

Qualtrics: An online survey platform

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Online survey platforms

Online surveys can be designed and carried out using [Qualtrics](#).

- Access for GSU students and faculty is free.

Some other free online survey platforms:

- [Google Forms](#)
(always free—no caps on number of responses, no upselling)
- [TypeForm](#)
(free version is capped at 100 responses per month)
- [SurveyMonkey](#)
(free version is capped at 100 responses per survey—no data export in free version)
- [Doodle](#)
(can email up to 49 invitations in free version—great for scheduling meetings)

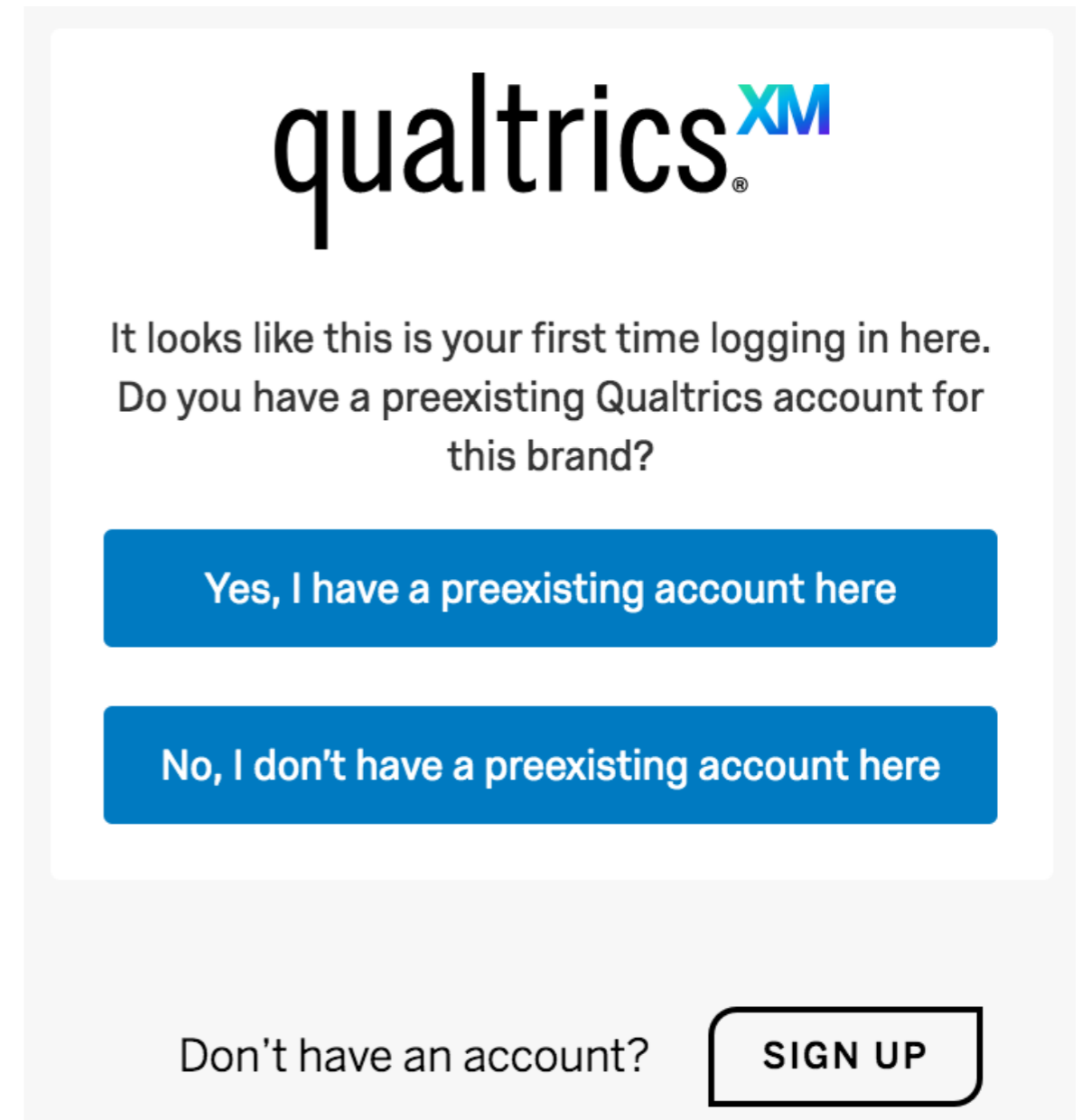
Qualtrics

Creating an account

The first time you log in to Qualtrics, you'll need to [make an account](#).

Steps:

1. Sign up

A screenshot of the Qualtrics XM login interface. At the top is the Qualtrics XM logo. Below it is a message: "It looks like this is your first time logging in here. Do you have a preexisting Qualtrics account for this brand?". There are two blue buttons: "Yes, I have a preexisting account here" and "No, I don't have a preexisting account here". At the bottom, there is a link "Don't have an account?" followed by a "SIGN UP" button. A red arrow points up to the "SIGN UP" button.

qualtrics^{XM}

It looks like this is your first time logging in here.
Do you have a preexisting Qualtrics account for
this brand?

Yes, I have a preexisting account here

No, I don't have a preexisting account here

Don't have an account? **SIGN UP**

Qualtrics

Creating an account

The first time you log in to Qualtrics, you'll need to [make an account](#).

Steps:


2. Create account

Tell us about yourself

How will you be using Qualtrics?

