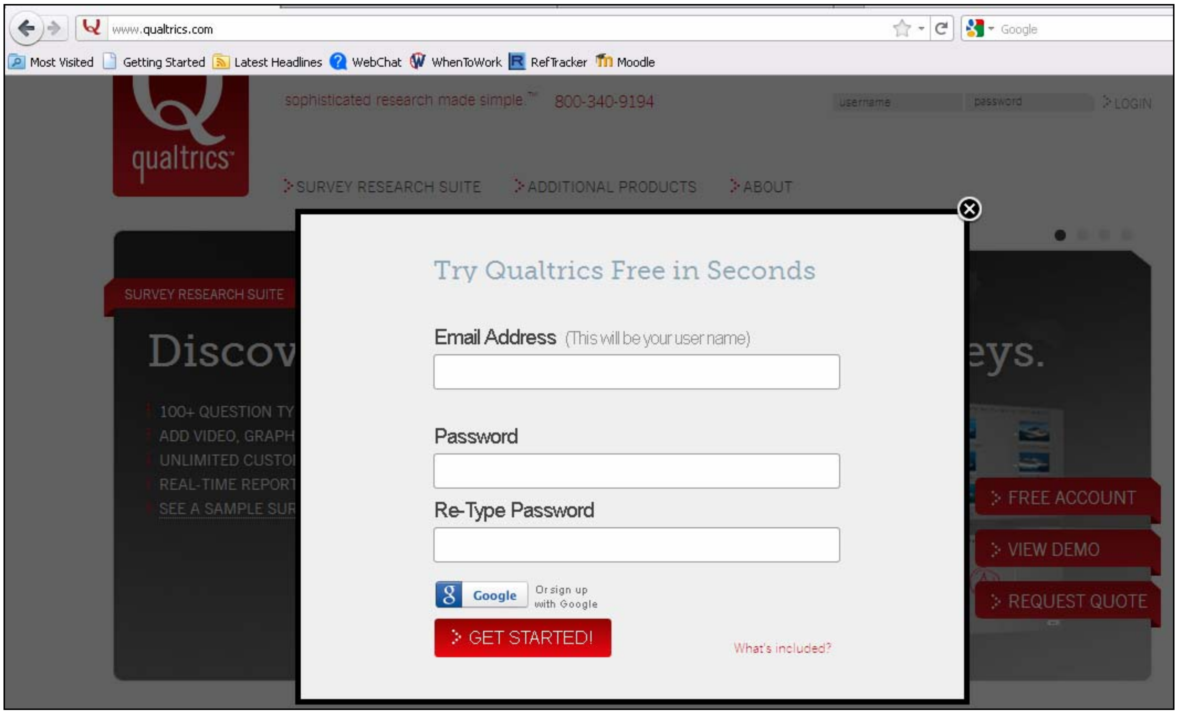
An Introduction to Qualtrics — Alliant Library, Spring 2011

