

# Using Qualtrics

ERC Workshop

Psychology of

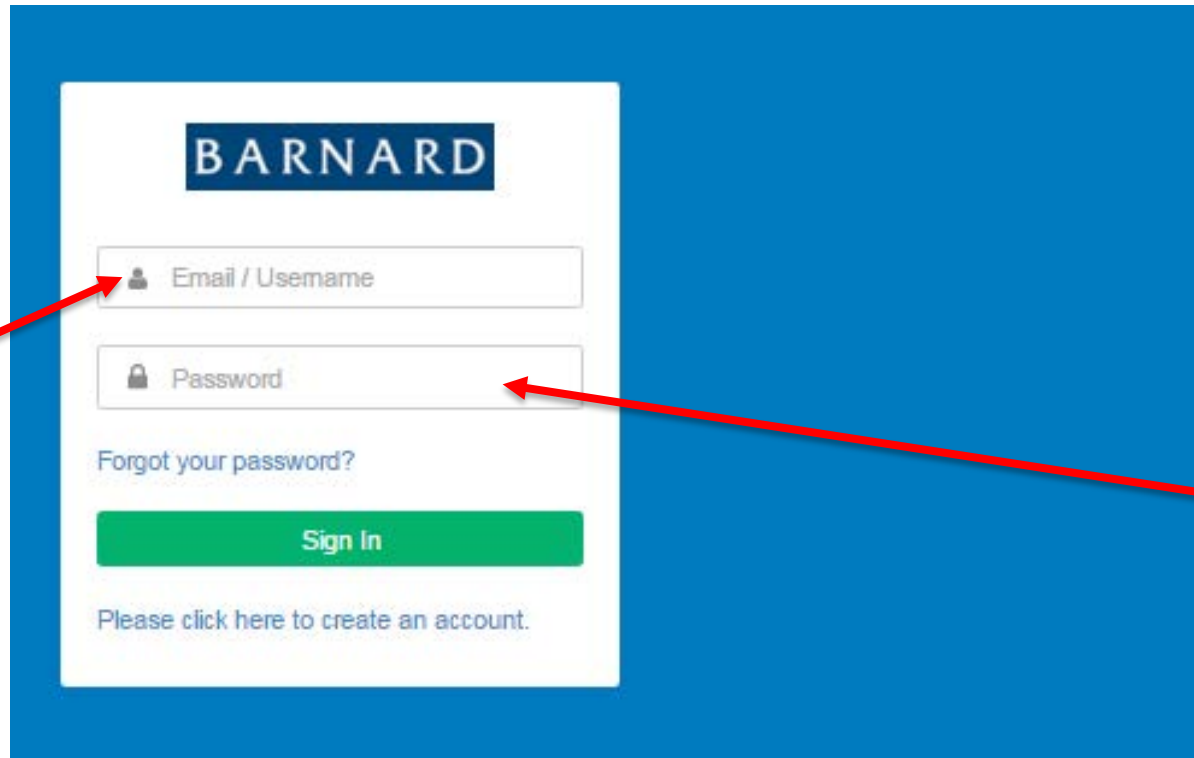
Personality

Fall 2017

# 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 image shows a login form for 'BARNARD' on a blue background. The form is white and contains the following elements: a logo at the top, two input fields (one for 'Email / Username' and one for 'Password'), a 'Forgot your password?' link, a green 'Sign In' button, and a link to 'create an account'. Two red arrows point from external text boxes to the input fields: one to the 'Email / Username' field and another to the 'Password' field.

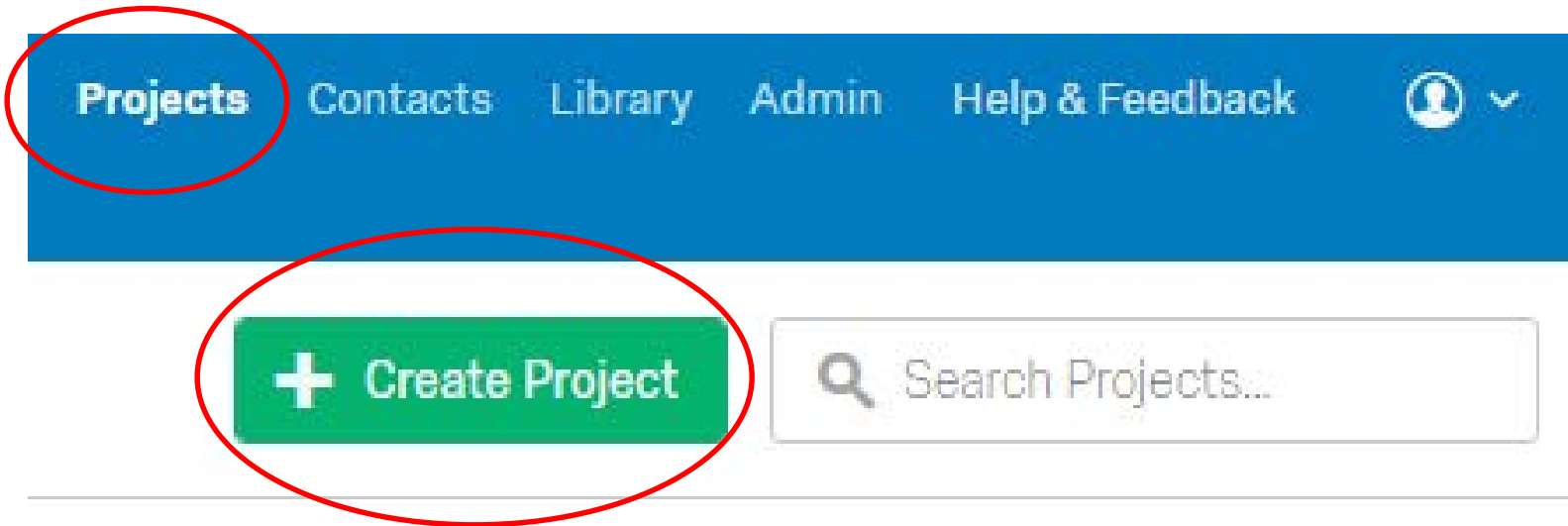
Choose  
whatever  
password  
you will  
remember

