STETSON UNIVERSITY

Qualtrics User Guide

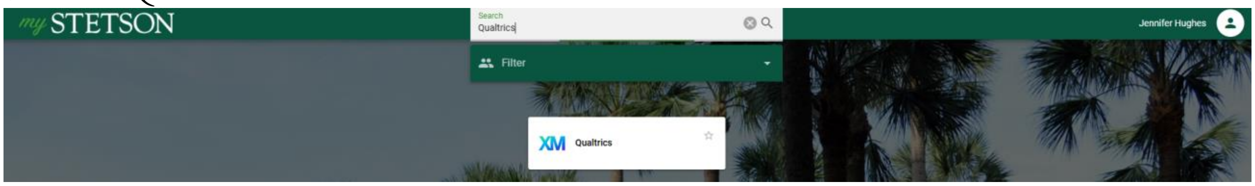
Updated April 28, 2025

Qualtrics is an online survey tool which allows users to build and distribute surveys and collect and analyze responses. It allows for the easy creation of simple or complex surveys with varying degrees of logic and question types. Qualtrics also allows for distribution of surveys though a variety of methods to fit every survey need. You can view and analyze results within Qualtrics or export your data for further analysis.

Contents

Accessing Qualtrics:

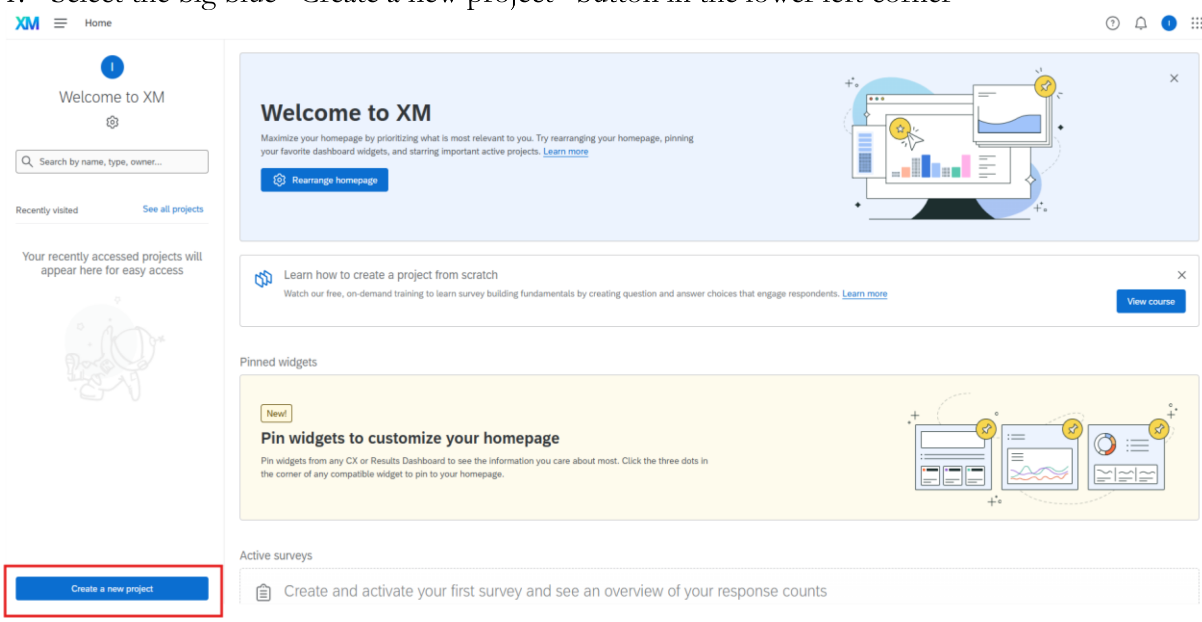
1. Login to My.Stetson
2. Type Qualtrics into the search function
3. Select the Qualtrics icon



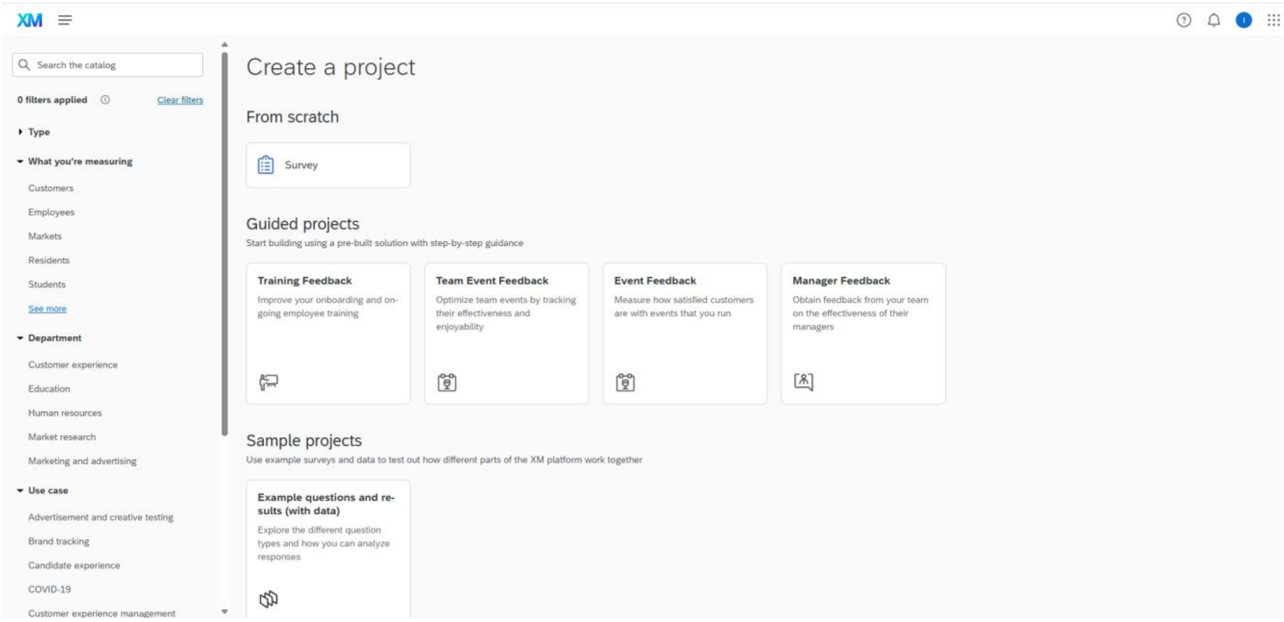
   3.1. If prompted, accept the terms of service
4. Now you can create and manage surveys

