Using Qualtrics Effectively:
Survey Design Basics

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Session Overview

Objectives:

- To understand the purpose for a university-wide survey research tool.
- To ensure your surveys align with university guidelines (IRB, clearinghouse, and policies on Appropriate Use of Technology, FERPA, and HIPAA).
- To be introduced to key features of Qualtrics—design choices, distribution options, survey flow, and analysis of results.
- To apply basic survey design principles to one of your own surveys.

Introductions

- Name
- Area / Department
- Survey use
- Your objective for today

What is Qualtrics for?

- Qualtrics is a web-based survey service that is available for use by all Viterbo University faculty, administrators, staff and students.
- Three main uses of Qualtrics
  - Scholarly Research
  - Program Evaluation
  - Administrative Information Collection

Survey Tools Available at Viterbo

- Drupal Webforms

- Qualtrics

Drupal Webforms

- Limited accessibility – if you have access to manage the website
- More options than Excel Surveys – question types and email communications
- Shareable via web link or page on website
- Spreadsheet output – limited analysis

- Examples: IIT data request, AIR Clearinghouse

Qualtrics

- Accessible – anyone with Viterbo ID can use

- Robust – question types, skip/display logic, communications, share surveys with other users

- Shareable via web link

- Multiple outputs – spreadsheets, complex analysis with filters, reports

- Examples: Core Curriculum survey, International Student Survey

qualtrics

Guidelines for Use

- IRB
- Clearinghouse
- Appropriate Use of Technology
- FERPA / HIPAA

Exercise 1: Does my survey need approval?

Category	Survey Type	IRB Approval	Clearinghouse Approval
Program Evaluations	End of Program Survey Example: social work end of program survey	NO (if used for program improvement) YES (if intent is for generalizable knowledge)	NO (if for a specific major, not institutional program evaluation)
	Evaluations of Students Example: Theatre freshman/sophomore review	NO (if used for program improvement) YES (if intent is for generalizable knowledge)	NO
	Supervisor Evaluation Examples: Nutrition clinical supervisor evaluations, MSMHC practicum supervisor evaluations	NO (if used for program improvement) YES (if intent is for generalizable knowledge)	NO
	Surveys administered to a segment of the Viterbo Community Examples: Employee survey, General Education senior survey, NSSE survey, Aramark survey, advising survey, IIT survey	NO (if used for program improvement) YES (if intent is for generalizable knowledge)	YES
Survey Research conducted for the purposes of generalizable knowledge	Survey research of populations outside of Viterbo	YES	NO
	Survey research of Viterbo populations (students, employees, alumni)	YES	YES
Administrative Information Collection	Forms, polls, and event feedback (for a specific and limited purpose)	NO (if used for program improvement) YES (if intent is for generalizable knowledge)	NO

Survey Design Basics: Process
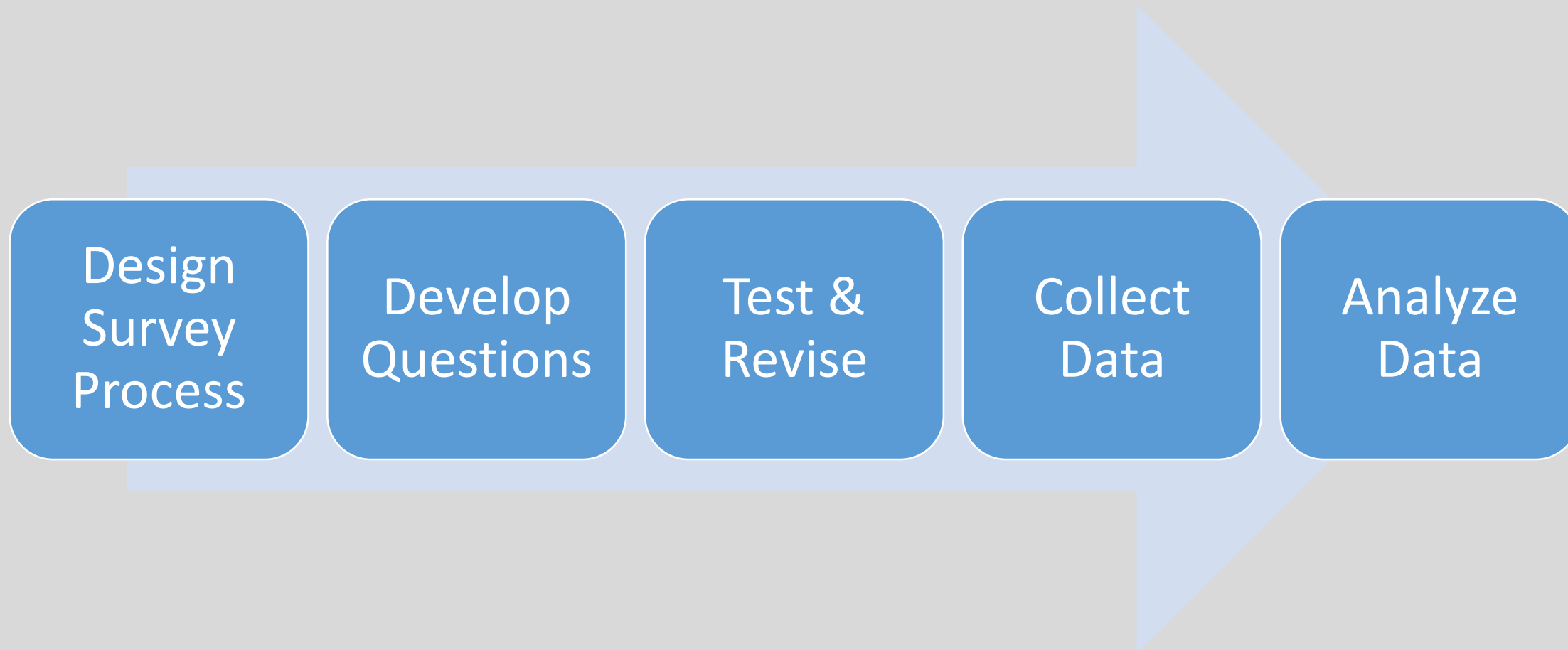
Survey Design Basics: Backward Design

