Using Qualtrics

ERL Workshop

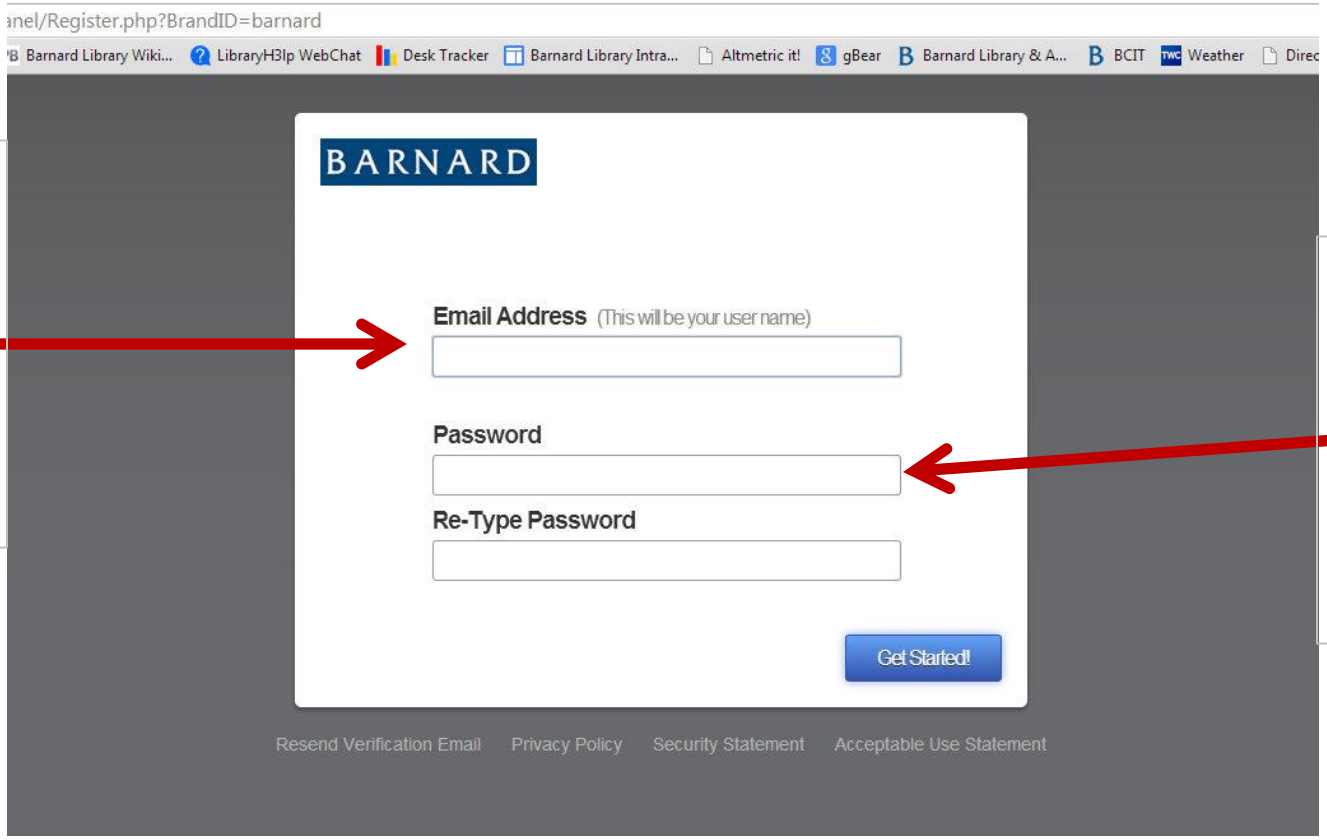
Social Psychology Lab

Spring 2014

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



Choose whatever password you will remember

Creating your survey

- More details on our tutorial here.

In Qualtrics

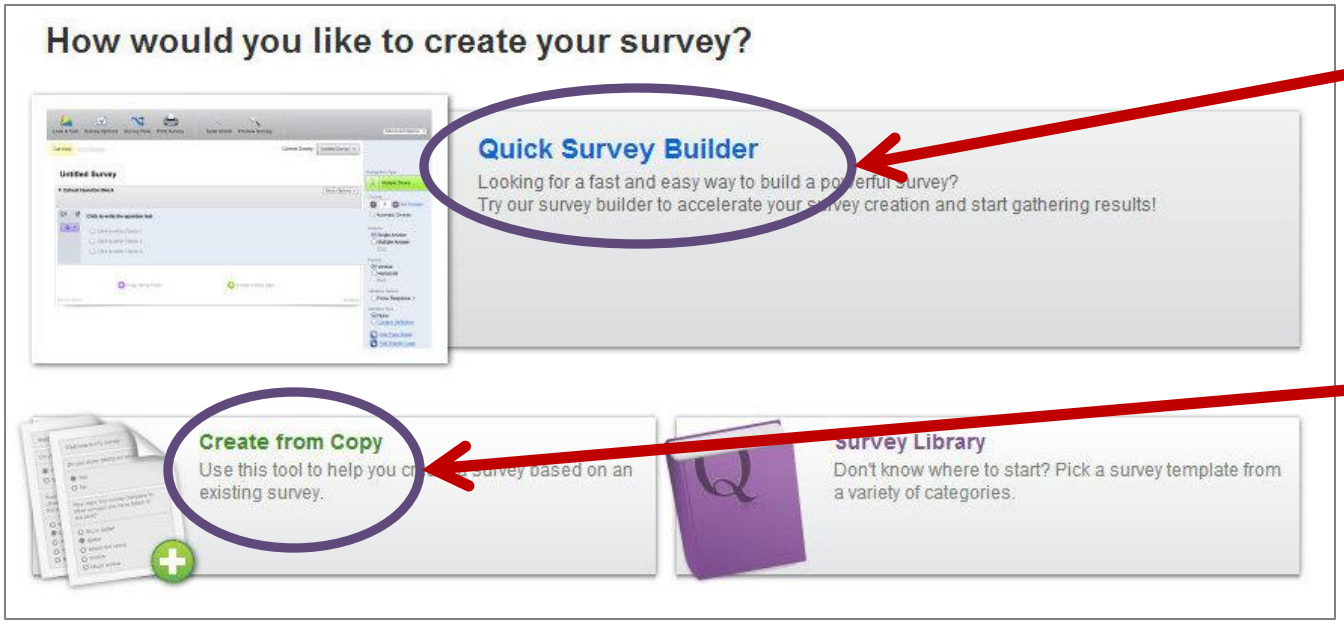
- Go to Create Survey tab

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.