Starting a New Project

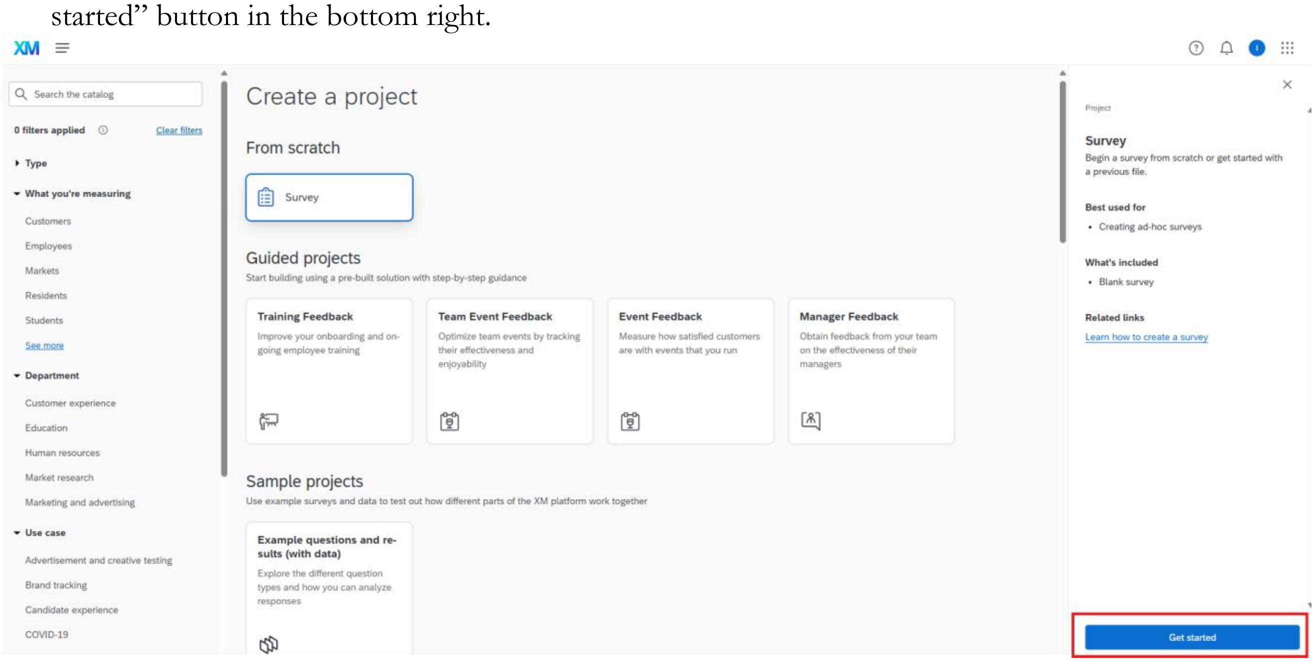
1. Select the big blue "Create a new project" button in the lower left corner



2. You can then browse Qualtrics' guided projects, sample projects, and templates or start a survey from scratch.

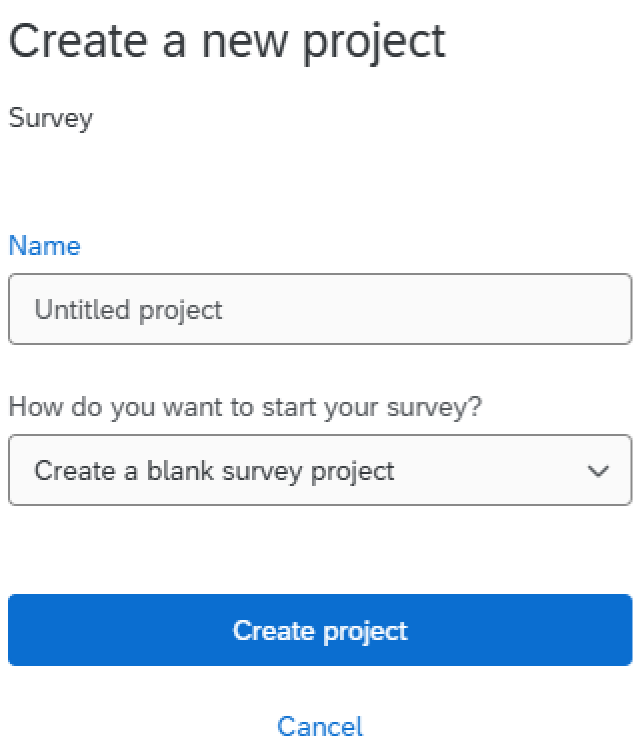


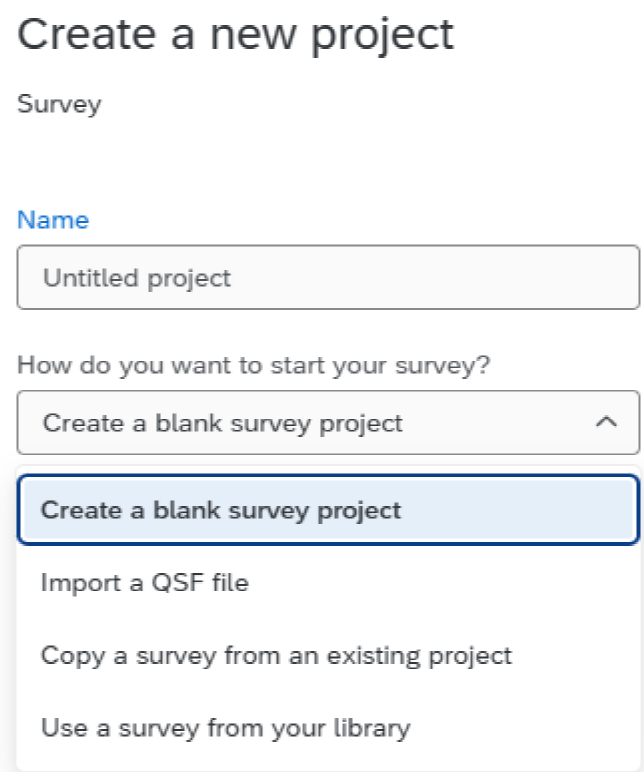
3. Once you select your template, sample project or from scratch survey, click on the blue "Get started" button in the bottom right.



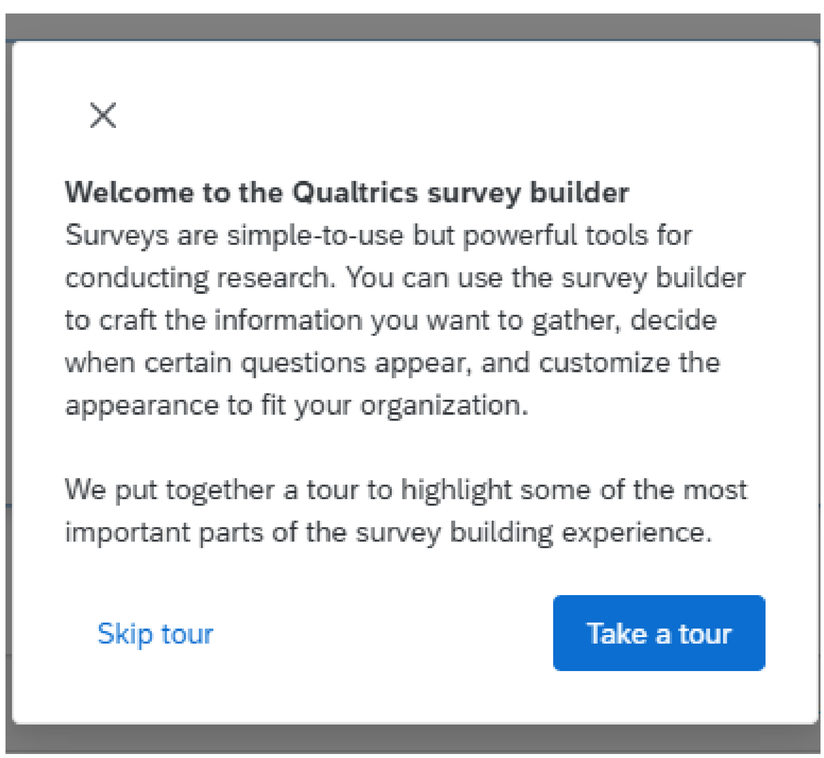
Survey Creation

1. After following the previous instructions to start a survey you will be prompted to name your project and select how you'd like to start your survey
   1.1. Create a blank survey project
   1.2. Import a QSF file
   1.3. Copy a survey from an existing project
   1.4. Use a survey from your library

