

Qualtrics Tutorial

COMM 420 Research Methods in
Advertising and Public Relation



1. Qualtrics Set up

Create a project and survey

Create project → From scratch
Survey → Get started

Name the project (see right):
-First Name Qualtrics Tutorial”

Create a new project

Survey

Name

Untitled project

Folder

All Projects and Programs



How do you want to start your survey?

Create a blank survey project



Create project

Cancel

Label block and question

Block label

Question label

Do the same
for all blocks
and questions

The screenshot shows a question editor interface. At the top left, there is a dropdown menu with a downward arrow and the text 'Directions'. An orange arrow points from the text 'Block label' to this dropdown. Below the dropdown, there is a text input field with the text 'Directions'. An orange arrow points from the text 'Question label' to this input field. The input field is followed by the text 'Click to write the question text'. Below this, there are three radio button options: 'Click to write Choice 1', 'Click to write Choice 2', and 'Click to write Choice 3'. At the bottom right, there are two buttons: 'Import from library' and '+ Add new question'. A red box highlights the 'Directions' dropdown and the 'Directions' input field.

2. First Block

Block 1 – add content

Add instructions
(see the “Template for instructions”)



Jin Qualtrics Tutorial iQ Score: **Great**

▼ Directions

☐ Rich Content Editor... Piped Text... HTML View Normal View ..

Click to write the question text
🔗 Edit Question Label

☐ Click to write Choice 2
☐ Click to write Choice 3

▲

[Import from library](#) [+ Add new question](#)

You can click “Rich Content Editor” to edit text font and format

▼ Directions

☒ Directions iQ ...

{A} [Image] Format Font Size **B** *I* U Less...

[Link] [Image] [Text] [List] [Table] [Quote] [Code] [More]

