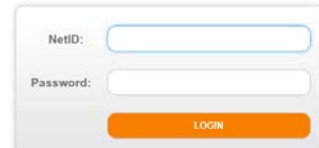# Qualtrics Quick Start Guide

Qualtrics is an easy to use on-line survey creation tool that allows for survey creation and analysis of results. The software is provided free for use in university related research and academic projects as well as administrative work. This quick start guide will walk you through building a simple survey to use with a Program Evaluation Network (PEN). When creating a Qualtrics survey to use with PEN it is important to use the questions exactly as written in PEN.

Logging in to Qualtrics

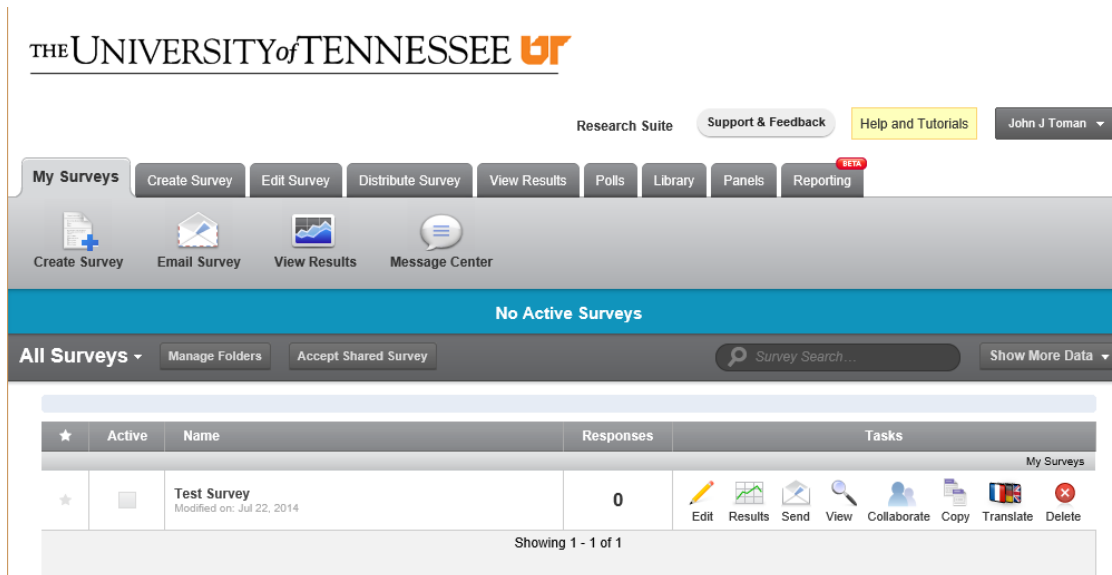You can login to the University Qualtrics site by going to https://cas.tennessee.edu/qualtrics

Enter your NetID and password.

Once logged in you will see your dashboard below. From the dashboard you can create and edit surveys, collaborate with others and analyze the results.
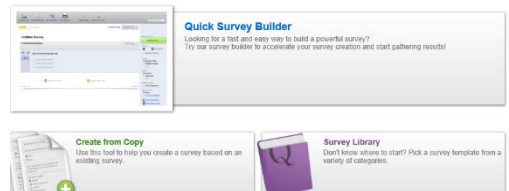

Creating Your First Survey

To create a survey click on the *Create Survey* tab. There are three ways to create a survey the *Quick Survey Builder*, *Create from Copy* or by using a survey template from the *Survey Library*.

Click *Quick Survey Builder*. In the popup enter a survey name. For now, leave the folder blank. Click The *Create Survey* button.
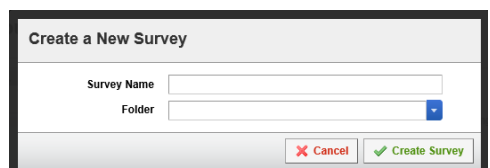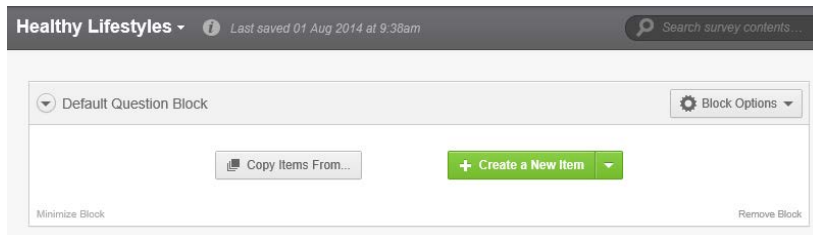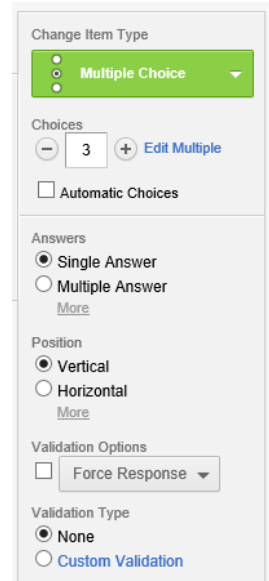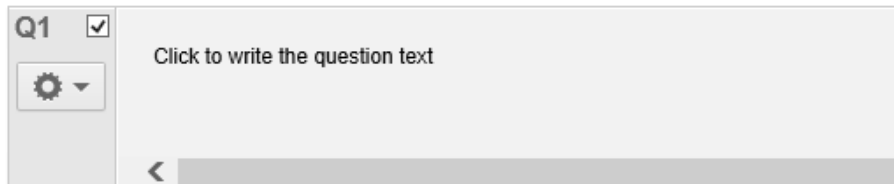
The *Edit Survey* tab will be active and a box to add questions will be visible.

