

QMS Workshop Series 2018 - Assessing Sensitive Topics in Surveys with Qualtrics

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Outline

- What is Qualtrics?
- RRT with Qualtrics
 - Warner Binary Model
 - Warner Quantitative Model
 - Greenberg Unrelated Question Model
 - Greenberg Unrelated Question Quantitative Model
- Flowcharts
- Navigating Qualtrics
- Create a survey

What is Qualtrics?

Qualtrics is “Data Collection”.

<https://www.qualtrics.com/> - Qualtrics Website

<https://uncg.qualtrics.com/> - Qualtrics Program used by UNCG students/faculty/staff

Types of Models

- Warner Binary Model
- Greenberg Unrelated Question Model
- Warner Quantitative Model
- Greenberg Unrelated Quantitative Model

Warner Binary Model

<https://bit.ly/2rpi637>

Flow of Surveys

- Explanation of Survey and Techniques
- Collection of demographic information about respondent
- Screens with Questions
- Screen with Binary or Quantitative Response
- Screen(s) where respondent puts response

Lets look at the flowcharts!

Qualtrics Tabs

- Survey
- Actions
- Distributions
- Data & Analysis
- Reports

Distribution of Survey

- URL Link (preferable to use bit.ly)
- Email
- Social Media
- Offline App on tablet or phone (similar to handing out paper surveys - “old way”)
- QR Code (scan via smartphone)
- Purchase Respondents

Create your own survey!

Now explore qualtrics and create your own survey!!

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Thanks for attending!!!