→ Academic

Organization Email

@gsu.edu

CREATE ACCOUNT

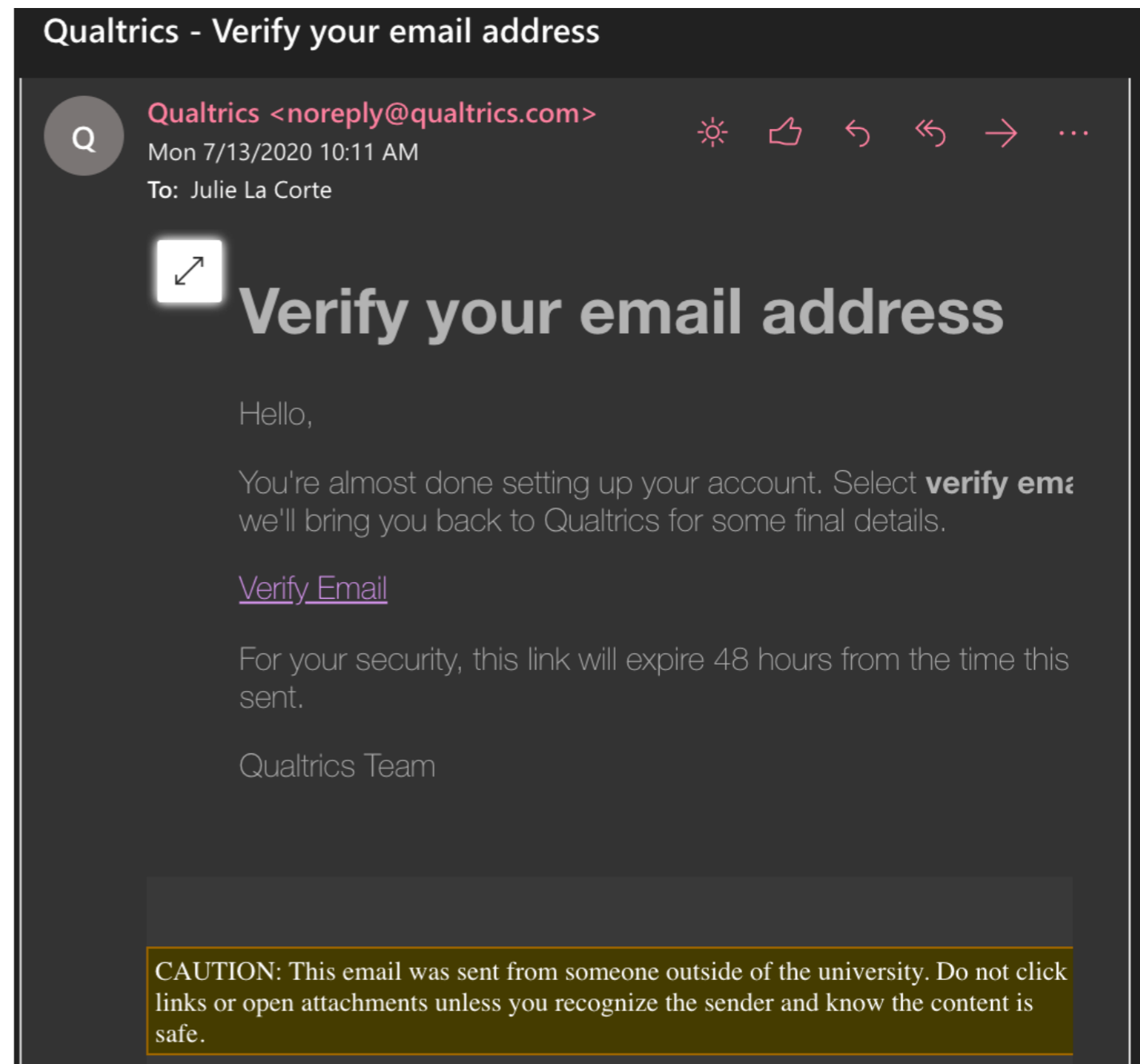
Qualtrics

Creating an account

The first time you log in to Qualtrics, you'll need to [make an account](#).

Steps:

3. Verify your email



Qualtrics

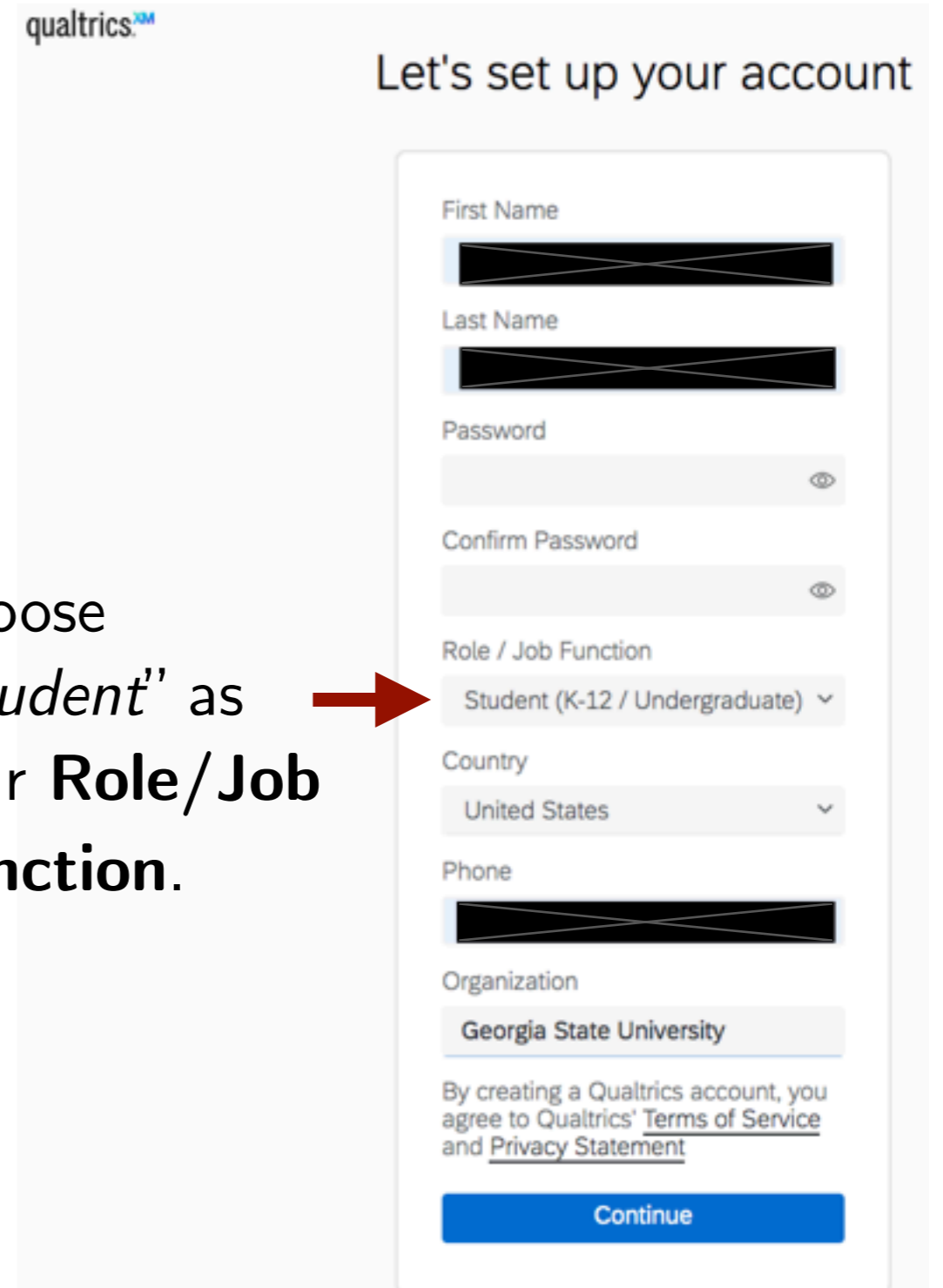
Creating an account

The first time you log in to Qualtrics, you'll need to [make an account](#).

