

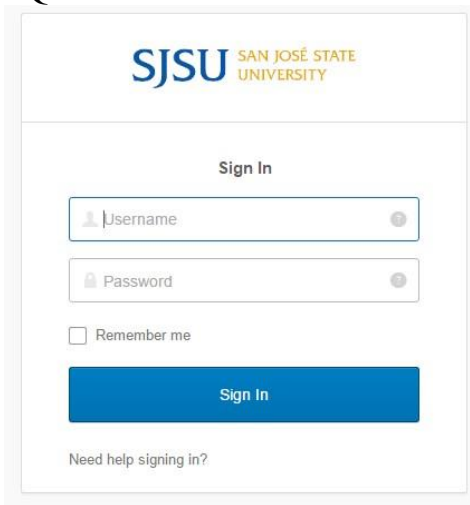
## Qualtrics Survey Guide

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This guide will help you with creating a basic survey using Qualtrics. Qualtrics software enables users to do many kinds of online data collection and analysis including market research, customer satisfaction and loyalty, product and concept testing, employee evaluations and website feedback.

### Logging into Qualtrics

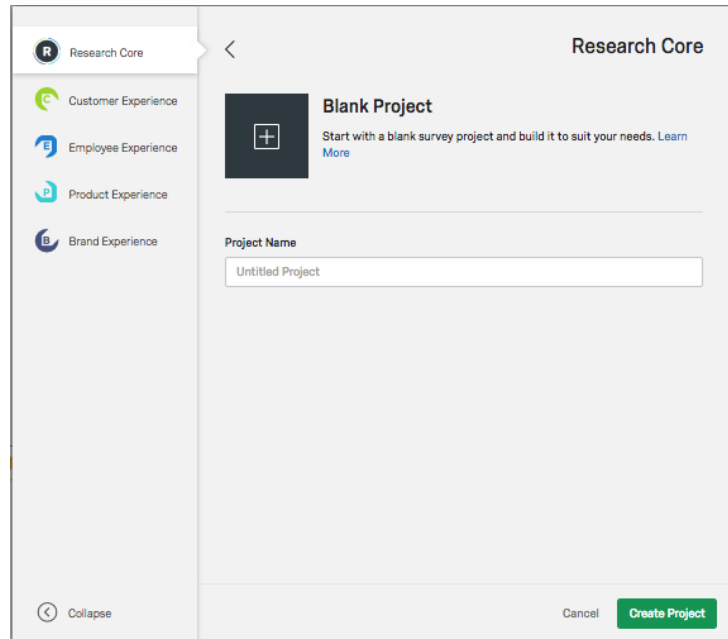
1. Login to Qualtrics at <https://sjsu.qualtrics.com>
2. You will be redirected to the SJSU Single SignOn Page
3. Click LOGIN to access your Qualtrics account.



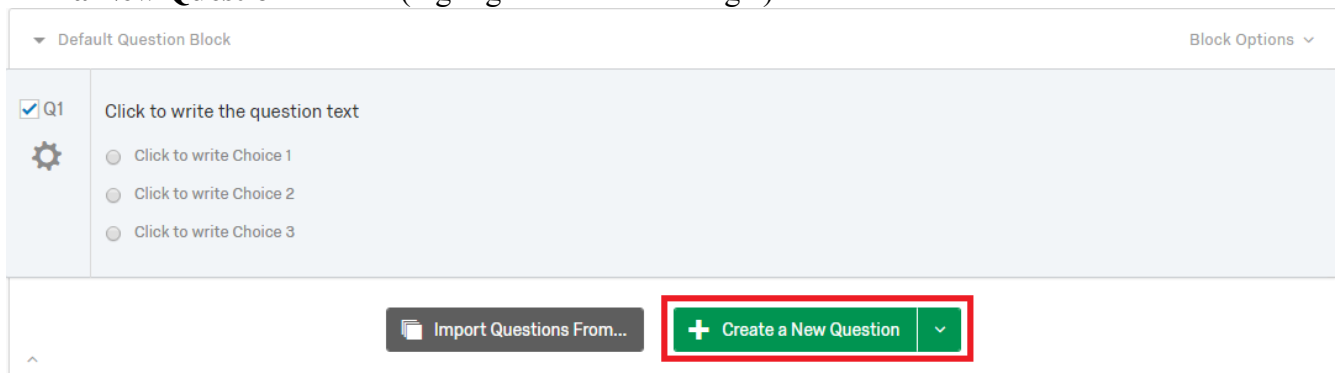
The screenshot shows the SJSU Single Sign On page. At the top, the SJSU logo and "SAN JOSÉ STATE UNIVERSITY" are displayed. Below the logo, the text "Sign In" is centered. There are two input fields: "Username" and "Password", each with a small icon on the right side. Below the password field is a checkbox labeled "Remember me". A large blue button labeled "Sign In" is positioned below the checkbox. At the bottom of the form, there is a link that says "Need help signing in?"