# Creating your survey

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

In Qualtrics

- Click on the Create Project Button in the Projects tab



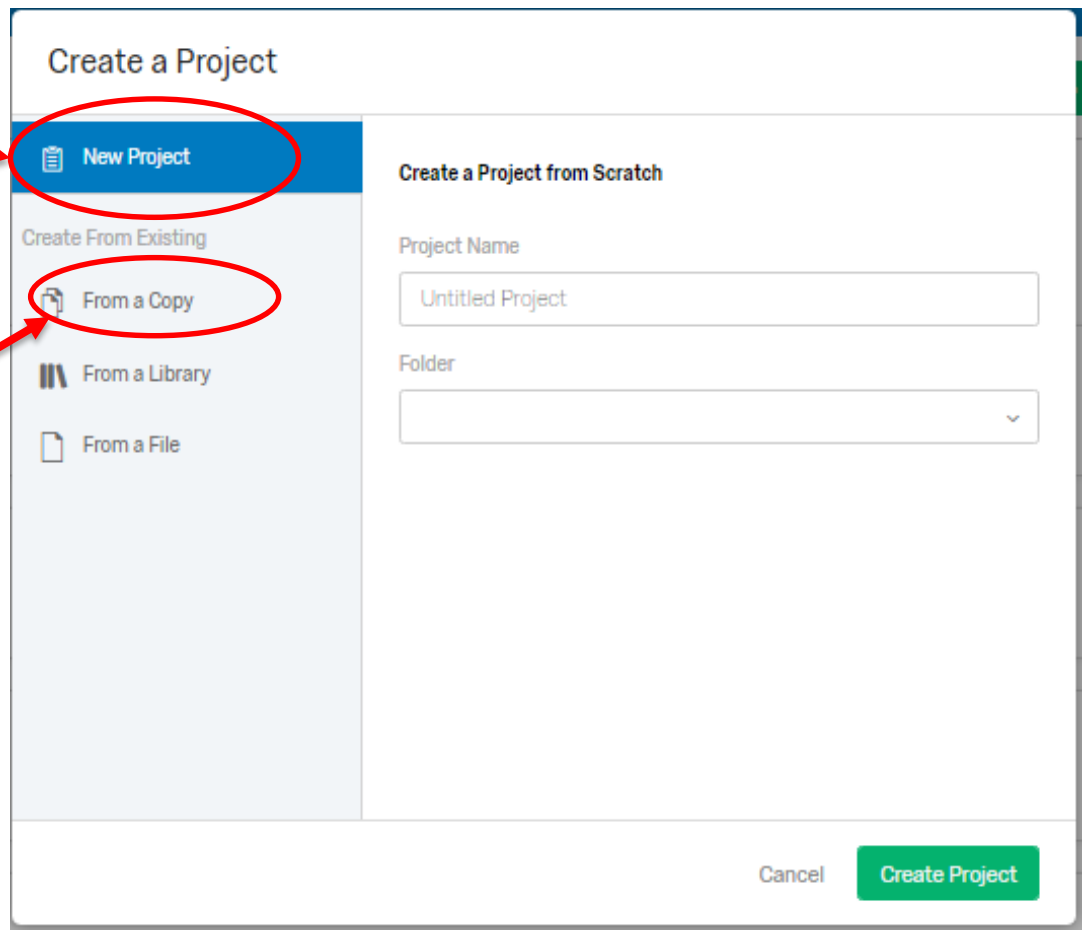
# Creating your survey cont.

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

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

Start here

Come back  
to this to  
make a copy



The screenshot shows the 'Create a Project' dialog box. On the left, under 'Create From Existing', the 'From a Copy' option is circled in red. A red arrow points from the 'Start here' text box to this option. Another red arrow points from the 'Come back to this to make a copy' text box to the same 'From a Copy' option. The 'New Project' option at the top is also circled in red. On the right, the 'Create a Project from Scratch' section has a 'Project Name' field with 'Untitled Project' and a 'Folder' dropdown menu. At the bottom right, there are 'Cancel' and 'Create Project' buttons.