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

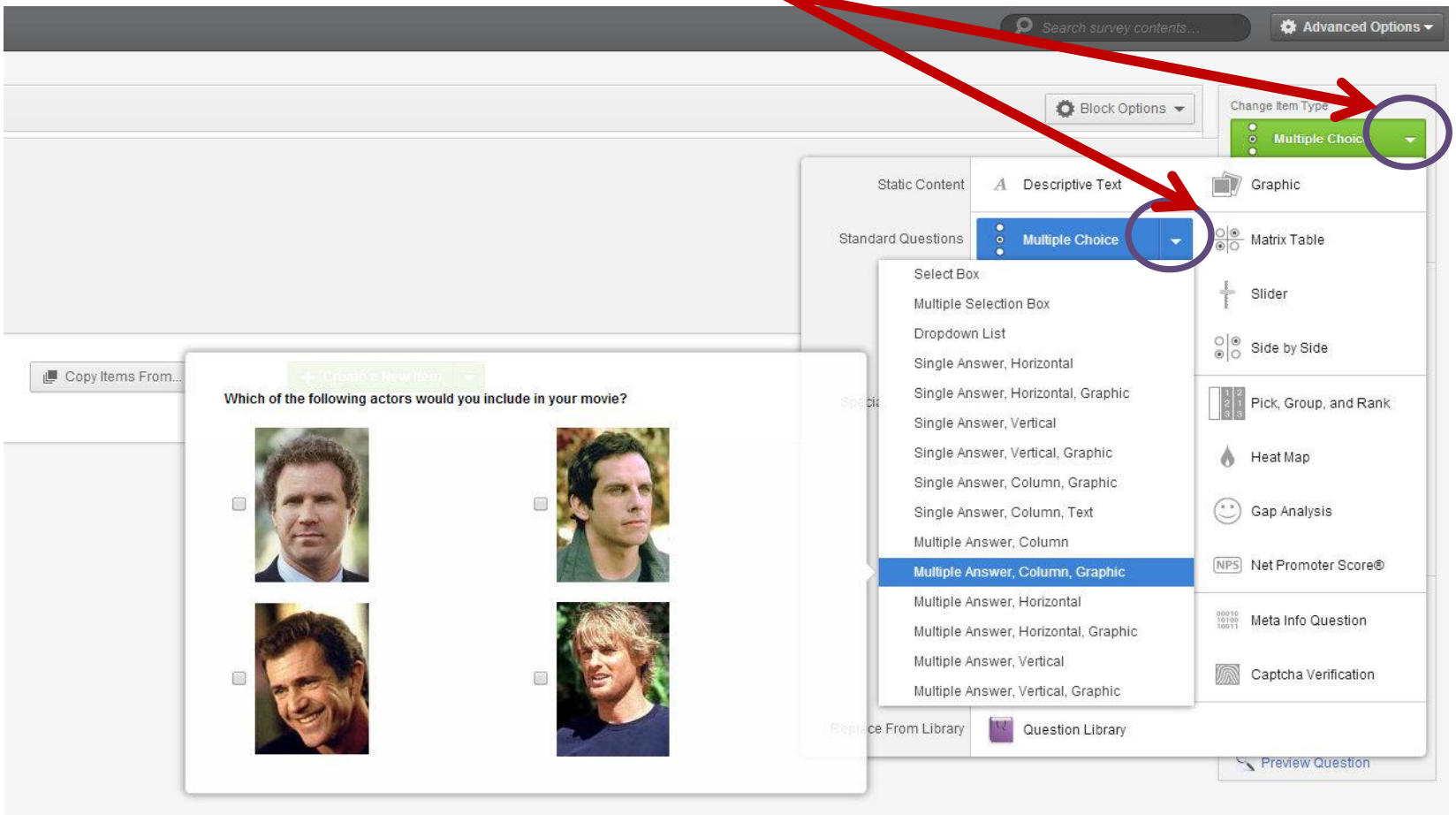
Creating questions for your survey

- "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

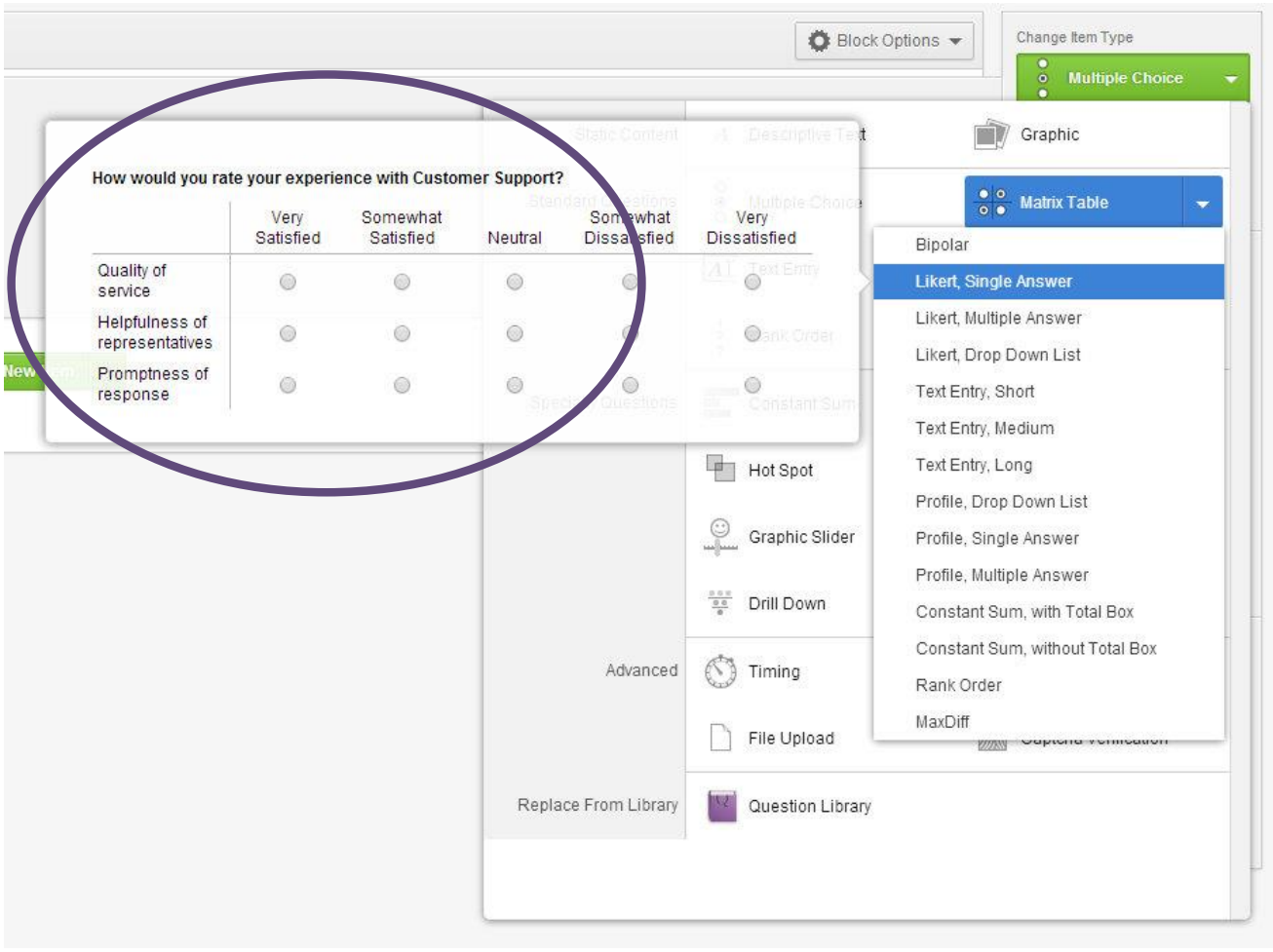
Dropdown arrows provide additional choices & styles



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."



More creating questions for your survey

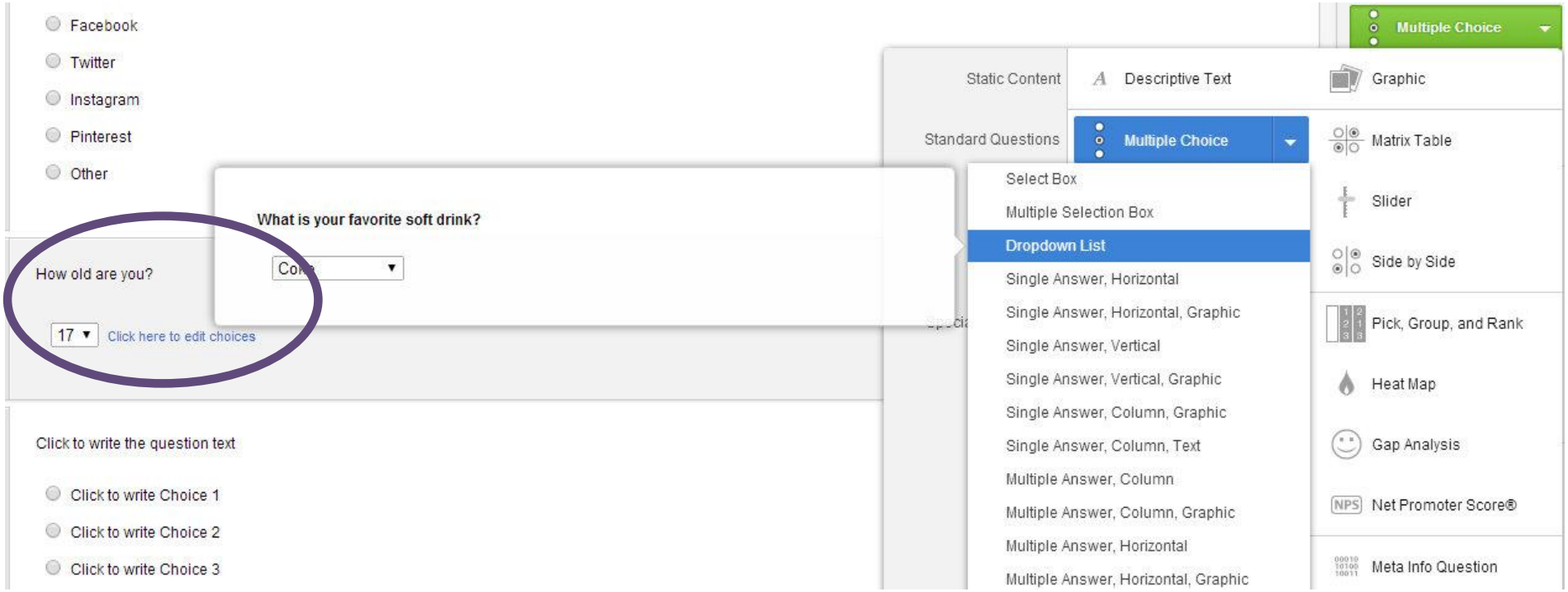
- Descriptive Text: for instructions or details where participants do not need to respond

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

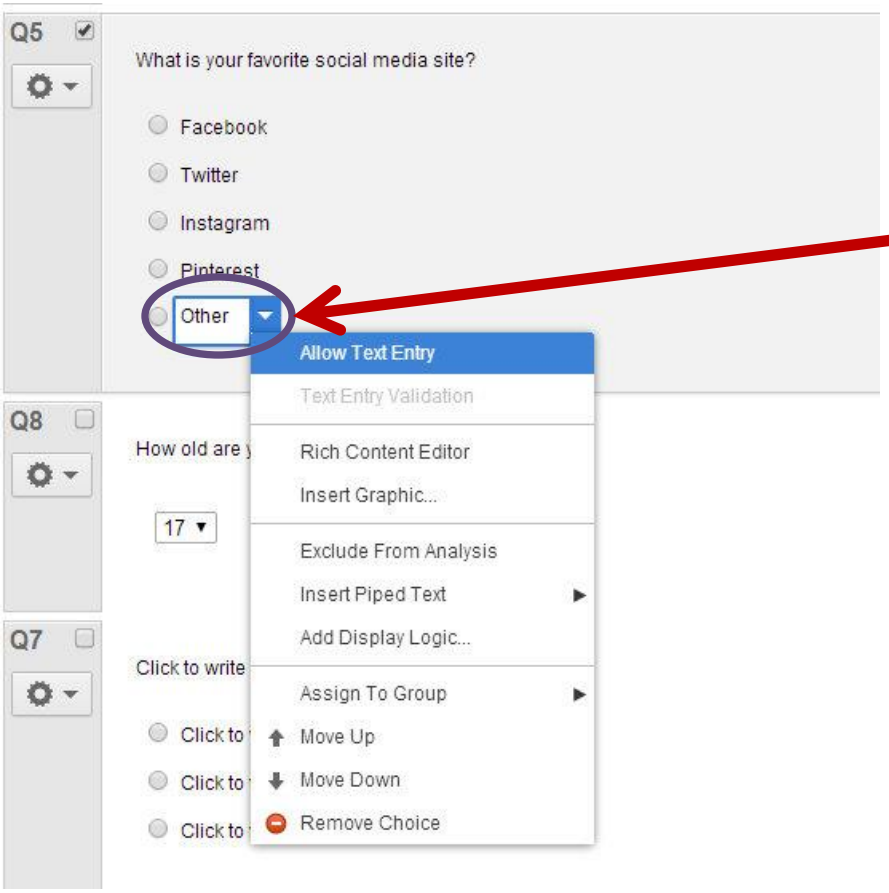
More creating questions for your survey

- 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.



