

# Getting started with qualtrics<sup>XM</sup>

Office of  
Curriculum  Scholarship

# What is Qualtrics?

**Qualtrics** is a powerful online survey tool that allows one to build surveys, distribute surveys and analyze responses from one convenient online location! It's available to all faculty, staff and students at The Ohio State University.

# Logging In

Navigate to:

<http://osu.qualtrics.com>

# Qualtrics Site Navigation

# Projects Page Overview



> Project type

Search projects...

Create new project

## CoreXM

Project Name	Status	Questions	Responses	12 day trend	More
Survey Satisfaction Data Modified Mar 14, 2019	Active	6	128		...
Survey Matrix Testing Modified Oct 27, 2019	Active	11	48		...
Survey Old Fashioned Burgers and Ice Cream	Active	2	52		...

# Projects Page Overview


All projects	101	
> Shared with me	23	
Uncategorized	92	
Best	2	
Delete Later	7	

[+ Add new folder](#)

Navigation: < [Folder Icon] [List Icon] [Menu Icon] Last modified ▾

Search:

Today

 Survey	
Test	Active
Modified Oct 25, 2019	Status

1 of 1

# Projects Page Overview

qualtrics.XM

→ [Projects](#) [Contacts](#) [Library](#) [Admin](#) [Survey Director](#) [Help](#)

Follow up  
[View all tickets](#)

**3**  
My active tickets

**0**  
My teams' active tickets

**3**  
My tickets open more than  
24 hours

**0**  
My new tickets in 24 hours

**0** minutes  
Avg. resolution time

**2**

All projects 101

> Shared with me 23

---

Uncategorized 92

Best 2

Delete Later 7

[+ Add new folder](#)

< ☰ ☰ ☰ Last modified ▾

**1**

Create new project

Last 7 days

Survey

Web Program CSAT - Copy  
Modified Oct 21, 2019

Active  
Status

6  
Questions

20  
Responses

Close

Collaborate **3**

Reveal in folder

Rename project

Copy project

Edit survey

Preview survey

Translate survey

Distribute survey

Data & Analysis

View reports

Delete project

More than 30 days ago

Survey **4**

Customer\_Satisfaction\_Phase\_1  
Modified Aug 19, 2019

Active  
Status

10  
Questions

131  
Responses

Survey

Web Program CSAT ★  
Modified Jun 13, 2019

Active  
Status

9  
Questions

0  
Responses

Survey

Brand Satisfaction Initiative 2019  
Modified Jun 5, 2019

New  
Status

5  
Questions

1  
Languages

# Creating A New Survey and Adding Questions



# Creating a New Project

## Step 1: Click 'create new project' button

The screenshot displays the Qualtrics XM dashboard. On the left is a navigation sidebar with a search icon and a list of project categories and counts: 'All projects' (28), 'Shared with me' (16), 'Uncategorized' (3), 'ADMIN' (1), 'COM' (1), 'CoN Summit Surveys' (9), 'FES 2019' (3), 'LSI Surveys' (8), 'OCS' (2), and 'Symposium Questionnaire' (1). The main content area features a top navigation bar with links for 'Projects', 'Contacts', 'Library', 'Admin', 'Survey Director', and 'Help', along with a user profile icon. Below this is a search bar labeled 'Search projects...' and a prominent blue button labeled 'Create new project', which is circled in red. The main area is divided into sections: 'Today' and 'Last 7 days'. Under 'Today', there is a survey card for 'OCS Consultation Request Form' with a status of 'Active', 10 questions, 41 responses, and a 12-day trend line. Under 'Last 7 days', there is a survey card for 'End of Qualtrics Workshop Survey 2...' with a status of 'Active', 21 questions, 0 responses, and a 12-day trend line. A third survey card is partially visible at the bottom.

# Creating a New Project

## Step 2: Click 'survey' button

Quickstart

Recent Projects Clear <

- Survey

Favorites

Favored projects will be listed here.

Create new Give feedback ✕

CoreXM ProductXM BrandXM

Some of your solutions may be unavailable right now. [Refresh](#) the page to try again. Create your own ▼

Create your own

Build a project from scratch or use previous resources

- Survey
- Imported data

Product research

Solutions for learning more about your product

- XM SOLUTION
- XM SOLUTION
- XM SOLUTION

# Creating a New Project

## Step 3: Name your project & click “get started”

Quickstart

Recent Projects Clear <

Survey

Favorites

☆

Favorited projects will be listed here.

Create new Give feedback ✕

CoreXM ProductXM BrandXM

< Back

CREATE YOUR OWN

Survey ★

Start with a blank survey project and build it to suit your needs. [Learn More](#)

Project Name

Untitled Project

Blank Project From a Copy From Library From a File

Get Started

Features

Survey

Start with a blank survey project and build it to suit your needs.

# Creating Questions

The screenshot displays the Qualtrics Survey for Workshop Version 1 interface. At the top, the XM logo and the survey title are visible. The navigation bar includes links for Projects, Contacts, Library, Admin, Survey Director, and Help. Below this, a secondary navigation bar shows Survey, Actions, Distributions, Data & Analysis, and Reports. The main toolbar contains icons for Look & Feel, Survey Flow, Survey Options, and Tools, along with Preview and Publish buttons and a search box. The central workspace shows a question block for 'Q1' with a text prompt 'Click to write the question text' and three choice options. On the right, the 'Change Question Type' dropdown menu is open, with 'Multiple Choice' selected and circled in red. Other options in the menu include 'Automatic Choices', 'Single Answer', 'Multiple Answer', and 'More...'. A red arrow points to the 'Automatic Choices' option. At the bottom, there are buttons for 'Import Questions From...' and 'Create a New Question'.

# Creating Questions

## Common Question Types

The screenshot displays the Qualtrics Survey for Workshop Version 1 interface. On the left, a question block editor shows a question titled "Click to write the question text" with three choice options: "Click to write Choice 1", "Click to write Choice 2", and "Click to write Choice 3". A gear icon indicates settings for this question. Below the editor is an "Import Questions" button. On the right, a dropdown menu is open, listing various question types categorized into "Static Content", "Standard Questions", "Specialty Questions", and "Advanced". Red arrows point to "Descriptive Text", "Multiple Choice", and "Text Entry" in the "Standard Questions" category. The "Multiple Choice" option is currently selected in the dropdown. The background shows the survey editor's navigation tabs: "Survey", "Actions", "Distributions", "Data & Analysis", and "Reports". Other visible elements include "Look & Feel", "Survey Flow", "Survey Options", "Publish", "Search", and "Change Question Type".

