

Qualtrics

Creating online surveys

First thing..

You will need to email Psychlabs@uwtsd.ac.uk telling them who you are (level 6 dissertation student)

They will then set up an account for you.

Remember – you must receive full ethical approval and **check with your supervisor** before sending out any surveys.

Follow the instructions once you receive an email from Qualtrics (create a username password)

First page - projects

Mail – Dr Charlotte Greenway - C x

My Projects | Qualtrics Survey Sol x

+

← → ↺

https://uwtsdyrathrofa.eu.qualtrics.com/ControlPanel/?ClientAction=ChangePage&Section=MyProjectsSe...

☆ G | Paused

⋮

Apps

TSD Moodle 15/16: L

UWTSD MyDay - myc

Outlook.com - Iottica

Quick Links - Universi

abnormal book

My Library - ClickView

»

 qualtrics.

Projects

Contacts

Library

Help



 All Folders

Last Modified ▾

 Search Projects...



Last 30 Days

 Survey

new

Modified Oct 15, 2018

NEW

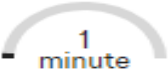
Status

0

Questions

1

Languages



1 minute

Est. Response Time



 Survey

ADHD

Modified Oct 15, 2018

ACTIVE

Status

13

Questions

2

Responses



12 Day Trend



Showing page 1 of 1



08:27

24/10/2018

What to do

Create project

Blank survey project – name your project - Click Create Project.

All survey questions are created, edited, and stored inside blocks.

Every survey includes at least one block initially called the Default Question Block.

Block name: Change at any time by clicking in the name box and typing a new name.

Add Block: Lets you create new blocks.

Block Options menu: Displays an array of one-click block editing choices.

Blocks

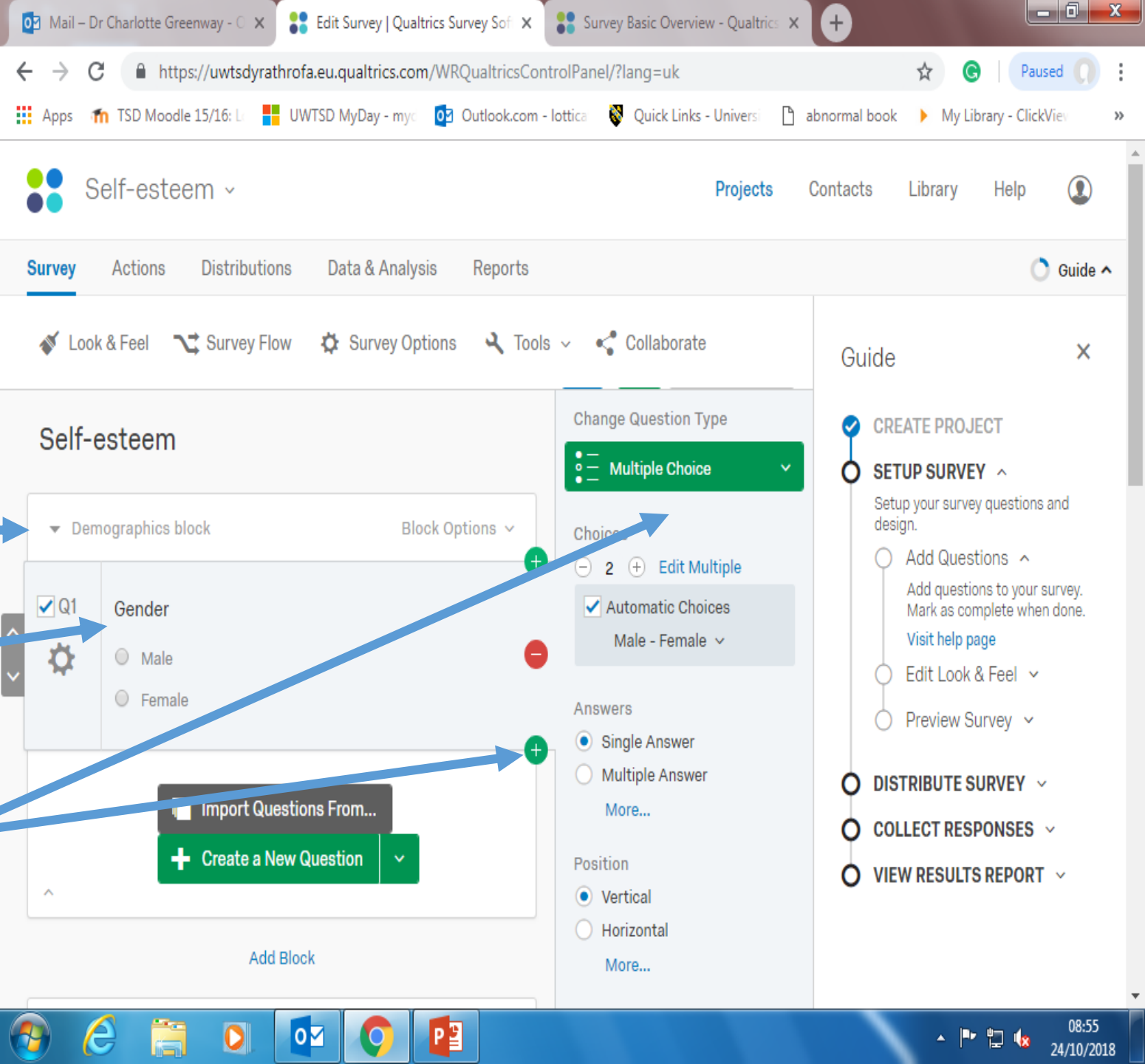
Start with an initial Demographics block which directs different respondents (e.g., male/female, younger/older, education, etc.) to distinct survey question blocks that precisely target their needs or just gathers demographic data.

Change the block name (click in the box) to demographics

Name the first question i.e. gender (auto change) You may need to change the question to Q1.

Add another question below

- Age. Click on the box to add or remove choices.
- Change multiple choice to text entry
- Keep adding to your demographic questions



Questionnaire

Name the next block –
Rosenberg self-esteem

Create a new question
and copy and paste the
first question from the
scale

You need to add answer
choices

Copy and paste the
responses (strongly agree
etc.) it will do this
automatically – you will
need to alter and delete
some of the responses to
suit your scale.