More creating questions for your survey

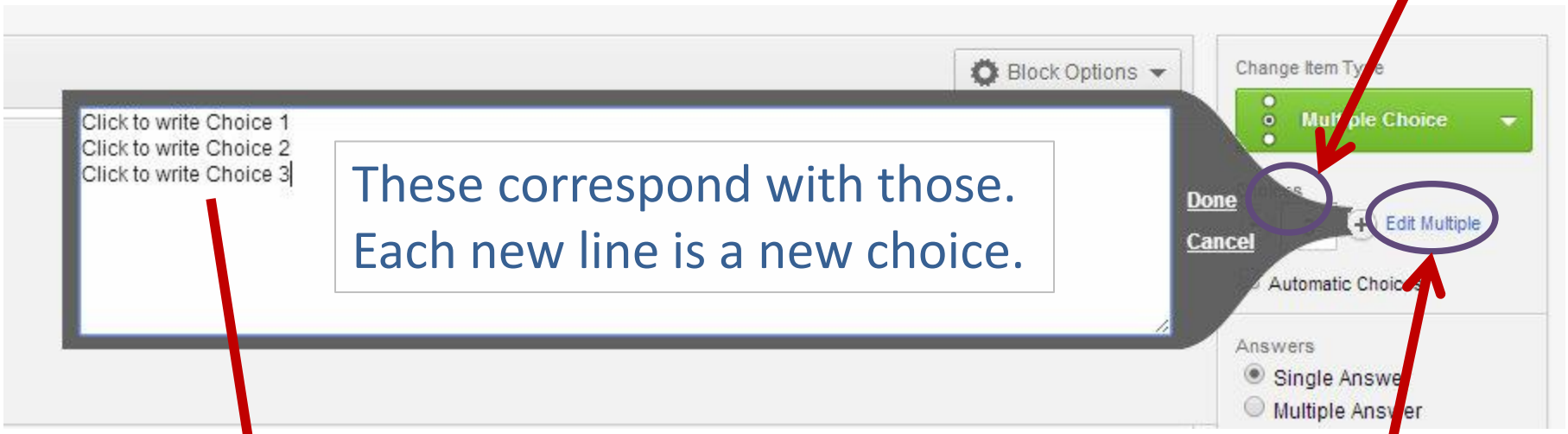
- If using “other” as a response choice, you may want to get details about what the “other” item is. You can insert a text box on a multiple choice item.

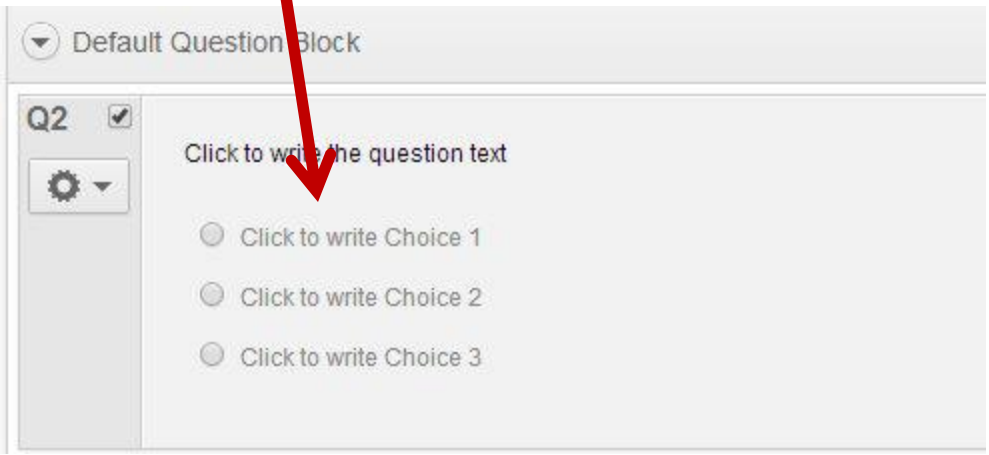


Click on the item and then on the arrow. Allow Text Entry will create a text box under “Other”.

Quickly editing your question

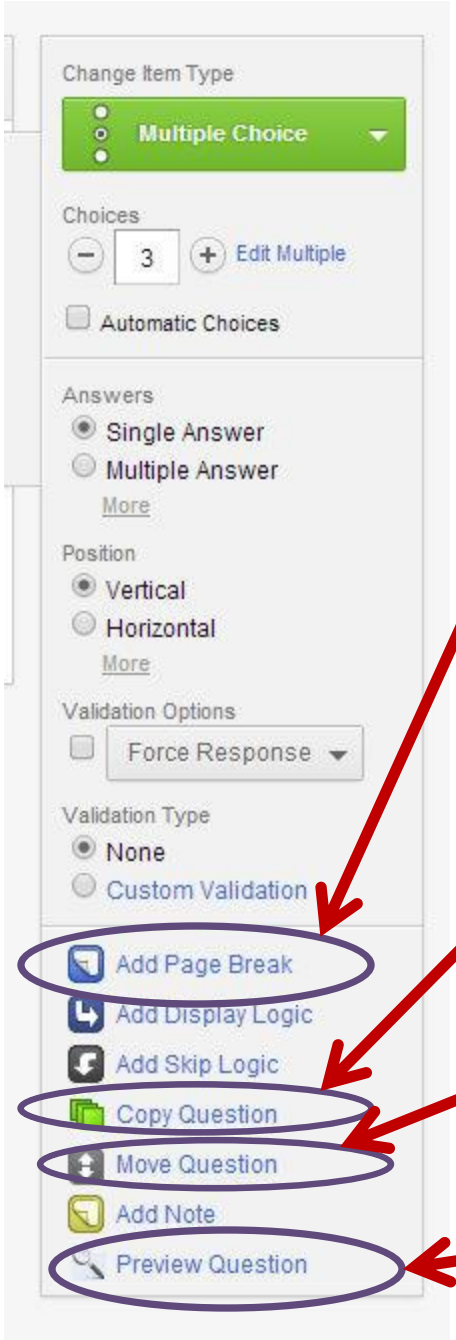
- “Edit Multiple” next to choices





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

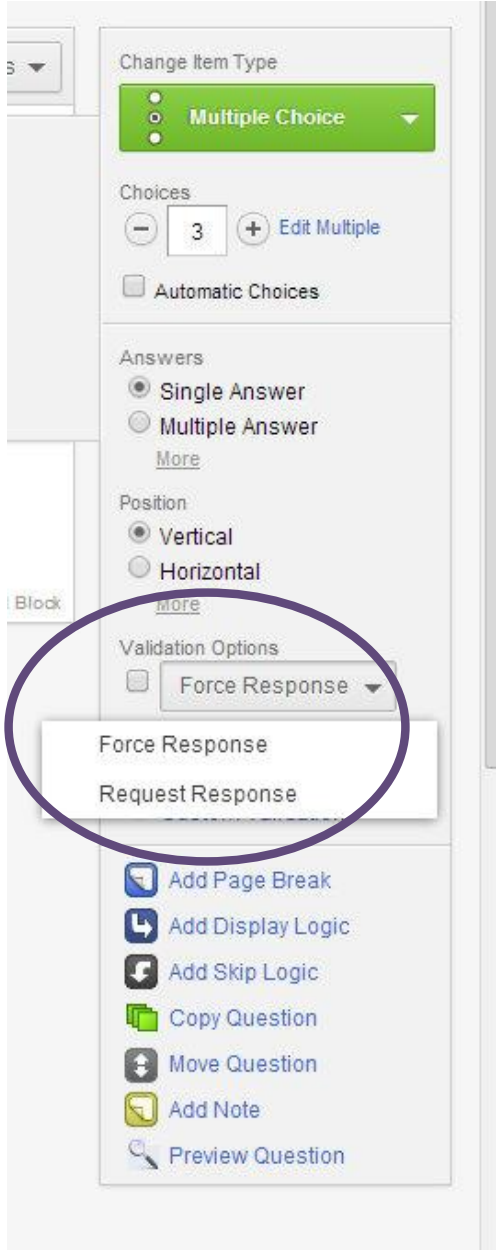
Copying a question can help make wording consistent across concepts being measured.