Steps:

4. Give personal info

Choose
“*Student*” as
your **Role/Job
Function**.



qualtrics^{XM}

Let's set up your account

First Name

Last Name

Password

Confirm Password

Role / Job Function
Student (K-12 / Undergraduate) ▾

Country
United States ▾

Phone

Organization
Georgia State University

By creating a Qualtrics account, you agree to Qualtrics' [Terms of Service](#) and [Privacy Statement](#)

Continue

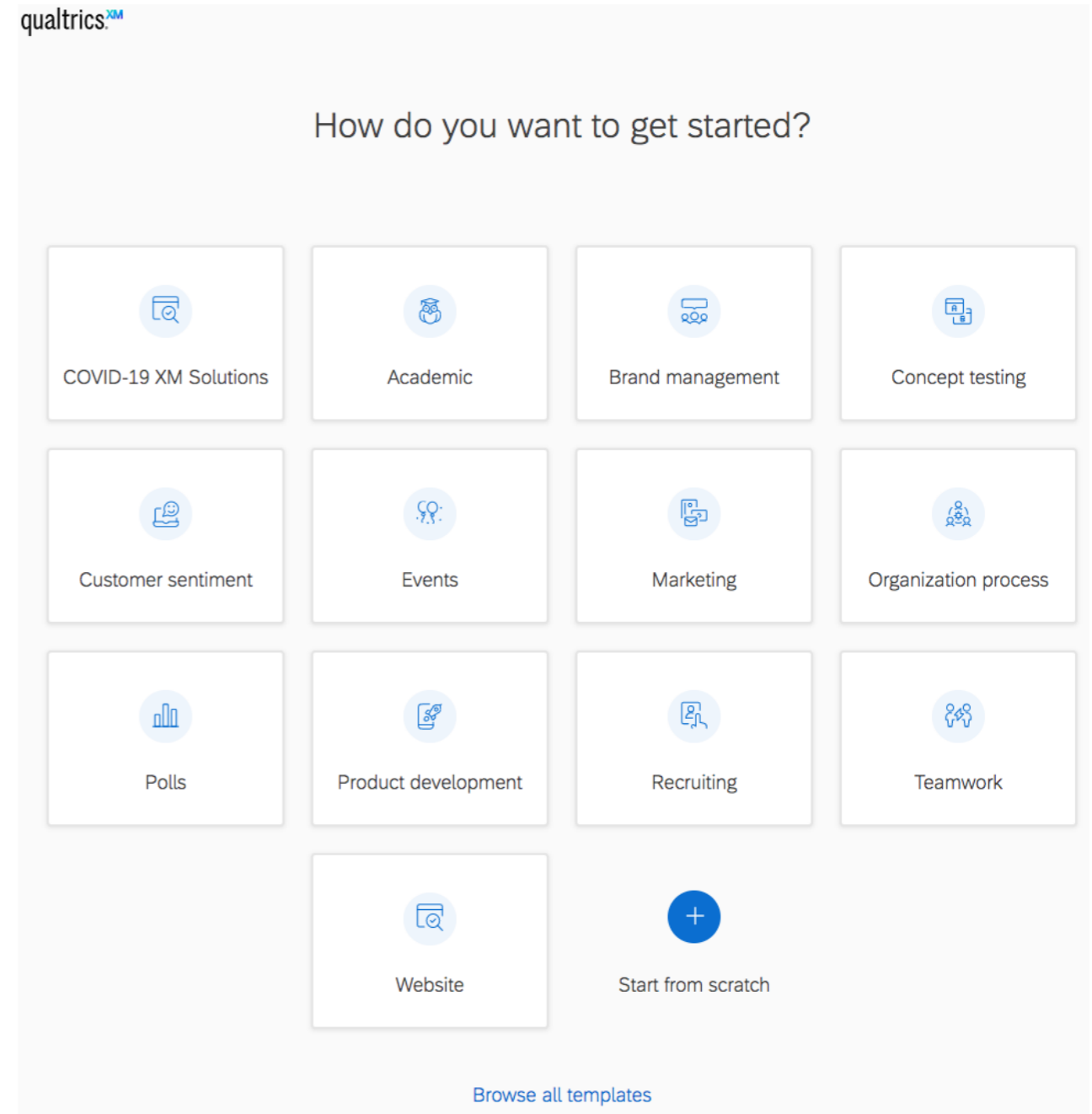
Qualtrics

Creating an account

The first time you log in to Qualtrics, you'll need to [make an account](#).

Steps:

5. Create a survey



Before creating a survey...

What are the research objectives?

Before creating a survey, think through your objectives.

- Avoid redundancy (questions that ask the same thing)

What do I want to know?

1. Do students prefer online homework or homework from a traditional textbook?
2. Does online homework tend to take students more or less time than traditional homework?
3. Do students write out their work or just guess when they do online homework?
4. What features do students like about online homework?
5. What features do they dislike?
6. Do students feel that homework improves their understanding of concepts and methods?
7. Do students feel that homework helps them do better on quizzes and exams?
8. Do students prefer fewer and harder questions, lots of simple questions, or a mix of both?
9. Do students find online homework challenging and meaningful, or tedious and unrewarding?
10. Are students more likely to work together on homework when it's online or when it's written out on paper?

Before creating a survey...

What are the biases of the researcher (that's you)?

Identify *your* biases and assumptions.

What are my biases?

- As a student, I don't like online homework. I find it tedious.
- As a student, I prefer a small number of challenging problems.
- As a teacher, I believe "drills" deaden students' interest.
- I believe some students get a lot out of online homework, and some students don't.
- I know some students cheat on online homework.
- I know collaboration improves students' grades.
- I know that for students who don't have Internet at home, online homework imposes a real burden.

A =

The Atlantic

Sign In Subscribe

EDUCATION

Why Millions of Teens Can't Finish Their Homework

The push toward technology-focused education overlooks the students who lack the resources needed to complete their assignments.

ALIA WONG OCTOBER 30, 2018



ERIC RISBERG / AP

In decades past, students needed little more than paper, pencils, and time to get their schoolwork done. For the vast majority of students, that's no longer the case. Most schoolwork these days necessitates a computer and an internet connection, and that includes work to be done at home. One federal survey found that 70 percent of American teachers assign homework that needs to be done online; 90 percent of high schoolers say they have to do internet-based homework at least a few times a month. Nearly half of all students say they get such assignments daily or almost daily.

Source:

<https://www.theatlantic.com/education/archive/2018/10/lacking-internet-millions-teens-cant-do-homework/574402/>

Before creating a survey...

What types of questions should you use?

Do you want to use open questions, closed “radio button” questions, or closed “checkbox” questions?

Example:

Open question

What do you like about online homework?

Answer

Before creating a survey...

What types of questions should you use?

Do you want to use open questions, closed “radio button” questions, or closed “checkbox” questions?

