Qualtrics

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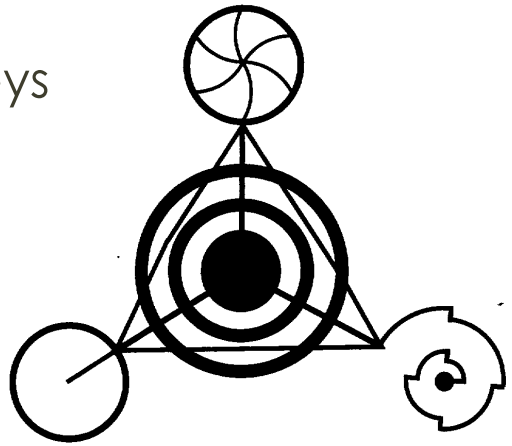
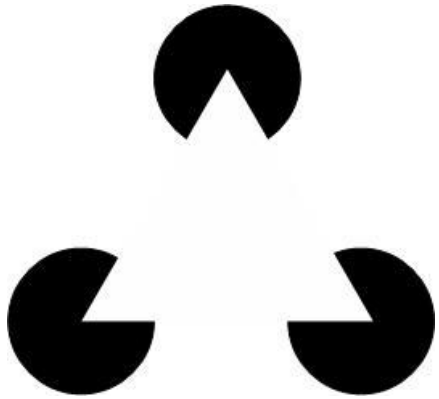
What is Qualtrics?

- 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



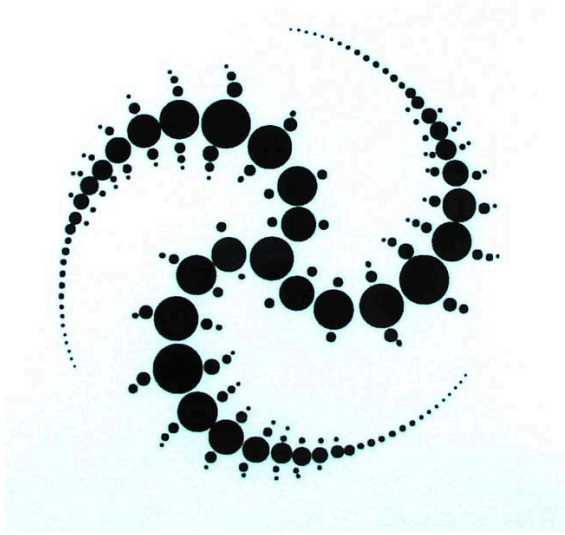
Who can access it?

