

ISRC Workshop:

Survey Building with Qualtrics

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Workshop Outline

- ▶ Introduction: ISRC
- ▶ Brief overview of Qualtrics
- ▶ Hands-on practice: Build a survey with Qualtrics
- ▶ Additional resources

ISRC - What do we do?

- ▶ Assist faculty, research staff and graduate students across campus with:

- ❖ Grant development
- ❖ Data collection
- ❖ Consulting
- ❖ Data access
- ❖ And more!



Overview of Qualtrics

- ▶ Powerful survey tool
- ▶ Available from anywhere
- ▶ Access using HawkID
- ▶ Log in at:
 - ▶ <http://its.uiowa.edu/qualtrics>

Examples of Qualtrics Surveys

- ▶ Distribute surveys for research projects
- ▶ Workshop registration form
- ▶ Feedback survey
- ▶ Data entry

Hands-on Session: Survey Building with Qualtrics

- ▶ Download the 2018 American Community Survey, available for the public at:
<https://www.census.gov/programs-surveys/acs/methodology/questionnaire-archive.html>
- ▶ Log into Qualtrics at
<http://its.uiowa.edu/qualtrics>

Best Practices for Qualtrics

- ▶ Streamline survey for web viewing
- ▶ Name the questions, which correspond to variable names
- ▶ Recode the answer choices, which correspond to data values
- ▶ Use validations

Additional Resources: Qualtrics

- ▶ Qualtrics Online FAQ:
<https://www.qualtrics.com/support/survey-platform/survey-module/survey-module-overview/>
- ▶ Qualtrics Webminars:
<https://basecamp.qualtrics.com/series/learn-to-use-qualtrics-research-core>

Additional Resources

- ▶ Library
 - ▶ Research Data Services
 - ▶ Data Management Plans
 - ▶ <http://guides.lib.uiowa.edu/data>
- ▶ Data Science Institute
 - ▶ Mini-classes in January and June
 - ▶ Applications of R, Python, Stata
 - ▶ <https://uiowa.edu/datascience/>

Additional Resources

- ▶ ISRC Workshops
 - ▶ Each fall and spring semester
 - ▶ R, Python, Stata, GIS, data access
 - ▶ <http://ppc.uiowa.edu/isrc/workshops>
- ▶ ICPSR: <http://ppc.uiowa.edu/isrc/services/icpsr>
- ▶ CPRDC: <http://ppc.uiowa.edu/federal-stat-research-data-center>
- ▶ QDR: <https://guides.lib.uiowa.edu/qdr>

Questions?

- ▶ Email: isrc-info@uiowa.edu
- ▶ Website: <http://ppc.uiowa.edu/isrc>