

# Using Qualtrics

ERL Workshop

Social Psychology Lab

Spring 2014

# Set up your account

- It is FREE because you are at Barnard!
- [Barnard.qualtrics.com](https://Barnard.qualtrics.com)
- More details on our tutorial [here](#)

Your  
BARNARD  
email  
address  
goes here

The screenshot shows a web browser window with the URL `inel/Register.php?BrandID=barnard`. The browser's address bar and tabs are visible at the top. The main content area features a registration form with the BARNARD logo at the top left. The form includes three input fields: 'Email Address (This will be your user name)', 'Password', and 'Re-Type Password'. A blue 'Get Started!' button is located at the bottom right of the form. A red arrow points from the text 'Your BARNARD email address goes here' to the 'Email Address' input field. Another red arrow points from the text 'Choose whatever password you will remember' to the 'Password' input field. At the bottom of the page, there are links for 'Resend Verification Email', 'Privacy Policy', 'Security Statement', and 'Acceptable Use Statement'.

inel/Register.php?BrandID=barnard

Barnard Library Wiki... LibraryH3lp WebChat Desk Tracker Barnard Library Intra... Altmetric it! gBear Barnard Library & A... BCIT TWC Weather Direc

**BARNARD**

Email Address (This will be your user name)

Password

Re-Type Password

Get Started!

Resend Verification Email Privacy Policy Security Statement Acceptable Use Statement

Choose  
whatever  
password  
you will  
remember

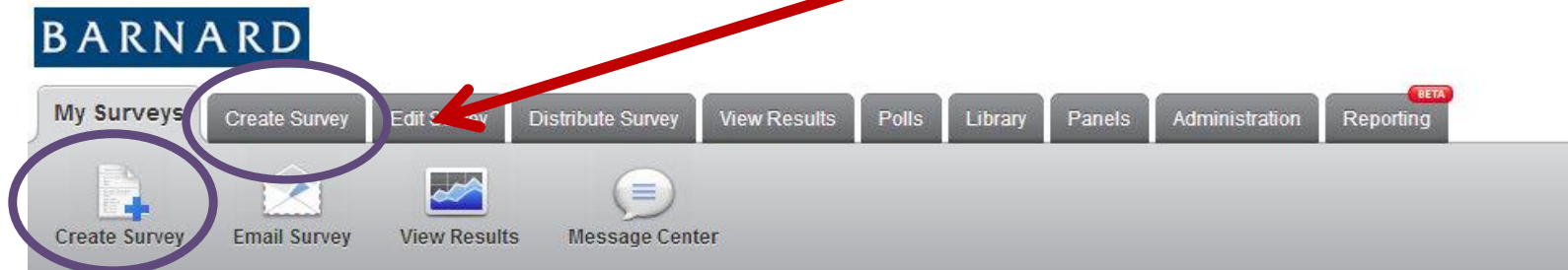
# Creating your survey

- More details on our tutorial [here](#).

In Qualtrics

- Go to Create Survey tab

Either gets  
you started




# Creating your survey cont.

- Click Quick Survey Builder to get started.

NOTE: Here you can also **Create from Copy.**

But you must make a first survey to have one to copy.

## How would you like to create your survey?



**Quick Survey Builder**  
Looking for a fast and easy way to build a powerful Survey?  
Try our survey builder to accelerate your survey creation and start gathering results!

**Create from Copy**  
Use this tool to help you create a survey based on an existing survey.

**Survey Library**  
Don't know where to start? Pick a survey template from a variety of categories.

Start here

Come back to this to make a copy

- Provide survey name (you can always rename it later) and click “Create Survey”.

# Creating questions for your survey

- “Create a New Item”
  - Default is multiple choice
  - Dropdown arrow shows options
  - Multiple Choice is most likely your best option
    - Single answer = only 1 answer allowed
    - Multiple answer = more than 1 answer allowed
    - Horizontal = response choices displayed horizontally
    - Vertical = response choices displayed vertically
    - Graphic vs Text = image for response choices vs textual responses choices

# Creating questions for your survey

- Selecting question type

Dropdown arrows provide additional choices & styles

The screenshot displays a survey creation interface. At the top, there is a search bar labeled 'Search survey contents...' and a button for 'Advanced Options'. Below this, a 'Block Options' dropdown is visible. The main area shows a 'Change Item Type' dropdown menu, which is currently set to 'Multiple Choice'. A red arrow points from the text box above to this dropdown. Another red arrow points from the 'Multiple Choice' dropdown to a secondary menu that appears when the dropdown is clicked. This secondary menu lists various question types, including 'Select Box', 'Multiple Selection Box', 'Dropdown List', 'Single Answer, Horizontal', 'Single Answer, Horizontal, Graphic', 'Single Answer, Vertical', 'Single Answer, Vertical, Graphic', 'Single Answer, Column, Graphic', 'Single Answer, Column, Text', 'Multiple Answer, Column', 'Multiple Answer, Column, Graphic' (which is highlighted), 'Multiple Answer, Horizontal', 'Multiple Answer, Horizontal, Graphic', 'Multiple Answer, Vertical', and 'Multiple Answer, Vertical, Graphic'. A third red arrow points from the text box above to the 'Multiple Answer, Column, Graphic' option. In the background, a preview of a question is visible: 'Which of the following actors would you include in your movie?' with four actor portraits as options. At the bottom, there are buttons for 'Copy Items From...', 'Replace From Library', 'Question Library', and 'Preview Question'.

