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.

REQUEST A QUALTRICS ACCOUNT

To request a Qualtrics account:
• Send an email to support@rowan.edu and request a Qualtrics account.
• Do not sign up for a free account at Qualtrics.com
• You will receive an email once your Qualtrics account has been set up.

Open a web browser and enter rowan.qualtrics.com into the location bar. Login with your Rowan University Network username and password.

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 drop down on the right of each project gives you more options such as Activate, Edit and Preview Survey. Organize your surveys in folders and sub folders.

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.
• 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.
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
Top of the page Survey menu
• Look & Feel (fonts, colors) - Rowan faculty/staff theme or student theme
• Survey Options (end of survey message etc.)
• Survey Flow (Blocks of questions - see advanced options)
• Tools - Auto number the survey, Triggers (send survey results to an email address), spell check etc.

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 both how it will look in a browser and on a mobile device.
DISTRIBUTE SURVEY

Select the Contacts tab at the top of the page to create a mailing list. Click on the button labeled Create Contact List, enter a Panel Name, and click on Create.

- 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.

Select the Distributions tab. 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.

DATA & ANALYSIS

From the Data & Analysis tab, select Data (top menu).
To see each individual response, click on the drop down in the Actions column.
Under the Actions drop down, there are several choices:

- View Response
- Delete Response
- Retake Response
- Retake as New Response
- Export to PDF
- Click 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.

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 left side panel 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).
- There are many other options in the Report Options drop down menu.

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/
- Institutional Effectiveness, Research & Planning (IERP) http://www.rowan.edu/president/ierp/

IRT Training can help you with your Qualtrics survey. Register for a one-on-one training session at rowan.gosignmeup.com. We also have a more detailed user manual located on our website - rowan.edu/irt-training.