***Qualtrics: Online Survey Assignment***

The objective of this assignment is to familiarize you with a widely-used online survey development platform called Qualtrics. We will also use this platform to develop the questionnaire for our project. However, for this assignment you can create a survey for any topic you’d like.

This is an individual (not group) assignment

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**1. Do a rough survey design on paper**

Choose the topic for your survey and make a list of the questions you want to ask. Any reasonable topic is okay, but it will be easier to complete this assignment if you choose a topic that anyone can respond to (for example, doing a survey about people’s opinions of KeLani Wellness Spa could only be answered by people who’ve been to the spa, so it wouldn’t be a good choice). Don’t worry about formatting, and don’t worry about trying to have perfectly worded questions. You won’t be graded on how “good” your questions are.

**2. Design the online survey**

Go to https://missouri.qualtrics.com

Log in using your university username and password.

Click on “I don’t have a Qualtrics account” and follow the instructions.

To begin designing your survey, click on Create Project (green button near the top). On the next screen, select “Blank Survey Project” and provide a name for your survey in the Project Name box. Click on Create Project.

The next screen gives you a blank first question for you to start with. You can use the format given, or change the format as follows: Near the upper right is a green box under the heading Change Question Type. This allows you to select the question format. Click on the green box to see what the options are and choose one that seems appropriate for your first question. You can try different question types to see what works well for you.

Once you’ve finished your first question, you can continue to add items to your questionnaire by clicking on Create a New Question.

Continue adding questions to your survey. I recommend that you play around with the different question format options to see what the possibilities are. The purpose of this assignment is to introduce you to online survey methods; I am NOT interested in seeing how perfect a questionnaire you can design. So use this opportunity to explore the possibilities. You are required to use at least 4 different question formats for the survey.

You can see what your survey will look like at any time by clicking on Preview Survey (blue box near the top). Your preview will open in a new window. On the left it will show what your survey would look like on a desktop computer. On the right it shows what it would look line on a phone. To go back to working on the survey design, return to your original window.

If at any time you “lose” your survey, click on the Projects tab in the top bar and you’ll find it again. Then click on the survey to continue working on it.

Create a survey with 10 questions using at least 4 different question formats. Be sure to look at your survey in Preview before you send it out to make sure it looks right.

**3. Collect data**

When you’re finished designing the survey, you’re ready to collect data. To do this, go to your survey (if you’re not already there) by clicking on Projects. In a gray bar close to the top, you’ll see a tab for Distributions. Click on that. On the next screen click the green box that says Get a Single Reusable Link. This will provide a link to your survey that you can copy and paste into an email message or a Word document that you can save.

Now you need to collect data for your survey from at least 10 people. You can do this by contacting people you know and asking them to complete the survey at the link you just got from Qualtrics. We’re not aiming for a representative sample here because you’re just learning how to use this technology, so you can send to friends, relatives, roommates, etc. You should ask more than 10 people because they probably won’t all complete the survey.

Later, you can tell how many people have completed your survey by clicking on Projects and looking at the number under Responses. Be aware, though, that this is the number of people who have looked at the survey, not the number who have completed all the questions. To verify the number of completions, you’ll have to create a report (see below).

**4. Create a Results Report**

Once you have your 10 responses (or before, if you’re curious), go to Projects again and do the following to get your report.

1. Select your project and then click on Reports (in the gray bar near the top).
2. Click the button for Share Report (toward the upper right) and select Word Document.
3. Be sure that Select All is checked in the dialog box that appears; click Export Pages.
4. In the box that appears, click Download (may take a few seconds to appear)

If you have trouble finding the downloaded report on your computer, search for “Default Report.docx”

**5. Add your survey link to your report**

Before turning in your Results Report, at the top of the report include the link that you used to invite people to participate in the survey.

**6. Download an electronic copy of your questionnaire**

There are two ways to do this. Either one is fine for purposes of this assignment. Method 2 gives you a cleaner document.

Method 1: Access your project in Qualtrics and click on Tools (near the top). Select Import/Export and then select Export to Word. Don’t be concerned about which boxes are checked. Click Export, and Qualtrics will download your survey in a Word document.

Method 2: Access your project in Qualtrics and click on Tools (near the top). Select Import/Export and then select Print Survey. A print dialog box will appear. Instead of printing the document, save it as a pdf file.

**7. Turn in both your Results Report and the electronic copy of your questionnaire on Canvas**