The screenshot displays the Qualtrics survey editor interface. The top navigation bar includes tabs for 'Mail - Dr Charlotte Green', 'Edit Survey | Qualtrics Sur', 'Survey Basic Overview - Q', and 'Rosenberg's Self-Esteem S'. The browser address bar shows the URL: <https://uwtsdyathrofa.eu.qualtrics.com/WRQualtricsControlPanel/?lang=uk>. The main toolbar contains icons for 'Look & Feel', 'Survey Flow', 'Survey Options', 'Tools', and 'Collaborate'. The central workspace shows a survey block titled 'non-dog owner' with a sub-block 'Rosenberg Self-esteem questionnaire'. The 'Rosenberg Self-esteem questionnaire' block is expanded, showing a question 'Q1' with the text 'I feel that I am a person of worth, at least on an equal plane with others.' and five answer choices: 'Strongly agree', 'Agree', 'Disagree', and 'Strongly disagree'. The 'Add Block' button is visible below the question. The right sidebar contains a 'Guide' section with a list of steps: 'CREATE PROJECT', 'SETUP SURVEY' (which is expanded to show 'Add Questions', 'Edit Look & Feel', and 'Preview Survey'), 'DISTRIBUTE SURVEY', 'COLLECT RESPONSES', and 'VIEW RESULTS REPORT'. The bottom taskbar shows icons for Windows, Internet Explorer, File Explorer, VLC, Outlook, Chrome, and PowerPoint. The system clock in the bottom right corner indicates the time is 09:43 on 24/10/2018.

To ensure that respondents answer all your questions

For each question select the validation option on the right

- Tick force response
- Also tick request response so that when participants have missed questions – they receive a pop up message asking them to complete the questions (or move on if they do not want to answer the questions)

The screenshot displays the Qualtrics survey editor interface. The top navigation bar includes tabs for 'Edit Survey | Qualtrics Sur...', 'Online Survey Software | Q...', and 'Online Survey Software | Q...'. The browser address bar shows the URL: <https://uwtsdyrathrofa.eu.qualtrics.com/ControlPanel/?ClientAction=ChangePage&Section=EditSection&...>. The main toolbar contains icons for 'Look & Feel', 'Survey Flow', 'Survey Options', 'Tools', and 'Collaborate'. The right sidebar features a search bar and sections for 'Choices', 'Answers', 'Position', 'Validation Options', and 'Actions'. The 'Validation Options' section is expanded, showing 'Force Response' and 'Request Response' options. A blue arrow points from the text 'Also tick request response' to the 'Request Response' option. The survey content area shows three questions: Q5, Q6, and Q7. Q6 is selected, and its validation options are visible. The 'Force Response' option is checked, and the 'Request Response' option is also checked. The 'Custom Validation' option is visible below the 'Request Response' option. The bottom taskbar shows various application icons and the system clock indicating 12:57 on 24/10/2018.

Look & Feel Survey Flow Survey Options Tools Collaborate

Display This Question:
If Gender Male Is Selected

Q5 I feel I do not have much to be proud of.
Strongly agree
Agree
Disagree
Somewhat disagree

Q6 I take a positive attitude toward myself.
Strongly agree
Agree
Disagree
Somewhat disagree

Q7 On the whole, I am satisfied with myself.
Strongly agree
Agree

Choices
4
Automatic Choices

Answers
Single Answer
Multiple Answer
More...

Position
Vertical
Horizontal
More...

Validation Options
Force Response
Request Response
Custom Validation

Actions

Questionnaire

To create the next 10 questions simply go to the actions list and select copy question

Paste the new questions over the new copied questions (all the way to number 10).

The screenshot displays the Qualtrics survey editor interface. At the top, there are browser tabs for 'Mail - Dr Charlotte Green...', 'Edit Survey | Qualtrics Sur...', 'Survey Basic Overview - Q...', and 'Rosenberg's Self-Esteem S...'. The address bar shows the URL 'https://uwtsdyrathrofa.eu.qualtrics.com/WRQualtricsControlPanel/?lang=uk'. The top navigation bar includes 'Look & Feel', 'Survey Flow', 'Survey Options', 'Tools', and 'Collaborate'. A search bar is also present.

