

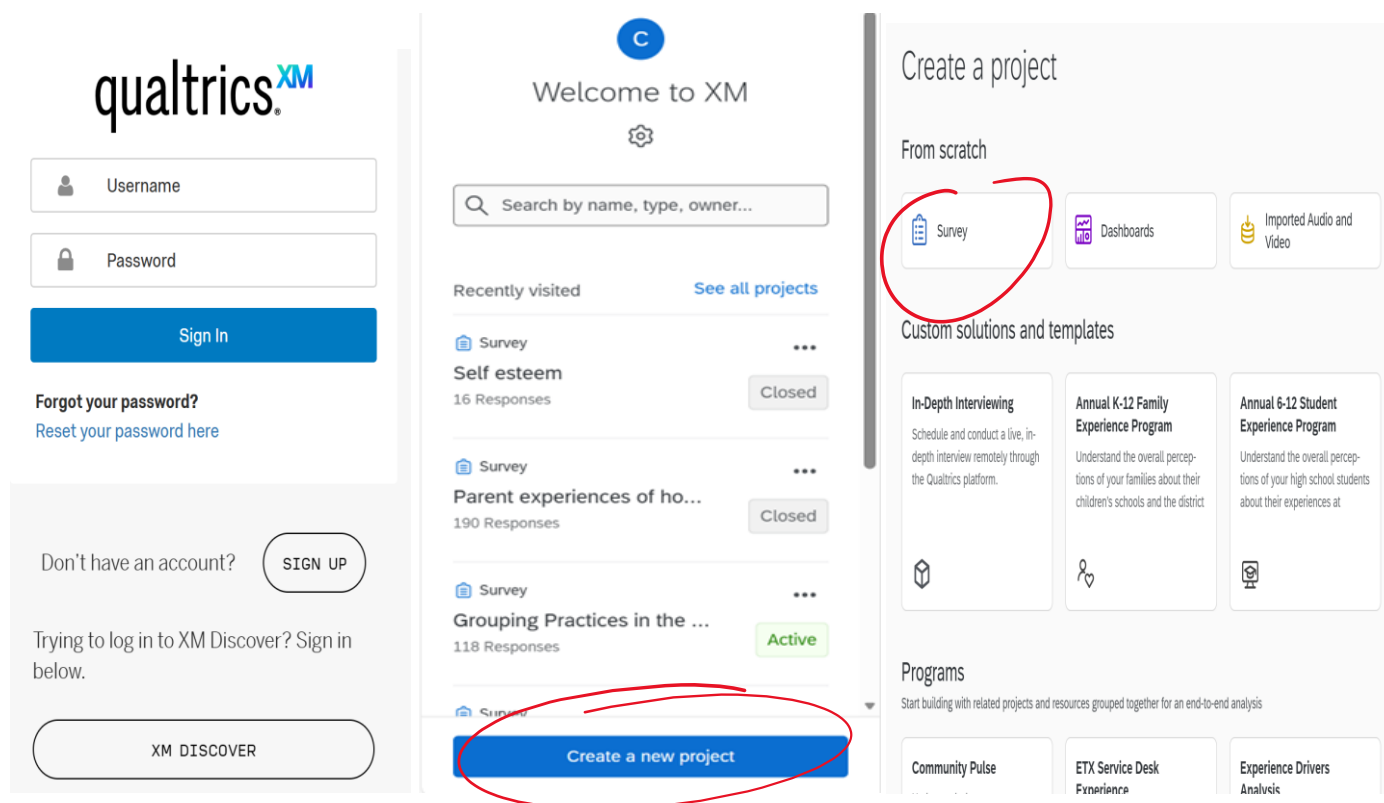
Qualtrics Survey and Basic SPSS Guidebook for Students

This guidebook walks you through creating a Qualtrics survey, including adding questions, using example items, and exporting your data to SPSS.

1. Getting Started in Qualtrics

1.1 Logging In

- Go to your institution's Qualtrics login page.
- Enter your university credentials.



1.2 Creating a New Project

- Click **Create Project**.
- Select **Survey**. Let's get started.
- Name your project (e.g., *Student Well-being & Social Media Survey*). **Create survey**.

2. Building Your Survey

2.1 Adding a New Question

- Click the + button to add a question. Copy and paste questions.
- Choose the question type (e.g., Multiple Choice, Slider, Text Entry).
- Increase number of choices as required.

▼ Default Question Block

Q1

Click to write the question text

Click to write Choice 1

Click to write Choice 2

Click to write Choice 3

▲

Import from library + Add new question

Survey Workflows Distributions Data & Analysis Results Reports

Edit question

Tools Saved at 3:24 AM Draft

Question type

Multiple choice

▼ Answer type

☒ Allow one answer

☐ Allow multiple answers

▼ Choices

Number of choices

– 3 +

Edit multiple

Student Well-being

▼ Default Question Block

Q1

I feel happy most of the time.