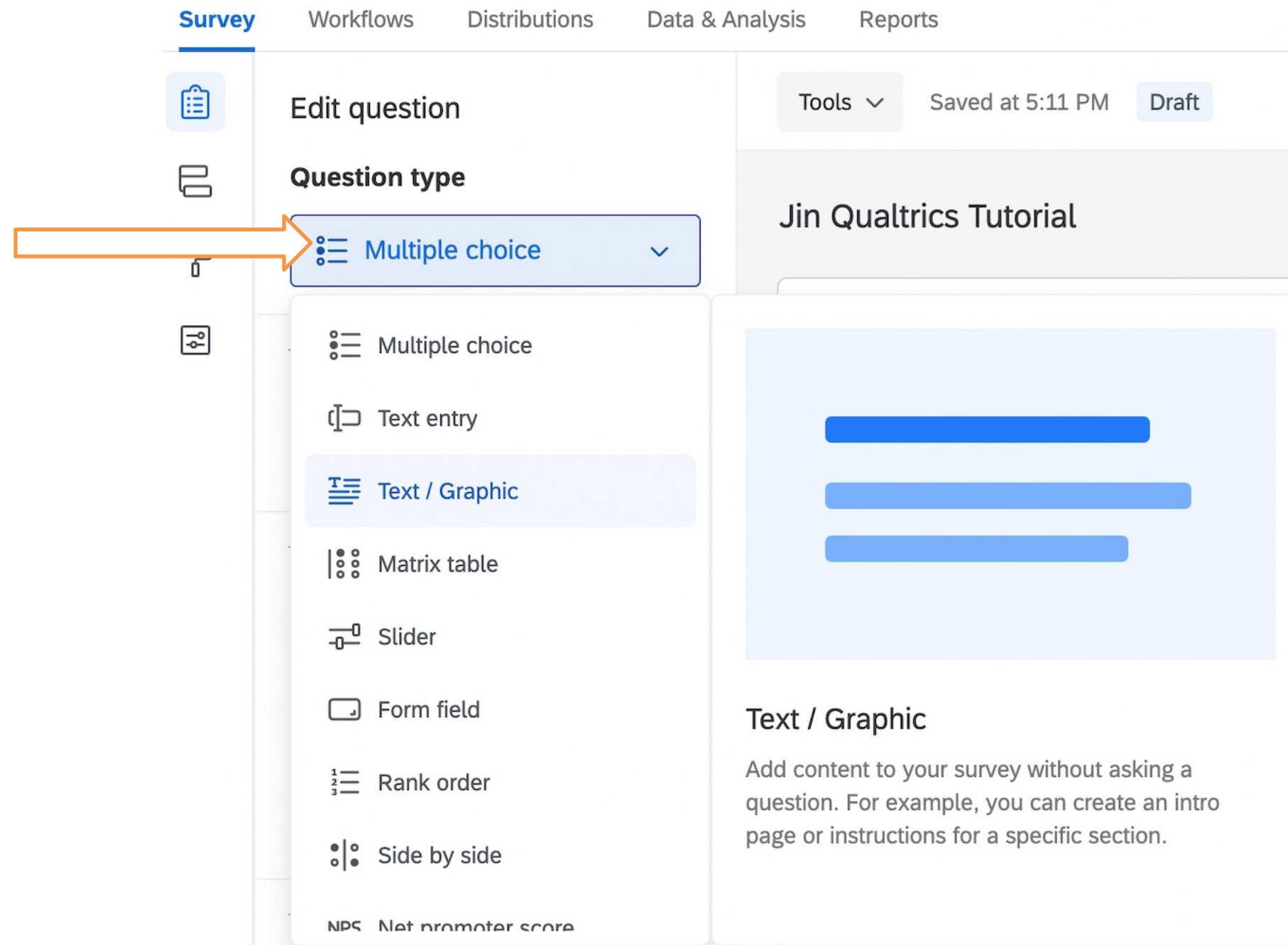
Click to write the question text

▲

End of Survey

Block 1 – change question type

Select the question type you need (e.g., “Text”)



The screenshot shows the 'Edit question' interface in Qualtrics. The 'Question type' dropdown menu is open, displaying various options. An orange arrow points to the 'Multiple choice' option. The 'Text / Graphic' option is highlighted in blue. The interface includes a top navigation bar with tabs for Survey, Workflows, Distributions, Data & Analysis, and Reports. The 'Survey' tab is active. The question title is 'Jin Qualtrics Tutorial'. The question content area shows three blue horizontal bars. The 'Text / Graphic' description is visible at the bottom of the question editor.

