

Module: Qualtrics

Survey Insights Platform

Pre-requisite: iMotions Core License



 **IMOTIONS®**

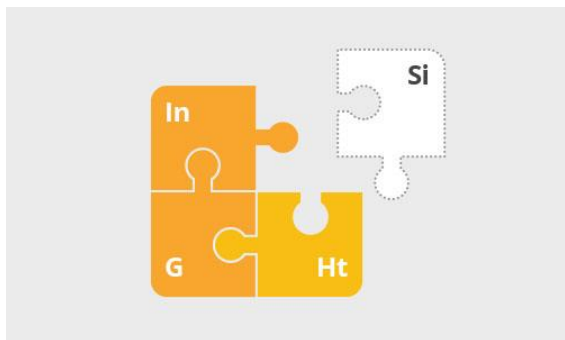
sales@imotions.com

Deeper insights

Add unbiased emotional responses to Qualtrics detailed self reports

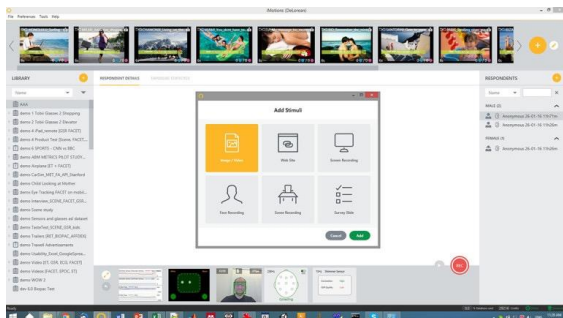


The iMotions – Qualtrics integration combines sophisticated survey methodologies with advanced biometrics measurements in an easy-to-use solution. [See video here](#)



Take your insights to new heights

Humans are emotional beings and driven by subconscious reactions that determine how we think, feel and act. More than 70% of decisions and actions we make are influenced by our emotions. Yet traditional survey methods provide little insight into the actual emotions behind our reactions. Biometric measurements bridge this gap.