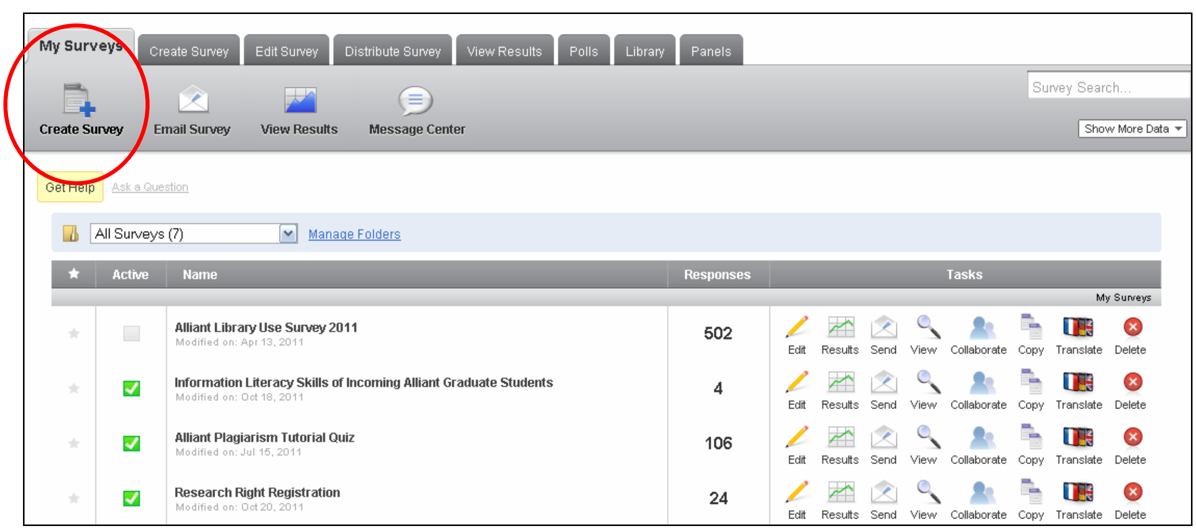
1. Creating an account

- ❖ Go to www.qualtrics.com and click on "Free account"
- ❖ Type in your Alliant email address (you must use this email address) and create a password. You should receive an email from Qualtrics confirming your account.