Survey Workflows Distributions Data & Analysis Reports

Edit question

Tools Saved at 5:11 PM Draft

Question type

Multiple choice

Text entry

Text / Graphic

Matrix table

Slider

Form field

Rank order

Side by side

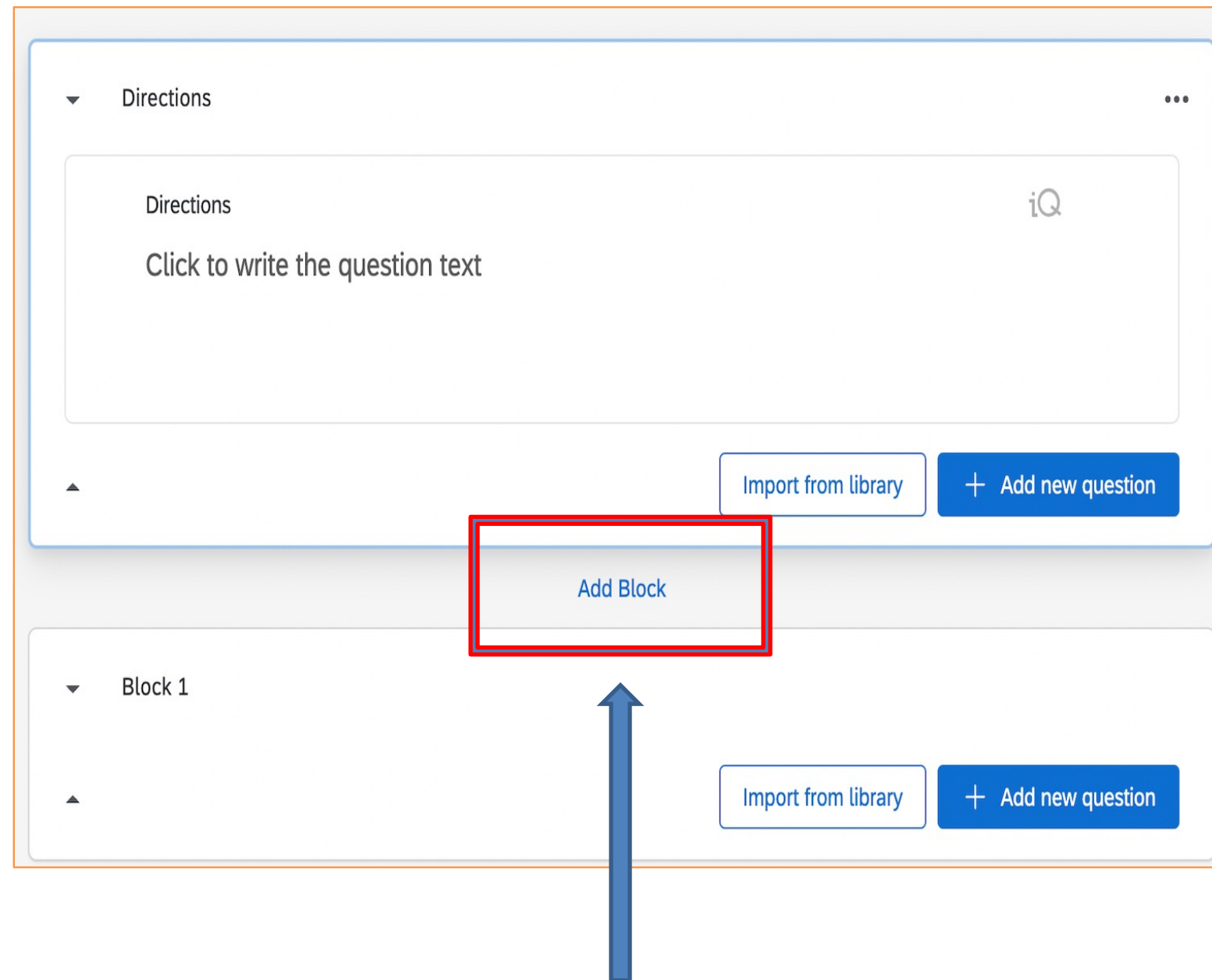
NPS Net promoter score

Jin Qualtrics Tutorial

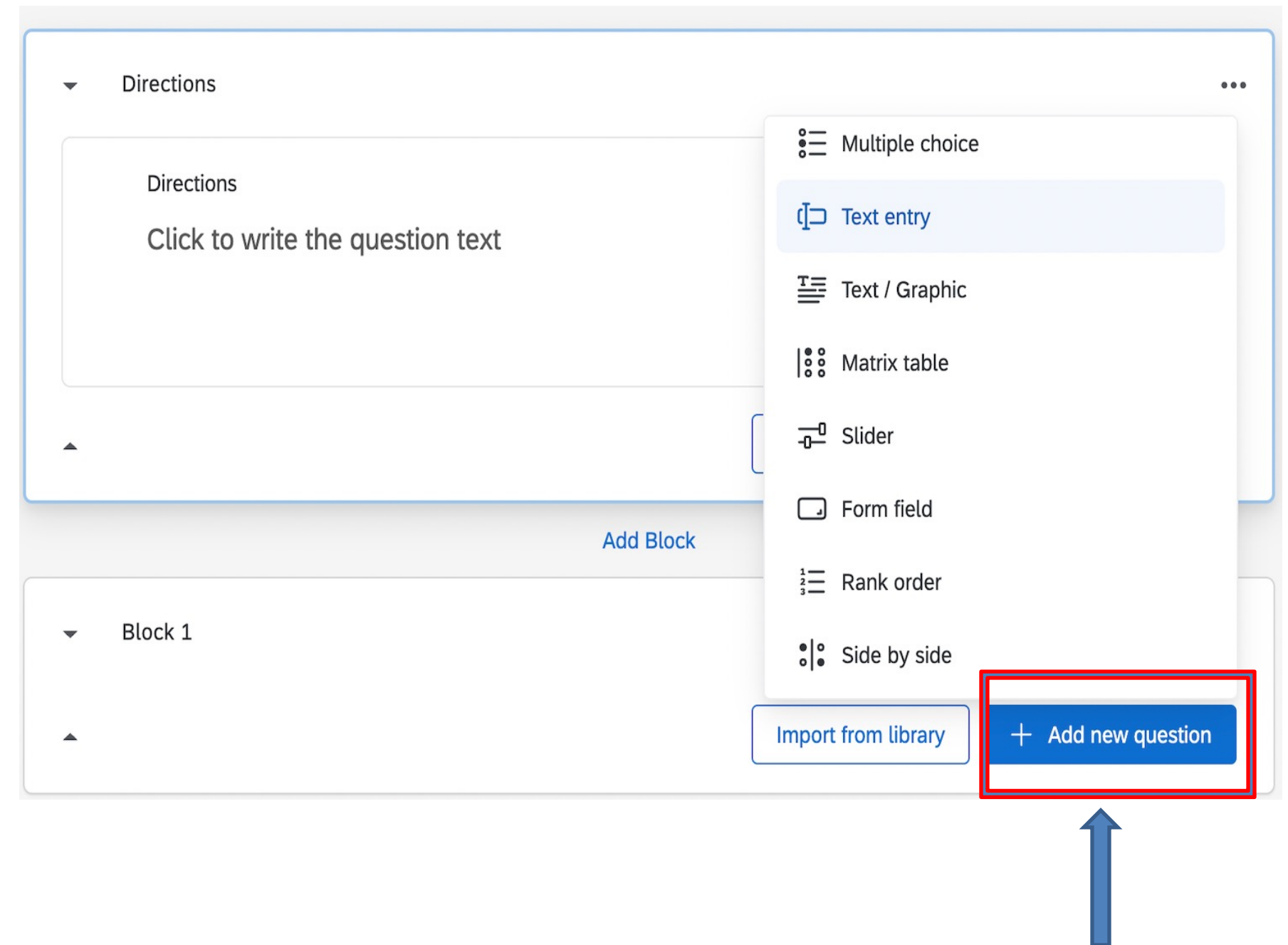
Text / Graphic

Add content to your survey without asking a question. For example, you can create an intro page or instructions for a specific section.