Category	Question Type
Static Content	Descriptive Text
Standard Questions	Multiple Choice
	Text Entry
	Rank Order
Specialty Questions	Constant Sum
	Hot Spot
	Graphic Slider
	Net Promoter Score®
	Signature
	Timing
	Meta Info Question
Graphic	
Matrix Table	
Slider	
Side by Side	
Pick, Group, and Rank	
Heat Map	
Drill Down	
Highlight	

# Creating Questions

## Writing Your Question

The screenshot displays the Qualtrics Survey for Workshop Version 1 interface. At the top, the XM logo is followed by the text "Qualtrics Survey for Workshop Version 1". Navigation links include "Projects", "Contacts", "Library", "Admin", "Survey Director", and "Help". Below this, a secondary navigation bar contains "Survey", "Actions", "Distributions", "Data & Analysis", and "Reports". A toolbar includes "Look & Feel", "Survey Flow", "Survey Options", and "Tools". On the right, there are "Preview" and "Publish" buttons, along with a search bar.

The main content area is titled "Qualtrics Survey for Workshop Version 1" and shows an "iQ Score: Great" indicator. A "Default Question Block" is expanded to show a list of question options:

- Q1 Click to write the question text
- Click to write Choice 1
- Click to write Choice 2
- Click to write Choice 3

A red arrow points to the "Click to write the question text" option. To the right, a "Change Question Type" panel is open, showing "Multiple Choice" selected. Below this, the "Choices" section shows "3" choices and an "Edit Multiple" link. The "Answers" section has "Single Answer" selected. The "Position" section has "Vertical" selected.

At the bottom, there are two buttons: "Import Questions From..." and "Create a New Question".

# Creating Questions

## Writing Your Question

The screenshot displays the Qualtrics Survey for Workshop Version 1 interface. At the top, the XM logo is followed by the text "Qualtrics Survey for Workshop Version 1". Navigation links include "Projects", "Contacts", "Library", "Admin", "Survey Director", and "Help". Below this, a secondary navigation bar contains "Survey", "Actions", "Distributions", "Data & Analysis", and "Reports". A toolbar includes "Look & Feel", "Survey Flow", "Survey Options", and "Tools". Action buttons for "Preview" and "Publish" are visible, along with a search box.

The main content area is titled "Qualtrics Survey for Workshop Version 1" and features an "iQ Score: Great" indicator. A "Default Question Block" is shown with a "Block Options" dropdown. The question editor is active, showing a "Rich Content Editor" and "Piped Text" tabs. A red arrow points to a text box containing the placeholder "Click to write the question text". Below this, there are options to "Edit Question Label" and "Click to write Choice 1", "Click to write Choice 2", and "Click to write Choice 3".


On the right side, the "Change Question Type" dropdown is set to "Multiple Choice". The "Choices" section shows "3" choices and an "Edit Multiple" link, with an "Automatic Choices" checkbox. The "Answers" section has "Single Answer" selected, with "Multiple Answer" and "More..." options. The "Position" section has "Vertical" selected, with "Horizontal" and "More..." options.

At the bottom, there are buttons for "Import Questions From..." and "Create a New Question".





# Creating Questions

## Adding Answer Choices

XM Qualtrics Survey for Workshop Version 1 ▾

Projects Contacts Library Admin Survey Director Help 

Survey Actions Distributions Data & Analysis Reports

 Look & Feel  Survey Flow  Survey Options  Tools ▾

[Preview](#) [Publish](#)

Qualtrics Survey for Workshop Version 1

iQ Score: Great

Change Question Type

- Multiple Choice

Block Options ▾

Chances

3 [Edit Multiple](#)

Autom [Add a Choice](#)

Answers


- Single Answer
- Multiple Answer
- [More...](#)

Position

- Vertical
- Horizontal

Default Question Block

Q1 What year was The Ohio State University first established? (Choose the best answer)

-   1950
- 1870
- 1850

[Import Questions From...](#) [+ Create a New Question](#) ▾



# Creating Questions

## Adding Answer Choices

The screenshot displays the Qualtrics Survey for Workshop interface. At the top, the navigation bar includes 'Projects', 'Contacts', 'Library', 'Admin', 'Survey Director', and 'Help'. Below this, the 'Survey' tab is active, with sub-tabs for 'Actions', 'Distributions', 'Data & Analysis', and 'Reports'. The main content area shows a question titled 'What year was The Ohio State' with three radio button options: 1950, 1870, and 1850. A 'Change Question Type' dialog box is overlaid on the question, showing 'Multiple Choice' as the selected type. The dialog displays '4' choices and an 'Automatic Choices' checkbox. A red arrow points to the 'Automatic Choices' checkbox. The dialog also includes an 'Edit Multiple' link and an 'Add a Choice' button. The background interface includes a 'Preview' button, a 'Publish' button, and a search bar. The bottom of the screen features an 'Import Questions From...' button and a 'Create a New Question' button.

# Creating Questions

## Adding Another Question

The screenshot shows the Qualtrics Survey for Workshop Version 1 interface. At the top, there is a navigation bar with the XM logo and the text 'Qualtrics Survey for Workshop Version 1'. Below this are tabs for 'Survey', 'Actions', 'Distributions', 'Data & Analysis', and 'Reports'. A secondary navigation bar includes 'Look & Feel', 'Survey Flow', 'Survey Options', and 'Tools'. On the right side of this bar are 'Preview' and 'Publish' buttons, and a search box. The main content area displays the survey title 'Qualtrics Survey for Workshop Version 1' and an 'iQ Score: Great' indicator. Below the title is a 'Default Question Block' containing a question: 'What year was The Ohio State University first established? (Choose the best answer)'. The question has four radio button options: 1950, 1870, 1850, and 1830. To the right of the question is a 'Block Options' dropdown. At the bottom of the question block, there are two buttons: 'Import Questions From...' and 'Create a New Question'. The 'Create a New Question' button is circled in red. On the right side of the interface, there is a 'Change Question Type' panel with a dropdown menu set to 'Multiple Choice'. Below this are sections for 'Choices' (4 choices, with an 'Edit Multiple' link and an 'Automatic Choices' checkbox), 'Answers' (Single Answer selected, with a 'More...' link), and 'Position' (Vertical selected, with a 'Horizontal' option and a 'More...' link). A red arrow points to a plus sign (+) located between the question block and the 'Change Question Type' panel.