# More creating questions for your survey

- NOTE: Use Single Horizontal multiple choice for Likert
- Matrix Table: allows for multiple *related* ratings for Likert

“How would you rate your experience with Customer Support?”  
A) Quality of service  
B) Helpfulness of representatives  
C) etc.”

The screenshot displays a survey creation tool interface. A question, "How would you rate your experience with Customer Support?", is shown with a Likert scale response format. The scale has five points: "Very Satisfied", "Somewhat Satisfied", "Neutral", "Somewhat Dissatisfied", and "Very Dissatisfied". The question text is circled in purple. A dropdown menu is open, showing various question types. The "Matrix Table" option is selected, and the "Likert, Single Answer" option is highlighted. Other options include "Bipolar", "Likert, Multiple Answer", "Likert, Drop Down List", "Text Entry, Short", "Text Entry, Medium", "Text Entry, Long", "Profile, Drop Down List", "Profile, Single Answer", "Profile, Multiple Answer", "Constant Sum, with Total Box", "Constant Sum, without Total Box", "Rank Order", and "MaxDiff".

	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied
Quality of service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helpfulness of representatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promptness of response	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# More creating questions for your survey

- Descriptive Text: for instructions or details where participants do not need to respond

NOTE: Descriptive text is used for displaying Instructions. It is also used for YouTube Videos (which we'll cover later).

- Descriptive Graphic: for displaying static images/photographs



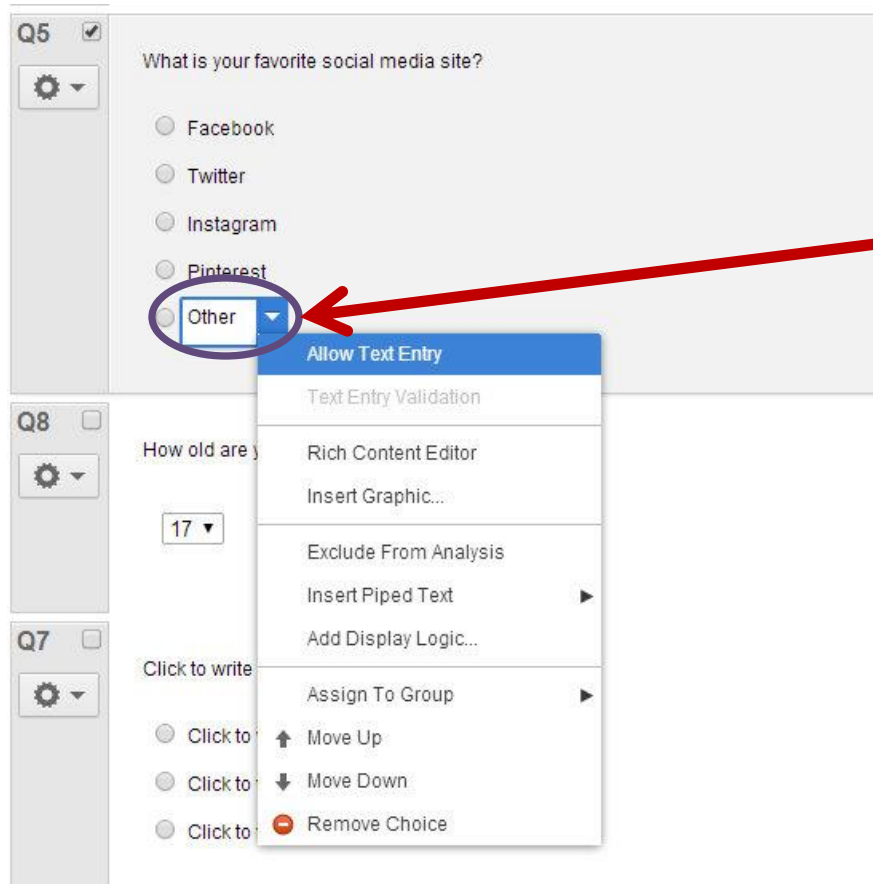
# More creating questions for your survey

- Dropdown List: great for longer lists of items to choose from (e.g. age) so that you can make sure everyone responds the same way.

The screenshot displays a survey creation interface. On the left, a sidebar lists social media sharing options: Facebook, Twitter, Instagram, Pinterest, and Other. The main area shows a question titled "What is your favorite soft drink?" with a dropdown menu currently displaying "Coke". Below this, another question "How old are you?" is shown with a dropdown menu displaying "17". A purple oval highlights the "17" dropdown and a link "Click here to edit choices". At the bottom, there are buttons for "Click to write the question text" and "Click to write Choice 1", "Click to write Choice 2", and "Click to write Choice 3". On the right, a panel titled "Multiple Choice" is open, showing a list of question types. The "Dropdown List" option is highlighted in blue. Other options include "Select Box", "Multiple Selection Box", "Single Answer, Horizontal", "Single Answer, Horizontal, Graphic", "Single Answer, Vertical", "Single Answer, Vertical, Graphic", "Single Answer, Column, Graphic", "Single Answer, Column, Text", "Multiple Answer, Column", "Multiple Answer, Column, Graphic", "Multiple Answer, Horizontal", and "Multiple Answer, Horizontal, Graphic". The "Multiple Choice" panel also includes icons for "Graphic", "Matrix Table", "Slider", "Side by Side", "Pick, Group, and Rank", "Heat Map", "Gap Analysis", "Net Promoter Score®", and "Meta Info Question".