Add new block and questions



Click here to add new block



Click here to add new question and select type

3. Input questions & types

Text Entry question

It is a good idea to “Add Validation” for text entry question to get standardized responses

(e.g., for age, you want numbers only, so select “Number” for “Content Type”, set up min and max)

The screenshot displays a survey editor interface. On the left, a sidebar titled "Response requirements" is open, showing a section for "Add validation" which is highlighted with a red box. This section includes a toggle switch that is turned on, and three dropdown menus: "Content type" (set to "Number"), "Minimum" (set to "2"), and "Maximum" (set to "2"). The main area of the editor shows a question titled "age" with the text "What is your age?" and a text entry field. The question is part of a "Demographics" section. At the top right of the editor, there are buttons for "Tools", "Saved at 6:08 PM", "Draft", "Preview", and "Publish". At the bottom right, there are buttons for "Import from library" and "+ Add new question". A blue "Add Block" button is visible at the bottom center.

Matrix question

Create a Matrix type question, you can input questions like Likert scales, Bipolar (for semantic different)

Question type

Matrix table

Matrix type

Likert

Likert

Bipolar

Rank order

Constant sum

Text entry

Add Block

Block 2

Q3

Click to write the question text

	Click to write Scale Point 1	Click to write Scale Point 2	Click to write Scale Point 3
Click to write Statement 1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Click to write Statement 2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Click to write Statement 3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Import from library

+ Add new question

Matrix question (cont.)

Change number
of statements
and scale points

Matrix type

Bipolar

Statements

Number of statements

−

3

+

Scale points

Number of scale points

−

3

+

Block 2

Q3

Click to write the question text

Click to write Statement 1

○ ○ ○

Right

Click to write Statement 2

○ ○ ○

Right

Click to write Statement 3

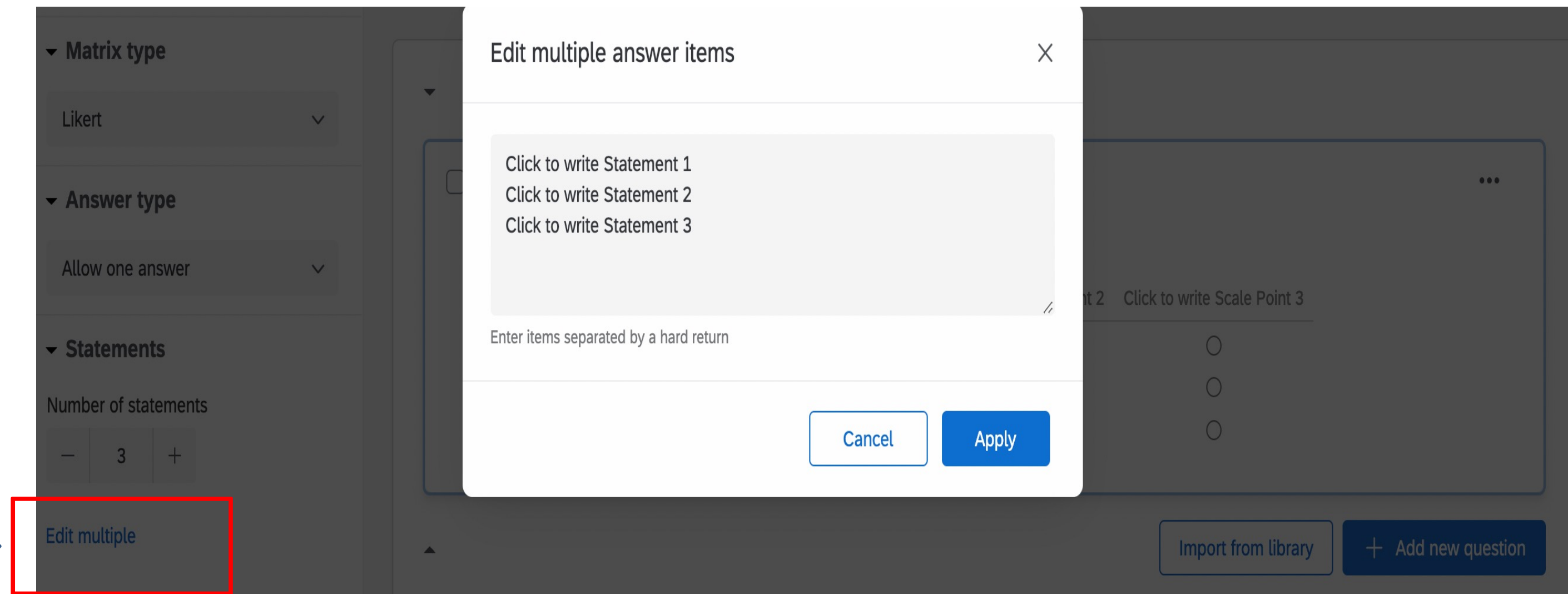
○ ○ ○

Right

number of scale points

Add multiple items

Click “Edit multiple”, then you can paste all items at once

The image shows a software interface for creating a survey. On the left, a sidebar contains settings: 'Matrix type' set to 'Likert', 'Answer type' set to 'Allow one answer', and 'Statements' set to 'Number of statements' with a value of 3. A red rectangle highlights the 'Edit multiple' button at the bottom of this sidebar. A blue arrow points from the text 'Click “Edit multiple”, then you can paste all items at once' to this button. The main area of the interface is partially obscured by a modal dialog box titled 'Edit multiple answer items'. This dialog has a close button (X) in the top right. It contains a text area with three lines of placeholder text: 'Click to write Statement 1', 'Click to write Statement 2', and 'Click to write Statement 3'. Below the text area is a hint: 'Enter items separated by a hard return'. At the bottom of the dialog are two buttons: 'Cancel' and 'Apply'. In the background, behind the dialog, a question preview is visible, showing a scale with three points and a button to 'Add new question'.

