Creating and Analyzing Qualtrics Surveys

Taught by: Emily Sullivan & Hunter Moskowitz
ENGW 1410: Intro to Writing Studies Research
Dr. Neal Lerner
Spring 2024

Northeastern University
NULab for Texts, Maps, and Networks

Feel free to ask questions at any point during the presentation!

Sample: Campus Commute

Take a few minutes to fill out this survey. We will use this to point to examples:

https://bit.ly/ENGW1410-Survey

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Workshop Agenda

- Introduction to Qualtrics Forms for Survey Creation
- Programming Different Types of Survey Questions
- Survey Questions Tips
- Exporting and Analyzing Surveys from Qualtrics

Slides, handouts, and sample survey available at:

https://bit.ly/sp24-lerner-engw1410-surveydesign

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Research Ethics

While doing official research involving human subjects, always:

1. Get IRB (Institutional Review Board) approval
2. Find the right, secure survey tool to use; Northeastern uses Qualtrics, which is secure for keeping your results private
3. Understand that your specific questions will gather specific answers. Try not to steer your participants in a particular direction, and always be wary of the vulnerabilities of the demographic(s) you're studying.

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Qualtrics

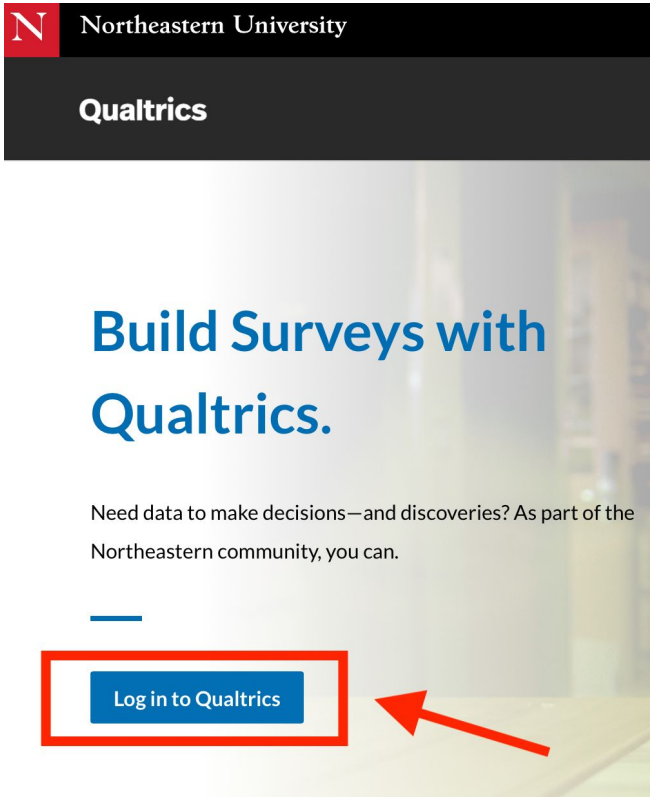
- Qualtrics is a great survey option for more formal surveys.
- You can use it in many industries: political campaigns, marketing, academia and many others.
- It has many pre-programmed, built-in questions which can save you a lot of time.

- You can login with your Northeastern credentials: qualtrics.northeastern.edu

Feel free to ask questions at any point during the presentation!

Once in Qualtrics

Step 1. Log in with your Northeastern credentials .



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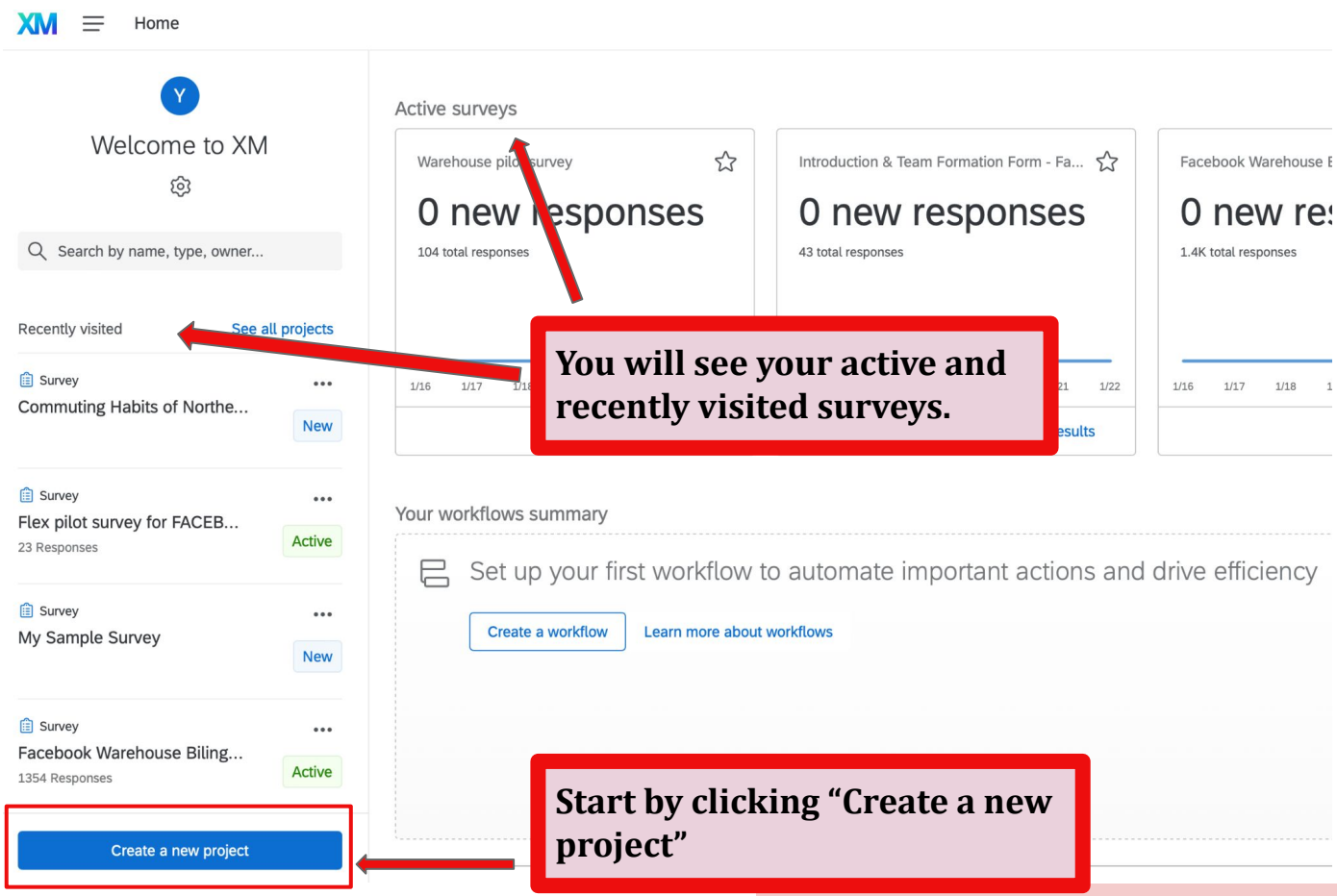
Step 2. Begin the project