# More creating questions for your survey

- If using “other” as a response choice, you may want to get details about what the “other” item is. You can insert a text box on a multiple choice item.



The screenshot shows a survey editor interface with three questions visible: Q5, Q8, and Q7. Q5 is titled "What is your favorite social media site?" and has four radio button options: Facebook, Twitter, Instagram, and Pinterest. The "Other" option is selected, and its dropdown arrow is circled in blue. A red arrow points from a text box on the right to this dropdown arrow. Q8 is titled "How old are you?" and has a dropdown menu set to "17". Q7 is titled "Click to write" and has three radio button options: "Click to", "Click to", and "Click to".

Click on the item and then on the arrow. Allow Text Entry will create a text box under “Other”.

# Quickly editing your question

- “Edit Multiple” next to choices

This screenshot shows the 'Choices' section of a question editor. On the left, there is a text area with three lines of placeholder text: 'Click to write Choice 1', 'Click to write Choice 2', and 'Click to write Choice 3'. A red arrow points from this text area down to the 'Default Question Block' section in the bottom screenshot. In the center, a blue text box contains the instruction: 'These correspond with those. Each new line is a new choice.' On the right, there is a 'Block Options' dropdown menu. Below it, the 'Change Item Type' section shows a green button labeled 'Multiple Choice'. Further down, the 'Answers' section has radio buttons for 'Single Answer' (selected) and 'Multiple Answer'. A red arrow points from the 'Edit Multiple' button, which is circled in purple, to a box labeled 'Click here'.

Click to write Choice 1  
Click to write Choice 2  
Click to write Choice 3

These correspond with those.  
Each new line is a new choice.

Block Options

Change Item Type

Multiple Choice

Done  
Cancel

Automatic Choices

Answers

Single Answer  
Multiple Answer

Click here

This screenshot shows the 'Default Question Block' section of the question editor. It has a header 'Default Question Block' with a dropdown arrow. Below it, there is a 'Q2' label with a checkmark. To the left of the text area is a gear icon. The text area contains the placeholder text 'Click to write the question text'. Below the text area, there are three radio buttons, each followed by a placeholder text: 'Click to write Choice 1', 'Click to write Choice 2', and 'Click to write Choice 3'. A red arrow points from the text area in the top screenshot to this text area.

Default Question Block

Q2

Click to write the question text

Click to write Choice 1  
Click to write Choice 2  
Click to write Choice 3

NOTE: Remember that for some questions “NA” is an important choice to include!

# Additional options

A page break will show questions on a different page in survey.

NOTE: rule of thumb- have about 4-5 questions per page

Copying a question can help make wording consistent across concepts being measured.

Because sometimes you decide the question should be somewhere else

Check out how your question will look in the survey

The image shows a vertical sidebar of options for a survey question. The options are: 'Change Item Type' (with a green 'Multiple Choice' button), 'Choices' (with a minus button, a box containing '3', a plus button, and a link 'Edit Multiple'), 'Automatic Choices' (checkbox), 'Answers' (with radio buttons for 'Single Answer' and 'Multiple Answer', and a link 'More'), 'Position' (with radio buttons for 'Vertical' and 'Horizontal', and a link 'More'), 'Validation Options' (with a checkbox and a dropdown menu for 'Force Response'), 'Validation Type' (with radio buttons for 'None' and 'Custom Validation'), and a list of actions: 'Add Page Break', 'Add Display Logic', 'Add Skip Logic', 'Copy Question', 'Move Question', 'Add Note', and 'Preview Question'. The last five actions are each circled in purple. Red arrows point from the text boxes on the right to these circled actions: from the first text box to 'Add Page Break', from the second to 'Copy Question', from the third to 'Move Question', and from the fourth to 'Preview Question'.

Change Item Type

Multiple Choice

Choices

3 Edit Multiple

Automatic Choices

Answers

Single Answer

Multiple Answer

More

Position

Vertical

Horizontal

More

Validation Options

Force Response

Validation Type

None

Custom Validation

Add Page Break

Add Display Logic

Add Skip Logic

Copy Question

Move Question

Add Note

Preview Question

# Additional options

- Validation Options

- “Force Response” not acceptable based on IRB protocol; participants cannot continue survey until answering the question
- “Request Response” prompts participants to respond to a question if they skipped it. They can still choose to skip it and continue with the survey, but sometimes the prompt is enough to encourage them to answer it.

The screenshot shows a survey configuration panel on the right side of a screen. The panel has a light gray background and contains several sections. At the top, there is a 'Change Item Type' section with a green button labeled 'Multiple Choice'. Below this is a 'Choices' section with a minus button, a box containing the number '3', a plus button, and a link 'Edit Multiple'. There is also an unchecked checkbox for 'Automatic Choices'. The 'Answers' section has two radio buttons: 'Single Answer' (selected) and 'Multiple Answer', with a 'More' link below. The 'Position' section has two radio buttons: 'Vertical' (selected) and 'Horizontal', with a 'More' link below. The 'Validation Options' section has an unchecked checkbox and a dropdown menu currently showing 'Force Response'. A purple oval is drawn around this dropdown menu, and a small white tooltip box is open below it, showing two options: 'Force Response' and 'Request Response'. At the bottom of the panel, there is a list of actions with icons: 'Add Page Break', 'Add Display Logic', 'Add Skip Logic', 'Copy Question', 'Move Question', 'Add Note', and 'Preview Question'.

