# Qualtrics Survey Creation Guide

In this guide you will find a basic step-by-step process on how to create a survey in Qualtrics. Qualtrics is a powerful platform that will allow you to design and share surveys, and to analyse the data collected in a simple way.

Logging in

Log in to https://unioflimerick.eu.qualtrics.com/ using your UL username and password. If it is the first time you are using Qualtrics, you will need to request a coupon code from your divisional administrator. You can find your divisional administrator here https://ul.topdesk.net/tas/public/ssp/content/detail/service?unid=268463272b854416a1d1e0 ee614869af&from=9d8de705-df42-444f-bdf5-1f36dcf15dff

Follow the steps below to activate your coupon code. Once you introduce the code, click on upgrade account, and refresh the page. It might take a few hours to upgrade.
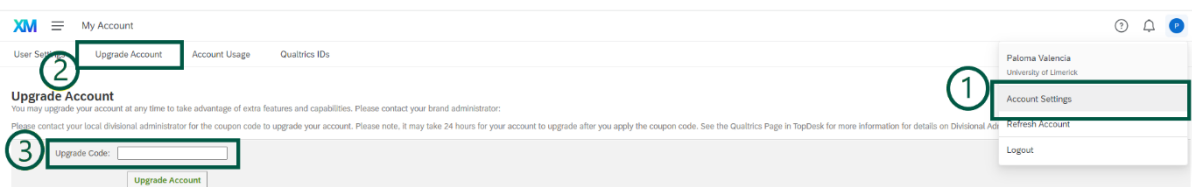
Now you are ready to begin.

Creating a new survey

Go to your home screen. You will see two different options to start creating a survey. Either of them will take you to the same place, you can click on *create a survey* or *create a new project*.
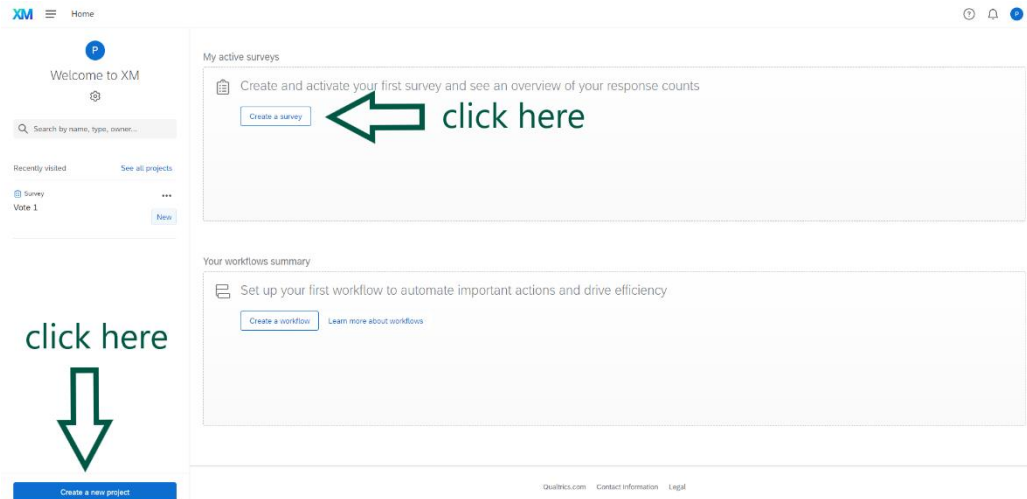
If this is your first time creating a survey and you are not sure what types of questions to use to collect your data, don't worry, there are some templates ready for you to use. You can always modify them, deleting or adding what you need for your own purposes.

You will find the templates upon clicking on *create a survey* or *create a new project*.

