

Using Qualtrics

ERC Workshop

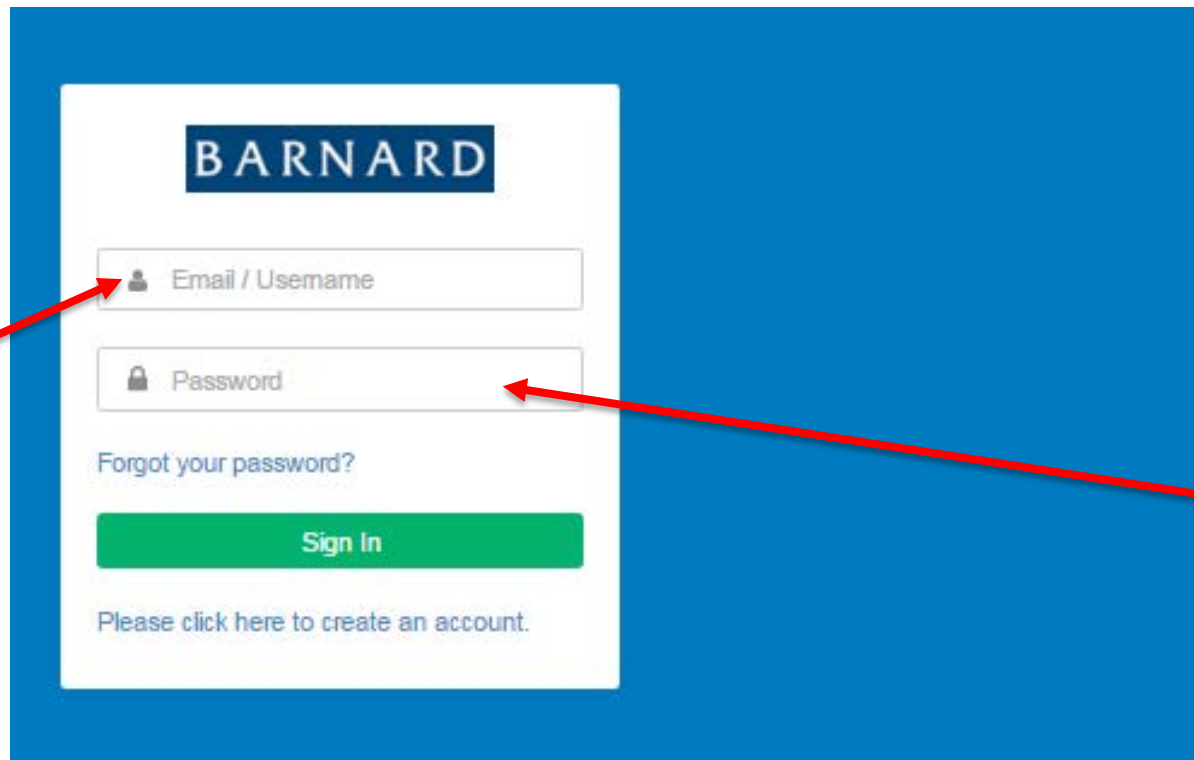
Social Psychology Lab

Spring 2016

Set up your account

- It is FREE because you are at Barnard!
- 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.

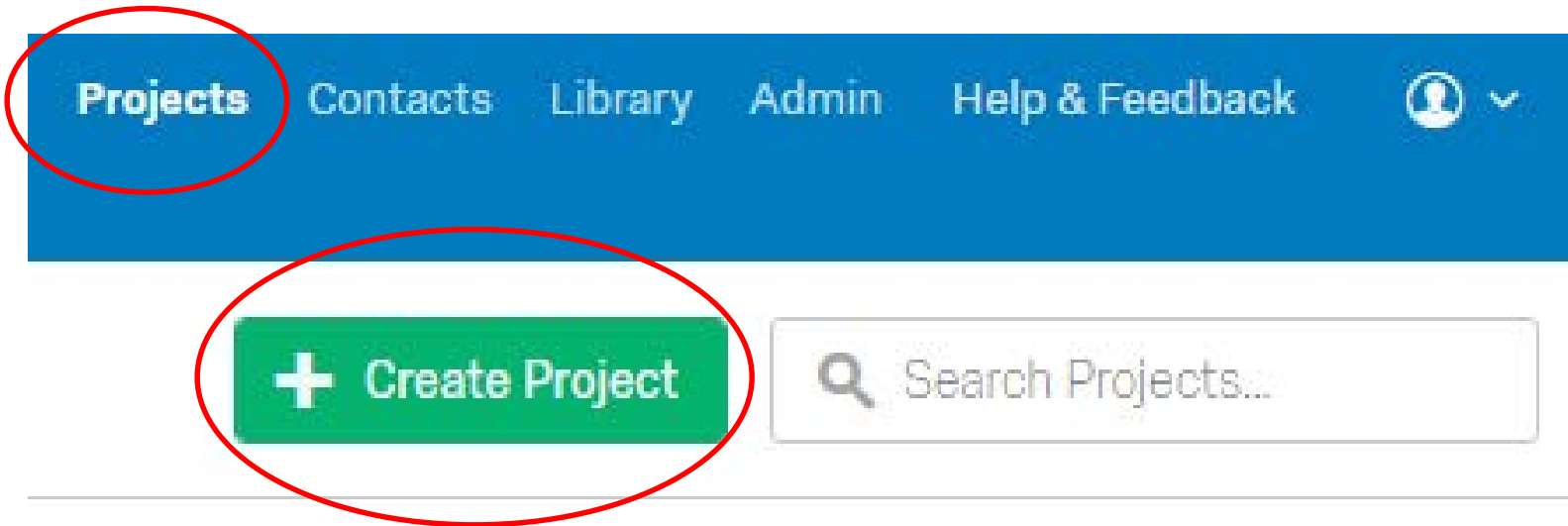
Choose
whatever
password
you will
remember

