Qualtrics

The Merit and Ease for Academia
Who Uses Qualtrics?
All of the Top 30 Business Schools Use Qualtrics!
My colleagues and my doctoral students have found [Qualtrics] a lot easier to learn than the two online survey alternatives we were using previously, and we able to do things with the survey that we would not have attempted with our previous software—e.g. very complex patterns of randomization, using text from open ended responses to earlier questions as phrases embedded in later questions. The data output comes in a very convenient format for export to various advanced statistical packages.

John Lynch, Leeds School of Business, University of Colorado
Benefits of One Standard Solution

- Cost Savings
- Survey
- Collaboration
- Administration of Accounts/
  IRB Compliance
- Versatile Enough to Meet All Survey
  Research Needs
Randomization 3 Levels
86 Question Types

Heat map and hot spot question types
86 Question Types

- Sliding Scale and Constant Continuous Scale
Administration

- Why is it more effective by having administration capabilities?
- IRB?
- Administrator activating surveys?
- API?
- Automatic enrollment?
Administration

4,369 Surveys

259,543 Responses

192 Users in 26 Groups

Most Active Surveys

<table>
<thead>
<tr>
<th>Survey Name</th>
<th>Owner</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>End of Survey Lead Generator</td>
<td>sales</td>
<td>19,067</td>
</tr>
<tr>
<td>Request a Quote</td>
<td>sales</td>
<td>2,597</td>
</tr>
<tr>
<td>Request a demo</td>
<td>sales</td>
<td>2,256</td>
</tr>
<tr>
<td>Hollis Ashman</td>
<td>byveran</td>
<td>2,117</td>
</tr>
<tr>
<td>Chickasaw 2009 - Copy</td>
<td>jessi</td>
<td>1,494</td>
</tr>
<tr>
<td>Creating an Invoice in QuickBooks</td>
<td>ar</td>
<td>1,323</td>
</tr>
</tbody>
</table>
Results

Download Data into:

• CSV
• PDF
• XML
• HTML
• Word
• PowerPoint
• Excel
• SPSS (Direct download)
Complex branching and skipping
Web 2.0 Interface

- Point-and-Click Editing
- Advanced Skip Logic
- Add Video and Graphics
- 87 Question Types
- Automatic Scale Points

know what they’re really thinking
The format of the Qualtrics grant allows an unlimited number of students, faculty, and staff at the school to create individual accounts. The result is that researchers can conduct survey studies on an as-needed basis. The flexibility of the Qualtrics system makes it capable of replacing both the costly outsourced surveys and the simple low-cost surveys, as well as opening up the no-man’s land in between. The result is that an increasing percentage of research will be backed by survey data.

Christina Brown, Manager, University of Michigan, Ross School of Business Behavioral Research Lab
Before Qualtrics came to Ross, there was no solution for the prohibitive costs involved with conducting survey research. Studies with large budgets could outsource, and those with small budgets and low expectations could use a low-cost web tool, but researchers with projects that fit somewhere in between those two extremes were out of luck.

Christina Brown, Manager, University of Michigan, Ross School of Business Behavioral Research Lab
Survey Sharing

Download Data into:

- Share with colleagues all over the world
- Ideal for group projects between students
- Allows for a Ph.D. student to share a survey with their dissertation supervisor
- Share a survey for collaboration purposes with colleagues that currently do not have a

know what they're really thinking
Advantages of Online Surveys

Survey distribution

- Eliminated manual data entry by automatically collecting data electronically
- Collect and track data via simultaneous multiple methods: paper and pencil, personal interview, and web surveys into a single database
- Fast world-wide data collection
Libraries

LIBRARY ACCESS on a Personal, Group, and Qualtrics level.

Copy questions from pre-built surveys.
Create

Point-and-Click Editing

Advanced Skip Logic

Add Video and Graphics

87 Question Types

Automatic Scale Points

Know what they’re really thinking™
Featuress

Scale

Polls

How satisfied are you with the Alumni Magazine?

In the past three months, how many minutes did you spend on the Alumni Website?

Alumni Events
When would you more likely attend our next event?

- June
- July
- August

Submit

Powered By Qualtrics

View Results
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