TENNESSEE STATE UNIVERSITY
Cooperative Extension

UT Extension

Online Surveys Made Easy

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Who Uses Qualtrics

- 6,000+ worldwide clients
- 1300 colleges and universities worldwide
- 99 of top 100 business schools

qualtrics

Qualtrics Features

- Easy survey creation using a variety of survey types & features
- Control the "look & feel"
- Multiple distribution methods
- Libraries for consistent delivery
- Collaboration features

Best Practices for Online Surveys

> "A survey is always a burden to those who receive it, whether they complete it or not."
>
> - Swarthmore College Office of Institutional Research (2014)

Numerous researchers have reported a decline in online survey response rates. One study even showed that paper surveys produced a 23% higher response rate than online surveys. To improve responses rates:

- Place the most important question first or at least a question that closely ties to the survey title
- Limit the time needed to complete the survey
- Describe the benefits of the survey ("Your responses to this survey will help us improve future programs")
- Personalize correspondence, preferably by name ("Dear Joseph") or by a group name that the client identifies ("Dear Clay County Sheep Producers")
- Follow-up with non-respondents ("We realize this is a busy time of year, and we understand how valuable your time is. We are hoping you could give about 5 minutes to complete a short survey…")

Survey Options

Look & Feel

Visual Design of Your Online Survey

- Keep the visual design simple
- Place a logo and title on the top and navigation on the bottom right
- Don't have extra content such as lines, numerous logos, and URLs
- Select a pleasing contrast without competing and busy colors and patterns
- Note that contrast is more important than color

> "…Qualtrics software offers a suite of tools for developing a questionnaire, and the design can include many types of questions and response formats."
>
> - G. Isreal and J. Gouldthorpe, Univ. of Florida (2013)

Extension Library

- Beef, Healthy Steps & 4-H Topics (41 different tools)
- County Needs Assessment
- Sample Letters of Invitation
- Sample End of Survey Messages

Survey Library

Qualtrics Login

University of Tennessee
URL: https://cas.tennessee.edu/qualtrics
Login with your net ID and password

Tennessee State University
URL:
https://tnstateu.az1.qualtrics.com/WRQualtricsControlPanel/?

Getting Acquainted with Qualtrics

- Create a new survey, copy previous, or from library
- Edit the look and feel
- Set survey options
- Distribute the survey
- Analyze the results

Email Survey

Finding Help

UT – EESD: https://eesd.tennessee.edu

TSU:

Qualtrics University:
http://www.qualtrics.com/university/researchsuite/

Print Survey

Translate Survey