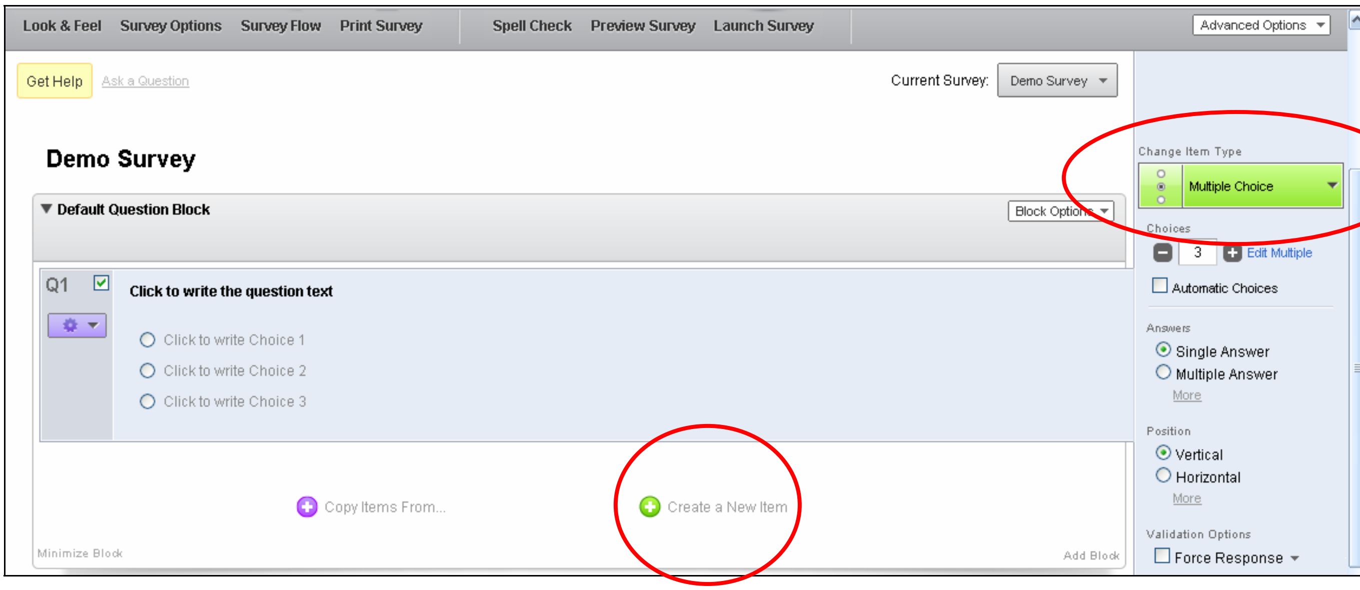
2. Creating your survey

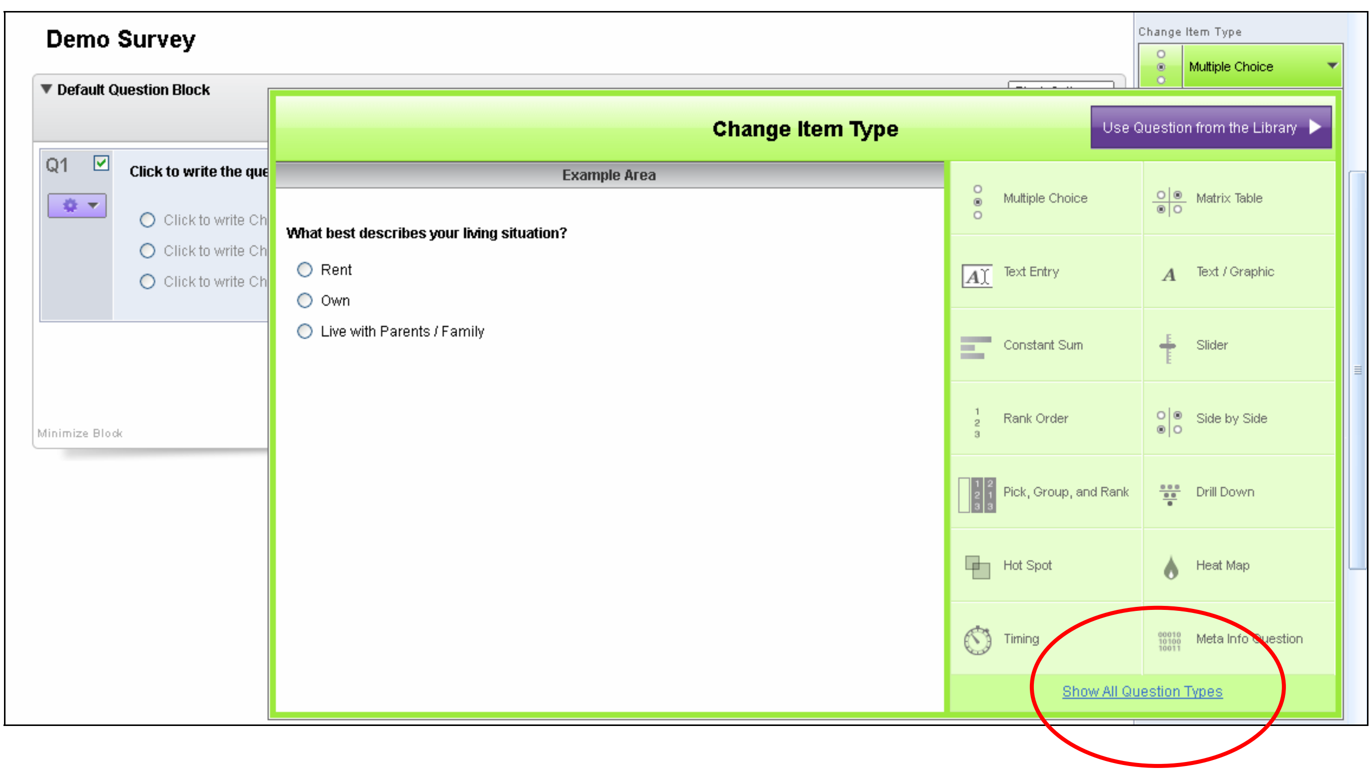
- ❖ Once you have created your account, login at https://alliant.qualtrics.com/ using your Alliant email as your username.
- ❖ Near the top left of the screen, click "Create survey" then click "Quick survey builder"
- ❖ Name your survey and click "Create survey."