Example:

Radio buttons *(can only choose one)*

Choose the feature you like best about online homework.

- ☐ Instant feedback
- ☐ On-demand tutoring
- ☐ Links to relevant parts of the e-text
- ☐ Links to videos
- ☒ Questions that go deeper when I give a wrong answer

Before creating a survey...

What types of questions should you use?

Do you want to use open questions, closed “radio button” questions, or closed “checkbox” questions?

Example:

Checkboxes *(can choose some, all, or none)*

Choose all the features you like about online homework.

- ☐ Instant feedback
- ☒ On-demand tutoring
- ☐ Links to relevant parts of the e-text
- ☐ Links to videos
- ☒ Questions that go deeper when I give a wrong answer

Before creating a survey...

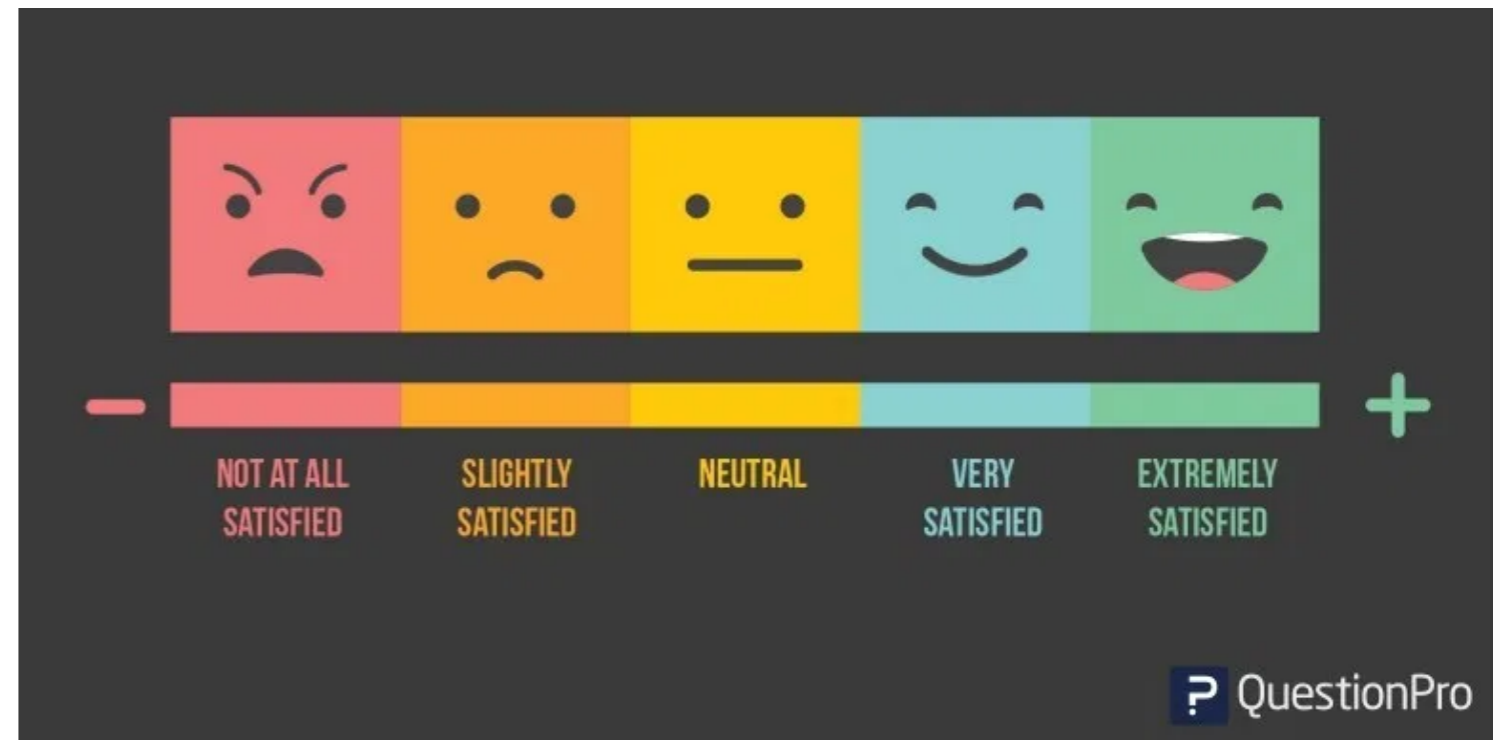
Should you use a standard scale?

Do you want to use a standard “scale” for ordinal choices?

Example:

5-level Likert scale *(two versions shown below)*

- ☐ *Strongly agree*
- ☐ *Agree somewhat*
- ☐ *Neither agree nor disagree*
- ☐ *Disagree somewhat*
- ☐ *Disagree strongly*



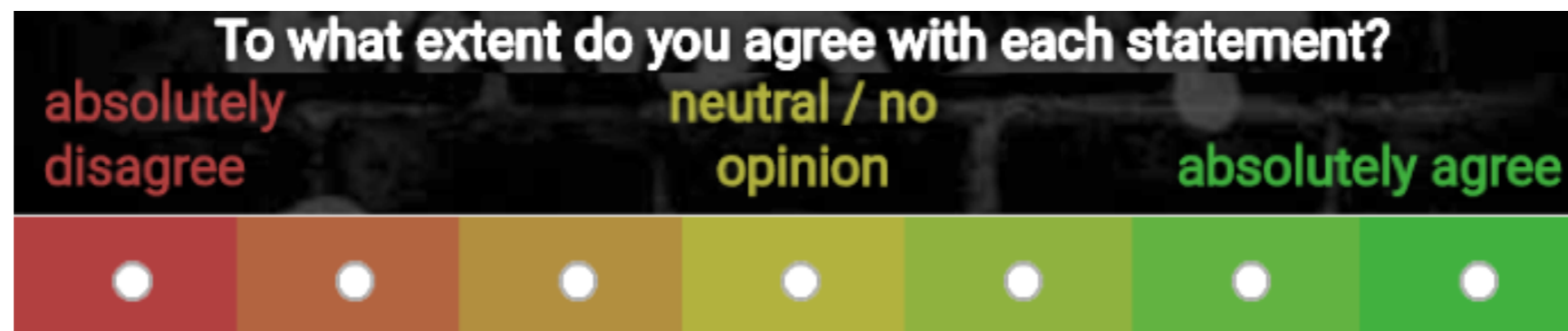
Before creating a survey...

Should you use a standard scale?

Do you want to use a standard “scale” for ordinal choices?