You can also get a complete tour of question types and how to edit, add, delete, or move questions around in your survey by clicking on *Qualtrics Surveys Question Tour*.
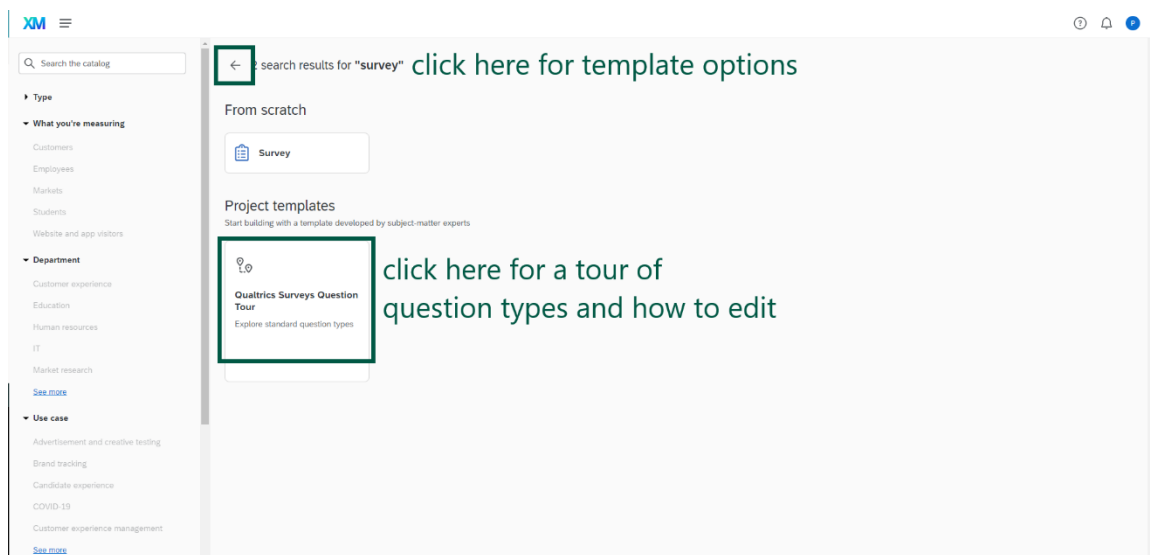
Templates

There are many options for you to use depending on what data you want to collect. On the left-hand side of your screen, you will find a filter drop-down menu to narrow down the templates to what you are looking for. Again, don't worry if the templates don't exactly match what you need, once you create the survey you can add, delete or edit the questions.
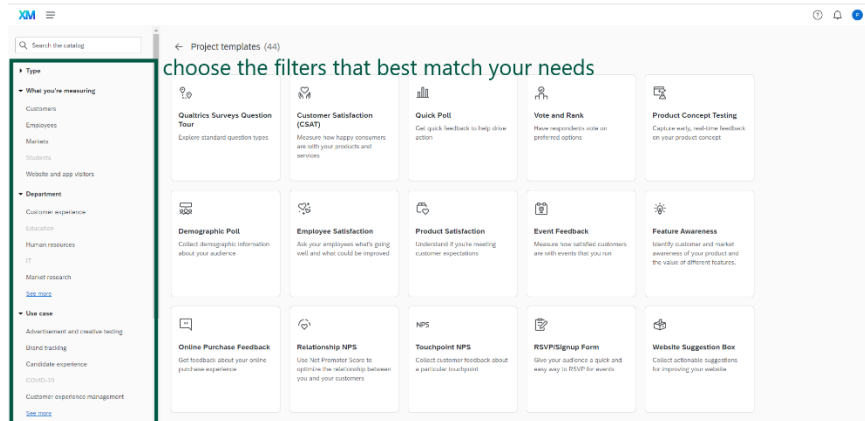

The template will come with some sample questions for you to edit. For the purpose of this guide, we will see only a few basic question types but can learn more about the rest of question types in the tour mentioned above.

Example template

I have selected the template 'Event Feedback' for this walk-through, but it will be the same for the other templates.

We will start by adding a description of the survey, what it is for and why you are conducting it. The option to do this is 'Text/Graphic' on the question type menu.

