

Using Qualtrics Effectively: Survey Design Basics

Viterbo University Professional Development Workshops, October 19, 2015

Nicole Vidden, Assessment Specialist

Naomi Stennes-Spidahl, Director of Assessment and Institutional Research

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

- Within the workshop objectives, what is your primary objective for this workshop?

Purposes for Qualtrics

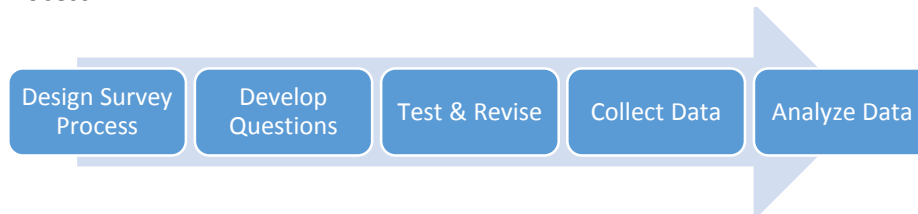
- Scholarly Research
- Program Evaluation
- Administrative Information Collection

Guidelines

- Internal Review Board (IRB)
- Clearinghouse
- Appropriate Use of Technology
- FERPA / HIPAA

Survey Design Basics

- Process



- Backward Design
- Develop Questions: Goals, Reliability, Validity
- Test and Revise: check reliability and validity by doing a test drive.
- Collect Data: anonymous vs. confidential / purpose and source / timeframe
- Analyze the data: reports, downloading data, analytics

Demonstration of Qualtrics

Apply your knowledge to your own survey

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Exercise 1: Does my survey need approval?

- With a partner, review a survey or evaluation form you are working on or anticipate working on.
- Using the IRB / AIR Clearinghouse Chart, determine whether your survey requires IRB approval and whether your survey requires Clearinghouse approval.

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.