Week 9 Lab: Introduction to Qualtrics

**Access:**

[www.upenn.qualtrics.com](http://www.upenn.qualtrics.com)

Sign in with your upenn id (what you use to log in to canvas).

**Creating a New Survey:**

* From Projects Page, Click **Create New Project** in top right corner
* Name your Survey:
* Click on Get Started:

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**Adding Collaborators:**

* Add your team with penn emails
* Be careful to publish your changes so it updates for the full group (probably not best to attempt to work on it all at once!).

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**Relabeling Variables:**

* Label your questions something short but descriptive so it’s easier to analyze – you won’t have to remember exactly what Q11 was!
* Click on the Q# next to the question (Q5 here)

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* Type in the name that you want

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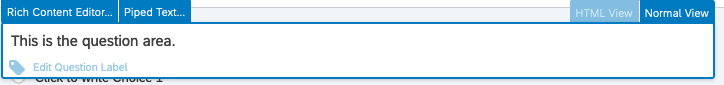
**Including Pictures or other media:**

* Insert graphic as an answer option:
  + Click on the answer choice you want to make into a picture
  + Select Insert Graphic from the menu
    - Use Web URL
    - Upload from your computer

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* Insert graphic in the question or prompt using the Rich Content Editor



* + See the picture symbol second from the left
  + Again, option to upload from computer or via url.

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* For other types of media, click on More and there will be a media upload symbol that you can use to import videos. ([Here’s Qualtrics how-to-guide](https://www.qualtrics.com/support/survey-platform/survey-module/editing-questions/rich-content-editor/insert-media/)).

**Randomization:**

*We’ll review this in class and I can share the fake survey with you so you can see how it works.*

* Via the Survey Flow Tab.
* Two options
  + Use Randomizer (Add a New Element Here) to assign to different blocks of questions: Looks something like this:

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* + Use Randomizer + Embedded Data + Then Branch If to randomly assign respondents to groups that you then assign to specific treatments
    - This provides a more specific path through the survey, and can randomize Qs within certain groups.
    - Looks like this:

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**Looking at your results:**

* Generating Test Results – Use these to start preparing your code analysis!

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* Once you have your survey ready, you should do a few test runs. This data as well as the data once the surveys are officially launched will be available to view and export in the Data & Analysis page.

**Helpful Tips:**

* You can make your various blocks and assign the flow without having all your questions complete (this might be a good way to divide the work within your group).
* Utilize the trash and unused questions – you can always move them back into your survey.
* Remember to **Publish** once you make changes!
* Take your survey several times so you make that it works
* Under the advanced section of question type, you can add a timing feature so you can know how long it took for them to answer questions (might be helpful for those who want to make sure respondents are spending time reading something or watching a video)
* Closely look at the format of survey results to ensure it looks like what you expect
  + Check:
    - Variable names make sense
    - Variable names are descriptive
    - Variable names don’t contain spaces (this could mess up your coding later). Use \_ or camelCase instead of spaces.
* You can change the appearance of your survey in “Look and Feel” tab
  + Find the Annenberg Theme!
  + Check out what it looks like on desktop and mobile