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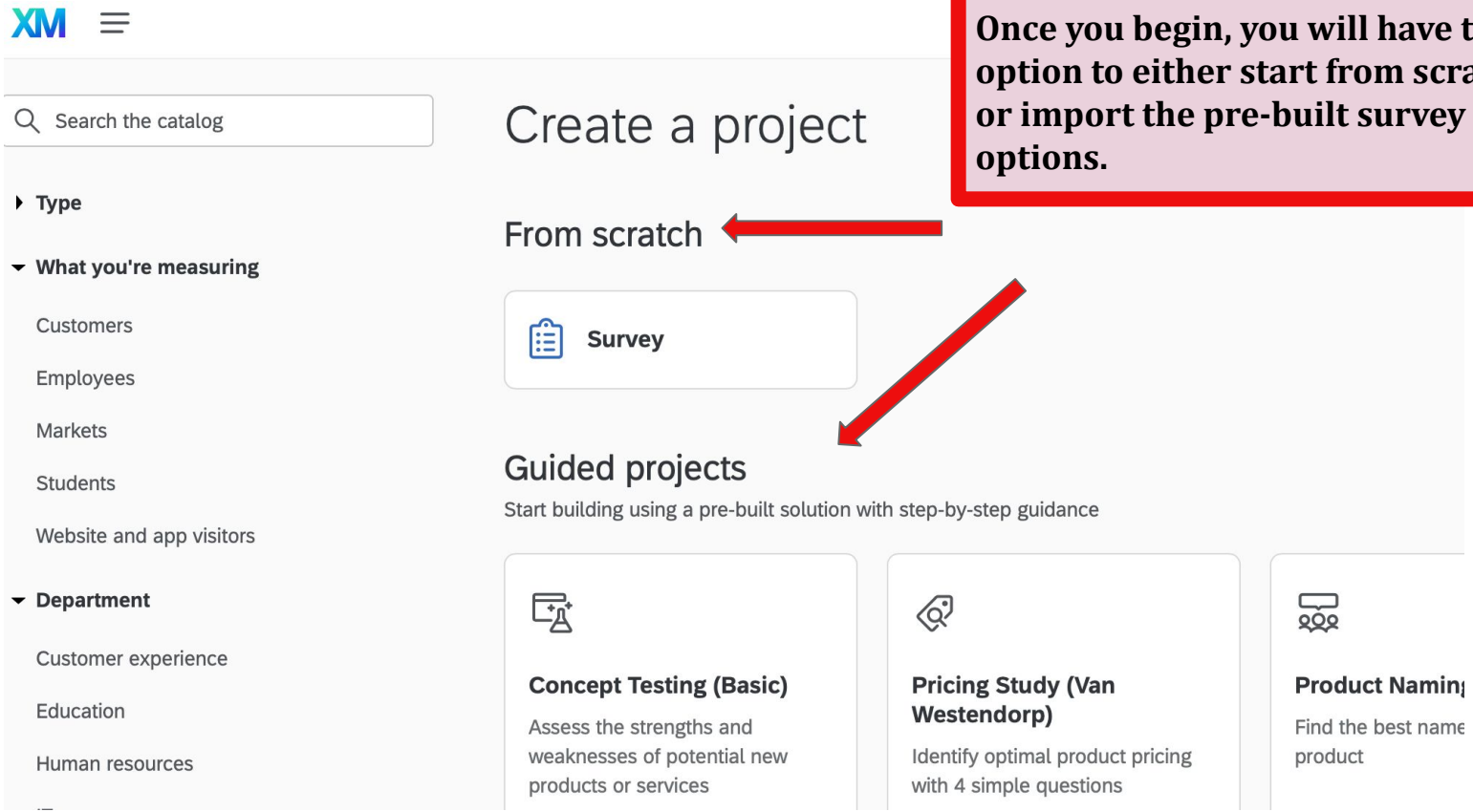
Step 3. Open a blank project



Once you begin, you will have the option to either start from scratch or import the pre-built survey options.

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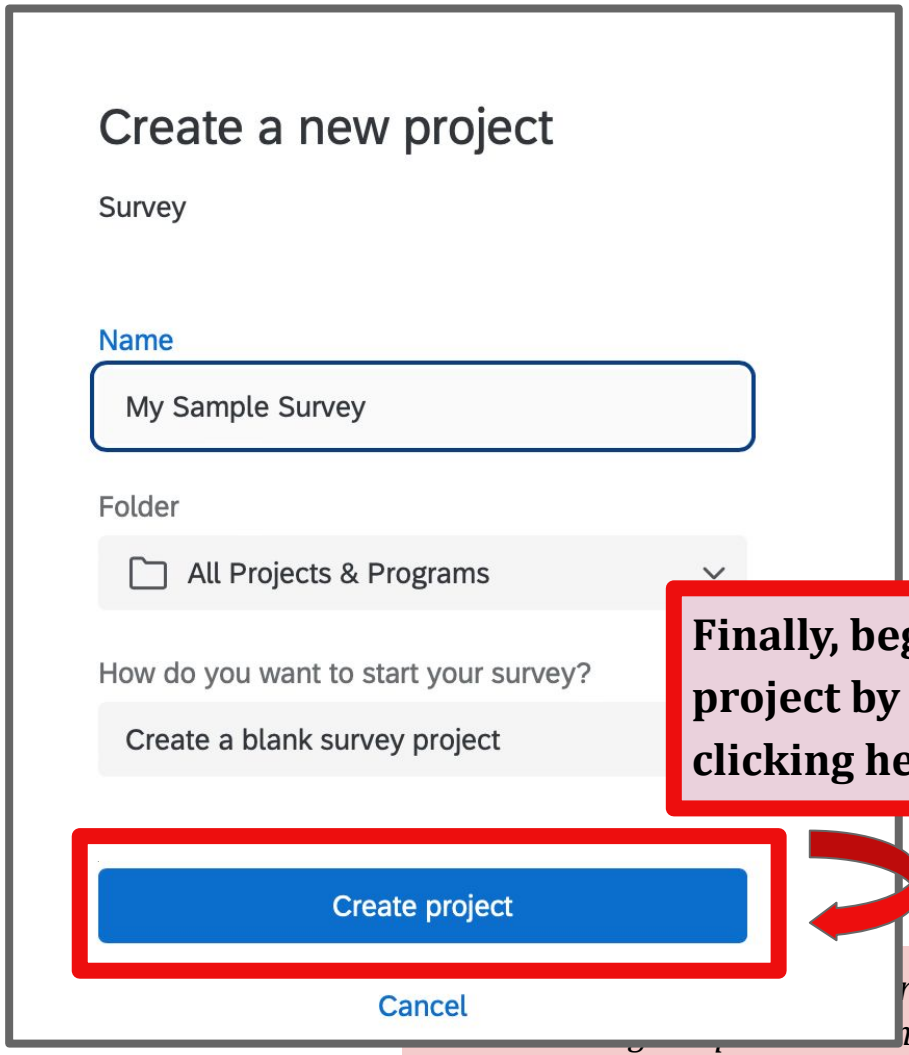
Step 4. You can:

- Name your survey right away or do it later.
- Place it in a folder (especially, if you have several survey projects)
- Start a blank survey or export the pre-built survey questions. A blank survey option is the most common.



Finally, begin the project by clicking here.