Creating your survey

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

In Qualtrics

- Click on the Create Project Button in the Projects tab



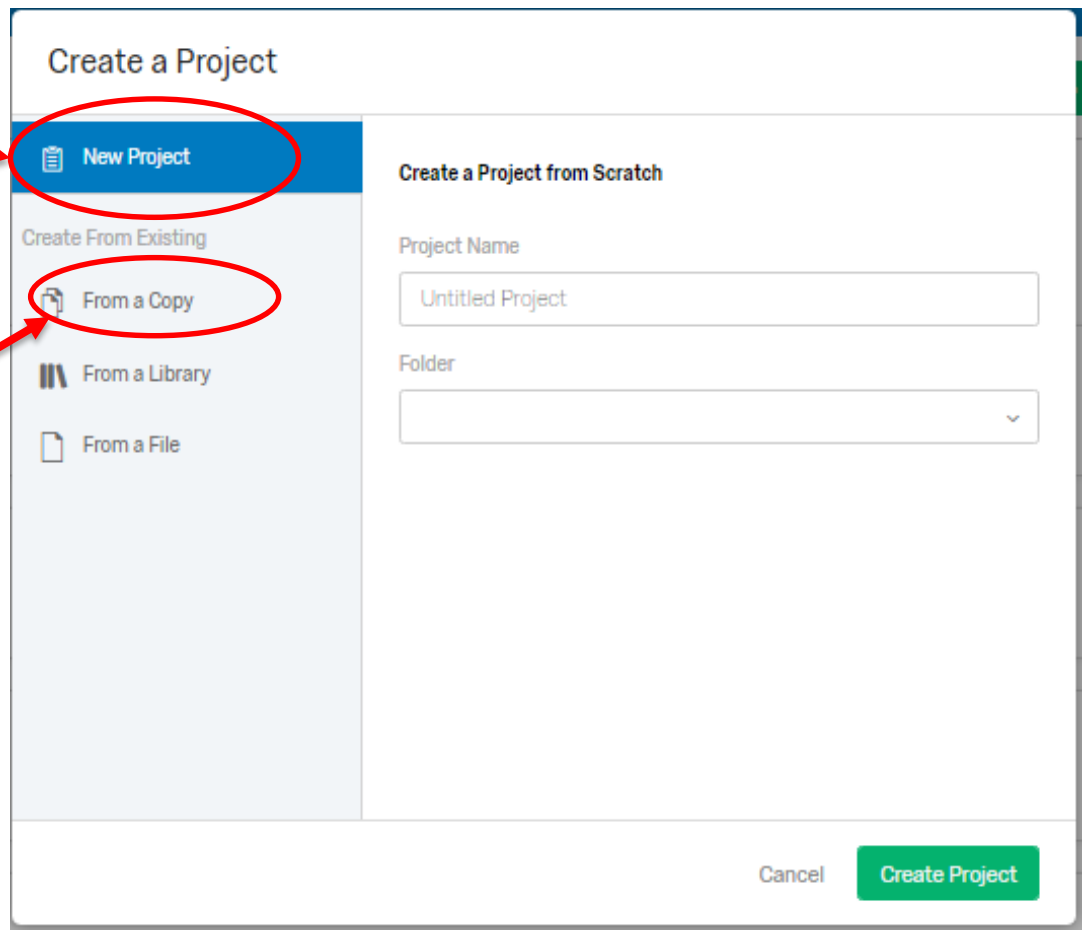
Creating your survey cont.

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 'New Project' button is circled in red, and the 'From a Copy' option is also circled in red. A red arrow points from the 'Start here' text to the 'New Project' button, and another red arrow points from the 'Come back to this to make a copy' text to the 'From a Copy' option. The right side of the dialog is titled 'Create a Project from Scratch' and contains a 'Project Name' text field with 'Untitled Project' and a 'Folder' dropdown menu. At the bottom right, there are 'Cancel' and 'Create Project' buttons.