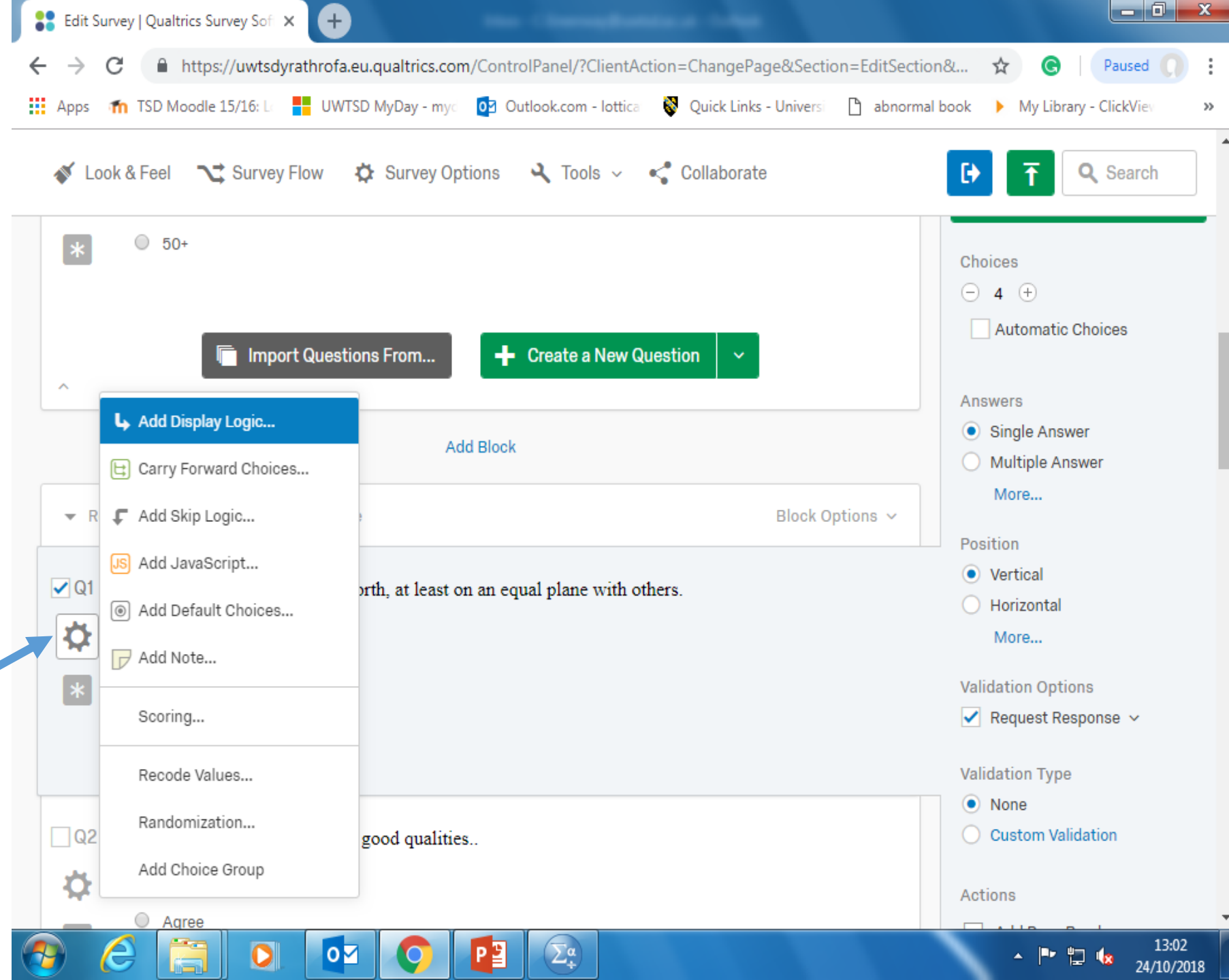
The main content area shows a survey block titled 'Rosenberg Self-esteem questionnaire'. Below the title, there is a list of questions. The first question, 'Q1', is selected and shows the text 'I feel that I am a person of worth, at least on an equal plane with others.' with response options: 'Strongly agree', 'Agree', 'Disagree', and 'Strongly disagree'.

On the right side, there is a sidebar with various settings and actions. The 'Position' section has 'Vertical' selected. The 'Validation Options' section has 'Force Response' unchecked. The 'Validation Type' section has 'None' selected. The 'Actions' list includes 'Add Page Break', 'Add Display Logic', 'Add Skip Logic', 'Copy Question', 'Move Question', 'Add Note', and 'Preview Question'. A blue arrow points from the 'Copy Question' action to the 'Copy Question' option in the list.

At the bottom, there is a blue bar with a warning icon and the text 'End of Survey' and 'Survey Termination Options...'. The Windows taskbar at the very bottom shows icons for Internet Explorer, File Explorer, VLC, Outlook, Chrome, and PowerPoint, along with the system clock showing 09:48 on 24/10/2018.

If you need to add display logic questions/answers

- Eg. If you would like only male respondents (not females) to answer questions 1,2 and 3
- Click on the grey cog tab
- Add display logic



Select the choice

Display Logic (I feel that I am a person of worth, at least on an equal plane with others.)

Display this Question only if the following condition is met:

Question ▾ QID21 Gender ▾ **Select Choice...** ▾

☐ In Page (In Page Display Logic may affect the order of questions)

1 Male

2 Female

Close Save

Then leave the default - when this question is selected

Save

And it looks like this

So now only males will have these 3 questions (plus the other 7).

Females will have only 7 questions

Edit Survey | Qualtrics Survey Sof

https://uwtsdyrathrofa.eu.qualtrics.com/ControlPanel/?ClientAction=ChangePage&Section=EditSection&...

Apps TSD Moodle 15/16: L UWTSD MyDay - myc Outlook.com - Iottica Quick Links - Universi abnormal book My Library - ClickView

Look & Feel Survey Flow Survey Options Tools Collaborate

Import Questions From... Create a New Question

Add Block

Rosenberg self-esteem questionnaire Block Options

Display This Question:
If Gender Male Is Selected

Q1 I feel that I am a person of worth, at least on an equal plane with others.
Strongly agree
Agree
Disagree
Somewhat disagree

Q2 I feel that I have a number of good qualities..
Strongly agree
Agree

Answers
☒ Single Answer
☐ Multiple Answer
More...

Position
☒ Vertical
☐ Horizontal
More...