Click to write Choice 1

Click to write Choice 2

Click to write Choice 3

You may want them to provide more than one answer

▼ **Answer type**

☐ Allow one answer

☒ Allow multiple answers

▼ **Choices**

Number of choices

— 4 +

3. Survey Questions

These 10 questions will form the basis of your survey.

3.1 Adding answers

- Type in 5 point-likert scale.
- Make sure your scores/values are accurate

☐ Q1

I feel happy most of the time.

☐ Strongly Agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly Disagree

Vertical

Tools Saved at 4:16 AM Draft

Add choice group

▼ **Response requirements**

Add requirements ☐

Add validation ☐

▼ **Question behavior**

Display logic

Skip logic

Carry forward choices

Choice randomization

Recode values

☒ Recode values ☐ Variable naming

1	Strongly Agree
2	Agree
3	Neutral
4	Disagree
5	Strongly Disagree

Cancel Save

I feel happy most of the time.

☐ Strongly Agree

Recode values

☒ Recode values
☐ Variable naming

5

Strongly Agree

4

Agree

3

Neutral

2

Disagree

1

Strongly Disagree

Cancel
Save

Add a block between the sections

- Use **Blocks** to separate sections.
- Name blocks clearly (e.g., *Well-being*, *Social Media*, *Demographics*).

Import from library
+ Add new

Add Block

f Survey

We thank you for your time spent taking this survey.

Multiple choice

Text entry

Text / Graphic

Matrix table

Form field

Slider

Rank order

Side by side

Import from library
+ Add new question

Section A: Children's Well-being Questionnaire (6 items)

Use a **5-point Likert scale** (5 = Strongly Agree to 1 = Strongly Disagree).

1. *I feel happy most of the time.*
2. *I get along well with other children.*
3. *I feel safe at home.*
4. *I enjoy going to school.*
5. *I feel confident in myself.*
6. *I have someone I can talk to when I'm upset.*

Section B: Social Media Usage Questionnaire (4 items)

Use a **multiple-choice frequency scale**.

1. *How often do you use social media each day?*
 - ☐ Less than 1 hour
 - ☐ 1–2 hours
 - ☐ 2–4 hours
 - ☐ More than 4 hours
2. *Which social media platform do you use most often?*
 - ☐ Instagram
 - ☐ TikTok
 - ☐ Snapchat
 - ☐ Other
3. *How often do you post content?*
 - ☐ Never
 - ☐ Monthly
 - ☐ Weekly
 - ☐ Daily
4. *How often do you check notifications?*
 - ☐ Rarely
 - ☐ Sometimes
 - ☐ Often
 - ☐ Very Often

Section C: Demographics

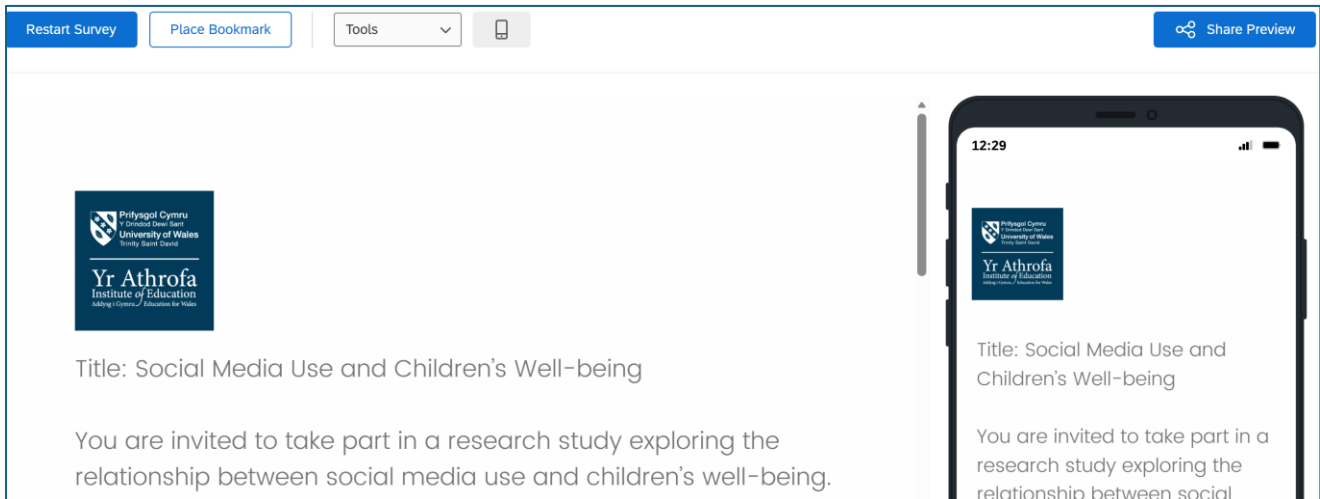
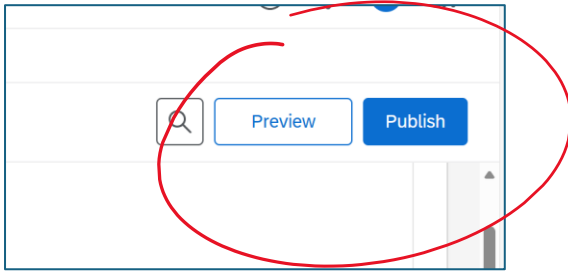
Age