Add attention checker

insert “attention checker” among other items

[illegible]

4. Block and question settings

Request Response

Select the question
(e.g., Q2) and check
“request response”



▼ Response requirements

Add requirements

☐ Force response

☒ Request response

Add validation

▼ Question behavior

↳ Display logic

↺ Skip logic

▼ Block 1

☐ Q2

Click to write the question text

☐ Click to write Choice 1

☐ Click to write Choice 2

☐ Click to write Choice 3

✱

...

▲

Import from library

+ Add new question

Add Block

Randomize items in each block

Select the block
(e.g., Block 1) and
click “question
randomization”

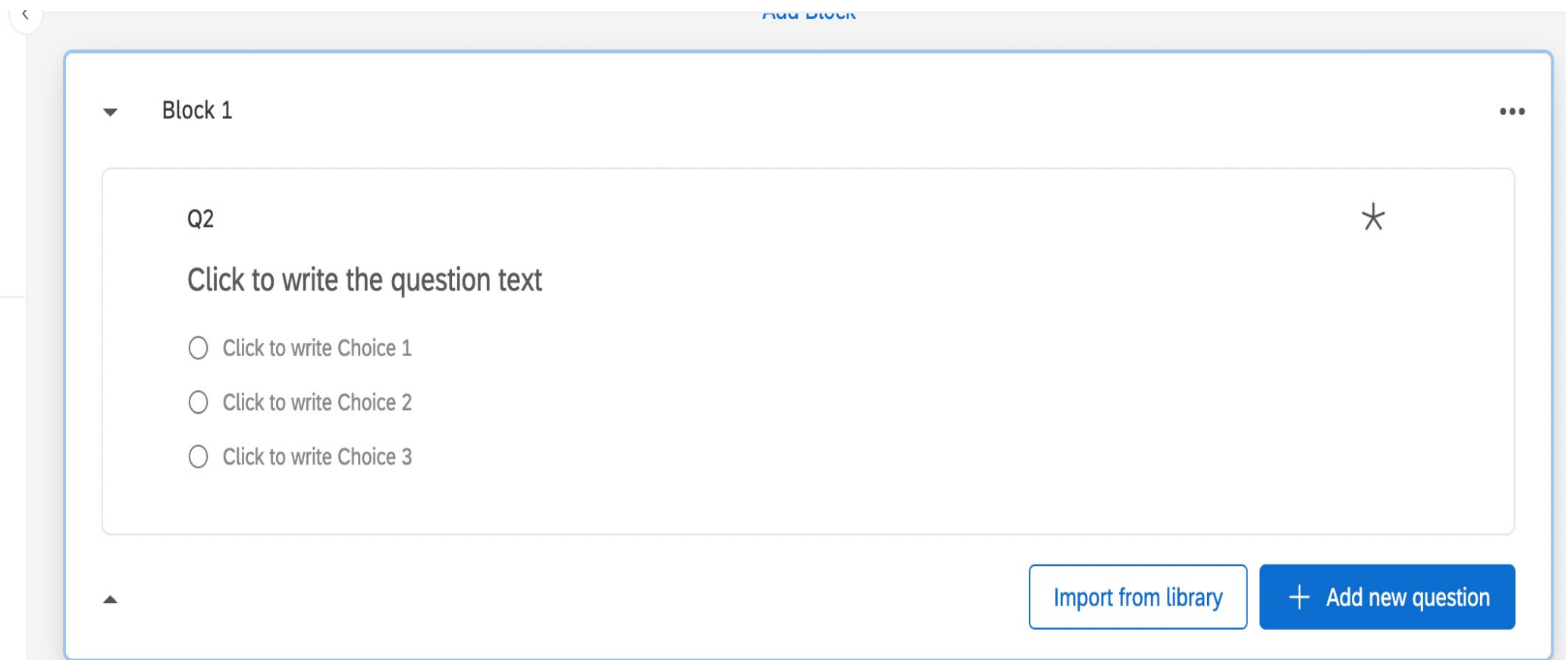
▼ Block behavior

↻ Question randomization

↺ Loop & merge

▼ Format

↩ Next/Previous button text



Block 1

Q2

Click to write the question text

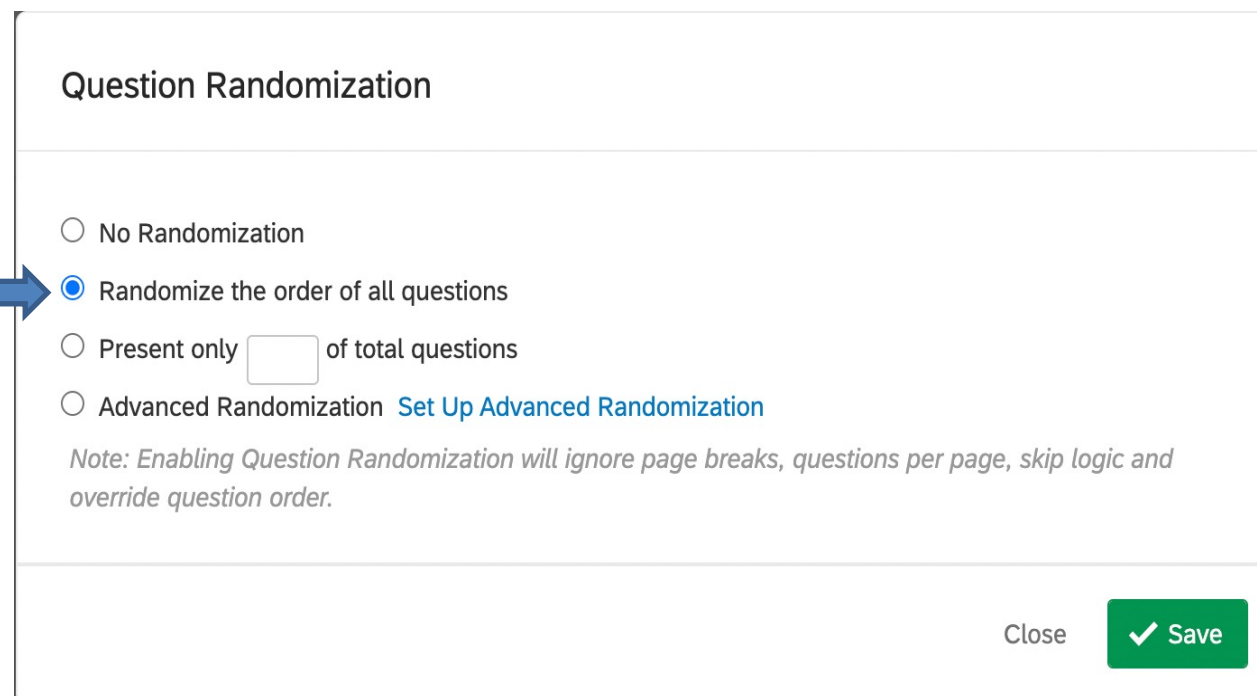
☐ Click to write Choice 1

☐ Click to write Choice 2

☐ Click to write Choice 3

Import from library + Add new question

Click “Randomize
the order of all
questions”



Question Randomization

☐ No Randomization

☒ Randomize the order of all questions

☐ Present only of total questions

☐ Advanced Randomization [Set Up Advanced Randomization](#)

Note: Enabling Question Randomization will ignore page breaks, questions per page, skip logic and override question order.

Close

Random code

After inputting all questions, add the last block “random code”

▼ random code

☐ random code

iQ

...

Thank you for taking time to this survey. Your complete code is .

If you think you might forgot, please take a photo or screenshot of this page.

