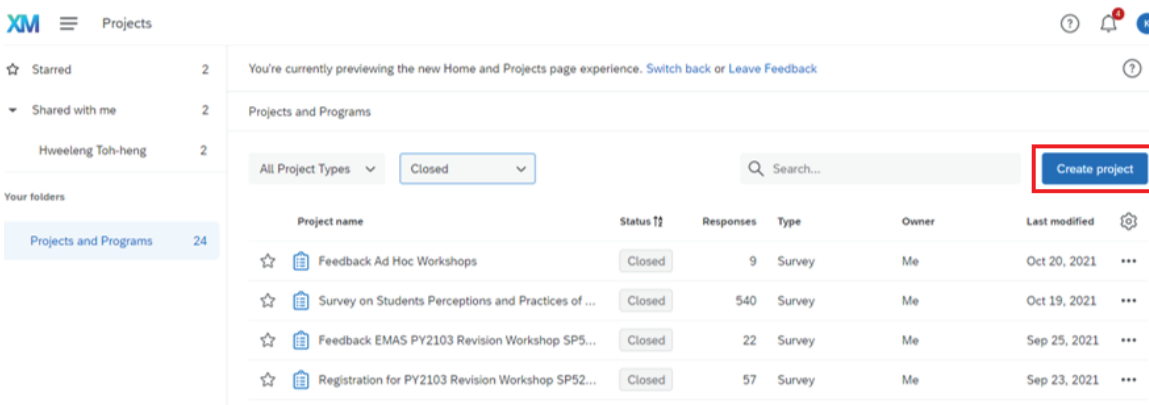


## Guide to Using Qualtrics for Data Collection [Updated 07 February 2022]

Researchers can login to Qualtrics (<https://jcu.au1.qualtrics.com/>) using their JCU login ID and password. (i.e., jcxxxxxx and password). For support in creating and accessing your JCU Qualtrics account, please contact [ithelpdesk@jcu.edu.au](mailto:ithelpdesk@jcu.edu.au).

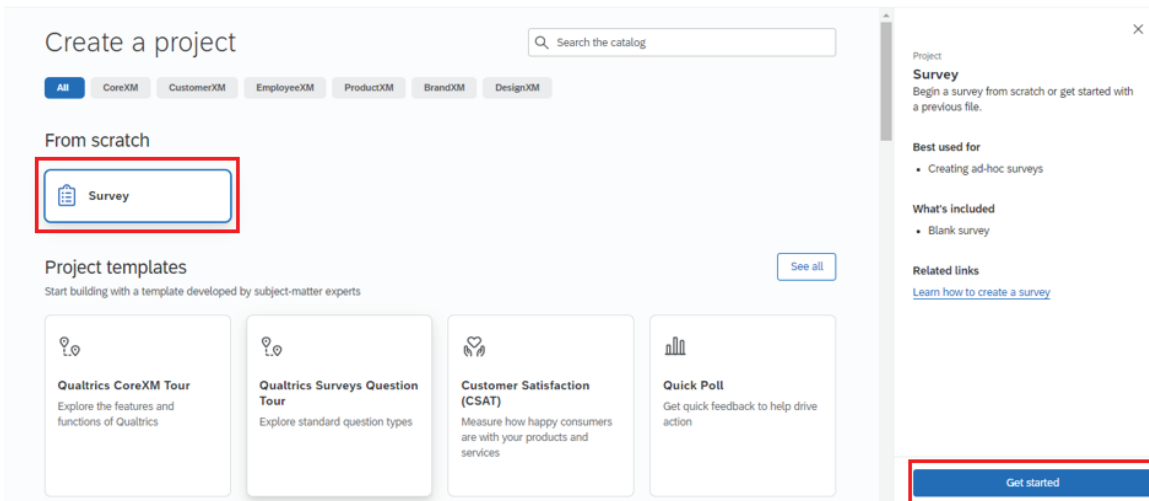
### 1. Creating the Survey

Select 'Create new project'.



The screenshot shows the Qualtrics 'Projects' page. On the left, there's a sidebar with 'Starred' (2), 'Shared with me' (2), and 'Your folders' (including 'Projects and Programs' with 24 items). The main area shows a list of projects with columns for Project name, Status, Responses, Type, Owner, and Last modified. A 'Create project' button is highlighted with a red box in the top right corner of the main area.