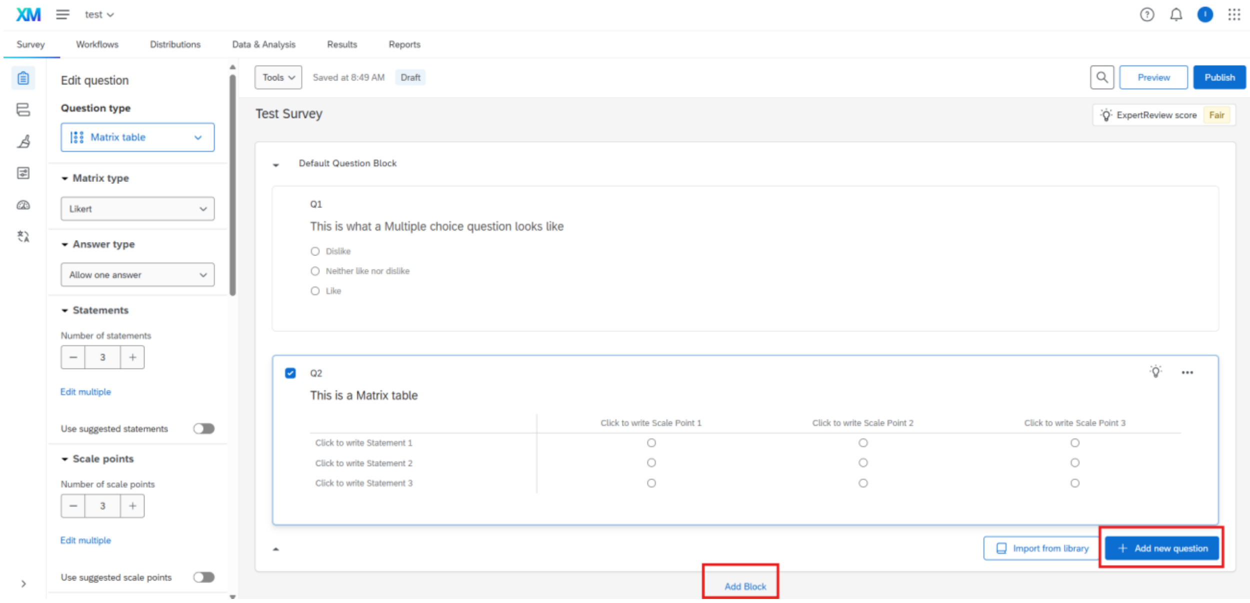




1.5. Once you select "Create project" you will have the option to take a tour with the Qualtrics survey builder. This provides a quick overview of where things are



2. You can then build your survey in “blocks” (sections) and add in your questions by clicking the add a new question button and selecting a question type

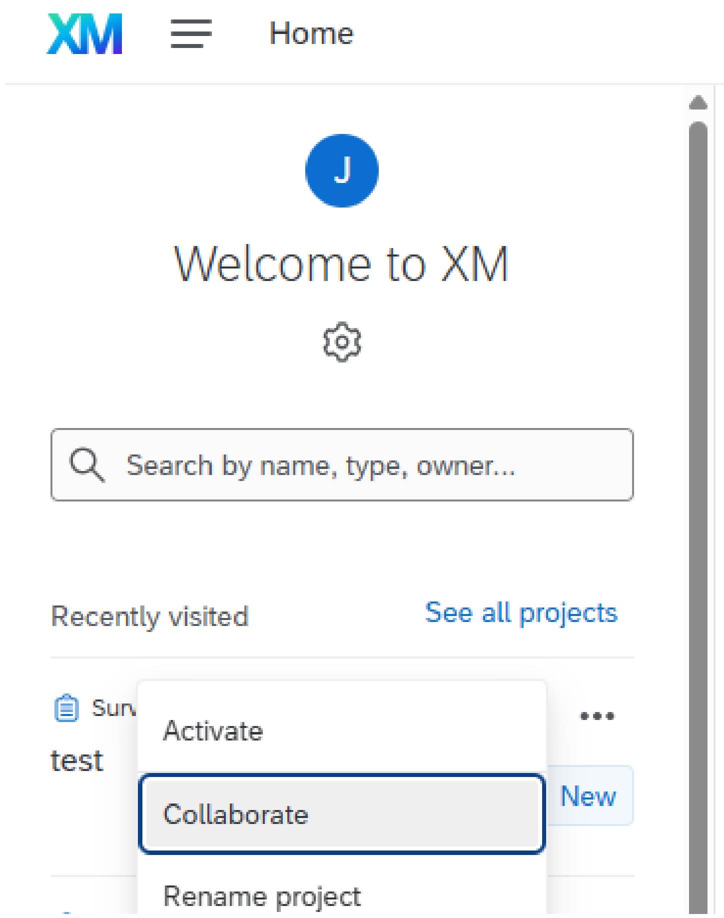


2.1. Qualtrics offers the following question types when building your survey:

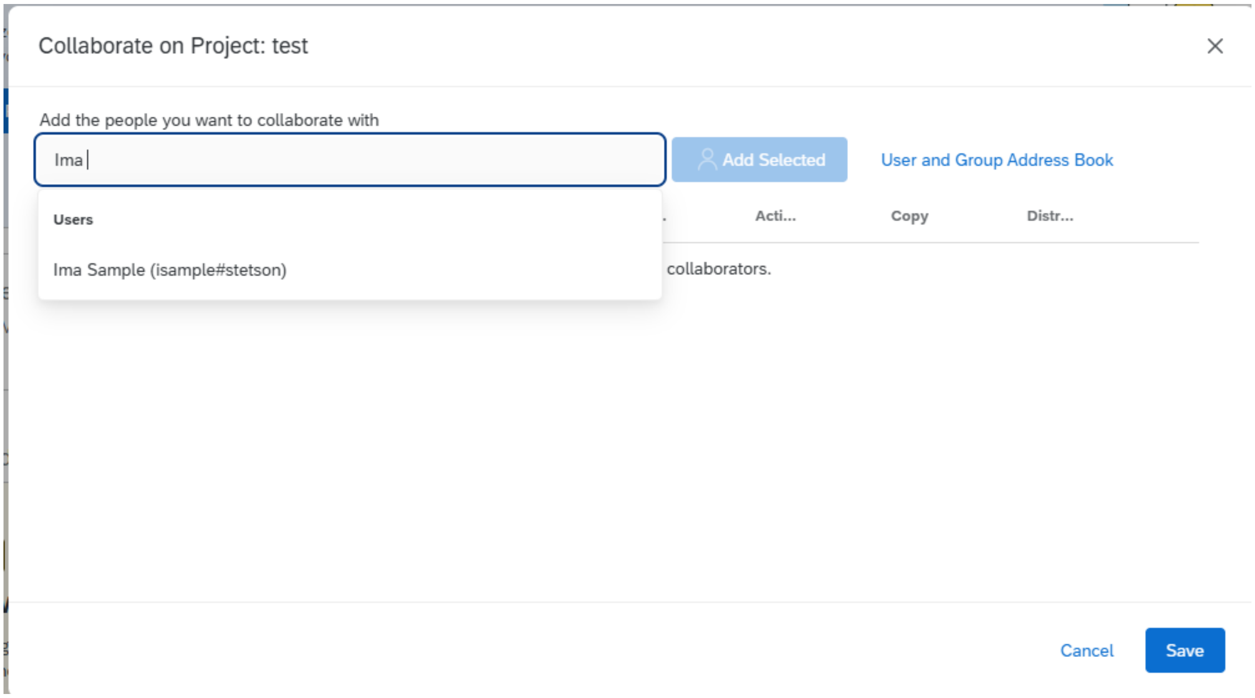
- Multiple choice—multiple choices, we recommend a 5-point Likert for easy analysis
- Text entry—a free text question prompting users to type their responses
- Text/Graphic—used to insert additional instructions or images to your survey
- Matrix Table—displays multiple statements with the same choices for each statement
- Slider—creates a customizable sliding scale to rate statements
- Form field—free entry text for multiple choices or statements
- Rank order—order statements by importance
    - Word of caution about the rank order question type: if respondents do not change the order because they agree with it, it counts it as a skipped question. Additionally, if respondents begin ordering but then decide to skip the question it takes whatever order they choose as the answer. We would recommend using the form field type question to rank statements instead of this question type.
- Side by side—a matrix with additional column options
- Net promoter score—a 10-point scale question typically used to rate how likely someone is to recommend
- Timing—allows the creator of the survey to record and manage how long a participant spends on the page
- Graphic slider—a slider with different built-in graphics
- Constant sum—allows respondents to enter numeric data for each statement and sums them at the end of the statements
- File upload—allows respondents to upload a file
- Pick, group and rank—allows respondents to drag and drop items into groups and rank them
- Drill down—used to help respondents choose from a long list of options
- Signature—allows respondents to draw their signature in a text box