# Creating Questions

## Adding Another Question

The screenshot displays a software interface for creating questions. At the top, there are navigation tabs: "Look & Feel", "Survey Flow", and "Survey Options". A "Publish" button and a search bar are also visible. The main area is divided into three sections: "Static Content", "Standard Questions", and "Specialty Questions".

- Static Content:** Includes "Descriptive Text" and "Graphic".
- Standard Questions:** Includes "Multiple Choice", "Text Entry" (highlighted with a red arrow), "Matrix Table", "Slider", and "Rank Order".
- Specialty Questions:** Includes "Constant Sum", "Hot Spot", "Graphic Slider", "Net Promoter Score®", "Signature", "Pick, Group, and Rank", "Heat Map", "Drill Down", and "Highlight".

At the bottom of the question type list, there is a "Timing" section and a "Meta Info Question" section with a QR code.

On the right side, a configuration panel is open for a "Multiple Choice" question. It shows options for "Change Question Type", "Choices" (set to 3, with an "Edit Multiple" link), "Automatic Choices", "Answers" (with options for "Single Answer" and "Multiple Answer"), "Position" (with options for "Vertical" and "Horizontal"), and "Validation Options" (with a "Force Response" checkbox).

In the background, a question editor is visible with a question: "What is the most frequent reason why people call your technical support department?". Below it, another question "Q2" is partially visible: "What is the number of parking garages on campus the best answer?".

# Creating Questions

## Changing Answer Type

The screenshot shows a question editor interface. At the top, there are navigation tabs: 'Look & Feel', 'Survey Flow', 'Survey Options', and 'Tools'. On the right, there are 'Preview' and 'Publish' buttons, and a search box. The main area displays a question titled 'Q6' with the text: 'Two buildings, both completed in 1893, are classified as the oldest buildings on campus. Which two are they? (Choose the two best answers)'. Below the question text is a red underline. The question has five answer options: Orton Hall, Derby Hall, Hopkins Hall, Hayes Hall, Lazenby Hall, and Hagerty Hall. On the right side, there is a configuration panel with the following sections: 'Answers' (with radio buttons for 'Single Answer' and 'Multiple Answer', and a 'More...' link), 'Position' (with radio buttons for 'Vertical' and 'Horizontal', and a 'More...' link), 'Validation Options' (with a checkbox for 'Force Response'), 'Validation Type' (with radio buttons for 'None', 'At Least', 'Answers Range', and 'Custom Validation'), and 'Actions' (with a checkbox for 'Add Page Break'). A red arrow points to the 'Multiple Answer' radio button in the 'Answers' section. At the bottom, there are buttons for 'Import Questions From...' and '+ Create a New Question'.

# Creating Questions

## Text Entry Question Type

The screenshot displays a software interface for creating questions. At the top, there are navigation tabs: 'Look & Feel', 'Survey Flow', 'Survey Options', and 'Tools'. On the right, there are buttons for 'Preview', 'Publish', and a search box. The main area is divided into a left sidebar, a central question editor, and a right-hand configuration panel.

In the left sidebar, a list of halls is shown: Orton Hall, Derby Hall, Hopkins Hall, Hayes Hall, Lazenby Hall, and Hagerty Hall. Below this, a question titled 'What is your favorite...' is selected. A dropdown menu is open for this question, with 'Other' selected. A red circle highlights the 'Allow Text Entry' option in the dropdown menu. Other options in the menu include 'Text Entry Size', 'Text Entry Validation', 'Rich Content Editor', 'Insert Graphic...', 'Exclude From Analysis', 'Insert Piped Text', 'Add Display Logic...', 'Assign To Group', 'Move Up', 'Move Down', and 'Remove Choice'.

The central editor shows the question text: 'What is your favorite... the day where if we are being honest)'. Below the text is a 'From...' button and a green '+ Create a New Question' button.

The right-hand configuration panel includes sections for 'Answers' (with 'Single Answer' selected), 'Position' (with 'Vertical' selected), 'Validation Options' (with 'Force Response' unchecked), 'Validation Type' (with 'None' selected), and 'Actions' (with 'Add Page Break', 'Add Display Logic', 'Add Skip Logic', and 'Copy Question' options).

# Previewing and Editing Your Survey

# Previewing Your Survey

The screenshot shows the Qualtrics Survey for Workshop Version 1 interface. At the top left is the XM logo and the survey title. The top navigation bar includes links for Projects, Contacts, Library, Admin, Survey Director, and Help. Below this is a secondary navigation bar with Survey, Actions, Distributions, Data & Analysis, and Reports. A third navigation bar contains Look & Feel, Survey Flow, Survey Options, and Tools. On the right side of this bar, the Preview and Publish buttons are visible, with the Preview button circled in red. A search box is also present. The main content area displays the survey title and an iQ Score of Great. Below this, a question block is shown with a question and four radio button options: 1950, 1870, 1850, and 1830. A second question is partially visible at the bottom.

# Previewing Your Survey

## Reviewing Your Questions

The screenshot displays a survey preview interface. At the top, there is a navigation bar with a blue 'Close Preview' button on the left, a green 'Restart Survey' button with a circular arrow icon, and a settings gear icon with a dropdown arrow. On the right side of the navigation bar, there is a 'Draft' status indicator with a dropdown arrow, a 'Place Bookmark' button with a bookmark icon and a dropdown arrow, and a yellow mobile device icon. The main content area is split into two panels. The left panel shows a desktop view of a survey question. It features the Ohio State University logo (a red 'O') and the text 'THE OHIO STATE UNIVERSITY'. Below the logo, the question reads: 'What year was The Ohio State University first established? (Choose the best answer)'. There are four light gray rectangular buttons for answers: '1950', '1870', '1850', and '1830'. The right panel shows a mobile view of the same survey question. It includes a QR code in the top right corner. The question and answer options are displayed on a white background within a mobile device frame, with a right-pointing arrow on the left side of the frame.



# Previewing Your Survey

The screenshot displays a survey preview interface. At the top left, a blue button labeled "Close Preview" is circled in red. To its right is a green "Restart Survey" button and a settings icon. On the top right, there is a "Draft" dropdown menu and a "Place Bookmark" button. The main content area is split into two panels: a desktop view on the left and a mobile view on the right. Both panels show the Ohio State University logo and the text: "We thank you for your time spent taking this survey. Your response has been recorded." A right-pointing arrow is visible between the two panels.