Click 'Survey' icon under 'Create a project'. Then click 'Get started'.



The screenshot shows the 'Create a project' dialog. It has tabs for 'All', 'CoreXM', 'CustomerXM', 'EmployeeXM', 'ProductXM', 'BrandXM', and 'DesignXM'. Under the 'From scratch' section, the 'Survey' option is highlighted with a red box. Below this, there are 'Project templates' including 'Qualtrics CoreXM Tour', 'Qualtrics Surveys Question Tour', 'Customer Satisfaction (CSAT)', and 'Quick Poll'. At the bottom right, a 'Get started' button is highlighted with a red box. A sidebar on the right provides details about the 'Survey' project, including 'Best used for' (Creating ad-hoc surveys), 'What's included' (Blank survey), and 'Related links' (Learn how to create a survey).

Type your 'Project Name' and click 'Create project'. You are all set to creating your survey.

Create a new project

Survey

Name

Untitled project

How do you want to start your survey?

Create a blank survey project

Create project

Cancel

In creating your first question (and subsequent questions), select 'Question Type' and choose 'Matrix Table'.

Survey Workflows Distributions Data & Analysis Reports

Edit question

Question type

Matrix table

Matrix type

Likert

Answer type

Allow one answer

Statements

Number of statements

3

Tools Saved at 8:01 AM Draft

Preview Publish

Demo

IQ Score: Great

Default Question Block

Q1

Click to write the question text

	Click to write Scale Point 1	Click to write Scale Point 2	Click to write Scale Point 3
Click to write Statement 1			
Click to write Statement 2			
Click to write Statement 3			

Import from library Add new question

Click on 'Click to write the question text' and write your instructions. For readability and smooth navigation, divide a long survey into blocks if possible.

Question type

Matrix table

Matrix type

Likert

Answer type

Allow one answer

Statements

Number of statements

3

Edit multiple

Demo

IQ Score: Great

Default Question Block

Q1

Click to write the question text

	Click to write Scale Point 1	Click to write Scale Point 2	Click to write Scale Point 3
Click to write Statement 1			
Click to write Statement 2			
Click to write Statement 3			

Import from library Add new question

Add Block

Under 'Statements', add or subtract the number of items/statements in your instrument. Select 'Scale Points' to add or minus the number of scale points in your instrument (e.g., 1 = Strongly Disagree; 7 = Strongly Agree). Click on 'Click to write Statement' and 'Click to write Scale Point' to edit your items and scale points, respectively.

**Statements**

Number of statements: 5

Use suggested statements: ☐

**Scale points**

Number of scale points: 7

Use suggested scale points: ☐

**Survey Question:**

(Party) Individual Motives (PA4 Familial Socialisation)

**p\_soc**

Please take some time to think about your political life. For example, have you ever decided to start supporting a political party? Once you decided that you supported/voted for a particular party, have you ever changed from that party to another party? Or, have you ever quit a party or stopped identifying as a supporter? And, why did it happen?

On a scale of 1 to 7 below, please tick the number to indicate the extent to which you agree or disagree with the following statements regarding **your family background**.

**Note:** Childhood in this research is defined as the time period under 18 years of age.

	Strongly Disagree 1	Disagree 2	Somewhat Disagree 3	Neither Agree nor Disagree 4	Somewhat Agree 5	Agree 6	Strongly Agree 7
I was raised by parent(s) who strongly supported a particular political party.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My parent(s) always voted for one political party when I was young.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As a child, I was raised in a family that was politically independent, and in which people were not supporters of any political party.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I came from a family with at least one person who was politically independent, and not a supporter of any political party.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
At least one of my parents was politically	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Scroll down and click 'Request Response' to ensure participants complete all the questions. 'Mobile Friendly' means that your respondents can take the survey with ease using their mobile phones.