Validation Options
☒ Request Response

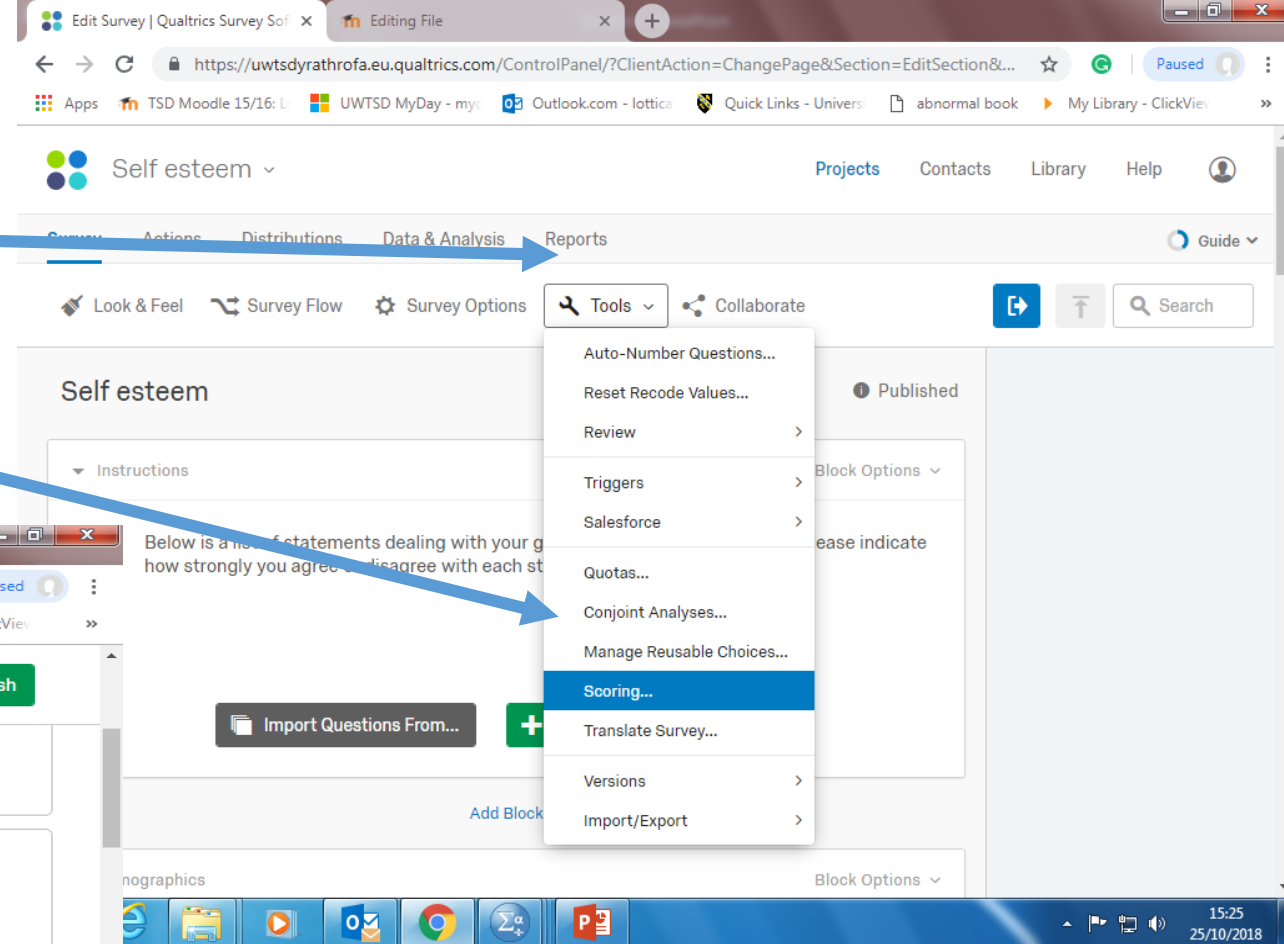
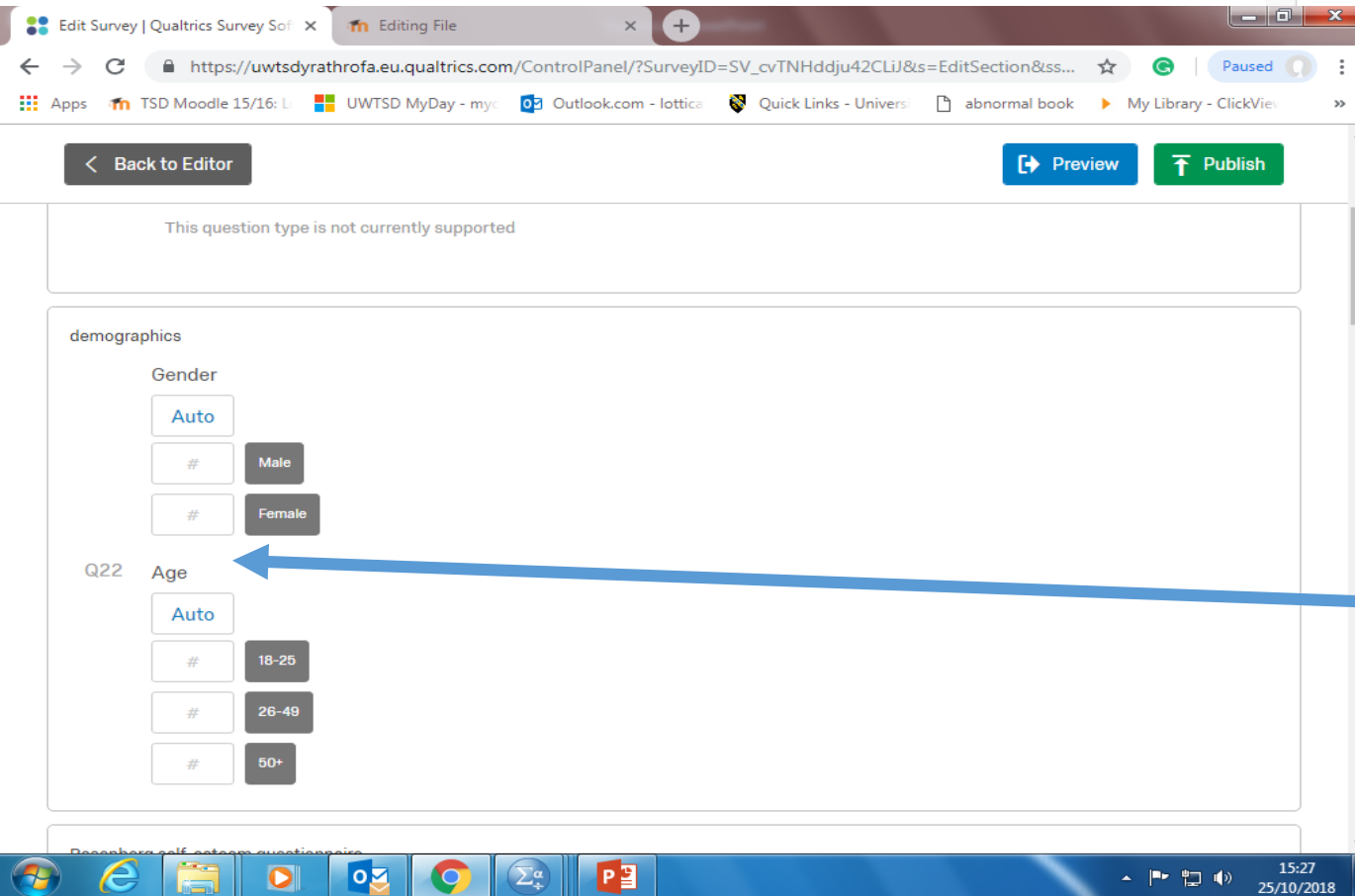
Validation Type
☒ None
☐ Custom Validation