- 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

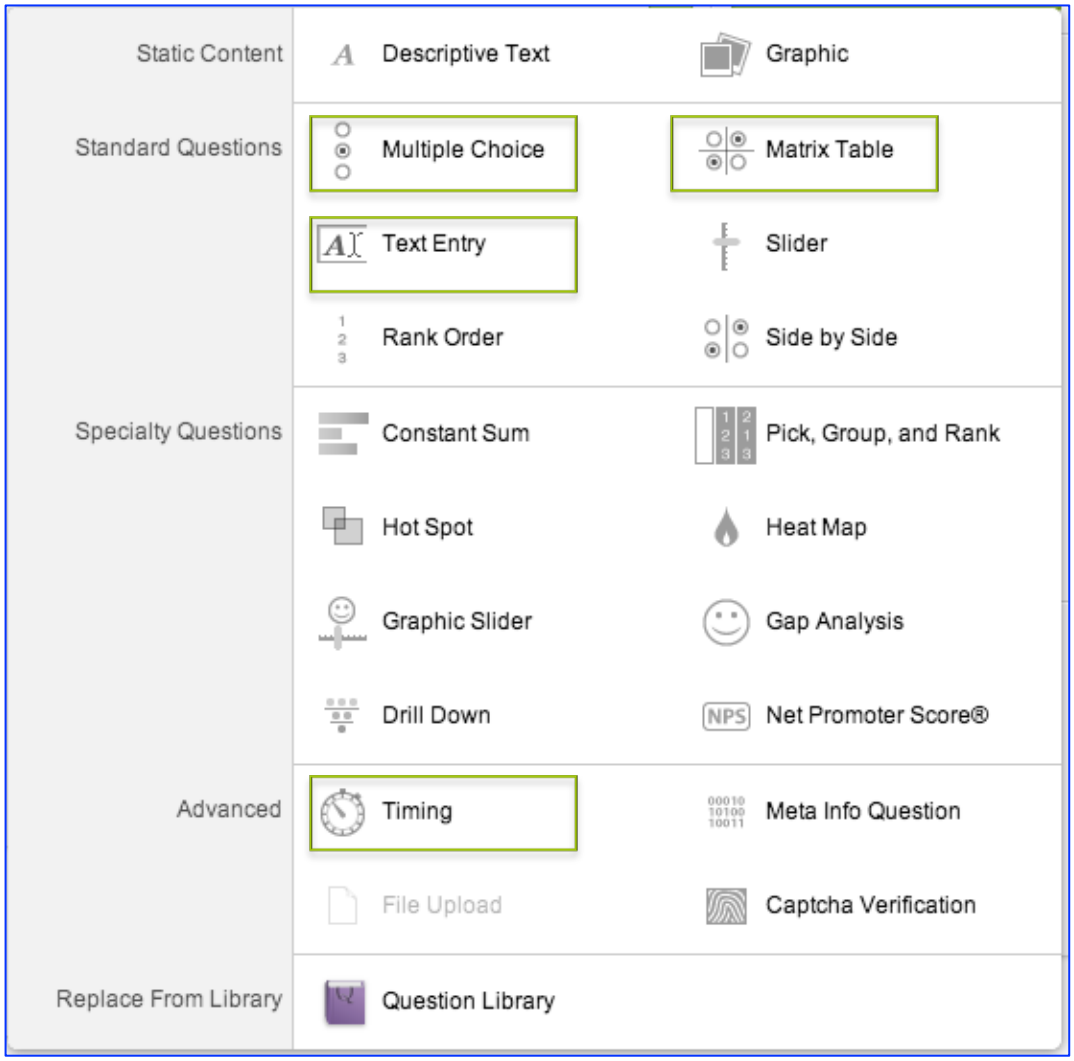


Why do we use it?

