Data collection with Qualtrics
Some Tips and Tricks

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What is it and why should we use Qualtrics

• Qualtrics is a very sophisticated and easy to use
  - Online Research and Data Collection Tool
  - Qualtrics allows you to
    - easily design surveys with libraries of question types.
    - It has point-and-click design, and allows automatic choices, and question randomization.
    - It includes advanced features such as a comprehensive selection of question types, a skip logic and branching options, and collaboration tools.
    - It is easy to distribute surveys to respondents;
    - It can compile, organize, and analyze responses;
    - It can generate (preliminary) reports from survey data.
Some Advantages of using Qualtrics

• Advantages over similar packages:
  - Nijmegen School of Management has a subscription
  - All students, professors and PhD candidates can make unlimited use of all features
  - It has an intuitive interface
  - Possibilities are almost unlimited
  - Good for Surveys, Questionnaires, Online experiments, etc.
  - Users like the lay-out, so less abandoned questionnaires
Some hints and tips before you start

- First finish your research design!!!
  - Which variables will you measure (dependent, independent)
  - Which descriptive variables will you need to measure
  - How will you measure them (scales, other types of measures)
  - How will you guarantee content validity
  - Do you design for comparing segments?
  - Think carefully about sampling and representativeness!
  - In which order will you measure
    - Be aware of measurement biases
    - Common method bias (read Podsakoff et al 2003)

How to get started?

• Go to: fmru.qualtrics.com!!!

You are in the right place!

Click here to create your account
Create your personal account

- Click on ‘create an account’
- Use your @student.ru.nl or @fm.ru.nl mail address as your login
- Create a password you can remember
- Follow the instructions:
  - Use the **Self-Enrollment Access Code**: Negej
  - Your account is created and you can immediately start using Qualtrics
Logged-in:

You are in the right place

Click here first
Welcome to the new Qualtrics University

What would you like to learn?

Online Training Programs

Learn Qualtrics in 5 Steps

Master Qualtrics in minimum time. Learn Qualtrics in 5 Steps is an express program that will get you up to speed in under 3 hours.

Get started now

Or check out these pre-recorded trainings:

Basic Building  Advanced Building  Anonymous Distribution  Identifying Distribution  Reporting

Radboud Universiteit Nijmegen
Build a new survey

Use ‘survey builder tool’

Classical
How do you want to build your survey?

Quick Survey Builder
Quick and Easy

Name and Describe Your Survey

Complete the information below and press 'Create Survey' to continue:

Survey name:

Folder:

Select a user or group account location for this survey:

Test survey

Use this option to copy questions from an existing survey
After creating the questions you can change their order.

More classical survey question types:

<table>
<thead>
<tr>
<th>Question Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multiple Choice</td>
</tr>
<tr>
<td>Matrix Table</td>
</tr>
<tr>
<td>Text Entry</td>
</tr>
<tr>
<td>Text / Graphic</td>
</tr>
<tr>
<td>Constant Sum</td>
</tr>
<tr>
<td>Rank Order</td>
</tr>
<tr>
<td>Sliding Scale</td>
</tr>
<tr>
<td>Side by Side</td>
</tr>
<tr>
<td>Pick, Group, and Rank</td>
</tr>
<tr>
<td>Drill Down</td>
</tr>
<tr>
<td>Hot Spot</td>
</tr>
<tr>
<td>Heat Map</td>
</tr>
<tr>
<td>Timing</td>
</tr>
<tr>
<td>Meta Info Question</td>
</tr>
</tbody>
</table>

Question types for online experiments:
What is your favorite soft drink?

Coke
Which of the following actors did not make an appearance in the hit movie, Zoolander?

You can upload visuals
If you had to live in a single hotel chain for the rest of your life, which would it be?

- Hyatt
- Marriott
- Days Inn
- Holiday Inn
- Hilton
- Radisson
- Sheraton
- Other:

Use the ‘with other’ option only if your respondents may not be able to answer the question without that option (same for ‘N.A.’)
The use of `bipolar` or semantic differential scales has the advantage of leading to more normally distributed values.
Sometimes you can productively vary between types
Keep in mind that you must first design your research and then choose the question types. Never the other way round!
Use text blocks between questions to inform or instruct your respondents. E.g., to reassure them that there are no good or bad answers!
Use filter questions to prevent useless data

Please be sure you can answer 'yes' to the following questions before continuing:

- Do I have last year's Tax Info?
- Do I have my Reference Number?
Respect the privacy of your respondents, only collect the necessary data
Overall, how happy are you with our product?
How satisfied do you feel when you eat at the following restaurants?

| Restaurant    | | | | | | Why does this restaurant satisfy you? |
|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Olive Garden  | | | | | | Filling | Taste | Price | Selection |
| Pizza Hut     | | | | | | Filling | Taste | Price | Selection |
| PF Chang's    | | | | | | Filling | Taste | Price | Selection |
Change Question Type

Example Area

Please group and rank the following movies into categories (please name them):

Items
Armageddon
Bye Bye Birdie
Contact
Emma
Ever After
Field of Dreams
GATTACA
Heart & Souls
Star Wars
Saving Private Ryan
War of the Worlds
You've Got Mail

Group:

Select Box, Recipient Names Groups
Select Box, Recipient Defines Groups

Drag and Drop
Drag and Drop, No Columns
Select Box, Predefined Groups

Side by Side

How are your pizza cravings satisfied?