### Creating a Survey:
























1. Create Folder (optional) left sidebar. The created project will automatically added to the created this folder.
2. To create a survey, click on “+ **Create Project**”.
3. You will now see a dialog box as shown below. Enter the name of the survey. Once you have entered the details, click on the “**Create Project**” button.



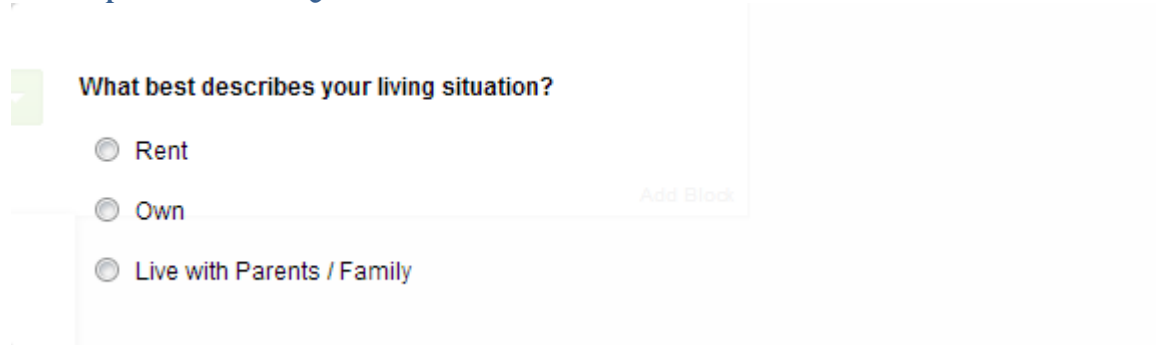
4. Once you have created the survey, you can add questions by clicking on the green “**Create a New Question**” button (highlighted in red rectangle) as shown below:



5. Clicking on the small inverted triangle on the green button will show the different types of questions you can select in your survey.

Static Content	 Descriptive Text	 Graphic
Standard Questions	 Multiple Choice	 Matrix Table
	 Text Entry	 Slider
	 Rank Order	 Side by Side
Specialty Questions	 Constant Sum	 Pick, Group, and Rank
	 Hot Spot	 Heat Map
	 Graphic Slider	 Gap Analysis
	 Drill Down	 Net Promoter Score®
	 Highlight	 Signature
Advanced	 Timing	 Meta Info Question
	 File Upload	 Screen Capture
	 Captcha Verification	

## Multiple Choice Questions



What best describes your living situation?

