



Qualtrics[®] SOS Guide 2017

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Apps for Data Collection & Analysis

Qualitative Analysis

- [NVIVO](#) (free trial version available)
- [Atlas ti](#) (free trial version available)

Apps for Data Collection

- [Notability](#) (Qualitative)
- [Poll Everywhere](#)
- [Socrative](#)
- [Qualtrics](#) [[FID Guide](#)]

Quantitative Analysis

- Microsoft Office Excel
- [R](#) ([Udacity guide to using R](#))
- [ESRI](#)
- [JMP](#) (Subscription License) \$
- [JMP Pro](#) (Subscription License) \$
- [SAS](#) (Subscription License) \$
- [PSPP](#) (open source)
- [SPSS](#) (Subscription License) \$
- [Qualtrics](#) (Online Survey Tool)



Research Apps & Software

Apps for planning

Evernote

- Haiku Deck on Evernote
- Project Professional

Apps for Storage & Sharing

- Box net (see, HIPAA compliance) (FREE)
- Dropbox (FREE)
- SharePoint (Available through UA)
- **Qualtrics** (Sharing Survey Data)
- Evernote



What can you accomplish with Qualtrics?

- **Collect** data
- **Analyze** data
- **Present** data
- **Generate** professional looking reports with descriptive statistical analysis
- **Download** data for...
 - Doing more robust quantitative analysis
 - Qualitative analysis of open-ended questions
- **Share** survey management or data with colleagues



Finding Help OYO

The screenshot shows the Qualtrics Support website. At the top, there is a navigation bar with the Qualtrics logo and the word "Support". A search bar is located to the right of the logo, with a "SEARCH" button and a "Login" link. Below the navigation bar, there is a home icon and a "Contact Us" link. The main content area features a large heading "Welcome to Qualtrics Support" and a sub-heading "An entire library of articles, manuals, and troubleshooting tools – right at your fingertips." A yellow button labeled "Explore *the* New Qualtrics" is positioned below the sub-heading. To the right of the main content, there is a vertical list of menu items: "Survey Platform", "Employee Insights", "Vocalize", "Site Intercept", "Target Audience", "Integrations", "Training Tools", and "Research Resources". A "FEEDBACK" button is located at the bottom right of the page. The background of the main content area is decorated with various icons, including a clock, a potted plant, a calendar, a bookshelf, and a bust.

Smart Apps for Research | Exploratory Data Analysis | Search | The University | Home - Qualtrics Support

Secure | <https://www.qualtrics.com/support/>

Apps | New FID! | Google Scholar | EDL-562 | ADMIN | GRANTS | JOURNALS | FacDev | Med Ed | iTunes U | PROF ORGS | TECH | UA | Qualtrics | LANGUAGE | Reflective MedEd | AOES | AAMC_2015 | CDC-espanol | PBS | Flip it | Other bookmarks

Support

Search

SEARCH

Login

Contact Us

Welcome to Qualtrics Support

An entire library of articles, manuals, and troubleshooting tools – right at your fingertips.