▲

Import from library

+ Add new question



Survey flow

Draft

☐ Show flow IDs

1







-  **Show Block: Directions** (1 Question) Add Below Move Duplicate Delete
-  **Show Block: Demographics** (1 Question) Add Below Move Duplicate Delete
-  **Show Block: Block 2** (1 Question) Add Below Move Duplicate Delete
-  **Show Block: random code** (1 Question) Add Below Move Duplicate Delete

+ Add a New Element Here

2



-  **Show Block: Directions** (1 Question) Add Below Move Duplicate Delete
-  **Show Block: Demographics** (1 Question) Add Below Move Duplicate Delete
-  **Show Block: Block 2** (1 Question) Add Below Move Duplicate Delete
-  **Show Block: random code** (1 Question) Add Below Move Duplicate Delete

3

What do you want to add? [Cancel](#)

 Block

 Branch

 **Embedded Data**

 Randomizer

 Web Service

 Group

 Authenticator

 End of Survey

 Reference survey

 Table of Contents

+ Add a New Element Here

4

Type “random code”

The screenshot shows a panel titled "Set Embedded Data:" with an "ED" icon. Inside the panel, there is a field labeled "random code" which is highlighted with a red box. To its right, the text "Value will be set from Panel or URL." is visible. Further right, a button labeled "Set a Value Now" is also highlighted with a red box. Below the "random code" field, there is a link that says "Add a New Field". At the bottom of the panel, there is a row of action buttons: "Add Below", "Move", "Duplicate", "Add From Contacts", "Options", and "Delete". A circled number "5" is placed over the "Set a Value Now" button.

