Hello. Thank you for joining us today. I'm
00:02
going to be walking you through an
00:04
introduction to Qualtrics. We will be
00:06
covering some basic aspects of Qualtrics
00:08
including setting up and organizing a
00:10
Survey, creating questions, various
00:13
question types,
00:14
labeling questions, and responses and
00:16
simple survey distributions. We are going
00:19
to start by creating a new project. We
00:23
are going to create a new blank project,
00:25
which is the first option. You can also
00:28
create from a library or a copy. This is
00:31
where you can create a new survey based
00:33
on a pre-existing survey already in your
00:35
Account. You can also create from a file.
00:39
The file has to be in Qualtrics survey
00:41
Format. Qualtrics will aid you further if
00:44
you choose this option. For this
00:47
demonstration we are going to be
00:48
creating a new blank project. We will be
00:51
naming the new blank project Qualtrics
00:54
beginner demo. You can place your new
00:56
project in a folder you've already
00:58

created based on the categories you
01:00
create. We are going to discuss how to
01:03
organize your survey. The goal is to keep
01:06
it simple and easily readable when you
01:09
export your data and prepare it for
01:10
analysis. Qualtrics allows you to add
01:13
blocks to easily organize and edit your
01:15
survey. The purpose of blocks is to chunk
01:18
your content into categories. The first
01:21
block you might create is for the
01:22
consent form. To do this change the
01:25
question type to multiple-choice
01:26
questions in the question text box. You
01:30
have the option to write paragraph or
01:31
you can copy and paste a pre-made
01:33
consent form from a Word document, PDF, or
01:36
other similar file into the text box. For
01:40
brevity purposes, we are going to copy
01:42
and paste a pre-made consent form.
01:51
You might receive a warning from
01:53
Qualtrics telling you that the amount
01:55
you're trying to paste exceeds the word
01:58
limit but that's okay it's just a glitch.
02:00
Click out by the text box and your
02:02

information should appear per mg su IRB
02:06
regulations. The participant must
02:07
actively press “yes “or “no” to continue on
02:10
in the survey. So we only need two
02:13
Options, yes I consent, and no I do not
02:15
consent. As you can see, the default is
02:18
three choices. To change this, use the
02:20
toolbar on the right hand side of the
02:22
Screen. It will allow you to add or
02:24
subtract a choice. For our demonstration
02:27
we are going to subtract a choice to
02:32
label the choices. You can click on the
02:33
text and edit it directly. Turning back
02:37
to the right side of the screen you can
02:39
see there are other question options. The
02:42
one we are going to focus on is the
02:44
force response. This is important when
02:47
you need the participant to answer the
02:48
Question. For example on the consent form
02:51
we need to know if the participant
02:52
consents before allowing them to
02:55
continue on with the survey. To do this
02:57
you can you can either click this box or
03:00
you can use the drop down menu. There are
03:03

two options, first response or request
03:05
Response. The forced response requires a
03:08
response from the participant before
03:10
they can complete the survey. For the
03:12
request response option if the
03:14
participant skips the question
03:15
Qualtrics will prompt them with the
03:17
skipped question when the participant
03:19
attempts to end the survey, but it does
03:22
not require them to answer the question
03:24
to finish the survey, and like we said, we
03:27
will choose force this response now that
03:30
the consent block is done. We will add a
03:33
new block for this demonstration. We are
03:35
going to add a demographics block. To do
03:38
this press add block press the create
03:41
new question caret which will bring you
03:44
up which will bring up all the questions
03:46
type options. For demographic questions
03:50
you usually use the multiple choice
03:52
question type so we're going to select
03:54
this option like we did before we would
03:58
write the question into the text box and
04:00
our question is what is your ethnicity.
04:05

You have the option to edit multiple
04:07
choices simultaneously. This might be a
04:10
good idea if you have a lot of choices
04:12
because then you don't have to manually
04:14
change each choice row by row. To do this
04:18
we'll click the edit multiple option. If
04:21
you already have the choices in another
04:23
document and copy and paste them here
04:25
each line represents one choice and it
04:29
automatically formats that into your
04:31
Survey. Another demographics question we
04:35
might add is asking the participant
04:36
their age. Another way to add a question
04:40
is to hover over a previous question and
04:42
select the green plus sign. This is
04:45
beneficial if you are repeatedly using
04:47
the same question type. In this case you
04:50
can change the question type here to
04:52
text entry and our question will be what
04:54
is your age. This will allow the
04:59
participant to type in an answer instead
05:02
of selecting a predetermined response. To
05:05
ensure the participants responses are
05:07
consistent you can control the minimum
05:09

