



# Using CITR Online Survey Resources

Choices must add up to 10

Distribute 10 points between the following animals,  
based on how often you eat them.

Zebra

Goat

Crocodile

Buffalo

Cat

Other (fewer than 4 legs)



# What we can do for you

- Create new surveys or convert existing surveys to Qualtrics
- Distribute the surveys (Qualtrics e-mailer, URL links)
- Provide reports and raw data
- *Assist in developing surveys*
- *Assist in data analysis*

# The Survey Process



Survey Request

Survey Design

Distribution

Data Export &  
Analysis

# Survey Requests

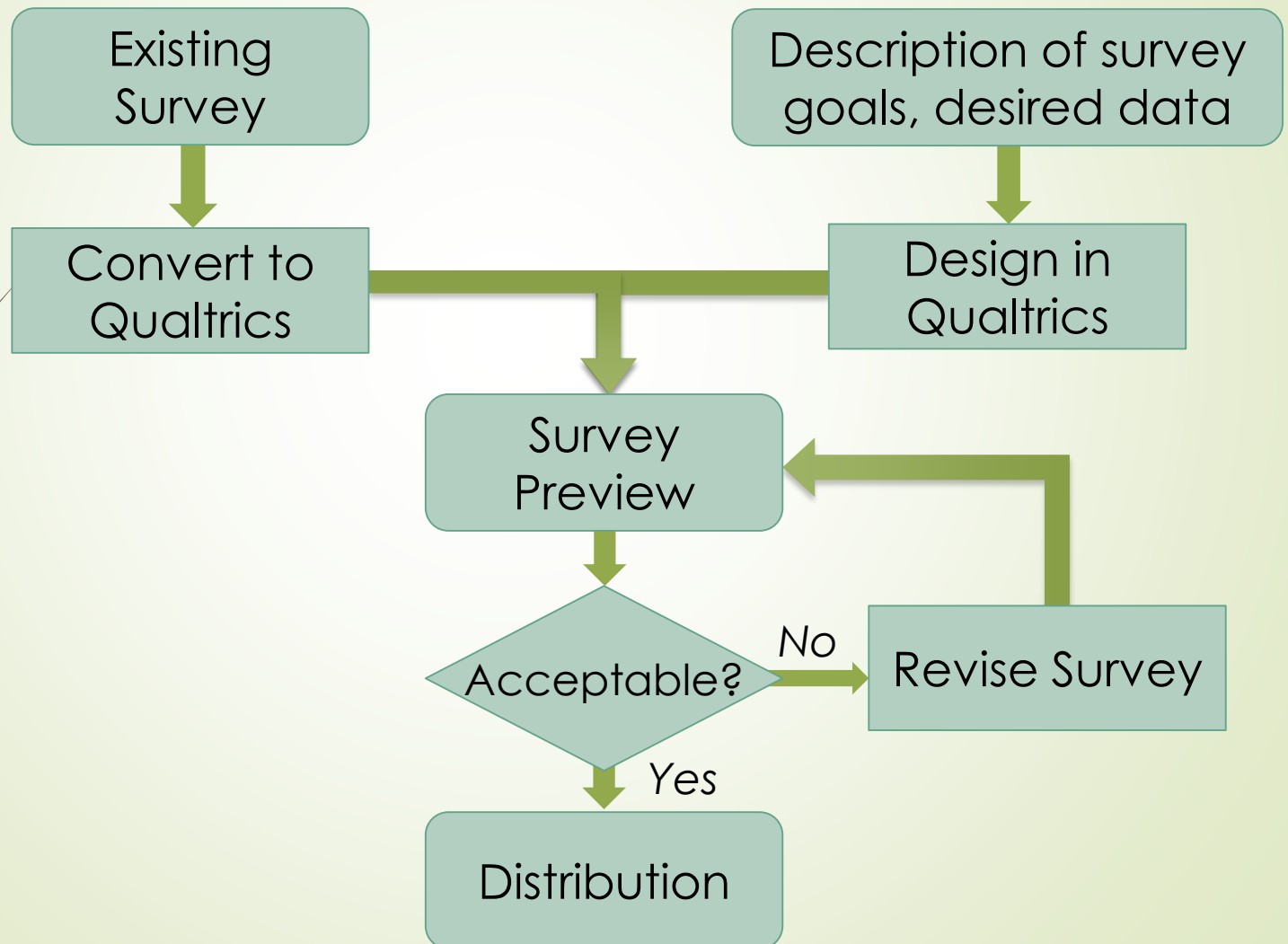
- Website:  
[http://www.wiu.edu/university\\_surveys/](http://www.wiu.edu/university_surveys/)
  - Instructions for requesting surveys
  - General information about the survey process
- To request a survey:
  - Fill out PDF form
  - Send it, survey document, and any other files to [survey@wiu.edu](mailto:survey@wiu.edu)
  - May also need Institutional Review Board approval ...