Click “set a value now”

This screenshot shows the "Set Embedded Data:" panel after clicking "Set a Value Now". The "random code" field is now followed by an equals sign and a dropdown menu currently showing "Custom Value". Below this, there is a blue button labeled "Insert Piped Text" with a right-pointing arrow. A dropdown menu is open from this button, listing various options: "Survey Question", "Embedded Data Field", "GeoIP Location", "Survey Links", "Date / Time", "Opt Out Link", "Random Number" (which is highlighted in blue), "Panels Field", "Loop & Merge", and "Quota". Below the panel, there is a section for adding a new element. It includes a dropdown set to "Integer", two input fields containing "1" and "999" (highlighted with a red box), and a green "Insert" button (also highlighted with a red box). A link "+ Add a New Element Here" is visible to the left of this section.

6

Insert Piped Text → Random Number →
Range (min-max) → Insert

ED

Set Embedded Data:

random code = \${rand://int/1:999}

Add a New Field

Add Below

Move

Duplicate

Add From Contacts

Options

Delete

+ Add a New Element Here

7

Click “Move” →
drag and drop it
to the top

ED

Set Embedded Data:

random code = \${rand://int/1:999}

Add a New Field

Add Below

Move

Duplicate

Add From Contacts

Options

Delete

+ Add a New Element Here

Show Block: Directions (1 Question)

Add Below

Move

Duplicate

Delete

Show Block: Demographics (1 Question)

Add Below

Move

Duplicate

Delete

Show Block: Block 2 (1 Question)

Add Below

Move

Duplicate

Delete

Show Block: random code (1 Question)

Add Below

Move

Duplicate

Delete

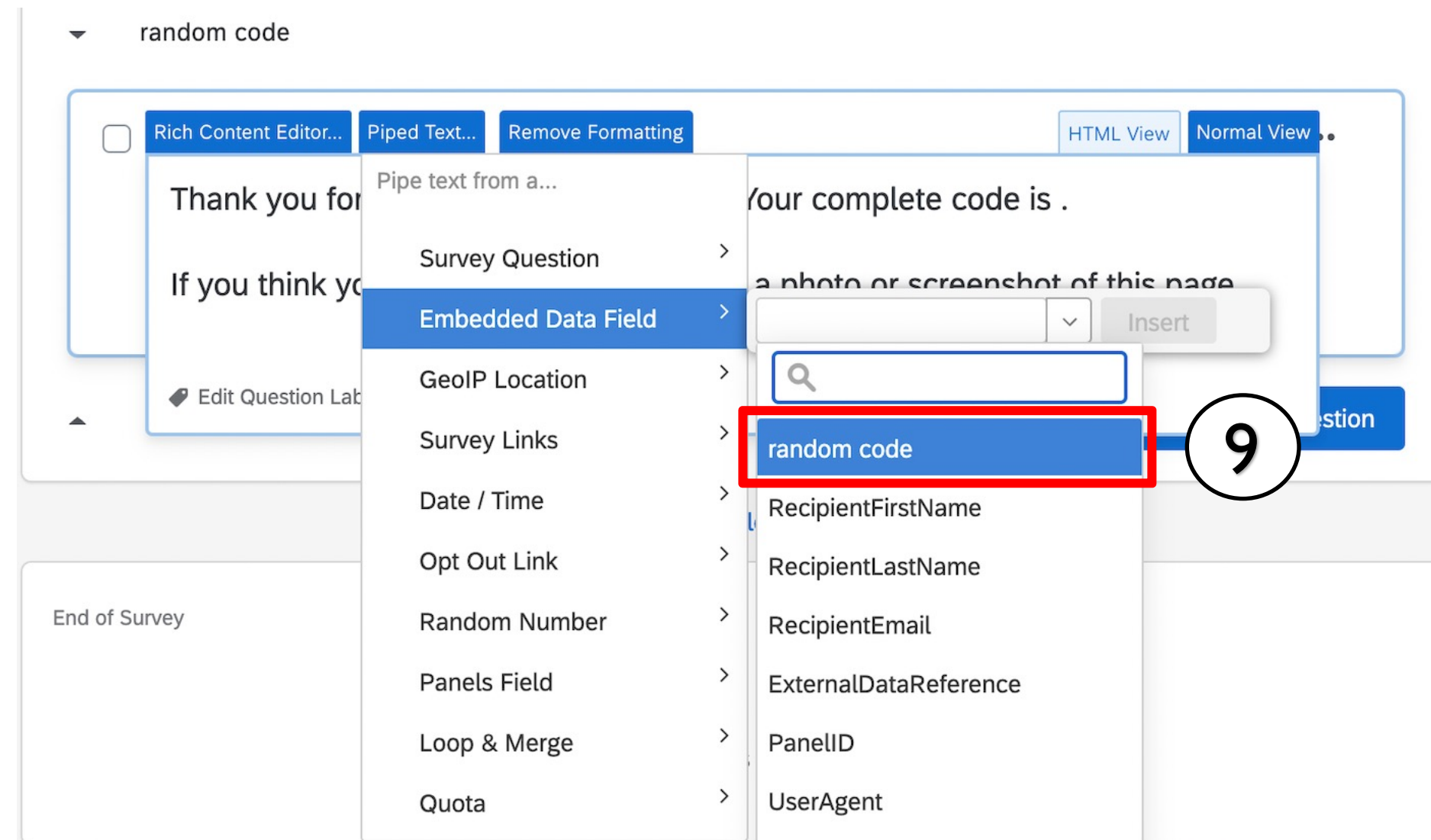
Revert

Apply

8

Click “Apply”