# Editing Your Survey

## Add an Intro to Your Survey

The screenshot displays the Qualtrics Survey Editor interface. At the top left is the XM logo and the text "Qualtrics Survey for Workshop Version 1". The top navigation bar includes "Projects", "Contacts", "Library", "Admin", "Survey Director", and "Help". Below this is a secondary navigation bar with "Survey", "Actions", "Distributions", "Data & Analysis", and "Reports". A third navigation bar contains "Look & Feel", "Survey Flow", "Survey Options", and "Tools". On the right side of this bar are "Preview" and "Publish" buttons, and a search box. The main content area shows the survey title "Qualtrics Survey for Workshop Version 1" and an "iQ Score: Great" indicator. A "Default Question Block" is expanded, showing two questions: "Q1: What year was The Ohio State University first established? (Choose the best answer)" with radio button options for 1950, 1870, 1850, and 1830; and "Q2: What is the number of parking garages on campus according to the CampusParc website? (Choose the best answer)". A vertical toolbar on the right side of the question list contains a green plus sign (+), a red minus sign (-), and another green plus sign (+). A red arrow points to the top green plus sign, indicating the action to add a new question block.

# Editing Your Survey

## Add an Intro to Your Survey

The screenshot displays the Qualtrics Survey Editor interface. At the top, a message reads: "The following questions will give you an opportunity to tell us more about your experience. Please answer openly and truthfully." Below this, there are navigation tabs for "Survey", "Actions", "Distributions", and "Data & Analysis". A secondary navigation bar includes "Look & Feel", "Survey Flow", and "Survey Options".

The main content area shows a survey titled "Qualtrics Survey for Workshop Version 1" with a "Default Question Block" containing two questions: "Q11" (a text question) and "Q1" (a multiple-choice question).

A "Add Question" menu is open, showing various question types. The "Descriptive Text" option is highlighted with a red circle. Other options include "Graphic", "Multiple Choice", "Text Entry", "Rank Order", "Constant Sum", "Hot Spot", "Graphic Slider", "Net Promoter Score", "Signature", "Timing", "Matrix Table", "Slider", "Side by Side", "Pick, Group, and Rank", "Heat Map", "Drill Down", "Highlight", and "Meta Info Question".

On the right side, there is a "Publish" button, a search bar, and a "Change Question Type" dropdown menu currently set to "Multiple Choice". Below this, there are options for "Automatic Choices" and "Answers" (Single Answer, Multiple Answer, More...). At the bottom right, there are options for "Position" (Vertical, Horizontal, More...).

# Editing Your Survey

## Editing Your Intro Question Number

XM Qualtrics Survey for Workshop Version 1 ▾

Projects Contacts Library Admin Survey Director Help

Survey Actions Distributions Data & Analysis Reports

Look & Feel Survey Flow Survey Options Tools ▾

Preview Publish Search

### Qualtrics Survey for Workshop Version 1

Default Question Block

- Q11 Survey about The Ohio State University
- Q1 What year was The Ohio State University first established? (C

iQ Score: Great

Block Options ▾

Change Question Type

**A Text / Graphic** ▾

Choices

0 Edit Multiple

Automatic Choices

Type

Text

Graphic

File

Validation Type

None

Custom Validation

Auto-Number Questions...  
Reset Recode Values...  
Collaborate  
Review >  
Triggers >  
Salesforce >  
Adobe Analytics  
Quotas...  
Manage Reusable Choices...  
Scoring...  
Translate Survey...  
Versions >  
Import/Export >

# Editing Your Survey

## Auto-Numbering Questions

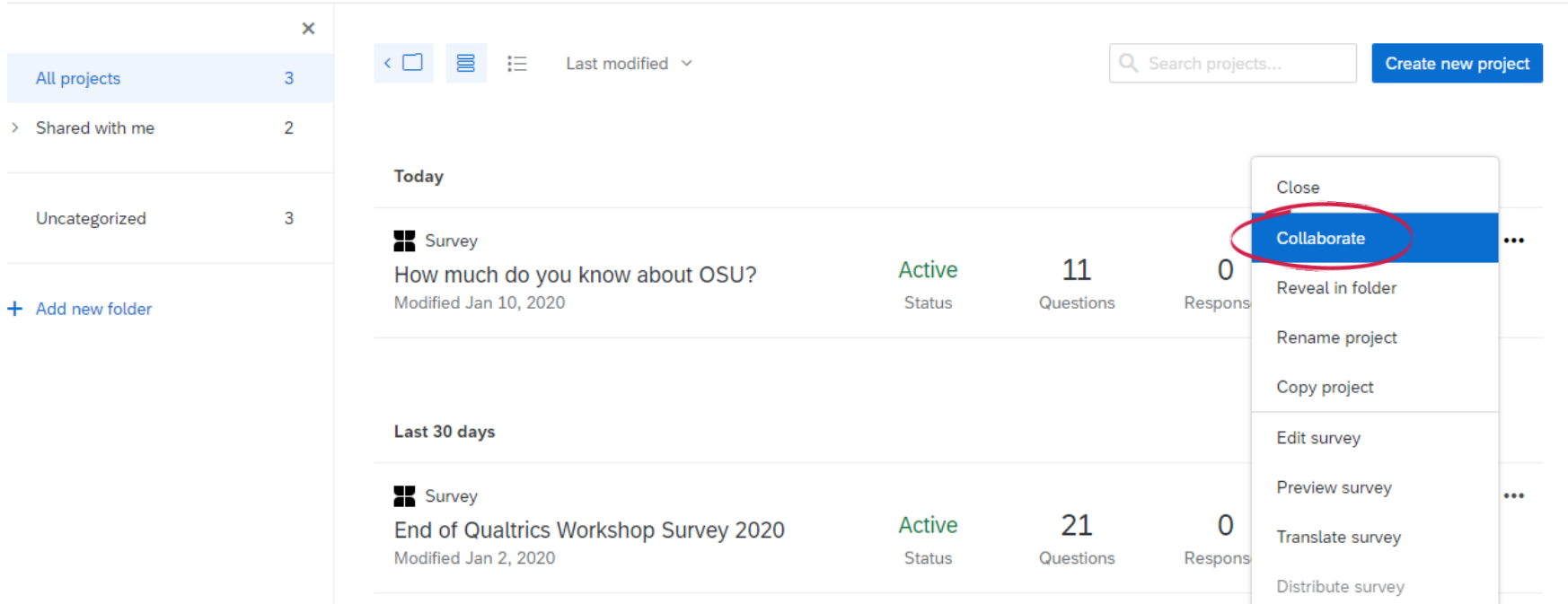
The screenshot displays the Qualtrics Survey for Workshop Version 1 interface. The top navigation bar includes 'Projects', 'Contacts', 'Library', 'Admin', 'Survey Director', and 'Help'. The main navigation bar shows 'Survey', 'Actions', 'Distributions', 'Data & Analysis', and 'Reports'. The 'Tools' dropdown menu is open, showing 'Auto-Number Questions...', 'Reset Recode Values...', and 'Collaborate...'. The 'Auto-Number Questions' dialog box is centered, with the title 'Auto-Number Questions' and the instruction 'Update the export tags of all questions using:'. Three options are listed in blue buttons: 'Sequential Numbering Q1', 'Block Numbering Q1.1', and 'Internal ID Numbering QID1'. Below these is a 'Prefix: Q' input field and a checkbox for 'Skip Export Tags that I have defined'. A 'Cancel' button is at the bottom right. The background shows a survey question 'Survey about The Ohio State University' with a gear icon, and another question 'What year was The Ohio State University first established?' with radio button options for 1950, 1870, and 1850. The right sidebar shows 'Change Question Type' set to 'Text / Graphic', 'iQ Score: Great', 'Block Options', 'Choices' with '0' and 'Edit Multiple' options, 'Automatic Choices' checkbox, 'Type' with 'Text' selected, and 'Validation Type' with 'None' selected.