3. **Adding/Formatting Questions**

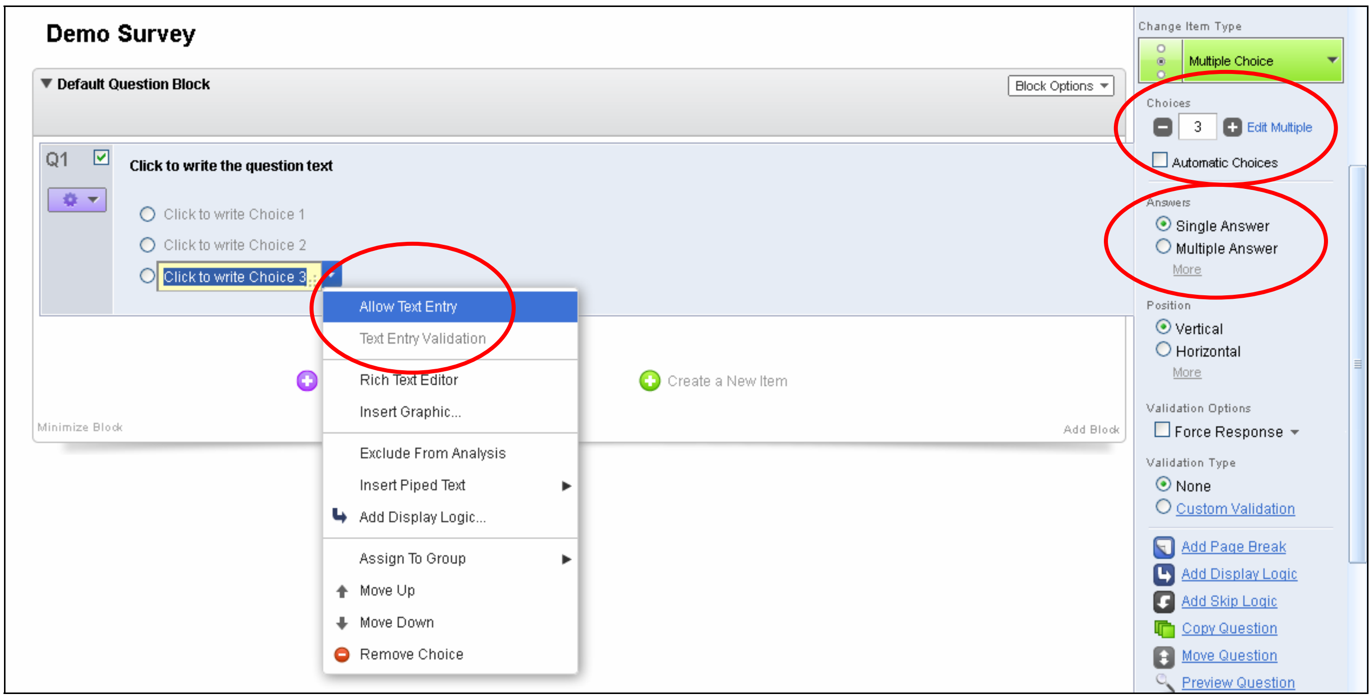
- ❖ Click next to the green + symbol “Create a New Item” and a blank format will pop up.
- ❖ On the right side of the screen you may select different formats for questions.
- ❖ Click on the green box labeled, “Change Item Type” and a menu will appear with a number of different formats. For additional formats, click at the bottom of the menu where it says, “Show all question types”
- ❖ Scroll down to view all the different formats for questions and choose what is most applicable for your survey





4. **Multiple Choice/Likert Questions**

- To change the number of choices offered, look to the right side of the screen and you may use the + or – symbols to increase or decrease the number of choices, or you may enter the number in the box.
- If you want to allow more than one answer in a "check all that apply" type of question, select "Multiple answer" on the right side of the screen.
- If you have a multiple choice question, with an "other" choice and would like the participant to be able to specify what "other" is, you may enter a text box next to a multiple choice response by clicking on the choice and selecting the down arrow to the right of the choice. A menu will pop up, select "Allow text entry" and a blank text box should appear below the choice.
- To select a Likert-scale question: Click on "Change Item Type" (Green box on the right side), then "Show all question types" and scroll down until you find "Matrix" and select the "Likert" question (single or multiple answer) that you wish to use.

