



Creating Surveys with Qualtrics

Qualtrics Info

- Qualtrics site (via Northeastern): <https://qualtrics.northeastern.edu>
- Qualtrics sample surveys:
<https://www.qualtrics.com/marketplace/survey-template/>
- Qualtrics Survey Basic Overview:
<https://www.qualtrics.com/support/survey-platform/survey-module/survey-module-overview/?parent=p0027>
- Question Behavior and Additional Options:
<https://www.qualtrics.com/support/survey-platform/survey-module/question-options/question-options-overview/?parent=p0073>

Noteworthy Features

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

Components of an effective survey:

1. Identify the main purpose of the survey

The survey should have a clear and coherent purpose.

2. Make every question count

Think carefully about the value of individual questions and make sure each one adds directly to your research goals.

3. 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.

4. 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.

5. One question at a time

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.

6. 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.

7. 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.

8. 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.

9. Add incentives

If possible, incentives, such as gift cards, will increase the number of responses.

10. 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 follow this [Qualtrics Blog](#).