- Question Type: **Text Entry (Numeric)**

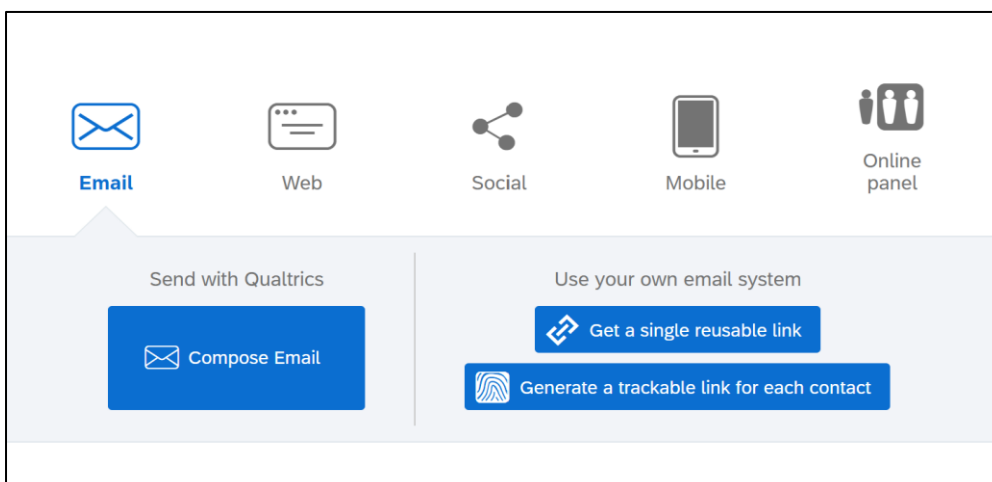
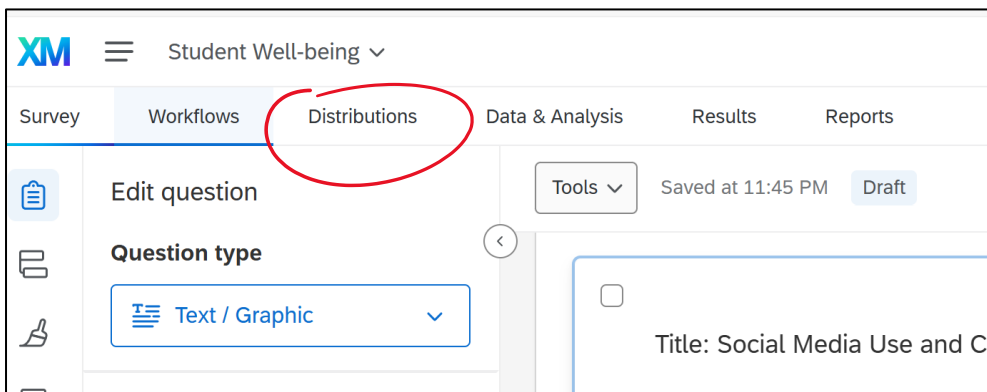
Gender

- Question Type: **Multiple Choice**
 - ☐ Male
 - ☐ Female
 - ☐ Prefer not to say
 - ☐ Prefer to self-describe

- When ready, click **Publish**.



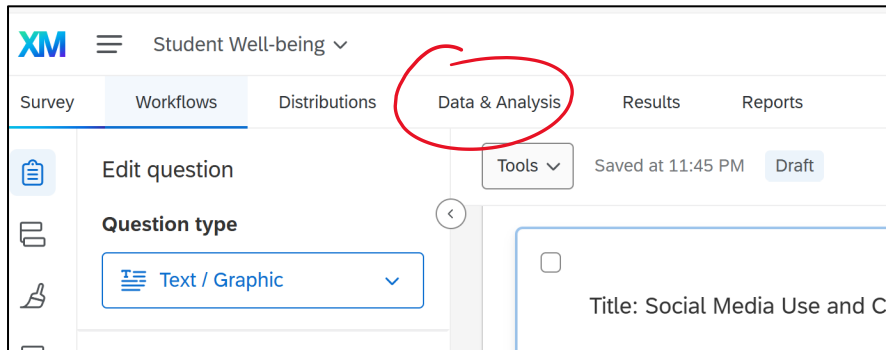
- Copy the anonymous link to share with participants - **Distributions**.