- Heat map—used to gather feedback on images by having the respondent click anywhere on that image
- Hot spot—similar to the heat map, but has predefined regions to select from
- Meta info—allows the creator to capture and record the recipient's browser information
- Captcha verification—adds reCAPTCHA validation
- Highlight—an interactive text sample where participants can select words to evaluate using a set criterion

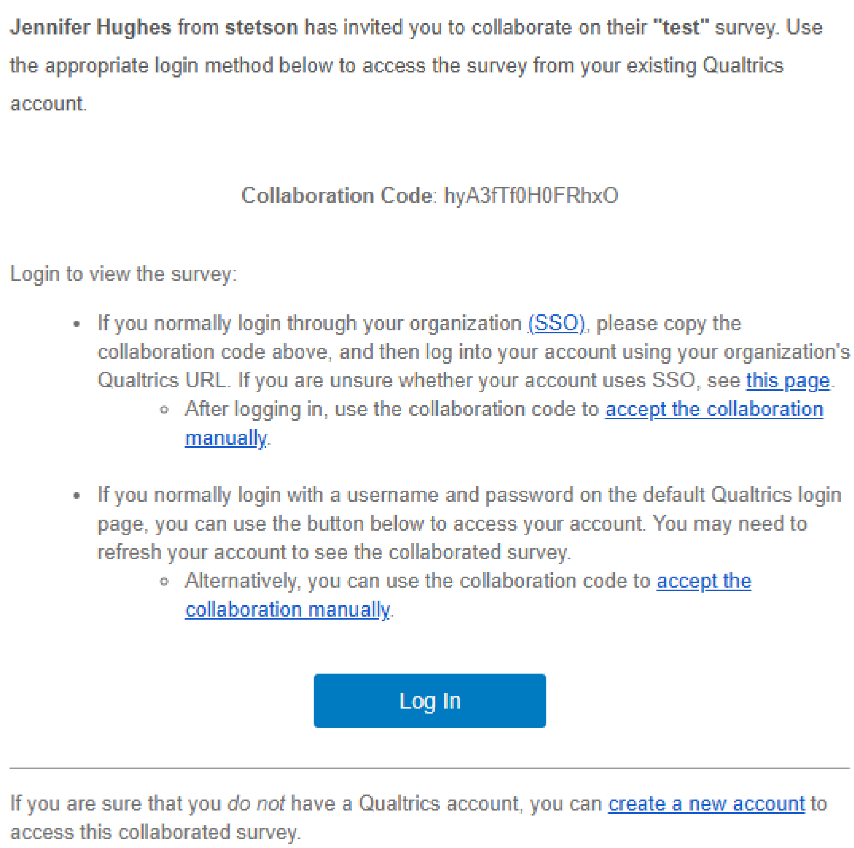
3. If you wish to collaborate on the survey with colleagues, you can invite them as a collaborator. This will allow them to edit and distribute the survey, and view results
   3.1. To add collaborators, go to your home page in Qualtrics and select the three dots next to the survey you want to collaborate on and select collaborate



   3.2. You can then search for your colleagues at Stetson, or type an external email



3.3. If your collaborator is within Stetson university, they will just need to log into Qualtrics though MyStetson and the survey will automatically be added to their projects. If your collaborator is external, they will receive an email with instructions on how to accept the collaboration request and access the survey.



Jennifer Hughes from **stetson** has invited you to collaborate on their **"test"** survey. Use the appropriate login method below to access the survey from your existing Qualtrics account.

Collaboration Code: hyA3fTf0H0FRhxO

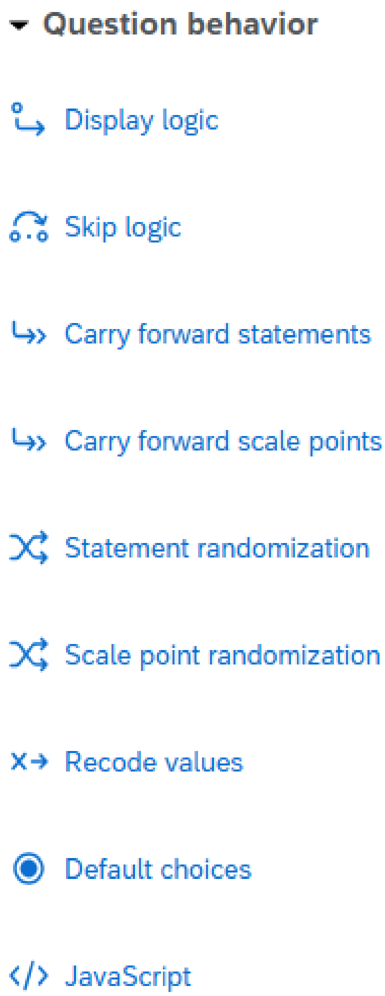
Login to view the survey:

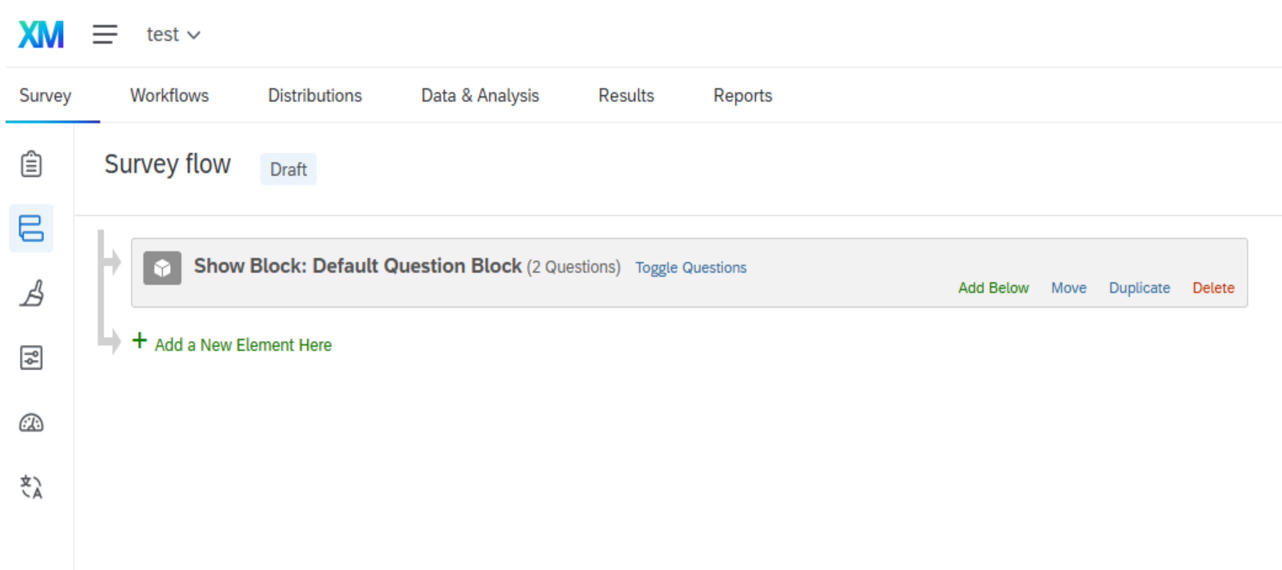
- If you normally login through your organization (SSO), please copy the collaboration code above, and then log into your account using your organization's Qualtrics URL. If you are unsure whether your account uses SSO, see this page.
  - After logging in, use the collaboration code to accept the collaboration manually.
- If you normally login with a username and password on the default Qualtrics login page, you can use the button below to access your account. You may need to refresh your account to see the collaborated survey.
  - Alternatively, you can use the collaboration code to accept the collaboration manually.

