Who am I?

• Your unofficial Qualtrics advisor

• Contact me if you ever need assistance setting up a study on Qualtrics

• Email: m.thai@uq.edu.au
Overview

- Getting Started
- Creating your survey
- Library
- Survey flow
- Survey Options
- Preview/Launch your survey
- Restrictions
Getting started

• To access Qualtrics you need a Psychology Account

• The username is generally the same as your my.UQ account but the password may be different
Creating your survey

- To start creating your survey, click on [Create Survey] – either button will take you to the survey creation page.
Creating your survey

- If you have never used Qualtrics before, you will need to use the [Quick Survey Builder] to start things off.
- Once you click this, a pop-up window will appear asking you to name your survey.

- If you ever need to create a survey with similar items to one you’ve created in the past, there are options for you to do so down here.
Creating your survey

- Name your survey
  - This is only for your reference only – participants will not be able to see this name
Creating your survey

- To edit your survey, click [Edit]
Creating items

Blocks:
- Items/questions/stimuli can be separated into Blocks
  - Useful when you have different scales (each with a number of items) that you want to keep separate
  - E.g. instructions block, stimulus block, demographics block, attitudes scale, emotions scale,
- You can name your Blocks by clicking on the Block title (e.g. where it says “Default Question Block”)
  - Participants will not be able to see the name of your Blocks – they are for your reference only
- When participants are completing the questionnaire, there will be page breaks between Blocks
  - You can also add page breaks within Blocks if you need to do so
- To create an item, click [Create a New Item]
Creating items

- Once you click [Create a New Item], an item menu will appear to the right of the page.
- The first thing you want to do is choose the type of item you want to add by clicking the green box under [Change Item Type].
Creating items

- Once you click the green box under [Change Item Type], a list of item-types will appear on screen.
- These slides will just go over the most common item-types in detail:
  - Descriptive text/Graphic
  - Multiple Choice/Matrix Table
  - Text Entry
Descriptive Text/Graphic

• Display text for participants to read OR a graphic for participants to see
  - Descriptive text is good for instructions, introductions, messages
  - Graphics are good for visual stimuli

• **Type**: toggle between text/graphic/file
  - [File] lets participants download a file from the survey

• **Graphic Options**: change the way the graphic is displayed and where it comes from
  - [No text]: displays graphic alone, [With text]: displays graphic with text
  - [From URL (with text)]: displays graphic from URL alone or with text

• **Choose a Graphic**: choose a graphic you want to add to the survey from your Graphics Library
  - If you chose the [From URL] options, you will see a text box where you can type in the URL of the graphic
Text Entry

- Allows participants to type in their answers
- Good for open-ended, qualitative questions, some demographics (e.g. age, ethnicity)

**Text Type**: change the size of the text box to suit your question
- E.g. age will require just a single line text box, if you require participants to write something substantial you may use an essay text box

**Validation Options**: force responses or request responses
- You can only request responses from participants – ethics usually mandates that we allow participants to skip questions they don’t want to answer

**Validation Type**: validate participants answers
- E.g. does the participant have to write a minimum or maximum number of words?
Multiple Choice

- The most commonly used item-type to collect quantitative data
- Good for Likert questions (e.g. scale 1-7), some demographics (e.g. sex, ethnicity), other multi-option questions

- **Choices**: change how many points/choices are on your item scale
  - [Automatic choices]: preset scale labels (e.g. strongly disagree - strongly agree)

- **Answers**: change the way participants can answer the item

- **Position**: change how the item scale/choices are displayed

- **Validation Options**: force responses or request responses
  - You can only request responses from participants – ethics usually mandates that we allow participants to skip questions they don’t want to answer

- **Validation Type**: validate participants answers
Matrix Table

- If you have several items on the same scale, you can combine them into a matrix table.
- Good for Likert questions, semantic differential, etc.

- **Statements**: change how many individual MC items are in the matrix
  - [Automatic statements]: this doesn't make sense, ignore

- **Scale Points**: change how many points/choices are on each item scale
  - [Automatic scale points]: preset scale labels (e.g. strongly disagree - strongly agree)

- **Matrix Type**: change the type of items in the matrix

- **Answers** (see Multiple Choice)

- **Options**: whatever they say they do
Other item types

- **Slider**
  - Participants can express numeric amounts on a sliding bars, etc.

- **Constant Sum**
  - Like slider, but numeric amounts must add up to a total that you specify

- **Rank Order**
  - Participants can express their preference for items by ranking/ordering them

- **Side by Side**
  - Allows for multiple types of items next to each other in separate columns
  - Items can include multiple choice and text entry among others

- **Drill Down**
  - Allows participants to choose an answer option by narrowing down from general category to a specific category
Other item types

- **Heat Map**
  - Allows you to upload a graphic that participants can click on to indicate the area that sticks out to them or that they like the most

- **Hot Spot**
  - Allows you to upload a graphic that participants can click on to indicate the whether they like or dislike regions that you have predefined

- **Gap Analysis**
  - Allows participants to rate satisfaction on a five-point smiley-face scale, then specify why they selected the rating

- **Timing**
  - Records the amount of time each participant spends on a page

- **Sliding scale**
  - Negligible
Creating items

If you want to spice up the text in your survey, just click on the [Rich Content Editor] tab that pops up when you are inputting text. A window will pop up allowing you to format the text.
Creating items

• Rich Content Editor
  • Allows you to format your text

Welcome to our survey!