Rent

Own

Live with Parents / Family

Add Block

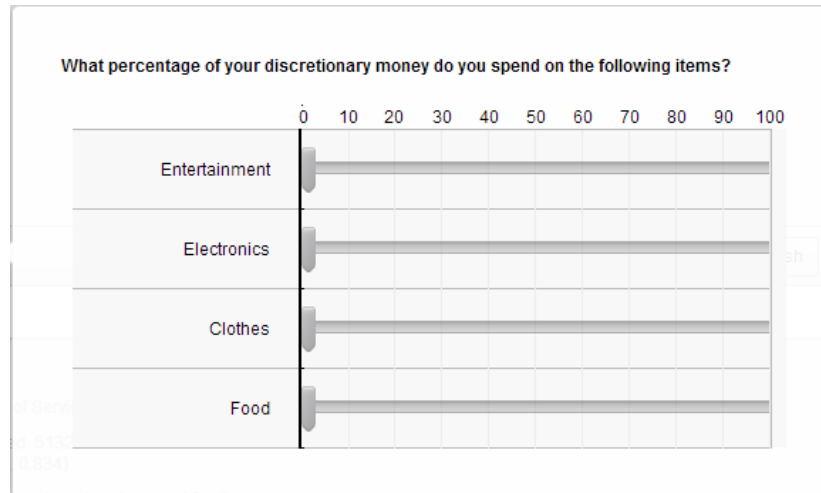
1. To create a Multiple Choice Question, click on ‘Multiple Choice’ (highlighted with red rectangle) under ‘Standard Questions’ as shown in the image above. The Multiple Choice question prompts the respondent to “choose one” or “choose multiple” from the list of choices.
2. An example of Multiple Choice Question is shown above. Subtypes for Multiple Choice Questions:
  - Single Answer: Uses radio buttons. The standard single-select option.
  - Multiple Answer: Uses checkboxes. Respondents can select more than one choice.
  - Dropdown List: Places choices in a dropdown list. This option is only single answer.
  - Select Box: Places answer choices in a selection box. This option is single answer.
  - Multi-select Box: Places choices in a box. This option is multiple answers.

## Text Entry Questions

What is the most frequent reason why people call your technical support department?

1. Text Entry Questions allow you to type in text responses. To create a Text Entry question, click on 'Text Entry' under 'Standard Questions' (highlighted with Blue Rectangle) as shown in the image above.
2. An example of Text Entry Questions is shown above. Subtypes for the Text Entry Question:
  - Single Line: The height of a single line. It is designed for smaller amounts of text.
  - Multi-Line: The height of multiple lines of text. It is designed for more text.
  - Essay Text Box: The height of multiple lines of text (more than the Multi-Line option). It is designed for the maximum amount of text. Useful when prompting respondents to give a lengthy response.
  - Form: Allows you to create a form with multiple text entry fields. It is typically used when requesting contact information. It can be altered for short, medium, long, and essay size text fields. Allows content validation (numbers only, text only, email address, etc.) to be applied to individual rows.
  - Password: Similar to the Single Line Text Entry option, but the entered text appears as an entered password, with dots appearing instead of characters.

## Slider Questions



1. The Slider allows respondents to drag sliders, bars, or stars to express numeric amounts. To add a Slider Question, click on 'Slider' (highlighted with green rectangle) under 'Standard Questions' as shown in the image above.
2. An example of Slider question is shown above. Subtypes for Slider Questions:
  - Draggable bars: Bar-graph style bars that can be slid to indicate values.
  - Draggable Sliders: Sliders that can be slid to indicate values.
  - Star: Ratings on a scale of 5.

## Matrix Table

How would you rate your experience with Customer Support?

	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied
Quality of service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helpfulness of representatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promptness of response	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

1. To create a Matrix Table Question, click on 'Matrix Table' (highlighted with yellow rectangle) under 'Standard Questions' as shown in the image above.
2. Matrix Table Questions allow you to create a question answer table where each question can have single/multiple answers depending on type of matrix created. The answers can be out of group of answers or users can be allowed to write answers into text field.
3. Depending on the type of matrix table you need, you can select one from matrix table dropdown. Some options for matrix table are:
  - Likert, Single Answer: This type allows us to create matrix table with single answer for each question. The answer can be selected from a common group of answers.
  - Likert, Multiple Answer: This type allows us to create a matrix table with multiple answers for each question. The answers are to be selected from a common group of answers.
  - Likert, Dropdown: This allows us to create a matrix table with answer type as a dropdown list.
  - Text Entry: This type of questions allows us to create a matrix table whose answer type is text. The text box can have sizes- short, medium and long.

