
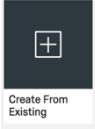


Introduction to Qualtrics

Creating an Online Survey Questionnaire

Assignment: Create a Qualtrics survey

1. Setting up
 - a. Download the Movie_Rental_Survey.qsf file from class Github (<https://github.com/kho777/data-methods>) under survey.
 - b. Login
 - i. Open a browser and go to your UT Dallas Qualtrics account: utdallas.qualtrics.com
 - c. Create a Survey
 - i. Click “Create Project” button 
 - ii. Click “Create from Existing” and from a file

 - iii. Click choose a .QSF file, select the downloaded file
 - iv. use QT: Movie survey as name
2. Analyze survey:
 - a. How is the survey structured?
 - b. What is the questionnaire composed of?
 - c. How are the questions ordered?
3. Change the Look and Feel to include UT Dallas header
4. Use Skip Logic in Q4, if answer is NO, skip to the question Q7 “Do you feel comfortable purchasing software over the internet? “
5. Apply Validation to every question (Force Response)
6. Insert Page break to save respondents from scrolling down the screen.
7. What can be done to improve respondent’s experience?

Assignment: Importing a survey from Qualtrics library

1. Create a survey using Qualtrics library
2. Choose All Surveys → Diversity and Inclusiveness Survey
3. Import a block with income and education questions.
4. What is the difference between this block and previous instrument?