Change Item Type

Multiple Choice

Choices

3 Edit Multiple

Automatic Choices

Answers

Single Answer

Multiple Answer

More

Position

Vertical

Horizontal

More

Validation Options

Force Response

Force Response

Request Response

Add Page Break

Add Display Logic

Add Skip Logic

Copy Question

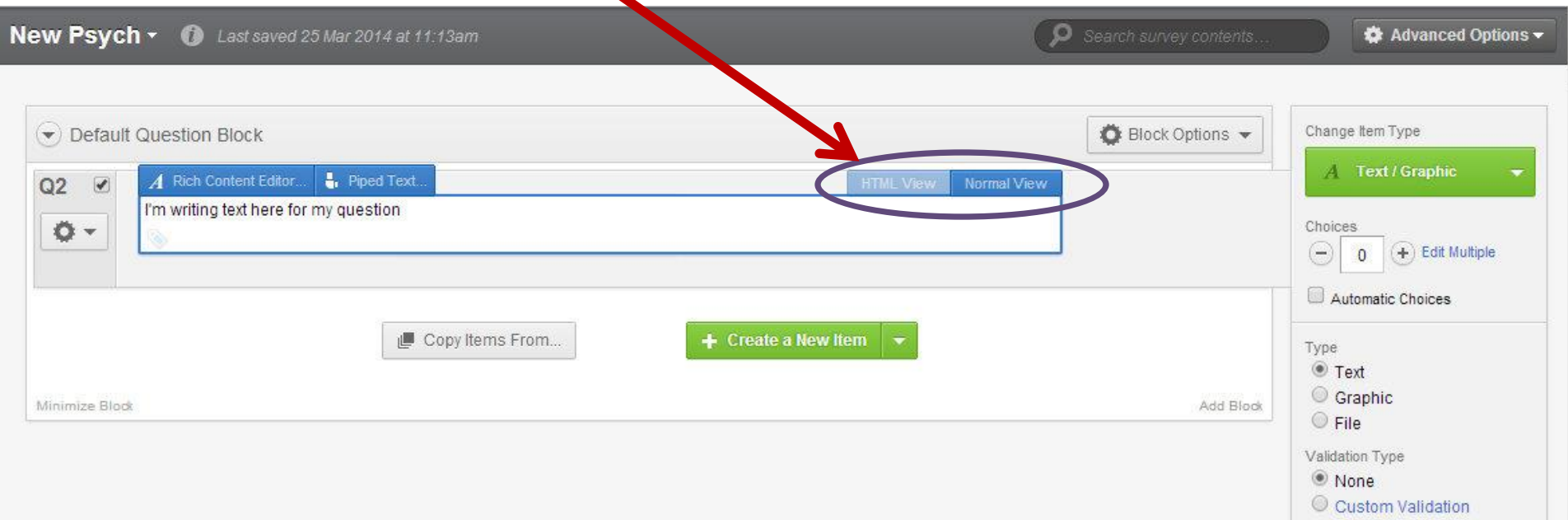
Move Question

Add Note

Preview Question

# Using a YouTube video

- Select Descriptive Text question type
- Text box → default is Normal View. Select HTML View