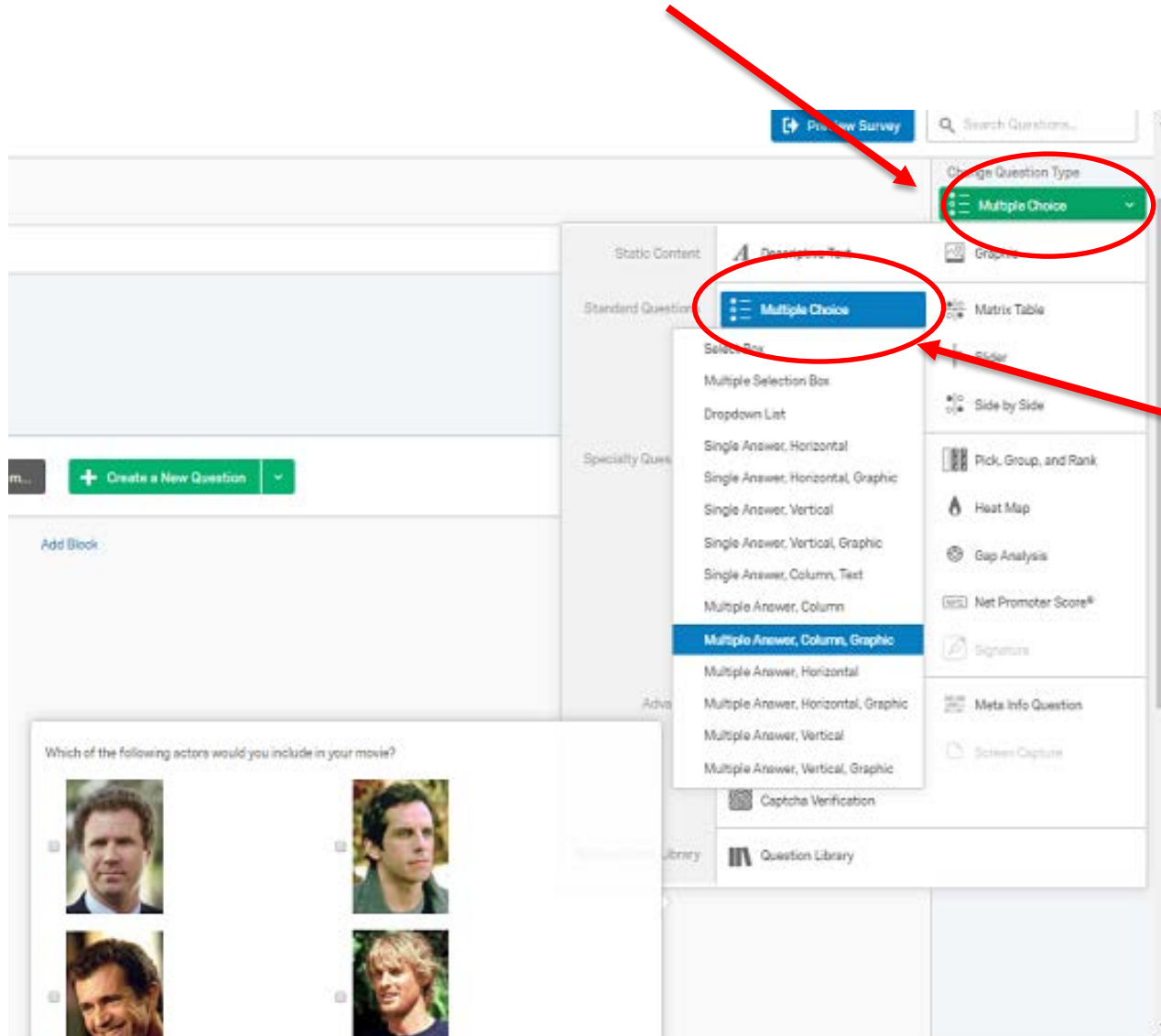
Provide survey name
(you can always rename it later)
and click **Create Project**.

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 "Change Question Type" dropdown menu with "Matrix Table" selected. Other options visible in the menu include: 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

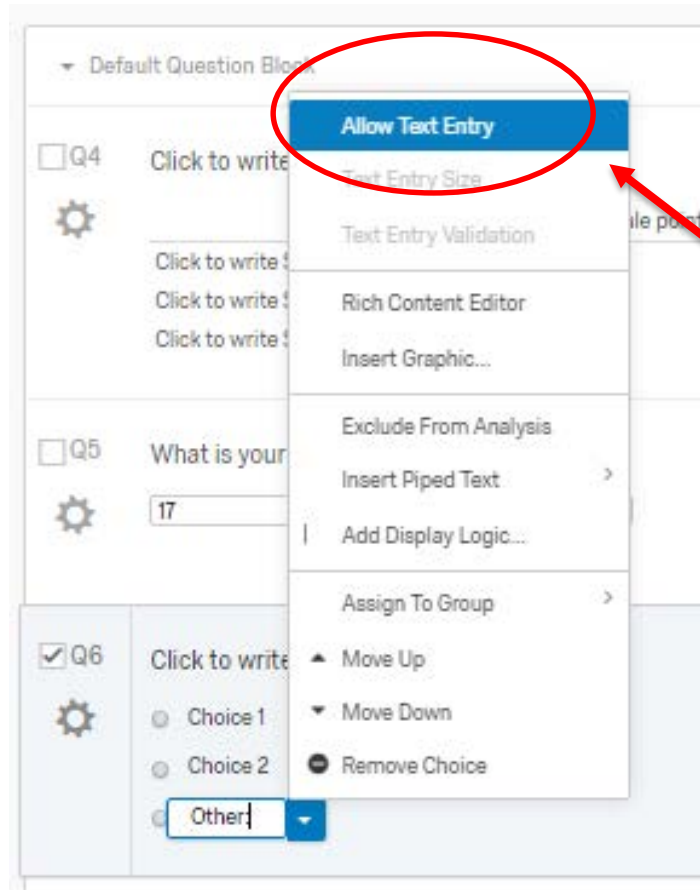
- Dropdown List: great for longer lists of items to choose from (e.g. age) so that you can make sure everyone responds the same way.