Example:

7-level Likert scale



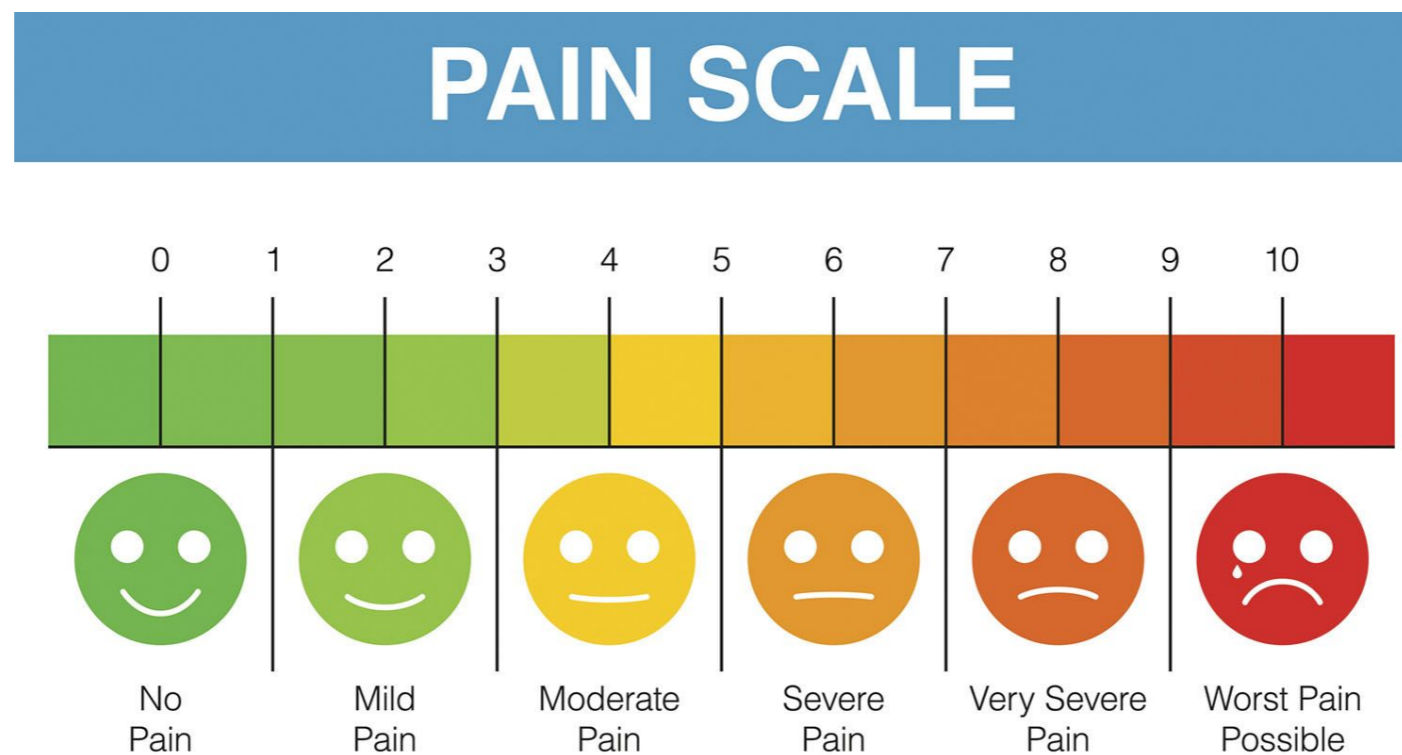
- A **forced-choice** scale omits the *neutral* option.
- For some questions, the *neutral* option gives us no information about the respondent.

Before creating a survey...

Should you use a standard scale?

Do you want to use a standard “scale” for ordinal choices?

Example:



- But if the “middle” option measures something, we should include it.

Before creating a survey...

Should you use a standard scale?

Do you want to use a standard “scale” for ordinal choices?

Example:

Slider(s)

Roughly what percentage of your monthly budget goes towards the following areas?

0 10 20 30 40 50 60 70 80 90 100

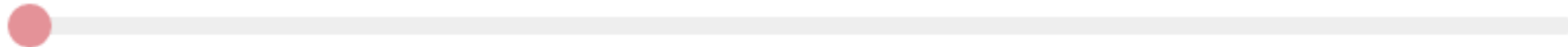
Food



Entertainment



Housing



Before creating a survey...

How can the questions be worded to minimize bias?

Write questions.

- Ask yourself whether the wording of your question will bias the answers.

3. When I do online homework, I typically...

- (A) neatly write out all my work and use it to study from.
- (B) only write out my work for problems I don't feel confident about.
- (C) scribble down my scratchwork, then immediately throw it away.
- (D) guess randomly until I get the right answer.

3. When I do online homework, I typically...

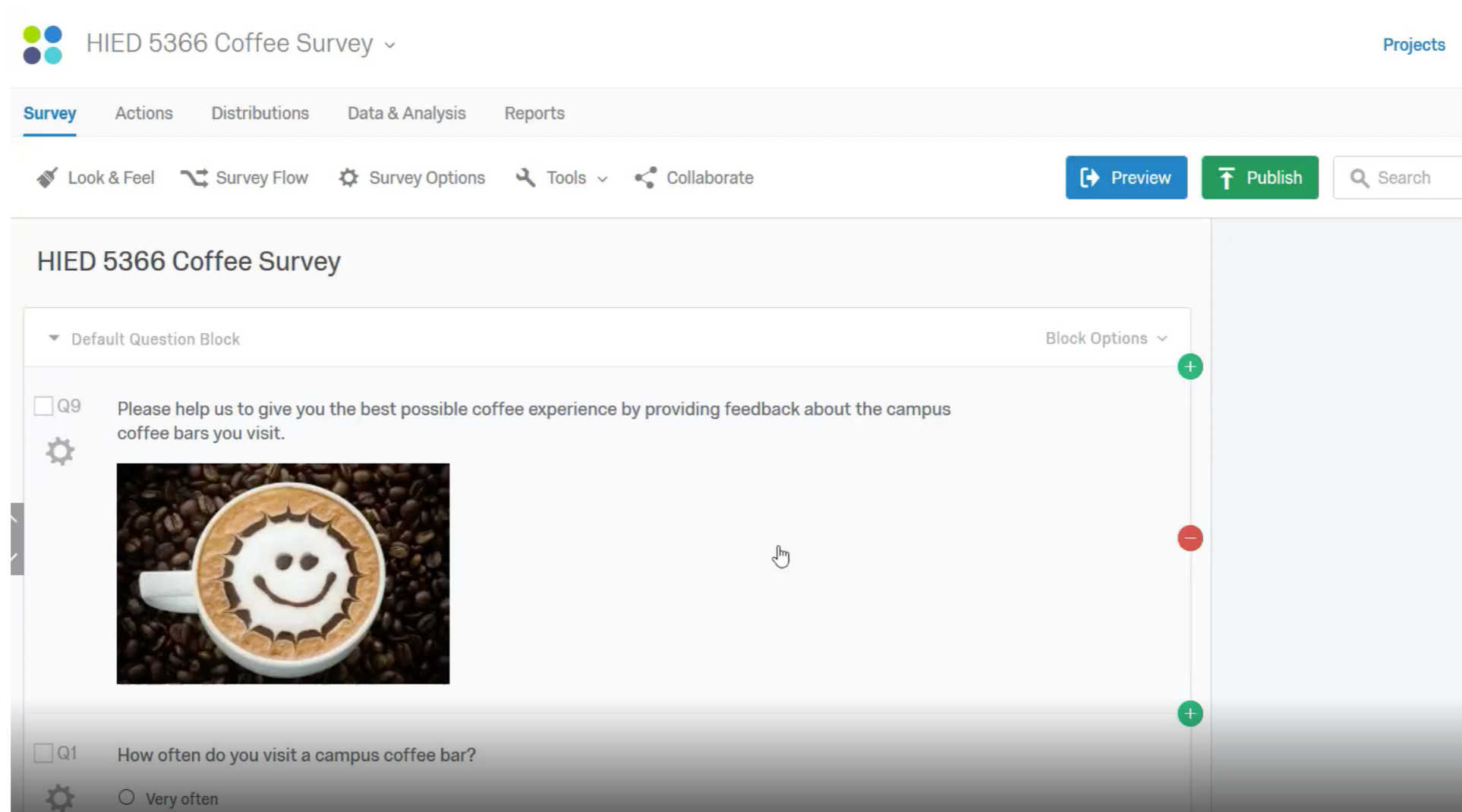
- (A) write out all my work on paper for all problems.
- (B) write out all my work for some, but not all problems.
- (C) write out some of my work for some problems.
- (D) don't write out any work.

