Qualtrics is an online survey tool. Offering an easy user interface solution. Point and click edit system and still sophisticated enough for the most demanding academic researcher.
Table of Contents
Create account .............................................................................................................................................. 2
Create a Survey ............................................................................................................................................. 3
Survey tab ..................................................................................................................................................... 4
Device Detection ................................................................................................................................... 5
Survey Library ............................................................................................................................................... 6
Question Types ............................................................................................................................................. 7
Share a Survey ............................................................................................................................................... 8
Distribute Surveys ......................................................................................................................................... 8
Data and Analysis ........................................................................................................................................ 11
Reports ........................................................................................................................................................ 11
Resources .................................................................................................................................................... 12
Create account

1. Click on mySJFC and enter your network credentials.
   Or Open Internet Explorer and enter: https://sjfc.qualtrics.com

2. Select →
   a. New users: I don't have a Qualtrics account
   b. Existing users: I already have a Qualtrics account

3. Enter→
   a. Email address
   b. First and Last name
   c. Students enter Graduation Date
   d. Click on Update

4. Read and Accept Terms of Service
Create a Survey

Getting Started:

1. Click on Create Project (survey)

2. From the Create a Project dialog box, select:
   a. New Project (survey)
   b. From a Copy
   c. From a Library

3. Enter a Project (survey) Name, select a folder or create a folder, and click on Create Project.
Survey tab
From the Survey tab, the toolbar contains general survey options used in creating/editing a survey.

Click on Import Questions From (Qualtrics Library of choices) or Create a New Question
Once a question is added or copied, several options/dropdown toolbars appear:

1. Change Question Type - appears to the right, allowing to change the type of question and layout
2. More options – appears on bottom left of question
   a. Display Logic - can be added to a question that is conditionally displayed; multiple levels of logic; i.e. Do you like sports?
   b. Skip Logic – can be added to a question; 3 drop down boxes, If, is, Then Skip To
   c. Add Page Break – insert individual page breaks. By default, survey questions will be displayed together on one page. Use the Page Break function to break up your survey into multiple pages
3. Block Options drop down - appears top right of each block, deleting/moving the block. Typically questions are separated into blocks for the purpose of conditionally displaying an entire block of questions, or for randomly presenting entire blocks of questions.
4. Tools drop down - on toolbar use to add other advanced features
   a. Quotas – used to control the number of a type of responses or respondent that takes your survey
   b. Triggers – notification, or an alert of when survey responses come in
   c. Search and Replace - this feature provides a quick way to search for specific text and replace.
Device Detection
Customize surveys by automatically displaying or hiding questions and adjusting the survey flow based on the platform used in the survey response.

1. Add Display Logic
2. Select If Device Type
3. Select Mobile or Preferred Device

Mobile Compatibility Advisor Verify newly created or existing surveys are optimized for mobile devices.

1. Look for the Orange or Red Mobile Compatibility Advisor Icon
2. Click on the Icon for Tips to Optimize Your Survey for Mobile and Offline

Note: Orange indicates the question is mobile compatible, but could be revised to function better on mobile devices. Red indicates the question is not mobile compatible.
Survey Library
Offers two features and can be accessed by clicking on Import Questions

1. Copy survey questions from other surveys you have previously created (My Surveys), Or click on Qualtrics Library to access over 200 examples of surveys and copy questions into your own surveys

   a. Select Qualtrics Library and choose from Survey or Question Library
   b. List of Categories is displayed, after making a selection at the bottom of the screen click on Import Entire Survey or Add Question
   c. Use the back button located at the top left of the screen.
**Question Types**

When selecting *create a new question* the default question type is Multiple Choice, from the green box, click on the down arrow to display a menu of 14 main survey questions. Mouse over each question type will preview to the left of the menu.

- Click on **Show All Question Types** and select a question from the list of 86 questions

- **Advanced Question Type, Captcha Verification**- verify you survey takers are humans, prevent spam.

- **Piped Text w/ default choices, GeoIP Location** – pre fill text entry question with respondent data & increase those response rates.
Share a Survey
Sharing a survey allows others access to your survey.

1. From the My Projects tab and click on the down arrow and select Share Project.
2. Within the dialog box, type in username to share the survey with and click on Add.
3. Within the dialog box, you can turn on or off permissions you are sharing with.
   a. Permissions: Edit, View Results, Activate/Deactivate, Copy, and Distribute.
4. Click on Save to finish the process.

Distribute Surveys
When you are finished creating survey, you are ready to schedule the distribution of your survey. Click on the Distributions tab. All surveys are created in-active by default, the survey will automatically activate after clicking on the Distributions tab.

- Click on Distribute Survey button – top right
Four online methods for distribution of your survey: Email, Web, Social, Mobile

1. **Email Survey** - send via Qualtrics or use your own email system using; Get a single reusable link.

   **Survey Mailer** – Click on the Survey Mailer tab fill out **When**, **Who** (Contacts), and **Message**, when finished click on **Schedule Mailing**.
2. **Web** – embed your survey link on a website

3. **Social** – post your survey to a variety of social networks

4. **Mobile** – send survey to mobile phones using SMS

• To **Pause Response Collection** a survey at any time:
  o Click on the **Pause Response Collection** button top left

**Create Contact List** - Click on **Contacts**

• Within the **Contacts** section, and click on **Create Contact List**.
  o Enter **Name**, select **Folder**, and click on **Next**.
  o Choose from **Import From a File** or **Add Manually**
Data and Analysis

After survey has been distributed and you have received responses, you can view the Data & Analysis

Main areas:

a. **Export Data**  - result data can be downloaded into a csv file (can be opened in Excel), SPSS, XML, or HTML

b. **Cross Tabulation**  – select questions to be displayed in banners (columns) or stubs (rows)

Reports

Create, Move and Delete reports from the Reports tab.
Resources

Questions?
Visit the Qualtrics support page (http://support.qualtrics.com/explore-the-new-qualtrics/) for a complete overview of the new Qualtrics Insight Platform. Additionally, consider attending our live webinars:

- Qualtrics Basic Training Webinar Recorded | https://www.youtube.com/watch?v=hWM1z4uBPlU&feature=youtu.be
- Qualtrics Advanced Training Webinar Recorded | https://www.youtube.com/watch?v=40cNAia-8Fs&feature=youtu.be
- Qualtrics Data, Analysis, and Reporting Webinar Recorded | https://www.youtube.com/watch?v=1fDtHkQwYVo