



Before getting started

Divide into groups based on level of experience with Qualtrics

Log in to your Qualtrics account

Create a new project

Step One: Add Questions

Assignment: Add three survey questions. Question One should be a multiple-choice question that reads: "How many times have you attended the NAE4HA conference?". Then provide ten response options including "1, 2, 3, 4, 5, 6, 7, 8, 9, 10 or more. Add in a second question that reads "I plan to attend NAE4HA next year." Then provide three answer choices. One that reads "yes", one that reads "no", and one that reads "maybe". Add a third open ended question that reads: "please explain why you do not plan to attend next year." Once you have added these three questions, add in any additional questions you would like to ask.

Hot Tip! – Section questions into "blocks" based on a logical organizational pattern. This will keep your survey manageable and helps with functionality.

Add Questions

To add a question to a survey, click Create a New Question.







To add another question, hover over an existing question and click the Green Plus buttons (either above or below the existing question). Click the Red Minus sign to delete a question.

Note: You can recover deleted questions from the Trash at the bottom of the survey.

	💰 Look	& Feel 🥆 Survey Flow 🔅 Survey Options 🔍 Tools 🗸 💽 🖓 Preview Survey	/	Q Search Questions
	Branc	h Feedback		Change Question Type
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	▼ Defa	ult Question Block Detions ~	•	Choices - 3 + Edit Multiple
	✓ Q2	Click to write the question text		Automatic Choices
$\hat{}$	☆ ☆	Click to write Choice 1 Click to write Choice 2	•	Answers
	P4"	Click to write Choice 3	•	 Single Answer Multiple Answer More
		Import Questions From Create a New Question		Position Vertical Horizontal

Edit Question Text

Click in the Question Text or Answer Choice text boxes to enter or edit your text.

Default Question Block Block Options Choices Rich Content Editor Piped Text HTML View Normal View ① 3 ① Edit Multip	Branch Feedback	Change Question Type
Image: Click to write the question text Image: Automatic Choices Image: Click to write Choice 2 Image: Click to write Choice 3 Image: Click to write Choice 3 Image: Click to write Choice 3	▼ Default Question Block Options ∨	
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	Olick to write Choice 3	
Vertical		Horizontal

Change Question Type

When you first click Create a New Question, Multiple Choice questions are inserted by default.

To change question type go to the Editing Pane (on the right of your question). Click Change Question Type. Pick any new question type.

Note: The Editing Pane automatically customizes its options to match the newly selected question type.





🕅 Loo	k & Feel 🥆 Survey Flow 🌣 Survey Options		<u> </u>	Matrix Table	Search Questions
Irano	ch Feedback			Text Entry Slider	Change Question Type
▼ Def	ault Question Block		1 2 3 • 0	Rank Order Side by Side	Choices
]Q2	Click to write the question text	Specialty Questions		Constant Sum Pick, Group, and Rank	
¢	Click to write Choice 2 Click to write Choice 3			Hot Spot	Single Answer Multiple Answer More
	🖺 Import Questions From 🕇			Graphic Slider Gap Analysis	Position Vertical Horizontal

Multiple Choice

Multiple Choice is the most common question type, which allows respondents to choose from a list of choices. They are very flexible. You can:

Dradu	unt Efficiency		Change Question Type
Produ	uct Efficacy		Sector Multiple Choice
▼ Def	ault Question Block Block	k Options 🗸	Choices
∠ Q3	Thank you for your interest in our study. Do you consent to the terms and conditions a described here?	as	2 Edit Multiple Automatic Choices
\$	YesNo		Answers Single Answer Multiple Answer Dropdown List
	. Page Break		 Select Box Multi Select Box Less
Q1 ♠	The following questions ask you about your recent experience with our product.		Position Vertical Horizontal

Descriptive Text & Graphic

Descriptive Text and Graphic questions don't have answer choice options. Only text and graphics are displayed. They are often used for introductions or instructions.

		Change Question Type
Q3	Thank you for your interest in our study. Do you consent to the terms and conditions as described here?	A Text / Graphic
	O Yes	Choices
	No	$ige=$ 0 \oplus Edit Multiple
		Automatic Choices
	Page Break	Туре
		Text
		Graphic
Q1	SECTION 1	○ File
40		Validation Type
-¢	The following questions ask you about your recent experience with our product.	None
		O Custom Validation
		Actions
Q2	Please indicate your level of satisfaction with the following areas of the product.	Add Page Break
4		Add Page Break





Text Entry

Text Entry questions allow open-ended text feedback. Change the size of your text box from *Text Type* in the **Editing Pane**. Under **Validation Type**, set character limits to restrict response length.