Go back to the “random code” block



Select the question → Piped Text → Embedded Data Field → “random code” (the one that you just created)



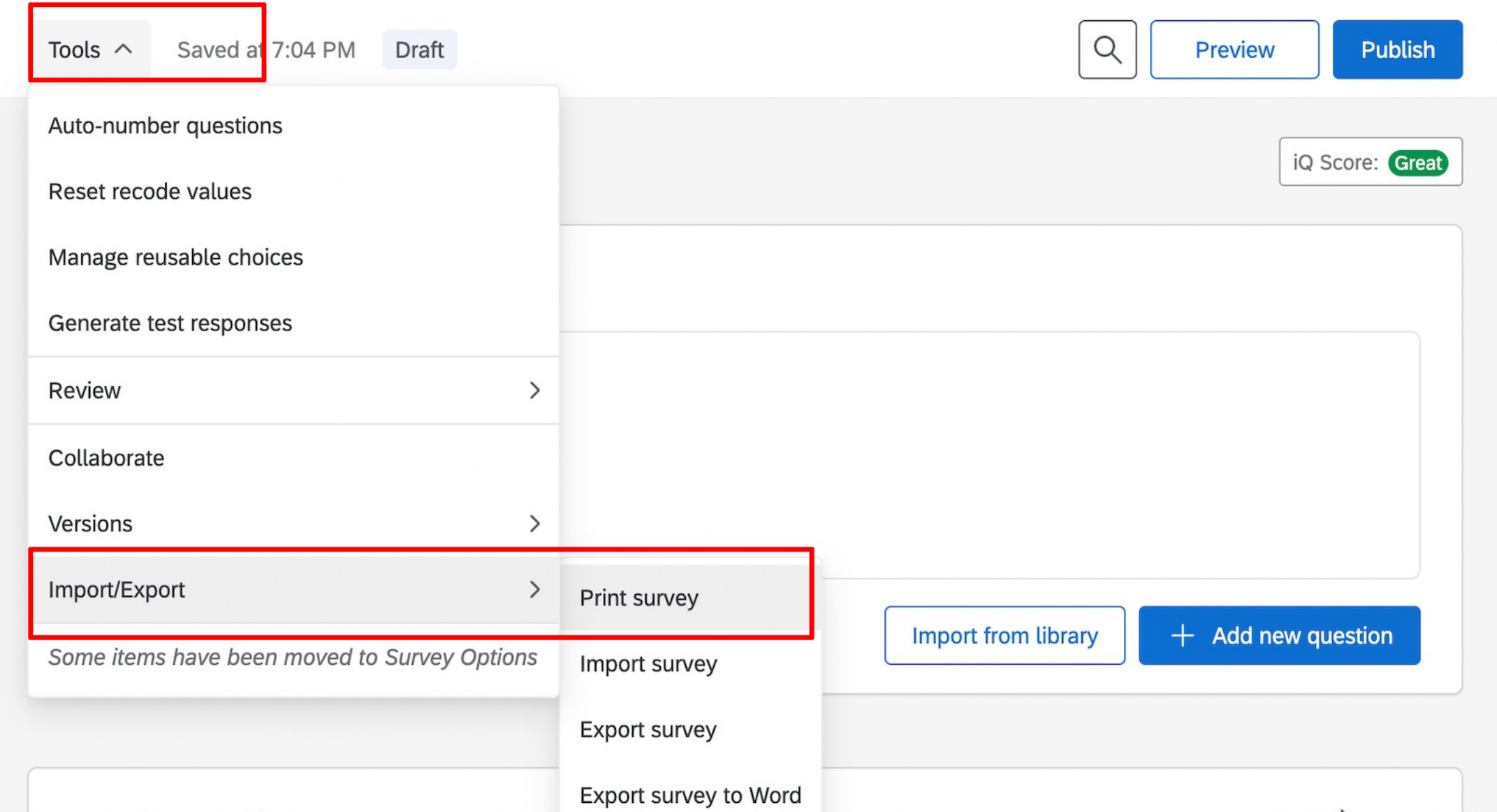
Click “Insert” and it’s done

Survey Export and Collaborate

Survey export

Save PDF of your survey:

Tools → Import/Export
→ Print Survey

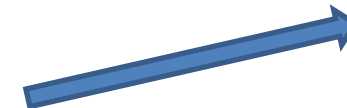


Add collaborator

1. Select Tools → Collaborate

2. Type Email(s) (you can add multiple collaborators for group projects)

3. Save



Collaborate on Project: Jin Qualtrics Tutorial



Add

[User and Group Address Book](#)

User

Edit

View Reports

Activate/Deactivate

Copy

Distribute

Cancel

✓ Save