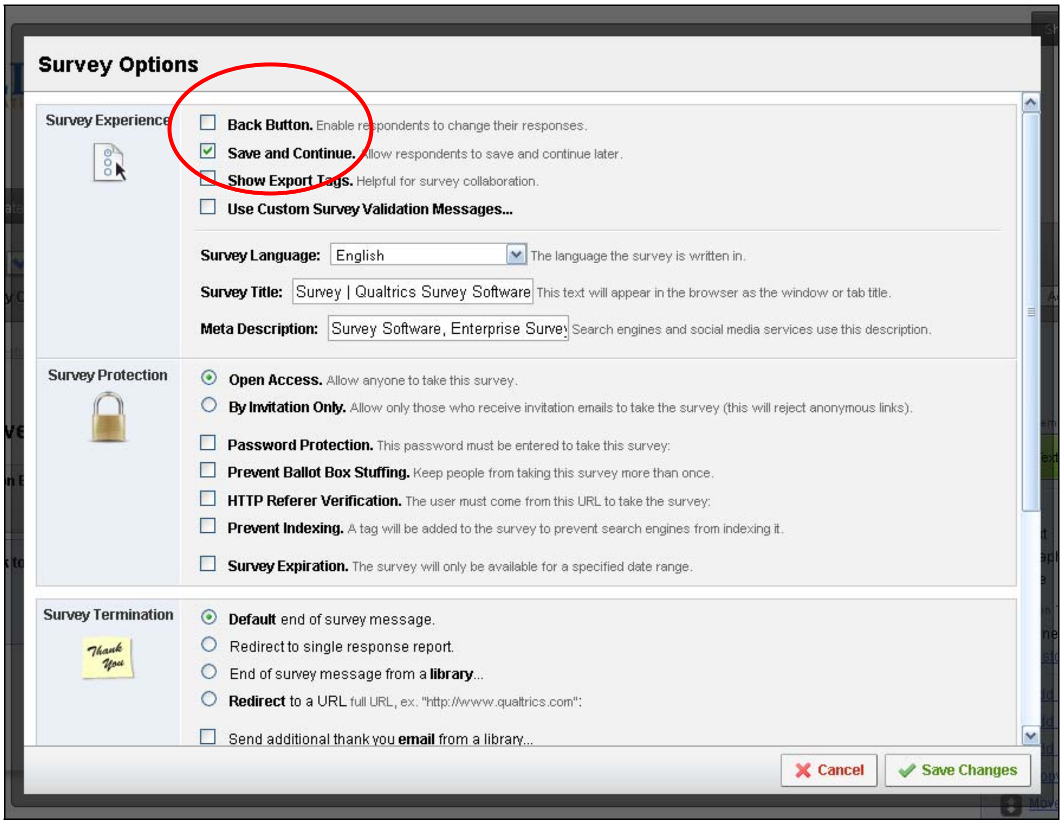


5. **Vignettes or other free text entry**

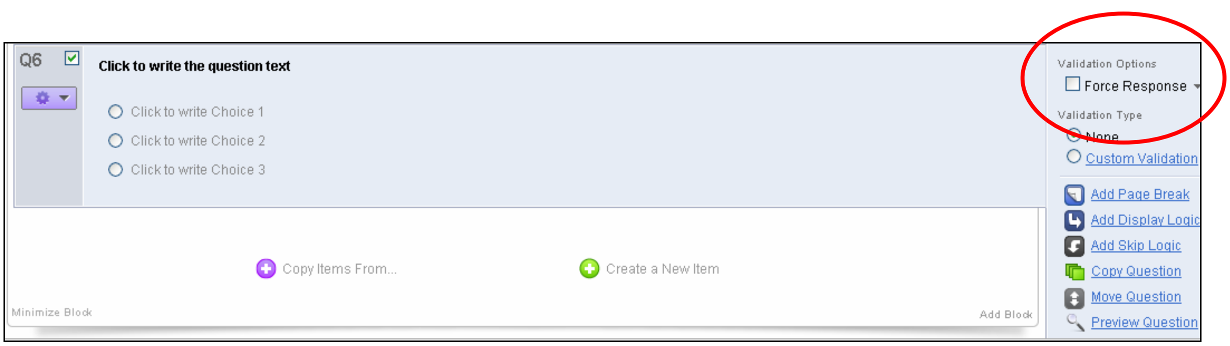
- If your study uses a vignette or other text entry, you may select "Text/Graphic" as a question type. The question will just appear as text.
- If you do not want participants to have access to the vignette while answering subsequent questions, you have two options:
  - On the right side, select "Add page break" which will direct the participant to the following page.
  - In the bottom right hand corner of the question box, you may select "Add block" which will also direct the participant to the following page.
    **Note: By selecting "Add block" you will have the ability to randomize or control the order of blocks throughout your survey, depending on your design. Page breaks will only direct the participant to the subsequent page.

6. **Other options and settings**

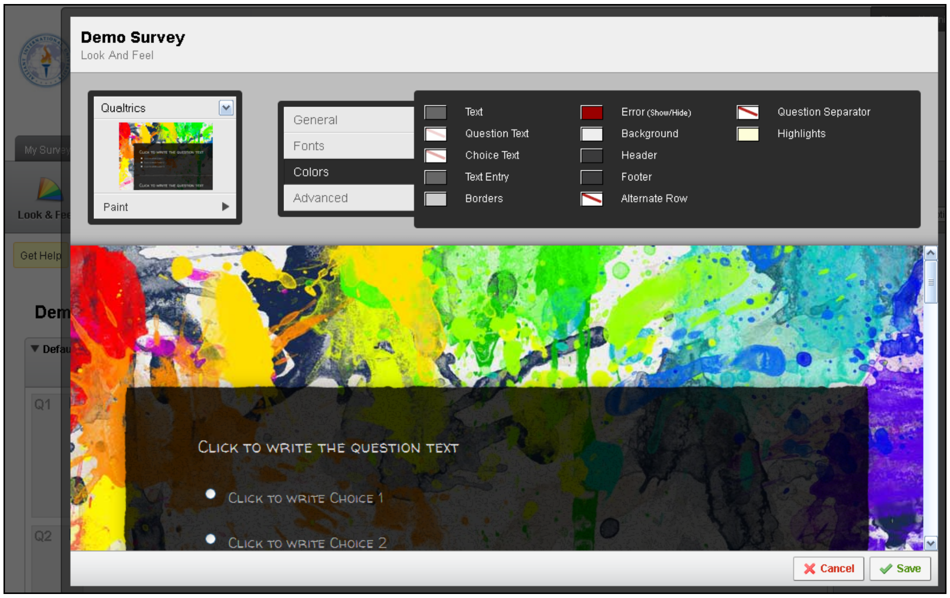
- ❖ If you do NOT want participants to use the "Back" button (especially for vignettes and other HPPC concerns) look to the top of the page and select "Survey options." Make sure that the first item the "Back" option is UNCHECKED. This will ensure that participants cannot use the back button. Within this menu, you may select other options (i.e. security, thank you messages, etc.) that you would like to apply to your study. Make sure you "Save Changes"