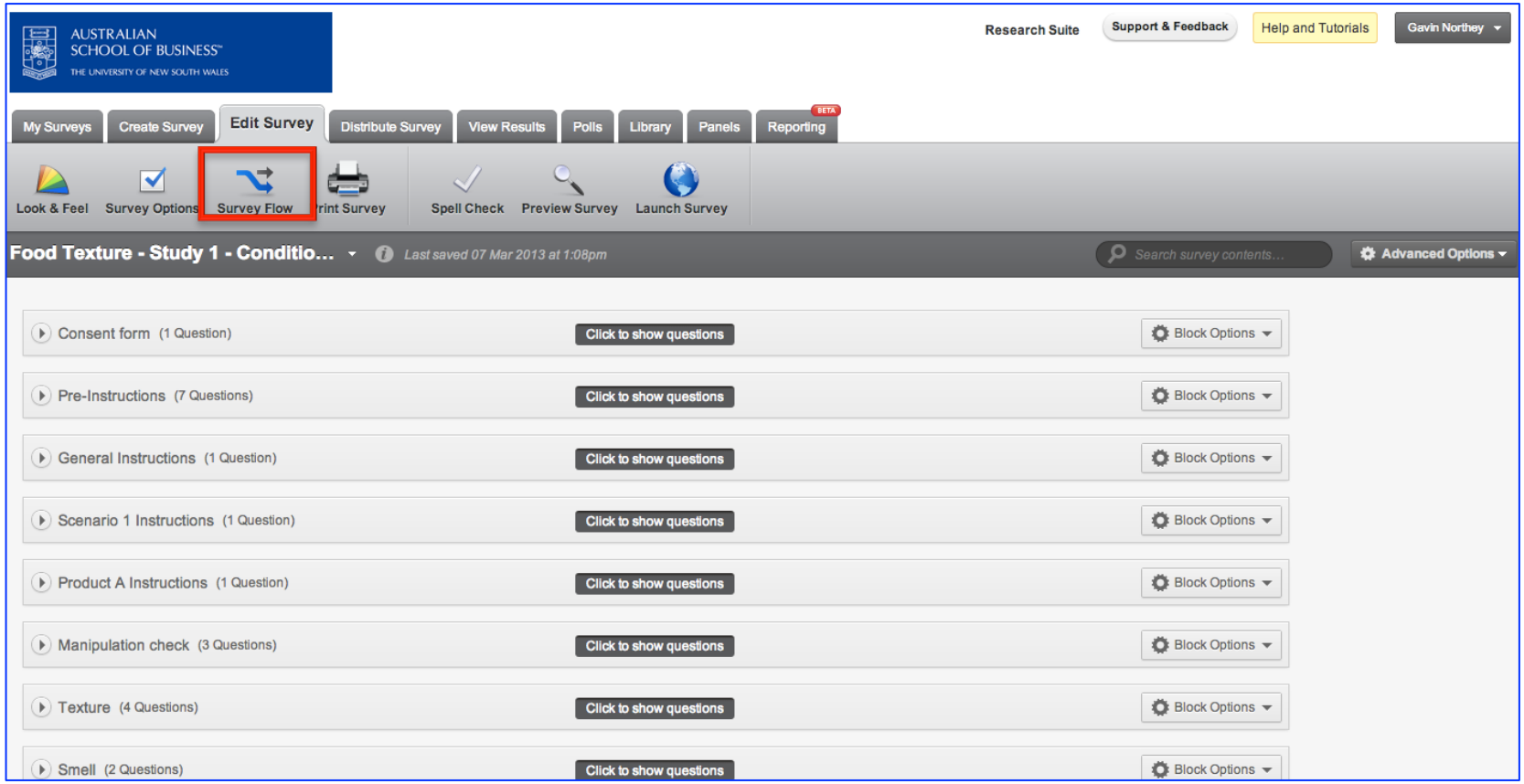
- Professional appearance
- Surveys can be distributed
- Surveys can include:
  - Standard text-based questions
  - Images
  - Video
  - Display logic & Skip Logic
  - Forced response
  - Full randomization
  - HTML editing and JAVA
- But, there are limitations!