6. Reviewing Data

6.1 Navigate to Data & Analysis

- Open your project.
- Click **Data & Analysis**.

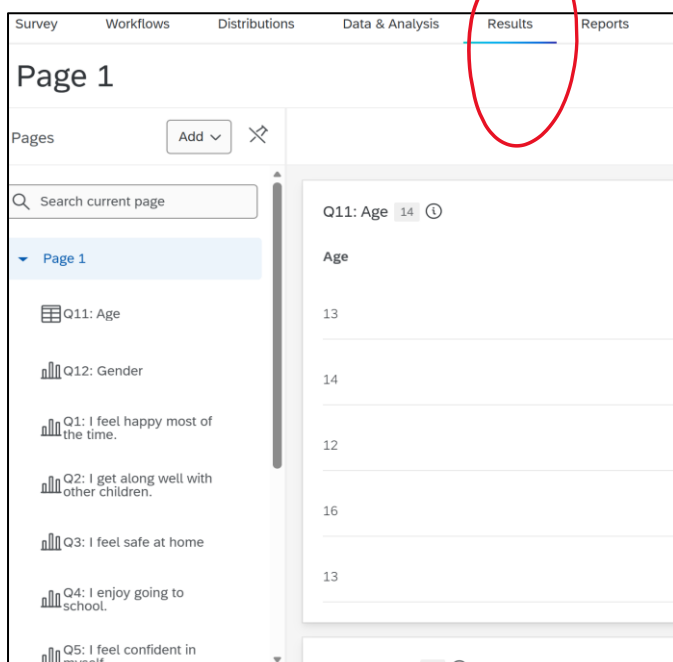


You can see overview of responses

The screenshot shows the 'Data Table' view in SurveyMonkey. The table displays recorded responses for the survey. The columns are: Recorded Date, Q11 - Age, Q1 - I feel happy most of the time, Q2 - I get along well with other children, and Q3 - I feel safe at home. The table shows three rows of data, each with a checkbox for selection. The 'Recorded Date' column shows dates from Mar 17, 2026. The 'Q11 - Age' column shows ages 15, 13, and 12. The 'Q1' column shows 'Strongly Agree', 'Disagree', and 'Disagree'. The 'Q2' column shows 'Strongly Agree', 'Agree', and 'Disagree'. The 'Q3' column shows 'Strongly Agree', 'Disagree', and 'Strongly Disagree'. The table includes pagination controls (1 of 1, 50) and a 'Review and Publish' button.

	Recorded Date	Q11 - Age	Q1 - I feel happy most of the time.	Q2 - I get along well with other children.	Q3 - I feel safe at home
☐	Mar 17, 2026 4:50 AM	15	Strongly Agree	Strongly Agree	Strongly Agree
☐	Mar 17, 2026 4:49 AM	13	Disagree	Agree	Disagree
☐	Mar 17, 2026 4:48 AM	12	Disagree	Disagree	Strongly Disagree

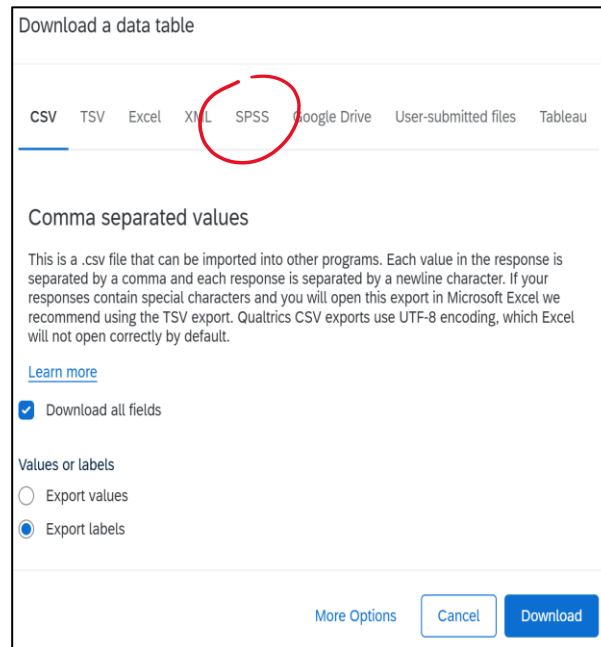
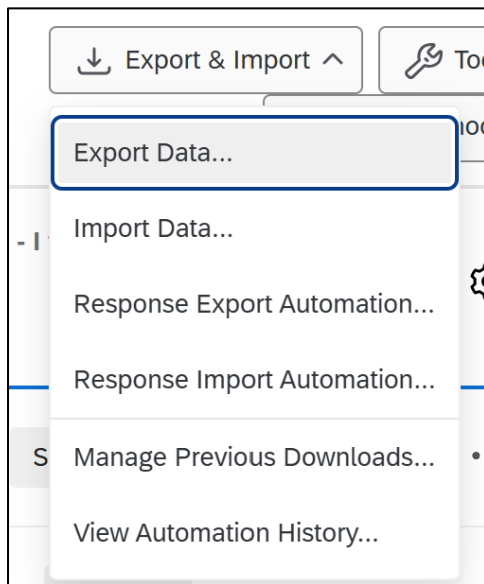
Look at results in more detail



