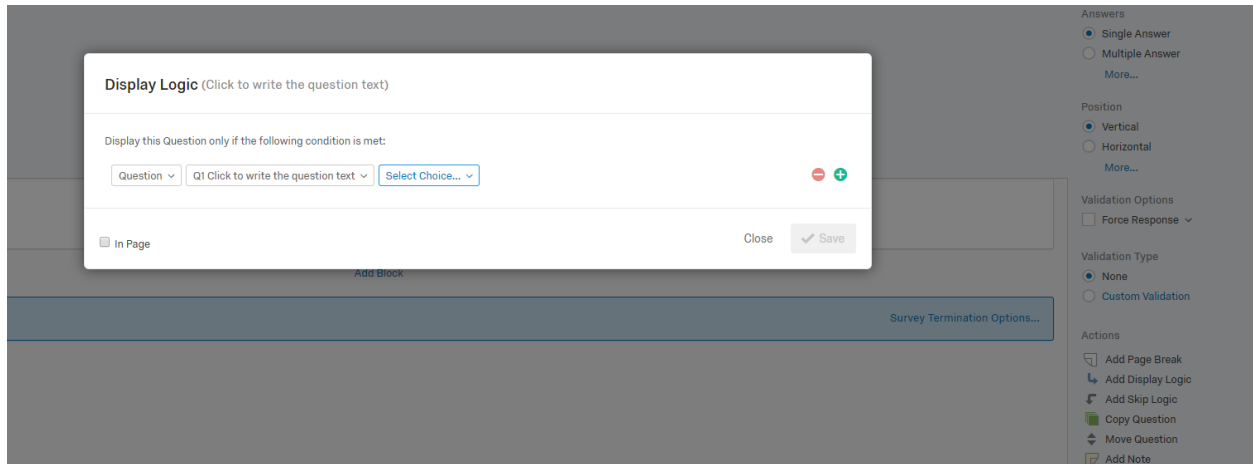
You can require the participant to answer a question. This is an important consideration. Depending on the nature of the survey and questions, you do not always want to require participants to answer a question or many questions. To require a question you select force response under validation options on the question menu.

Flow

You want to consider flow. How many questions are on each page? Can you put like questions together either based on topic, or same scales.

Display vs. Skip logic

Display logic allows you to say if you want a specific question displayed. This is helpful if you have follow up questions only if a participant answered a question a certain way. You can set up conditions to only display question, if X question was asked, and Y answer was given.



Skip logic allows you to skip sections, or parts of the survey based on the conditions you set. This is helpful when you have a block of questions that you only need participants to respond to if they selected a certain response.

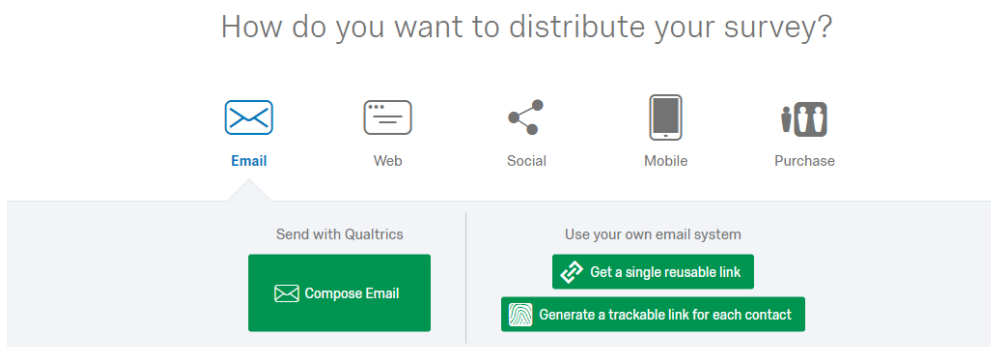
When using display and skip logic, be sure to test your survey prior to administering ensuring all of your conditions display how you want the survey to flow.

Testing a Survey

When you test a survey that response is included in your results. Be sure to delete the response under the Data and Analysis tab.

Distributions

You will select the distributions tab when you want to send the survey out. I recommend that you select email, and get a reusable link. If you select compose email then you send the email through Qualtrics versus your email account. You can customize the single reusable link, which you can copy and add to your drafted email.



Data & Analysis

The raw data can be exported by selecting the data and analysis tab, and selecting export/import.

Recorded Responses **0**
Responses in Progress **0**

Export & Import ▾ Edit Tools ▾

- Export Data...
- Import Data...
- Manage Previous Downloads...

0 responses you are looking for do not exist.
[Collect responses.](#)

Reports

You have multiple report types you can pull.

A quick way to report out option may be for PowerPoint and PDF. You can also export to CSV so that you can create pivot tables and complete supplemental analysis.

Survey Actions Distributions Data & Analysis **Reports**

Results Reports

Report: **Default Report** ▾ Add Filter ▾

There are no results yet to show. Please distribute your survey to gather responses.

Add Report Breakout ▾

Search Questions

+ Create Custom Page

Q1 - Click to write the question text

Strongly agree

Agree

Somewhat agree