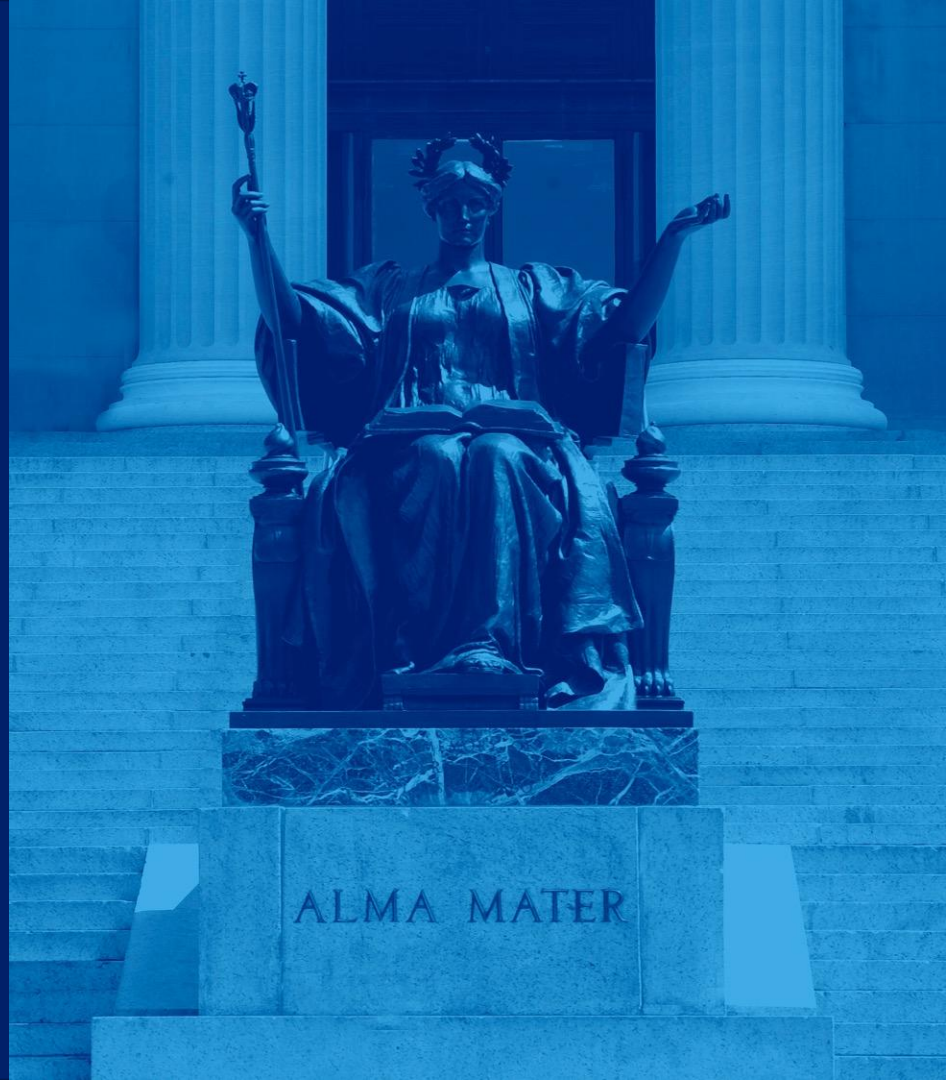


SPS Training and Development

Introduction to Qualtrics

November 2nd, 2022



Facilitators



Mandeep Brahmabhatt, MBA

Director, Information Systems

Columbia University, School of Professional
Studies
mb3937@columbia.edu



Roya Heydari, PhD

Associate Director of Faculty Assessment

Columbia University, School of Professional
Studies
rrh2123@columbia.edu

Objectives

By the end of today's session, you will be able to:

1. Explain the the basic utility of surveys
2. Identify different types of survey questions
3. Apply survey design practices to construct and examine the results of a survey using Qualtrics



Why survey?

Surveys are useful for:

- Collecting information on *thoughts, feelings, opinions, attitudes, and preferences*
- Easily collecting information from a large number of respondents
- Combining qualitative and quantitative data collection methods

Factors to consider for question development

1. Knowing the goals of your survey
2. Coverage
3. Repetitiveness
4. Logical flow



Choosing item types

At the most basic level, most survey questions can be categorized as **open-ended** or **close-ended**

- Open-ended
 - Large text boxes
 - Short, fill-in-the blank text boxes
- Close-ended questions
 - Yes/no questions
 - Multiple-choice items
 - “Select all that apply” items

What is Qualtrics?

- A web-based survey tool that can be used to collect data, conduct survey research, administer evaluations, etc.
- The research suite can be used to build surveys, disseminate surveys, and analyze the responses.

Building the survey

Question type



Multiple choice



Text entry



Text / Graphic



Text / Graphic



Matrix table



Slider



Form field

Faculty Survey

	☐	☐	☐
☐	☒	☐	☐
☐	☐	☐	☐
☐	☐	☐	☐

Matrix table

Building the survey

Survey

Workflows

Distributions

Data & Analysis

Results

Reports



Edit question



Question type



Multiple choice



Answer type

☒ Allow one answer

☐ Allow multiple answers

Choices

Number of choices

-

4

+

Edit multiple

Use suggested choices

☐

Tools

Saved at 1:24 PM

Draft



Preview

Publish

Faculty Survey

 ExpertReview score

Great

Default Question Block

☐ Q1

How long have you been teaching at The School of Professional Studies?

☐ This is my first semester

☐ 2-3 semesters

☐ 4-8 semesters

☐ More than 8 semesters

Import from library

+ Add new question

 COLUMBIA UNIVERSITY
School of Professional Studies

Viewing and exporting data

Q46 - How long have you been teaching with the School of Professi...

Page Options ▾

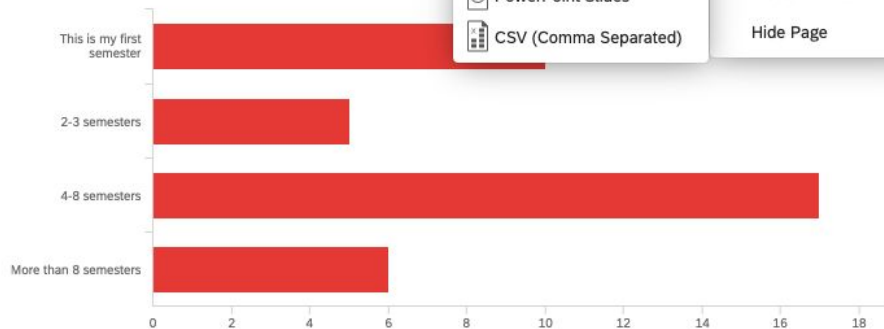
- PDF Document
- Word Document
- PowerPoint Slides
- CSV (Comma Separated)

Export Page As... >

Move to Top

Move to Bottom

Hide Page



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How long have you been teaching with the School of Professional Studies?	1.00	4.00	2.65	1.09	1.19	255

#	Field	Choice Count
1	This is my first semester	21.18% 54
2	2-3 semesters	19.61% 50
3	4-8 semesters	32.55% 83
4	More than 8 semesters	26.67% 68

255

Thank you!