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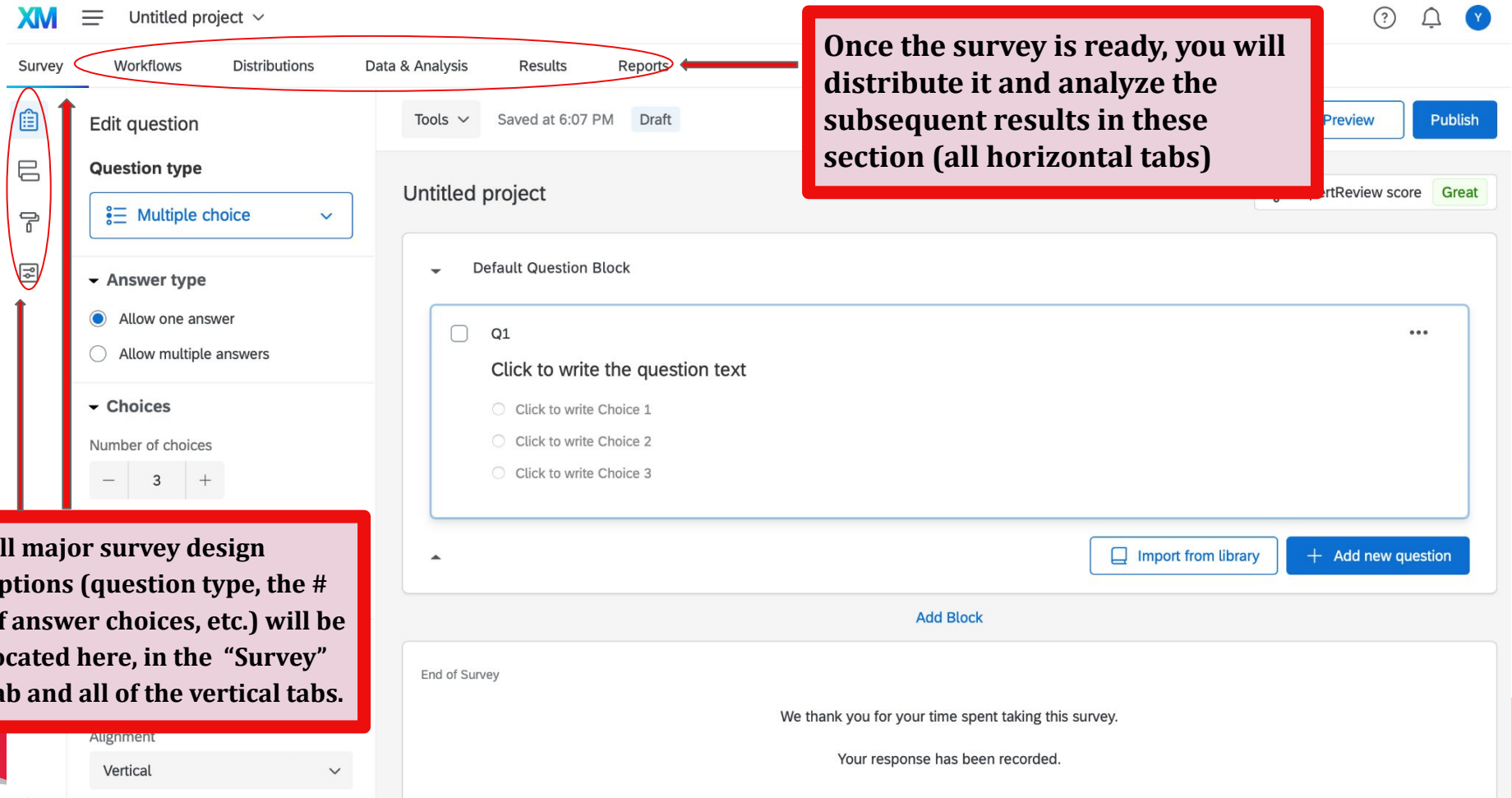
Basic Anatomy of Qualtrics

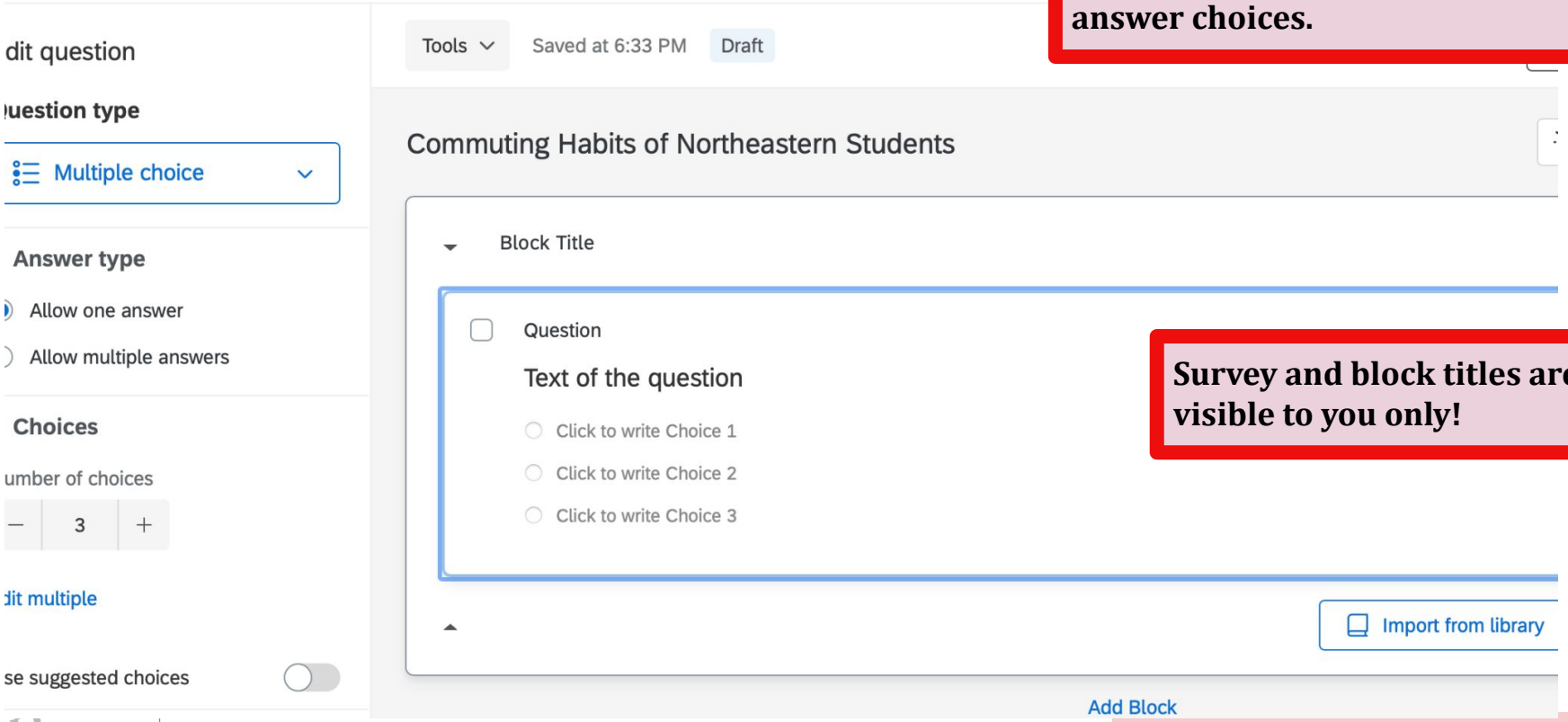


Once the survey is ready, you will distribute it and analyze the subsequent results in these section (all horizontal tabs)

All major survey design options (question type, the # of answer choices, etc.) will be located here, in the "Survey" tab and all of the vertical tabs.

Blocks and Questions

You will see spaces for a survey title, block title, questions and answer choices.



Survey and block titles are visible to you only!

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Different Types of Questions

Multiple choice: questions that only have specific answers and the user can only click one. For example, “What is your favorite physical exercise?”

Likert-scale: a type of response scale in which respondents can specify their level of agreement, importance or satisfaction typically in 5 points, (1) strongly agree to (5) strongly disagree.

Checkboxes: questions that only have specific answers and the user can click multiple. For example, “select all the physical exercises you did last week”.

Linear Scale: questions that invite users to choose from a lower to higher number that match their experience. Typically, on a scale from 1 to 10; allows a more granular measure of affect and participants are able to express their degrees of response.

Paragraph/Short Answer: open-ended questions that usually invite longer prose. For example, “Describe your favorite gym exercise and how it makes you feel”.

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What do you think?

- “On a scale from 1 to 10 please rate the discounted semester pass program.”
    - Scientific or technical jargon. Your respondents may or may not be aware of the program or, perhaps, it’s the first time they heard this title.

- “Do you think that many programs that are currently reviewed by the university administration, like the expansion of bike lanes on campus, would be environmentally friendly and affordable?”
    - Vaguely worded and double-barreled.

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What do you think?

- “Do you think the inept university administration should for once finally do something about improving our campus commuting experience? ”
  - Try to avoid biased judgmental language and anything that your respondents might find off-putting!