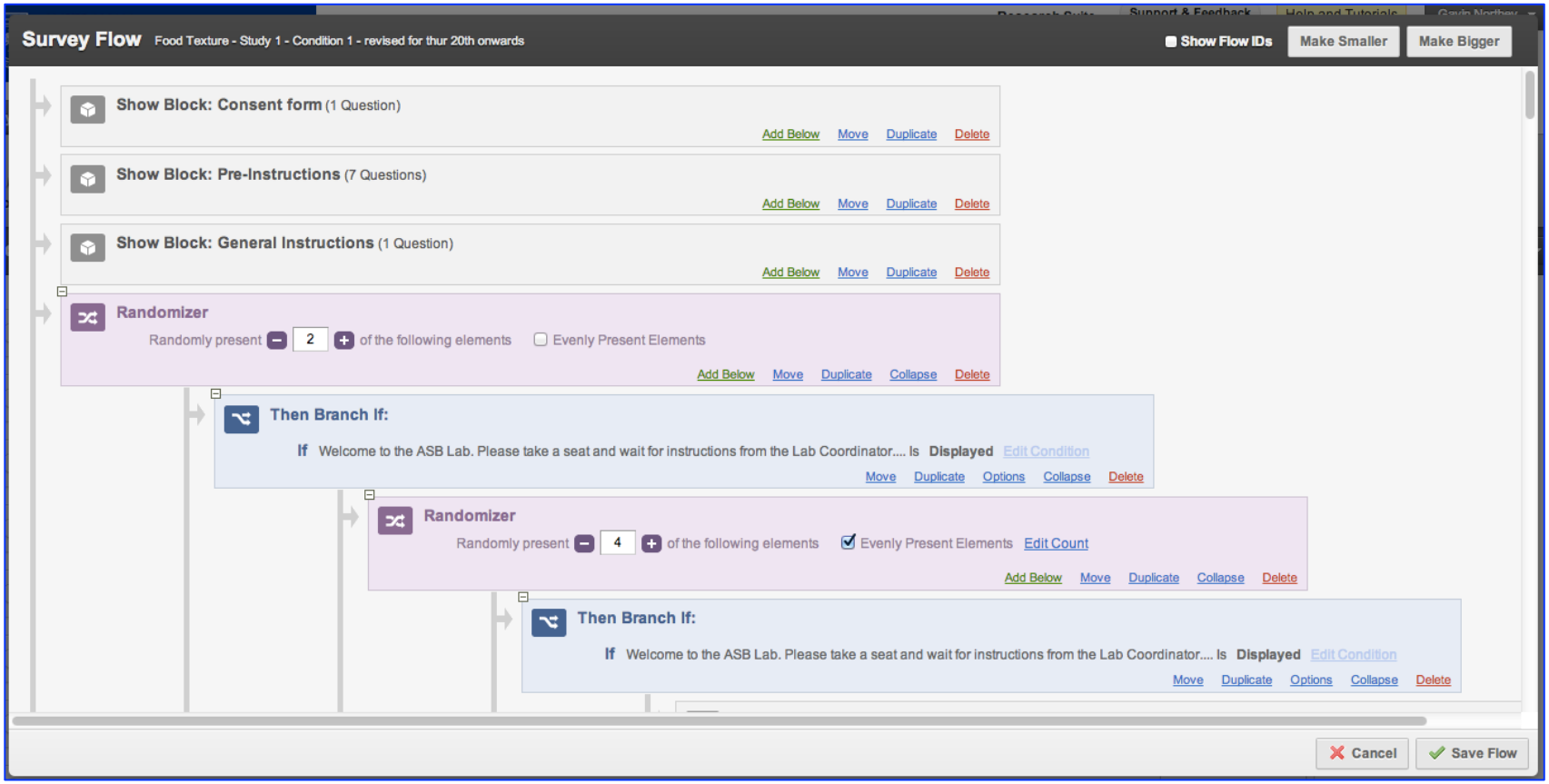


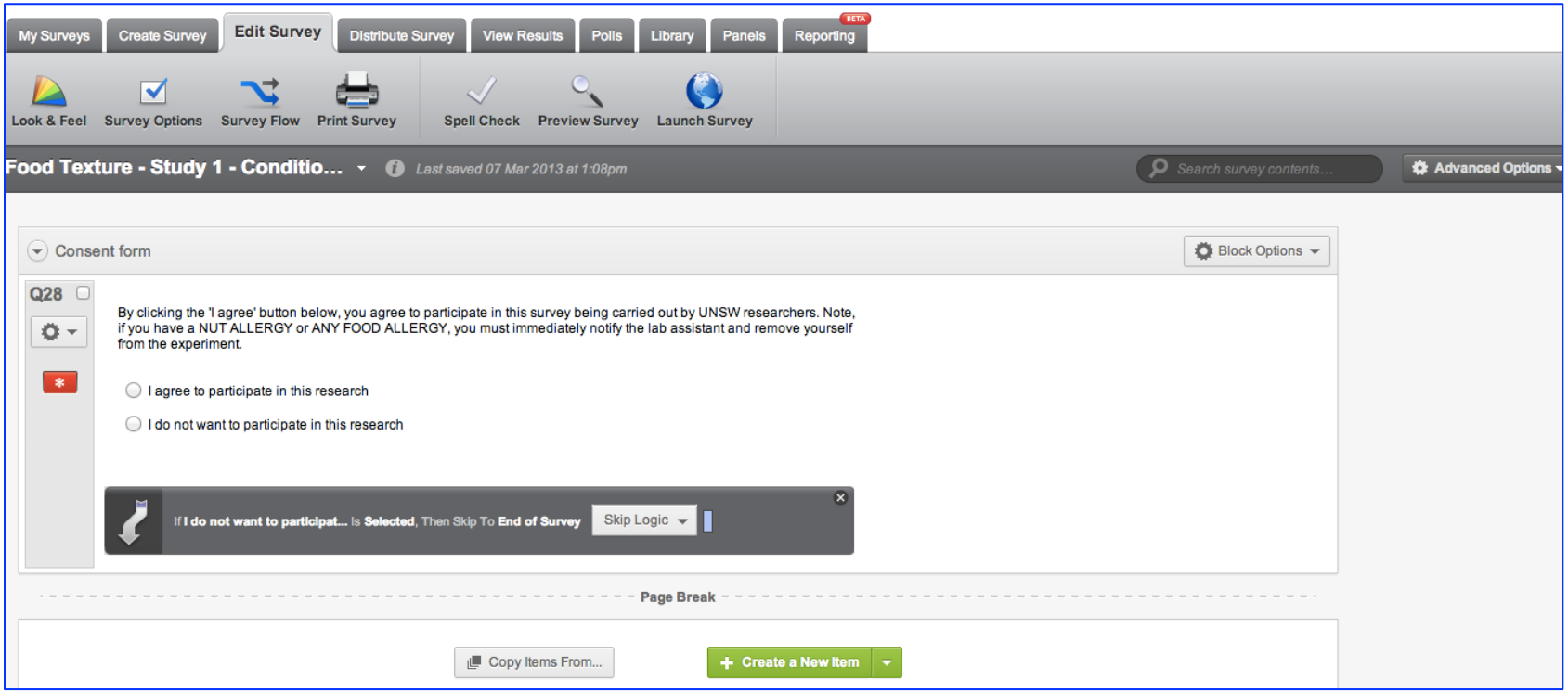
Question options



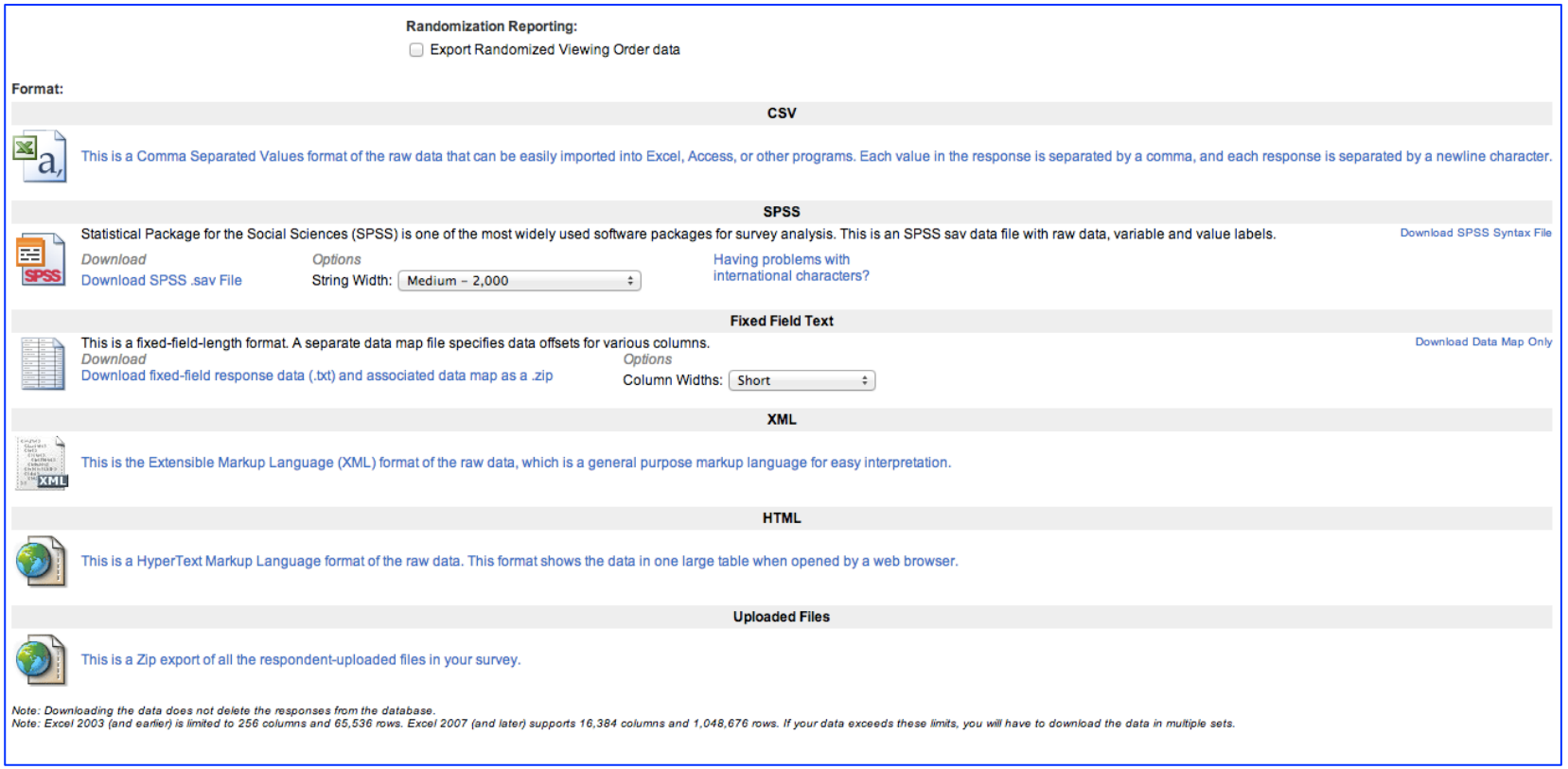
The survey dashboard




Survey Flow
Food Texture - Study 1 - Condition 1 - revised for thur 20th onwards
Show Flow IDs
Make Smaller
Make Bigger
Show Block: Consent form (1 Question)
Add Below Move Duplicate Delete
Show Block: Pre-Instructions (7 Questions)
Add Below Move Duplicate Delete
Show Block: General Instructions (1 Question)
Add Below Move Duplicate Delete
Randomizer
Randomly present 2 of the following elements
Evenly Present Elements
Add Below Move Duplicate Collapse Delete
Then Branch If:
If Welcome to the ASB Lab. Please take a seat and wait for instructions from the Lab Coordinator.... Is Displayed Edit Condition