Clicking on any text box will allow you to edit it. You can also edit the title of the survey, as well as the headings of the different text boxes or questions by clicking on them.
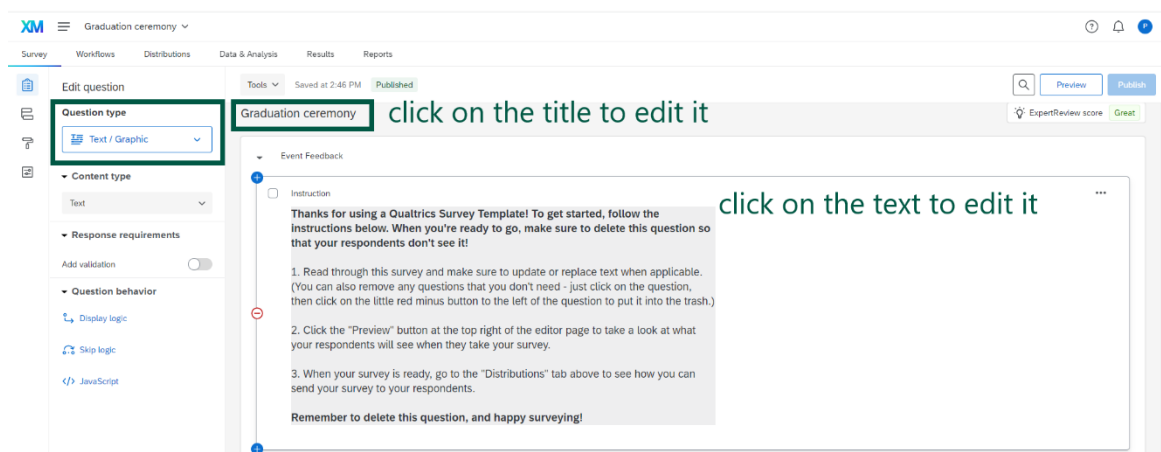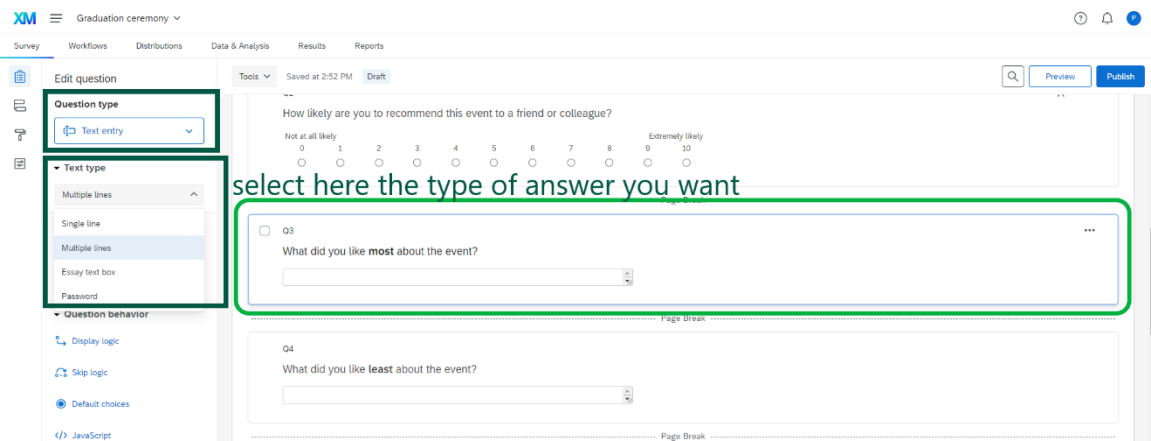
Question types