**Format**

Standard likert

Add labels: ☐

Add statement group: ☐

**Mobile friendly**: ☒

Transpose table: ☐

Position text above: ☐

Repeat headers: ☐

Add whitespace: ☐

**Response requirements**

Add requirements: ☒

☐ Force response

☒ Request response

Add validation: ☐

**Survey Question:**

(Party) Individual Motives (PA4 Familial Socialisation)

**p\_soc**

Please take some time to think about your political life. For example, have you ever decided to start supporting a political party? Once you decided that you supported/voted for a particular party, have you ever changed from that party to another party? Or, have you ever quit a party or stopped identifying as a supporter? And, why did it happen?

On a scale of 1 to 7 below, please tick the number to indicate the extent to which you agree or disagree with the following statements regarding **your family background**.

**Note:** Childhood in this research is defined as the time period under 18 years of age.

	Strongly Disagree 1	Disagree 2	Somewhat Disagree 3	Neither Agree nor Disagree 4	Somewhat Agree 5	Agree 6	Strongly Agree 7
I was raised by parent(s) who strongly supported a particular political party.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My parent(s) always voted for one political party when I was young.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As a child, I was raised in a family that was politically independent, and in which people were not supporters of any political party.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I came from a family with at least one person who was politically independent, and not a supporter of any political party.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
At least one of my parents was politically	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## 2. Adding a Consent Form

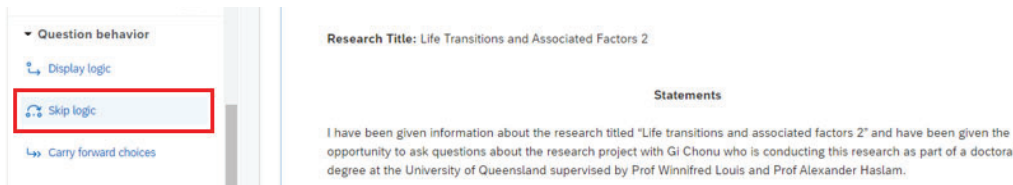
To add your consent form in the survey, ensure that the first question is selected using the 'Multiple Choice' question. Select 'Single Answer'. Change the choices to 2 by typing the number, clicking the minus sign (-), or deleting one of the choices.

The screenshot shows the 'Edit question' interface in SurveyMonkey. The 'Question type' is set to 'Multiple choice'. Under 'Answer type', 'Allow one answer' is selected. The 'Choices' section shows 'Number of choices' set to 2. The 'Format' is set to 'List' and 'Alignment' is 'Vertical'. The question text is: 'Research Title: Life Transitions and Associated Factors 2'. The 'Statements' section contains the following text: 'I have been given information about the research titled "Life transitions and associated factors 2" and have been given the opportunity to ask questions about the research project with Gi Chonu who is conducting this research as part of a doctoral degree at the University of Queensland supervised by Prof Winnifred Louis and Prof Alexander Haslam. I have been advised of the potential risks and burdens associated with this research, which include the potential for psychologically unpleasant feelings due to consideration of sensitive and controversial topics, and I have had an opportunity to ask the researchers any questions I may have about the research and my participation. I understand that my participation in this research is voluntary, I am free to refuse to participate and I am free to withdraw from the research at any time without any prejudice or penalty. If I have any inquiries about the research, I can contact Gi Chonu (contactable at g.kchonu@uq.edu.au) or if I have any concerns or complaints regarding the way the research is or has been conducted, I can contact the Ethics Coordinators on +617 3365 3924 or +617 3443 1656, email: humanethics@research.uq.edu.au. Please indicate you have read and understood the above information and consent to participate in this study by selecting the consent option below before continuing to the survey. Thank you.' The 'Response requirements' section shows two radio button options: 'I agree with the above and I consent to participate in this study.' and 'I do NOT consent.'