Explore *the* New Qualtrics

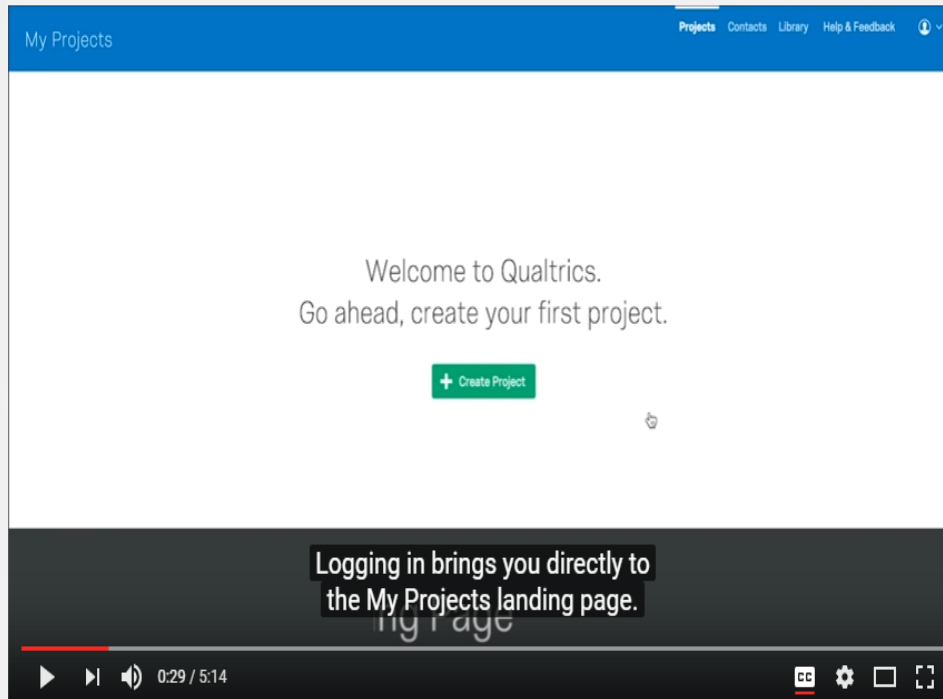
- Survey Platform
- Employee Insights
- Vocalize
- Site Intercept
- Target Audience
- Integrations
- Training Tools
- Research Resources

FEEDBACK



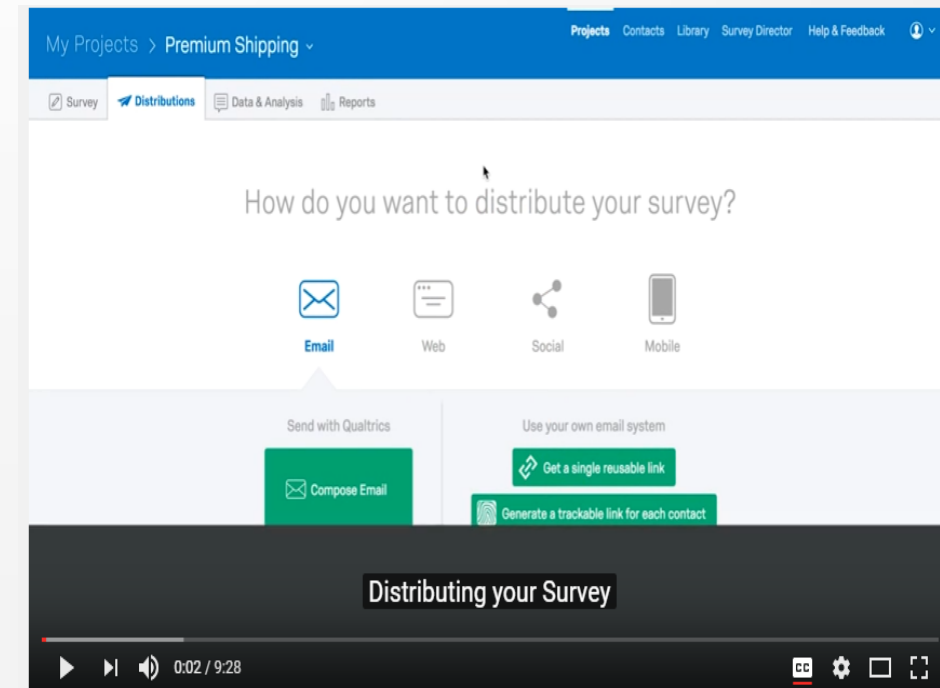
How do you create and distribute your survey?

Starting a New Project



The screenshot shows the 'My Projects' landing page in Qualtrics. The header includes 'My Projects' and navigation links for 'Projects', 'Contacts', 'Library', and 'Help & Feedback'. The main content area features a welcome message: 'Welcome to Qualtrics. Go ahead, create your first project.' Below this message is a green button labeled '+ Create Project'. A video player overlay at the bottom contains the text: 'Logging in brings you directly to the My Projects landing page.' The video player controls show a progress bar at 0:29 / 5:14.

