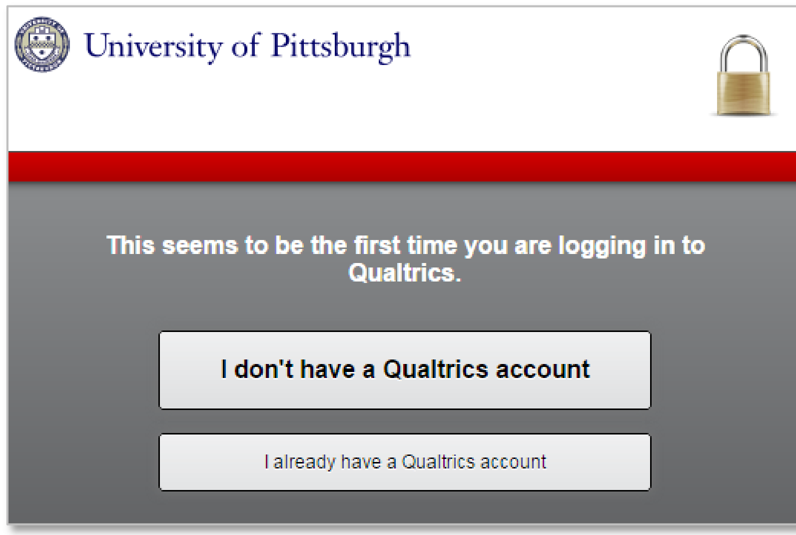
Qualtrics Survey Software

Qualtrics is online survey software with the ability to create and distribute surveys, quizzes, and polls. Pitt faculty, staff, and students may create accounts. There is no limit to the number of surveys one may create, and users can easily collaborate with other Pitt users.

Create an Account

To create a Qualtrics account:

1. Go to http://my.pitt.edu
2. Under **My Resources**, select **Qualtrics Survey System**
3. Click the **Qualtrics** link in the upper right-hand corner
4. The first time you log in only, you will see the screen at the right. If you do not currently have a Qualtrics account, choose **I don't have a Qualtrics account**

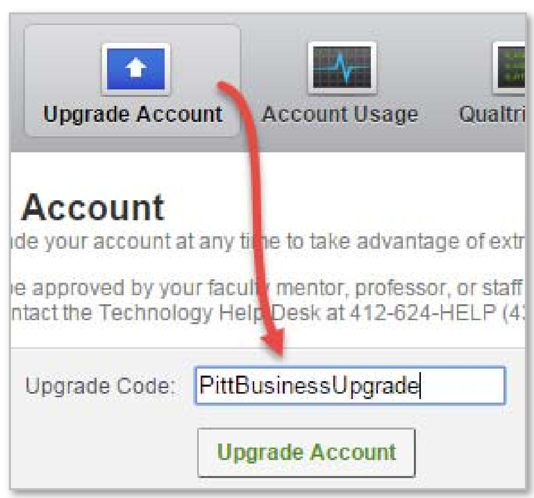


Log In to Qualtrics

1. Using **Firefox or Chrome**, go to http://my.pitt.edu
2. Click **My Resources**, then select **Qualtrics Survey System**
3. Click the **Qualtrics** link in the upper right

Upgrade Your Account (Pitt Business Students Only)

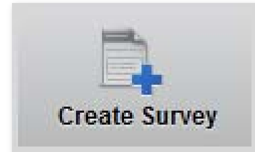
1. In Qualtrics, click on **your name in the upper right corner**
2. Click **Account Settings…**
3. Go to the **Upgrade Account** button
4. Type **PittBusinessUpgrade** into the Upgrade Code box
5. Click the **Upgrade Account** button. Please note that there is no feedback or message that you will see after clicking this button
6. Click on **your name** in the top right corner again
7. Click **Refresh Account**



Creating Surveys

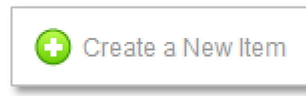
Creating a New Survey

1. Click the **Create Survey** button in the upper left corner
2. Select the **Quick Survey Builder** button
3. **Enter a name** for your survey
4. Choose or type in a **folder name** for the new survey (not required)
5. Click the **Create Survey** button



Adding a Description Block

A **description block** allows you to add text or graphics, without a question or response field. This allows you to post instructions, privacy statements, or other data that your subjects should view.