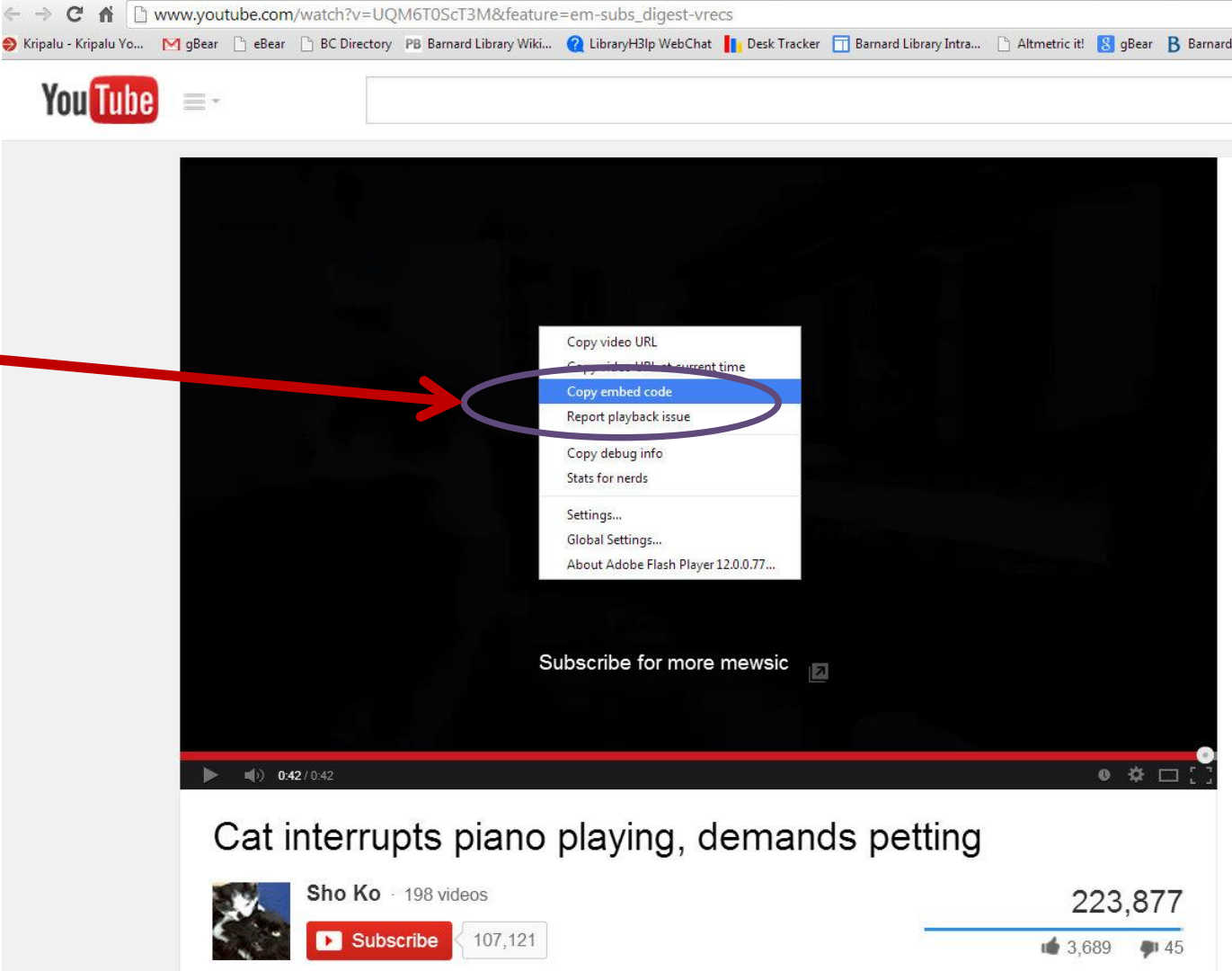


The screenshot shows the Blackboard LMS interface for editing a question block. The top navigation bar includes 'New Psych', a search bar, and 'Advanced Options'. The main area is titled 'Default Question Block' and contains a text editor with the text 'I'm writing text here for my question'. The editor has two tabs: 'HTML View' and 'Normal View'. A red arrow points from the 'Text box' in the list above to the 'HTML View' button, which is circled in purple. The right sidebar shows the 'Change Item Type' dropdown set to 'Text / Graphic', and the 'Type' section has 'Text' selected. The 'Validation Type' section has 'None' selected.

# Using a YouTube video

- Go to your selected video on YouTube

Right click on  
the video &  
select “Copy  
embed code”



The screenshot shows a web browser window with the YouTube URL `www.youtube.com/watch?v=UQM6T0ScT3M&feature=em-subst_digest-vrecs`. The browser's address bar and tabs are visible at the top. The YouTube logo is in the top left of the page. The video player itself is dark, showing a blurred image of a cat. A right-click context menu is open over the video, with the option "Copy embed code" highlighted in blue. A red arrow points from the text box on the left to this menu item. Below the video player, the video title "Cat interrupts piano playing, demands petting" is visible, along with the channel name "Sho Ko" and a subscriber count of 198 videos. The video has 223,877 views, 3,689 likes, and 45 dislikes. The video progress bar at the bottom shows the video is at 0:42 / 0:42.

Copy video URL  
Copy video URL at current time  
**Copy embed code**  
Report playback issue  
Copy debug info  
Stats for nerds  
Settings...  
Global Settings...  
About Adobe Flash Player 12.0.0.77...

Subscribe for more mewsic

Cat interrupts piano playing, demands petting

Sho Ko · 198 videos

223,877

3,689 45

# Using a YouTube video

- Paste embed code in HTML View

New Psych ▾ ⓘ Last saved 24 Mar 2014 at 4:40pm

Default Question Block

Q1 ☒

Rich Content Editor... Piped Text... Remove Formatting

HTML View Normal View

```
<iframe width="640" height="360" src="//www.youtube.com/embed/UQM6T0ScT3M?feature=player_detailpage" frameborder="0" allowfullscreen></iframe>
```

Copy Items From...



# YouTube video in Normal View

New Psych ▾ ⓘ Last saved 24 Mar 2014 at 4:40pm

▼ Default Question Block

Q1 ✓  
⚙️

Cat interrupts piano playing, demands petting

A black and white cat is perched on a piano keyboard, its front paws resting on the keys. A person's hand is visible near the cat, possibly attempting to play or pet it. The video player interface includes a title bar, a large play button in the center, and a progress bar at the bottom showing 0:00 / 0:43.

🖨️ Copy Items From...

# Uploading an image

- Select “Graphic”

Can use image  
from file or URL

The screenshot shows the 'New Psych' interface. At the top, there's a header bar with 'New Psych', a last saved timestamp, a search bar, and 'Advanced Options'. Below this, the main area is divided into a question editor and a right-hand sidebar. The question editor shows 'Q3' with a link to 'Select a graphic to use for this question'. The sidebar on the right is titled 'Change Item Type' and shows 'Text / Graphic' as the selected type. Under 'Type', 'Graphic' is selected with a radio button. Below this, under 'Graphic Options', four options are listed: 'No Text', 'With Text', 'From URL', and 'From URL With Text'. The 'From URL' option is circled in purple. A red arrow points from the text box above to this circle. At the bottom of the sidebar, there's a 'Choose a Graphic' button. Other options like 'Automatic Choices' and 'Validation type' are also visible.

New Psych ▾ ⓘ Last saved 25 Mar 2014 at 1:06pm

Search survey contents...

Advanced Options ▾

Default Question Block

Block Options ▾

Q3 ☒

Select a graphic to use for this question

Copy Items From...