Overview of survey design principles

Video

An overview of survey design principles is given in this [15-minute video](#).

(You must first log in to iCollege for the link to work.)



Before creating a survey...

Informed consent considerations

Do you need an **informed consent statement** at the beginning of the survey?

- For sensitive topics, an informed consent statement should always be included.
- For any research you will share with others, an informed consent statement is required by federal regulations.



Elements of an informed consent statement

Creating a survey in Qualtrics

The screenshot displays the Qualtrics 'Create new' interface. On the left, there are sections for 'Quickstart', 'Recent Projects' (with a clock icon and text 'Recently used projects will be listed here.'), and 'Favorites' (with a star icon and text 'Favorited projects will be listed here.'). The main area is titled 'Create new' and includes a 'Give feedback' link and a 'Start CoreXM Trial' button. Below this, there are tabs for 'Qualtrics Surveys' and 'EmployeeXM'. A dropdown menu is open, showing options: 'Create your own' (checked), 'COVID-19 XM Solutions', 'Customer sentiment', 'Website', 'Concept testing', 'Product development', 'Marketing', 'Events', 'Polls', 'Brand management', 'Teamwork', 'Organization process', 'Recruiting', 'Academic', and 'Learn Qualtrics'. A green arrow points from the text 'Use "Create your own" to start from scratch.' to the 'Create your own' option in the dropdown. Below the dropdown, there are several 'XM SOLUTION' cards, including 'Return to Work Pulse', 'Remote + On-site Work Pulse', 'Remote Educator Pulse', and 'Higher Education: Remote Learning Pulse'.

Quickstart

Recent Projects

Recently used projects will be listed here.

Favorites

Favorited projects will be listed here.

Create new

Give feedback X

Start CoreXM Trial

Qualtrics Surveys EmployeeXM

Create your own

Build a project from scratch or use previous resources

Survey Import

COVID-19 XM Solutions

Solutions to help organizations address COVID-19

XM SOLUTION Return to Work Pulse

XM SOLUTION Remote + On-site Work Pulse

XM SOLUTION Remote Educator Pulse

XM SOLUTION Higher Education: Remote Learning Pulse

XM SOLUTION K-12 Education: Remote Learning Pulse

Create your own

- ✓ Create your own
- COVID-19 XM Solutions
- Customer sentiment
- Website
- Concept testing
- Product development
- Marketing
- Events
- Polls
- Brand management
- Teamwork
- Organization process
- Recruiting
- Academic
- Learn Qualtrics

Qualtrics provides lots of readymade templates.


Use **“Create your own”** to start from scratch.


Creating a survey in Qualtrics

It's easy to create a simple survey with the “**Create your own**” and “**Blank Project**” options.

Create new


[Give feedback](#) ×


 Qualtrics Surveys

 EmployeeXM

[Start CoreXM Trial](#)

[< Back](#)



 CREATE YOUR OWN

Survey ★

Start with a blank survey project and build it to suit your needs. [Learn More](#)

Project Name


Untitled Project

Select how you want to get started

Blank Project ▼

[Get Started](#)

Features

 Survey

Creating a survey in Qualtrics

The screenshot displays the Qualtrics web interface for creating a survey. At the top, the 'Untitled Project' header includes navigation links for 'Projects', 'Contacts', 'Library', and 'Help'. Below this, a secondary navigation bar contains 'Survey', 'Actions', 'Distributions', 'Data & Analysis', and 'Reports'. A third bar offers 'Look & Feel', 'Survey Flow', 'Survey Options', and 'Tools'. The main workspace is titled 'Untitled Project' and features a 'Default Question Block' containing a question labeled 'Q1' with three choice options. To the right, a 'Change Question Type' dropdown menu is open, showing categories: 'Static Content' (Descriptive Text, Graphic), 'Standard Questions' (Multiple Choice, Matrix Table, Text Entry, Slider, Rank Order, Side by Side), and 'Specialty Questions' (Constant Sum, Pick, Group, and Rank, Hot Spot, Heat Map, Graphic Slider, Drill Down, Net Promoter Score®, Highlight). The 'Matrix Table' option is highlighted with a green arrow. At the bottom, a blue bar indicates 'End of Survey' and 'Survey Termination'.

For a sequence of questions that have the same options, use **“Matrix Table”**.

Creating a survey in Qualtrics

▼ Default Question Block

Block Options ▼

☐ Q1

When I do online homework, I typically...

☐ write out all my work on paper for all problems.

☐ write out all my work for some, but not all problems.

☐ write out some of my work for some problems.

☐ don't write out any work.

☐ Q2

I prefer homework assignments that...

☐ have a small number of challenging exercises.

☐ have a large number of simple exercises.

☐ have a large number of exercises, some challenging and some simple.

☒ Q3

Click to write the question text

	Click to write Scale Point 1	Click to write Scale Point 2	Click to write Scale Point 3
Click to write Statement 1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Click to write Statement 2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Click to write Statement 3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Import Questions From...

+ Create a New Question ▼

Change Question Type

☒ Matrix Table

Statements

3

Edit Multiple

☐ Automatic Statements

Scale Points

3

Edit Multiple

☐ Automatic Scale Points

Labels

0

Matrix Type

☒ Likert

☐ Bipolar

More...