Actions
Add Page Break
Add Display Logic
Add Skip Logic
Copy Question
Move Question

13:08
24/10/2018

Scoring

- To score – go to tools and scoring
- Remember to check whether you need to reverse your scores



For each question – if not reversed scored, click auto.
If reverse scored insert the correct score for answer (5,4,3,2,1, instead of auto – 1,2,3,4,5)

First page

- You need to add a first page (add block and move it to the top)
- This should include any information on consent and instructions
- Change the question type to descriptive text

The screenshot shows the Qualtrics survey editor interface. At the top, there are browser tabs for 'Mail - Dr Charlotte Green...', 'Edit Survey | Qualtrics Sur...', 'Survey Basic Overview - Q...', and 'Rosenberg_self_esteem_sc...'. The address bar shows the URL 'https://uwtsdyrathrofa.eu.qualtrics.com/ControlPanel/?ClientAction=EditSurvey&Section=SV_cvTNHddju4...'. Below the browser tabs, there is a navigation bar with 'Projects', 'Contacts', 'Library', and 'Help'. The main navigation bar includes 'Survey', 'Actions', 'Distributions', 'Data & Analysis', and 'Reports'. The 'Survey' tab is selected. Below this, there are icons for 'Look & Feel', 'Survey Flow', 'Survey Options', 'Tools', and 'Collaborate'. The main content area is titled 'Self esteem' and shows a 'Draft Version' indicator. It contains a block with instructions: 'Below is a list of statements dealing with your general feelings about yourself. Please indicate how strongly you agree or disagree with each statement.' A blue arrow points from the text 'This should include any information on consent and instructions' to this block. Another blue arrow points from the text 'Change the question type to descriptive text' to the 'Text / Graphic' option in the 'Change Question Type' dropdown menu on the right. The dropdown menu also shows 'Type' options: 'Text' (selected), 'Graphic', and 'File'. The 'Validation Type' is set to 'None'. At the bottom, there are buttons for 'Import Questions From...' and 'Create a New Question'. The Windows taskbar at the bottom shows icons for Internet Explorer, File Explorer, and other applications, with the system clock showing 10:07 on 24/10/2018.

End survey

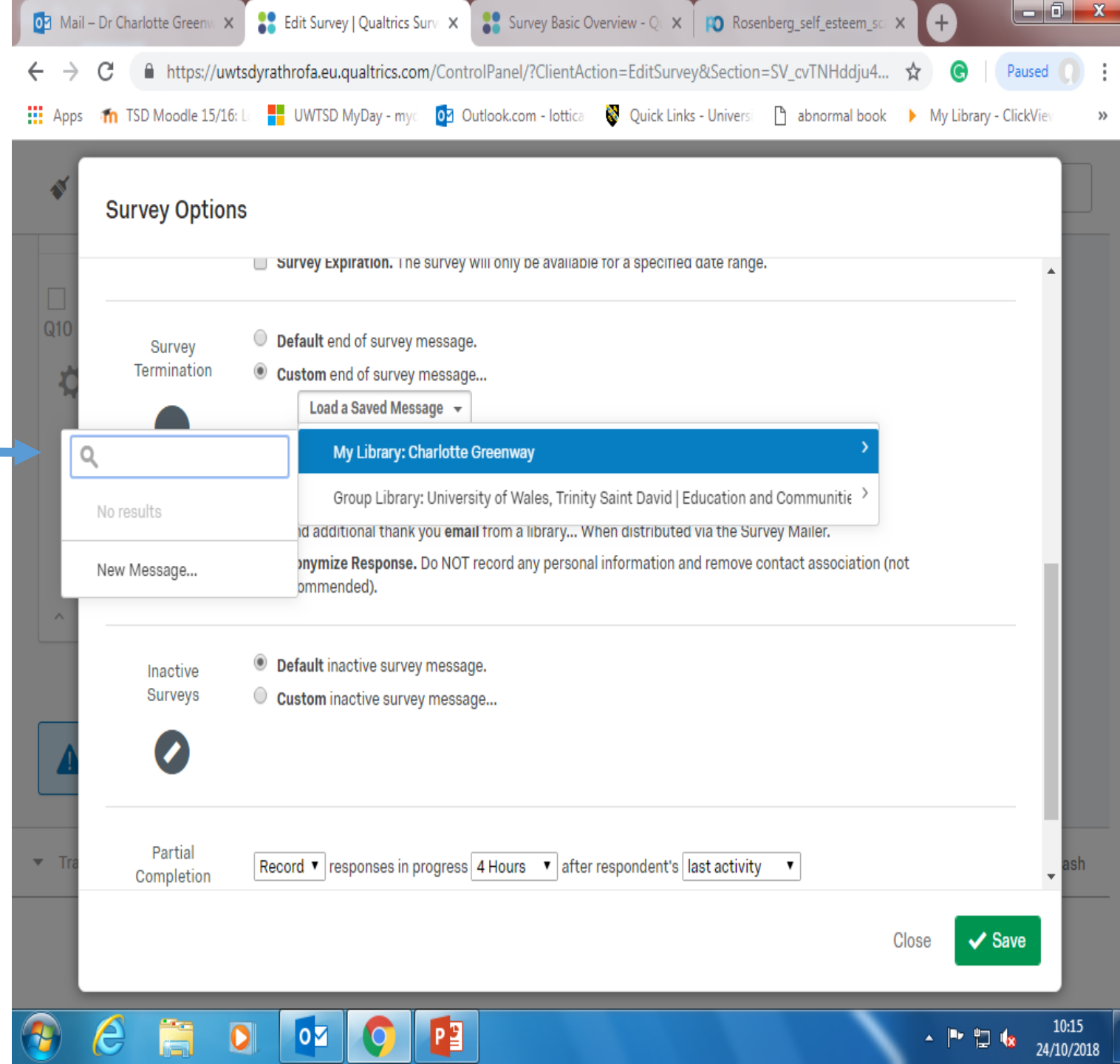
Click Survey Termination Options...