Because sometimes you decide the question should be somewhere else

Check out how your question will look in the survey

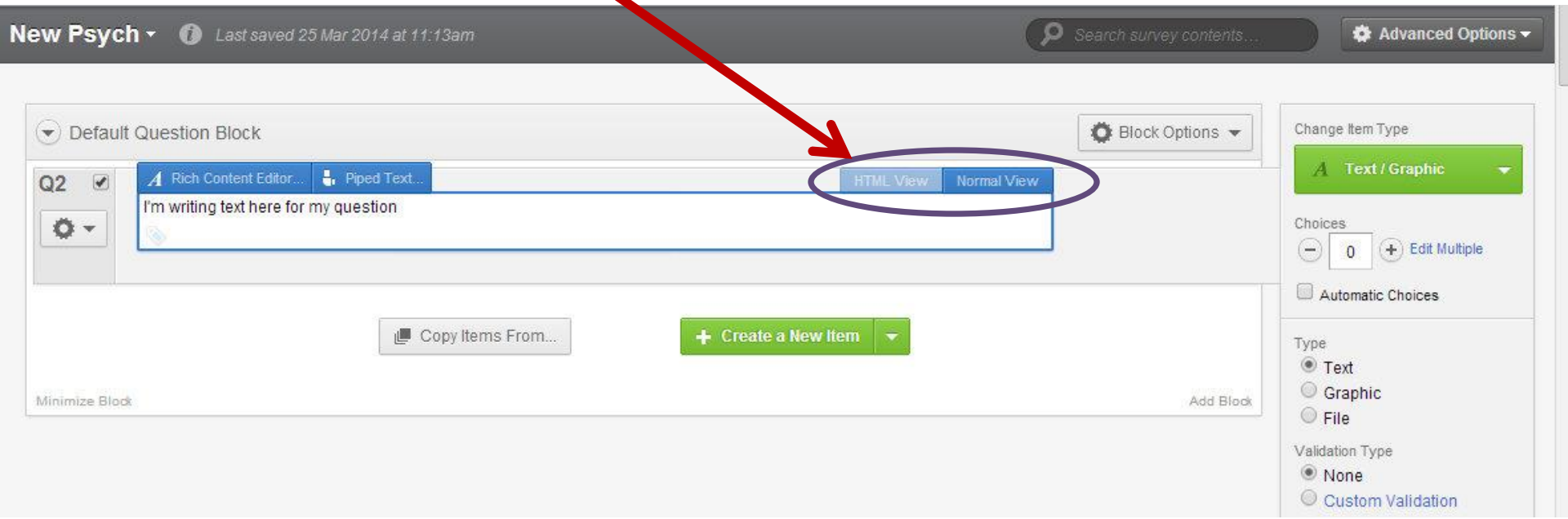
Additional options

- 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.



Using a YouTube video

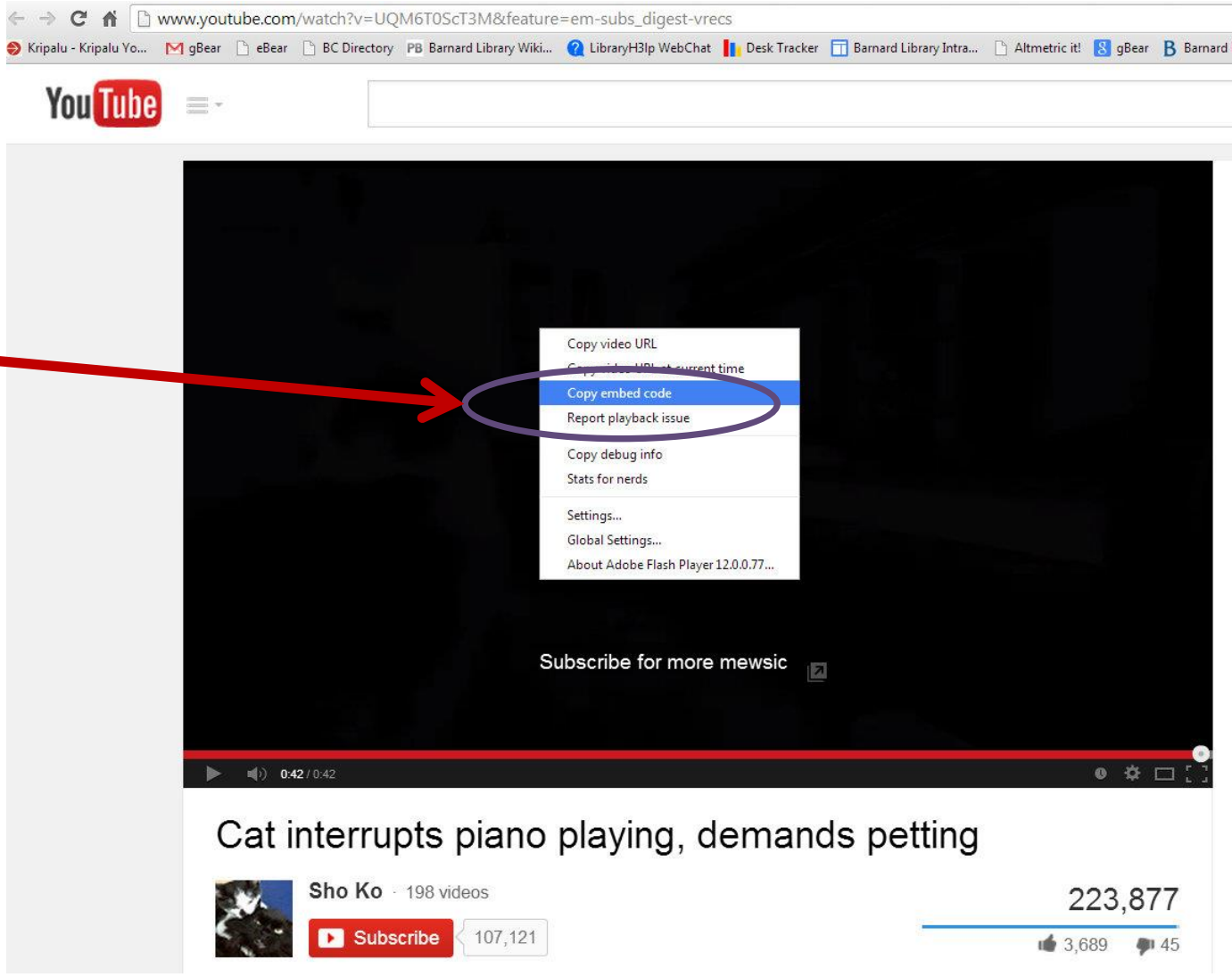
- Select Descriptive Text question type
- Text box → default is Normal View. Select HTML View