Exporting data for analysis to SPSS/Excel

6.2 Exporting

- Click **Export & Import** → **Export Data**.
- Choose **SPSS (.sav)**.
- Download the file.



6.3 What's Included in the SPSS File

- Variable names
- Value labels
- Metadata

Your dataset is now ready for statistical analysis.

	State	Enrollment	Status	IPAddress	Pro	Dua	Fini	Re	ResponseId	RecipientLastN	RecipientFirstN	RecipientEmail	ExternalReferen	LocationLatitude	LocationLongitude	Distrib
1	17-ML	17-ML	0	217.43.104.119	100.00	316.00	1	17-ML	R_B8a0mp2buiB...					51.8549	-4.3026	anonymous
2	17-ML	17-ML	0	217.43.104.119	100.00	446.00	1	17-ML	R_8VQmVDmWQ...					51.8549	-4.3026	anonymous
3	17-ML	17-ML	0	217.43.104.119	100.00	36.00	1	17-ML	R_28GGORH9G...					51.8549	-4.3026	anonymous
4	17-ML	17-ML	0	217.43.104.119	100.00	34.00	1	17-ML	R_2UjshpFXONL...					51.8549	-4.3026	anonymous
5	17-ML	17-ML	0	217.43.104.119	100.00	46.00	1	17-ML	R_87sCHUJ2J37...					51.8549	-4.3026	anonymous
6	17-ML	17-ML	0	217.43.104.119	100.00	35.00	1	17-ML	R_2tkoCmsyR4a...					51.8549	-4.3026	anonymous
7	17-ML	17-ML	0	217.43.104.119	100.00	43.00	1	17-ML	R_B4vHzncZaIK...					51.8549	-4.3026	anonymous
8	17-ML	17-ML	0	217.43.104.119	100.00	26.00	1	17-ML	R_2Em3A3T0mG...					51.8549	-4.3026	anonymous
9	17-ML	17-ML	0	217.43.104.119	100.00	28.00	1	17-ML	R_2bFKG2mLKJ...					51.8549	-4.3026	anonymous
10	17-ML	17-ML	0	217.43.104.119	100.00	32.00	1	17-ML	R_8dIqWpHbUle...					51.8549	-4.3026	anonymous
11	17-ML	17-ML	0	217.43.104.119	100.00	30.00	1	17-ML	R_2a1Ry8hnniCw...					51.8549	-4.3026	anonymous
12	17-ML	17-ML	0	217.43.104.119	100.00	36.00	1	17-ML	R_8COQ23p0HyC...					51.8549	-4.3026	anonymous
13	17-ML	17-ML	0	217.43.104.119	100.00	31.00	1	17-ML	R_2EsCFMCMQOH...					51.8549	-4.3026	anonymous
14	17-ML	17-ML	0	217.43.104.119	100.00	32.00	1	17-ML	R_2sdlNpWn8JF...					51.8549	-4.3026	anonymous

Running a Correlation in SPSS and Writing Results

This guidebook teaches you how to enter data into SPSS, run a correlation analysis, interpret the output, and write up the results