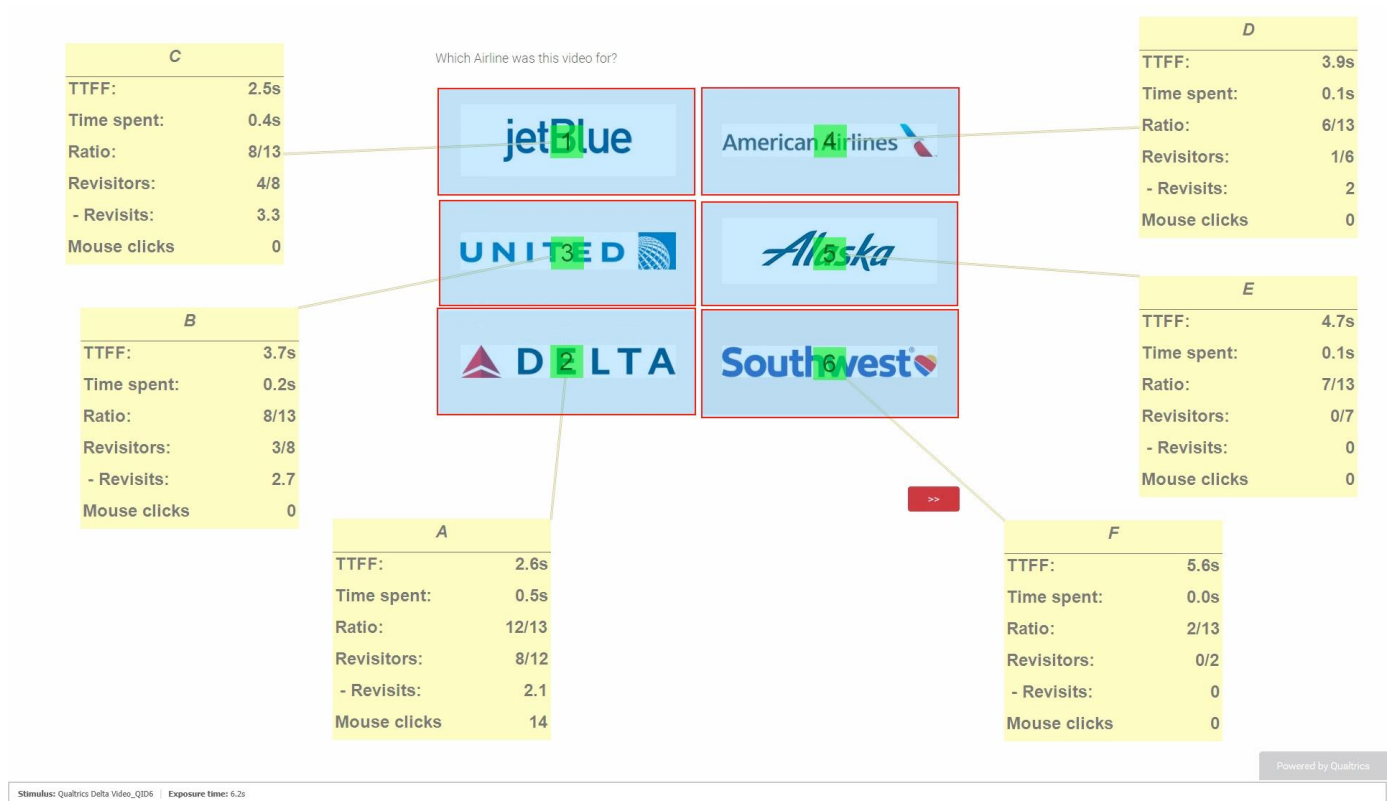
Out of the box – Easy to use solution

iMotions launches Qualtrics surveys software within its user interface allowing researchers to get the full Qualtrics experience to design and place the surveys slides at any desired point of the study. Furthermore the two platforms link the biometric data and survey data automatically by passing respondent and study information to Qualtrics and passing survey responses back to iMotions.



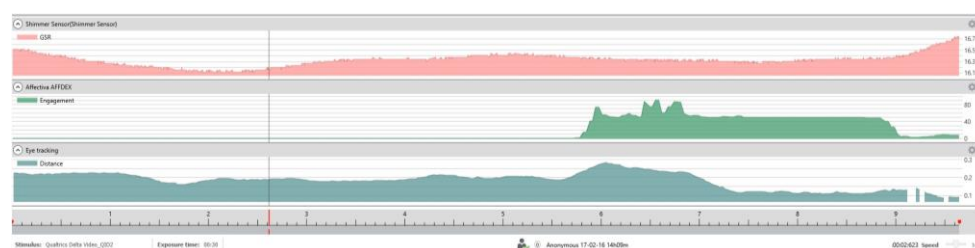
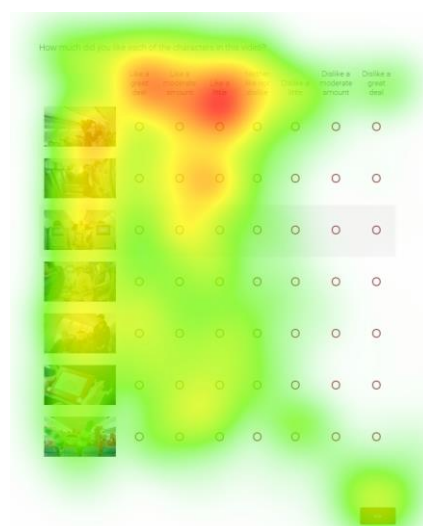
Include metrics of visual attention, motivation, arousal, valence and engagement during Qualtrics surveys

iMotions biometric research platform integrates best-in-class eye tracking, facial expression recognition, EEG, GSR and more biometric measurements to Qualtrics insight surveys platform to provide a complete view of an individual reactions and behavior.