Log In

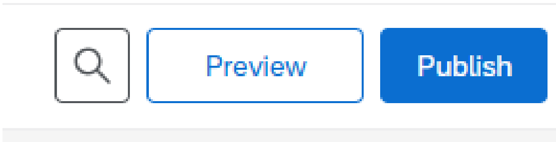
If you are sure that you *do not* have a Qualtrics account, you can create a new account to access this collaborated survey.

4. Once you've built your survey with questions you can add question logic per question, or you can use the survey flow tab to add logic by block

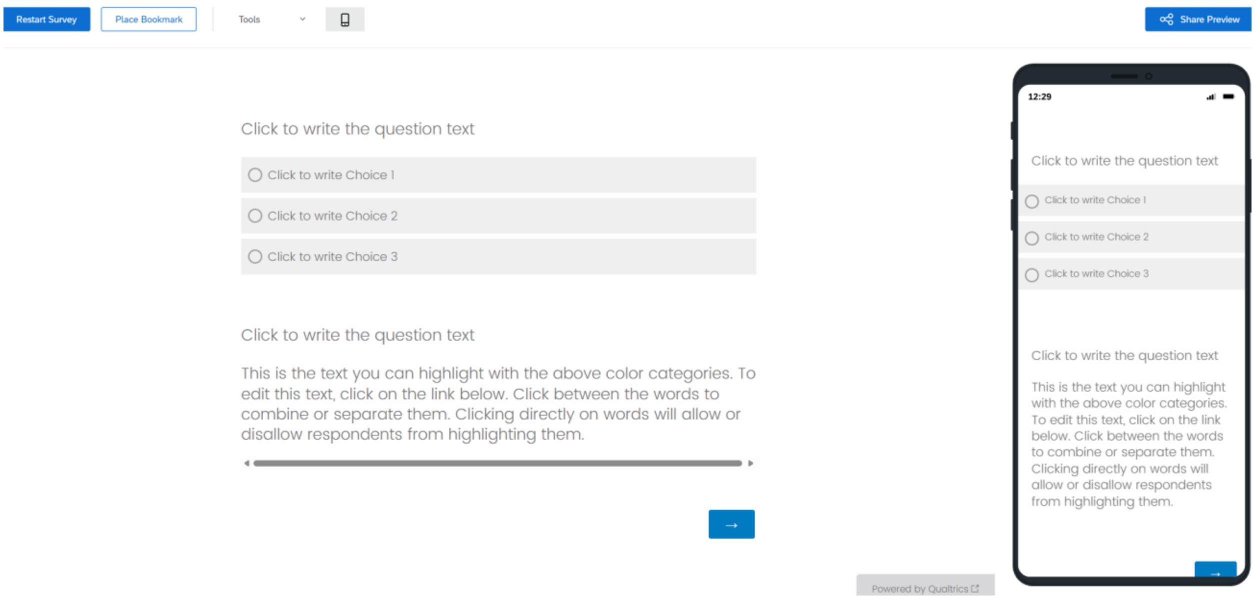




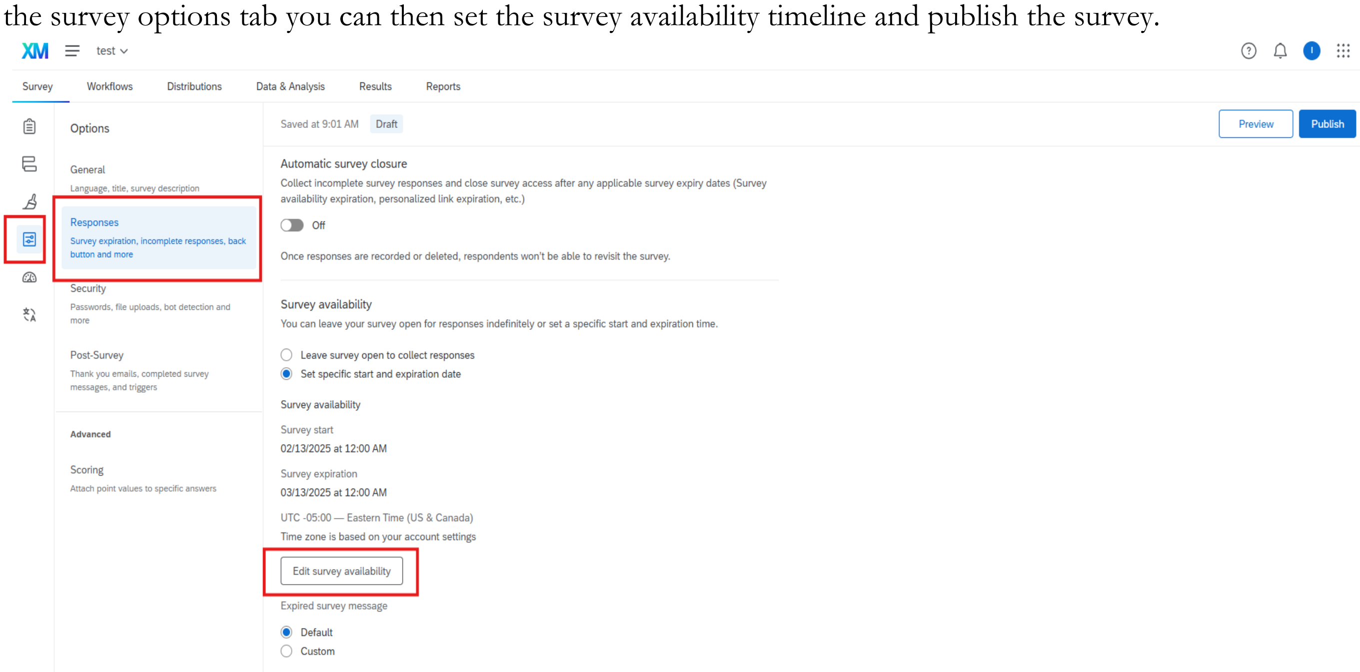
5. Once you have set up your survey you can preview it and test your logic by selecting the preview button in the corner of the survey tab



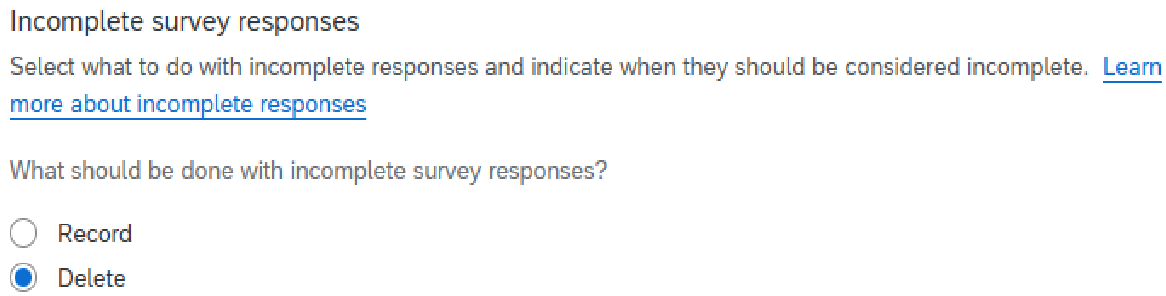
5.1. The preview will display what the survey will look like on both desktop and mobile, and allow you to select responses to test your survey logic