Using a YouTube video

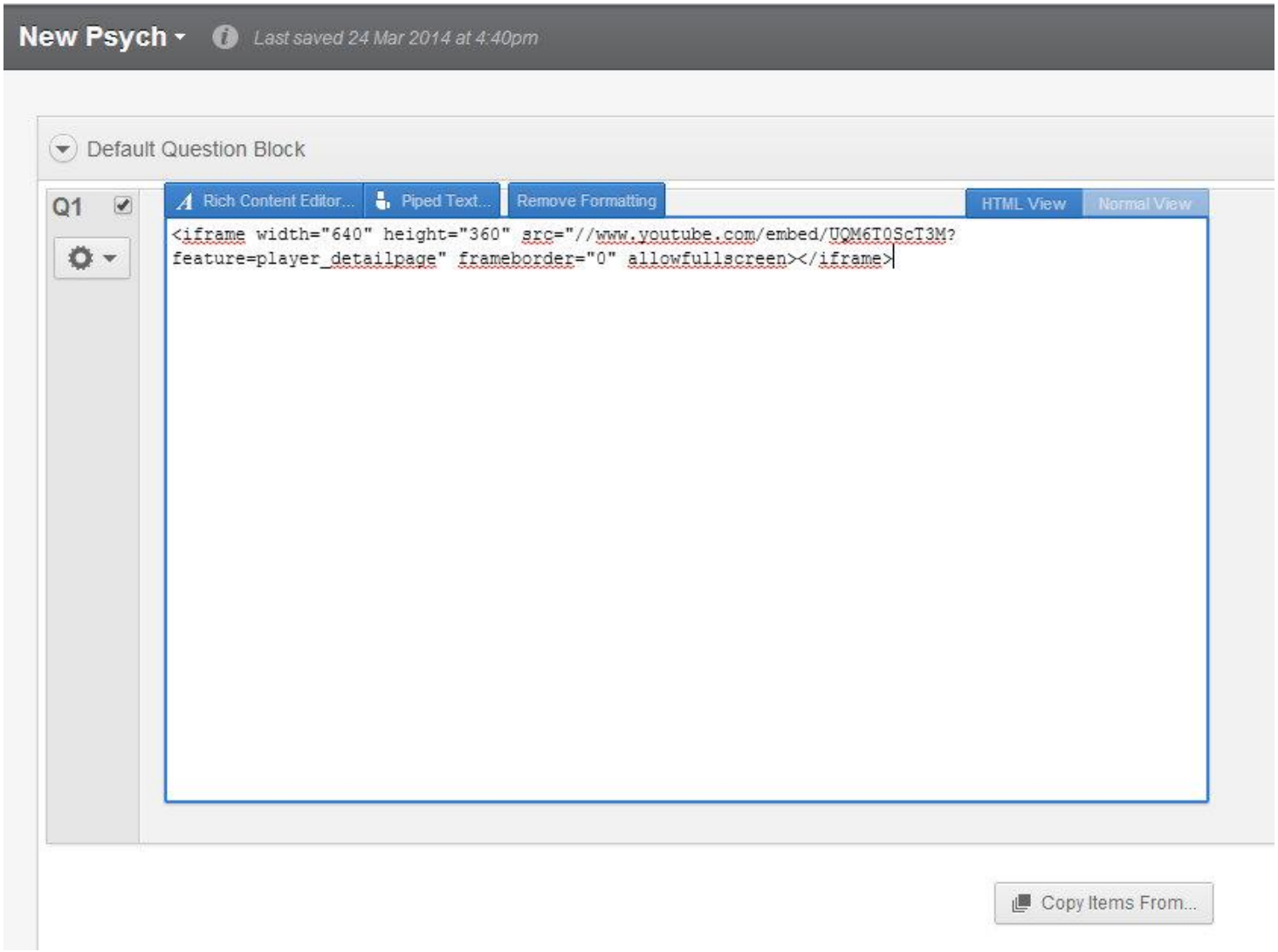
- Go to your selected video on YouTube

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

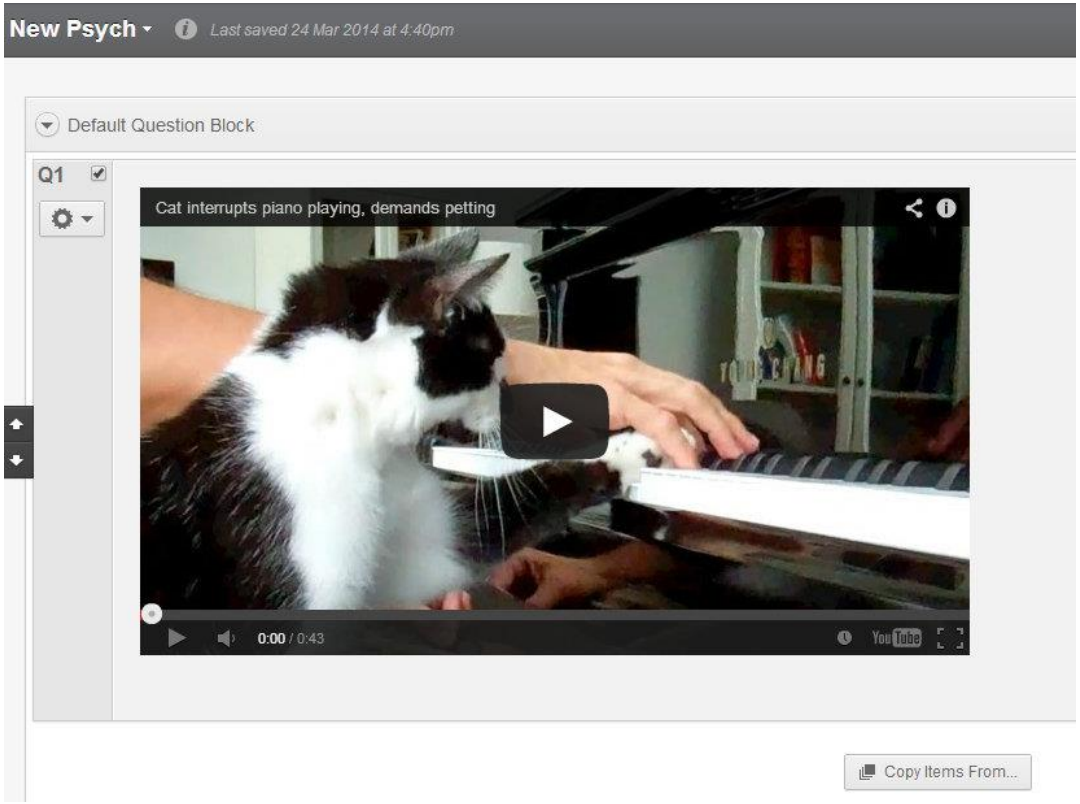


Using a YouTube video

- Paste embed code in HTML View

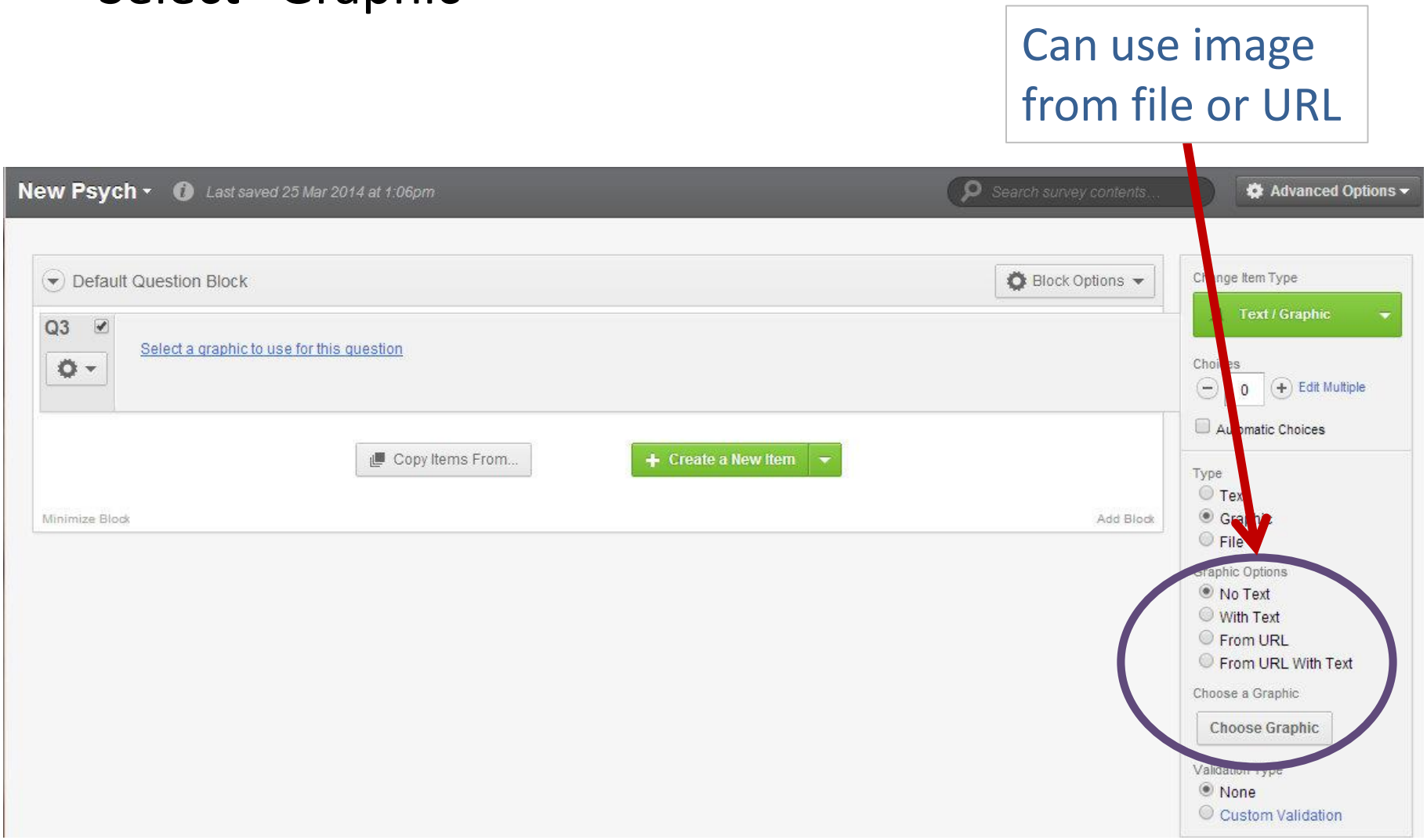