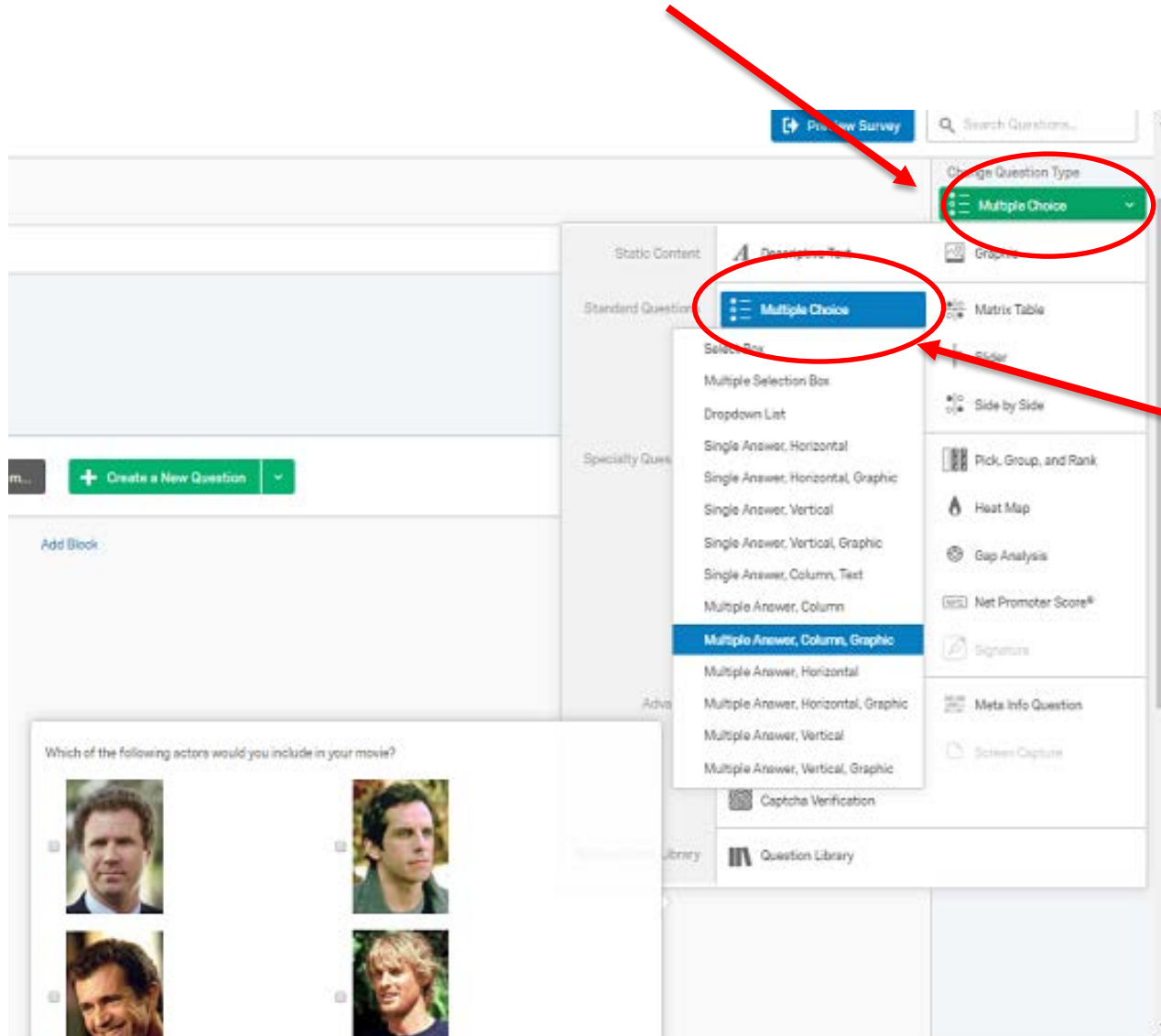
Provide survey name  
(you can always rename it later)  
and click **Create Project**.

# Creating questions for your survey

- “Create a New Question”
  - 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



# 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 interface. A red circle highlights a preview of a Matrix Table question. The question text is "How would you rate your experience with Customer Support?". The preview shows a table with three rows of service attributes and five columns of rating options. The rating options are: Very Satisfied, Somewhat Satisfied, Neutral, Somewhat Dissatisfied, and Very Dissatisfied. The rows are: Quality of service, Helpfulness of representatives, and Promptness of response. Each cell in the table contains a radio button for selection.

	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"/>

The interface also shows a sidebar with question types: Static Content, Standard Questions, and Specialty Questions. The Matrix Table type is selected, and a dropdown menu shows options like Bipolar, Likert, Single Answer, 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.

# 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

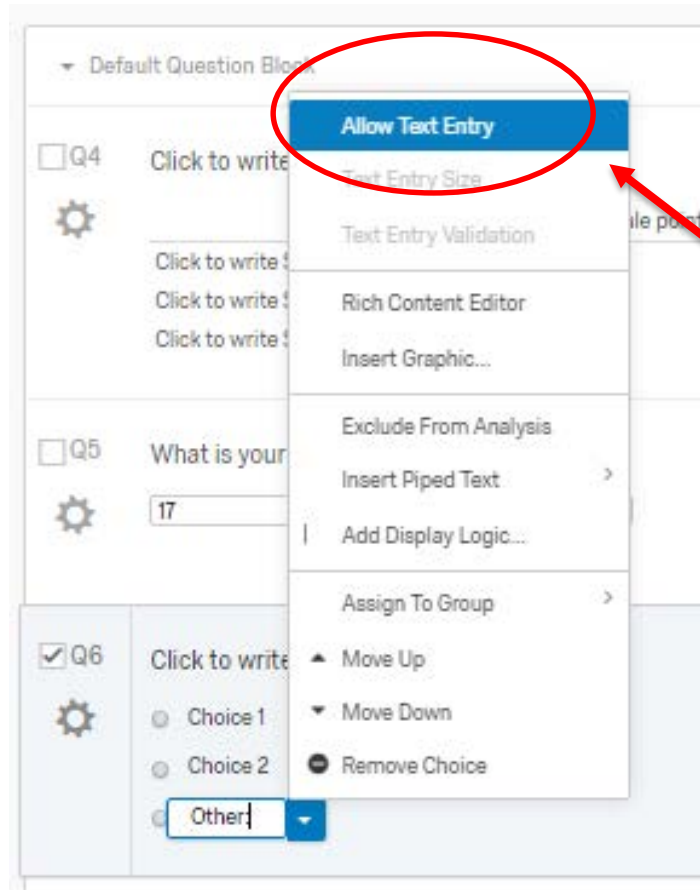
- Dropdown List: great for longer lists of items to choose from (e.g. age) so that you can make sure everyone responds the same way.

The screenshot displays a survey creation tool interface. On the left, a list of question blocks is shown. The first block, Q4, is a 'Click to write the question text' placeholder. The second block, Q5, is a 'What is your age?' question with a dropdown menu showing '17' and a link to 'Click here to edit choices'. Below this, a preview of a question 'What is your favorite soft drink?' is shown with a dropdown menu showing 'Coke'. At the bottom, there are buttons for 'Import Questions From...', 'Create a New Question', and 'Add Block'.