## Rank Order Questions:

Rank the following movies in order of preference (most preferred item at the top):

Star Wars	1
Pride and Prejudice	2
True Lies	3
Titanic	4
Lord of the Rings	5

1. To create a rank order question, click on 'Rank Order' (highlighted by purple color) under 'standard questions' as shown in the image above. This type of question is to allow user to drag answer up and down, to order them according to preference, or as specified in question. The answers are assigned rank numbers (1 to max) according to order.
2. A sample of rank order question is displayed above.
3. Different types of rank order questions are available. Some of them are:
  - Drag and drop: Simple drag and drop to order
  - Drag and drop graphic: Allows to add images to be ordered
  - Radio Buttons: Allows to give ranks by selecting rank using radio buttons
  - Horizontal: Allow to type in ranks in textbox – here options are displayed horizontally.



## Side by Side

How are your pizza cravings satisfied?

	How often do you order from these restaurants:			How do you order it?		
	Always	Sometimes	Never	Carryout	Delivery	Din
Pizza Hut	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Domino's	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Little Caesar's	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Papa John's	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

1. To create a side by side question, click on 'Side by Side' (highlighted by orange color) under 'standard questions' as shown in the image above. This type of question is to allow user to create a table type question in which there can be multiple columns of answer types.
2. A sample of side by side is displayed above.

## Pick, Group and Rank Questions



1. To create a Pick, Group, and Rank question, click on 'Pick, Group, and Rank' (highlighted by pink color) under 'specialty questions' as shown in the image above
2. In this screen, we get many options to setup the question. Here, we select the number of items/entries to be 20. We set the number of groups to 1 (let's name it as top4). In the validation type, we select the 'Each group contains' field and set the 'No more than' field to 4.

## Constant Sum Questions:

What percentage of your discretionary money do you spend on the following items? (Total must sum to 100):

Entertainment	<input type="text" value="0"/>
Electronics	<input type="text" value="0"/>
Clothes	<input type="text" value="0"/>
Food	<input type="text" value="0"/>
<hr/>	
Total	<input type="text" value="0"/>

Copy Items From...

1. To create a constant sum question, click on 'Constant Sum' (highlighted by brown color) under 'specialty questions' as shown in the image above. This type of question is to allow user to answer in numbers, where the total of answer should be a specific number.
2. A sample of constant sum question is displayed above.
3. Different types of constant questions are available. Some of them are:
  - Draggable bars: Displays bars which can be dragged to be of a specific value
  - Horizontal graphic: Similar to regular constant sum question, but can have image as an option for answer, displayed horizontally
  - Radio Buttons: Allows to give ranks by selecting rank using radio buttons
  - Vertical Text with total: A simple constant sum question with options displayed vertically, and having a total field below the options.

## Hot Spot Questions:

Please click once on the concepts you like (green) and twice on those you dislike (red).

Default Question Block

MONTHLY NEWSLETTER  
**GREEN GROCERY**  
*libero senectus pulvinar*

VEHICULA  
LECTUS EGET

MAGNA LACUS TEMPUS  
12:00 NOON

Weekly Events

Monday

**Donec Egestas**  
Lorem ipsum dolor sit amet, ligula suspendisse nulla pretium, rhoncus tempor placerat fermentum, enim integer ad vestibulum volutpat.

Tuesday

**Scelerisque Dolor**  
Nisi rhoncus turpis est, vel elit, congue wisi enim nunc utricies sit, magna tincidunt. Maecenas aliquam maecenas.

Wednesday

**Vivamus nec Nunc**  
ligula nostra, accumsan taciti. Sociis mauris in integer, a dolor

FEUGIAT MAECENAS  
HASELLUS HENDREKIT PULVINAR

Ac dolor ac adipiscing amet bibendum, massa lacus molestie ut libero nec, diam et pharetra sodales eget vitae aliquet.