YouTube video in Normal View



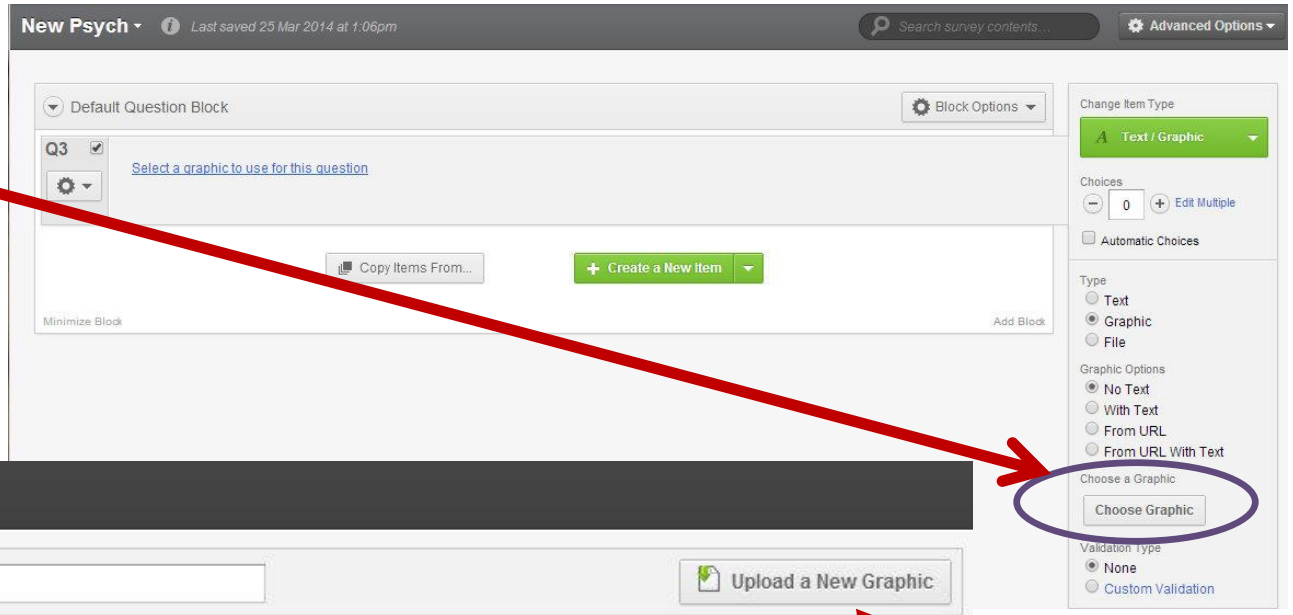
Uploading an image

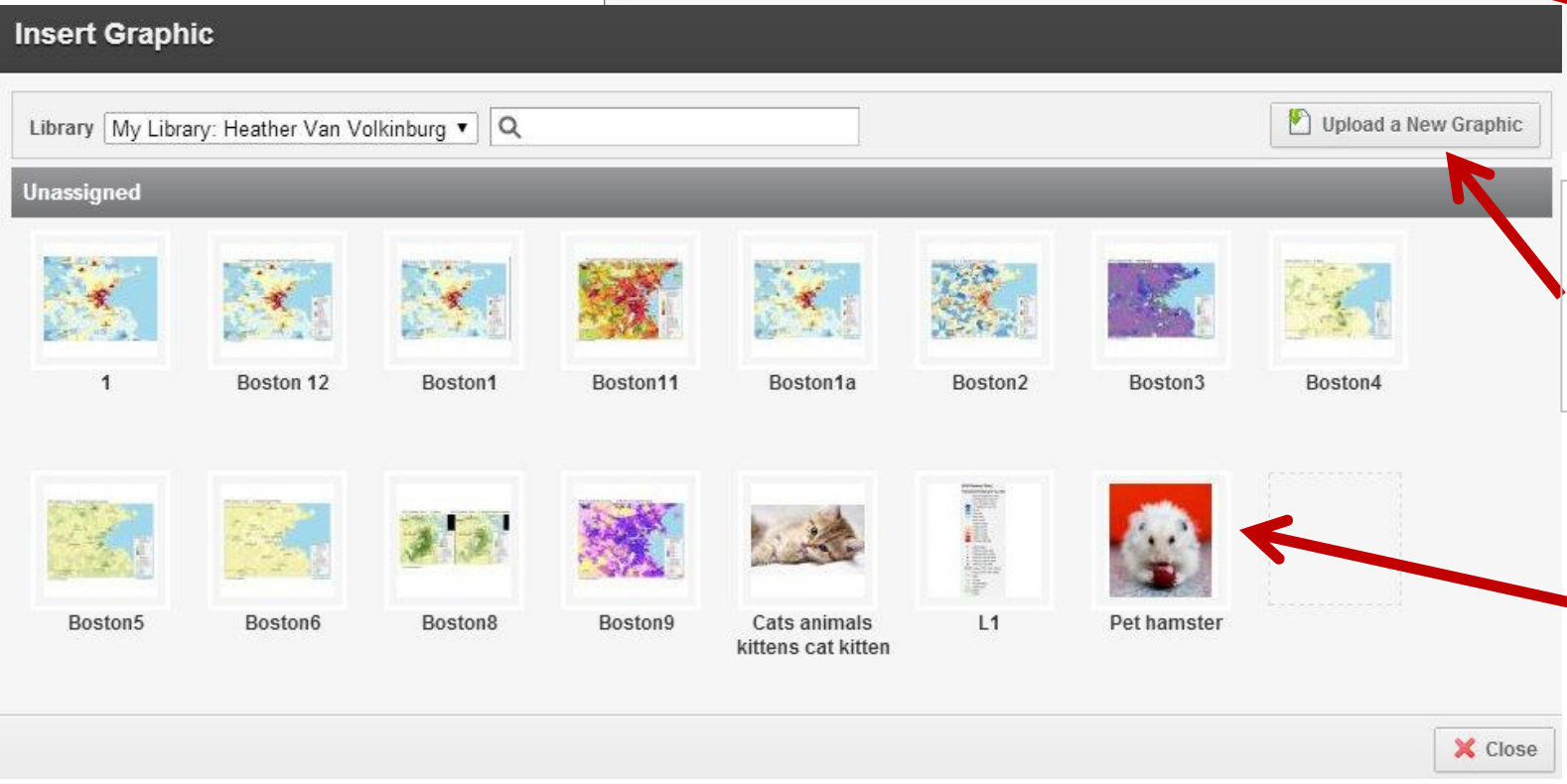
- Select “Graphic”



Uploading an image from file

Click
Choose
Graphic



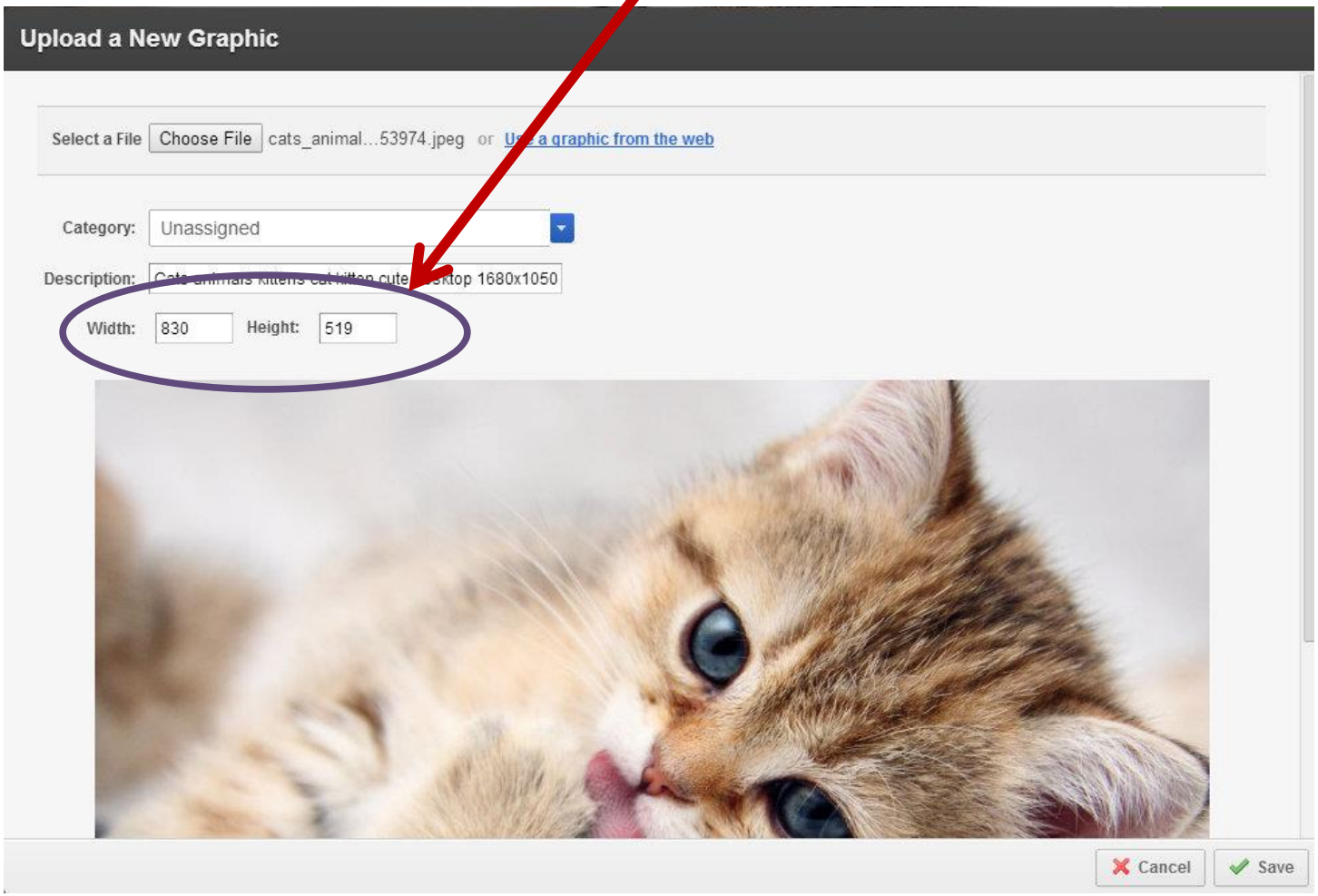


Upload a new image (see next slide)