On the right, a menu of question types is displayed. The 'Multiple Choice' category is selected, and the 'Dropdown List' option is highlighted. Other options in the 'Multiple Choice' category include 'Select Box', 'Multiple Selection Box', 'Single Answer, Horizontal', 'Single Answer, Horizontal, Graphic', 'Single Answer, Vertical', 'Single Answer, Vertical, Graphic', 'Single Answer, Column, Text', 'Multiple Answer, Column', 'Multiple Answer, Column, Graphic', 'Multiple Answer, Horizontal', 'Multiple Answer, Horizontal, Graphic', 'Multiple Answer, Vertical', and 'Multiple Answer, Vertical, Graphic'. Other categories visible include 'Static Content', 'Standard Questions', 'Specialty Questions', 'Advanced Questions', and 'Replace From Library'.

# 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.



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

“Choices”

This screenshot shows the 'Choices' section of a question editor. A large text box contains the text: "These correspond with those. Each new line is a new choice." A red arrow points from this text box to the 'Edit Multiple' button. The 'Edit Multiple' button is circled in red. Other visible elements include a 'Multiple Choice' dropdown menu, 'Done' and 'Cancel' buttons, and an 'Automatic Choices' checkbox.

Click here

This screenshot shows the question text and choices section of the question editor. The question text is "Click to write the question text". Below it are three radio button choices: "Choice 1", "Choice 2", and "Other:". A red arrow points from the 'Edit Multiple' button in the previous screenshot to the 'Choice 1' radio button.

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

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


Actions


 Add Page Break

 Add Display Logic

 Add Skip Logic

 Copy Question

 Move Question

 Add Note

 Preview Question

# 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

# 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 image shows a screenshot of a survey configuration interface. The 'Change Question Type' dropdown is set to 'Multiple Choice'. Below this, the 'Choices' section shows 3 choices and an 'Edit Multiple' link. The 'Answers' section has 'Single Answer' selected. The 'Position' section has 'Vertical' selected. The 'Validation Options' section is circled in red and contains a 'Force Response' dropdown menu. The dropdown menu is open, showing 'Force Response' and 'Request Response' as options. Below the dropdown is a 'Custom Validation' link.

Change Question Type

Multiple Choice

Choices

3 Edit Multiple

☐ Automatic Choices

Answers

☒ Single Answer

☐ Multiple Answer

More...

Position

☒ Vertical

☐ Horizontal

More...