Scroll down to survey termination

Custom end of survey message...

Load a saved message – my library

New message



Type in your
message
and save



Mail - Dr Charlotte x Edit Survey | Qualtrics x Survey Basic Overview x Rosenberg_self_est x chihuahua puppies x

https://uwtsdyrathrofa.eu.qualtrics.com/ControlPanel/?ClientAction=EditSurvey&Section=SV_cvTNHddju4... ☆ G Paused

Apps TSD Moodle 15/16: L UWTSD MyDay - my Outlook.com - Iottica Quick Links - Univers abnormal book My Library - ClickView >>

Create a New Message

Category End of Survey Messages

Description Thank you

Font Size B I U More...

Thank you for taking part

Close Save

images.jpg Show all x

10:19 24/10/2018

Survey options

You may want to terminate the survey after a period of time

Go to survey options tab
Scroll down to survey protection and select survey expiration – change date accordingly

Survey Options

Survey Protection

- ☒ **Open Access.** Allow anyone to take this survey.
- ☐ **By Invitation Only.** Prevent people from taking the survey using an anonymous survey link.
- ☐ **Password Protection.** This password must be entered to take this survey:
- ☐ **Prevent Ballot Box Stuffing.** Keep people from taking this survey more than once.
- ☐ **HTTP Referrer Verification.** The user must come from this URL to take the survey:
- ☒ **Prevent Indexing.** A tag will be added to the survey to prevent search engines from indexing it.
- ☒ **Secure Participants' Files.** Files uploaded as responses can only be viewed by users with permission to view responses.
- ☒ **Survey Expiration.** The survey will only be available for a specified date range.
This survey is valid from: 10-24-2018 00:00 to: 11-24-2018 00:00
Time zone: America/Denver

Survey Termination

- ☐ **Default** end of survey message.
- ☒ **Custom** end of survey message...
Thank you
- ☐ Show Response Summary.
- ☐ **Redirect** to a full URL, ex. "https://www.qualtrics.com":

Close **Save**

Survey flow option

This allows
you to move
the blocks
around

The screenshot shows a web browser window with the Qualtrics Survey Flow editor. The browser's address bar displays the URL: <https://uwtsdyrathrofa.eu.qualtrics.com/ControlPanel/?ClientAction=ChangePage&Section=EditSection&...>. The browser's taskbar at the top shows several open tabs, including 'Edit S...', 'Onlin...', 'Onlin...', 'Surve...', 'Resul...', 'Distr...', 'Cont...', 'Surve...', and 'New Tab'. The browser's toolbar includes navigation buttons (back, forward, refresh), a search bar, and a 'Paused' status indicator. The browser's address bar also shows a list of bookmarks: 'Apps', 'TSD Moodle 15/16: L...', 'UWTSD MyDay - myc', 'Outlook.com - lottica', 'Quick Links - Univers...', 'abnormal book', and 'My Library - ClickView'. The main content area of the browser shows the 'Survey Flow' editor for a survey titled 'Self esteem'. The editor has a 'Zoom Out' and 'Zoom In' button in the top right corner, and a 'Show Flow IDs' checkbox. The survey flow is displayed as a vertical list of blocks, each with a cube icon, a title, and the number of questions it contains. The blocks are: 'Show Block: Instructions (1 Question)', 'Show Block: demographics (2 Questions)', and 'Show Block: Rosenberg self-esteem questionnaire (10 Questions)'. Each block has four action buttons to its right: 'Add Below' (green), 'Move' (blue), 'Duplicate' (blue), and 'Delete' (red). Below the list of blocks is a green plus sign followed by the text 'Add a New Element Here'. At the bottom right of the editor, there are two buttons: 'Cancel' and a green 'Save Flow' button with a checkmark icon. The Windows taskbar at the bottom of the screen shows several application icons: Windows Start button, Internet Explorer, File Explorer, VLC media player, Microsoft Outlook, Google Chrome, Microsoft PowerPoint, and a calculator. The system clock in the bottom right corner shows the time as 11:55 and the date as 24/10/2018.