Distributing a Survey



The screenshot shows the 'Distributions' screen for a survey titled 'Premium Shipping'. The header includes 'My Projects > Premium Shipping' and navigation links for 'Projects', 'Contacts', 'Library', 'Survey Director', and 'Help & Feedback'. The main content area asks 'How do you want to distribute your survey?' and offers four options: 'Email', 'Web', 'Social', and 'Mobile'. Below these options are two main distribution methods: 'Send with Qualtrics' (with a 'Compose Email' button) and 'Use your own email system' (with 'Get a single reusable link' and 'Generate a trackable link for each contact' buttons). A video player overlay at the bottom contains the text: 'Distributing your Survey'. The video player controls show a progress bar at 0:02 / 9:28.



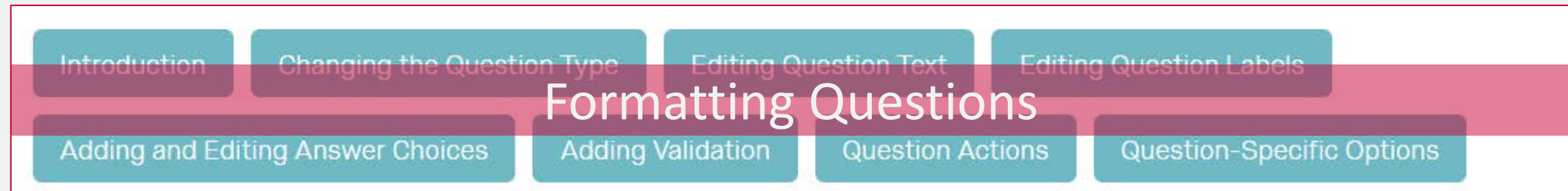
Question Types & Formatting Options

Question Type

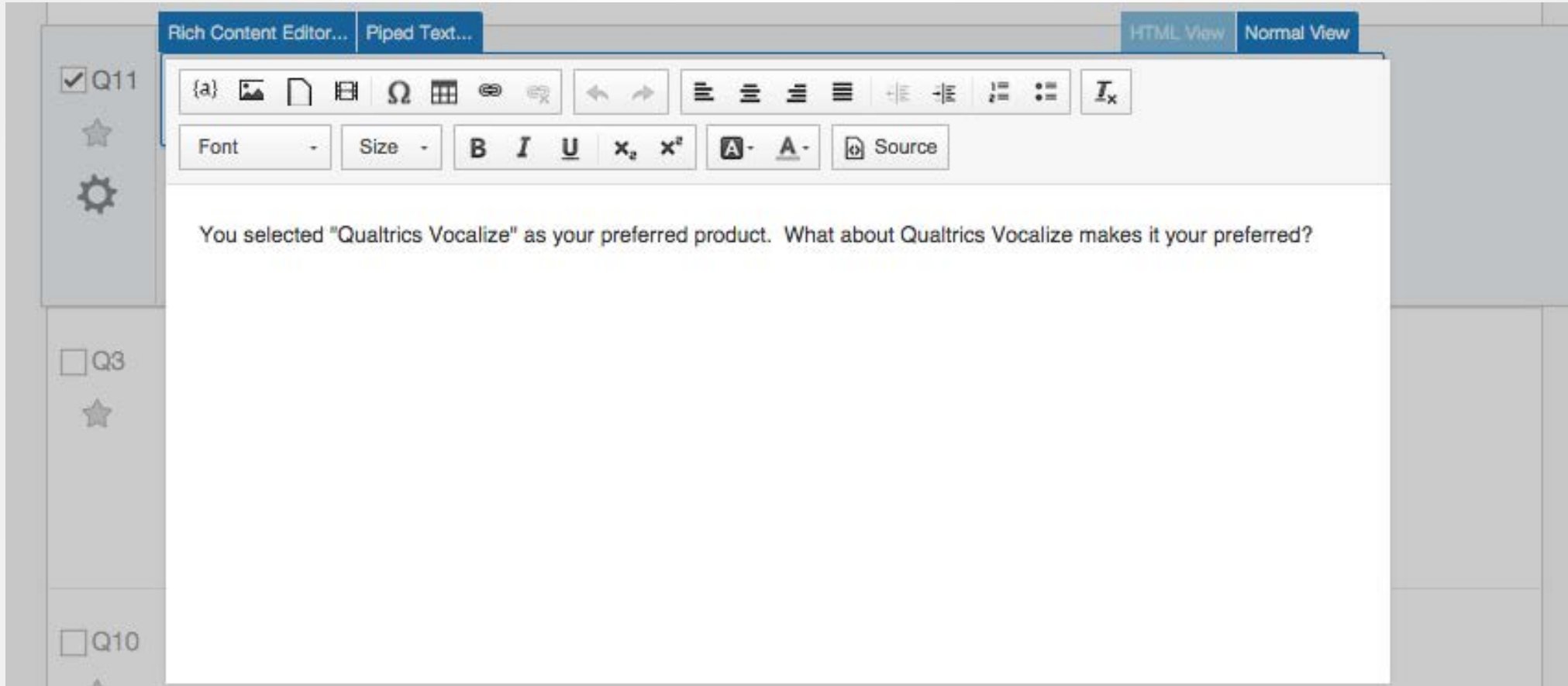
A screenshot of a survey editor interface. At the top, there are tabs for 'Survey Options' and 'Tools', a 'Preview Survey' button, and a search bar. Below this is a 'Change Question Type' dropdown menu with 'Multiple Choice' selected and highlighted in green. The main area is a grid of question type icons categorized into 'Static Content', 'Standard Questions', and 'Specialty Questions'. The 'Multiple Choice' icon is highlighted with a red box. To the right of the grid, there are settings for 'Choices' (3, Edit Multiple, Automatic Choices), 'Answers' (Single Answer, Multiple Answer), and 'Position' (Vertical, Horizontal).