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Change Question Type
Data Collection	٢	0	0	0	0	A Text Entry
Survey Building	0	0	0	•	•	Text Type
Data Analysis	0	۲	0	0	۲	Single Line
						 Multi Line Essay Text Box
What suggestions do y	rou have for us reg	garding our pro	duct?			Form Password
						Validation Options Force Response ~
					h	Force Response V
						Force Response ~
					la de la della d	 Force Response ~ Validation Type None
					ß	 Force Response Validation Type None Minimum Length

Step Two: Add Survey Logic

Assignment: Add skip logic to Q1. Set the skip logic so that it reads: IF Q1 answer choice "1" is selected, send participant to the end of the survey. Next, add display logic to question three. Set it so that Q3 only displays IF question two response is "no".

Hot Tip: Often, IRB consent forms precede surveys, and ask participants if they agree to participate. Use Skip Logic to filter out participants who do not agree to participate and send them to the end-of the survey.

Skip Logic

Skip Logic jumps respondents to a future point of a survey based on a previous response. For example, if a respondent answers "No" on a consent question, you can skip them to an exit message and end their survey. To add Skip Logic:

- 1. Select your question.
- 2. Click Add Skip Logic under Actions in the Editing Pane.



The Skip Logic editor box appears at the bottom of the question. Next, specify exactly where the respondents will be skipped. You can skip to:

- Subsequent questions within a block
- The end of the current block
- The end of the survey

Click Done

Display Logic

Display Logic shows or hides questions based on specified conditions.

Display Logic conditions are based on previously collected information such as answer selections, contact list information, or Embedded Data.

Select the question. Click Add Display Logic under Actions in the Editing Pane.

Q8 What could we do to improve your next visit?	Validation Type None Minimum Length Kaximum Length Character Range Content Validation Custom Validation
Q9 Will you visit our location again in the next year?	Actions Add Page Break Add Display Logic Add Skip Logic Copy Question Move Question
Q9 Please rank our following locations from best to worst Location A 1	Add Note Q Preview Question





In the Display Logic window, add the conditions to be met before a respondent can see the question.

Very Dissatisfied	Essay Text Box Form Password
Display Logic (What could we do to improve your next visit?)	
Display this Question only if the following condition is met: f Question v Q7 How satisfied your last visit? v Very Dissatisfied v Is Selected v	•
In Page	Close 🗸 Sav
	Actions

Change how your conditions are linked by toggling the **And** dropdown. In this case, the statements are linked by **Or if**.

Very Dissatisfied	Validation Options
Display Logic (What could we do to improve your next visit?)	
Display this Question only if the following condition is met:	
f Question \checkmark Q7 How satisfied your last visit? \checkmark Very Dissatisfied \checkmark Is Selected \checkmark	e e
And v Question v Q7 How satisfied your last visit? v Dissatisfied v Is Selected v	• •
And if	
Or if	Close Save
Move to a new Logic Set	C Add Skip Logic
	Copy Question
	≜ Move Question

Step Three: Add Piped text to a custom end of survey message

Assignment: Create a custom end of survey message that includes piped text. This custom end of survey message should read "Thank you for taking our survey, and for attending NAE4HA the past {A} (insert piped text response from Q1) years. We appreciate your time and support."

Hot Tip: Use custom end of survey messages to direct participants back to a host website where they can find more information about you, your team, and/or programs available.

End of survey messages

Qualtrics provides a default end of survey message that will be displayed to participants. Having a custom end of survey message allows survey designers present messages specific to their interests and goals.





Go into the survey options button at the top of the survey, and click on load saved messages under "my library" and click on new message. Create a new custom survey message. Save.

Survey	O Defa	Ilt end of survey message.	
Termination	💿 Custo	m end of survey message	
		Load a Saved Message 👻	
) Shc	My Library: Miriah Kelly	
	Rec	ing Library. Windar Keny	trics.com"
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	Ser	Group Library: UConn 4H	ry When distributed via the Survey Mailer.
	🗆 Anc	oroup Library. Oconin 411	ersonal information and remove contact association.
		Global Library: Qualtrics Librar >	·

Reports	Survey Optio	2 s 0 s	Show Questio		reat for pre	rinwa. For			ss flar instead.		
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Piped text

Adding piped text is great for customization. You can pipe in text from a contact list, embedded data, answers from previous questions etc.

To add in piped text {A} from answers to a previous question. Choose the option "selected choices". Save.



Step Four: Distribute your survey

Assignment: Go to the distribution tab on the upper left hand corner, and copy the anonymous link. Using your preferred email platform, send the anonymous link to yourself. Complete the survey.

Hot Tip: Use a url shortener to create a customized link to your anonymous survey.

Under the distributions tab, go to the anonymous link option. Copy the link and paste it in your email message. You can also create a QR code from this tab, as well.

urvey Actions Distributions Data & Analysis Reports	
Pause Response Collection	
Distribution Summary	Anonymous Survey Link
Anonymous Link	A reusable link that can be pasted into emails or onto a website, and is unable to track identifying information of respondents.
] Emails	https://uconn.co1.qualtrics.com/jfe/form/SV_aaELW0D4U1bQFIH
Personal Links	Customize Link
Social Media	
Offline App	
R Code	