Qualtrics

Qualtrics is a tool for creating online surveys, deploying them and collating responses. The following instructions will show you how to create a basic survey using Qualtrics. You can access Qualtrics through the Bond Library page by simply typing in Qualtrics.

1. Or go to https://bond.au1.qualtrics.com and enter your Bond University username and password.

2. If it’s your first-time logging in, you’ll be asked to confirm you don’t already have an account and accept the terms of service.

3. Click on + Create Project

4. Select Blank Survey Project and give your project a name, bearing in mind this will be visible to participants, then click Create Project again to confirm.
5. You’ll now be in the main design window and the first item is automatically inserted as a multiple-choice question. Usually the first thing you want to present is information about the content of your survey, so to change the first item click on Change Question Type drop-down on the right hand side from *Multiple Choice* to Descriptive Text. You can also choose between Plain Text and Rich Text (ie. formatted).

6. Click on “click to write the question text’ and start typing the information you wish to ask your participants. At the end simply click outside the text editing box.
7. Assuming you now want to ask your participants if they consent to taking part, click on + Create a New Question and select Multiple Choice.

8. Type your question and response options where it says Click to write the question text and Click to write Choice 1, Click to write Choice 2, etc.

9. You can increase or decrease the number of response options to this questions in the settings pane on the right, under the Choices heading, as shown below.
10. If participants do not consent to taking part, it makes sense to direct them to the end of the survey rather than continuing any further. We can set this up by clicking on Add Skip Logic (circled below) on the right-hand side. Set up the Skip Logic as shown below, so that if ‘Yes’ ‘Is Not Selected’ they skip to the ‘End of Survey’. Click Done to apply the logic.

![Skip Logic Example](image)

11. In order to give participants the option to withdraw their data (up to a specified date) you need a way of identifying their responses if necessary. You can do this by asking participants to enter a pseudonym or a combination of letters and numbers (eg. first three letters of the street they live on, followed by the month they were born). If a participant wishes to withdraw their data they can tell you their pseudonym or character combination to enable you to identify and delete their data. To set this up click on + Create a New Question, and select Text Entry as the question type.
12. To start the main research questions on a new page, select Add Block at the bottom of the page.

13. Continue to add in all your questions by clicking on + Create a New Question and selecting the type of question you want from the drop-down. Hovering over any of the question types brings up an example of how the question would appear. For more information about the different question types visit the Qualtrics support site. https://www.qualtrics.com/support

- Standardised scales - If you have multiple related questions (eg. a standardised questionnaire with Likert scale response options), you should use the Matrix Choice question type.
- Question settings – You can customise questions in several ways (eg. adding additional response options, switching between vertical and horizontal layout of options, etc.). Such settings are always located on the right-hand side when you click on a question in your survey.
- Validation – Qualtrics provides the option to Force Response on many question types, meaning participants can’t continue in the survey until they have provided an answer. Please consider whether it is ethical to force participants to answer every question. Alternatively, you can select Request Response whereby participants are notified if they have skipped questions, however, are not forced to answer.
- Re-ordering questions – If you click on the question you wish to move, arrows appear on the left-hand side which you can use to move the question up or down.
14. When you have entered all your questions plus debrief information, click on Preview Survey at the top of the screen to see how the survey will appear to participants both on a desktop and mobile device.

- N.B. Whenever you preview your survey, this is logged as a response, so remember to make a note of the date and time so you can identify and remove your own responses from the data.

15. When you are ready to launch the survey, click on the Distributions tab at the top of the page, followed by Get a single reusable link, which you can copy and paste into an email to potential participants.