Validation Options

☐ Force Response

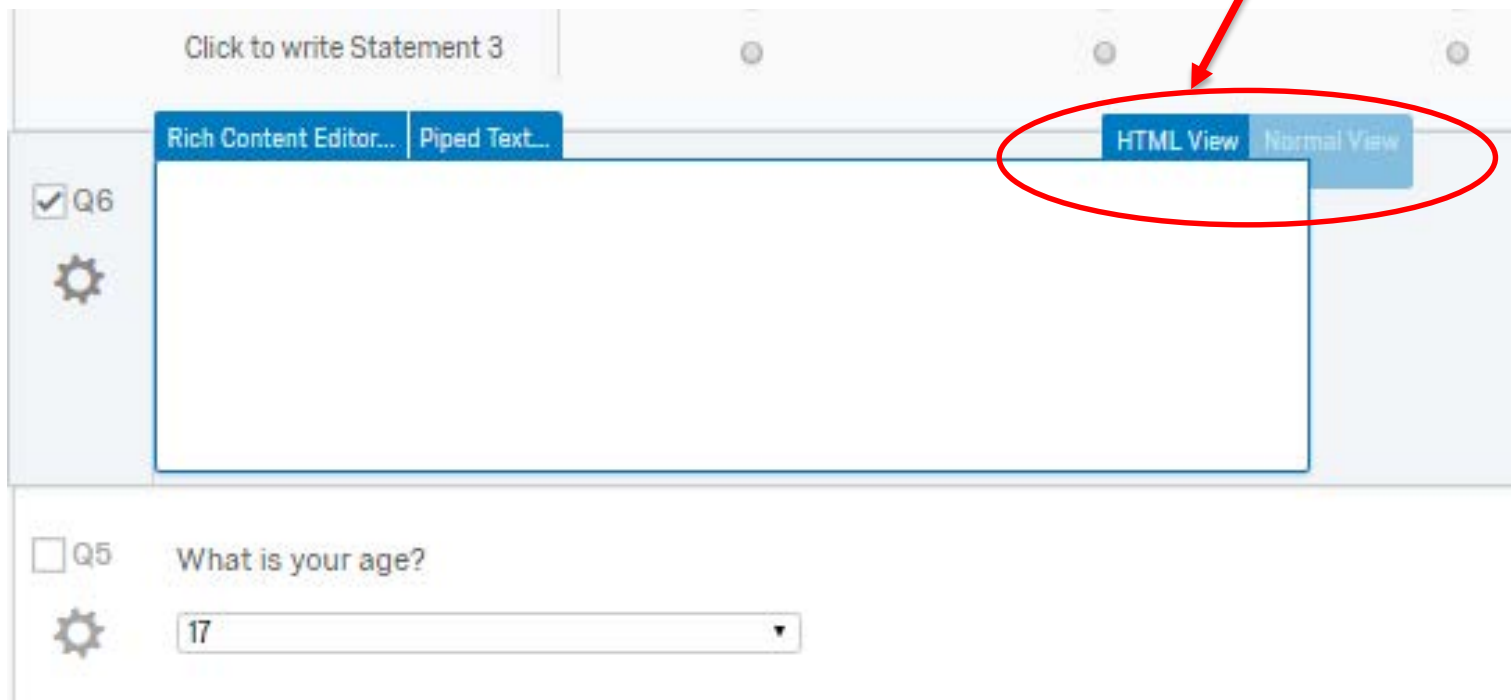
Force Response

Request Response

Custom Validation

# Using a YouTube video

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

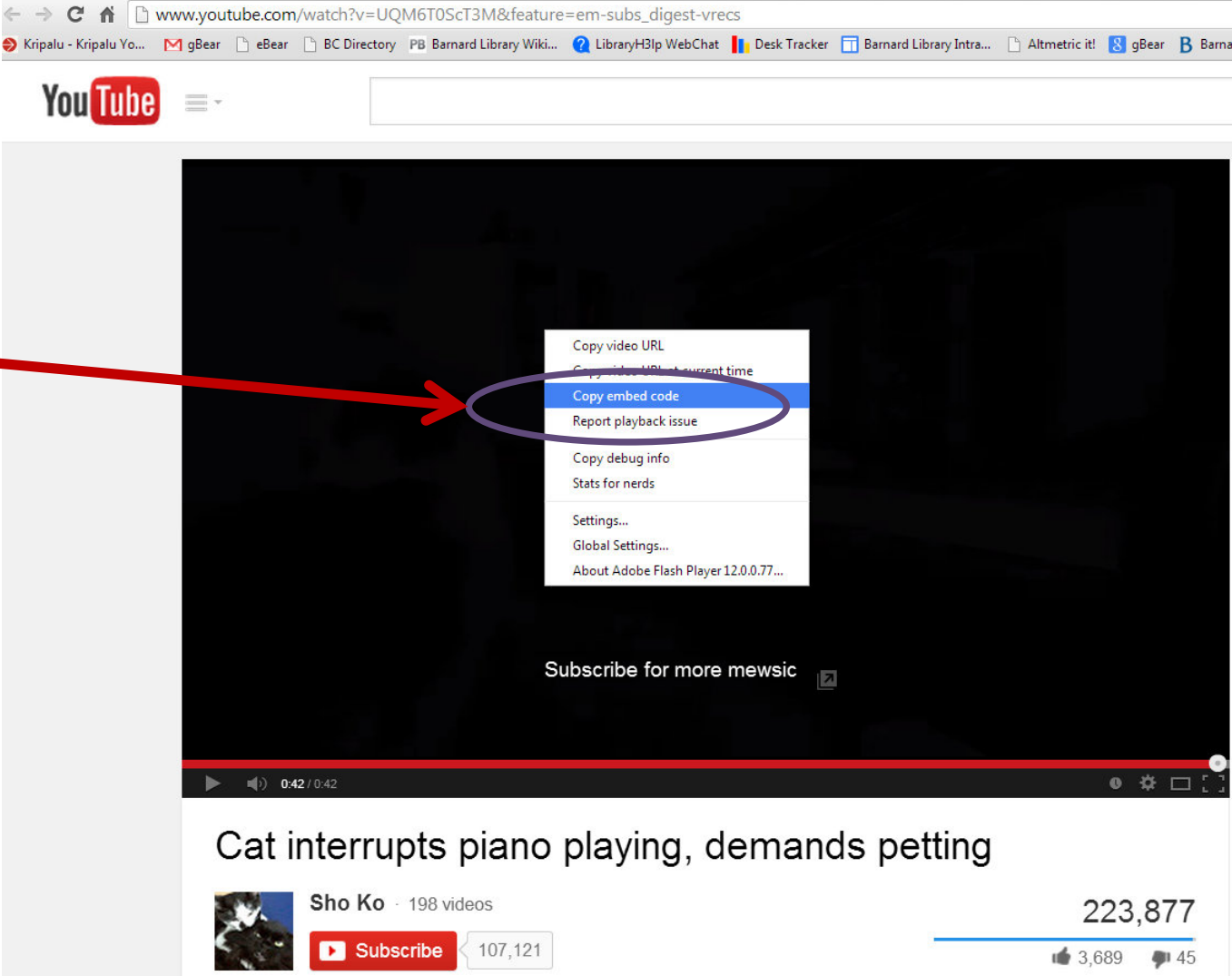


The screenshot shows a question editor interface. At the top, there is a text box labeled "Click to write Statement 3". Below this, there are two tabs: "Rich Content Editor..." and "Piped Text...". To the right of these tabs, there are two more tabs: "HTML View" and "Normal View". The "HTML View" tab is selected and highlighted with a red circle. A red arrow points from the top right towards the "HTML View" tab. Below the tabs, there is a large empty text box. To the left of this text box, there is a sidebar with a checkbox labeled "Q6" and a gear icon. Below this, there is another question type "Q5" with the text "What is your age?" and a dropdown menu showing the value "17".

# 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 is in the center, showing a dark video frame. 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 option. Below the video player, the video title "Cat interrupts piano playing, demands petting" is displayed, along with the channel name "Sho Ko" and a subscriber count of 107,121. The video has 223,877 views and 45 dislikes.

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

0:42 / 0:42

Cat interrupts piano playing, demands petting

Sho Ko · 198 videos

Subscribe 107,121

223,877

3,689 45

# Using a YouTube video


- Paste embed code in HTML View

Click to write Statement 3


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

HTML View Normal View

☒ Q6



```
<iframe width="854" height="480" src="https://www.youtube.com/embed/UQM6T0ScT3M"
frameborder="0" allowfullscreen></iframe>
```



The image shows a screenshot of a web editor interface. At the top, there's a tab labeled 'Click to write Statement 3'. Below it, there are three tabs: 'Rich Content Editor...', 'Piped Text...', and 'Remove Formatting'. To the right of these are two more tabs: 'HTML View' and 'Normal View'. On the left side, there's a sidebar with a checkbox labeled 'Q6' and a gear icon. The main area displays the HTML embed code for a YouTube video. Below the code, a video player is visible, showing a black and white cat playing a piano. The video player has a play button in the center.



# YouTube video in Normal View

Rich Content Editor...

Piped Text...


