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Welcome to:

Designing Effective and Creative Digital Surveys for your 4-H Program Using Qualtrics Software

Jen Cushman, Maryann Fusco-Rollins, and Miriah Russo Kelly

To get started:

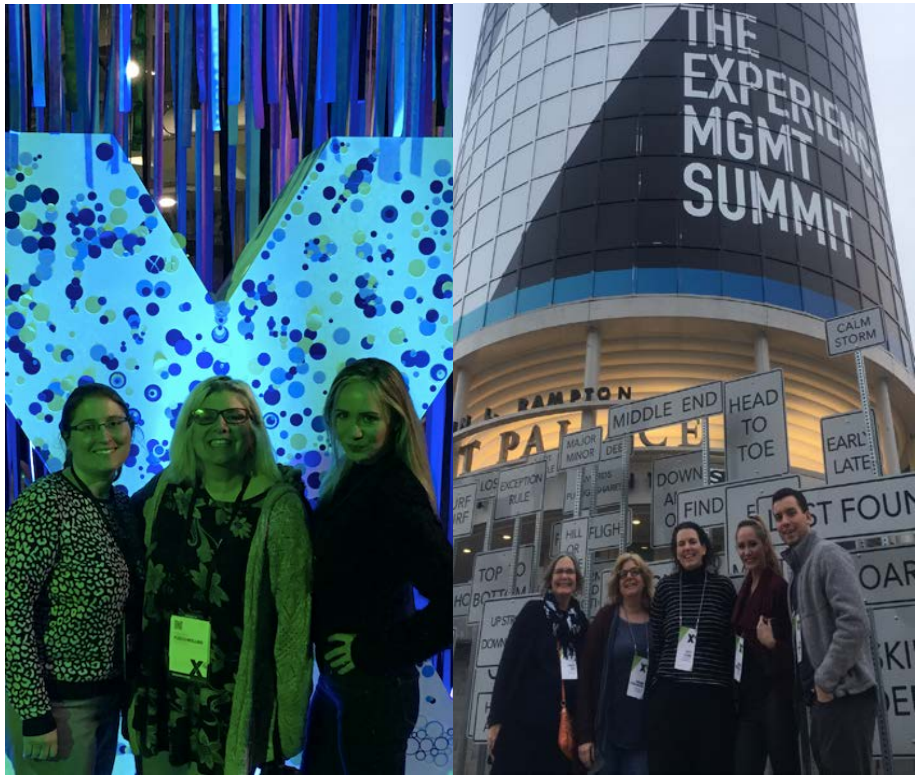
1) Go to this link and complete the survey s.uconn.edu/nae4hapre

2) Log in to your Qualtrics account

***If you don't have a Qualtrics account go to Qualtrics.com and click on "get a free account"**

Who are we?

- Jen Cushman
- Maryann Fusco Rollins
- Miriah Russo Kelly



Shout out to our awesome team in Connecticut who have supported us along our way on the Qualtrics journey!!

What are the goals of this workshop?

- Educate participants on **best practices for digital survey design** using Qualtrics.
- Expose participants to **additional resources for designing digital surveys.**
- Provide a hands-on opportunity for participants to **practice their Qualtrics digital survey design skills**

What is Qualtrics?

- About Qualtrics
- How we use Qualtrics at UConn 4-H
  - Pre and/or post event surveys
  - Program and event registration
  - Statewide annual assessment using Common Measures
  - Communication to leaders and other stakeholders
- Review results from pre survey

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Survey Design Best Practices

1 - Consider how the survey question connects to program goals

2 - Think about how you want to analyze and communicate the data

3 - Ask about one concept at a time (avoid double-barreled questions)

4 - Use as few words as possible

5 - Spell out all abbreviations and acronyms

6 – Use design elements to improve participant experience

7 - Use unbiased and neutral language

8 - Be consistent in formatting and response categories

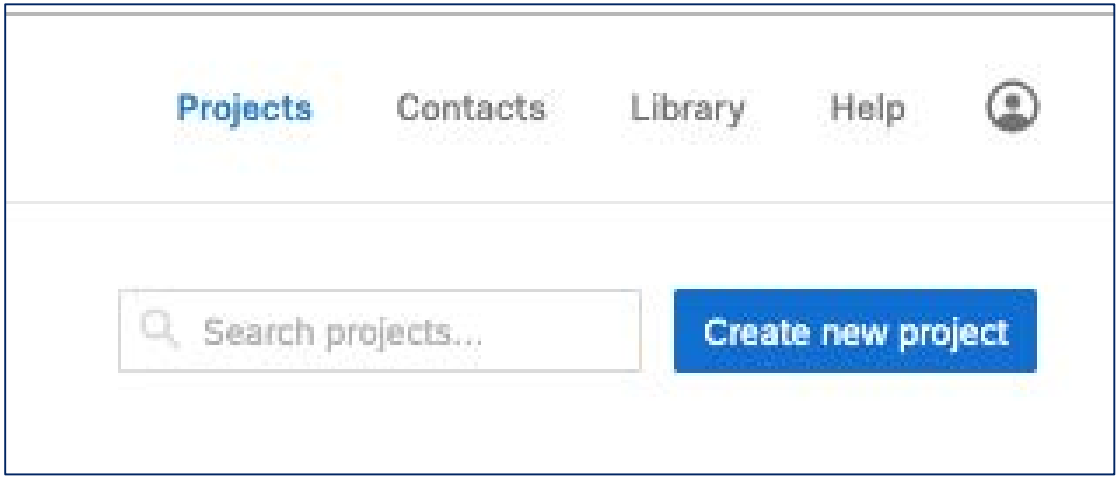
9 - Let participants know their progress