# Editing Your Survey – With Others!

## Collaborate

qualtrics<sup>XM</sup>

Projects Contacts Library Help 



The screenshot shows the Qualtrics interface with a sidebar on the left containing a folder list: 'All projects' (3), 'Shared with me' (2), and 'Uncategorized' (3). The main area displays a list of surveys under the heading 'Today'. The first survey is 'How much do you know about OSU?' with a status of 'Active', 11 questions, and 0 responses. A context menu is open for this survey, listing options such as 'Close', 'Collaborate', 'Reveal in folder', 'Rename project', 'Copy project', 'Edit survey', 'Preview survey', 'Translate survey', and 'Distribute survey'. The 'Collaborate' option is highlighted with a red circle. Below this, under the heading 'Last 30 days', another survey 'End of Qualtrics Workshop Survey 2020' is visible with a status of 'Active', 21 questions, and 0 responses.

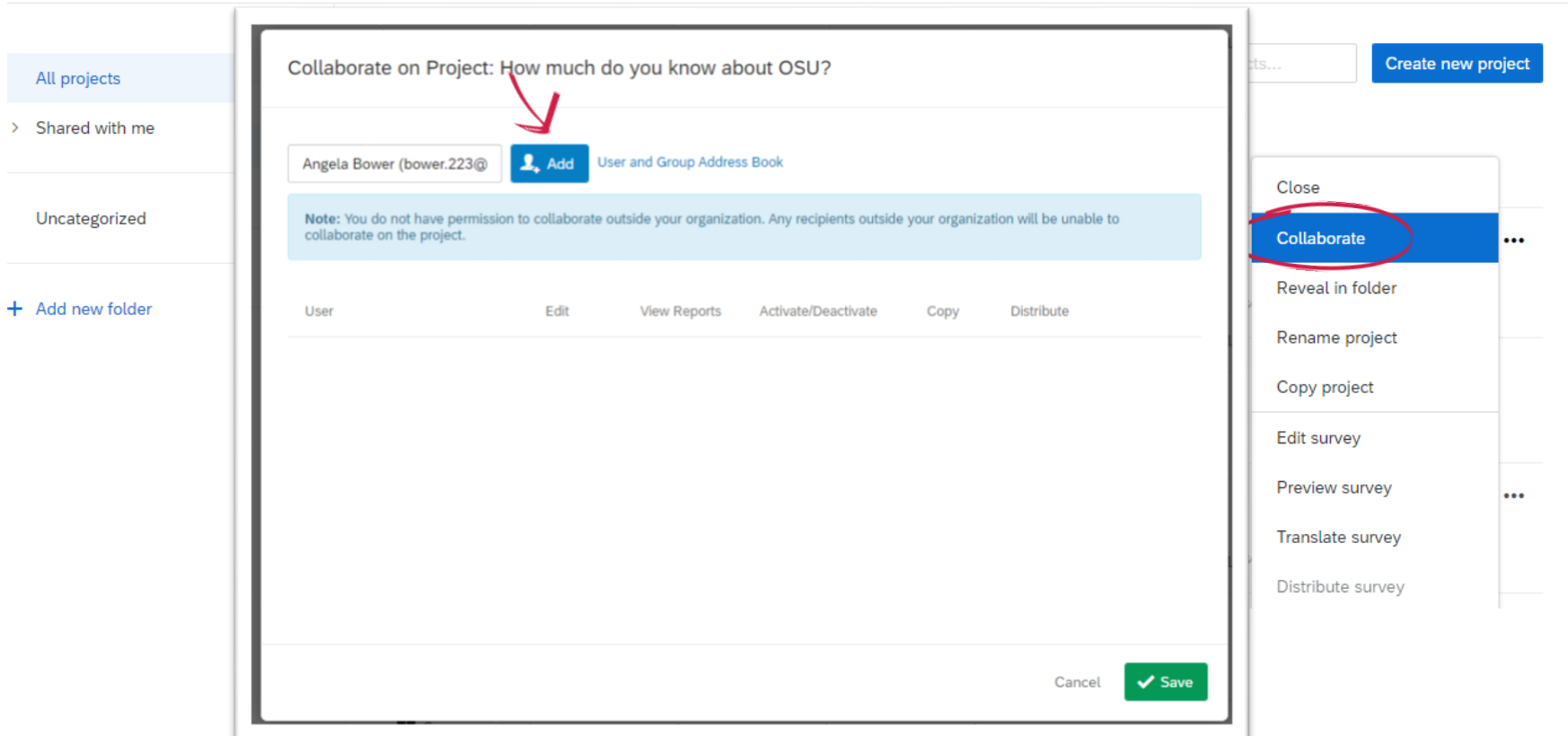
Survey	Status	Questions	Responses
How much do you know about OSU? Modified Jan 10, 2020	Active	11	0
End of Qualtrics Workshop Survey 2020 Modified Jan 2, 2020	Active	21	0

# Editing Your Survey – With Others!

## Collaborate

qualtrics<sup>XM</sup>

Projects Contacts Library Help 



Collaborate on Project: How much do you know about OSU?