- How long does it take you to commute to campus on a typical day?

- Less than 10 minutes
- 11-20 minutes
- 15-35 minutes
- 25-40 minutes
- 41-50 minutes
- 51-60 minutes
- More than one hour

Overlapping Answers are a Common Mistake

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What do you think?

- Do you always take the MBTA when you commute to campus?
  Choices: Sometimes, Rarely, Never
  - "Always" is confusing. The feedback from this question will not be very useful.
- Does not the MBTA provide adequate resources for commuters? Choices: Yes/No
  - Double-negatives are incredibly confusing for survey takers
- Mismatched answer choices, random questions that do not fit thematically and many other problems that can be fixed by reading the questions out loud or to peers!

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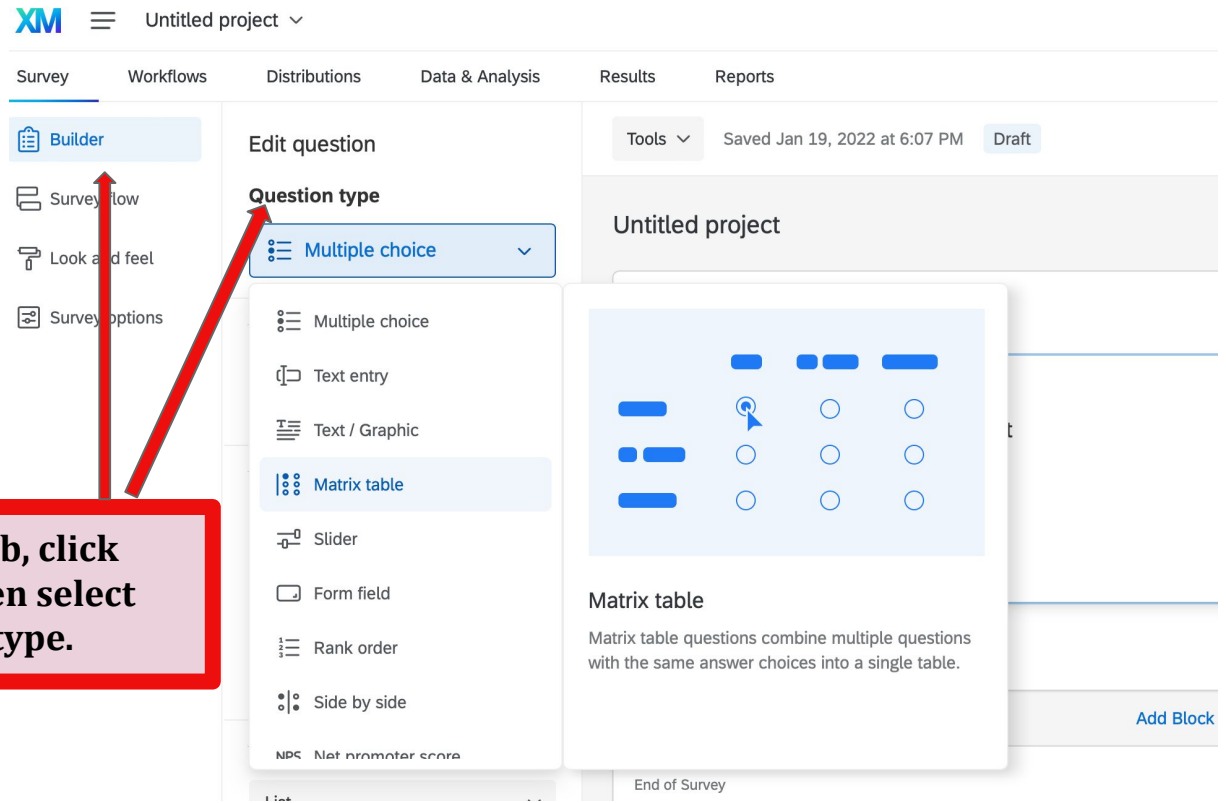
Answer Choices in Qualtrics

- You can find the common question types we just discussed and many many more in Survey Builder. Here is the example of a Likert scale question.



In "Survey" tab, click "Builder". Then select the question type.

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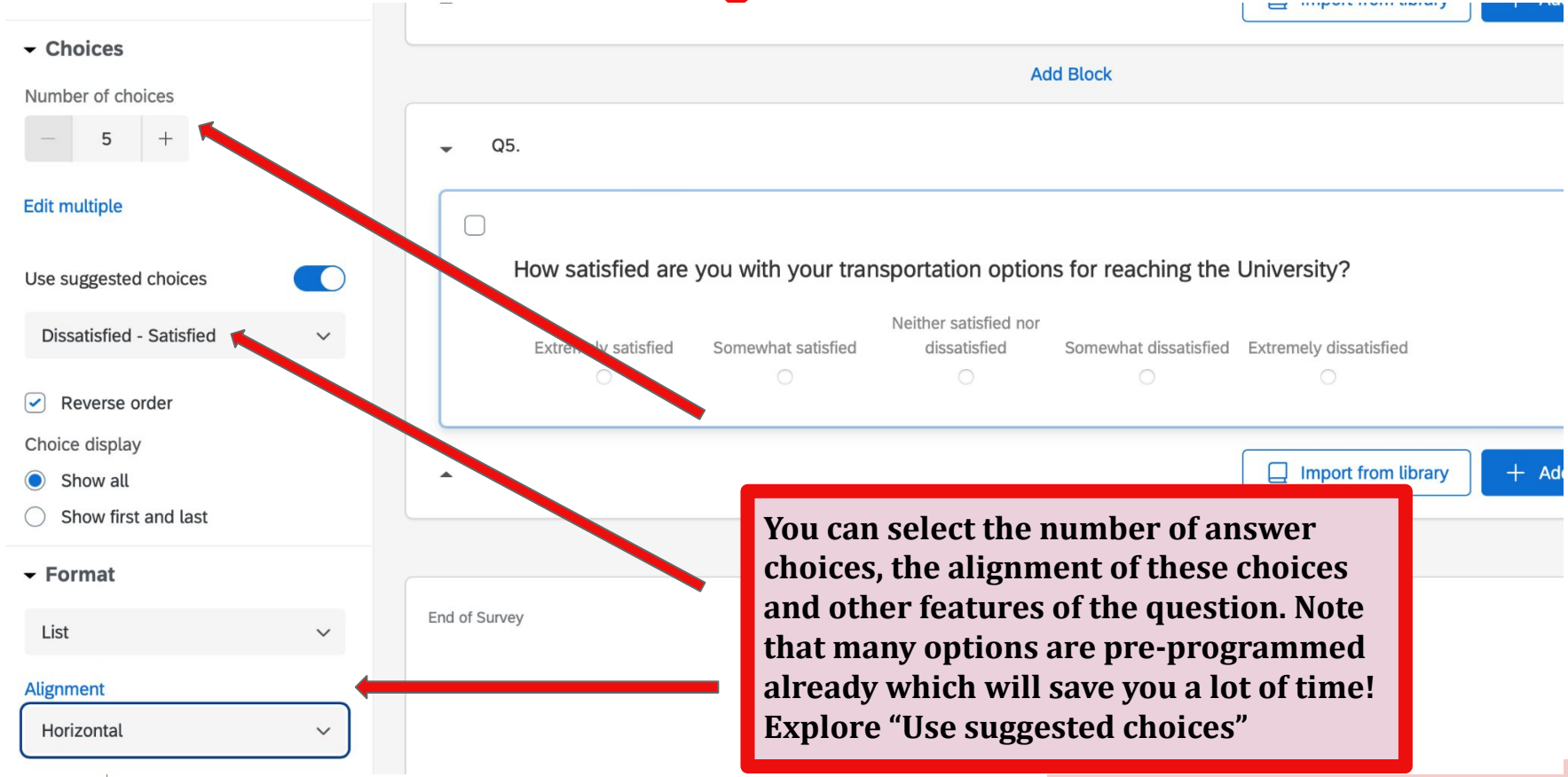
Answer Choices in Qualtrics. Likert Scale



