

Qualtrics Support

1. Getting Started

- **Get a Qualtrics account:** contact Julie O'Brian (julie.obrian@ucdenver.edu) for a free account via SEHD
- **Creating a Survey**
<https://www.qualtrics.com/support/survey-platform/survey-module/survey-module-overview/>
- **Sharing a Project**
<https://www.qualtrics.com/support/survey-platform/my-projects/sharing-a-project/>

2. Survey Features

- **Blocks:** Each “block” is a separate page of your survey. Blocks help to break the survey down into more manageable chunks.
<https://www.qualtrics.com/support/survey-platform/survey-module/block-options/block-options-overview/>
- **Customization Options:** including “back” button, open access vs. invitation only, and password protection
<https://www.qualtrics.com/support/survey-platform/survey-module/survey-options/survey-options-overview/>

3. Item types

- **Likert Scales:** use Matrix Tables instead of multiple choice whenever possible
<https://www.qualtrics.com/support/survey-platform/survey-module/editing-questions/question-types-guide/standard-content/matrix-table/>
- **Multiple Choice:** not the best for Likert scales
<https://www.qualtrics.com/support/survey-platform/survey-module/editing-questions/question-types-guide/standard-content/multiple-choice/>
- **Text Entry**
<https://www.qualtrics.com/support/survey-platform/survey-module/editing-questions/question-types-guide/standard-content/text-entry/>
- **Slider**
<https://www.qualtrics.com/support/survey-platform/survey-module/editing-questions/question-types-guide/standard-content/slider/>
- **Rank Order**
<https://www.qualtrics.com/support/survey-platform/survey-module/editing-questions/question-types-guide/standard-content/rank-order/>
- **Side-by-Side**
<https://www.qualtrics.com/support/survey-platform/survey-module/editing-questions/question-types-guide/standard-content/side-by-side/>

4. Logic

- **Skip Logic:** e.g., if respondent says “yes” to Q5, then skip to Q7
<https://www.qualtrics.com/support/survey-platform/survey-module/question-options/skip-logic/>
- **Display Logic:** e.g., if you want questions or groups of questions to display only for a specific group
<https://www.qualtrics.com/support/survey-platform/survey-module/question-options/display-logic/>

- **Survey Flow:** for more complex logic, survey flow is often better than skip logic or display logic
<https://www.qualtrics.com/support/survey-platform/survey-module/survey-flow/survey-flow-overview/>

5. Survey Distribution

<https://www.qualtrics.com/support/survey-platform/getting-started/step-4-distributing-survey/>

6. Data Analysis

- **Basic Overview**
<https://www.qualtrics.com/support/survey-platform/getting-started/step-5-analyzing-data/>
- **Understanding your Dataset**
<https://www.qualtrics.com/support/survey-platform/data-and-analysis-module/data/download-data/understanding-your-dataset/>
- **Exporting Data**
<https://www.qualtrics.com/support/survey-platform/data-and-analysis-module/data/download-data/export-data-overview/>

7. Reports

<https://www.qualtrics.com/support/survey-platform/reports-module/reports-overview/>