We move on to edit the questions. We will see 4 question types here: *net promoter score, text entry, multiple choice,* and *slider.*

a) *Net promoter score*: This question type allows the respondent to choose a score from 0 to 10. You can add as many labels as you want (e.g. Not at all likely - extremely likely), depending on what information you want to collect. In this example there are only two for the opposite extremes, but more can be added in between to give the respondent a broader range of options. As before, to edit the labels, click on the text and edit it.
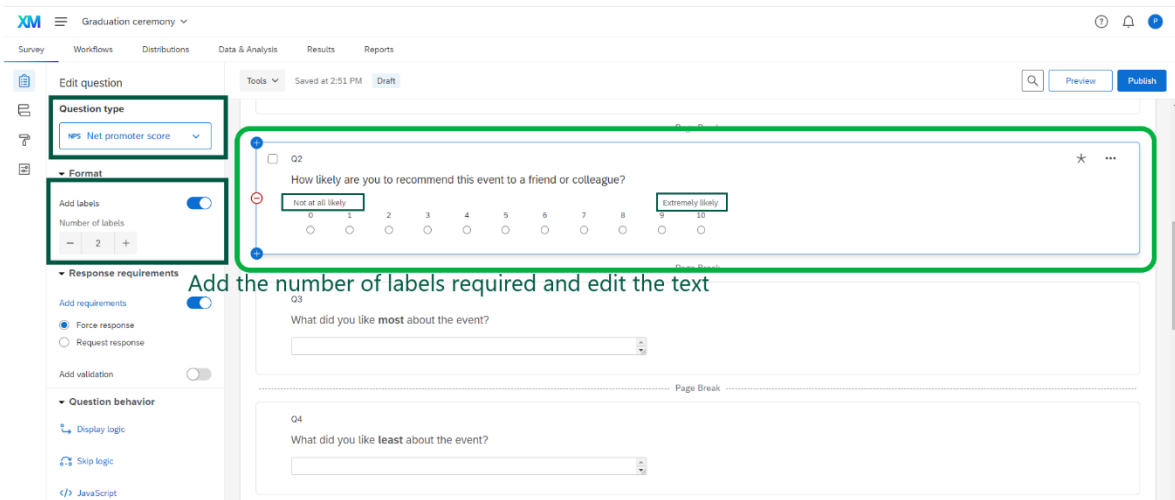

b) *Text entry*: With this question type, respondents can type in their answer. There are different options for this answer, depending on how long you want the answer to be. On the left-hand side, the 'Text type' section will allow you to select the type of answer you want for this question. There are four types: single line, multiple lines, essay text box, and password.

c) *Multiple choice*: This question type has a variety of options. You can choose to have a single answer or multiple answers. The number of answers is up to you, you will choose them within the 'choices' menu. To edit the answers, you can either click on the individual text on each answer and edit it or click on 'edit multiple' and input the answers as a list of items.
There are more options for the display of answers. Within 'format', you can choose if you want the answers to be displayed as a list, a dropdown menu or select boxes. You can also align them vertically, horizontally, or in columns.

The example shown is a question with 4 answers, with only one answer allowed, shown as a vertical list.
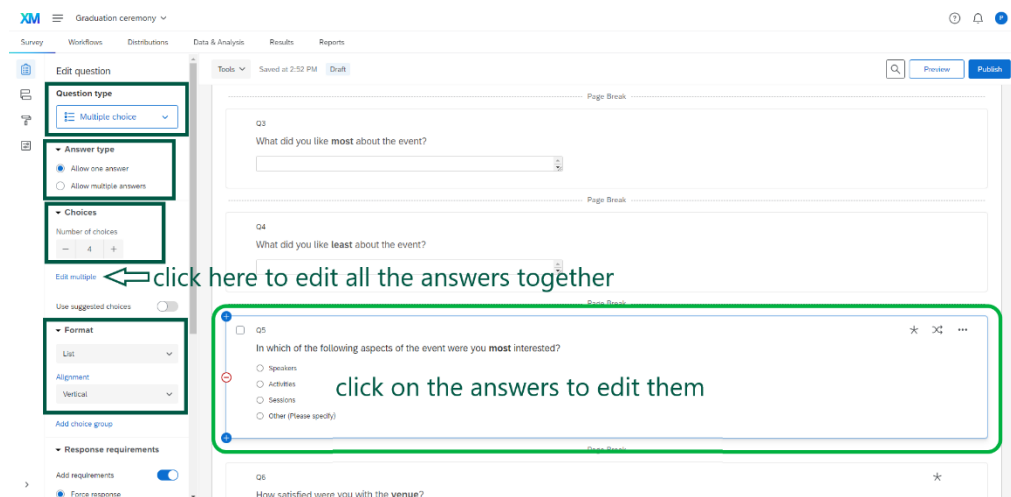
d) *Slider*: Your respondents will be able to rate your statement from 1 to the number of your choice. There are different types of answers for this question: sliders, bars, and stars. They all have a 'scale points' section. Choose the range of points you want your respondents to choose from. You can have more than one statement in the same question. To edit the text, click on it and edit.