You can select the number of answer choices, the alignment of these choices and other features of the question. Note that many options are pre-programmed already which will save you a lot of time! Explore "Use suggested choices"

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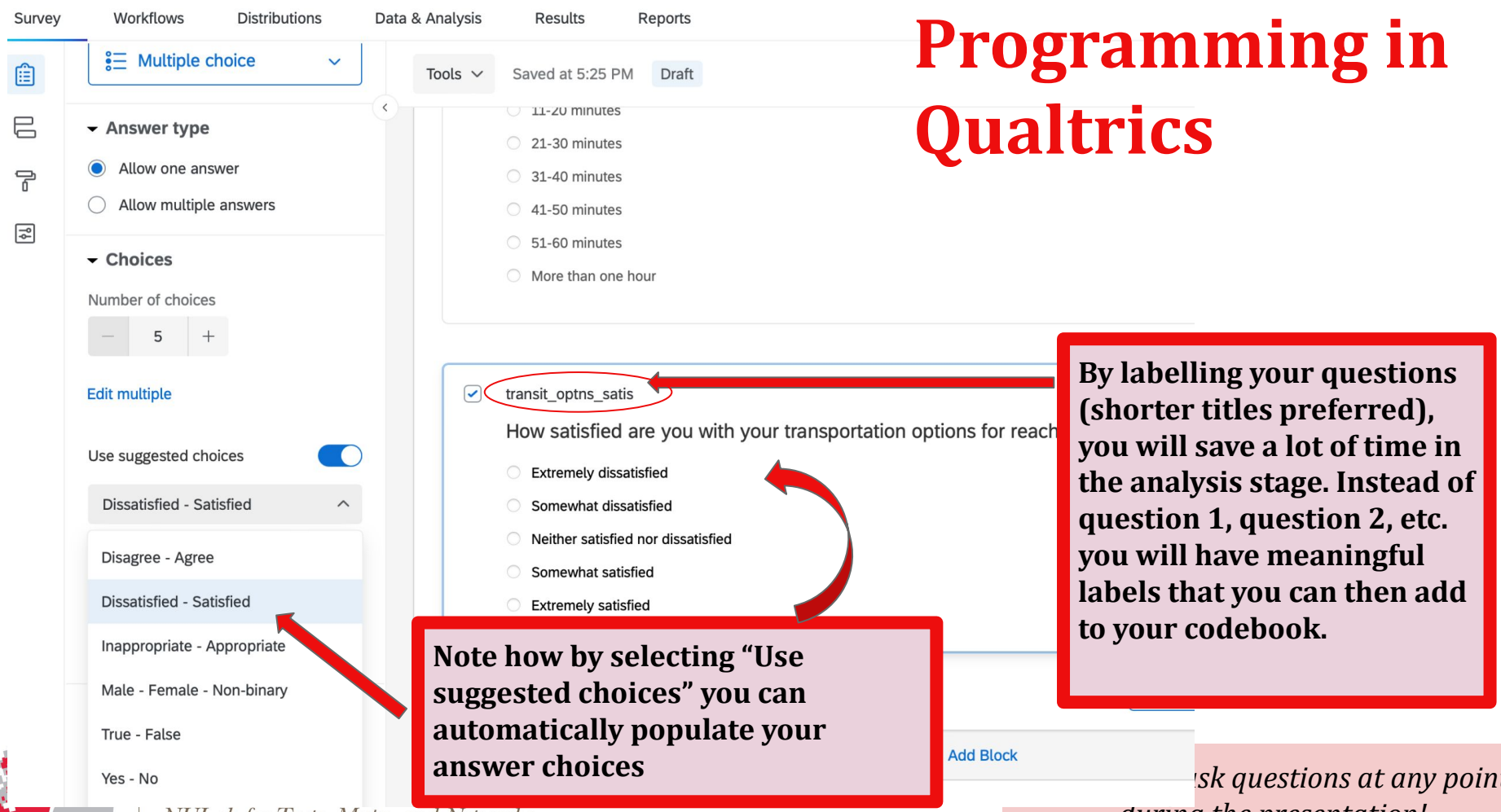
Programming in Qualtrics



By labelling your questions (shorter titles preferred), you will save a lot of time in the analysis stage. Instead of question 1, question 2, etc. you will have meaningful labels that you can then add to your codebook.

Note how by selecting "Use suggested choices" you can automatically populate your answer choices

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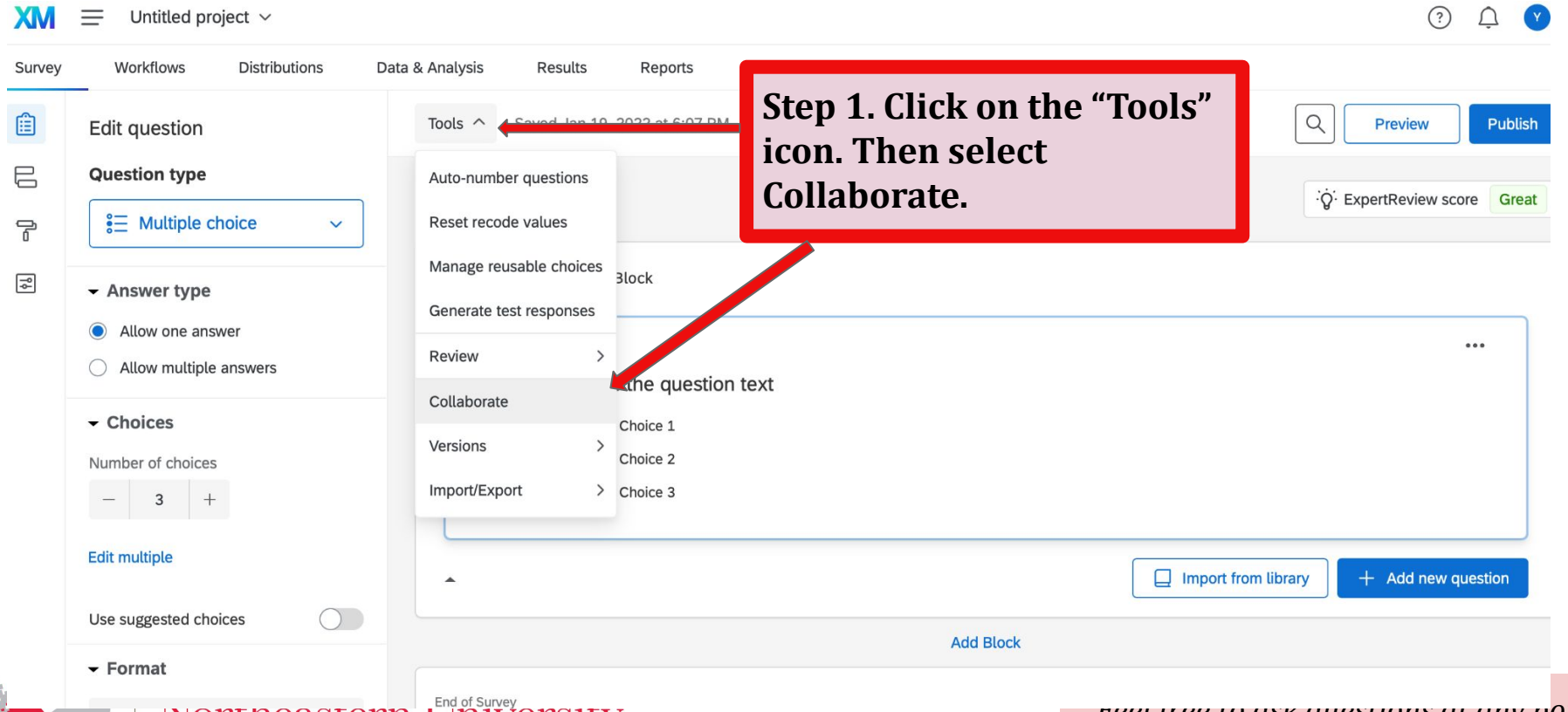
Collaborating in Qualtrics



Step 1. Click on the "Tools" icon. Then select Collaborate.