Angela Bower (bower.223@) **Add** User and Group Address Book

**Note:** You do not have permission to collaborate outside your organization. Any recipients outside your organization will be unable to collaborate on the project.

User	Edit	View Reports	Activate/Deactivate	Copy	Distribute
------	------	--------------	---------------------	------	------------

Cancel **Save**

- Close
- Collaborate**
- Reveal in folder
- Rename project
- Copy project
- Edit survey
- Preview survey
- Translate survey
- Distribute survey

# Editing Your Survey

## Adding Forced Responses

The screenshot shows a survey editing interface with a top navigation bar containing 'Look & Feel', 'Survey Flow', 'Survey Options', and 'Tools'. On the right, there are 'Preview' and 'Publish' buttons and a search box. The main area displays a list of questions, with 'Q6' selected. The question text is: 'Two buildings, both completed in 1893, are classified as the oldest buildings on campus. Which two are they? (Choose the two best answers)'. Below the question is a list of five options: Orton Hall, Derby Hall, Hopkins Hall, Hayes Hall, Lazenby Hall, and Hagerty Hall. On the right side, a settings panel is open, showing 'Answers' set to 'Multiple Answer', 'Position' set to 'Vertical', and 'Validation Options' set to 'Force Response'. A red arrow points to the 'Force Response' checkbox. Below the settings panel, there are buttons for 'Import Questions From...' and '+ Create a New Question'.



# Publishing and Distributing Your Survey

# Publishing Your Survey

The screenshot shows the Qualtrics Survey for Workshop Version 1 interface. At the top, there is a navigation bar with the XM logo and the text "Qualtrics Survey for Workshop Version 1". To the right of the navigation bar are links for "Projects", "Contacts", "Library", "Admin", "Survey Director", and "Help". Below the navigation bar is a secondary menu with "Survey", "Actions", "Distributions", "Data & Analysis", and "Reports". A third menu contains "Look & Feel", "Survey Flow", "Survey Options", and "Tools". On the right side of the interface, there are two buttons: "Preview" (blue) and "Publish" (green). The "Publish" button is circled in red, and a red arrow points to it from the top right. Below the buttons is a search bar with the text "Search". The main content area is titled "Qualtrics Survey for Workshop Version 1" and includes an "iQ Score: Great" indicator. The survey content is organized into a "Default Question Block" containing four questions: Q1 (Survey about The Ohio State University), Q2 (What year was The Ohio State University first established?), Q3 (What is the number of parking garages on campus according to the CampusParc website?), and Q4 (What does "TBDBITL" stand for?). Each question has a gear icon for settings.

# Publishing Your Survey


The screenshot shows the Qualtrics Survey for Workshop Version 1 interface. The top navigation bar includes 'Projects', 'Contacts', 'Library', 'Admin', and 'Survey Director'. The main menu includes 'Survey', 'Actions', 'Distributions', 'Data & Analysis', and 'Reports'. The survey title is 'Qualtrics Survey for Workshop Version 1' with an 'iQ Score: Great' indicator. The survey content includes three questions: Q1 (Survey about The Ohio State University), Q2 (What year was The Ohio State University first established?), and Q3 (What is the number of parking garages on campus according to the CampusParc website?). A 'Publish Survey' dialog box is open in the center, displaying the following information:

- Publish Survey**  
Publishing will update the version seen by respondents.
- Details**  
Add a description for your version history  
User-published version
- ExpertReview**  
Survey strength: **Great**  
Recommendations: 1  
[View recommendations](#)
- Buttons: **Cancel** and **Publish** (circled in red)





# Publishing Your Survey

The screenshot displays the Qualtrics Survey for Workshop Version 1 interface. At the top, there is a navigation bar with the XM logo and the text 'Qualtrics Survey for Workshop Version 1'. On the right side of this bar are links for 'Projects', 'Contacts', 'Library', 'Admin', and 'Survey Director'. Below this is a secondary navigation bar with 'Survey' (underlined), 'Actions', 'Distributions', 'Data & Analysis', and 'Reports'. A third navigation bar contains icons for 'Look & Feel', 'Survey Flow', 'Survey Options', and 'Tools'. On the right side of this bar are 'Preview' and 'Publish' buttons. The main content area shows the survey title 'Qualtrics Survey for Workshop Version 1' and an 'iQ Score: Great' indicator. Below this is a 'Default Question Block' section containing three questions: Q1 (Survey about The Ohio State University), Q2 (What year was The Ohio State University first established?), and Q3 (What is the number of parking garages on campus according to the CampusParc website?). A white dialog box titled 'Survey Activated' is centered on the screen, containing the following text: 'Your survey has been successfully published and activated. You can distribute it using the anonymous link below.' followed by the URL 'https://osu.az1.qualtrics.com/jfe/form/SV\_9vH84a9w5FOlwIB'. Below the URL, it says 'You can also navigate to the distributions section to view more options.' and a 'Close' button is located at the bottom right of the dialog box. A red arrow points to the 'Close' button.

# Distributing Your Survey

XM Qualtrics Survey for Workshop Version 1 ▾ Projects Contacts Library Admin Survey Director Help 


**Survey** Actions Distributions Data & Analysis Reports


 Look & Feel  Survey Flow  Survey Options  Tools ▾ [Preview](#) [Publish](#)