Survey Flow Self esteem

Zoom Out Zoom In

Show Flow IDs

Show Block: Instructions (1 Question) Add Below Move Duplicate Delete

Show Block: demographics (2 Questions) Add Below Move Duplicate Delete

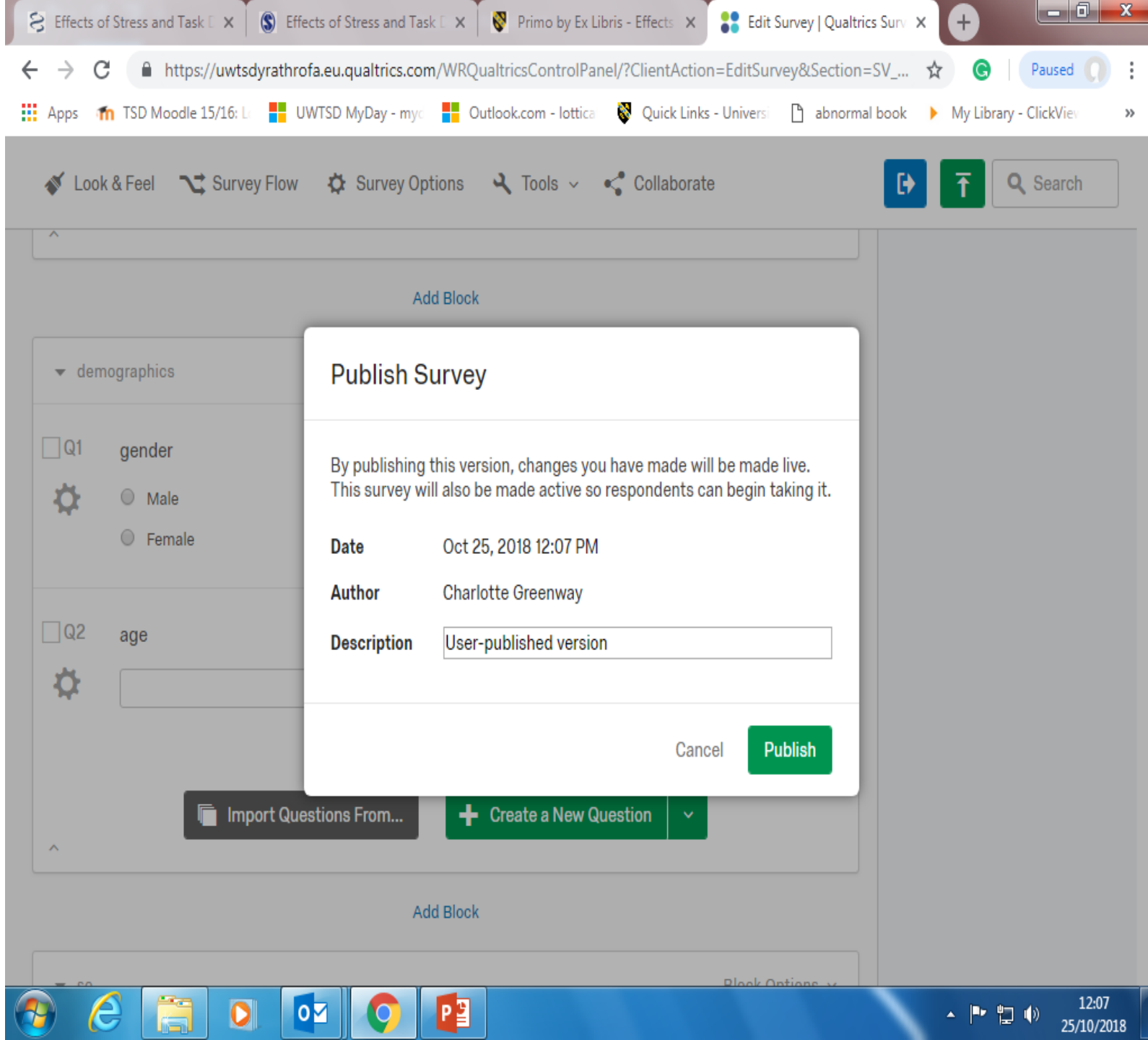
Show Block: Rosenberg self-esteem questionnaire (10 Questions) Add Below Move Duplicate Delete

+ Add a New Element Here

Cancel Save Flow

Ready to send the survey out.

- Once you have completed your survey, you need to press the publish button
- You will also need to do this if you make subsequent changes to the survey.

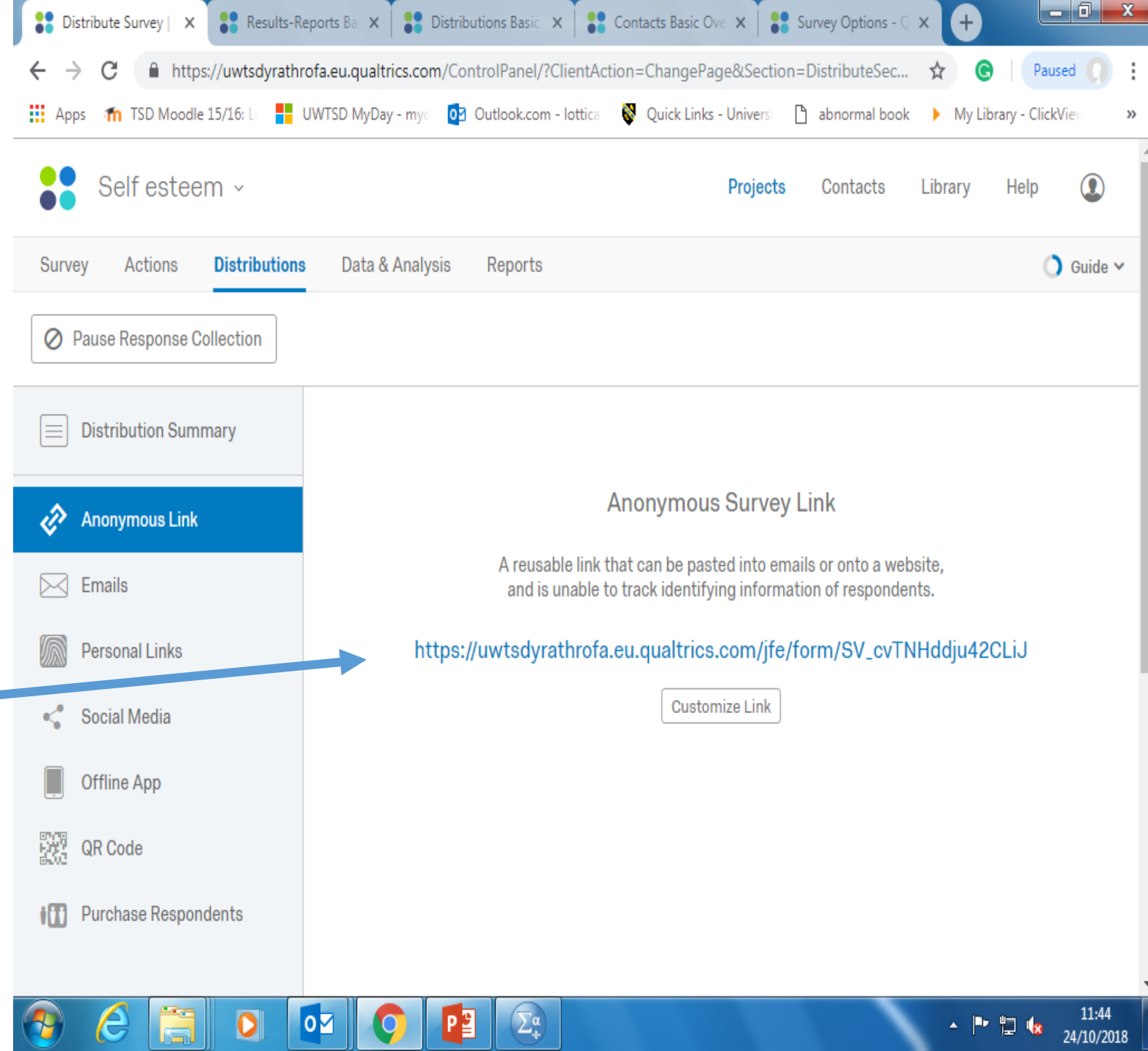


Distributing your survey

Channels: Choose from Email, Web, Social, or Mobile.