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 with a gear icon and a table for scale points. The second block, Q5, is a 'What is your age?' question with a dropdown menu showing '17' and a 'Click here to edit choices' link. Below the question blocks, there are buttons for 'Import Questions From...', '+ Create a New Question', and 'Add Block'.

On the right, a menu of question types is open. The 'Standard Questions' section is highlighted, and the 'Dropdown List' option is selected. Other options in the 'Standard Questions' section include 'Multiple Choice', 'Select Box', 'Multiple Selection Box', 'Matrix Table', 'Slider', and 'Side by Side'. The 'Specialty Questions' section includes 'Single Answer, Horizontal', 'Single Answer, Horizontal, Graphic', 'Single Answer, Vertical', 'Single Answer, Vertical, Graphic', 'Single Answer, Column, Text', 'Single Answer, Column, Graphic', 'Multiple Answer, Column', 'Multiple Answer, Column, Graphic', 'Multiple Answer, Horizontal', 'Multiple Answer, Horizontal, Graphic', 'Multiple Answer, Vertical', and 'Multiple Answer, Vertical, Graphic'. The 'Advanced Questions' section includes 'Pick, Group, and Rank', 'Heat Map', 'Gap Analysis', 'Net Promoter Score®', 'Signature', 'Meta Info Question', and 'Screen Capture'. The 'Replace From Library' section includes 'Captcha Verification' and 'Question 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 'Edit Multiple' interface for a Multiple Choice question. A large text box on the left contains the text: "These correspond with those. Each new line is a new choice." A red arrow points from this text box to the 'Choice 1', 'Choice 2', and 'Other:' labels in the question editor below. On the right, a green dropdown menu is set to 'Multiple Choice'. Below it, the 'Edit Multiple' button is circled in red, with a red arrow pointing to it from the 'Click here' label. Other options visible include 'Done', 'Cancel', 'Automatic Choices', and 'Answers' with 'Single Answer' selected.

Click here

This screenshot shows the question editor interface. On the left, there is a checkbox labeled 'Q6' and a gear icon. The main area contains the text 'Click to write the question text'. Below this, there are three radio button options: 'Choice 1', 'Choice 2', and 'Other:'. A red arrow points from the text box in the 'Edit Multiple' interface above to the 'Choice 1' option.