+ Create a New Item ▾

Minimize Block

Add Block

Change Item Type

Text / Graphic ▾

Choices

0 Edit Multiple

☐ Automatic Choices

Type

☐ Text

☒ Graphic

☐ File

Graphic Options

☒ No Text

☐ With Text

☐ From URL

☐ From URL With Text

Choose a Graphic

Choose Graphic

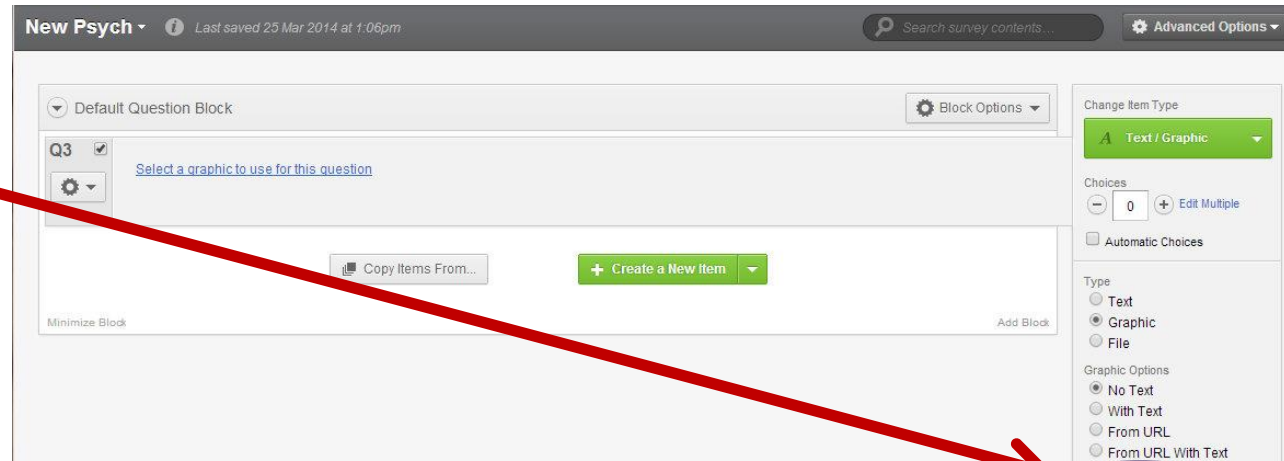
Validation type

☒ None

☐ Custom Validation

# Uploading an image from file

Click  
Choose  
Graphic



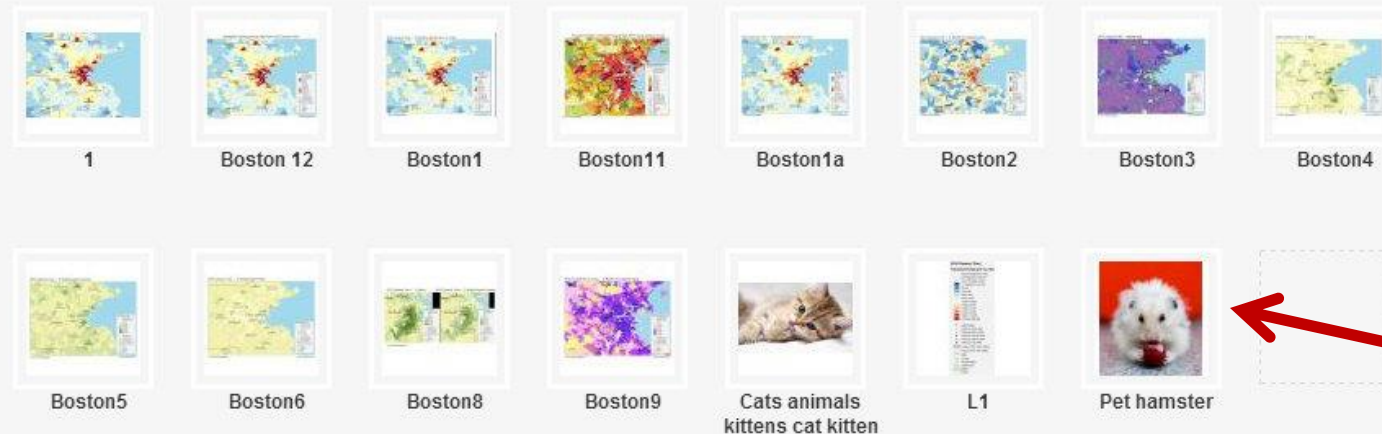
## Insert Graphic

Library My Library: Heather Van Volkinburg



Upload a New Graphic

## Unassigned



Upload a  
new image  
(see next slide)

Choose  
existing  
image


Close

# Uploading a NEW image from file

You can change the size of the image!


**Upload a New Graphic**

Select a File  cats\_animal...53974.jpeg or [Use a graphic from the web](#)

Category:  

Description:  desktop 1680x1050

Width:  Height:



New Psych ▾ ⓘ Last saved 25 Mar 2014 at 1:10pm 🔍 Search survey contents... ⚙️ Advanced Options ▾