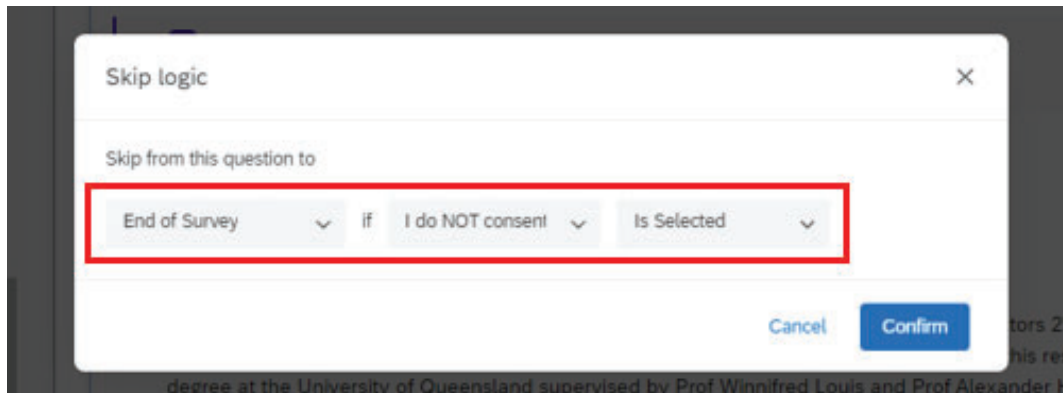
Click where it says 'Click to write the question text' and enter your consent form, terms and conditions, etc. Alternatively, you can prepare a PDF with your consent form typed out by clicking 'Rich Content Editor'. Then select the icon to 'Insert file'.

The screenshot shows the 'Edit question' interface with the 'Rich Content Editor' open. The 'Answer type' is 'Allow one answer'. The 'Choices' section shows 'Number of choices' set to 2. The 'Format' is 'List' and 'Alignment' is 'Vertical'. The 'Rich Content Editor' is open, showing the question text and the 'Statements' section. The 'Insert file' icon is highlighted in the editor's toolbar. The question text is: 'Research Title: Life Transitions and Associated Factors 2'. The 'Statements' section contains the following text: 'I have been given information about the research titled "Life transitions and associated factors 2" and have been given the opportunity to ask questions about the research project with Gi Chonu who is conducting this research as part of a doctoral degree at the University of Queensland supervised by Prof Winnifred Louis and Prof Alexander Haslam. I have been advised of the potential risks and burdens associated with this research, which include the potential for psychologically unpleasant feelings due to consideration of sensitive and controversial topics, and I have had an opportunity to ask the researchers any questions I may have about the research and my participation. I understand that my participation in this research is voluntary, I am free to refuse to participate and I am free to withdraw from the research at any time without any prejudice or penalty. If I have any inquiries about the research, I can contact Gi Chonu (contactable at g.kchonu@uq.edu.au) or if I have any concerns or complaints regarding the way the research is or has been conducted, I can contact the Ethics Coordinators on +617 3365 3924 or +617 3443 1656, email: humanethics@research.uq.edu.au. Please indicate you have read and understood the above information and consent to participate in this study by selecting the consent option below before continuing to the survey. Thank you.'

Select 'Skip logic'.

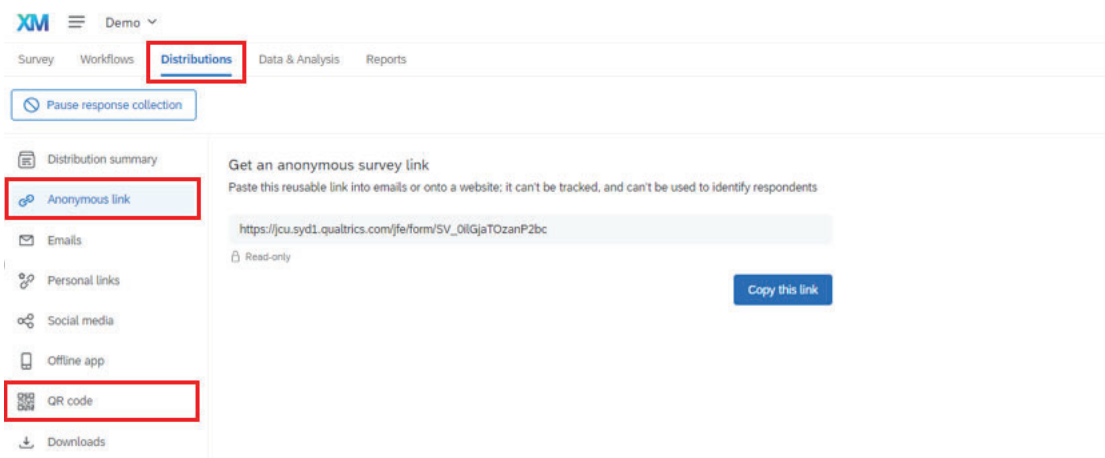


Select 'End of Survey' and select 'I do not consent'. Then select 'Is Selected'. In the question editing pane to the left, select 'Force Response'. This option will not let respondents proceed through the survey until they read through the terms and conditions, and either provide consent, or deny it.