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

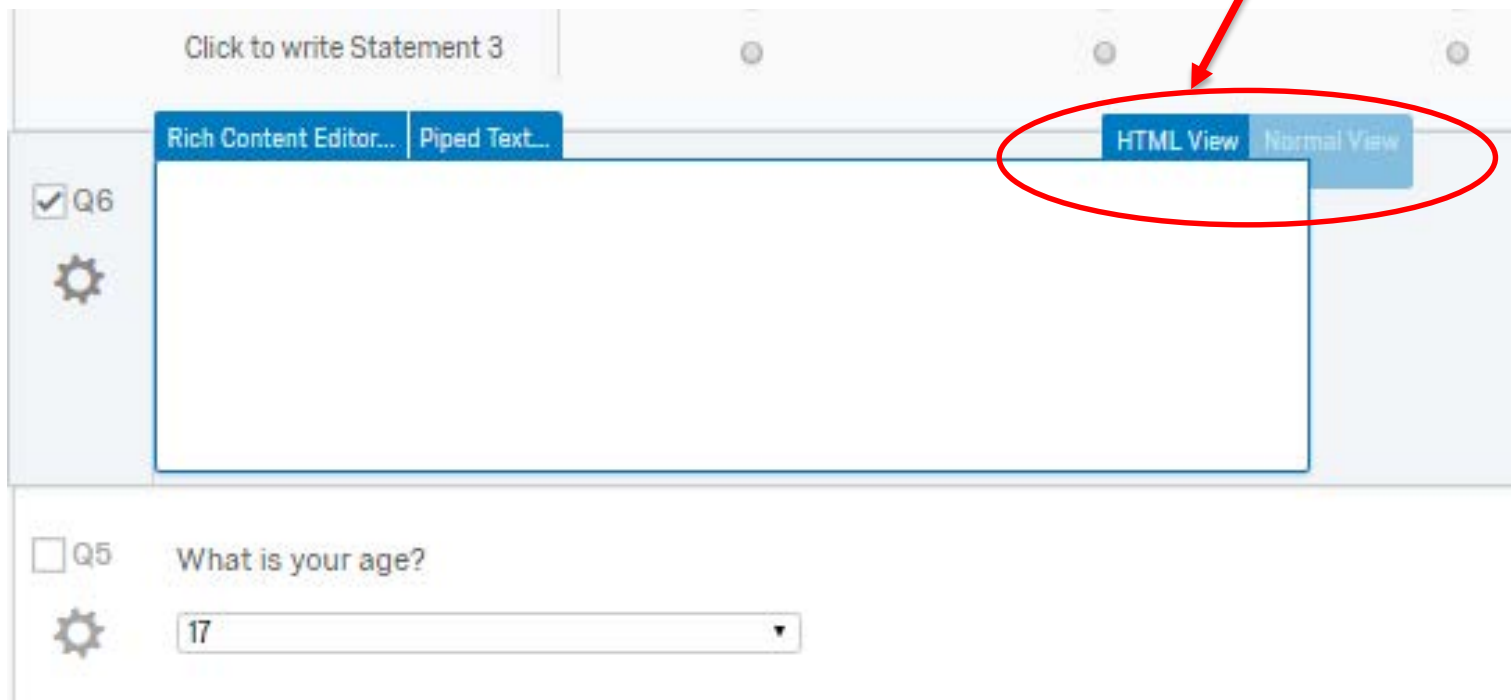
- Validation Options

- “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 'Automatic Choices' checkbox is unchecked. 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, which is currently open, showing 'Force Response' and 'Request Response' as options. Below this, there is a 'Custom Validation' link and an 'Actions' section.

Using a YouTube video

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

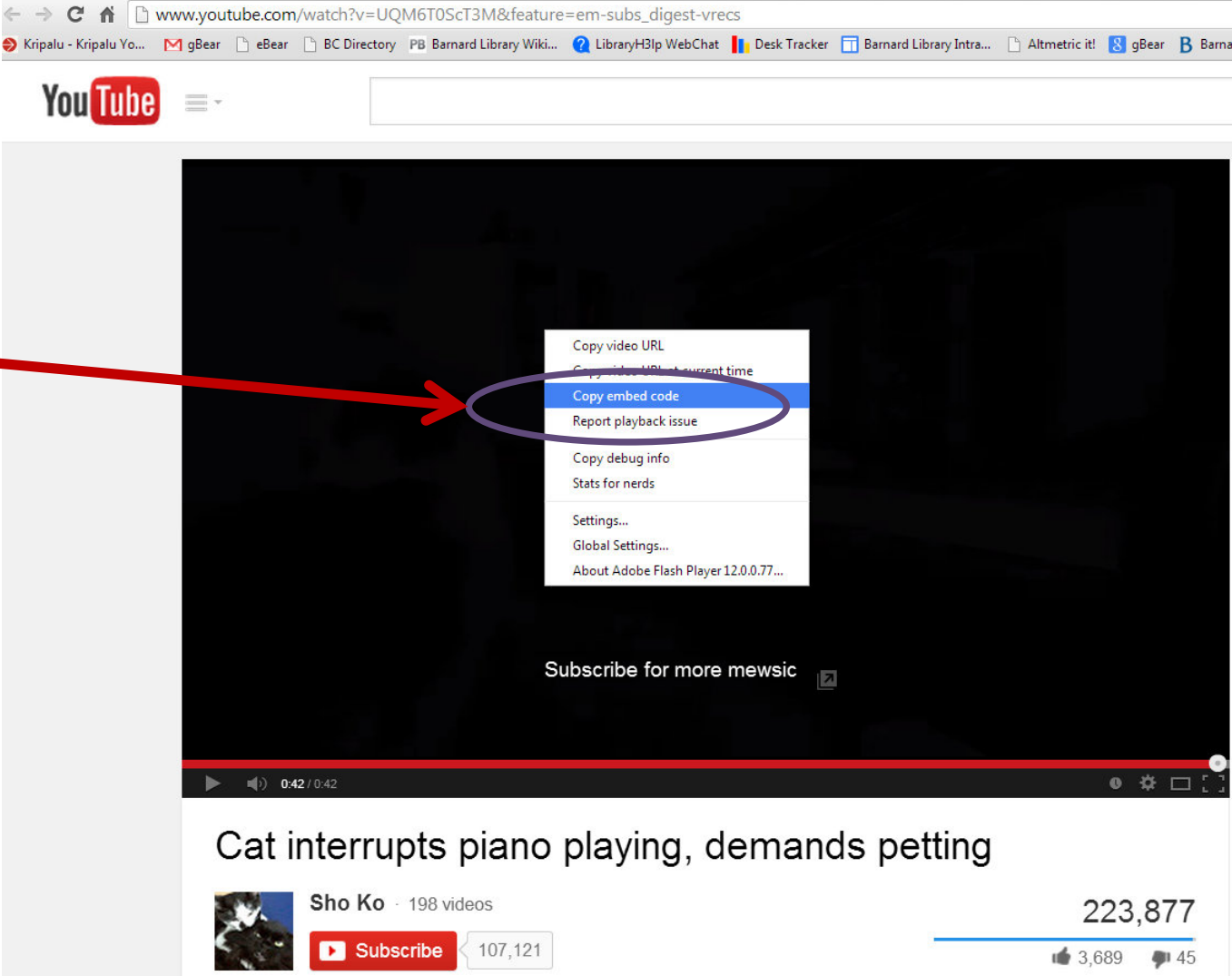


The screenshot shows a question editor interface. At the top, there is a tab labeled 'Click to write Statement 3'. Below this, there are two tabs: 'Rich Content Editor...' and 'Piped Text...'. To the right of these tabs, there are two more tabs: 'HTML View' and 'Normal View'. The 'HTML View' tab is selected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

