RESEARCH SURVEY TOOL – UCALGARY QUALTRICS

Grad Success Week 2019
Luc Boyer, PhD

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CREATE YOUR ACCOUNT OR LOGIN

University site license, freely available to active University of Calgary undergraduate and graduate students including Students’ Union, Graduate Students’ Association, faculty/researchers, and staff.

• For new users without a Qualtrics account
  • Go to https://oia.ucalgary.ca/qualtrics-login
  • Read the Acceptable Use Policies and Regulations
  • Click Accept and Login

• For users with a Qualtrics account
  • Go to https://survey.ucalgary.ca/
ACCESS AND SECURITY

• University site license, freely available to active University of Calgary undergraduate and graduate students, faculty/researchers, staff, including Students’ Union, Graduate Students’ Association
  
  • Access uses single sign-on (MyUofC sign-on)
  
  • Feature restrictions (at first login) based on your current status (Faculty, staff, or student); additional feature requests through OIA survey website
  
  • Data stored in Canadian site
  
  • No personal identifiable information or restricted information (e.g. credit card #, passwords, home address, telephone number, etc.)
USER SUPPORT AND TRAINING

https://www.qualtrics.com/support-center

https://oia.ucalgary.ca/qualtrics
askoia@ucalgary.ca

OIA Website
askoia@ucalgary.ca

Wayfinding & Account Management
Qualtrics Webinars & Best Practices Training

OIA survey specialists

Qualtrics Support

Libraries and Cultural Resources
IT Support for login help

Lab NEXT Qualtrics & Best Practices Training
Survey Methodology
Institutional Analytics

OIA survey specialists

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UCALGARY SURVEY TOOL WEBPAGES

Survey Tool Resources

**Accessing Qualtrics.** Access to Qualtrics is open to all students, faculty and staff having an active UCalgary email address. Users are automatically assigned a Qualtrics account determined by their role as student, faculty, or staff. Find more information on how to create an account, *how to collaborate with other users* and who to contact for login issues [Find out more »](#).

**Help and Support Centres.** Qualtrics help and support pages are the first points of contact for the university survey tool. [Find out more »](#)

**Documentation and Training.** Qualtrics provides many free online tutorials, extensive online documentation and downloadable research resources to help you learn how to make the best use of the UCalgary Survey Tool. Find curated links, and step-by-step instructions to guide you through the survey creation process. [Find out more »](#)

**Not finding what you need?** The sections on help and support, and training and documentation provide additional resources. For all other inquiries, email the Office of Institutional Analysis at [AskOIA](#).

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Survey Design Considerations
SURVEY-BASED RESEARCH

- Questionnaire
- Recruitment
- Measures of Concepts
- Population of Interest
- Research Objectives
- Literature Review

Tip of the Iceberg
**Purpose of the survey:**
- What needs to be known?
- What impact will survey results have?
- Will the results be published?

**Survey Questions:**
- Am I asking the right questions?
- Am I asking too many (or too few) questions?
- Am I seeking nuanced answers?
- Am I allowing respondent to speak?

**Participants Selection:**
- Who will be selected?
- Are they knowledgeable about my survey topic?
- How will they be recruited?
- When will I send my request?
- Will I provide incentives?

**Ethical Concerns:**
- How will I secure voluntary informed consent?
- How will I prevent harm or discomfort to the respondents?
BUILD YOUR SURVEY
Create a new survey “project or shell”; list all your survey “projects”
CREATE A SURVEY PROJECT
MANAGING YOUR SURVEY PROJECT

Edit your survey “project” (questionnaire, distribution, data analysis, reporting)
BUILDING YOUR QUESTIONNAIRE

Survey editor is the default view

Survey Editor Menu
READY TO ADD QUESTIONS?

Essential Strategies for Chronic Pain
ORGANIZE YOUR QUESTIONS IN BLOCKS

1. Tell Us About Yourself

2. Descriptive text question

3. Multiple choice question, single answer, six choices, vertical layout
PREVIEW YOUR SURVEY

Preview all questions, survey flow, and logic skips if using...

This is my cover letter where I will explain the purpose of the survey, why you the participant were selected, whether the survey is confidential or anonymous, whether a response is voluntary, whether any incentives are offered, how long and where the data will be stored, how the data will be disclosed and/or published, who should I contact if I need more information.
Distribute your Survey
REVIEW YOUR SURVEY OPTIONS

1. Navigate to the survey options.

2. Select the option to "Anonymize Response." This option should be checked to ensure that any personal information is not recorded and contact association is removed.

3. Save your changes.
READY TO DISTRIBUTE YOUR SURVEY?

How do you want to distribute your survey?

1. Email
2. Web

- Send with Qualtrics
  - Compose Email
- Use your own email system
  - Get a single reusable link
  - Generate a trackable link for each contact
EXPORTING DATA FOR DATA ANALYSIS
DATA COLLECTION AND ANALYSIS PROCESS

Distribute Survey

Collect Responses

Export to SPSS

Analyze Data

Copy/Paste Tables and Charts

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ANALYZING YOUR COLLECTED RESPONSES

Data Analysis Menu

Table Options

Export results into Excel or SPSS
DATA VISUALIZATIONS
WITH QUALTRICS
REPORTING YOUR COLLECTED RESPONSES

Use Reports “Results”
SELECTING WHAT TO REPORT

Select which questions; select which records (responses)
For each question visualization panel, modify the graph...
For each question visualization panel, export into MS Office