### 3. Distributing the Survey

To distribute your survey, click 'Distributions' and click "Use a single reusable link" to generate an 'Anonymous Link'. Qualtrics will auto-generate a link for you. For ease of access, you can customize your link (short and sweet) using Tiny URL.



Copy and paste your survey link and send it to potential participants through email. Another good option is generating a 'QR Code'.

To stop respondents from taking the survey more than once, select 'Survey options' on the left pane. Then click 'Security', and enable 'Prevent multiple submissions'.

The screenshot shows the XM Survey configuration interface. On the left sidebar, the 'Survey' tab is selected, and the 'Security' option is highlighted. The main content area shows the 'Prevent multiple submissions' toggle set to 'On'. Below this, the 'Action' dropdown is set to 'End survey with a message', and the 'End of survey message' is set to 'Default'. The 'Bot detection' section is also visible.

XM Demo

Survey Workflows Distributions Data & Analysis Reports

Options

General  
Language, title, survey description

Responses  
Survey expiration, incomplete responses, back button and more

**Security**  
Passwords, file uploads, bot detection and more

Post-Survey  
Thank you emails, completed survey messages, and triggers

Advanced

Scoring  
Attach point values to specific answers

Quotas

Saved at 8:59 AM Draft

Preview Publish

**Prevent multiple submissions**  
Previously called "Prevent Ballot Box Stuffing"

Prevent respondents from taking your survey multiple times. You can choose to end the survey, redirect them to a website or flag the response.

☒ On

Action

End survey with a message

End of survey message

☒ Default  
☐ Custom

Bot detection

We'll look for bots that might be taking your survey and flag their responses with an embedded data field (reCAPTCHA). [Learn more about bot detection](#)

#### 4. Downloading Survey Results

To download results, go to 'Data & Analysis'. Click the 'Export & Import' drop-down menu, then choose 'Export Data'.

The screenshot shows the XM Data & Analysis interface. The 'Data & Analysis' tab is selected. The 'Export & Import' dropdown menu is open, showing options like 'Export Data...', 'Import Data...', 'Response Export Automation...', 'Response Import Automation...', 'Manage Previous Downloads...', and 'View Automation History...'. The 'Export Data...' option is highlighted.

