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Qualtrics Demonstration

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Introducing Qualtrics
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What is Qualtrics?

Qualtrics is an online tool for creating surveys, distributing surveys, and analyzing survey results. You may have used SurveyMonkey, but Qualtrics offers many more features.

Improvements over SurveyMonkey

- Creating and customizing surveys in Qualtrics is much faster and easier.
- Qualtrics offers a few more options for distributing surveys.
- Includes better tools for analyzing and downloading survey results.
- Users retain complete control over their own individual surveys and accounts.

Creating surveys

Qualtrics features four ways to create surveys:

- Create a survey from an example in the Qualtrics online library.
- Copy an earlier survey.
- Create your survey from scratch using the intuitive question-building tool.
- Import questions directly from a Word document (requires special formatting).
    - http://www.qualtrics.com/university/importexport-survey-qs/

Question types

Along with standard question types like multiple choice and text questions, Qualtrics offers advanced question options:

- Heat maps (click within an image to find what stands out).
- Sliding Scales (determine relative rankings).
- Constant Sum (multiple elements add up to a single sum, such as 100%).
- Drill down (pick from more than one element, like make, model, and year).
- Pick, Group, and Rank (drag and drop elements into boxes, e.g. "would use"/"would not use").

You can also save time by choosing from a large library of pre-written questions.

Advanced Design Features

- Skip and display logic which allows survey respondents to only see the questions which are relevant to particular answers (e.g. respondents who answered "yes" wouldn't see the questions for "If you said no, then…").

- Randomize answers to ensure that you are generating unbiased results.
- Use design templates to brand your surveys.

Distributing surveys and collect responses

You can collect survey responses by:

- Emailing the survey link to potential respondents.
- Posting a link to a website.
- Embedding the survey directly into a website (respondents do not leave your site to take the survey).
- Creating a pop-up window that your users see when they visit the site.

Analyzing survey results

With Qualtrics, you can:

- Generate reports to see all of your results at once.
- Export your results into Excel, Word, PDF, or PowerPoint.
- Create graphs and charts of your results.
  - http://www.extremepresentation.com/uploads/images/choosing_a_good_chart.jpg
- Filter results by specific questions or specific answers.
- Cross-tabulate your results by more than one question and/or answer.

Other features

In addition to these features, Qualtrics offers:

- Polls which can be embedded on a website.
- Extensive help documents.
- Training seminars and videos.
- Collaboration tools which let you grant access to others to write, distribute, or edit your surveys (you decide the level of access).
- Google Translate tools for translating surveys.

Setting up a demo account

To set up a free demo account, visit http://www.qualtrics.com. Note that the free account's features will be limited and not feature all options available to paid accounts.