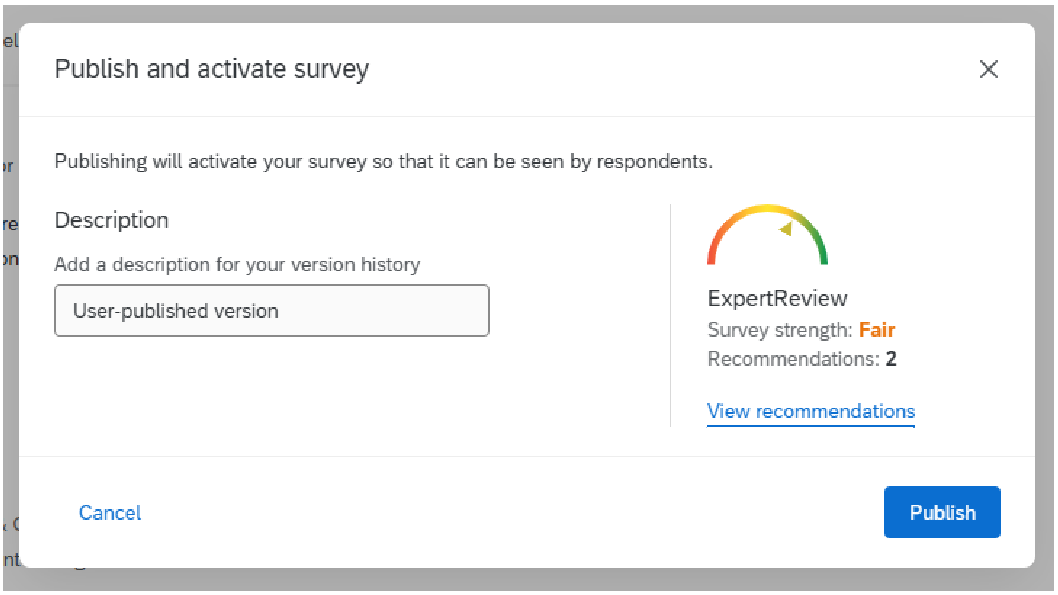
6. Once you have previewed your survey you are ready to publish. Using the responses tab under the survey options tab you can then set the survey availability timeline and publish the survey.

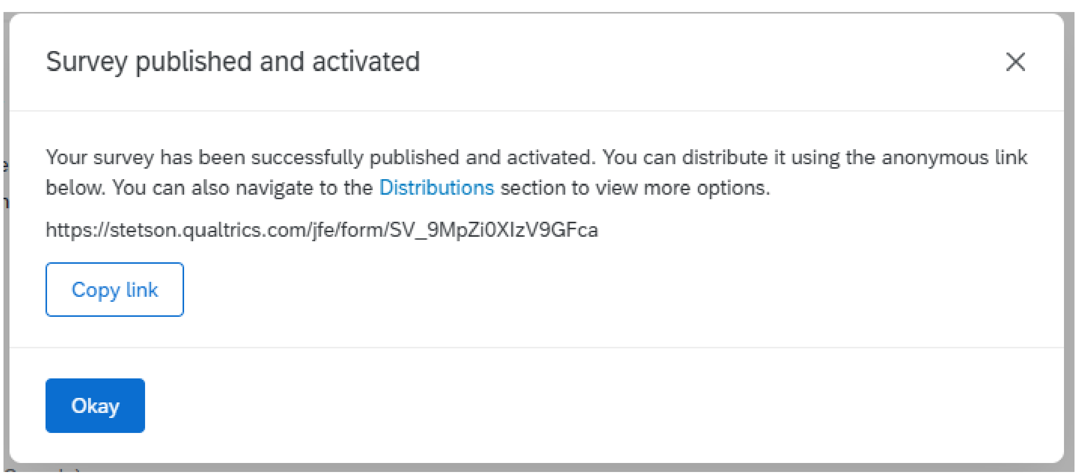


6.1. Make sure you have selected to have incomplete survey responses deleted



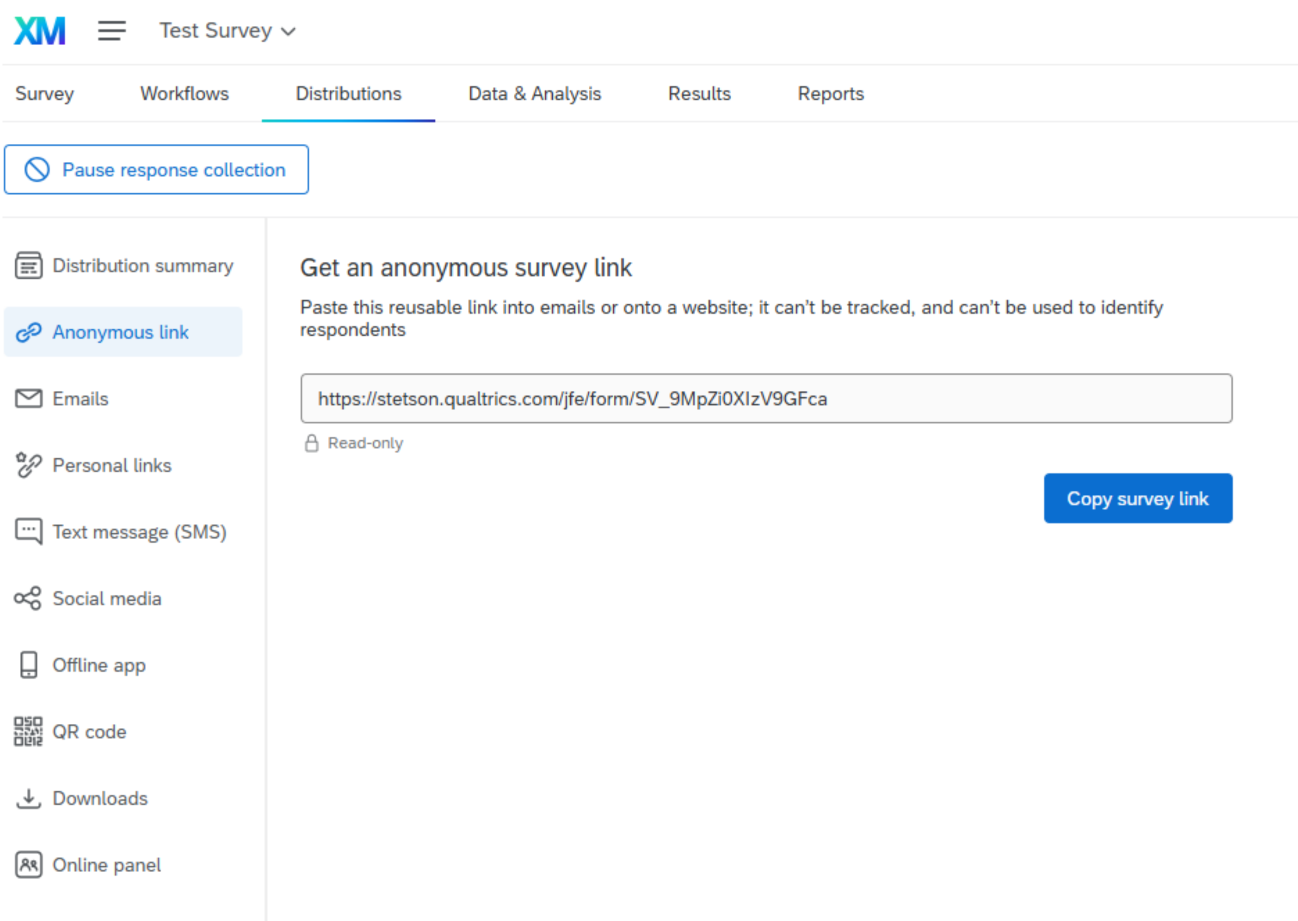
7. Also under the survey options tab, you can set up post survey messages to be emailed to respondents after completion
8. Once you have published your survey, an anonymous link will be generated that you can use for distribution.