Move Duplicate Options Collapse Delete
Randomizer
Randomly present 4 of the following elements
Evenly Present Elements Edit Count
Add Below Move Duplicate Collapse Delete
Then Branch If:
If Welcome to the ASB Lab. Please take a seat and wait for instructions from the Lab Coordinator.... Is Displayed Edit Condition
Move Duplicate Options Collapse Delete
Cancel
Save Flow


My Surveys
Create Survey
Edit Survey
Distribute Survey
View Results
Polls
Library
Panels
Reporting
BETA
Look & Feel
Survey Options
Survey Flow
Print Survey
Spell Check
Preview Survey
Launch Survey
Food Texture - Study 1 - Conditio...
Last saved 07 Mar 2013 at 1:08pm
Search survey contents...
Advanced Options
Consent form
Block Options
Q28
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 participat... Is Selected, Then Skip To End of Survey
Skip Logic
Page Break
Copy Items From...
Create a New Item

Accessing results



Randomization Reporting:

☐ Export Randomized Viewing Order data

Format:

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

Download SPSS .sav File

Options

String Width: Medium – 2,000

Having problems with international characters?

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

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

Options

Column Widths: Short

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.
Note: Excel 2003 (and earlier) is limited to 256 columns and 65,536 rows. Excel 2007 (and later) supports 16,384 columns and 1,048,676 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