In this survey you will be asked to rate Michael Thai's Qualtrics Brown Bag Lunch.

Please press the button below to proceed with the survey.
Item options list

- **Add page break**: add a page break below an item

- **Add Display Logic**: select the condition that must be met for this item to be displayed (e.g. an answer to a previous question)
  
  Previous Question: From the first drop-down, select Question. From the second drop-down, select a specific question, and from the third drop-down, select an answer choice. From the fourth drop-down, choose selected, not selected, etc.

- **Add Skip Logic**: select the next item participants should be directed to next depending on their answer to the current item
  
  From the first drop-down, select specific answer to current item. From the second drop-down, choose selected, not selected, etc. From the third drop-down, select the item participants should be directed to next.

- **Copy Question**: create a copy of an item

- **Move Question**: moves an item

- **Preview Question**: changes to participant view of the item
Library

- To upload graphics and special messages to use in your survey, click [Library]
• **Survey Library**: you can save entire surveys to the library if you think you’ll need to run a similar one in the future

• **Question Library**: you can save individual items to the library if you think you’ll need to use them in the future (e.g. demographics)

• **Graphics Library**: upload all graphics you plan to use in your surveys here

• **Files Library**: upload all files you plan to get your participants to download here

• **Message Library**: create special messages for participants here (e.g. survey termination messages, debriefing messages)
Survey Flow

• To adjust how the survey flows, click [Survey Flow]
In the [Survey Flow] pop-up window, you can control how participants progress through the survey.

Click [Add Below] to add an element to the Survey Flow.
Survey Flow

- **Block**: add a Block

- **Branch**: branch the questionnaire based on an answer to a previous question

- **Randomizer**: randomize a number of Blocks
  - Useful for randomized assignment to groups in between-groups designs
  - Useful for counterbalancing in within-groups designs

- **End of Survey**: terminate the survey
  - Use during the survey, to disqualify participants who are ineligible to participate in your study based on an answer to a previous question

*Most of you will not need to use Embedded data, Web Service, Authenticator, Table of Contents, or Conjoint in your research*
Survey Flow

- **Branch** example: if I have separate items for people who attend my Brown Bag Lunch vs. people who did not attend my Brown Bag Lunch, I would have to Branch the questionnaire to ask people the appropriate questions.

- Add the Branch > set the conditions > set the Blocks that should be shown if that condition is met.
Survey Flow

- **Randomizer** for between-groups example: if I am running a between-groups experimental design and I need to randomly assign people to 1 of $x$ conditions
  - Organize your different conditions into separate Blocks > Add the Randomizer > drag all condition-Blocks into the Randomizer > Set the Randomizer to “Randomly present 1 of the following elements” > Select [Evenly Present Elements]

- **Randomizer** for within-groups example: if I am running a between-groups experimental design and I need to counterbalance my conditions
  - Organize your different conditions into separate Blocks > Add a copy of your DVs to each of these Blocks > Add the Randomizer > drag all condition-Blocks into the Randomizer > Set the Randomizer to “Randomly present $x$ of the following elements” (where $x$ is the number of conditions in your study/number of Blocks in that Randomizer)
• **End of Survey** to disqualify an ineligible participant: if I specifically stated that I want Australian citizens for my study but non-Australian citizens sign up, I can stop them from completing my study using the [*End of Survey*] tool.

• Add a Branch > set the conditions for disqualification > add an End of Survey under the Branch.
Survey Options

- To adjust survey options, click [Survey Options]
Survey Options

Survey Options

Survey Experience

- Back Button: Enable respondents to change their responses.
- Save and Continue: Allow respondents to save and continue later.
- Show Export Tags: Helpful for survey collaboration.
- Use Custom Survey Validation Messages...

Survey Language: English

Survey Title: Survey | Qualtrics Survey Software

Meta Description: Survey Software, Enterprise Survey | Search engines and social media services use this description.

Survey Protection

- Open Access: Allow anyone to take this survey.
- By Invitation Only: Allow only those who receive invitation emails to take the survey (the will reject anonymous links).
- Password Protection: This password must be entered to take this survey.
- Prevent Ballot Box Stuffing: Keep people from taking the survey more than once.
- HTTP Referer Verification: The user must come from the URL to take the survey.
- Prevent Indexing: A tag will be added to the survey to prevent search engines from indexing it.
- Survey Expiration: The survey will only be available for a specified date range.

Survey Termination

- Default end of survey message.
- Redirect to single response report.
- End of survey message from a library...
- Redirect to a URL: full URL. ex: "http://www.qualtrics.com".
- Send additional thank you email from a library. When distributed via the Survey Maker.
- Anonymize Response. Do NOT record any personal information and remove panel association (not recommended).