8.1. You can use the expert review on the publish popup for last minute suggestions and edits to make the survey more readable if desired

9. You can also find your survey link in the distributions tab

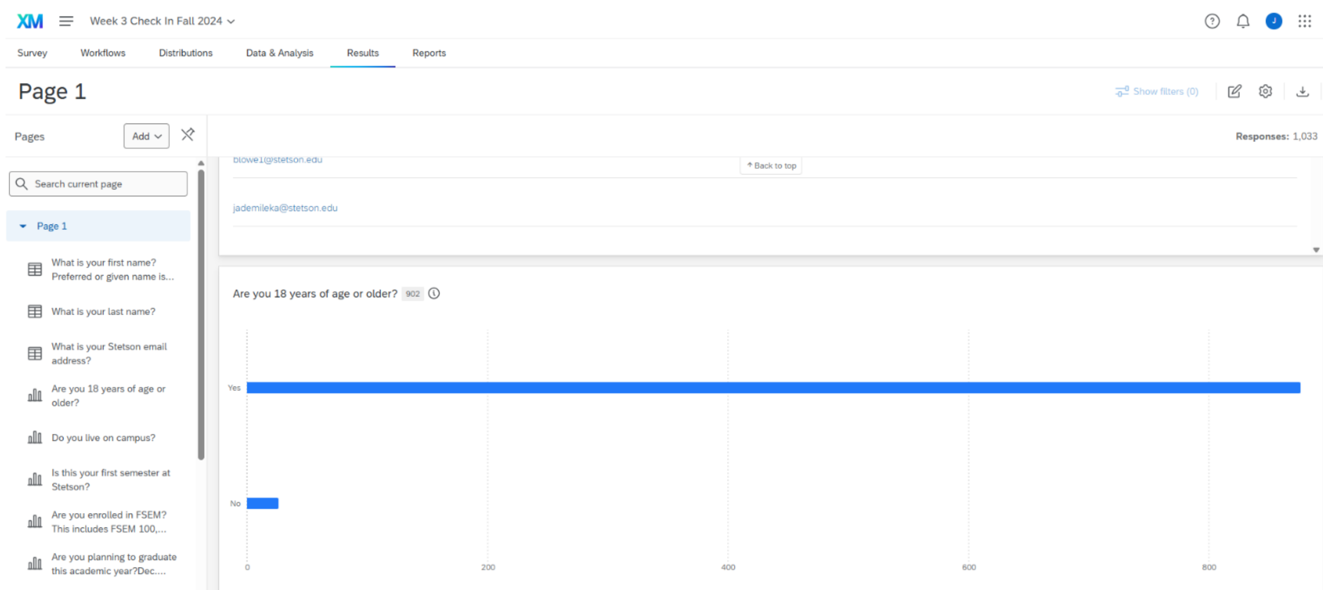


If you experience any technical issues during your survey creation and publishing, you can email iro@stetson.edu for support

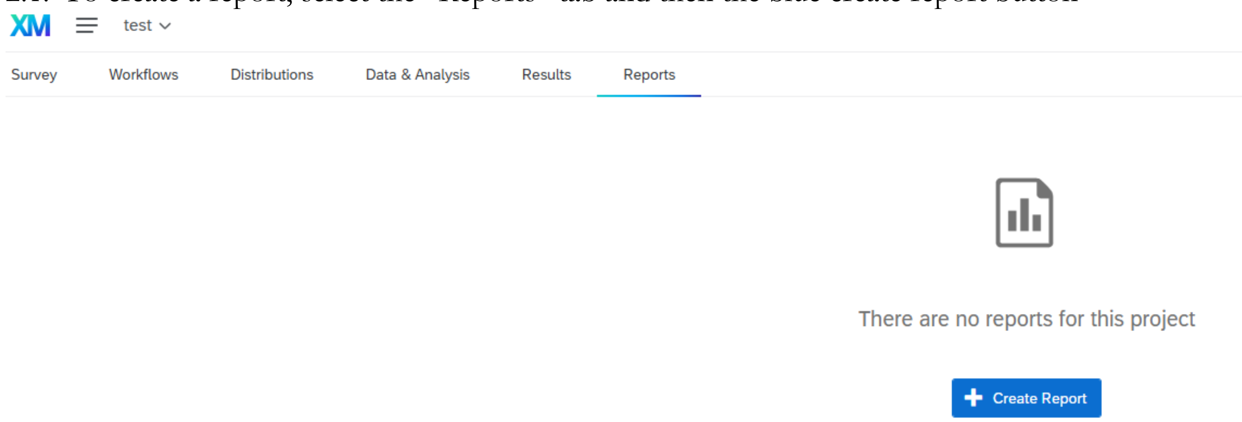
Viewing and Exporting Survey Results

Once you have published your survey and collected responses there are a few different ways to view and export your survey results.

1. Qualtrics has a quick view results tab that automatically visualizes the questions. You can access this by going to your survey and then clicking the "Results" tab.

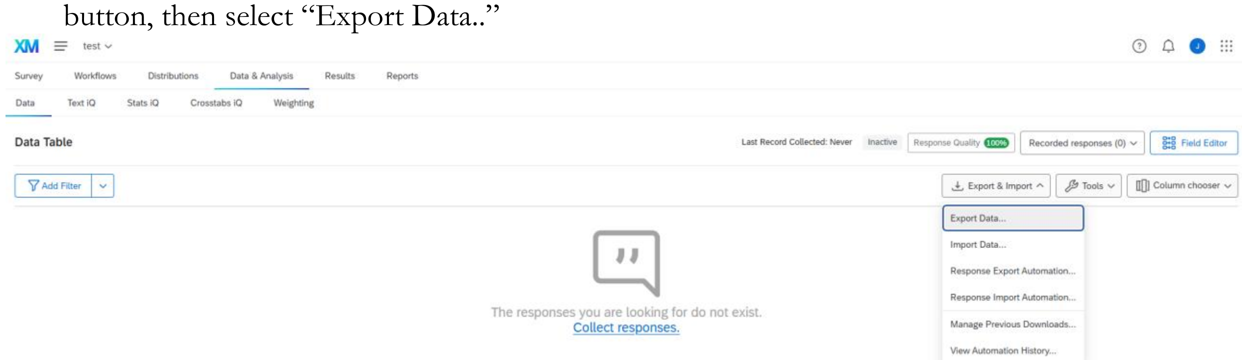


2. You can also create an "advanced-report" in the "Reports" tab of Qualtrics. You can build these reports from scratch, use the results tab as a base, or upload a QRF file as a base.
   2.1. To create a report, select the "Reports" tab and then the blue create report button



