RowanUniversity
INFORMATION RESOURCES & TECHNOLOGY

Contact
irt.rowan.edu

QUICK REFERENCE GUIDE
QUALTRICS

SEPTEMBER 2024

Qualtrics Basics

Qualtrics is the official Rowan University survey tool. You will be able to use Qualtrics to create, edit, and distribute surveys, as well as analyze the collected data. Qualtrics is supported by modern web browsers. It's recommended that you use the latest versions

Goals of this Guide:

Create a Qualtrics Account
Create, edit, preview, and distribute surveys.
Review data and analysis

Important Note: The faculty and staff license allows unlimited surveys and the student license allows two active surveys.

CREATE A QUALTRICS ACCOUNT

1. To create a Qualtrics account, navigate to https://rowan.qualtrics.com in a web browser. (Do not sign up for a free account at Qualtrics.com.)
2. Log in with your Rowan Network username and password.
3. You will be prompted to select from two options:
   - If you do not have an account, select **I don't have a Qualtrics account**
   - If you previously created an account, select **I already have a Qualtrics account**

4. To set up a new account, you will be prompted to enter your Rowan email, first and last name and student status and graduation date.
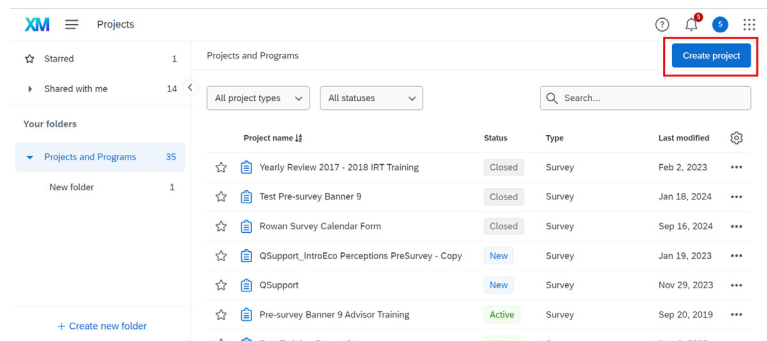5. Read and accept the Terms of Service statement from Qualtrics.

PROJECTS

The Projects page gives a list of all surveys you created, or are collaborating on, and links to the other functions in Qualtrics.

It gives you a quick look at all your projects, statuses, responses and a 12-day trend.

The three dots on the right of each project gives you more options such as Activate, Edit and Preview Survey.

Organize your surveys in folders and subfolders.

Select **Create Project** to build a new survey.

EDIT SURVEY

After creating your survey you will then be put into the Edit Survey tab, where you will create all of the questions and other elements of your survey.

1. Select **Create a New Question** and the dropdown menu shows many types of questions you can create such as Multiple Choice, Matrix and Text Entry.

2. Some other options include:

 - Display Logic - – If certain conditions are met, then the question will be displayed.

 - Skip Logic – skips to another question if a certain answer is chosen.

 - Add Page Break, and much more

Left side of the page you will see the Survey menu:

- Builder - edit survey
- Look & Feel (fonts, colors) - Rowan faculty/staff theme or student theme
- Survey Options (end of survey message, security, responses, triggers, etc.)
- Survey Flow (Blocks of questions - see advanced options)
- Quotas (Create quotas to make sure you gather the exact amount of data required)
- Translations You can add, remove, and edit your survey's translations by going to the Translations tab in the survey.
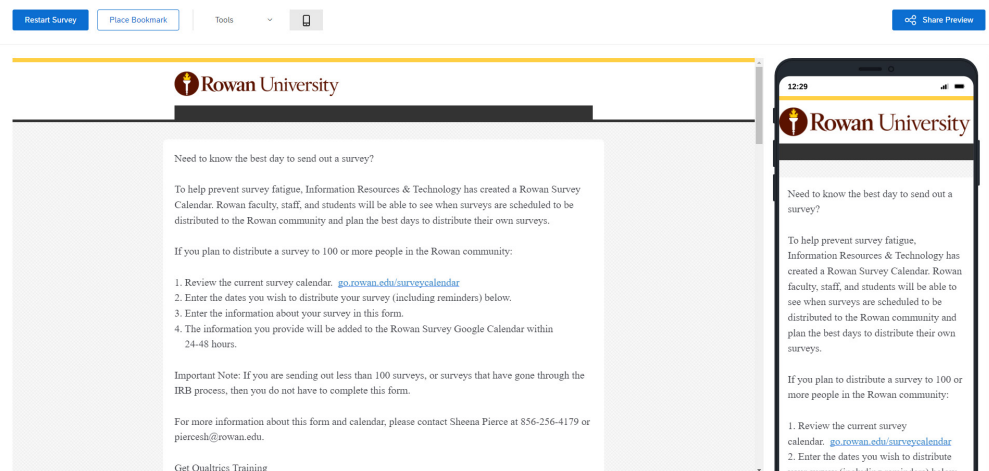
PREVIEW SURVEY

To preview the survey, and test your logic, click on the button **Preview Survey** at the top of the page. The preview shows bot how it will look in a browser and on a mobile device.

1. Lorem ipsum dolor sit amet, consectetur adipiscing elit.
2. Donec fringilla ipsum id pulvinar faucibus.
3. Praesent sit amet metus maximus, gravida nisi sed, pellentesque diam.
4. Aliquam pretium massa ac ligula vulputate, id scelerisque velit vestibulum.

Rowan University
INFORMATION RESOURCES & TECHNOLOGY

Contact
irt.rowan.edu

DISTRIBUTE SURVEY

Go to the main menu and select **Directories** to create a data list on the lists page. Select the **Segments & lists** tab and then select **Create a List,** enter a List Name, and select **Confirm.**

- Import From a File - You can import a list from a csv file.
- Add Manually - You can manually type in your contacts.
- Import from a Survey - import information from a previous survey.

DATA & ANALYSIS

From the Data & Analysis tab, select **Data** (top menu).
To see each individual response, select on the three dots in the individual response column. Under the three dots, there are several choices:

- View Response
- Delete Response
- Retake Response
- Retake as New Response
- Export to PDF
- Select on the Export/Import drop-down on the left side. You can export data as CSV, XML, SPSS, HTML, and Fixed Field Text. Export the User Submitted Files.
- Click on the link at the bottom More Options to see and select more options.

Select the **Distributions** tab via the Project. You can distribute your survey using any of the following methods:

- Email with a unique link sent through Qualtrics. This allows you to track respondents.
- A single reusable link, sent either through Qualtrics email or your own email.
- Post a single reusable link on a web site or social media. This allows you to reach a wider audience, but you cannot track individual respondents.

REPORTS

- Select a Project from your list of surveys
- Select Reports tab
- The Default Report is displayed, or you can select a report to view
- Select questions from the Insert tab to see the responses and statistics
- Export whole report to PDF, Word or CSV
- Add a filters, graph options, view responses and statistics.
- You can also create a Public Report link so the most up-to-date version is shown. As more responses come in, the updated data is shown through that link (opens as a link in a web browser).

HELPFUL RESOURCES

- For free online training, open a web browser and go to qualtrics.com/university.
- Select - Training Tools - Webinars to watch recorded webinars from basic to advanced Qualtrics.
- Survey Basics, Qualtrics: http://www.qualtrics.com/university/researchsuite/research-resources/survey-basics/
- Best Practices for Research, American Association for Public Opinion Research http://www.aapor.org/AAPORKentico/Standards-Ethics/Best-Practices.aspx
- Institutional Effectiveness, Research & Planning (IERP) http://www.rowan.edu/president/ierp/