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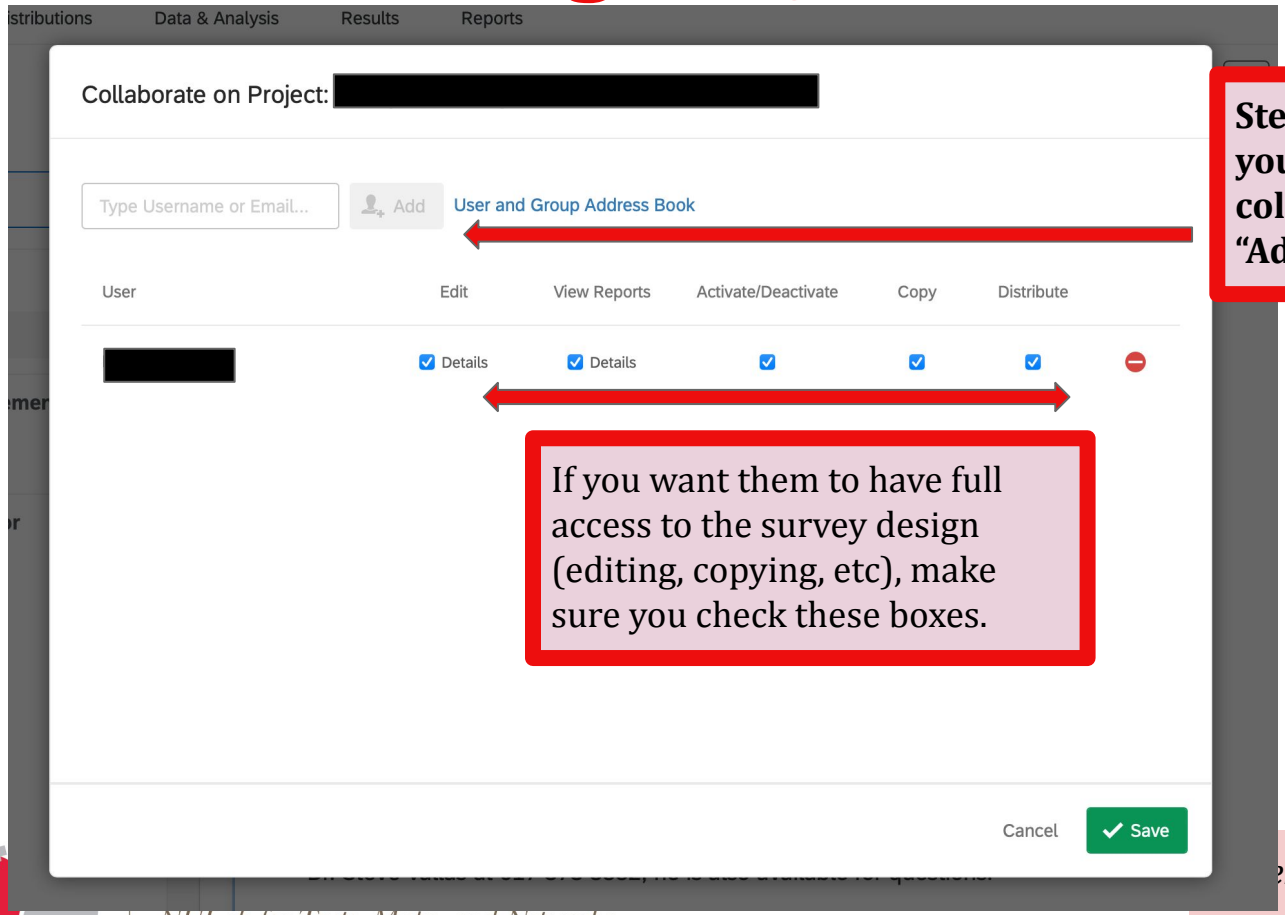

Step 2. Type the names of your project collaborators and click "Add".

If you want them to have full access to the survey design (editing, copying, etc), make sure you check these boxes.

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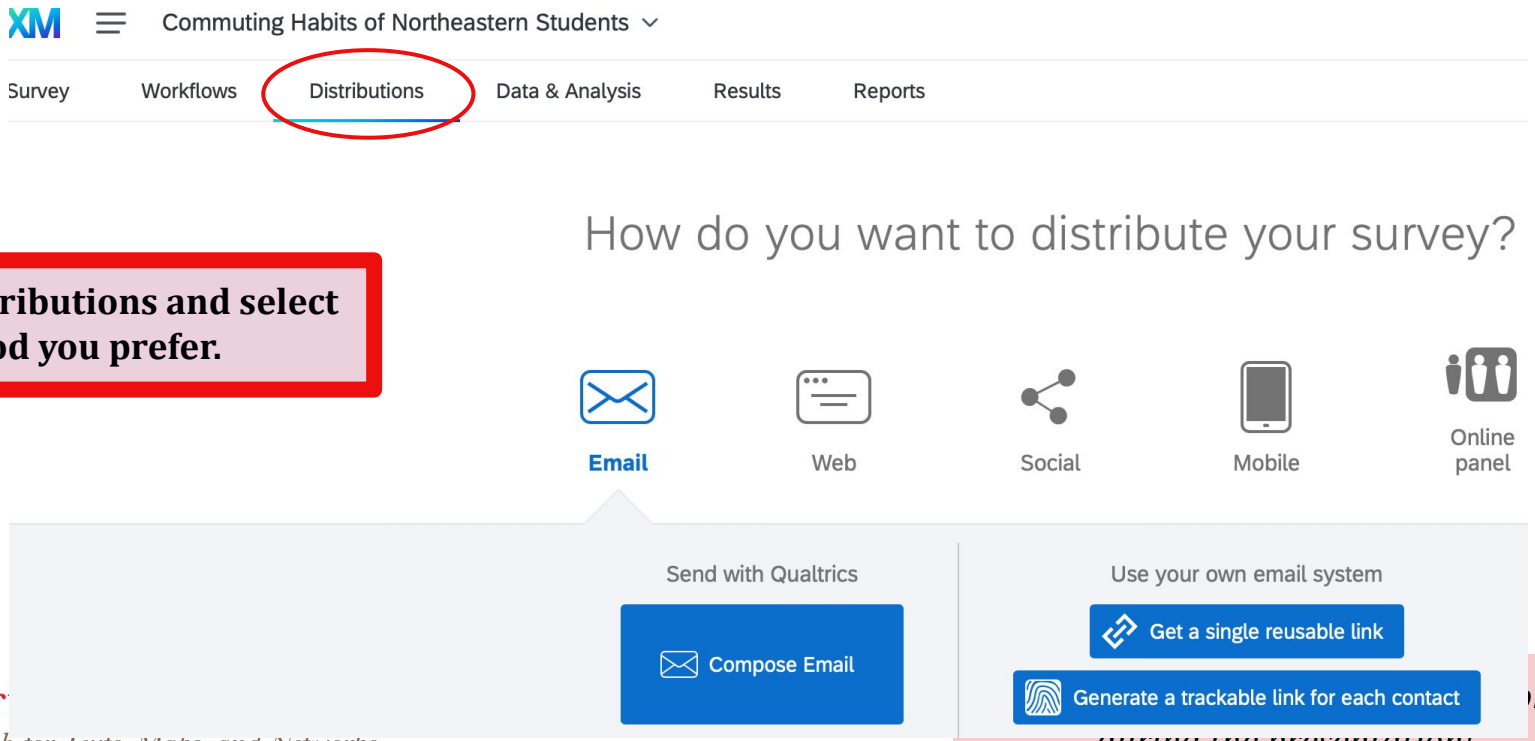
Survey Distribution

- Once the survey is ready, there are multiple ways in which you can distribute it, including web-links and QR codes.