- ❖ If you want to make sure that participants answer a question before moving on, click on the question and look to the right side, check the "Force response" box. By selecting this option, participants must answer the question before allowing them to move on to the next question.



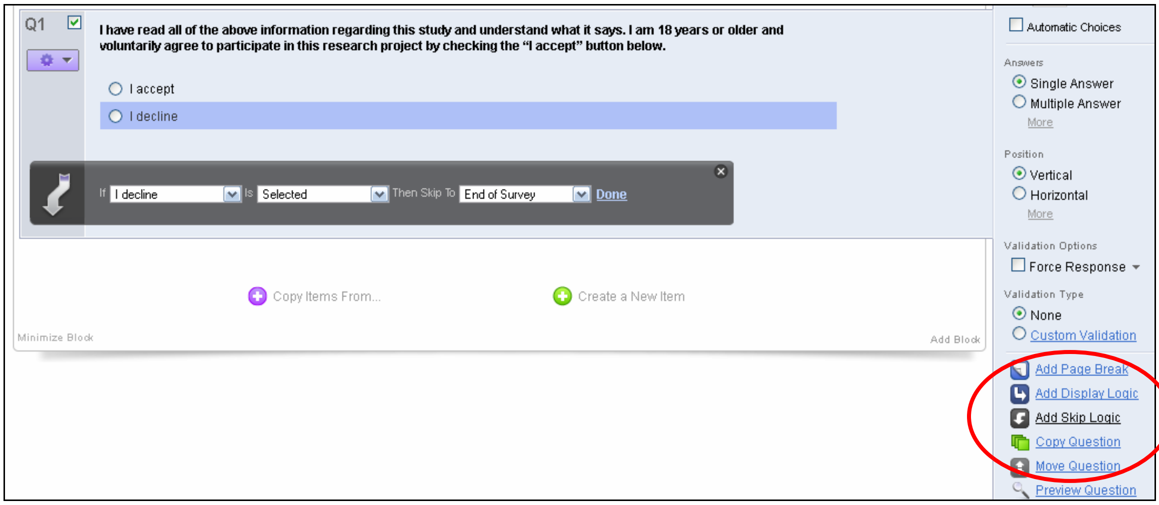
❖ To change the color scheme of your survey, add header/footer or edit the font type/size of your text, select "Look & Feel" at the top of the page.



❖ <u>Important for IRB (HPPC)</u>: The online informed consent template requires that if a participant does NOT agree to informed consent, they must be directed to the end of your survey. For example, the last item in your informed consent could look like this:

> I have read all of the above information regarding this study and understand what it says. I am 18 years or older and voluntarily agree to participate in this research project by checking the "I accept" button below.
> - I accept
> - I decline

For this question, click, "Add skip logic" (on right side of screen). A menu will appear with the following equation: If "I decline" is "selected" then "skip to end of survey." This will ensure that participants who do not agree to informed consent will be unable to take your survey. (You may also use skip logic to direct participants to different "blocks" of questions based on their answers to specific questions.)



7. **Activating and Distributing your Survey**

- Click on the "Distribute survey" tab at the top of the page, then click "Activate your survey to collect responses." Qualtrics provides you with a link, which you may email/post to recruit and will direct participants directly to your survey.

  **<u>IMPORTANT</u>: If you choose to preview your survey before activating it, Qualtrics automatically records the responses and will add them to your results. To delete these responses before collecting data, go to the "View results" tab at the top of the page, then click "Delete" report (this will only delete responses from survey previews, NOT the survey questions).