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 likes 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 rich content editor interface. At the top, there's a tab bar with 'Rich Content Editor...', 'Piped Text...', and 'Remove Formatting'. To the right, there are tabs for 'HTML View' and 'Normal View'. Below the tabs, the HTML view is active, displaying an iframe embed code for a YouTube video. The code is: `<iframe width="854" height="480" src="https://www.youtube.com/embed/UQM6T0ScT3M" frameborder="0" allowfullscreen></iframe>`. To the left of the editor, there's a sidebar with a checked checkbox labeled 'Q6' and a gear icon. Below the editor, 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 ViewNormal View

☒ Q6

Cat interrupts piano playing, demands petting



Edit Question Label

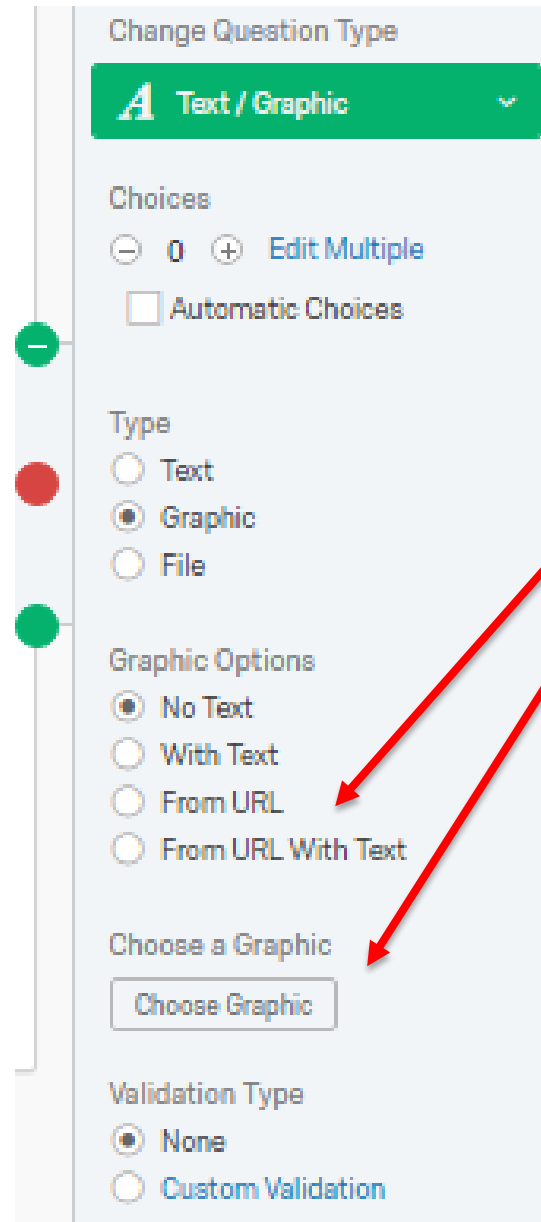
☐ Choice 1

☐ 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 main panel of the dialog is light blue and contains the following sections:

- Change Question Type**: A green button with a white 'A' icon and the text 'Text / Graphic'.
- Choices**: Includes a minus sign, the number '0', a plus sign, and a link 'Edit Multiple'. There is also a checkbox for 'Automatic Choices'.
- Type**: Three radio button options: 'Text', 'Graphic' (which is selected), and 'File'.
- Graphic Options**: Four radio button options: 'No Text' (selected), 'With Text', 'From URL', and 'From URL With Text'.
- Choose a Graphic**: A button labeled 'Choose Graphic'.
- Validation Type**: Two radio button options: 'None' (selected) and 'Custom Validation'.

Two red arrows originate from a text box on the right. One arrow points to the 'From URL' option under 'Graphic Options', and the other points to the 'Choose Graphic' button.