6. Click on the **Create a New Item** link
7. Click on the green button in the upper right corner, under **Change Item Type**
8. Select **Descriptive Text** option
9. Click in the question box, over the words **Click to write question text**. The text will now be highlighted
10. Type in the text you'd like the box to display
11. Click **Create a New Item** to save the previous question

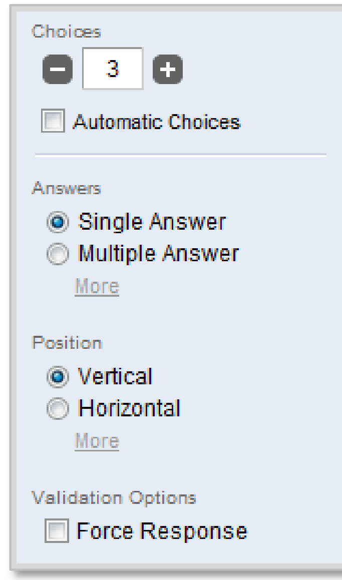
Question Types

By default, each time you click **Create a New Item**, you will create a new **multiple choice question**. To change the question type, click on the **Change Item Type** selector in the upper right, then select the correct question type. Available item types:

- Multiple Choice
- Matrix Table
- Text Entry
- Text/Graphic
- Constant Sum
- Slider Bar
- Rank Order
- Side by Side
- Drill Down
- Hot Spot
- Page Timer (Timing)
- File Upload

Changing Question Options

After you have selected the type of question you want to use, you may select other options. Options vary depending on question type, and include:



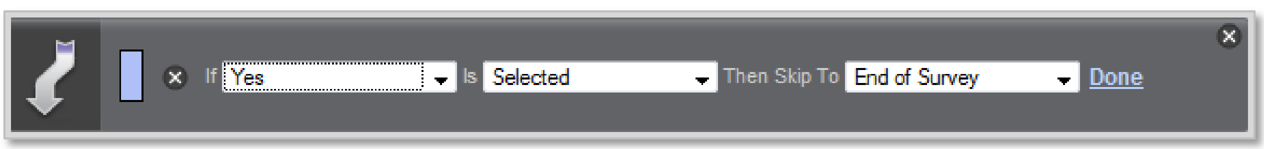
- A wide variety of automatic choices
- Total number of choices
- Allow multiple answers per question
- Cosmetic options
- Whether to force the participant to answer a question
- Table/chart positioning
- Content validation (i.e., ensure the answer is an email address or a number)

Applying Logic

Skip Logic

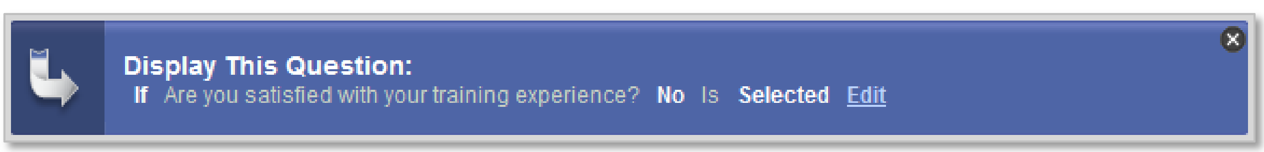
Skip logic allows you to create custom paths through a survey that respondents follow depending on their response to a particular question. To add skip logic to a question:

1. Select the question that will determine the skip
2. Click on the **Add Skip Logic** button on the right sidebar
3. Complete the **If**, **Is**, and **Skip To** statements:
4. Click **Done** on the right side of the box



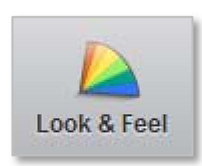
Display Logic

Display logic is very similar to skip logic. Display logic is set *on the question which may or may not be displayed*, instead of on the question that determines the skip:

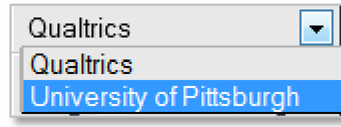


Changing the Survey Look and Feel

You can change the look and feel of your survey by clicking the **Look and Feel** button on the top left of the page when you are editing a survey.

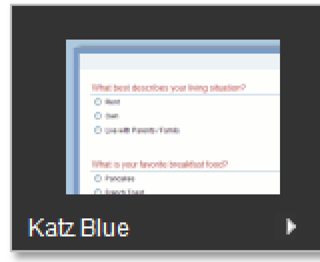


Pitt has its own Qualtrics template, in addition to the survey templates Qualtrics has in its template library.