Default Question Block

Block Options

Q4

Graphic

Choices

0 Edit Multiple

Automatic Choices

Type

☒ Text

☐ Graphic

☐ File

Graphic Options

☐ No Text

☐ With Text

☐ From URL

☒ From URL With Text

Graphic URL

<http://jamesonstarship.com>

Validation Type

☒ None


☐ Custom Validation

Add Page Break

Add Display Logic

Add Skip Logic

Copy Question



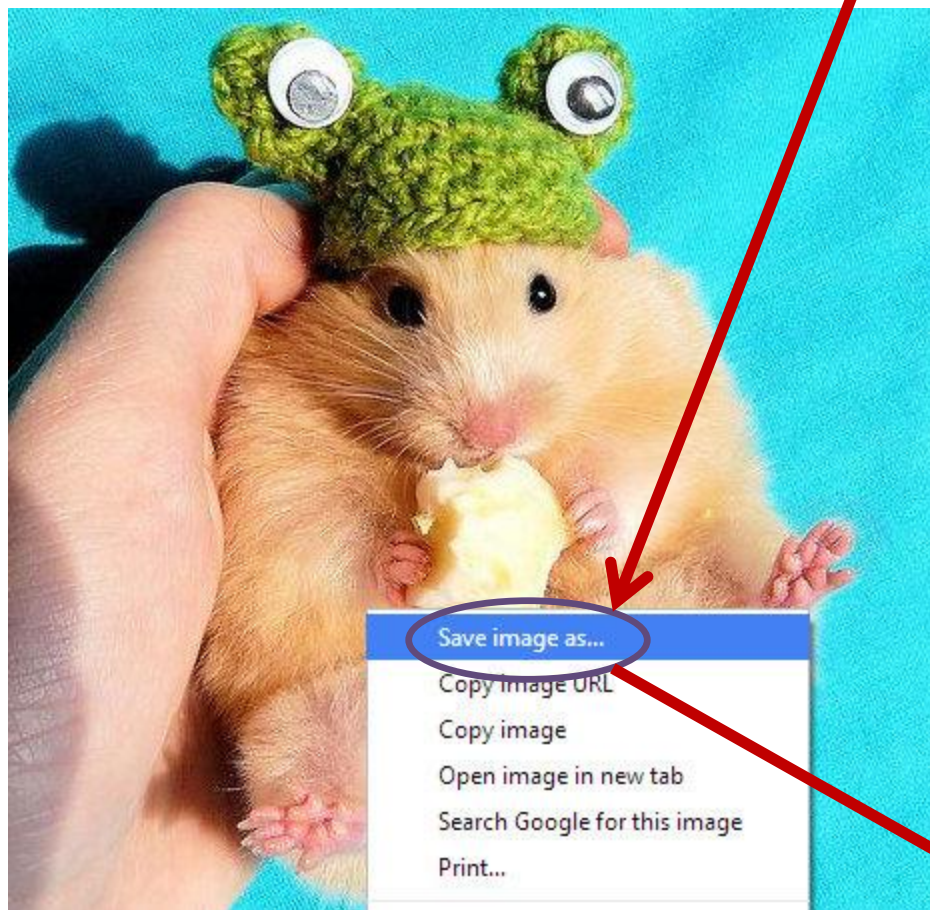
### 3. Pasted URL

NOTE: Be careful, because you can't edit the size of the URL image, like you can when you upload it.



# Extra: Saving image from URL

Right click on image of interest




Save to your computer

# Uploading a NEW image from file

You can change the size of the image!


**Upload a New Graphic**

Select a File  cats\_animal...53974.jpeg or [Use a graphic from the web](#)

Category:  

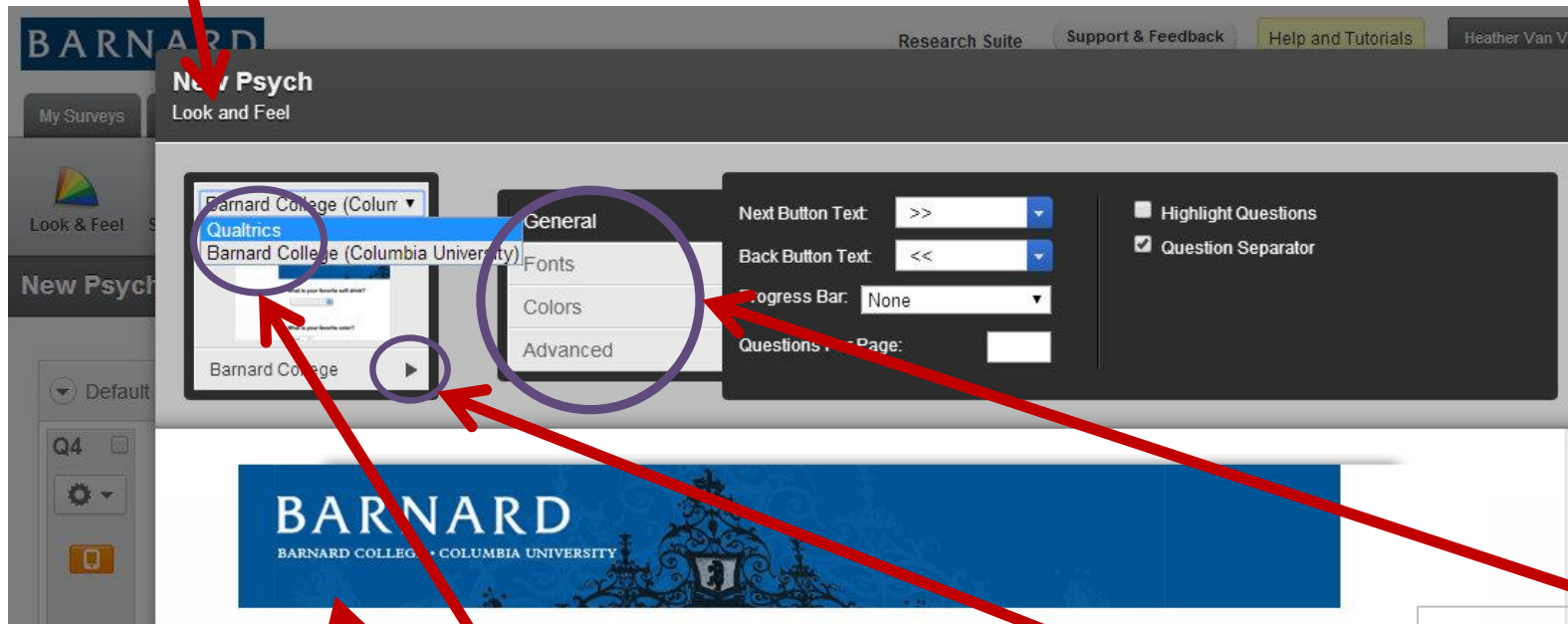
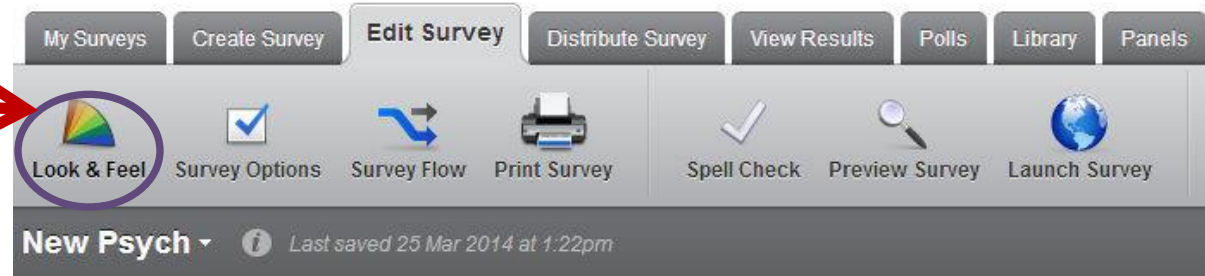
Description:  desktop 1680x1050

