

## From Questions to Qualtrics Quick Start Guide

### Step 1: Sign Up or Sign In

**Access:** Go to <https://ir.eku.edu/qualtrics> for details or navigate directly to <https://eku.qualtrics.com>. Use your EKU email address and be sure to have your mobile device ready for two-factor authentication.

### Step 2: Create Your First Survey

**Navigate to Projects:** Find the blue “Create Project” button to get started.

**Choose Your Adventure:** Select from creating a new survey from scratch, using a pre-made template, or importing questions you already have. The template library is gold for beginners and pros alike.

### Step 3: Crafting Questions

**Question Types:** Qualtrics offers a smorgasbord of question types – from multiple choice to sliding scales. Choose the one that best fits what you need to know. Some common examples include:

*Multiple Choice:* users can select one or more options.

*Likert:* used to measure a range of opinions. Created by modifying multiple choice questions.

*Matrix Table:* efficient for surveys that need to assess several aspects of a single topic.

*Text Entry:* useful for collecting qualitative data.

*Rank Order:* particularly useful for prioritizing features, options, or preferences.

**Editing and Organizing:** Drag and drop questions to reorder. Use the “Rich Content Editor” to add pizzazz (think bold, italics, or even videos).

**Add Blocks:** Give instructions to start the survey, add branding graphics, and tweak the “End of Survey” message, if desired.

### Step 4: Design Like a Pro

**Logic and Flow:** Keep respondents engaged with “Survey Flow” and “skip logic” to show questions based on previous answers. It’s like a choose-your-own-adventure book, but for data collection.

**Branding:** Customize the look of your survey with your or EKU’s branding. Access the “Look & Feel” menu to tweak colors, fonts, and more.

**Survey Options:** Decide if you want to track who responds or keep it anonymous. There’s power in anonymity, especially for sensitive topics.

**Leverage Support:** Stuck? Qualtrics’ support center and community forums are treasure troves of information and solutions.

### Step 5: Distribute Your Masterpiece

**Test Thoroughly:** Before launching, use the “Preview” function to test your survey. Better yet, have a friend or colleague try it.

**Publish and Share:** Qualtrics offers several ways to distribute your survey – email, direct link, or embedding it on a website. Choose what works best for your audience.

### Step 6: Analyze and Act

**Data at Your Fingertips:** As responses roll in, use Qualtrics’ analysis tools to make sense of the data. Filter, cross-tabulate, and visualize to unearth insights.

**Export and Share:** Generate reports to impress your colleagues with your data-driven insights.

**Feedback Loop:** Use the initial feedback to refine your survey or future surveys. Continuous improvement is the name of the game.

Qualtrics is more than just a tool; it’s your gateway to understanding what people think and how they behave. Dive in, experiment, and don’t be afraid to make your surveys uniquely yours. Happy data collecting!