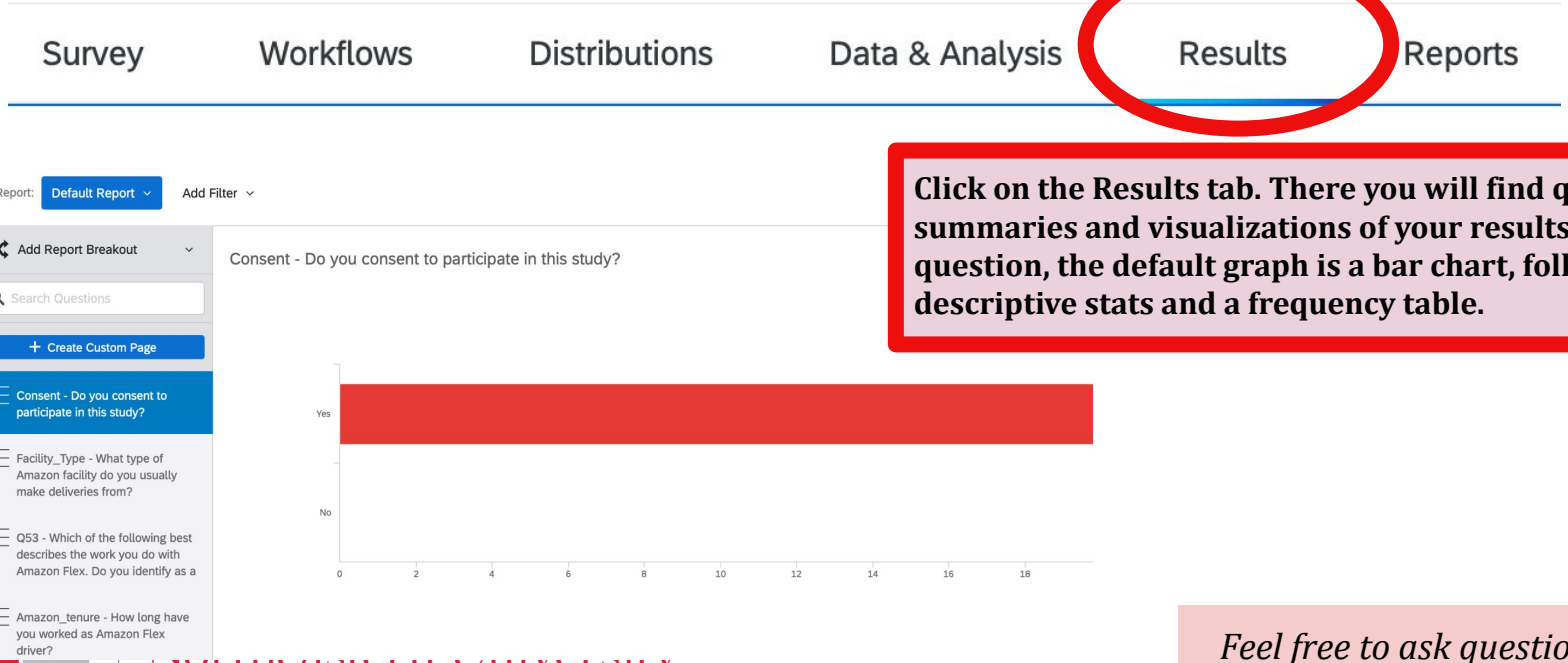


Go to Distributions and select the method you prefer.

during the presentation!

Analyzing the Results

- The Results tab shows you the basic statistics for each question in your survey.



Click on the Results tab. There you will find quick summaries and visualizations of your results. For each question, the default graph is a bar chart, followed by descriptive stats and a frequency table.

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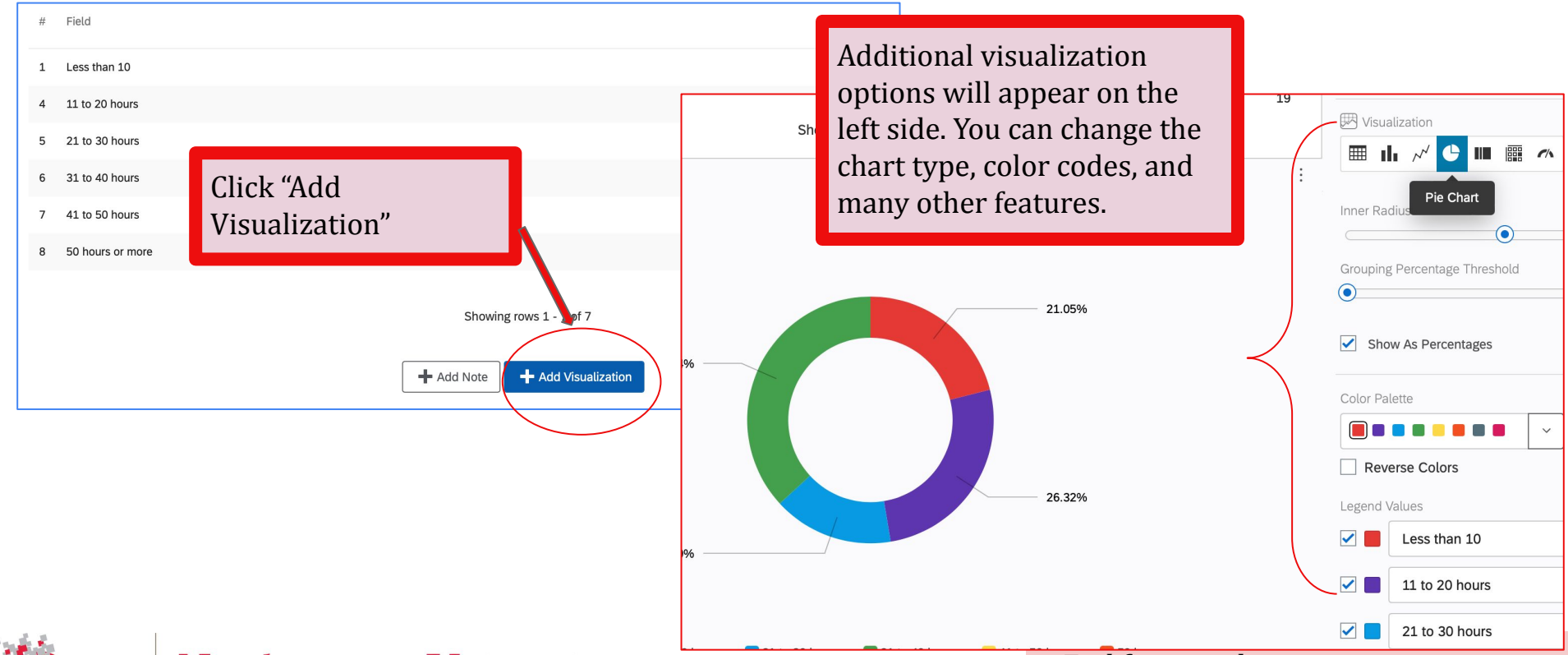
Analyzing the Results