Inactive Surveys

- Display inactive survey message.
- Display inactive survey message from a library...

Partial Completion

How long to wait before partially completed surveys are closed and data is recorded.

Please note: the recipient cannot continue taking the survey once their data is recorded:

- After 1 Week

Response Set

New responses go into: Default Response Set. Manages Response Sets. Response sets allow you to place survey responses into different buckets. For example, quarterly or monthly surveys could be collected in different buckets. This allows you to view results of the same survey for different collection periods.
Survey Options

- **Survey Termination**: Choose a message to give to participants when they fully finish the survey

- In psychology, we typically have to give participants a *Debriefing* of what the study they just did was all about at the end of the survey
  - If the Debriefing forms the last Block of your survey, then select *Default end of survey message*
  - If you have written up the Debriefing as a special message in your library, choose *End of survey message from a library*...
  - If you have written up a Debriefing on a webpage separate to Qualtrics, choose *Redirect to URL* and enter your URL

*If you need to collect identifiable information at the end of the survey, you CANNOT do this in Qualtrics.*
Asian Australians: Identity, Attitudes, and Multiculturalism

Participant Information

The purpose of the study

The purpose of this study is to examine Asian Australian attitudes and views about themselves, others, and society as a whole. This study is being conducted by Michael Thal as part of the requirements for the research PhD at the University of Queensland under the supervision of Dr Fiona Kate Barlow.

Ethics Clearance and Contacts

This study has been cleared in accordance with the ethical review processes of the University of Queensland and within the guidelines of the National Statement on Ethical Conduct in Human Research. You are, of course, free to discuss your participation with project staff (contactable on: m.thal@uq.edu.au). If you would like to speak to an officer of the University not involved in the study, you may contact one of the School of Psychology Ethics Review Officers: Jolanda Jettin (j.jettin@psy.uq.edu.au, tel 3365 4909), Jeanie Sheffield (jeanie@psy.uq.edu.au, tel 3365 0891), Thomas Suddendorf (tsuddendorf@psy.uq.edu.au, tel 3365 8311) or Alex Haslam (uphaslam@uq.edu.au, tel 3346 7348). Alternatively, you may leave a message with Ann Lee (3365 6448 ann@psy.uq.edu.au), for an ethics officer to contact you, or contact the University of Queensland Ethics Officer, Michael Tse, on 3365 3524, e-mail humanethics@research.uq.edu.au.

If you would like to learn the outcome of the study in which you are participating, you can contact me at the email above after 31st October, and I will send you an Abstract of the study and findings.

Consent

I have read the Participant Information Sheet and agree to take part in this study. I understand that my participation is completely voluntary and that I may withdraw at any time without consequence. You do not have to give a reason, just close your browser. I understand that the results of the study will be reported in theses and journal articles; however I will not be identified individually.

I Agree

I declare that I am at least 17 years of age. I agree with the above statements and hereby give my consent to participate in this study.

I Disagree

I do not agree and/or I do not wish to participate.
Asian Australians: Identity, Attitudes, and Multiculturalism

Thank you for taking part in this survey!
Your answers have been successfully stored.

Debriefing
Thank you for your contribution to this research project. Your participation ensures that research goes ahead at the University of Queensland and is much appreciated. This debriefing will provide you with a short summary explaining the procedures we used and what we expect to find from this study.

Prize Draw
If you would like to go into the draw to win a $100 MYER gift voucher, please enter your name and email address below. These details will be separated from the rest of your responses so that your responses remain anonymous. Please enter a valid email address as it will be used to contact you in the case that you do win a prize.

Prize Draw
Name: 

Email Address: 

Save Details
Preview your survey

- Make sure you preview your survey before launching it, click [Survey Preview]
Preview your survey

- Make sure you Preview your survey before launching it to make sure everything runs smoothly.
- When you preview your survey, you can quickly skim through it and not answer any questions.
- Click [Ignore Validation] to ignore any questions that require specific responses.
Launch your survey

- Launch your survey when you're ready, click [Launch Survey]
Launch your survey

• To launch your survey click on [Activate your survey to collect responses]
• Once you click this, you’ll be provided with a survey URL link you can distribute to participants
Restrictions

• You **cannot** use Qualtrics to record user identifiable data
  - This includes obvious things such as full names, home addresses, but it also includes email addresses and/or student numbers
  - If you need to record user ID, it must be done on the School of Psychology servers

• This is mandated by the ethics committee – they assume that you know this
A solution

• Psychology I.T. guru Paul Jackson can help you set up start/debrief pages that act as bookends around your Qualtrics survey

• Debrief pages can collect user ID

• Contact Paul: paulj@psy.uq.edu.au
A solution

• What **Paul** needs to help you set up these start/finish bookend pages:
  - A word document with the content you want on your start page (usually participant information) and debrief page
  - A suggested web address for your survey
e.g. exp.psy.uq.edu.au/abc
  where 'abc' is something appropriate for you
  - The survey he is linking these bookend pages to
    > If you have launched your survey, provide him with the URL of your survey
    > If you haven’t launched your survey, provide him with the name of your survey in your Qualtrics account