Width:  Height:



# Look & Feel of survey

Click here to get there



Remove the Barnard Banner by selecting Qualtrics

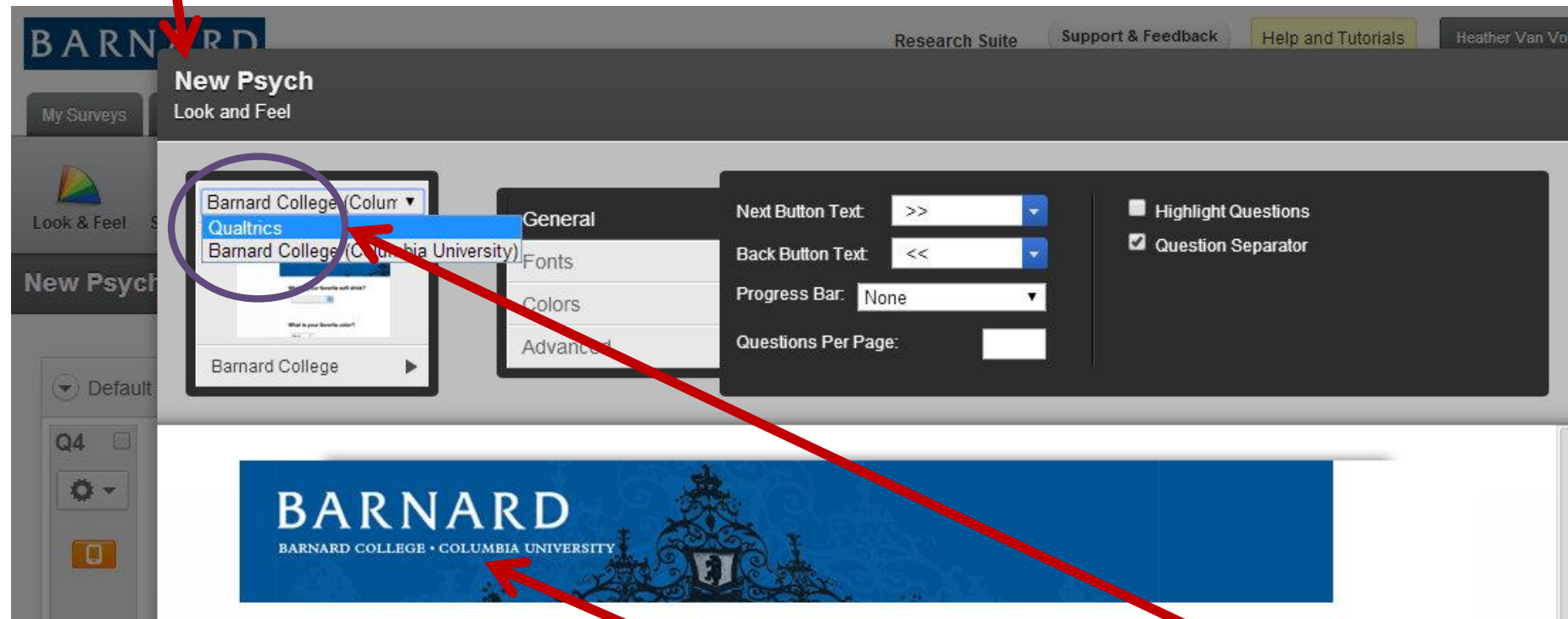
Click for options

Additional appearance options here



# Look & Feel of survey

Click here to  
get there



Remove the Barnard Banner by selecting Qualtrics