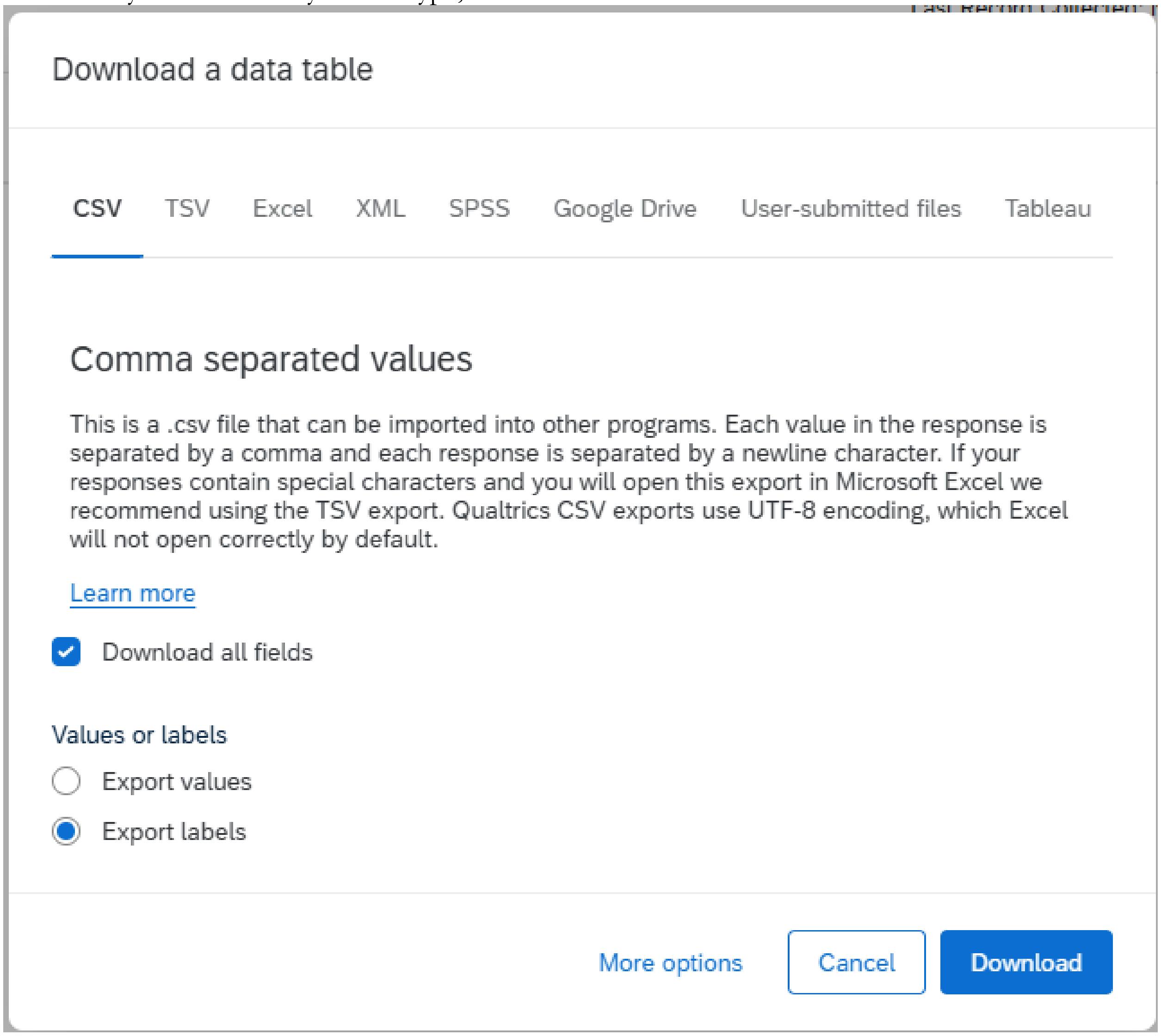
   2.2. For a more in-depth tutorial of creating an advanced-report, review the advanced-reports overview from Qualtrics [here]

3. You can also export the raw data from your survey
   3.1. To export the data go to the "Data & Analysis" tab and then click the "Export & Import" button, then select "Export Data.."

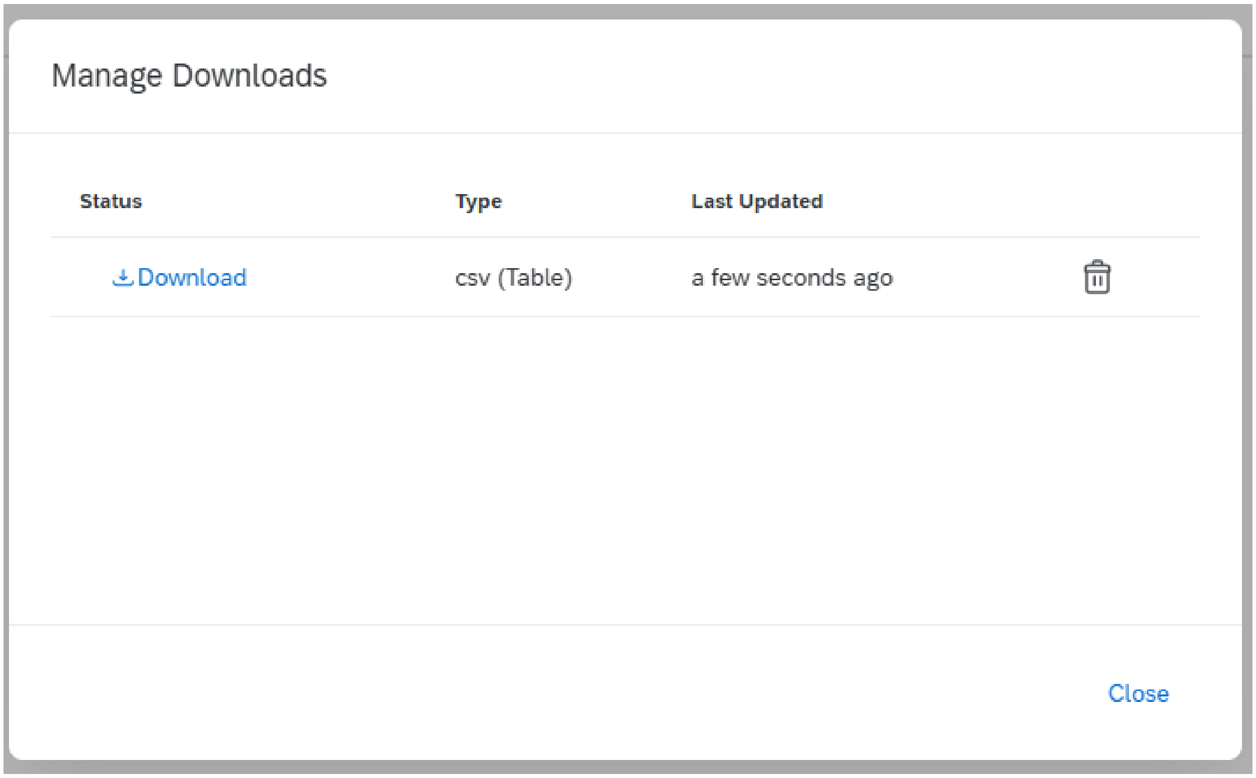


   3.2. This will prompt a popup window where you can select how you'd like your data

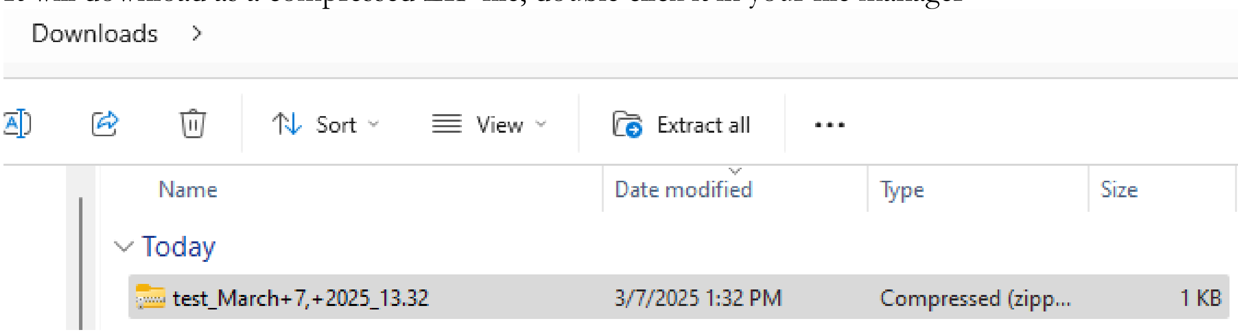
3.3. Once you've selected your file type, click the download button



3.4. This will open a new window where you can manage your downloads, and your file will also be downloaded to your downloads file on your computer.



3.5. It will download as a compressed ZIP file, double click it in your file manager



3.6. Then you should be able to open the file, manipulate your data as needed and save as a new file to a preferred location