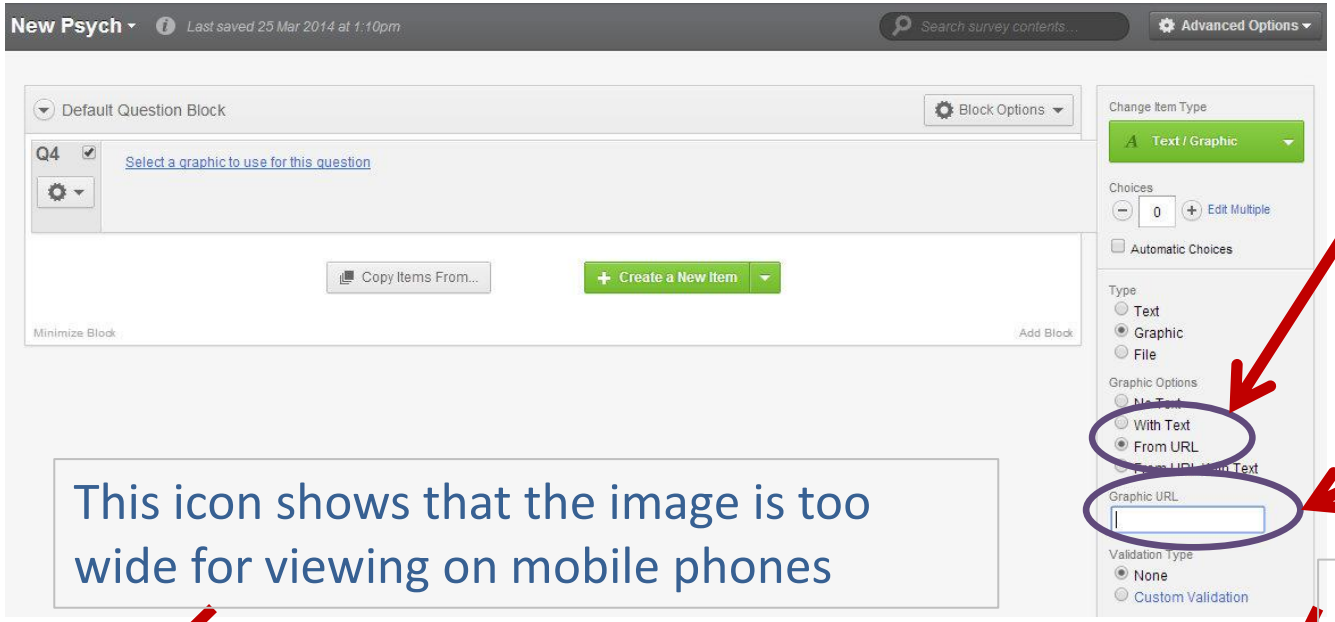
Choose existing image

Uploading a NEW image from file

You can change the size of the image!



Uploading an image from URL

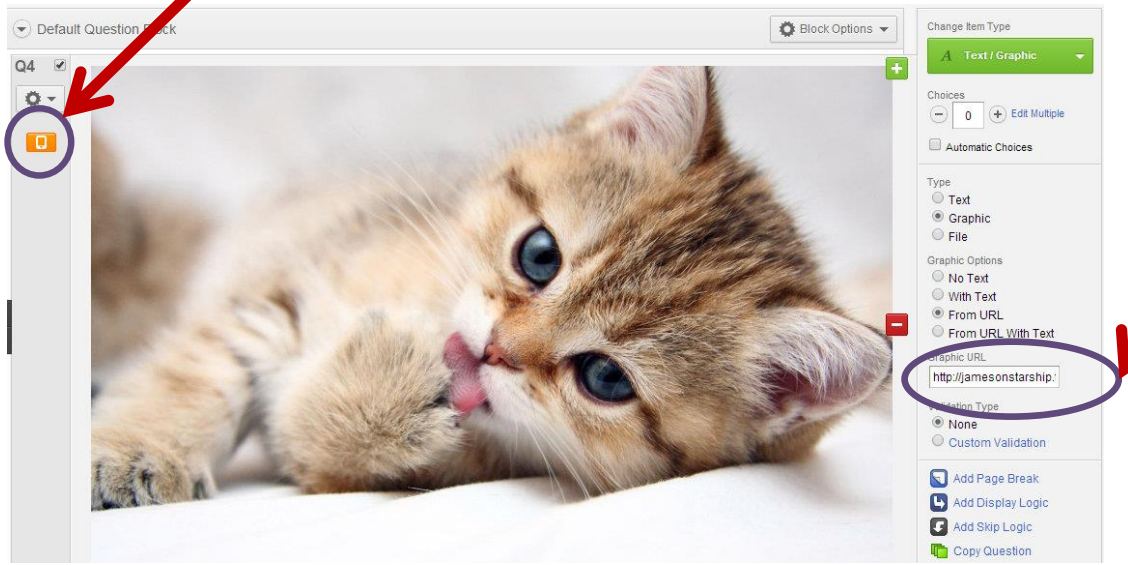


1. Select "From URL"

2. Paste URL

3. Pasted URL

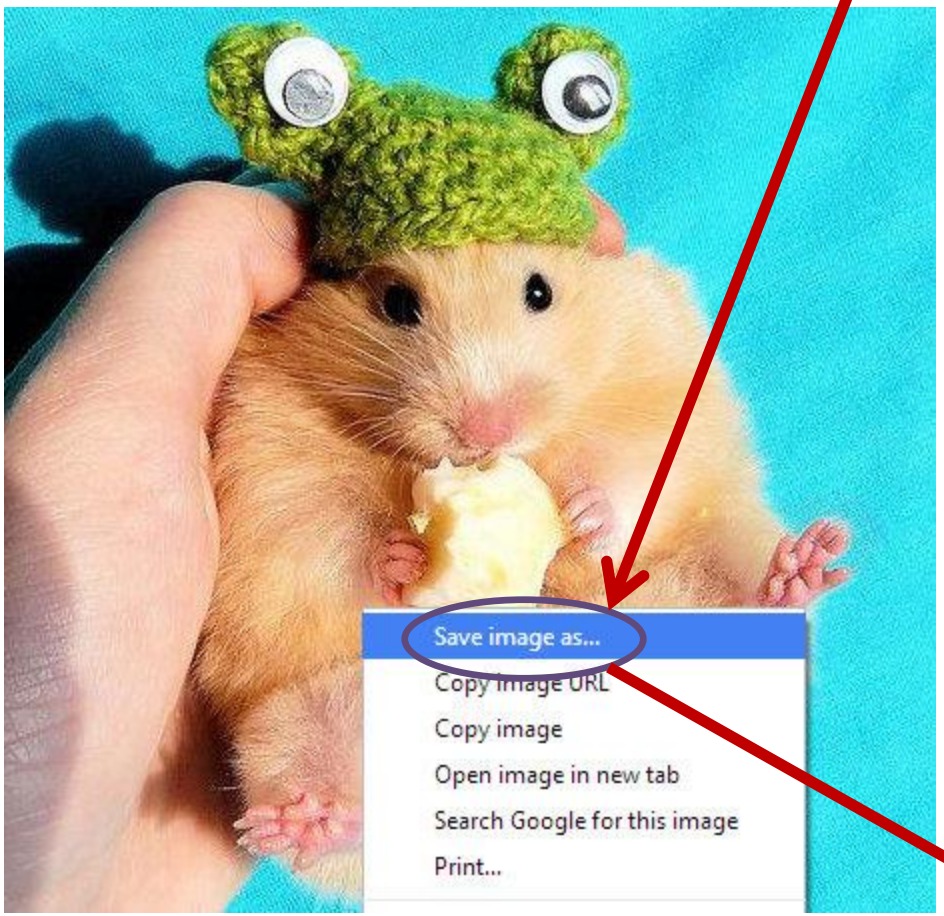
This icon shows that the image is too wide for viewing on mobile phones