Adding Questions

Click the green *Create a New Item* button. The default question type is multiple choice but first we want to add some text at the top of the survey. Click the green *Multiple Choice* button and change the Item Type to Text/Graphic.

You will be prompted to click and enter the text for the question. Once done click out of the text area to save the question. The PEN survey for Healthy Lifestyles is based on a scale ranging from Definitely False to Definitely True so the best question type to choose would be a Matrix Table.

The text in the question can be formatted by clicking on the blue *Rich Content Editor* button. Formatting can include changing the font, its size and color as well as inserting pictures, hyperlinks, tables and formulas. To format the text, highlight it and click the appropriate button corresponding to what formatting you want to apply.
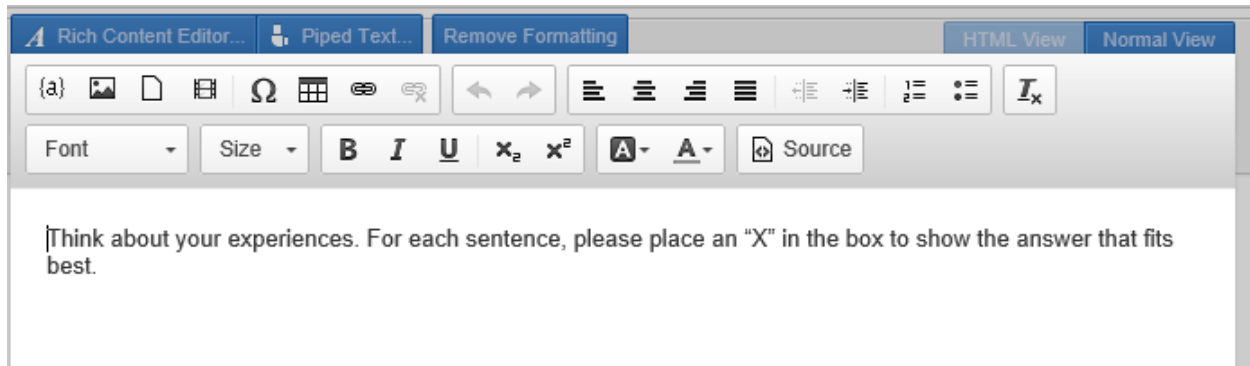
This survey will use the Healthy Lifestyles, short term, Nutrition and Food Safety and Fitness questions from PEN.

The survey question has a five part scale with five questions. In the Statements box enter 5 or click on the plus (+) sign until 5 appears in the box. In the Scale Points box enter 5 or click the (+) sign until it reaches 5. Leave the rest of the items with their default values.

Click in each of the areas where prompted to enter the question text, questions and scale. As you enter the scale Qualtrics will attempt to display the type of scale you intend to use and present a dropdown with the scale selected. You can turn this feature on/off by checking the box Automatic Scale Points.

To stretch out the statements you can click and drag the vertical bar between the statements and the scales to the right.

The second set of questions is similar to the first so they can be copied. Scroll down and in the right hand side menu click on the **Copy Question** button. Click each of the statements and copy/paste the new ones to replace the ones from the previous question.

Add Validation

Because we would like all the questions to be answered validation can be set to either force or request the user to answer the question. Choosing *Force Response* will not allow the user to bypass answering while choosing *Request Response* will prompt the user to answer the question but will allow him/her to skip the question after being prompted as to whether they would like to continue.

Set Survey Options

Survey options allow you to adjust the user experience, protect the survey by setting who can access it, determine what happens when the user has finished the surveys, set what to do with inactive and partially completed surveys and create sets to help manage a large number of responses.
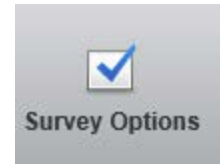
For this survey we are going to set the **Survey Title** to *Healthy Lifestyles Questionnaire*. We will also redirect the user to our 4-H page when the survey is completed. To do this, click the radio button named **Redirect to a URL**, in the **Survey Termination** block.

Preview Your Survey

Preview your survey to see what it will look like and how it will behave. Click the **Preview Survey** button on either the **Edit Survey** or **Distribute Survey** tab. In preview mode your responses will be recorded but they will be labeled *Survey Preview* in the **Response Type** column. These can either be deleted or filtered out when viewing the results.

Distribute Your Survey

There are many ways to distribute to include a survey link, direct email, through social media, or as a popup in a Web page. The first step in distributing your survey is to make it active. To do this click the green **Activate Survey** button on the **Distribute Survey** tab. Once active your survey link will appear.

Your Anonymous Survey Link:

https://utk.co1.qualtrics.com/SE/?SID=SV_6ROf5ZTu2bhbrAV

You can copy this link, then paste it into an email or website.

Note: This will not track identifying information. If needed, try our Survey Mailer

Viewing the Results

There are many ways to view and analyze the data collected. The most basic is the **Initial Report** which will display the counts, total responses and statistics for each question. To use the **Initial Report** click on **View Reports** from the **View Results** tab. The counts from this table can be easily transferred to PEN.

#	Question	Definitely False	Probably False	Not Sure	Probably True	Definitely True	Total Responses	Mean
1	1)I know how good hygiene is important for good health.	1	0	0	1	1	3	3.33
2	2) I know how to calculate my target heart rate.	0	1	0	1	1	3	3.67
3	3) I think that water is the best fluid replacement drink.	0	0	1	1	1	3	4.00
4	4) I know that being physically active helps me control my weight.	0	0	0	2	1	3	4.33
5	5) I would avoid substances that could cause harm to my body.	0	0	0	1	2	3	4.67