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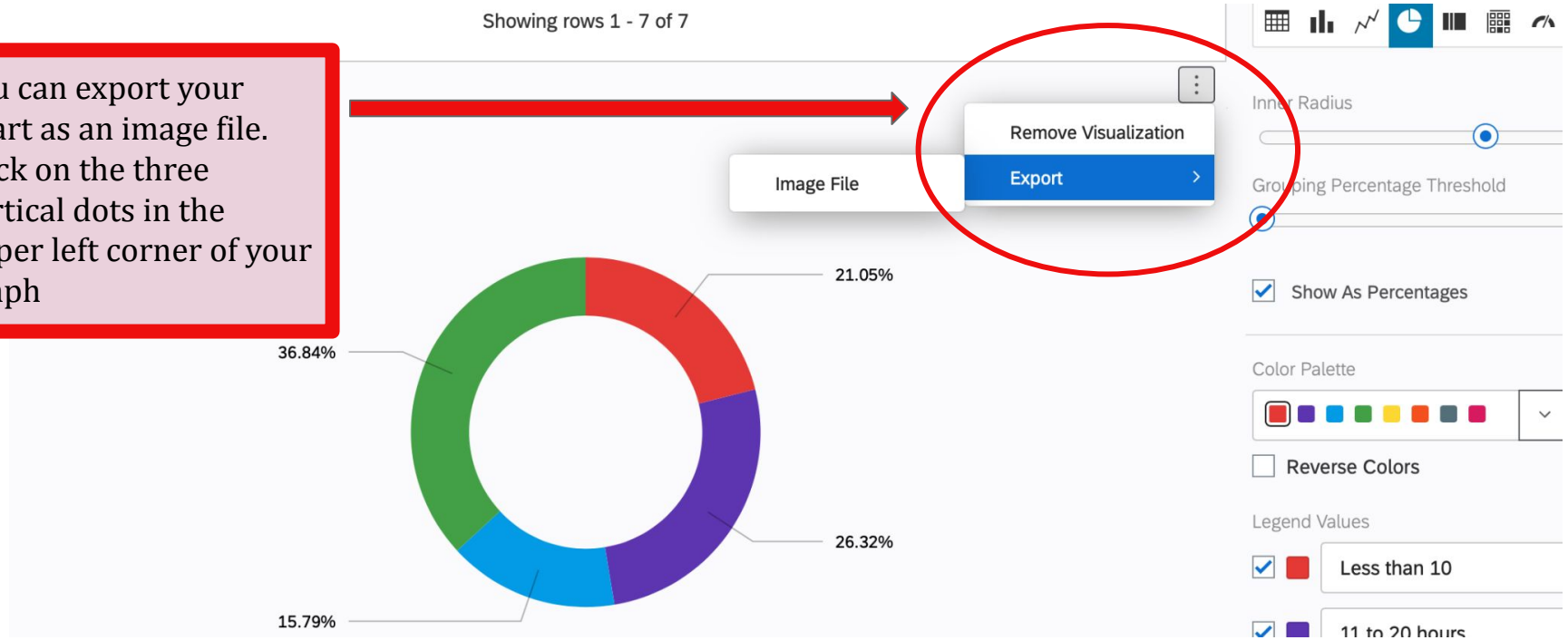
Analyzing and Exporting the Results

You can export your chart as an image file. Click on the three vertical dots in the upper left corner of your graph



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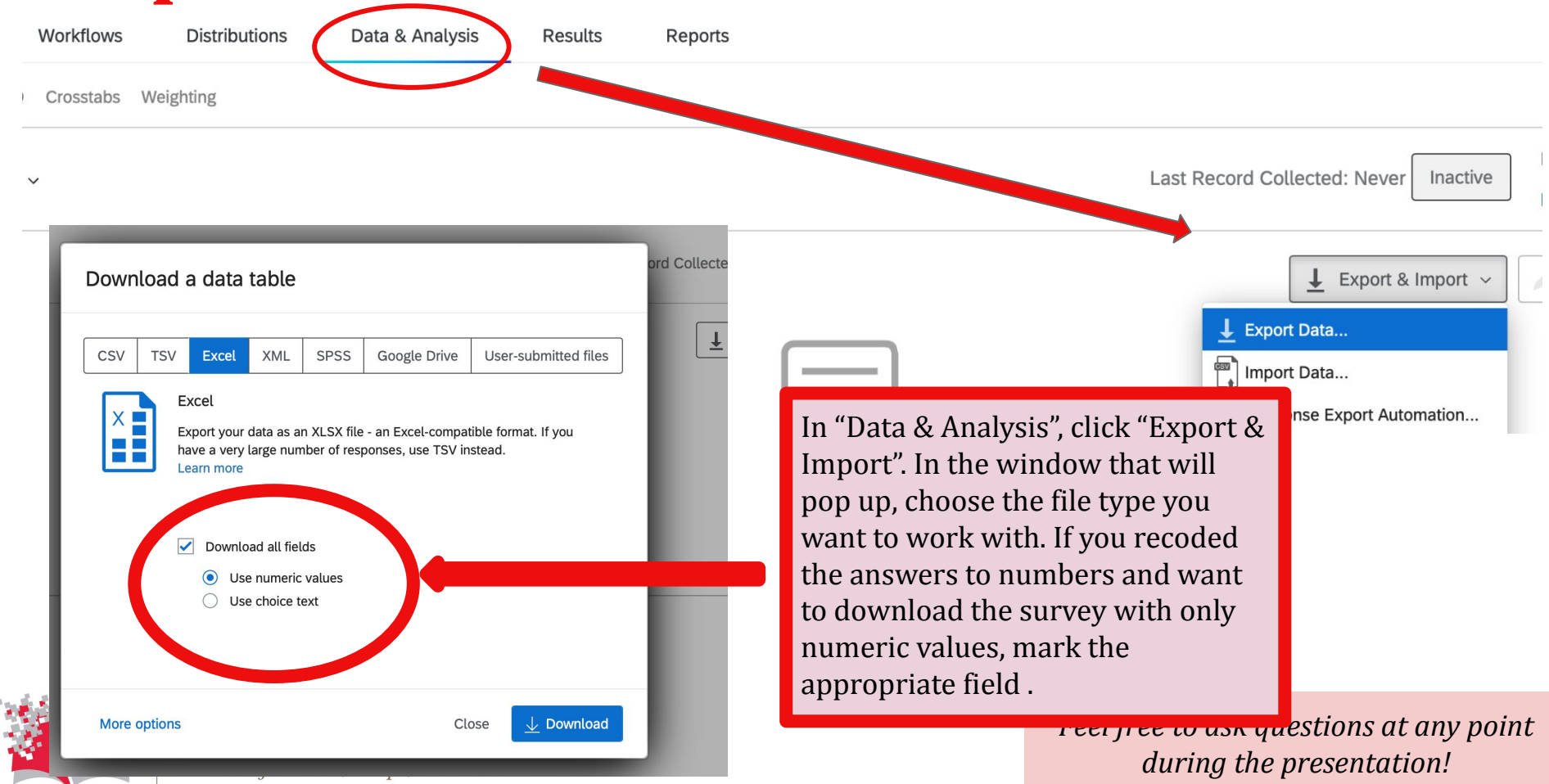
Export Your Results



In "Data & Analysis", click "Export & Import". In the window that will pop up, choose the file type you want to work with. If you recoded the answers to numbers and want to download the survey with only numeric values, mark the appropriate field .

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Your Turn!

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Activity: Create Surveys

Start creating your surveys! Work individually, in pairs, or in a group. Think about what your overall goal is, what types of experiences you're interested in measuring and tracing, and how your questions can get at those experiences.

1. (if working in a pair or group): **One** person create the Qualtrics survey and share it with everyone. Then, you can all collaborate on that form
2. Include at **least** 10 questions of all different types

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Discussion Questions

- What did you find difficult about designing a survey?
- What did you find worked well?
- What do you think is important to keep in mind when you're designing a survey?

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Thank you!

—**Developed by** Yana Mommadova, Vaishali Kushwaha, Emily Sullivan, & Hunter Moskowitz

If you have any questions, contact us at **nulab.info@gmail.com**

Have questions? Schedule an appointment with us! **https://calendly.com/diti-nu**

Link to online materials: **https://bit.ly/sp24-lerner-engw1410-surveydesign**

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