and maximum allowable characters they
05:12
can type. To do this go back to the right
05:15
column and click content validation. As
05:17
you can see there are other options like
05:20
phone number and date. But just for
05:22
dealing with age we're only concerned
05:24
with number because you have to be 18 to
05:27
Participate. The minimum amount of
05:29
characters you can enter here will be 2
05:31
the maximum will also be 2 and we will
05:34
not allow decimals. When you finish
05:38
creating the demographics questions you
05:40
will create another block. Press add
05:42
Block. The new block will contain our
05:45
personality measures. Since this is a new
05:48
block you'll want to introduce the
05:49
section to the participant. You might
05:52
include information such as length of
05:54
the section the types of questions.
05:55
You'll see and any potential
05:57
instructions to do this you're going to
06:00
press the create new question caret and
06:03
click descriptive text where you can
06:05
then enter your introduction.
06:13

We are going to use the matrix question
06:16
types to display the personality
06:18
Measures. The question text can include
06:21
the instructions for the survey. Next we
06:31
are going to add the Big Five questions
06:41
and the first one is I see myself who is
06:44
Reserved.
06:48
The second is generally trusting and the
06:53
third is tends to be lazy. And these are
06:56
just a few examples from the big five. In
06:58
the Big Five personality inventory there
07:01
are five scale points so we will be
07:03
using the Likert matrix type. The current
07:06
labels on the scale are not correct. To
07:09
edit this there are some pre-made
07:10
options that Qualtrics gives you. The big
07:13
five uses an agreement scale which is
07:16
one of the options that Qualtrics provides.
07:18
Select this option since the Big Five
07:21
scale is reversed compared to the
07:22
Qualtrics option. You can press the
07:25
reverse button to ensure you're
07:26
Consistent. As you can see the default
07:29
scale is a seven-point scale and you can
07:32

change this on the right-hand toolbar.
07:35
One thing to consider is labeling your
07:37
block into your question. This makes
07:40
understanding your exported data much
07:42
Easier. To do this you hover over your
07:45
current label and click it. We're going
07:47
to change the first block to consent and
07:50
we're going to rename it consent in the
07:52
abbreviated form. For the second block
07:55
we're going to label it demographics. In
07:58
each question under that you can either
08:01
label them q1 q2 q3 or give a more
08:04
descriptive label such as
08:06
ethnicity or age. For the third block
08:10
we're going to name it Big Five
08:11
inventory and we're going to label the
08:13
questions vfi and when you export your
08:16
data you will see B fi1 CFI to be fi 3
08:19
and so on. Something to consider when
08:22
you're done creating your survey is
08:24
changing the recode labels. This will
08:26
make your data easier to read when you
08:27
export it. Something Qualtrics likes to
08:31
default Likert labels is to labels that
08:33

may not align with what you need so it's
08:36
important to double check this when
08:37
you're done. To do this click the little
08:39
settings wheel and press recode values.
08:41
You can then press the recode values
08:44
checkbox to display the recode values
08:46
that Qualtrics checks. As you can see
08:49
these happen to be in the right order
08:51
but definitely check before exporting
08:53
your survey.
08:54
Also wait to do this until the very end
08:56
of your survey creation as values can
08:59
change as you add questions. So
09:01
hypothetically let's say this is the end
09:03
of our survey. Now we want to focus on
09:06
the distribution of the survey. To do
09:08
this you're going to scroll back to the
09:09
top of your screen and click
09:11
Distribution. Qualtrics gives you a lot
09:14
of options to distribute your survey. One
09:17
of the first options is to compose an
09:19
Email. If you want to distribute the
09:21
email to multiple people you can create
09:23
a contact list. Press new contact lists
09:26

and enter their information. You'll see
09:28
that your information will already be in
09:30
the from address and from name boxes.
09:32
There's also when to send the email and
09:35
the body message of the email will be
09:37
Included. But you can't change them. You
09:41
can also create an anonymous link which
09:43
generates a link you can paste into
09:45
Emails, Facebook statuses, or MTurk and so.
09:48
This ends our beginner video. Please
09:51
watch our advanced video if you want to
09:53
learn more about survey logic, creating
09:55
Conditions, randomizing questions, or pipe
09:57
Text. Thank you