XM Demo

Survey Workflows Distributions **Data & Analysis** Reports

Data Text IQ Stats IQ Crosstabs Weighting

Add Filter

Recorded Responses  
Responses in Progress

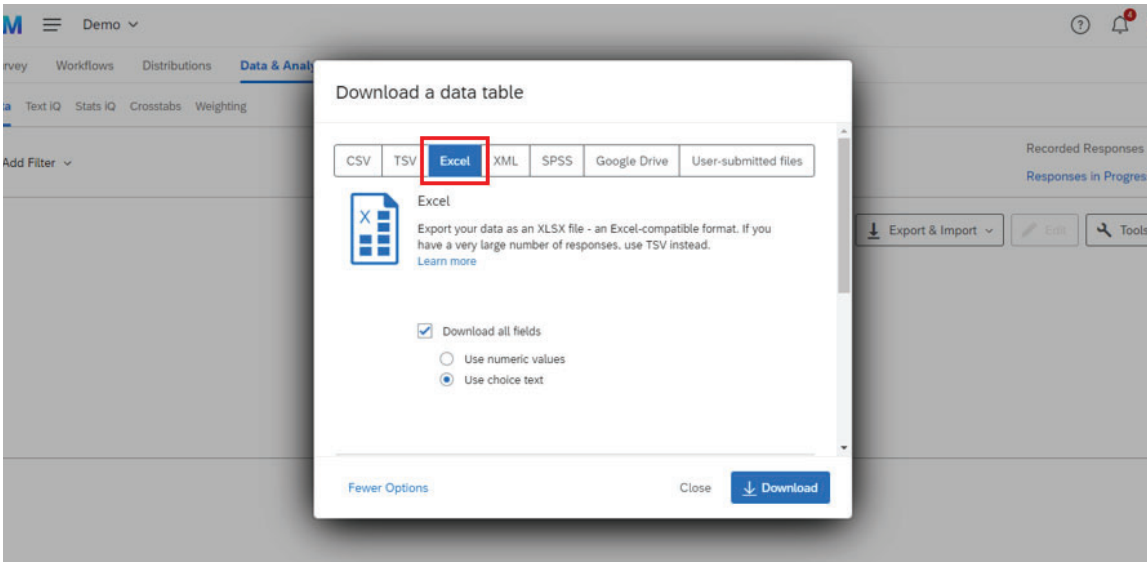
Export & Import

Export Data...  
Import Data...  
Response Export Automation...  
Response Import Automation...  
Manage Previous Downloads...  
View Automation History...

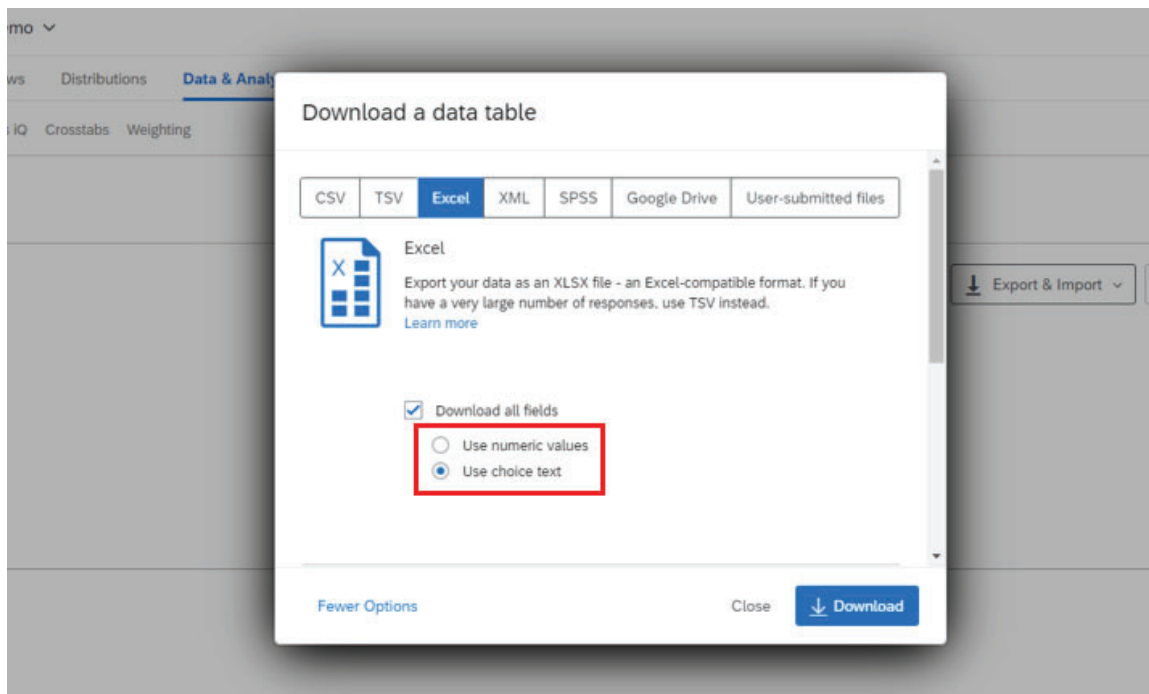
The responses you are looking for do not exist.  
[Collect responses.](#)

