

Listening to Learners: Qualtrics Advanced for Student Engagement



SUMMER
FACULTY
INSTITUTE | TECHNOLOGY
CONTEXT
MEANING



Kevin R. Guidry, PhD
Senior Research Analyst
Center for Teaching & Assessment of
Learning



First, two quick questions

1. Why is Kevin running this session?
2. Who here already has a Qualtrics account and has brought their laptop or tablet?
 - a. Log in to an existing account at <http://delaware.qualtrics.com>
 - b. Quickly create a new account at <http://www1.udel.edu/qualtrics/>



Workshop Outcomes

In this session, we will explore some advanced Qualtrics features that can be used by faculty and departments to create surveys, solicit participation in surveys, and report survey results. I will help you create a survey with:

- **Display logic** to show/hide questions for some respondents
- **Embedded data** to automatically answer some questions for some respondents
- An **e-mail campaign** with **piped data** to schedule personalized invitation and reminder messages
- Customized **reports** viewable online



Scenario

At the end of the semester, students in our two sections - 010 and 011 - give poster presentations. We invite guests from outside of class - colleagues in our department, friendly researchers on campus, CTAL colleagues, etc. - to our class to view the poster presentations and review them using a rubric. We would like to make this review process, including the entry of the data by the reviewers and our subsequent collating of the data, to be as easy as possible.



First draft

First draft of survey: <http://www.udel.edu/003873>

First draft of survey: <http://www.udel.edu/003873>

How can this be improved?

1. Make "Name," "Presentation title," and each rubric criterion required responses.
2. Organize questions into blocks.
3. Use display logic to reduce possible error in selecting presentation titles.
 - a. Requires addition of new "Which section?" question and subsequent renumbering of questions.



Second draft

Second draft of survey: <http://www.udel.edu/003874>

Second draft of survey: <http://www.udel.edu/003874>

How can this be improved?

1. At end of survey, give respondents option to begin again. Even better, don't require respondents to reenter their name if they begin a new survey.
 - a. Create new custom end-of-survey message and add embedded "Name" variable to survey URL
 - b. Add "Name" embedded data as default response option for that question



Third draft

Third draft of survey: <http://www.udel.edu/003875>

Third draft of survey: <http://www.udel.edu/003876>

How can this be improved?

1. Schedule a personalized invitation message for each potential respondent
 - a. Create contact list using Qualtrics sample file and adding "Name" embedded data item
 - b. Create invitation message using "Name" as piped text
 - c. Schedule invitation messages to be sent



Fourth draft

Fourth draft of survey: <http://www.udel.edu/003877>

How can this be improved?

1. Online, real-time reports
 - a. <https://ql.tc/OSmB7Z>

What we've done

1. Created a basic survey (First draft)
2. Organized it (Second draft)
 - a. Made critical questions **required**
 - b. Created question **blocks**
 - c. Used **display logic** to reduce input error
3. Made it easier for respondents to respond multiple times (Third draft)
 - a. Created a custom **end-of-survey message** with **pipled data**
 - b. Used **embedded data** to set default response option
4. Scheduled e-mail invitations (Fourth draft)
 - a. Created **contact list** with embedded data
 - b. Created **invitation message** with piped data
 - c. **Scheduled messages** for sending
5. Created online, real-time reports (Fifth draft)
 - a. Created new **report** and shared online

Questions?

Contact info:

Kevin R. Guidry

krguidry@udel.edu

CTAL, Gore Hall 212