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

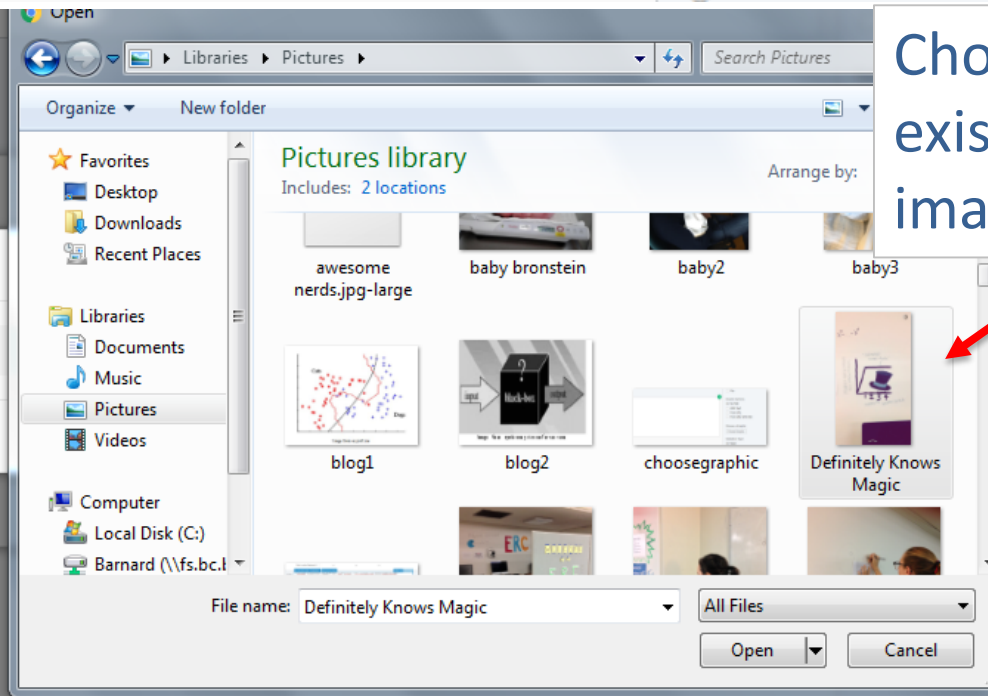
Choose a Graphic

Choose Graphic

Validation Type

- ☒ None

Choose
existing
image



Uploading a NEW image from file

Upload a New Graphic

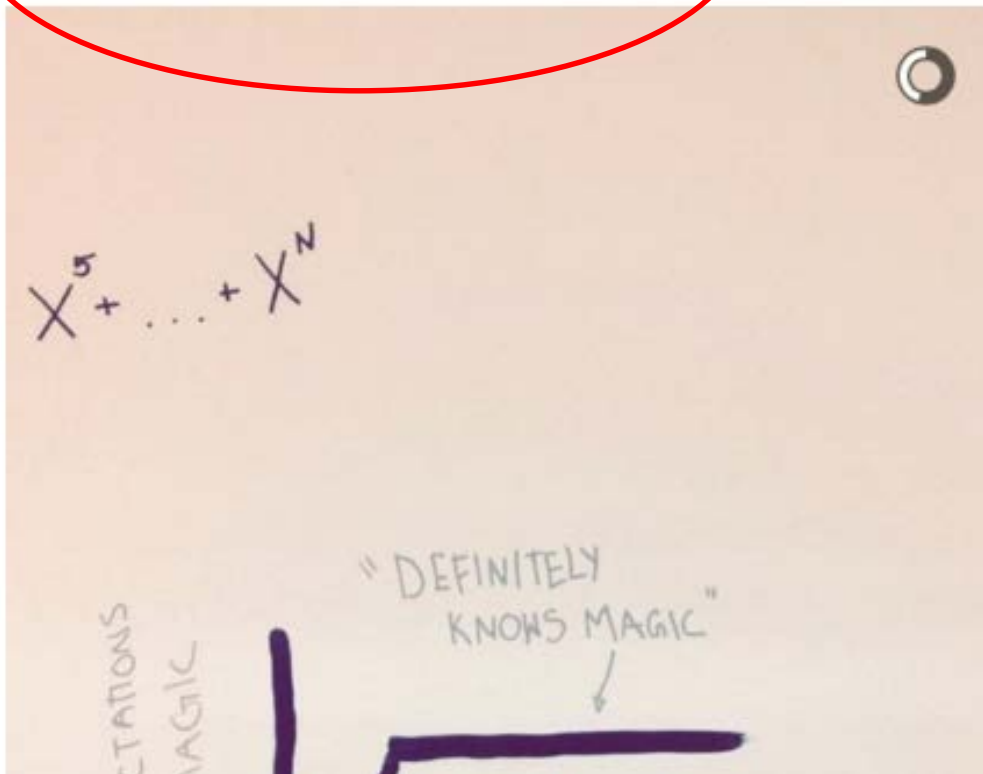
You can change the size of the image!