You can send an anonymous link to your friends/colleagues etc.

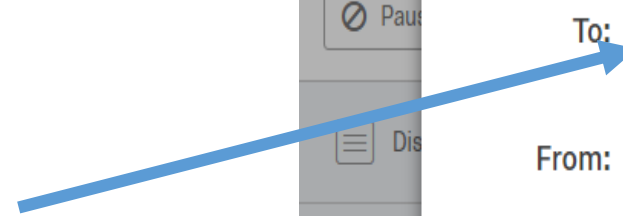
Copy and past the link



The screenshot shows the Qualtrics web interface for distributing a survey. The top navigation bar includes tabs for 'Distribute Survey', 'Results-Reports', 'Distributions Basic', 'Contacts Basic Overview', and 'Survey Options'. The main navigation bar has 'Survey', 'Actions', 'Distributions' (selected), 'Data & Analysis', and 'Reports'. A 'Pause Response Collection' button is visible. The left sidebar lists distribution methods: 'Distribution Summary', 'Anonymous Link' (selected), 'Emails', 'Personal Links', 'Social Media', 'Offline App', 'QR Code', and 'Purchase Respondents'. The main content area is titled 'Anonymous Survey Link' and contains the text: 'A reusable link that can be pasted into emails or onto a website, and is unable to track identifying information of respondents.' Below this text is the link: https://uwtsdyrathrofa.eu.qualtrics.com/jfe/form/SV_cvTNHddju42CLiJ and a 'Customize Link' button. The Windows taskbar at the bottom shows the time as 11:44 on 24/10/2018.

Compose an email

Select contacts



Mail - Dr Charlotte x Distribute Survey x Online Survey Soft x Online Survey Soft x Survey Basic Overv x

https://uwtsdyathrofa.eu.qualtrics.com/ControlPanel/?ClientAction=DistributeSurvey&Section=SV_cvTN... ☆ G | Paused

Apps TSD Moodle 15/16: L UWTSD MyDay - myc Outlook.com - lottica Quick Links - Univers abnormal book My Library - ClickView

Self esteem v Projects Contacts Library Help

Compose Email

To: Select Contacts v

From: From Address: noreply@qemailserver.com From Name: Charlotte Greenway Reply-To Email: C.Greenway@uwtsd.ac.uk

When: Send in 1 hour v

Subject: survey v

Message: Load Message v Save As

Show Advanced Options Cancel Send Preview Email ✓ Send in 1 hour

download.jpg images.jpg Show all x

10:27 24/10/2018

Type in you email
addresses and
create list

You can also import
a list – follow the
instruction on how
to do this -

<https://www.qualtrics.com/support/survey-platform/contacts/contact-list-overview/>

[illegible]

Data and analysis

Export data

Select SPSS and download.

Self esteem ▾

Projects Contacts Library Help

Survey Actions Distributions **Data & Analysis** Reports

Data Text Cross Tabs Weighting

Add Filter ▾

Recorded Responses **3 ()**

Responses in Progress **Unavailable**

With Selected ▾ Page 1 of 1 ▾

Export & Import ▾ Edit Tools ▾

Export Data...
Import Data...
Manage Previous Downloads...

	Recorded Date	QID21 - Gender	Q22 - Age	Q1 - I feel that worth, at least with	I feel that I am a member of my community..	Actions
☐	Oct 24, 2018 3:41 AM	Female	26-49	Strongly agree	Strongly agree	▾
☐	Oct 15, 2018 8:03 AM	Female	50+	Somewhat disagree	Agree	▾
☐	Oct 15, 2018 3:17 AM	Female	26-49	Strongly agree	Agree	▾

There are far too many unnecessary columns – get rid of the ones you do not require (latitude, IP address etc).

*Self esteem_October 25, 2018_08.07.sav [DataSet2] - IBM SPSS Statistics Data Editor

File Edit View Data Transform Analyze Direct Marketing Graphs Utilities Extensions Window Help

15 : Q3 Visible: 13 of 13 Variables

	QID21	Q22	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	SC0	var
1	Female	26-49	Strongl...	Agree	Strongl...	Agree	Agree	Strongl...	Agree	Agree	Agree	.	19.00	
2	Female	50+	Somew...	Agree	Agree	Somew...	Somew...	Somew...	Somew...	Agree	Agree	Agree	35.00	
3	Female	26-49	Strongl...	Strongl...	Strongl...	Strongl...	Strongl...	Strongl...	Strongl...	Strongl...	Strongl...	Strongl...	14.00	
4	.	.	Strongl...	Disagree	Disagree	Strongl...	Agree	Agree	Strongl...	Disagree	Somew...	Disagree	23.00	
5	Male	26-49	Strongl...	Strongl...	Agree	Agree	Agree	Strongl...	.	Strongl...	Agree	Disagree	18.00	
6	.	26-49	Agree	.	Agree	Somew...	.	Strongl...	Somew...	.	Strongl...	Somew...	20.00	
7	Male	26-49	Agree	Disagree	Disagree	Agree	.	Strongl...	Agree	.	Disagree	Somew...	23.00	
8	Male	18-25	Strongl...	Strongl...	Agree	Agree	Agree	Agree	Disagree	Somew...	Somew...	Somew...	27.00	
9	Female	26-49	Agree	Agree	Disagree	Somew...	Agree	Agree	.	.	.	.	19.00	
10	Female	26-49	.	.	Agree	Disagree	.	Agree	Disagree	Strongl...	Agree	Agree	19.00	
11	Female	18-25	.	.	Disagree	Agree	.	Somew...	Disagree	Somew...	Agree	Disagree	24.00	
12	Female	26-49	.	Agree	Agree	Disagree	Agree	Agree	Disagree	Agree	Disagree	Strongl...	24.00	
13														
14														
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16														
17														
18														
19														
20														
21														
22														
23														

Data View Variable View

IBM SPSS Statistics Processor is ready Unicode:ON

15:32 25/10/2018

As you can see Qualtrics has already added each participant's score on the scale

It is now ready for you analyse.