- What are your goals?
    - What actions do you want to be able to take based on your results?
- What is the target population?
    - Who do you need to hear from in order to take action?
- What is the timing?
    - What is the best time to survey your group?
    - What is a realistic timeline?

Survey Design Basics: Develop Questions

- Keep the goal of the survey in mind.
  - The temptation of it-could-be-interesting-to-know questions.
- Formulate each question from the perspective of the respondent.
- Reliability
  - Ideally, each question will mean the same thing to everyone.
- Validity
  - Does the question measure what it is intended to measure?

Survey Design Basics: Tips

- A preamble provides a context for the question:
  - For example, "This question is about what you have learned through Viterbo's core curriculum courses. These courses are also referred to as 'general education' courses."
- Common response dimensions for questions about events:
  - Frequency
  - Regularity
  - Duration
- Common response dimensions for questions about attitudes:
  - Degree of attractiveness (like/dislike, favor/oppose)
  - Intensity (a little, somewhat, very much)

Survey Design Basics: Tips

- Use language that is commonly understood.
  - Use "about," rather than "regarding."
- Questions should have a single subject and verb.
  - Avoid compound questions or statements.
- Primarily use closed questions.

Survey Design Basics

- Test and revise.
  - Do a test drive with friends and colleagues.
- Collect data.
  - Anonymous vs. confidential
  - Clearly identify purpose and source of the survey
  - Timeframe: general 7-10 days, with at least one reminder
  - Response rates
- Analyze the data

Exercise 2: Apply Survey Design Basics

Case Study: The Viterbo Core Curriculum is going through a self-study process and would like to hear from students about their experience of and attitudes toward the general education program at Viterbo. Your colleague has asked you to take the survey to test drive the questions. Apply the survey design basics to the following example questions. Offer possible revisions where you think revision is necessary.

Indicate your level of agreement with the following statements:

Strongly Disagree   Disagree   Neither Disagree nor Agree   Agree   Strongly Agree

1. I recognize considerable flexibility within the core curriculum requirements.

2. I have found considerable variety among core curriculum requirements.

3. Faculty in my major have been better teachers than those in my core curriculum classes.

4. My core curriculum courses are valuable and useful.

5. My learning in my major has built on learning in core curriculum courses.

Demonstration of Qualtrics

viterbo.qualtrics.com

Now go try it!

- viterbo.qualtrics.com

- Questions?

Where to go for help

- General questions about using Qualtrics:
  - Qualtrics University http://www.qualtrics.com/university/researchsuite/
- Questions about log-in and access to Qualtrics :
  - Office of Assessment and Institutional Research
- Questions about survey design:
  - Office of Assessment and Institutional Research
    - http://www.viterbo.edu/assessment/qualtrics
    - http://www.viterbo.edu/institutional-research/qualtrics