This example is a stars slider with 5 stars being the maximum rating.
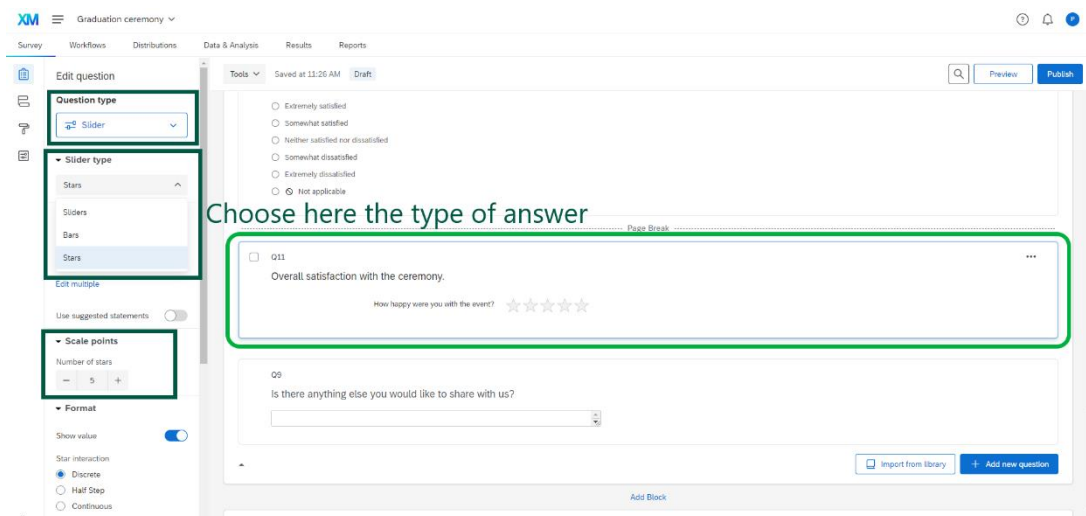
Adding, deleting, editing questions

You can add or delete questions throughout the survey. To add a question, hover over a question. On the left-hand side there will be two blue circles with a + symbol at the corners, and a red circle with a – in the centre. The blue circles will allow you to add a question above or below the one you are currently on, and the red circle will delete that question. If you decide to add a question, you will have to choose the type of question on the menu on the left-hand side clicking on the 'question type' dropdown menu.

There is an option to make the answer to a question a requirement. This option is on the left-hand side menu. If you select 'add requirements', the question will be marked with a star at the top right corner.