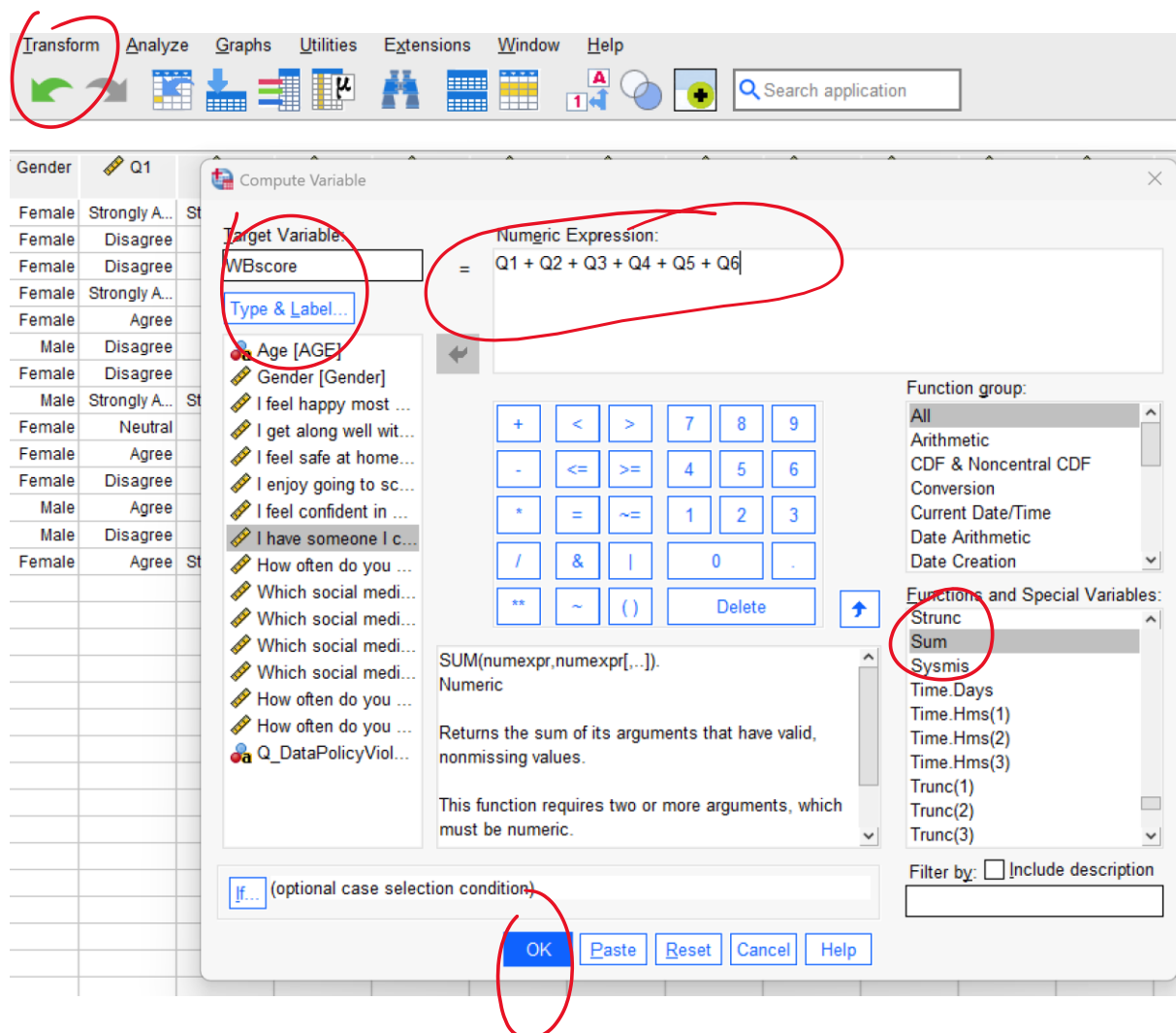
1. Dataset

Below is a small dataset (14 participants) based on the survey created above. We are interested in seeing a relationship (correlation) between social media use and well-being.