Response Validation

A screenshot of the 'Response Validation' section for a question titled 'Did you make a purchase on our website?'. The question is marked as 'Q6' and is checked. Below the question text, there are radio buttons for 'Yes' and 'No'. A red box highlights a validation icon (an asterisk in a square) next to the question. Below this, another question 'Q7' is visible: 'Which of our product categories did you purchase on our website?'. The interface also shows 'Default Question Block' and 'Block Options' at the top.

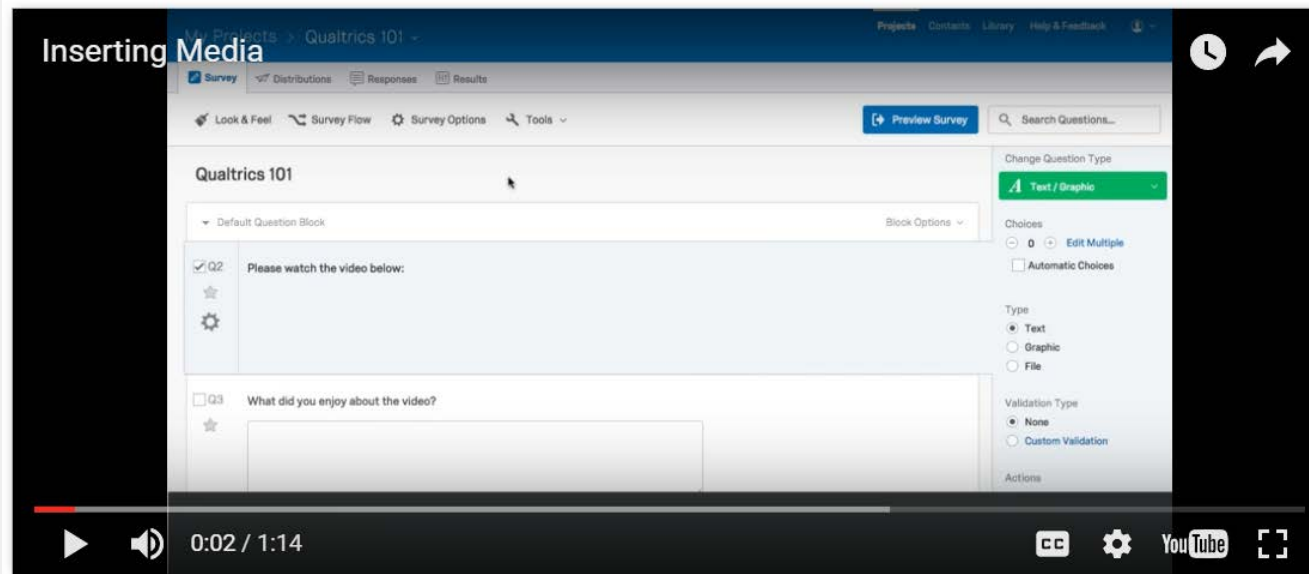


Qualtrics has formatting tools like MS Office Word



Insert Media, Graphics, Files & Hyperlinks

Insert Media



Insert a Graphic

[Introduction](#)

[Inserting Graphics into Questions](#)

[Inserting Graphics into Answer Choices](#)

Insert a Downloadable File

[Introduction](#)

[Inserting a File](#)

Insert a Hyperlink

[Introduction](#)

[Inserting a URL Hyperlink](#)

[Linking to a Text Anchor](#)

[Linking to an Email Address](#)



Display Logic

WHAT IS IT?

Display This Question:
If **Which of the following types of research do you use surveys for? Customer Satisfaction Is Selected**

CSat_1

How often do you perform Customer Satisfaction surveys?

- Once a Week
- Once a Month
- Once a Quarter
- Once a Year
- Daily
- Other (please specify)

Edit
Remove

Position
 Vertical
 Horizontal
[More.](#)

Validation ()
 Force

Validation ()
 None
 Custom

Actions
[Add F](#)
[Add Displ](#)



What else can you do with Qualtrics?

Customize Your Survey