For the final display of the survey, the questions can be together in the same page or they can be separated into different pages the respondents will have to navigate through. To create a navigation system, you will click on 'add page break' below a question, and the following questions will be automatically put into a new page in the published project. This will make the survey feel less cluttered and the respondents will be able to focus on only a small number of questions at a time.
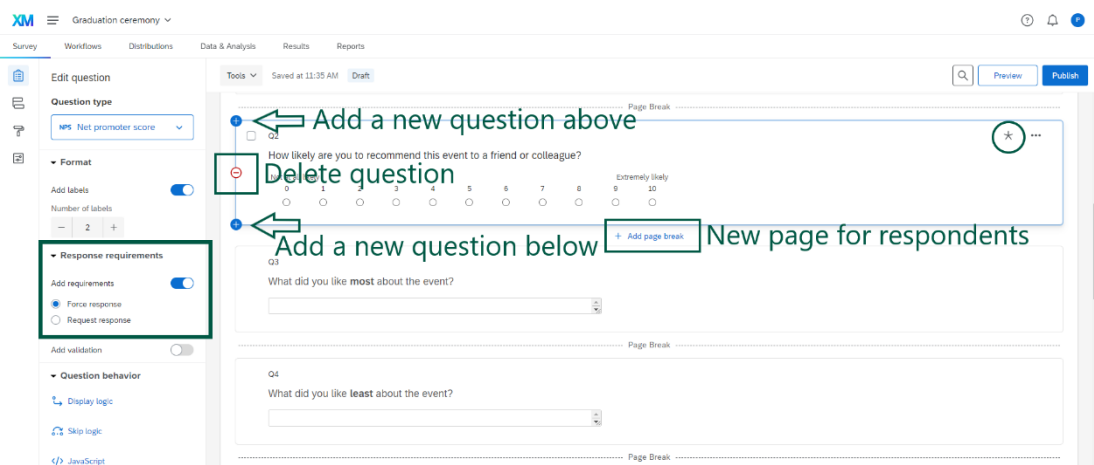
When you are ready, you can preview the survey clicking on 'Preview on the top right corner of the screen. If you are happy with the result, click on 'Publish'.

Distribution and sharing

To distribute the survey, click on 'Distributions' at the top of the page within the survey page. You will be prompted to the options to share the survey. You can send it via email, copying the link, sharing it directly on social media, etc. To use this survey on Sulis or Moodle, click on 'Web' and a blue box will appear to embed the survey link on a website. Click on the blue box and the link will be copied for you to use.
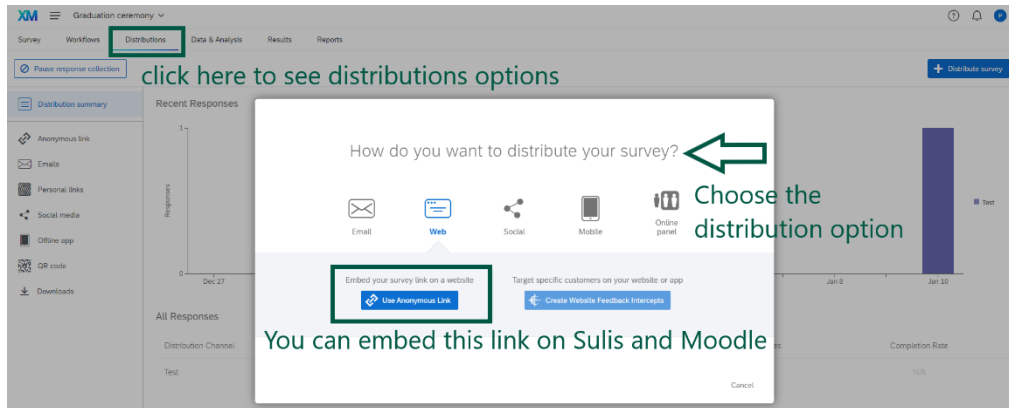
Results

To see the results of your active surveys, go into the survey and on the top bar you will see two pages: *Data & Analysis* and *Results*.

a)   In the *Data & Analysis* section, you will be able to see all the answers.

b) In the *Results* section, there are different options for the answers average to be displayed. You can choose among simple table, bar chart, line chart, pie chart, breakdown bar, statistics table, and gauge chart. These options are on the right-hand side on the screen, together with the labelling options. You can decide what information is shown on the large, small and bottom labels on the display.

Home screen

Finally, on your home screen you will see all your surveys on the left-hand side of the page, and a quick view of your active surveys in the centre of the page.

Qualtrics support

Please note that full user support is included as part of our license agreement with Qualtrics, so if you have any question or queries on using Qualtrics you can contact their support them directly. Further details are on accessing Qualtrics and getting support is available in TopDesk at this link
https://ul.topdesk.net/tas/public/ssp/content/detail/service?unid=268463272b854416a1d1e0ee614869af&from=9d8de705-df42-444f-bdf5-1f36dcf15dff