HASELLUS SED SIT SODALES

1. To create a hot spot question, click on 'Hot Spot' (highlighted by Dark Blue color) under 'specialty questions' as shown in the image above. This type of question is to allow the user to select and mark a particular region in a graphic with one or two colors to identify that region as something.
2. A sample of Hot spot question is displayed above.
3. Steps for hot spot:
  - Add the question text.
  - Add a graphic to the question- by selecting one of existing images, or by uploading a new image.
  - Double click anywhere on the image to create a region.

- Select type of hotspot (on/off or like/dislike) from the menu on the right.
  - You can also select if you want the regions to appear by itself or appear on hover.
4. Two types of Hotspot questions are available. They are:
- On/Off question: In this question the user is allowed to select one or more regions. If region is selected it turns green, if not, it remains as it is.
  - Like/Dislike: In this type, the user is allowed to select different regions with two different colors (red and green).

## Heat map Questions:

Click on the area of the image that stands out most.



1. To create a hot spot question, click on 'Heat Map' (highlighted by Dark Green color) under 'specialty questions' as shown in the image above. This type of question is to allow the user to select and mark a particular point in a graphic.

2. A sample of Hot spot question is displayed above.
3. Steps for hot spot:
  - a. Add the question text.
  - b. Add a graphic to the question- by selecting one of existing images, or by uploading a new image.
  - c. Double click anywhere on the image to create a region.
  - d. Select the number of points the user can select in the heat map, from the right menu.

## Graphic Slider Questions:

What letter grade would you give to your flight instructor?



1. To create a graphic slider question, click on 'Graphic Slider' or 'Sliding Scale' (highlighted by Dark Grey color) under 'specialty questions' as shown in the image above. This type of question is to allow the user to slide the slider and select appropriate number/letter for given question.
2. Types of graphic selectors:
  - Gauges: In this you can select any type of scale from the following:
    - i. Ten Gauge: An odometer with numbers from 1 to 10
    - ii. Thermometer
    - iii. Stop Light
    - iv. Smile, etc...
  - Bars: In this you can select number of bars that should appear for selection.
    - i. Horizontal bars
    - ii. Disks
    - iii. Building Blocks

## Gap Analysis Questions:

How satisfied do you feel when you eat at the following restaurants?

Restaurant				Why does this restaurant satisfy you?					
Olive Garden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	→ Filling	Taste	Price	Selection
Pizza Hut	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	→ Filling	Taste	Price	Selection
PF Chang's	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	→ Filling	Taste	Price	Selection

- To create a gap analysis question, click on 'Gap Analysis' (highlighted by Light Purple color) under 'specialty questions' as shown in the image above. This type of question has a sub question for a specific type of response (positive/negative).
- A sample of Gap Analysis question is displayed above.
- Types of gap analysis:
  - Negative
  - Positive

## Drill Down Questions:

Please select your car from the following options:

Year

Make

Model

- To create a drill down question, click on 'Drill Down' (highlighted by Light Pink color) under 'specialty questions' as shown in the image above. This type of question is useful when there are a large number of choices which can be divided hierarchically.
- For example, a question for address might include options to choose from country, state

- and city.
3. A sample of Drill Down question is displayed above.
  4. Steps to create a drill down:
    - Create a spreadsheet containing each set of choices possible for the answers and save this file as 'csv' type of file.
    - Create a new drill down question.
    - Click on "Click here to add answers".
    - Select the created csv file and import.

## Net Promoter Score Question:

How likely are you to recommend Qualtrics to a colleague?

Least likely Most likely

0 1 2 3 4 5 6 7 8 9 10

1. To create a net promoter score question, click on 'Net Promote Score' (highlighted by Charcoal color) under 'specialty questions' as shown in the image above. It is a customer loyalty metric that gauges how willing a customer is to recommend a product or service.
2. For example, it can be used as an alternative or supplement to student satisfaction
3. A sample of net promoter score question is displayed above.