The screenshot shows the Qualtrics survey editor interface. The main area displays a survey titled "Premium Shipping" with two questions: Q1, a greeting and confirmation question with "Yes" and "No" options, and Q4, a gender question with "Male" and "Female" options. The right-hand sidebar contains configuration options for the selected question, including "Change Question Type" (set to Multiple Choice), "Automatic Choices", "Answers" (Single Answer selected), "Position" (Vertical selected), and "Validation Options" (Force Response). A video player overlay is present at the bottom with the text "Customizing Survey Experience" and a progress bar showing 0:02 / 10:08.

Analyze Data w/Qualtrics

The screenshot shows the Qualtrics data analysis interface. The top navigation bar includes "Survey", "Distributions", "Data & Analysis", and "Reports". The main area displays a table of survey data for question Q4. The table has columns for "Recorded Date", "Q4 - What is your gender?", "(Group) Q14 - On a scale from 0-10, how likely are you to recommend our Premium Shipping...", and "Actions". The data shows two entries for "Apr 07 2016 8:02 AM" with the answer "Male" and a score of "1". A video player overlay is present at the bottom with the text "Analyzing your Data" and a progress bar showing 0:02 / 14:50.

Recorded Date	Q4 - What is your gender?	(Group) Q14 - On a scale from 0-10, how likely are you to recommend our Premium Shipping...	Actions
Apr 07 2016 8:02 AM	Male	1	
Apr 07 2016 8:02 AM	Male	1	



Sharing Your Project



My Projects Projects Contacts Library Help & Feedback

Folders + Create Project

All Projects Sort By: Last Modified

Last 7 Days

	Status	Responses	12 Day Trend
Premium Shipping Last Modified: Oct 1, 2015 2:34 PM	Active	84	 54 Complete 9 Partial 100% Completion Rate
Qualtrics 101 Last Modified: Oct 1, 2015 12:32 PM	Active	0	No responses have been collected.
Future All Questions?			 Complete Partial Completion Rate

Sharing

0:04 / 1:41 CC