To see the available look and feel templates:

1. While editing a survey, click the **Look & Feel** button at the top of the page
2. Select the drop-down menu in the upper right to select the **template library**
3. Click on the arrow to select the **template style** from the list on the left



You may also change fonts, colors, button text, and more on this screen. Click on the **Fonts**, **Colors**, **General**, and **Advanced** tabs for more options. Click the **Save** button to return to the survey editing screen.

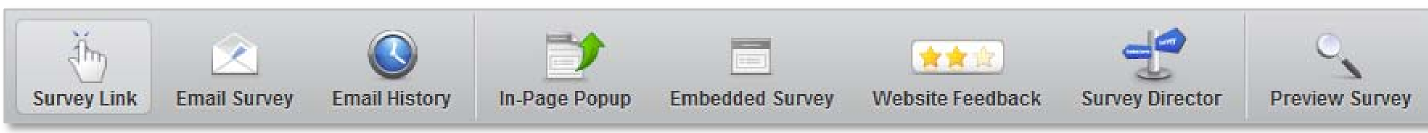
Survey Distribution

When you are done editing your survey, you must **launch the survey** before others can complete it. Find and click on the **Distribute Survey** tab at the top of the screen.

Activate the Survey

You must activate your survey to allow others access to it. Click on the **Activate your survey to collect responses** link. You will then have an **anonymous survey link** which you can copy and paste into emails or onto web site pages.

Distribution Options

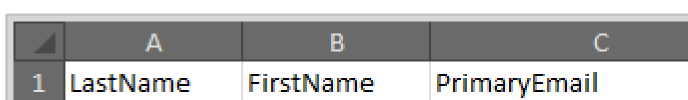


You have several options for distribution of your survey:

- **Survey Link**: This provides a simple link which can be pasted into an email or a web site page
- **Email Survey:** Schedule mailings to a list of addresses provided by you, or use in conjunction with a **panel**. Allows for fully customized email text
- **Email History**: View mailing history for a survey
- **In-Page Popup** and **Embedded Survey**: These options generate HTML code that is meant to be added to a web page. Choose from either a popup window, or an embedded survey

Panels

A panel is a mailing list of email addresses in spreadsheet format that has been uploaded into Qualtrics. It allows you to distribute your survey to hundreds or thousands of people at a time.

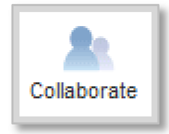


You may upload panel information in CSV format. The CSV file should have the columns **LastName**, **FirstName**, and **PrimaryEmail**. You can create a CSV file in Excel by saving as file type CSV.

To create a panel, click on the **Panels** tab in Qualtrics, then **Create a New Panel**. Now click the **Import From a File** button, choose your file, and click **continue**.

Collaboration

You may collaborate with other Qualtrics users from Pitt or from other schools. From the main menu, click on the **Collaborate** button next to any survey to get started.



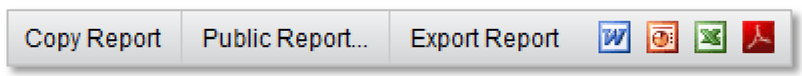
1. **Type the email address** of another Pitt Business user
2. **Select** the correct user name
3. Click **Add**
4. Choose the **permissions** the user should have for the survey
5. Click **Save**

Survey Results

Once your survey has been taken, you can view a report generated by Qualtrics, view the individual responses, or download the data as an Excel or SPSS data file. To view your results options, click on the **Results** button next to any survey.

Qualtrics-Generated Reports

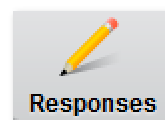
Qualtrics automatically generates a report with any data gathered through a survey. This is the **Initial Report**, which is visible on the main results page. By default, all questions and data are included in this report. You may create **filters** and **subgroups** to narrow down the scope of your results.



You can **copy** the report to save it under a different name, or you **export** the report to **Word**, **PowerPoint**, **Excel**, or **Acrobat** formats. Qualtrics will make the report publically available online, with or without a password, if you click the **Public Report** option.

Individual Responses

You can view individual response data by clicking on the **Responses** button. These data include a unique response ID, start and end times for the survey, and total survey duration. You may also delete invalid responses.



The advanced options on this page allow you to **generate test responses** for a survey.

Downloading Data

Click on the **Download Data** button to download your data in CSV (Excel), SPSS, XML, or HTML formats. You can choose which questions to include, and constrain the date range of responses.

Continuing Education

Qualtrics has an extensive library of help files and tutorials at their

site, **Qualtrics University**. You can access Qualtrics University at http://www.qualtrics.com/university/ .