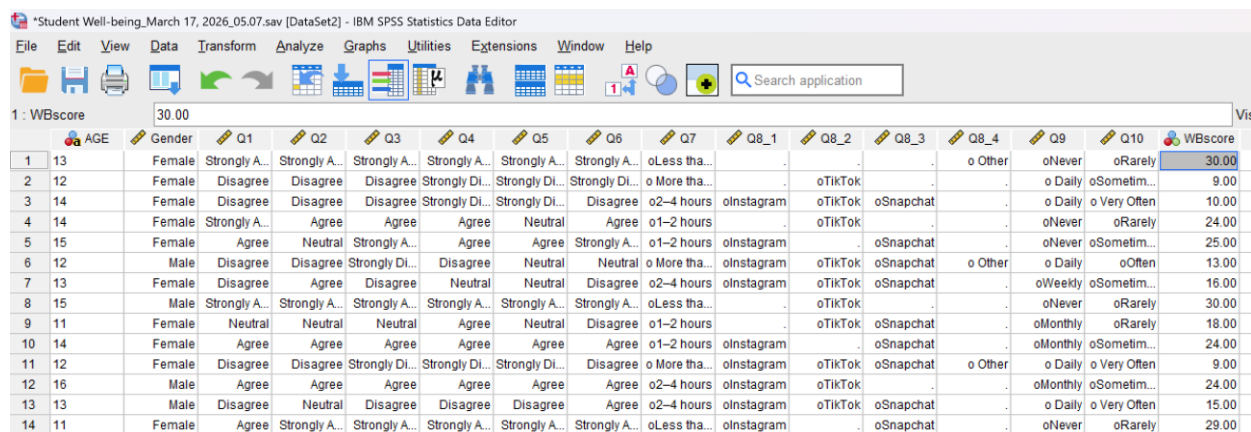
Variables

- **Age** (in years)
- **Gender** (1 = Male, 2 = Female)
- **Well-being Score** (sum of 6 items; range 6–30)
- **Social Media Hours** (estimated daily usage)

We need to sum the individual well-being scores.



Dataset



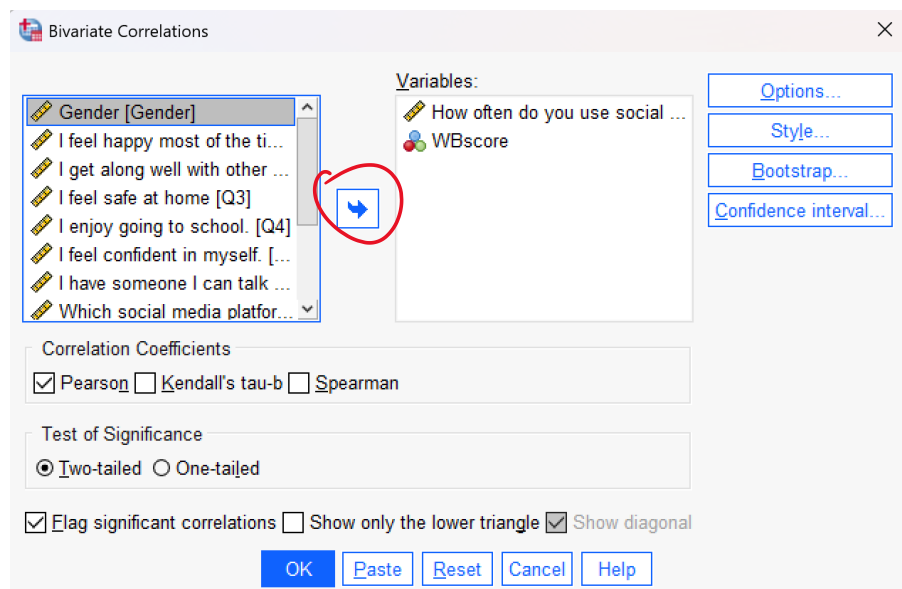
	AGE	Gender	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8_1	Q8_2	Q8_3	Q8_4	Q9	Q10	WBScore
1	13	Female	Strongly A...	Strongly A...	Strongly A...	Strongly A...	Strongly A...	Strongly A...	oLess tha...	.	.	.	o Other	oNever	oRarely	30.00
2	12	Female	Disagree	Disagree	Disagree	Strongly Di...	Strongly Di...	Strongly Di...	o More tha...	.	oTikTok	.	.	o Daily	oSometim...	9.00
3	14	Female	Disagree	Disagree	Disagree	Strongly Di...	Strongly Di...	Disagree	o2-4 hours	oInstagram	oTikTok	oSnapchat	.	o Daily	o Very Often	10.00
4	14	Female	Strongly A...	Agree	Agree	Agree	Neutral	Agree	o1-2 hours	.	oTikTok	.	.	oNever	oRarely	24.00
5	15	Female	Agree	Neutral	Strongly A...	Agree	Agree	Strongly A...	o1-2 hours	oInstagram	.	oSnapchat	.	oNever	oSometim...	25.00
6	12	Male	Disagree	Disagree	Strongly Di...	Disagree	Neutral	Neutral	o More tha...	oInstagram	oTikTok	oSnapchat	o Other	o Daily	o Often	13.00
7	13	Female	Disagree	Agree	Disagree	Neutral	Neutral	Disagree	o2-4 hours	oInstagram	oTikTok	oSnapchat	.	oWeekly	oSometim...	16.00
8	15	Male	Strongly A...	Strongly A...	Strongly A...	Strongly A...	Strongly A...	Strongly A...	oLess tha...	.	oTikTok	.	.	oNever	oRarely	30.00
9	11	Female	Neutral	Neutral	Neutral	Agree	Neutral	Disagree	o1-2 hours	.	oTikTok	oSnapchat	.	oMonthly	oRarely	18.00
10	14	Female	Agree	Agree	Agree	Agree	Agree	Agree	o1-2 hours	oInstagram	.	oSnapchat	.	oMonthly	oSometim...	24.00
11	12	Female	Disagree	Disagree	Strongly Di...	Strongly Di...	Strongly Di...	Disagree	o More tha...	oInstagram	oTikTok	oSnapchat	o Other	o Daily	o Very Often	9.00
12	16	Male	Agree	Agree	Agree	Agree	Agree	Agree	o2-4 hours	oInstagram	oTikTok	.	.	oMonthly	oSometim...	24.00
13	13	Male	Disagree	Neutral	Disagree	Disagree	Disagree	Agree	o2-4 hours	oInstagram	oTikTok	oSnapchat	.	o Daily	o Very Often	15.00
14	11	Female	Agree	Strongly A...	Strongly A...	Strongly A...	Strongly A...	Strongly A...	oLess tha...	oInstagram	.	oSnapchat	.	oNever	oRarely	29.00

