
Creating Surveys with Qualtrics

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Qualtrics Info

- [Click here to navigate to the Qualtrics site \(via Northeastern\)](#)
- [Click here to access Qualtrics sample surveys](#)
- [Click here to access the Qualtrics Survey Basic Overview](#)
- [Click here to navigate to the Question Behavior and Additional Options page](#)

Noteworthy Features

- Drag-and-Drop Interface
- Secure Login Authentication
- Results Visualization
- Mail-Distribution Tools
- Statistical Analysis
- Data Export Tools
- Survey Template Library
- Survey Accessibility

Components of an effective survey:

- Identify the main purpose of the survey.
 - The survey should have a clear and coherent purpose.
- Make every question count.
 - Think carefully about the value of individual questions and make sure each one adds directly to your research goals.
- Keep the survey simple and short.
 - The biggest problem with most surveys is a low engagement rate. Simple and straightforward language will keep your respondents focused.
- Avoid vaguely worded questions.
 - Vaguely or poorly worded questions will yield vague and hard to analyze answers.
 - Be as specific as possible and use only clear and precise language.
- One question at a time.

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- Do not pack too much into one question as you might end up with a double-barreled question that will cause much confusion and inaccuracies in your results.
- Avoid judgmental language or leading questions
 - Make sure that the words and phrases you use do not introduce bias into your survey or push the respondents towards a particular answer.
- Do not add unnecessary complex elements to your survey like matrices or grids for responses.
 - Multiple-choice and scale questions are used most commonly since they are easy to engage with.
 - More complex answer choices like matrices and grids demand too much from the respondents.
- When possible, rephrase or avoid yes/no questions.
 - Yes/no questions typically do not produce detailed responses. You might want to avoid them unless they are necessary for your research purposes.
- Add incentives.
 - If possible, incentives, such as gift cards, will increase the number of responses.
- Test the survey.
 - Before running the survey, share it with your friends and colleagues and ask for their feedback. It is especially helpful to share it with someone who has never seen this survey before or is not familiar with your project.

For more tips, [click here to navigate to this Qualtrics Blog](#).