

INTRODUCTION TO QUALTRICS

Smeal faculty and students are entitled to a Qualtrics Survey Software account. Register at:

<https://www.qualtrics.com/academic-solutions/penn-state-smear-college-of-business/>

If you already have an account, log in to:

<https://www.qualtrics.com/login/>

Click on the green tab on the top right, Create Project. Presumably, you will create a project from scratch, so choose a name for your project (you can leave the folder box blank) and click on Create project.

On the next screen, your new project will open and you will see the first default question block and the first question. Click on the box next to Q1 and various options will appear on the right-hand side. For example, you can choose different question types by clicking on the drop-down menu under Change Question Type (there is also a Question Library from which you can import questions for different types of surveys), change the number of response options, select a horizontal or vertical presentation of the response options, etc. Play around with the various options to get a feel for what's possible.

You can add questions within a block by clicking on Create a New Question or add a new block of questions by clicking on Block Options.

There are lots of options for designing your survey. For example, you can force responses, you can insert a Timing question (which keeps track of how long a respondent took to answer a question), or you can control the survey flow (to mention just a few illustrative examples).

Qualtrics will automatically save changes to your survey. When you have a complete first draft of the survey, inspect it by clicking on Preview Survey.

When you're ready to administer the survey, click on Distributions and then 'Get a single reusable link'. You will get a link that you can send to your respondents so they can access the survey.

After you have collected the data, click on Data & Analysis, Export Data, and Export Data with Legacy Format. From there you can download the data as a csv file that you can read into Excel.