2. Running a Correlation in SPSS

We will run a Pearson correlation between **Well-being** and **Social Media hours**.

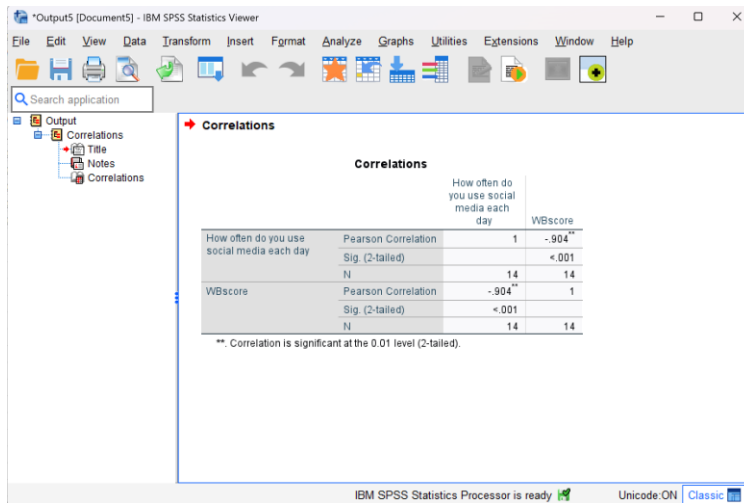
3.1 Steps

1. Click **Analyze**.
2. Select **Correlate** → **Bivariate**.
3. Move **WellBeing** and **SocialMediaHours** into the Variables box.
4. Ensure **Pearson** is selected.
5. Click **OK**.



4. Understanding the Output

SPSS will produce a correlation table.



The screenshot shows the IBM SPSS Statistics Viewer window. The 'Correlations' output is displayed, showing the relationship between 'How often do you use social media each day' and 'WBscore'. The table includes Pearson Correlation, Sig. (2-tailed), and N for both variables. The Pearson Correlation is -0.904, which is significant at the 0.01 level (2-tailed).

		How often do you use social media each day	WBscore
How often do you use social media each day	Pearson Correlation	1	-.904**
	Sig. (2-tailed)		<.001
	N	14	14
WBscore	Pearson Correlation	-.904**	1
	Sig. (2-tailed)	<.001	
	N	14	14

** Correlation is significant at the 0.01 level (2-tailed).

Interpretation

- SPSS gives: $r = -0.904$, $p < .001$.
- This means: as social media hours increase, well-being tends to decrease.

1. What does correlation (r) mean?

A **correlation** measures the **relationship between two variables** — in this case:

- Social media hours
- Well-being

It tells you:

- **Direction** (do they move together or opposite?)
- **Strength** (how strong is the relationship?)

The value of **r** ranges from:

- **+1** → perfect positive relationship
- **0** → no relationship
- **-1** → perfect negative relationship

2. What does the minus sign (-0.904) mean?

The **negative sign (-)** shows the **direction** of the relationship.

So..

- As **social media hours increase**,
- **Well-being decreases**

So, they move in **opposite directions**.

3. How strong is the correlation (-0.904)?

The number **0.904** tells you the **strength**.

- 0.1 → weak
- 0.3 → moderate
- 0.5+ → strong
- **0.9** → **very strong**

So **-0.904** = a **very strong negative correlation**

This means there is a **very clear pattern** between the two variables.

4. What does the p-value ($p < .001$) mean?

The **p-value** tells you whether the result is **statistically significant** (i.e., unlikely to be due to chance). To be significant the figure has to be less than .05.

p < .001 means:

- There is **less than a 0.1% chance** that this result happened randomly
- The result is **highly significant**

Putting it all together:

Below is an example of how to write up the results.

A Pearson correlation was conducted to examine the relationship between children's well-being and daily social media use. There was a significant negative correlation between well-being scores and social media hours, **$r(8) = -0.62$, $p = .05$** , indicating that higher social media use was associated with lower well-being.