

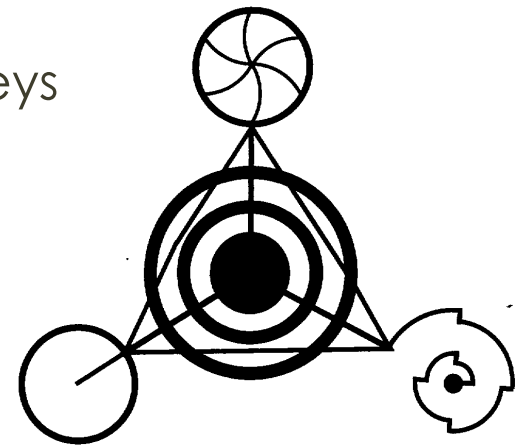
Qualtrics

Gavin Northey



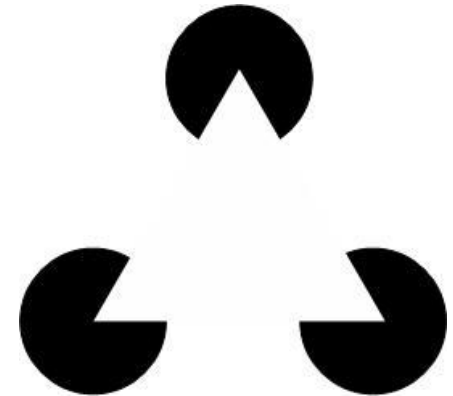
What is Qualtrics?

- 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



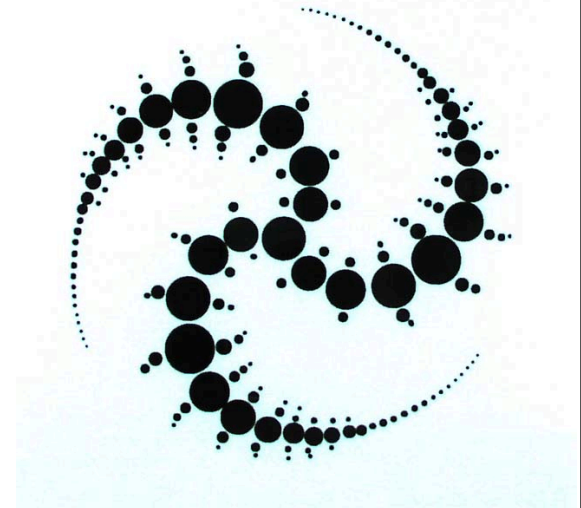
Who can access it?

- 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

Static Content	 Descriptive Text	 Graphic
Standard Questions	 Multiple Choice	 Matrix Table
	 Text Entry	 Slider
	 Rank Order	 Side by Side
Specialty Questions	 Constant Sum	 Pick, Group, and Rank
	 Hot Spot	 Heat Map
	 Graphic Slider	 Gap Analysis
	 Drill Down	 Net Promoter Score®
Advanced	 Timing	 Meta Info Question
	 File Upload	 Captcha Verification
Replace From Library	 Question Library	

The survey dashboard

The screenshot displays the survey dashboard interface. At the top left is the Australian School of Business logo. The top right contains links for Research Suite, Support & Feedback, Help and Tutorials, and a user profile for Gavin Northey. Below these are navigation tabs: My Surveys, Create Survey, Edit Survey (highlighted), Distribute Survey, View Results, Polls, Library, Panels, and Reporting (marked BETA). A secondary row of icons includes Look & Feel, Survey Options, Survey Flow (highlighted with a red box), Print Survey, Spell Check, Preview Survey, and Launch Survey. The main content area shows the survey title 'Food Texture - Study 1 - Conditio...' and a list of sections with 'Click to show questions' buttons and 'Block Options' dropdowns.

AUSTRALIAN SCHOOL OF BUSINESS
THE UNIVERSITY OF NEW SOUTH WALES

Research Suite Support & Feedback Help and Tutorials Gavin Northey

My Surveys Create Survey **Edit Survey** Distribute Survey View Results Polls Library Panels Reporting

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 (1 Question)	Click to show questions	Block Options
▶ Pre-Instructions (7 Questions)	Click to show questions	Block Options
▶ General Instructions (1 Question)	Click to show questions	Block Options
▶ Scenario 1 Instructions (1 Question)	Click to show questions	Block Options
▶ Product A Instructions (1 Question)	Click to show questions	Block Options
▶ Manipulation check (3 Questions)	Click to show questions	Block Options
▶ Texture (4 Questions)	Click to show questions	Block Options
▶ Smell (2 Questions)	Click to show questions	Block Options

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 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 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

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

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](#)

[Options](#)

[Having problems with international characters?](#)

[Download SPSS .sav File](#)

String Width:

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](#)

[Options](#)

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

Column Widths:

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 1,048,576 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