## Highlight Question:

Please select the words you find most interesting:

Like  Dislike

Love  all,  trust  a  few,  do  wrong  to  none.

4. To create a highlight question, click on 'Highlight' (highlighted by Cyan color) under 'specialty questions' as shown in the image above. The Highlight question type allows you to present survey participants with an interactive text sample. Participants can select words from the text and evaluate using criteria you choose.
5. For example, whether they like or dislike the selected text.
6. A sample of highlight question is displayed above.



## Signature Question:

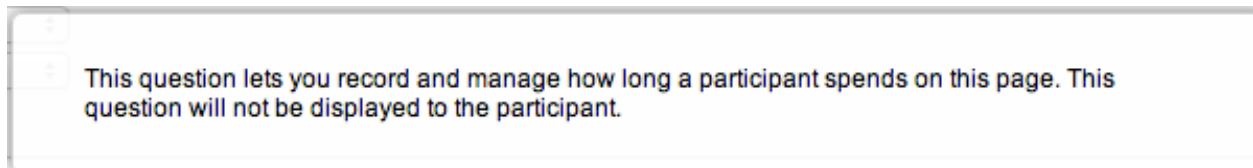
Sign below



1. To create a signature question, click on 'Signature' (highlighted by Black color) under 'specialty questions' as shown in the image above. The Signature question type presents survey participants with an entry box where they can draw their signature. On a desktop, they can use their mouse, and on a mobile device they can use their finger.
2. A sample of signature question is displayed above.

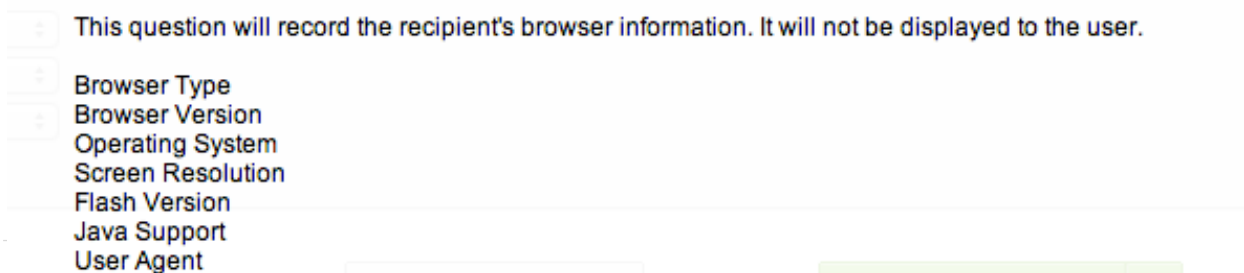
## Extra Features:

### Timing:



To add a timer, click on 'Timer' (highlighted by Black dotted box) under 'advanced' as shown in the image above. This is useful to record how much time a user spends on each question. It is not visible to users.

### Meta Question:



Copy Items From...

+ Create a New Item

To add a meta question, click on ‘meta (highlighted by blue dotted box) under ‘advanced’ as shown in the image above. This is useful to get browser information like type, version etc. It is not visible to users.

## File Upload Question:



Please upload a copy of your Digital Signature using the box below.

No file chosen

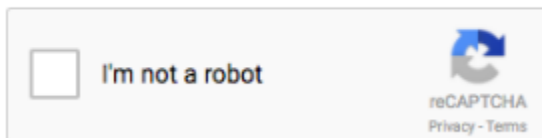
Qualtrics.com Contact

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6.522e (10.84)

To add a file upload question, click on ‘File Upload (highlighted by Red dotted box) under ‘advanced’ as shown in the image above. This question allows users to upload a file in the survey.

## Captcha Verification:

Enter each of the displayed words in the textbox below.



I'm not a robot

reCAPTCHA  
Privacy - Terms

To add a captcha verification, click on ‘Capture Verification’ (highlighted by Green dotted box) under ‘advanced’ as shown in the image above. This question includes a checkbox. This is for verification if survey is field by human and not a program.