Answers

☒ Single Answer

☐ Multiple Answer

☐ Dropdown List

☐ Drag and Drop

Options

☒ Mobile Friendly

☐ Transpose Table

☐ Position Text Above



The number of levels can be selected here.

Creating a survey in Qualtrics

To randomize the question order in a “**Matrix Table**”, click on the gear, choose “**Randomization**”, then “*Randomize the order of all choices*”.

The screenshot shows a Qualtrics Matrix Table configuration interface. On the left, a sidebar menu is open for question Q3, titled "Choose the option that best describes your experience." The menu includes options like "Add Display Logic...", "Carry Forward Statements...", "Carry Forward Scale Points...", "Add Skip Logic...", "Add Default Choices...", "Add Note...", "Scoring...", "Recode Values...", "Randomization..." (highlighted in blue), "Answer Randomization...", and "Add Choice Group". A yellow circle highlights the gear icon for Q3, with an arrow pointing to the "Randomization..." menu item. Another arrow points from the "Randomization..." menu item to the "Choice Randomization" section on the right. The main area displays the matrix table with three rows of statements and five columns of response options: "Strongly agree", "Somewhat agree", "Neither agree nor disagree", "Somewhat disagree", and "Strongly disagree". The statements are: "I prefer online homework to homework assigned from a traditional textbook.", "Online homework takes more time than traditional homework.", and "I do better on exams when I complete all the". The "Randomization" section on the right shows the "Choice Randomization" options: "No Randomization", "Randomize the order of all choices" (selected with a blue dot), "Present only [] of total choices", and "Advanced Randomization" with a link to "Set Up Advanced Randomization".

Q3 Choose the option that best describes your experience.

Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree

I prefer online homework to homework assigned from a traditional textbook.

Online homework takes more time than traditional homework.

I do better on exams when I complete all the

Choice Randomization

- ☐ No Randomization
- ☒ Randomize the order of all choices
- ☐ Present only of total choices
- ☐ Advanced Randomization [Set Up Advanced Randomization](#)

Creating a survey in Qualtrics

If you type in “*Strongly agree*” for the first option, Qualtrics fills out the other options automatically.

The screenshot displays the Qualtrics survey editor interface. The main panel shows a 'Default Question Block' with three questions. The first two are multiple-choice questions. The third, Q3, is a Matrix Table question. A green arrow points from the text on the left to the 'Strongly agree' option in the matrix. The right sidebar shows the 'Change Question Type' panel with 'Matrix Table' selected. Below this, the 'Statements' section shows 2 statements, and the 'Scale Points' section shows 5 points with 'Automatic Scale Points' checked. The 'Matrix Type' section shows 'Likert' selected. The 'Answers' section shows 'Single Answer' selected. The 'Options' section shows 'Mobile Friendly' checked.

Default Question Block Block Options ▾

Q1 When I do online homework, I typically...

- ☐ write out all my work on paper for all problems.
- ☐ write out all my work for some, but not all problems.
- ☐ write out some of my work for some problems.
- ☐ don't write out any work.

Q2 I prefer homework assignments that...

- ☐ have a small number of challenging exercises.
- ☐ have a large number of simple exercises.
- ☐ have a large number of exercises, some challenging and some simple.

Q3 Choose the option that fits you best.

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
Click to write Statement 1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Click to write Statement 2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Import Questions From... + Create a New Question ▾

Change Question Type

Matrix Table

Statements

2 Edit Multiple

Automatic Statements

Scale Points

5 Edit Multiple

Automatic Scale Points

Disagree - Agree

Labels

0

Matrix Type

Likert

Bipolar

More...

Answers

Single Answer

Multiple Answer

Dropdown List

Drag and Drop

Options

Mobile Friendly

Publishing the survey

The “**Preview**” button shows what the survey will look like on a computer and on a cell phone.

The “**Publish**” button makes the survey accessible to respondents.

Look & Feel Survey Flow Survey Options Tools

Preview

Publish

Publish Survey

Publishing will update the version seen by respondents. It can take up to 5 minutes to reflect changes for respondents starting new survey sessions.

Details

User-published version

Add a description for your version history



ExpertReview
Survey strength: **Great**
Recommendations: **1**

[View recommendations](#)

Cancel

Publish

Change Question Type

Multiple Choice

Shareable link to survey

After clicking the “**Publish**” button, copy the link to the survey.

You can always find the survey link later under the “**Distributions**” tab.

Survey Activated

Your survey has been successfully published and activated. You can distribute it using the anonymous link below.

https://qfreeaccountssjc1.az1.qualtrics.com/jfe/form/SV_8HcefLr58gdnWqF

You can also navigate to the [distributions section](#) to view more options.

Close

Shareable link to survey

https://qfreeaccountssjc1.az1.qualtrics.com/jfe/form/SV_8HcefLr58gdnWqF

Yes, it's a ugly URL. But before you go to [TinyUrl](#) or [Bitly](#) to prettify the link, consider that people who don't know you are less likely to click on a URL if they don't know where it leads. On the other hand, Qualtrics is fairly well known at many institutions.

The screenshot shows the Qualtrics web interface. At the top, there's a header with the XM logo, 'Untitled Project', and navigation links for Projects, Contacts, Library, Help, a bell icon, and a user profile icon. Below the header is a secondary navigation bar with tabs for Survey, Actions, Distributions (which is highlighted), Data & Analysis, and Reports. Under the 'Distributions' tab, there's a button labeled 'Pause Response Collection'. The left sidebar contains several menu items: 'Distribution Summary', 'Anonymous Link' (which is highlighted in blue), 'Emails', 'Personal Links', 'Social Media', 'Offline App', and 'QR Code'. The main content area displays the 'Anonymous Survey Link' section, which includes a description: 'A reusable link that can be pasted into emails or onto a website, and is unable to track identifying information of respondents.' Below this description is the same long URL shown in the previous block: https://qfreeaccountssjc1.az1.qualtrics.com/jfe/form/SV_8HcefLr58gdnWqF. At the bottom of this section is a button labeled 'Customize Link'.

Viewing survey results

Survey results can be viewed under the **Reports** tab.



The screenshot shows the XM interface. At the top, there is a navigation bar with the XM logo, 'Homework prefs' with a dropdown arrow, and links for 'Projects', 'Contacts', 'Library', 'Help', a bell icon, and a user profile icon. Below this is a secondary navigation bar with tabs for 'Survey', 'Actions', 'Distributions', 'Data & Analysis', and 'Reports'. The 'Reports' tab is highlighted with a blue underline. Below the 'Reports' tab, there are two sub-tabs: 'Results' (highlighted with a blue underline) and 'Reports'. Under the 'Results' sub-tab, there is a 'Report:' label, a blue button labeled 'Default Report' with a dropdown arrow, and an 'Add Filter' dropdown. To the right, there is a 'Share Report' button with a share icon and a dropdown arrow, and a settings gear icon. At the bottom left, there is a button labeled 'Add Report Breakout' with a plus icon and a dropdown arrow. The main content area shows the start of a survey question: 'Q1 - When I do online math homework, I typically...'.