Remove Formatting

HTML View

Normal View

☒ Q6

Cat interrupts piano playing, demands petting



Edit Question Label

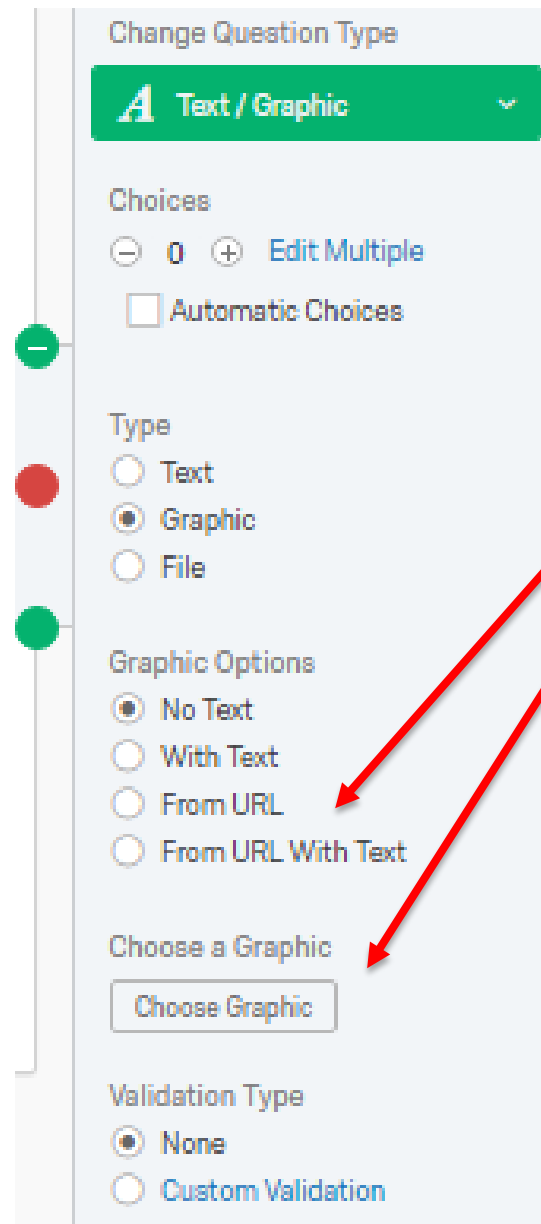
Choice 1

☐ Choice 2

☐ Other:

# Uploading an image

- Select “Graphic”



The screenshot shows a 'Change Question Type' dialog box. On the left, a vertical sidebar contains three colored circles: a green circle with a minus sign, a red circle, and another green circle. The dialog box itself has a green header bar with a white 'A' icon and the text 'Text / Graphic'. Below this, the 'Choices' section includes a minus sign, the number '0', a plus sign, and a link 'Edit Multiple'. There is an unchecked checkbox for 'Automatic Choices'. The 'Type' section has three radio buttons: 'Text', 'Graphic' (which is selected), and 'File'. The 'Graphic Options' section has four radio buttons: 'No Text' (selected), 'With Text', 'From URL', and 'From URL With Text'. Below this is a 'Choose a Graphic' section with a button labeled 'Choose Graphic'. At the bottom is a 'Validation Type' section with two radio buttons: 'None' (selected) and 'Custom Validation'. Two red arrows originate from a text box on the right and point to the 'From URL' option and the 'Choose Graphic' button.

Change Question Type

**A** 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

Can use image  
from file or URL

# Uploading an image from file

Click  
Choose  
Graphic

Upload a  
new image  
(see next slide)

Insert Graphic

Upload a New Graphic

Select a File Choose File No file chosen

or Use a graphic from the web

☐ File

Graphic Options

- ☒ No Text
- ☐ With Text
- ☐ From URL
- ☐ From URL With Text

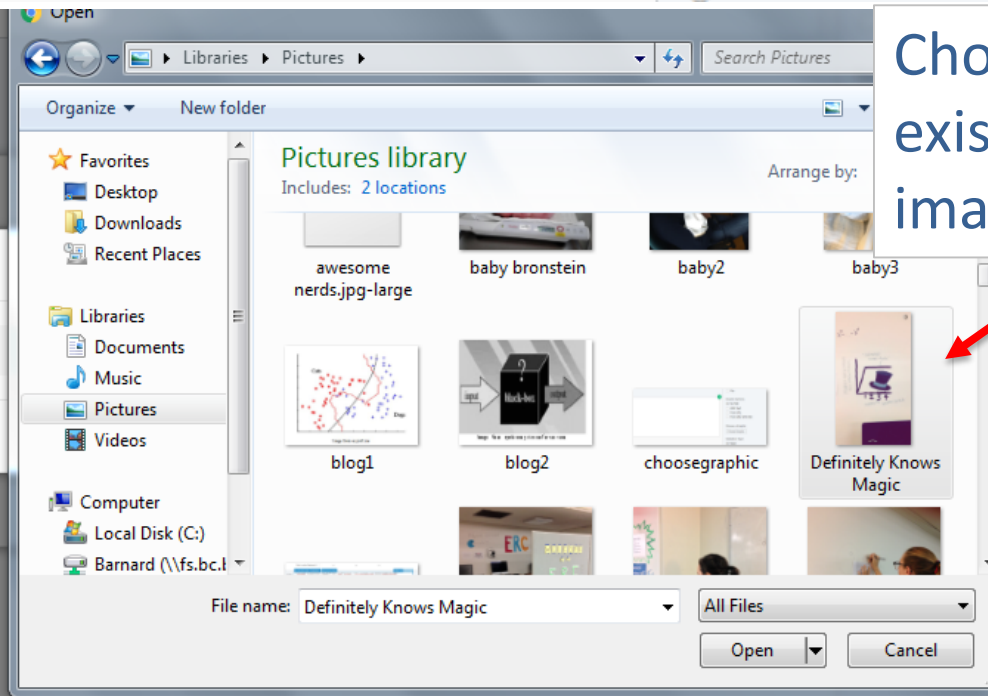
Choose a Graphic

Choose Graphic

Validation Type

- ☒ None

Choose  
existing  
image



# Uploading a NEW image from file

You can change the size of the image!