Get biometric results on each page of the survey

iMotions automatically creates an individual image of each page of a Qualtrics survey. Thus Areas of Interest with eye tracking metrics and heatmaps are easily created to quantify the visual attention of each response. At the same time you get the values of other biometric signals such as engagement, arousal, motivation and much more in each page of the Qualtrics survey.



Noteworthy Qualtrics Features		Qualtrics Alone	Qualtrics +iMotions
Skip Logic	Skip questions based on previous answers	YES	YES
Carry Forward	Use previous answer in the text of the next question	YES	YES ¹
Display Logic	Show a question on if ...	YES	YES ¹
Randomization	Randomize the order the answer choices, questions, or entire blocks of questions appear in	YES	YES ¹
Loop and Merge	Repeatedly loop a block of questions with adjustments	YES	YES ¹
Default Choices	Have default answers to questions	YES	YES
Look and Feel	Advanced customization of theme/fonts/colors	YES	YES ²
Mobile Surveys	Show survey on Mobile devices	YES	NO
Offline Surveys	Show survey in offline application	YES	NO
iMotions and Qualtrics Integration Features			
Data Synchronization	Within one iMotions quickly view both survey data and biometrics. For analysis, correlate survey responses to summary metrics from sensors.	NO	YES ³
Scene Creation	Automatically segment each page of the survey for easy eye tracking and biometric analysis on each page	NO	YES
AOIs on Survey Pages	See if respondents read questions, noticed options etc.	NO	YES
Study information sent to Qualtrics	The respondent name as set in iMotions, Stimulus name, and Study name are sent to Qualtrics so you can view the data within Qualtrics but still link to iMotions data	NO	YES
Automatic Markers	Make use of Qualtrics JavaScript to send markers to iMotions	NO	YES
Pause and Return	Move back and forth between Qualtrics survey and iMotions stimuli	NO	YES ⁴
Full Screen View	View the Qualtrics survey in Full screen with no distracting browser interface	NO	YES

1. If different respondents see the same page differently due to randomization/display logic etc, in some cases area of interest aggregation may not make sense.
2. We recommend keeping each Qualtrics 'Page' short enough to fit on the screen at once to avoid scrolling to improve the scene/AOI creation.
3. Survey data visualization in iMotions only for question types; multiple selection, text entry, matrix, and slider.
4. Requires additional setup

Use biosensors to elevate your survey insights



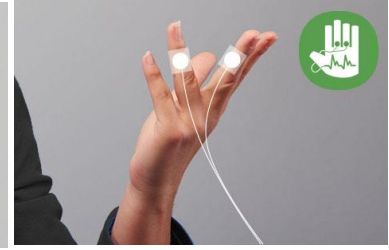
Use eye tracking to measure visual attention



Use facial expressions to measure engagement valence & emotion



Use EEG to measure motivation and cognitive workload



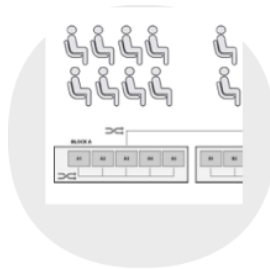
Use GSR to measure emotional arousal and stress

The Qualtrics Module has the iMotions Core License as pre-requisite, which allows you to:



Present all Type of Stimuli

Present images, videos, websites, screen & scene recordings, real world products.



Create Sophisticated Studies

Full flexibility to design any study setup with randomizations, block designs, test plans, group rotations and more.



Real-Time Synchronization

All biosensor streams and stimuli are real time synchronized. No more manual synchronization of data sets.



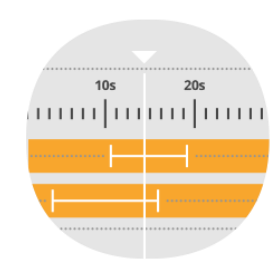
Export Raw Data

Export all collected data in sync with stimuli and other sensors in .txt format for easy import into MatLab and other statistical programs.



Get Quality Assurance

iMotions outputs data collection quality at any given time to monitor and ensure the validity of the studies.



Create Live or Post Markers

Mark important happenings during data collection or in replay mode to facilitate the analysis.