XM Homework prefs ▾ Projects Contacts Library Help 🔔 👤

Survey Actions Distributions Data & Analysis Reports

Results Reports

Report: Default Report ▾ Add Filter ▾

Share Report ▾ ⚙️

➕ Add Report Breakout ▾

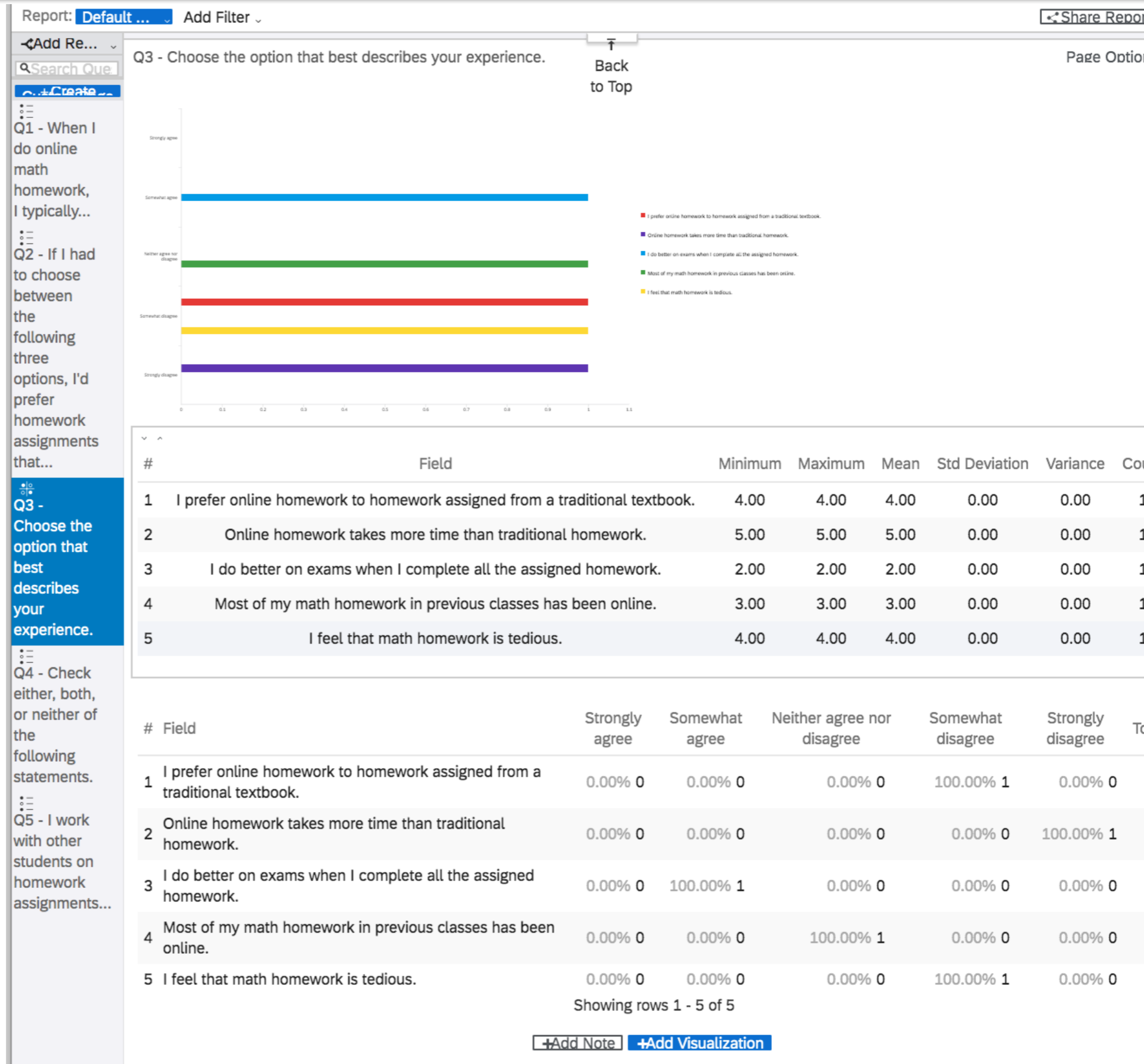
Q1 - When I do online math homework, I typically...

Page Options ▾

Viewing survey results

Qualtrics computes certain statistics automatically.

For statistics not provided by Qualtrics, you'll want to export the data and load it in your own software (e.g. Excel).



Exporting results

Survey results can be exported to an Excel (CSV) file by clicking on the **Share Report** menu.

The screenshot displays the XM software interface. At the top, there is a navigation bar with the XM logo, a dropdown for 'Homework prefs', and links for 'Projects', 'Contacts', 'Library', 'Help', a notification bell, and a user profile icon. Below this is a secondary navigation bar with tabs for 'Survey', 'Actions', 'Distributions', 'Data & Analysis', and 'Reports' (which is underlined). Under the 'Reports' tab, there are sub-tabs for 'Results' (underlined) and 'Reports'. On the left side, there is a sidebar with a search bar labeled 'Search Questions', a button '+ Create Custom Page', and a list of questions. The first question is 'Q1 - When I do online math homework, I typically...' and the second is 'Q2 - If I had to choose between...'. The main content area shows the details for 'Q1 - When I do online math homework, I typically...'. It includes a text input field with the placeholder 'write out all my work on paper for all problems.' and a button 'Add Report Breakout'. On the right side, there is a 'Share Report' button with a dropdown arrow. The dropdown menu is open, showing the following options: 'PDF Document', 'Word Document', 'PowerPoint Slides', 'CSV (Comma Separated)', 'Export Raw Data', 'Download Previous Exports...', and 'Schedule Report Email...'. The 'CSV (Comma Separated)' option is highlighted.

XM Homework prefs ▾ Projects Contacts Library Help 🔔 👤

Survey Actions Distributions Data & Analysis Reports

Results Reports

Report: Default Report ▾ Add Filter ▾

Share Report ▾

PDF Document

Word Document

PowerPoint Slides

CSV (Comma Separated)

Export Raw Data

Download Previous Exports...

Schedule Report Email...

➤ Add Report Breakout ▾

🔍 Search Questions

+ Create Custom Page

• — Q1 - When I do online math homework, I typically...

• — Q2 - If I had to choose between...

write out all my work on paper for all problems.

write out all my work for some, but not all