Qualtrics
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What is Qualtrics?

- Online survey software
- Major products (that you might use)
  - Research Suite
  - Mobile surveys
  - Also offer:
    - SMS surveys, Conjoint, Offline surveys
- Research Suite
  - Online surveys
  - Browser-based interface
  - Can be distributed via URL
Who can access it?

- ASB staff and HDR students
  - https://asb.qualtrics.com/ControlPanel/
- What to do
  - Create an account
  - Log in
  - Google ‘Qualtrics University’
  - Do the online training program
Why do we use it?

- Professional appearance
- Surveys can be distributed
- Surveys can include:
  - Standard text-based questions
  - Images
  - Video
  - Display logic & Skip Logic
  - Forced response
  - Full randomization
  - HTML editing and JAVA
- But, there are limitations!
### Question options

<table>
<thead>
<tr>
<th>Static Content</th>
<th>Descriptive Text</th>
<th>Graphic</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Standard Questions</strong></td>
<td>Multiple Choice</td>
<td>Matrix Table</td>
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<td></td>
<td>Text Entry</td>
<td>Slider</td>
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<td></td>
<td>Rank Order</td>
<td>Side by Side</td>
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<tr>
<td><strong>Specialty Questions</strong></td>
<td>Constant Sum</td>
<td>Pick, Group, and Rank</td>
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<tr>
<td></td>
<td>Hot Spot</td>
<td>Heat Map</td>
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<td></td>
<td>Graphic Slider</td>
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<td>Drill Down</td>
<td>Net Promoter Score®</td>
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<tr>
<td><strong>Advanced</strong></td>
<td>Timing</td>
<td>Meta Info Question</td>
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<tr>
<td></td>
<td>File Upload</td>
<td>Captcha Verification</td>
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<tr>
<td><strong>Replace From Library</strong></td>
<td>Question Library</td>
<td></td>
</tr>
</tbody>
</table>
The survey dashboard
Q28 Consent form

By clicking the 'I agree' button below, you agree to participate in this survey being carried out by UNSW researchers. Note, if you have a NUT ALLERGY or ANY FOOD ALLERGY, you must immediately notify the lab assistant and remove yourself from the experiment.

- I agree to participate in this research
- I do not want to participate in this research

If I do not want to participate... is selected, then skip to end of survey.

Page Break

Copy items from...

Create a new item...
## Accessing results

### CSV

This is a Comma Separated Values format of the raw data that can be easily imported into Excel, Access, or other programs. Each value in the response is separated by a comma, and each response is separated by a newline character.

### SPSS

**Statistical Package for the Social Sciences (SPSS)** is one of the most widely used software packages for survey analysis. This is an SPSS sav data file with raw data, variable and value labels.

- **Download SPSS Syntax File**
- **Download SPSS.sav File**

### Fixed Field Text

This is a fixed-field-length format. A separate data map file specifies data offsets for various columns.

- **Download Data Map Only**
- **Download fixed-field response data (.txt) and associated data map as a .zip**

### XML

This is the Extensible Markup Language (XML) format of the raw data, which is a general purpose markup language for easy interpretation.

### HTML

This is a HyperText Markup Language format of the raw data. This format shows the data in one large table when opened by a web browser.

### Uploaded Files

This is a Zip export of all the respondent-uploaded files in your survey.

*Note: Downloading the data does not delete the responses from the database.*

*Excel 2003 (and earlier) is limited to 255 columns and 65,536 rows. Excel 2007 (and later) supports 16,384 columns and 1,048,576 rows. If your data exceeds these limits, you will have to download the data in multiple sets.*
Questions

- Qualtrics
  - www.qualtrics.com
  - http://www.qualtrics.com/university/researchsuite/

- ASB Lab website
  - www.lab.asb.unsw.edu.au

- ASB Lab Manager
  - asblab@unsw.edu.au