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

Category: ▼

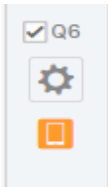
Description:

Width: Height:



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

1. Select "From URL"

Graphic URL

<https://upload.wikimedia.org>

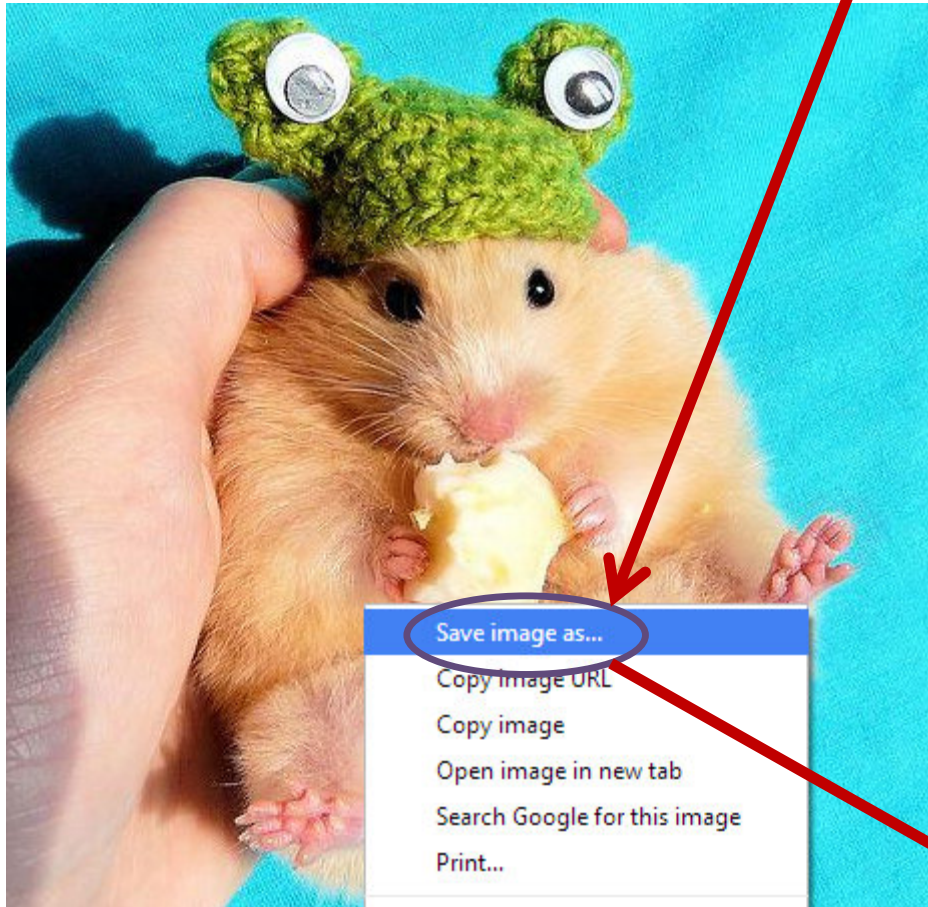
2. Paste URL

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

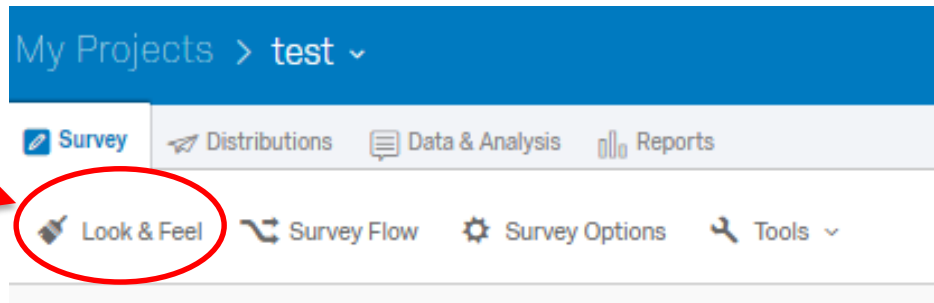
Right click on image of interest



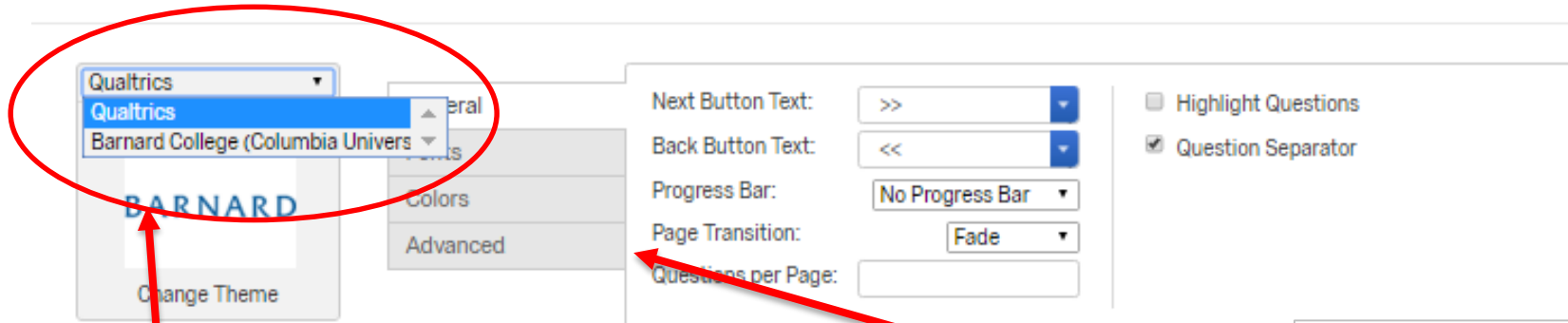
Save to your computer

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