



Designing Surveys with Qualtrics

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What is Qualtrics?

- University-recommended software for creating and distributing surveys and web forms
- Available for free to UT students, faculty, and staff
- Approved for most confidential data (including HIPAA, FERPA, and IRB)
- Survey responses may be subject to the Open Records Act

Don't open Qualtrics yet!

Principles of survey design (borrowed from Earl Babbie)

Choose appropriate question forms

- Consider using both questions and statements
 - Statements are often useful for determining the extent to which respondents hold a particular perspective or attitude
- Decide between open-ended and closed-ended questions
 - Trade-off between range of possible responses and time it takes to analyze

Make items clear

- Items should be precise
- Have both insiders and outsiders review and give feedback

Avoid double-barreled questions

- Make sure you're not asking for a single answer to a question with multiple parts
 - E.g. The UT Libraries should quit buying donuts and serve bagels instead.

Respondents must be competent to answer

- Don't ask something that is difficult to estimate or remember
 - E.g. How many donuts have you eaten in your lifetime?

Respondents must be willing to answer

- Sometimes, people are unwilling to share certain information with us

Questions should be relevant

- If you ask for attitudes on a topic that people are unfamiliar with or don't care about, they're more likely to make up answers

Short items are best

- Don't overcomplicate in an effort to be precise

Avoid negative items

- E.g. “Librarians should not eat donuts”

Avoid biased items and terms

- Be wary of the social desirability of what you're asking
- Language has an impact

Make sure responses are mutually exclusive

- If respondents can only choose one response, there shouldn't be a case in which more than one are true.

Other tips

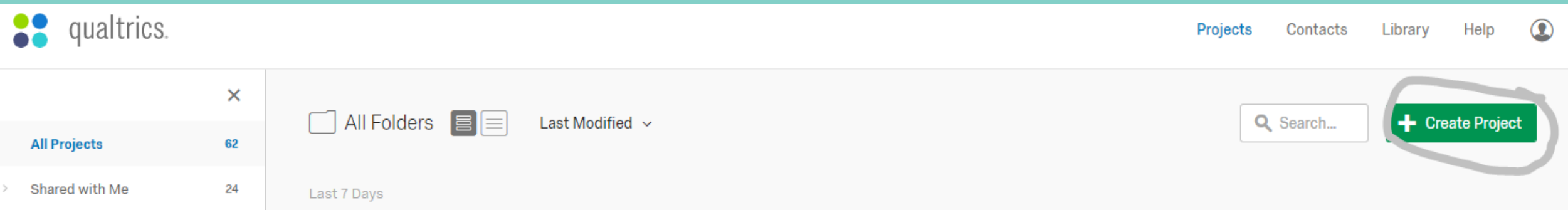
- Think about what you want to know before you start writing questions
- Ask as few questions as possible
- Imagine how you're going to use your results
- Always pilot your survey

Activity:

You need to find out what UT's opinions are on electric scooters.


- 1) What information do you need to gather?
- 2) Which information is best gathered through a survey?

utexas.qualtrics.com



The image shows the top navigation bar of the Qualtrics dashboard. On the left is the Qualtrics logo. On the right are navigation links for 'Projects', 'Contacts', 'Library', and 'Help', along with a user profile icon. Below the navigation bar is a sidebar with a close button (X) and two items: 'All Projects' with a count of 62, and 'Shared with Me' with a count of 24. The main content area contains a folder icon labeled 'All Folders', a view toggle (list and grid icons), a 'Last Modified' dropdown menu, a search bar with the text 'Search...', and a green 'Create Project' button with a plus sign, which is circled in grey.



qualtrics.

Projects Contacts Library Help 

×

All Projects 62

> Shared with Me 24

All Folders   Last Modified ▾

Last 7 Days

Search...

+ Create Project

Getting started

- Blank Survey Project > title your project
- Click on “Click to write the question text” to choose your question type
- Create your questions!

Stuck? See <https://www.qualtrics.com/support/survey-platform/getting-started/survey-platform-overview/>

Preview your survey!

Distribute your survey

- Anonymous link
- Email through Qualtrics
 - Contact lists

Resources for Survey Design

- Babbie, E. R. (2016). *The practice of social research* (Fourteenth edition). Boston, MA: Cengage Learning. (See Library Catalog for various editions)
- Toepoel, V. (2016). *Doing Surveys Online*. 1 Oliver's Yard, 55 City Road London EC1Y 1SP: SAGE Publications Ltd.
<https://doi.org/10.4135/9781473967243>
- Wolf, C., Joye, D., Smith, T., & Fu, Y. (2016). *The SAGE Handbook of Survey Methodology*. 1 Oliver's Yard, 55 City Road London EC1Y 1SP: SAGE Publications Ltd. <https://doi.org/10.4135/9781473957893>

Resources for Qualtrics Help

- [Official Qualtrics help documentation](#)
- Login issues: [UT Service Desk](#) (512) 475-9400
- When in doubt, google it