Timing
Page Timer

Meta
Browser Info
### How are your pizza cravings satisfied?

<table>
<thead>
<tr>
<th>Restaurant</th>
<th>How often do you order from these restaurants:</th>
<th>How do you order it?</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pizza Hut</td>
<td>![Circle] Always ![Circle] Sometimes ![Circle] Never</td>
<td>![Circle] Carryout ![Circle] Delivery ![Circle] Dine in</td>
<td></td>
</tr>
<tr>
<td>Domino's</td>
<td>![Circle] Always ![Circle] Sometimes ![Circle] Never</td>
<td>![Circle] Carryout ![Circle] Delivery ![Circle] Dine in</td>
<td></td>
</tr>
<tr>
<td>Little Caesar's</td>
<td>![Circle] Always ![Circle] Sometimes ![Circle] Never</td>
<td>![Circle] Carryout ![Circle] Delivery ![Circle] Dine in</td>
<td></td>
</tr>
<tr>
<td>Papa John's</td>
<td>![Circle] Always ![Circle] Sometimes ![Circle] Never</td>
<td>![Circle] Carryout ![Circle] Delivery ![Circle] Dine in</td>
<td></td>
</tr>
</tbody>
</table>

**Question Options**

- Drag and Drop
- Drag and Drop, No Columns
- Select Box, Predefined Groups
- Select Box, Recipient Names Groups
- Select Box, Recipient Defines Groups

**Other Options**

- Side by Side
- Timing
- Page Timer
- Meta
- Browser Info
Camera Comprehension Timer

This question will record how long the user spent on the this page. It will not be displayed to the recipient.
Change Question Type

Example Area

This question will record the recipients browser information. It will not be displayed to the user.

Browser Type
Browser Version
Operating System
Screen Resolution
Flash Version
Java Support
User Agent

Drag and Drop
Drag and Drop, No Columns
Select Box, Predefined Groups
Select Box, Recipient Names Groups
Select Box, Recipient Defines Groups

Side by Side
How are your pizza cravings satisfied?

Timing
Page Timer

Meta
Browser Info
Click on the area of the image that stands out most?

How are your pizza cravings satisfied?

Timing
Page Timer

Meta
Browser Info

Heat Map

Hot Spot
Like / Dislike
On / Off
Please click once on the concepts you like (green) and twice on those you dislike (red).

Drag and Drop
Drag and Drop, No Columns
Select Box, Predefined Groups
Select Box, Recipient Names Groups
Select Box, Recipient Defines Groups

Side by Side
How are your pizza cravings satisfied?

Timing
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Browser Info

Heat Map

Hot Spot
Like / Dislike
On / Off
After creating questions you can still edit them.
Use logic to create specific flows Based on answers to a filter question
**Survey Options**

- **Survey Experience**
  - Back Button. Enable respondents to change their responses within a block.
  - Save and Continue. Allow respondents to save and continue later.
  - Survey Language: English
  - Show Export Tags. Helpful for survey collaboration.

- **Survey Protection**
  - Open Access. Allow anyone to take this survey.
  - By Invitation Only. Allow only those who receive invitation emails to take the survey.
  - Password Protection. This password must be entered to take this survey.
  - Prevent Ballot Box Stuffing. Keep people from taking this survey more than once.
  - HTTP Referer Verification. The user must come from this url to take the survey.
  - This survey does not expire.
  - This survey is valid from: 2009-02-07 to: 2010-02-07

- **Survey Termination**
  - Default end of survey message.
  - 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
### Survey Options

**HTTP Referer Verification.** The user must come from this url to take the survey:
- [ ] This survey does not expire.
- [ ] This survey is valid from: 2009-02-07 to: 2010-02-07

#### Survey Termination
- [ ] Default end of survey message.
- [ ] 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...

#### Inactive Surveys
- [ ] Default 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**
- 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.

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**Radboud Universiteit Nijmegen**
Some basic descriptives are generated by Qualtrics, but for your thesis you will need to use SPSS, Stata, R etc.
After the survey is over

Download data

Choose the right format

Start doing your analyses
If you need help

• First use Qualtrics University and Online Tutorials
• If you still need help: ask your supervisor
• If nobody can help you: communicatie@fm.ru.nl