# Institutional Review Board (IRB)

- IRB reviews research proposals to ensure ethical treatment of participants in research
- Some concerns with surveys:
  - Loss of confidentiality / privacy
  - Deception
  - Distress
- Examples of surveys that *may* not require IRB approval
  - Program and personnel evaluation
  - Classroom exercises

# Survey Design

- Iterative Process



# Examples



- Multiple choice, text, rank order, drill-down, and branching



# Distribution

## Anonymous

- Anyone can take the survey
- Provided with a hyperlink that can be distributed by e-mail, Tele-STARS, social media, etc.
- No *directly* identifying information is collected\*

\*All identifying information *can* be removed (names, e-mail, IP address)

## Invited

### (Qualtrics e-mailer)

- Specific participants invited to take the survey
- Participants are sent a customized e-mail link
- Can send reminders and thank-you e-mails
- E-mail and other information linked to responses\*
- Can link additional participant data if provided

C8							
	A	B	C	D	E	F	G
1	FirstName	LastName	Email	Position			
2	David	Towers	DN-Towers@wiu.edu	Faculty Research Assistant			
3	Roger	Runquist	R-Runquist@wiu.edu	Director			
4	Diane	Bagley	DK-Bagley1@wiu.edu	Office Manager			
5	Chad	Dennis	CE-Dennis@wiu.edu	Instructional Technology Systems Manager			
6	Sara	Settles	SL-Settles@wiu.edu	Instructional Technology Systems Manager			
7							

## Position Survey

March 20, 2015 3:15 PM

From: "CITR Surveys" <survey@wiu.edu>

To: "David Towers" <DN-Towers@wiu.edu>

Reply To: "CITR Surveys" <survey@wiu.edu>

Dear David Towers,

We are conducting a survey that's really just an example for a workshop.

**Follow this link to the Survey:**

[Take the Survey](#)

Or copy and paste the URL below into your internet browser:

[https://wiutechnology.col.qualtrics.com/WRQualtricsSurveyEngine/?Q\\_SS=cAfkA9OpLiB3OUB\\_9sOZsiooQXg9mzH&\\_=1](https://wiutechnology.col.qualtrics.com/WRQualtricsSurveyEngine/?Q_SS=cAfkA9OpLiB3OUB_9sOZsiooQXg9mzH&_=1)

Follow the link to opt out of future emails:

[Click here to unsubscribe](#)



## WESTERN ILLINOIS UNIVERSITY

**Is your position still Faculty Research Assistant?**

- ☐ Yes
- ☐ No

>>

Survey Powered By [Qualtrics](#)

# Participants

- For invited surveys, need a list with *at least* e-mail addresses
- How?
  1. Provide your own (Excel, CSV, text formats)
  2. Request a list from AIMS
    - Survey Population Request
    - Once approved, will be sent to CITR

# Data Export and Analysis

- Formats:
  - Raw data
    - SPSS, .CSV (open in Excel, database programs)
    - HTML (can view as web page)
    - others
  - Qualtrics reports
    - Automatically generate descriptive statistics (tables, graphs)
    - Formatting options (including filtering, drill-down)
    - Download to Word, PDF, Excel, Powerpoint
    - Public w/ up to date values (password options)
    - Scheduled distribution
- Analysis: *we can help!*

# Additional Features

- Embedded data
  - Additional variables that can be
    - Recorded from link (e.g. track where clicked)
    - Recorded during survey, e.g. block order ...
  - Used to
    - Customize invitation e-mail, questions
    - Control display logic
      - e.g. may want different subset of questions for faculty, staff, & students
- Randomization
  - Group questions into blocks, randomize across participants
  - Randomize answer order

# Using Existing Questionnaires

- Pros:
  - Saves you time
  - Typically have good reliability and validity
- Con:
  - Not always free to use
    - In some cases, may just need to obtain permission
    - Provide a citation!

- Example: Rosenberg Self-Esteem Scale

Rosenberg, M. (1965). *Society and the adolescent self-image*. Princeton, NJ: Princeton University Press.





# \* Classroom Survey Example

- Take Qualtrics survey on tablet
- View public report
  - Can also password protect public reports





# \* Respondent Location Information & Google Maps

- Qualtrics will return the approximate latitude and longitude of the participant
- Imported into Google Maps:
- <https://www.google.com/maps/d/edit?mid=zU48XCYZDsVk.ktBKcnupHhrQ>

# \* QR Codes!



# Tracking Link URL

- This URL could be on Facebook:

[https://wiutechnology.co1.qualtrics.com/SE/?SID=SV\\_3l4OAjIOSNczGDP&Source=Facebook](https://wiutechnology.co1.qualtrics.com/SE/?SID=SV_3l4OAjIOSNczGDP&Source=Facebook)

- This URL could be on Twitter

[https://wiutechnology.co1.qualtrics.com/SE/?SID=SV\\_3l4OAjIOSNczGDP&Source=Twitter](https://wiutechnology.co1.qualtrics.com/SE/?SID=SV_3l4OAjIOSNczGDP&Source=Twitter)

- Report:

[https://wiutechnology.co1.qualtrics.com/CP/Report.php?RP=RP\\_5nJkMVe67AMHNzL](https://wiutechnology.co1.qualtrics.com/CP/Report.php?RP=RP_5nJkMVe67AMHNzL)