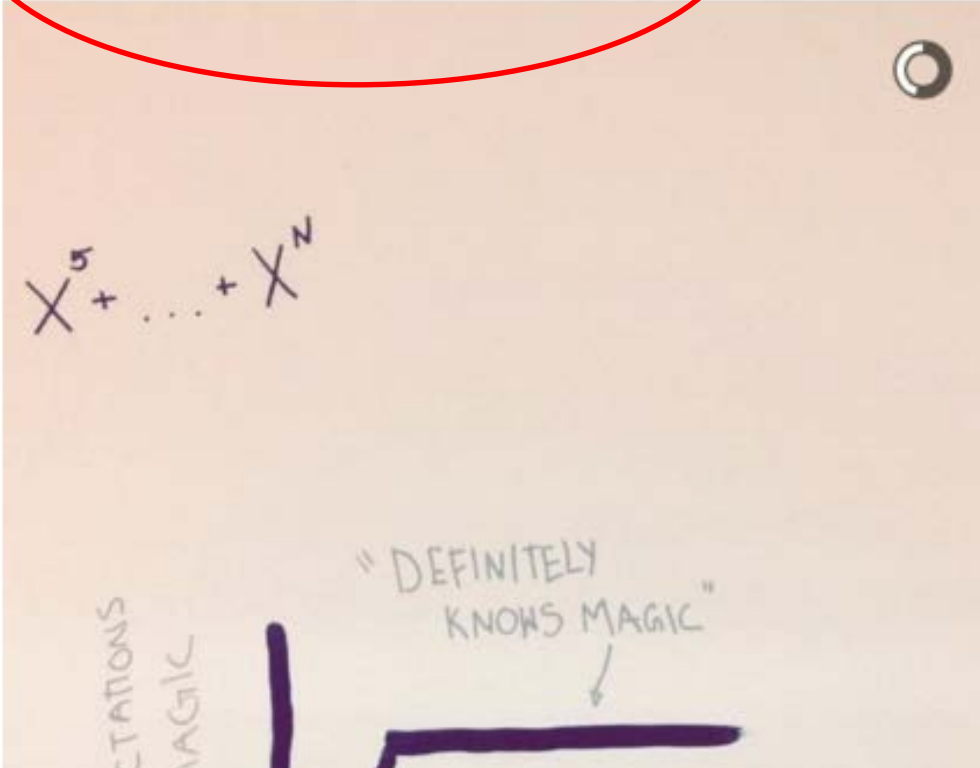
Upload a New Graphic

Select a File  Definitely Knows Magic.jpg or Use a graphic from the web

Category:

Description:

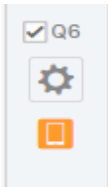
Width:  Height:



The image shows a handwritten note on a light-colored background. At the top, there is a mathematical formula:  $X^5 + \dots + X^N$ . Below the formula, there is a vertical line of text that reads "STATIONS" and "MAGIC". To the right of this, there is a large, bold, purple line. Below this line, there is a smaller line of text that reads "DEFINITELY KNOWS MAGIC". An arrow points from the text "You can change the size of the image!" to the width and height input fields in the form.

# Uploading an image from URL

This icon shows that the image is too wide for viewing on mobile phones



## Graphic Options

- ☐ No Text
- ☐ With Text
- ☒ From URL
- ☐ From URL With Text

## Graphic URL

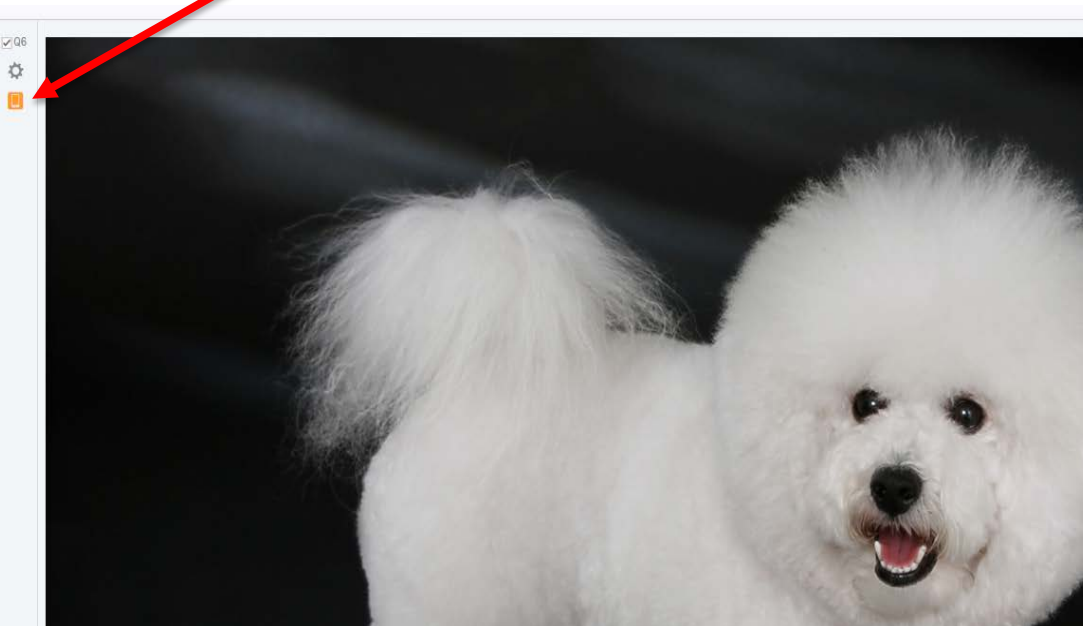
[https://upload.wikimedia.org/wikipedia/commons/0/0a/Two\\_Pomeranians.jpg](https://upload.wikimedia.org/wikipedia/commons/0/0a/Two_Pomeranians.jpg)