Qualtrics.com Contact Information Legal

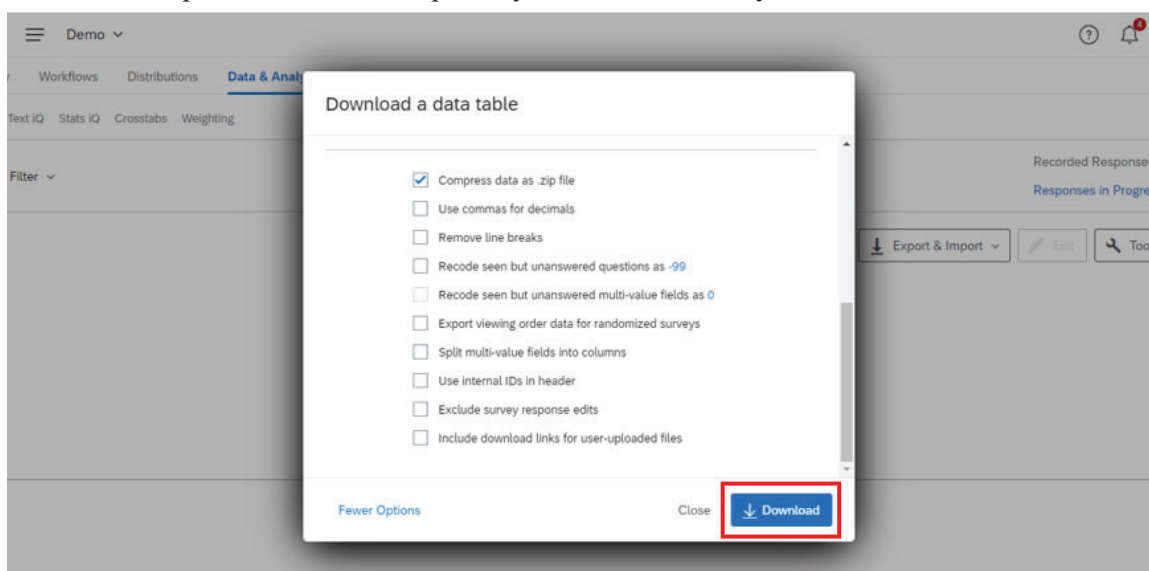
Choose the data format type you wish to download, e.g., Excel.



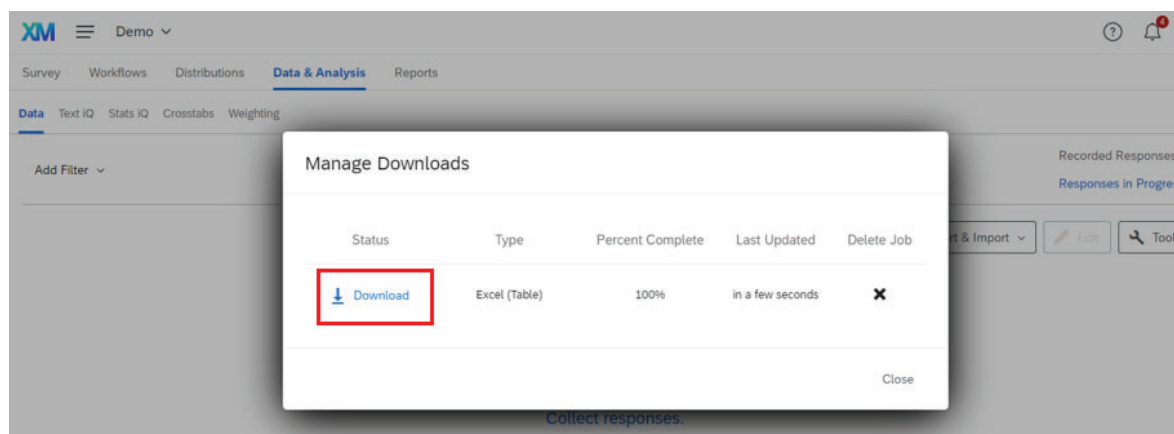
Decide whether you want to use numeric values, or choice texts.



Click 'More options', then select options you wish to have in your result file. Click 'Download'.



Click 'Download' and an excel report will be generated for you.



Repeat Step 4 if you wish to download data to SPSS.

## 6. Qualtrics Survey Support

More on Survey Creation on Qualtrics: <https://www.qualtrics.com/support/survey-platform/my-projects/creating-a-project/>

For online or face-to-face support in creating your Qualtrics survey project, please contact:

Dr Kunchana (Gi) Chouynuu, Learning Advisor for Mathematics and Statistics  
Learning Centre, James Cook University Singapore  
Email: [kunchana.chouynuu@jcu.edu.au](mailto:kunchana.chouynuu@jcu.edu.au) Landline: +65 6709 3791