---


Qualtrics Survey for Workshop Version 1 iQ Score: **Great** ● Published

▼ Default Question Block Block Options ▾

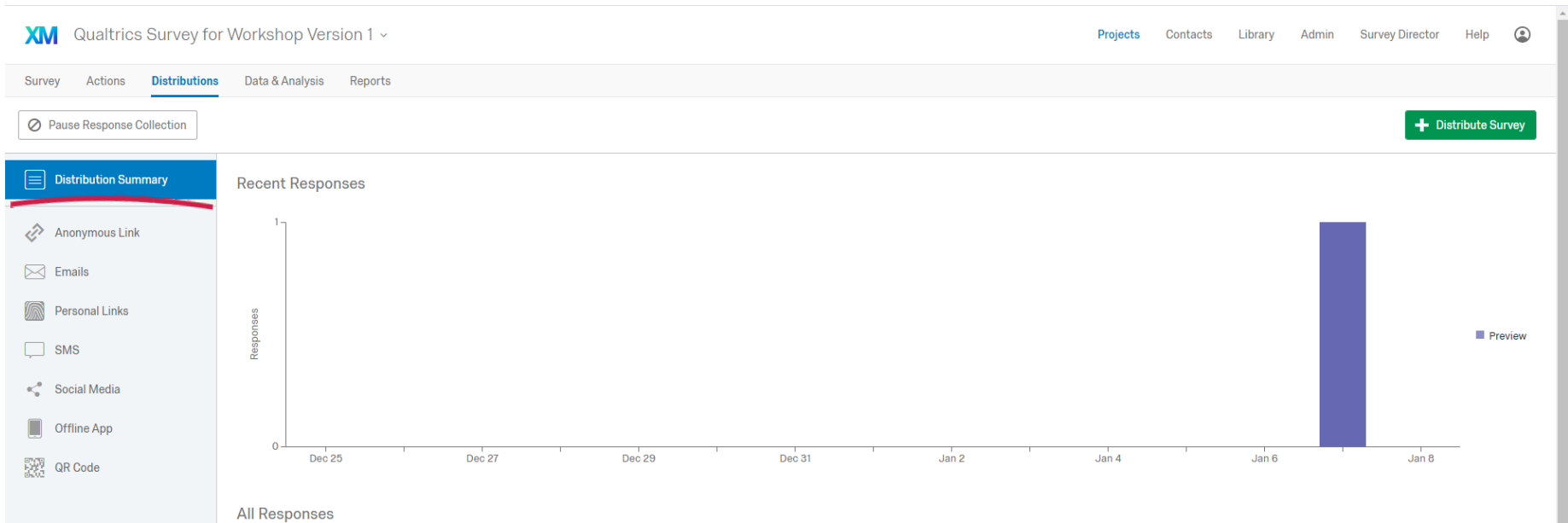
Q1 Survey about The Ohio State University 

Q2 What year was The Ohio State University first established? (Choose the best answer)   
 1950  
 1870  
 1850  
 1830

Q3 What is the number of parking garages on campus according to the CampusParc website? (Choose the best answer)   
 11  
 12  
 16  
 20

Q4 What does "TBDBITL" stand for? 

# Distributing Your Survey



# Distributing Your Survey

The screenshot displays the Qualtrics Survey for Workshop interface. At the top left, the XM logo and "Qualtrics Survey for Workshop Version 1" are visible. The top right navigation bar includes "Projects", "Contacts", "Library", "Admin", "Survey Director", and "Help". Below this, a secondary navigation bar shows "Survey", "Actions", "Distributions" (highlighted), "Data & Analysis", and "Reports".

In the "Distributions" section, there is a "Pause Response Collection" button on the left and a "+ Distribute Survey" button on the right. A left-hand sidebar lists distribution methods: "Distribution Summary", "Anonymous Link" (highlighted in blue and underlined with a red arrow), "Emails", "Personal Links", "SMS", "Social Media", "Offline App", and "QR Code" (also highlighted with a red arrow).

The main content area is titled "Anonymous Survey Link" and contains the text: "A reusable link that can be pasted into emails or onto a website, and is unable to track identifying information of respondents." Below this text is the URL: [https://osu.az1.qualtrics.com/jfe/form/SV\\_9vH84a9w5F0lwIB](https://osu.az1.qualtrics.com/jfe/form/SV_9vH84a9w5F0lwIB) and a "Customize Link" button. A red arrow points to the URL. To the right, a bar chart shows a single blue bar with a value of 6 on the x-axis and "Jan 8" on the x-axis. A legend indicates "Preview".

