Workshop in Methods

Introduction to Qualtrics Survey Software

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Qualtrics (qualtrics.com) is a software package for collecting survey data that has been widely adopted by leading research universities and major corporations. Many IU departments and centers are currently using Qualtrics, with more and more purchasing licenses each year. This speaks to the broad appeal of Qualtrics and the software's flexibility of use.

This hands-on workshop will provide an overview of Qualtrics for use in creating and distributing online (web) surveys according to best practices. You will learn how to create an online survey from scratch, including how to format various types of questions and implement skip logic. You will also learn how to import your list of survey recipients, create an email invitation message, send the survey to recipients, and export your collected survey data. Time permitting, we will cover higher-end customizations and complex survey skip path methods. While we will focus on web survey examples, the skills that you will learn in this workshop can also be used to develop interview guides, data entry forms, and lab experiments in Qualtrics – you will learn that the tool is a versatile one!

Friday, October 3, 2014, 2-4 pm
Social Science Research Commons Grand Hall
Woodburn Hall 200