1. Select  
"From URL"

2. Paste  
URL

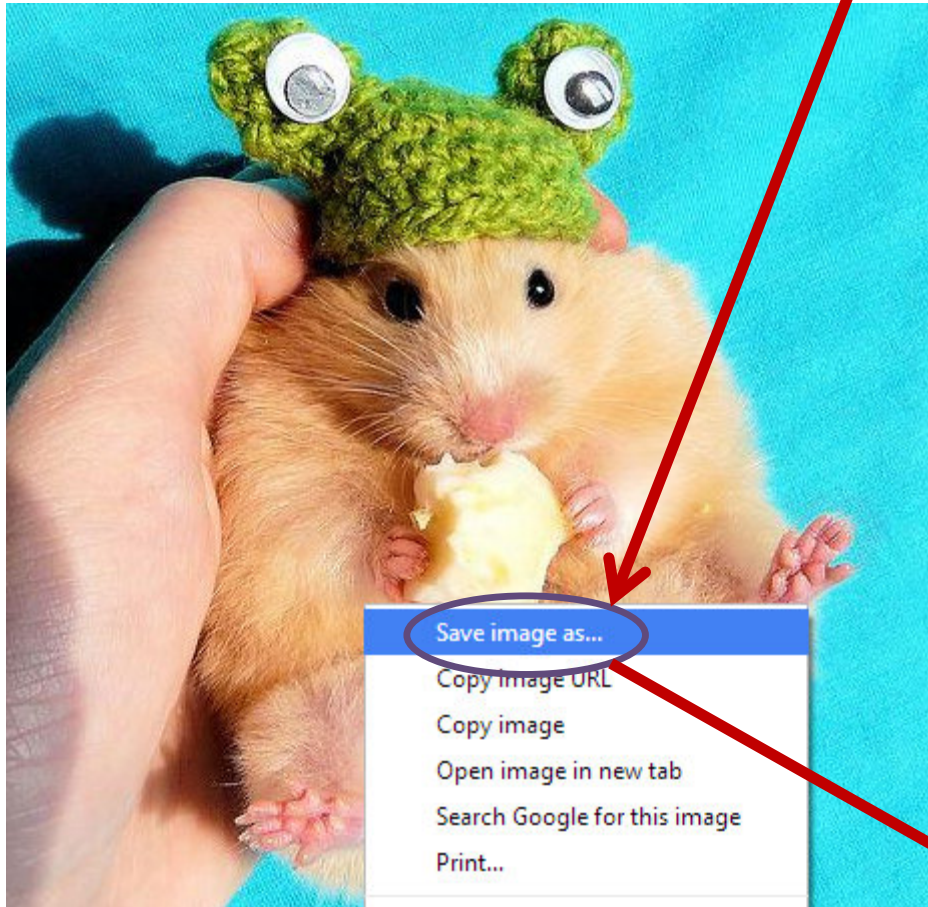
3. Pasted URL

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

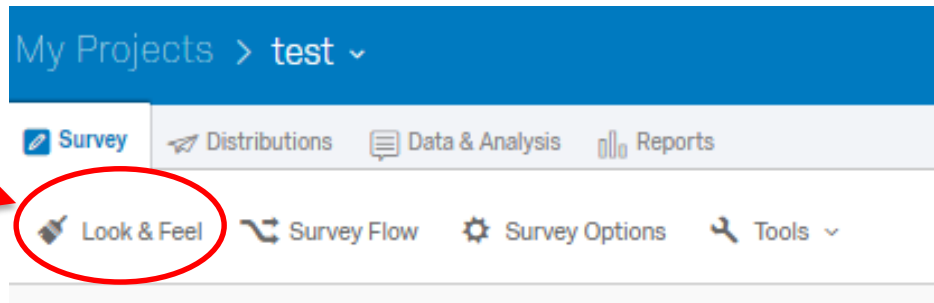
Right click on image of interest



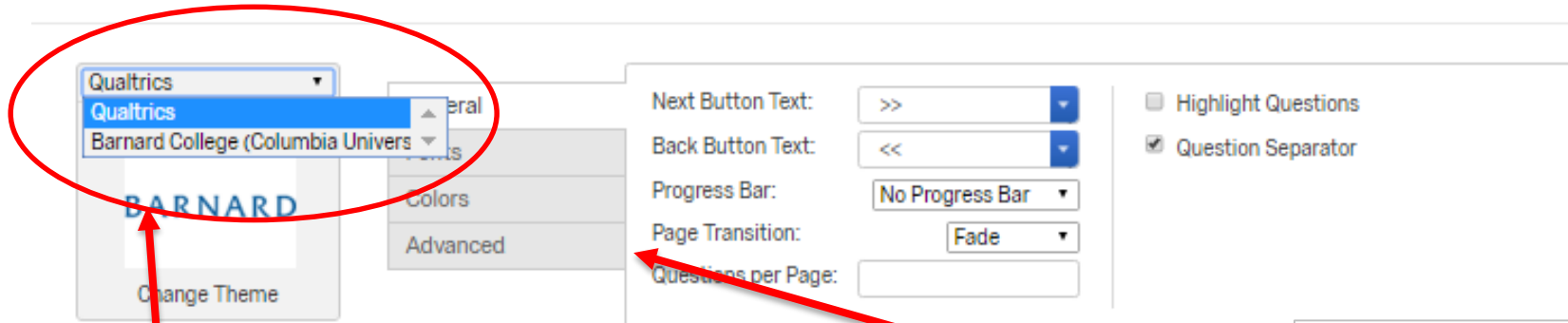
Save to your computer

# Look & Feel of survey

Click here to  
get there



test



Click for  
appearance  
options

Remove the Barnard Banner  
by selecting Qualtrics

Click to write the question text

Statement 1

scale

Click to write Scale  
point 2

Click to write Scale  
point 3