# Let's Collect Data!



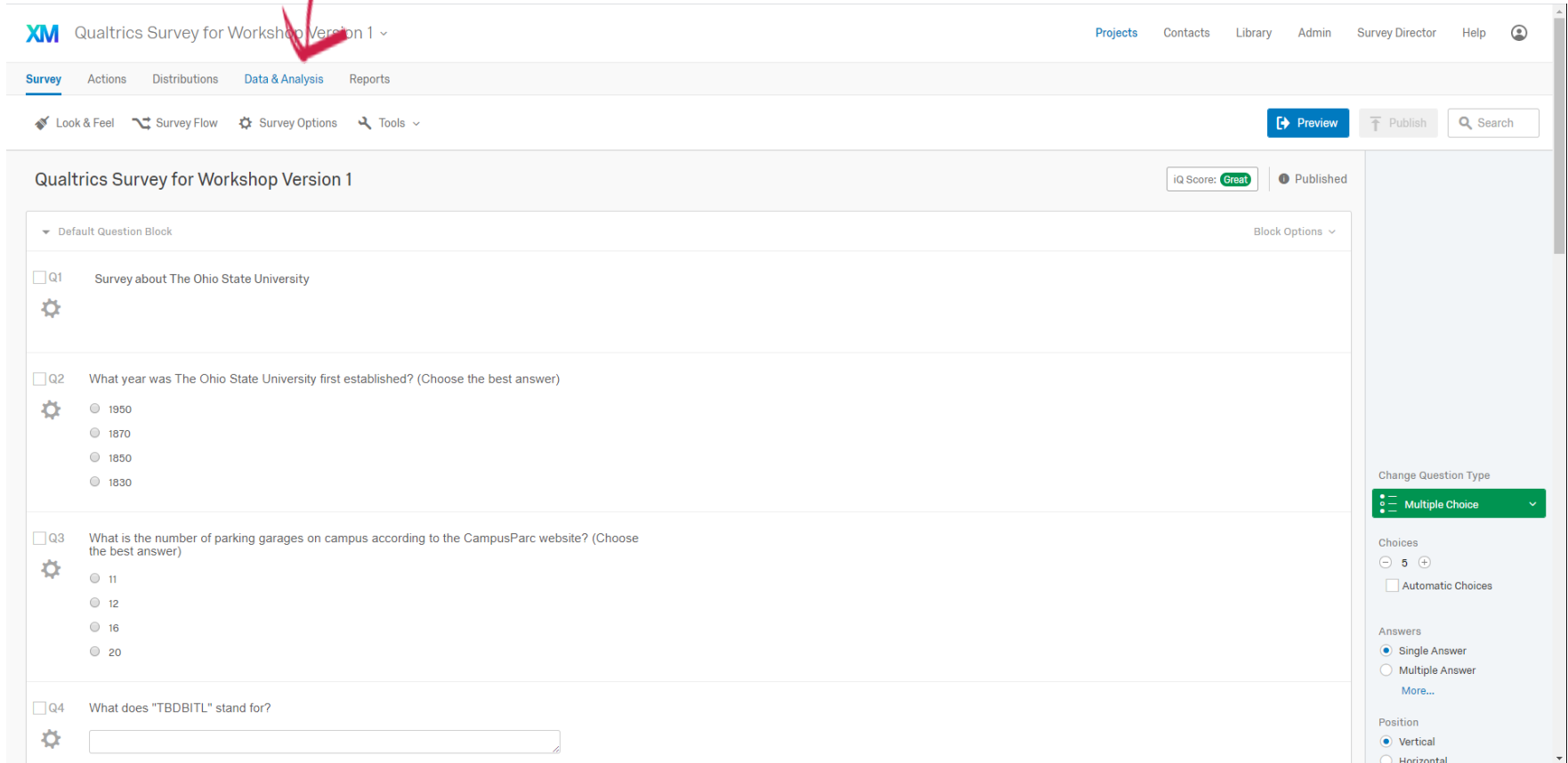
# Share Your Survey

The screenshot shows the Qualtrics Survey for Workshop interface. The top navigation bar includes 'Projects', 'Contacts', 'Library', 'Admin', 'Survey Director', and 'Help'. The main navigation tabs are 'Survey', 'Actions', 'Distributions', 'Data & Analysis', and 'Reports'. A 'Pause Response Collection' button is visible on the left, and a '+ Distribute Survey' button is on the right. The left sidebar contains several distribution methods: 'Distribution Summary', 'Anonymous Link' (highlighted in blue with a red arrow pointing to it), 'Emails', 'Personal Links', 'SMS', 'Social Media', 'Offline App', and 'QR Code'. The main content area displays 'Anonymous Survey Link' with a description: 'A reusable link that can be pasted into emails or onto a website, and is unable to track identifying information of respondents.' Below this is the survey link: [https://osu.az1.qualtrics.com/jfe/form/SV\\_9vH84a9w5F0lwIB](https://osu.az1.qualtrics.com/jfe/form/SV_9vH84a9w5F0lwIB), with a 'Customize Link' button underneath. A red arrow points to the link. To the right, there is a bar chart with a single blue bar and a 'Preview' label.

Copy your Anonymous Survey Link and email it to yourself and your table moderator

# Exporting Your Data

# Exporting Your Data



XM Qualtrics Survey for Workshop Version 1

Projects Contacts Library Admin Survey Director Help

Survey Actions Distributions **Data & Analysis** Reports

Look & Feel Survey Flow Survey Options Tools

Preview Publish Search

Qualtrics Survey for Workshop Version 1

iQ Score: **Great** Published

Default Question Block Block Options

Q1 Survey about The Ohio State University

Q2 What year was The Ohio State University first established? (Choose the best answer)

Q3 What is the number of parking garages on campus according to the CampusParc website? (Choose the best answer)

Q4 What does "TBDBITL" stand for?

Change Question Type

Multiple Choice

Choices

5

Automatic Choices

Answers

Single Answer

Multiple Answer

More...

Position

Vertical

Horizontal

# Exporting Your Data

Qualtrics Survey for Workshop Version 1

Projects Contacts Library Admin Survey Director Help

Survey Actions Distributions **Data & Analysis** Reports

Data Text Stats iQ Crosstabs Weighting

Add Filter

Recorded Responses **6**  
Responses in Progress **0**

With Selected Page 1 of 1

Export & Import

Recorded Date	Q4 - What does "TBDBITL" stand for?	Q2 - What year was The Ohio State University first established? (Choose the best...	Q3 - What is the number of parking garages on campus according to the CampusParc...	Q5 - When the marching band performs Script Ohio, a player of which instrument t...	Q6 - mar... s, how ymp...	Actions
Jan 8, 2020 1:25 PM	THE BEST DAMN BAND IN THE LAND	1870	20	tuba	92	
Jan 8, 2020	The best damn band	1870	20	tuba	103	

# Exporting Your Data

The screenshot shows the Qualtrics Survey for Workshop Version 1 interface. The 'Data & Analysis' tab is active, and the 'Download Data Table' dialog box is open. The dialog is set to the 'CSV' tab and displays the following information:

**Download Data Table** [Use Legacy Exporter](#)

**CSV** TSV Excel XML SPSS Google Drive User Submitted Files Tableau

**Comma separated values**

This is a .csv file that can be imported into other programs. Each value in the response is separated by a comma and each response is separated by a newline character. If your responses contain special characters and you will open this export in Microsoft Excel we recommend using the TSV export. Qualtrics CSV exports use UTF-8 encoding, which Excel will not open correctly by default. [Learn More](#)

Download all fields

Use numeric values

Use choice text

[More Options](#) [Close](#) [Download](#)

The background shows a survey table with columns for 'Recorded Date', 'Q4 - What does "TBDBITL" stand for?', and 'Q2 - What year was University first established?'. The 'Download' button in the dialog is circled in red.

# Exporting Your Data

With Selected Page 1 of 1

<input type="checkbox"/>	Recorded Date	Q4 - What does "TBDBITL" stand for?	Q2 - What year was The University first established?	best...
<input type="checkbox"/>	Jan 8, 2020 1:25 PM	THE BEST DAMN BAND IN THE LAND	1870	
<input type="checkbox"/>	Jan 8, 2020 1:24 PM	The best damn band in the land	1870	
<input type="checkbox"/>	Jan 8, 2020 1:24 PM		1870	
<input type="checkbox"/>	Jan 8, 2020 8:30 AM		1830	16 trumpet
<input type="checkbox"/>	Jan 8, 2020 8:30 AM	I don't know	1950	16 trombone
<input type="checkbox"/>	Jan 7, 2020 2:52 PM			

### Manage Downloads

Status	Type	Percent Complete	Last Updated	Delete Job
<a href="#">Download</a>	CSV (Table)	100%	a few seconds ago	✕

Close

Qualtrics+Survey+f....zip ^

# In Conclusion...

# THANK YOU!

Please contact the Office of Curriculum and  
Scholarship with any questions.

OCS@OSUMC.EDU

614-292-0018

Office of  
Curriculum  Scholarship