UNIVERSITY of DENVER
INSTITUTIONAL RESEARCH & ANALYSIS

Qualtrics Best Practices

Uses for Qualtrics:

- Surveys
- Forms
- Event RSVPs

Setting Up a Qualtrics Account:

This is the website where you will set up and log into your Qualtrics account: https://udenver.qualtrics.com/ControlPanel/.

You must use a DU email address to create an account, and must verify the account before usage. If you do not verify the account within three months, it will be deleted.

Tips for Qualtrics Use:

- Signing up for a free account through the Qualtrics.com website is not the same as signing up for a DU Qualtrics account. DU account holders have access to more many more features than Qualtrics free account holders. If you accidentally signed up for a free account through Qualtrics and need your data transferred to a DU account, contact Institutional Research. (Contact info below.)
- Google Chrome has been known to cause errors that can result in the loss of data. Internet Explorer is the safest browser to use with Qualtrics.
- Anything deleted from your Qualtrics account cannot be recovered by DU or by Qualtrics. Please be mindful when deleting.
- Once a survey is opened, you should not make changes to scales or answer sets. Doing so can result in the loss of data. If you must make a change, download the survey responses prior to making the change. If data is deleted, the downloaded responses can be uploaded back into the survey.
- The DU logo in the top left corner cannot be altered or swapped out for a unit-specific logo. If you would like your logo in your survey as well, create a question, change the question type to Graphic, then upload your logo directly into the survey.
- Because many people now take surveys on tablets and smart phones, previewing your survey to make sure it is compatible with a smart phone interface will increase your response rates. There is a Preview Survey function within the Edit Survey tab.

Tips for Survey Design and Administration:

- Shorter surveys get better response rates. 10 questions or less is ideal.
- If you do have a longer survey, stack questions that are most important to you near the top of the survey, as respondents will drop out throughout.

- Forced responses correlate with higher respondent drop out rates. Only use the forced response function if absolutely necessary.
- It is better to put open-ended questions near the end of the survey, as open ended questions tend to correspond with higher drop out rates.
- Consider your audience when choosing question types and answer sets. Though Qualtrics has some unique options available, try to pick question types and answer sets that your respondents are likely to be familiar with.
- Consider how data will be analyzed and organized when choosing question types and answer sets. Certain answer sets make data analysis and organization more challenging.

Tips for Survey Distribution:

- When sending out surveys via email, be mindful of what subject line you choose. Choosing a subject line that sounds like it could be spam means that your survey might end up in respondents' junk mail folders.
- Institutional Research strongly recommends doing one reminder mid-study, and one reminder before your survey closes. More than two reminders tends to annoy end users and results in lowered response rates, and/or respondents opting out of your survey.

Questions and Troubleshooting:

- Qualtrics has an excellent online learning and troubleshooting portal that will help answer both simple and complex questions: http://www.qualtrics.com/university/researchsuite/
- For assistance with Qualtrics after hours, on weekends, or when the Qualtrics Brand Administrator is not available, please call Qualtrics support at 1-800-340-9194.
- For assistance during the regular workday, you can use the resources above, or contact Kathleen Chaballa at 303-871-2381 or kathleen.chaballa@du.edu.

Employees Leaving DU and Former Employee Accounts:

- If you or someone within your group will be leaving DU, please notify Institutional Research as soon as possible to discuss options for moving surveys, forms, and data to other Qualtrics users. Former employees' accounts are disabled by Institutional Research.
- If an employee has left DU without transferring surveys, forms, and data, and you need access to them, the former employee's supervisor must contact Institutional Research.
- If you are leaving DU, but have items within your Qualtrics account that are not university property (i.e., data collected for a dissertation), please let Institutional Research know.
- If you are leaving DU for employment at a university that also uses Qualtrics, and need personal data transferred from your DU Qualtrics account to your new institutional Qualtrics account, contact Institutional Research at DU with the name and contact information of the Qualtrics Brand Administrator at your new institution.
- If you are leaving DU but would like to continue to have access to DU data after you leave, contact Institutional Research as soon as possible with reasons why you need to have access. The process to release DU data can take time, and is not guaranteed to be approved.

Graduating Students Accounts:

- Graduating students who have personal data that they need to continue to have access to should contact Institutional Research as soon as possible.

<u>Team Accounts vs. Individual Accounts:</u>

- There are advantages and disadvantages to having an individual account vs. having a team account. Institutional Research does not endorse one type of account over another. If you are unsure which would be more appropriate for your group, contact Institutional Research.

<u>Institutional Research Contact:</u>
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