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

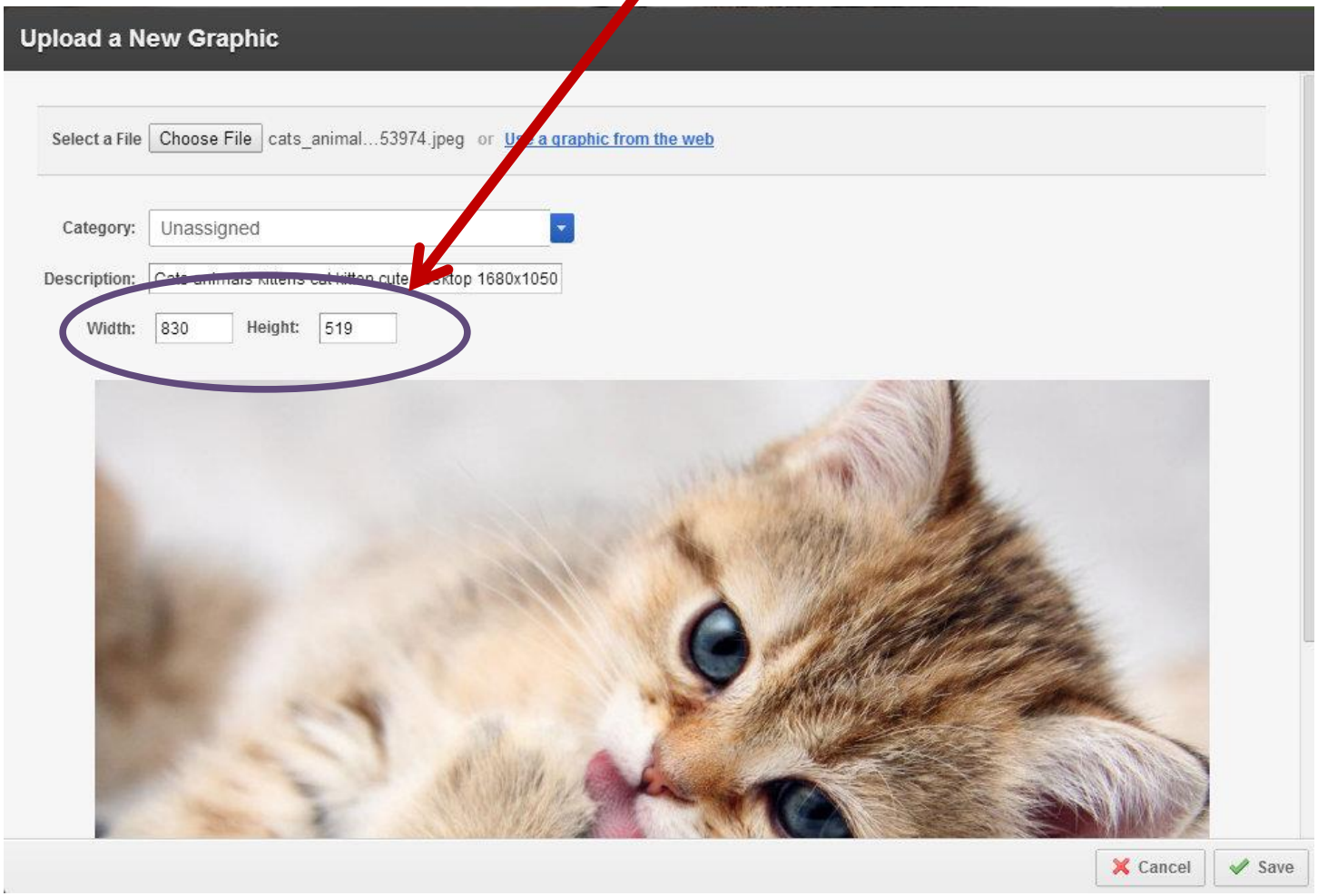
Right click on image of interest



Save to your computer

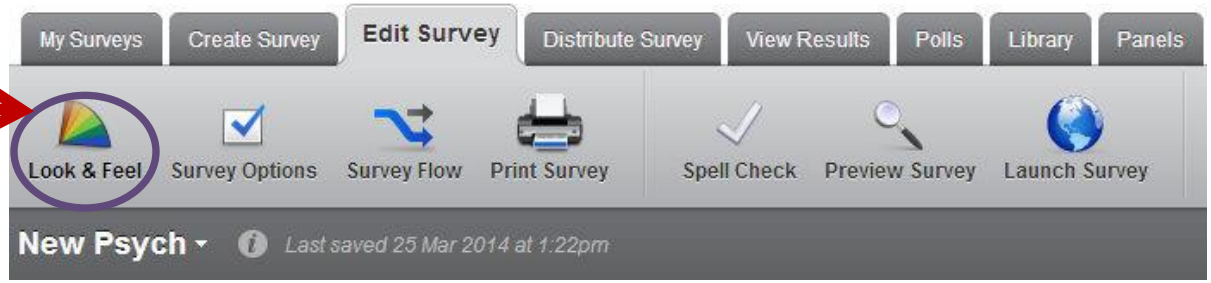
Uploading a NEW image from file

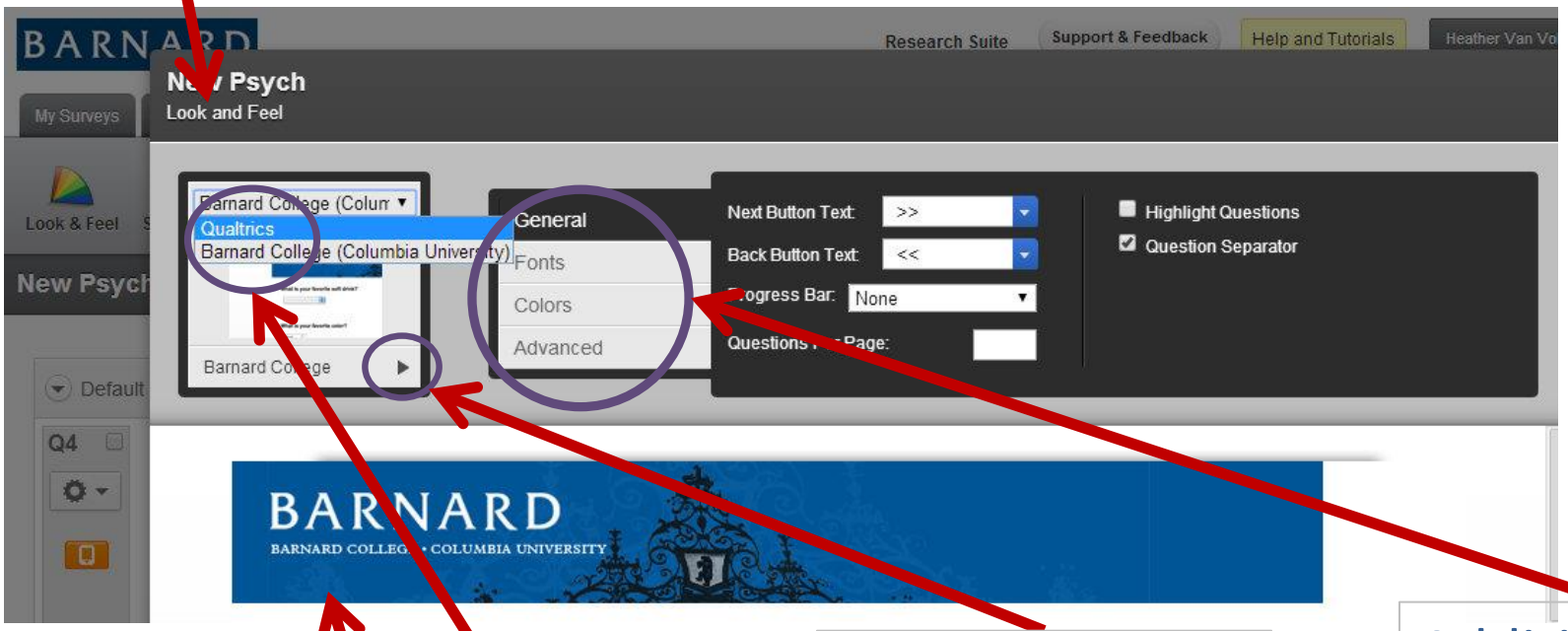
You can change the size of the image!



Look & Feel of survey

Click here to get there





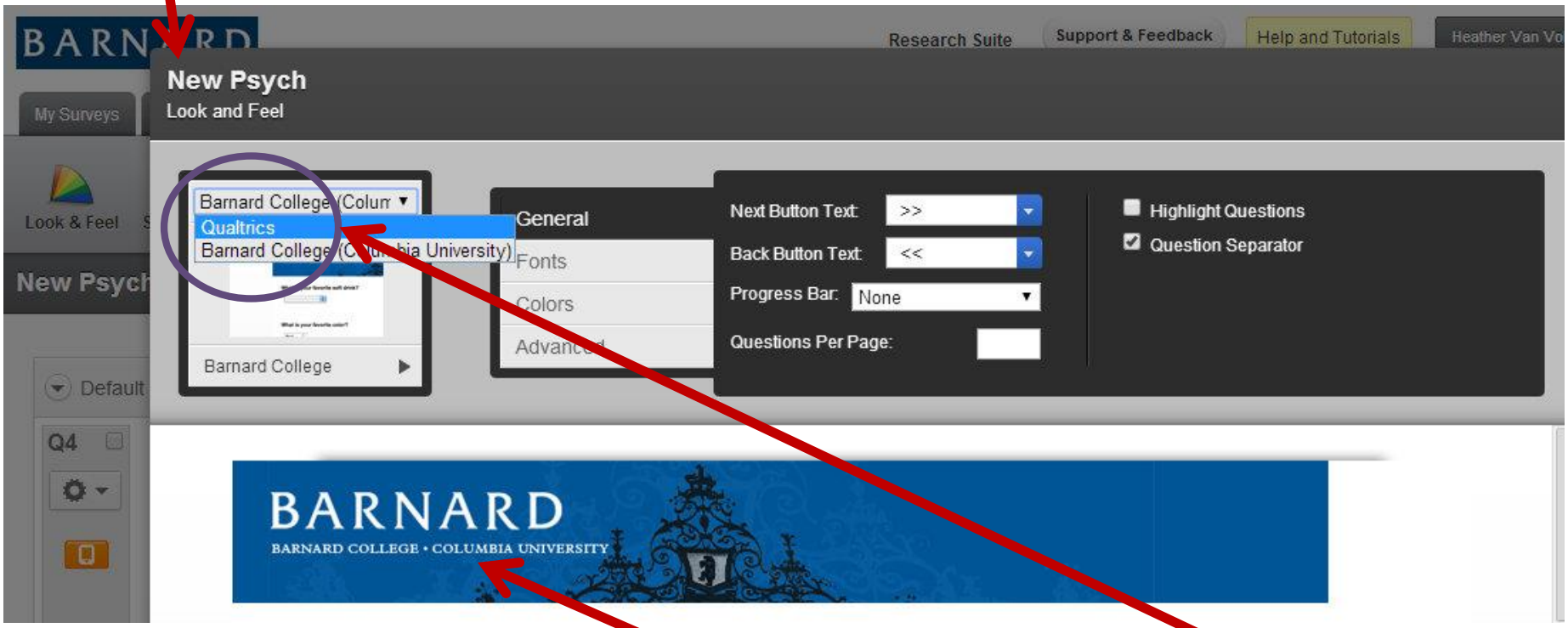
Remove the Barnard Banner by selecting Qualtrics

Click for options

Additional appearance options here

Look & Feel of survey

Click here to get there



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