10 - Think mobile friendly

Tools we will review

- Starting a project
- Adding questions and creating question blocks
- Skip and display logic
- Piped text
- Custom end-of survey messages
- Distribution options (anonymous or individual)

Start a Project



Question Types and Blocks

- Create blocks to stay organized
- A variety of question types:
  - Multiple choice
  - Scales (i.e. Likert or NPS)
  - Matrixes
  - Descriptive text
  - Text entry

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Static Content

- Descriptive Text
- Graphic

Standard Questions

- Multiple Choice
- Matrix Table
- Text Entry
- Slider
- Rank Order
- Side by Side

Specialty Questions

- Constant Sum
- Pick, Group, and Rank
- Hot Spot
- Heat Map
- Graphic Slider
- Drill Down
- Net Promoter Score®
- Highlight
- Signature

Multiple Choice

Choices

7 Edit Multiple

Automatic Choices

Answers

Single Answer

Multiple Answer

More...

Position

Vertical

Horizontal

More...

Validation Options

Force Response

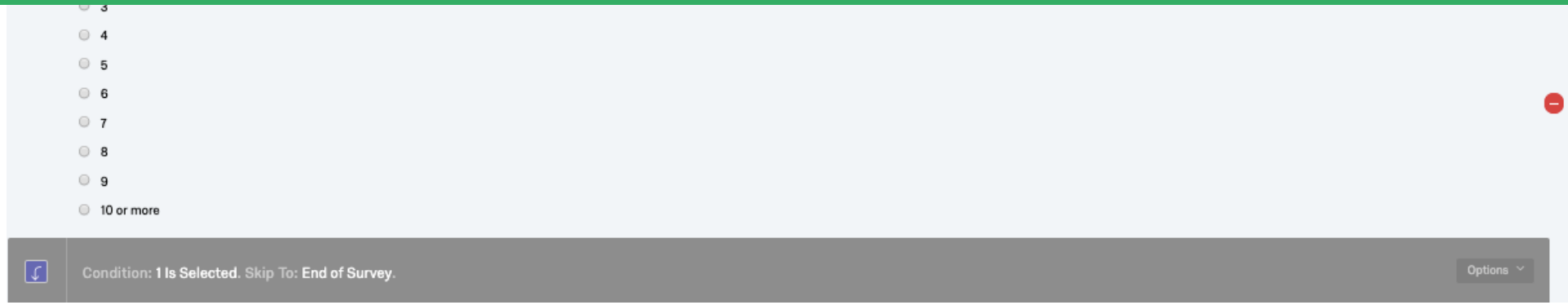
Validation Type

Skip and display logic

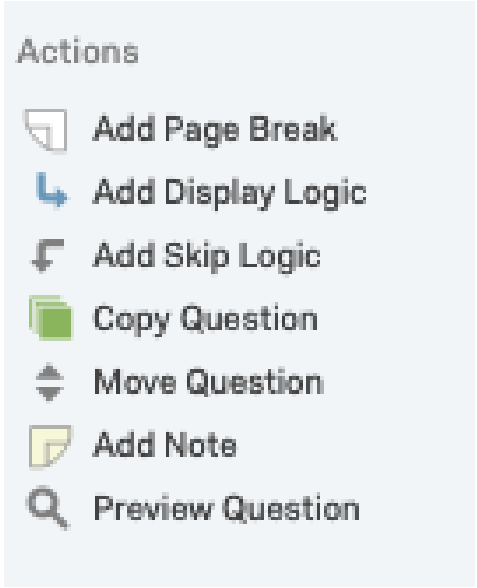
- Command options:
  - IF: If something happens (x) then (y) happens
  - And: Requires that both conditions must be met
  - OR: Requires that either of the conditions must be met

- Skip Logic: Use when skipping a respondent to the end of survey or past a block of questions.

- Display Logic: Use for displaying questions based on previous answers

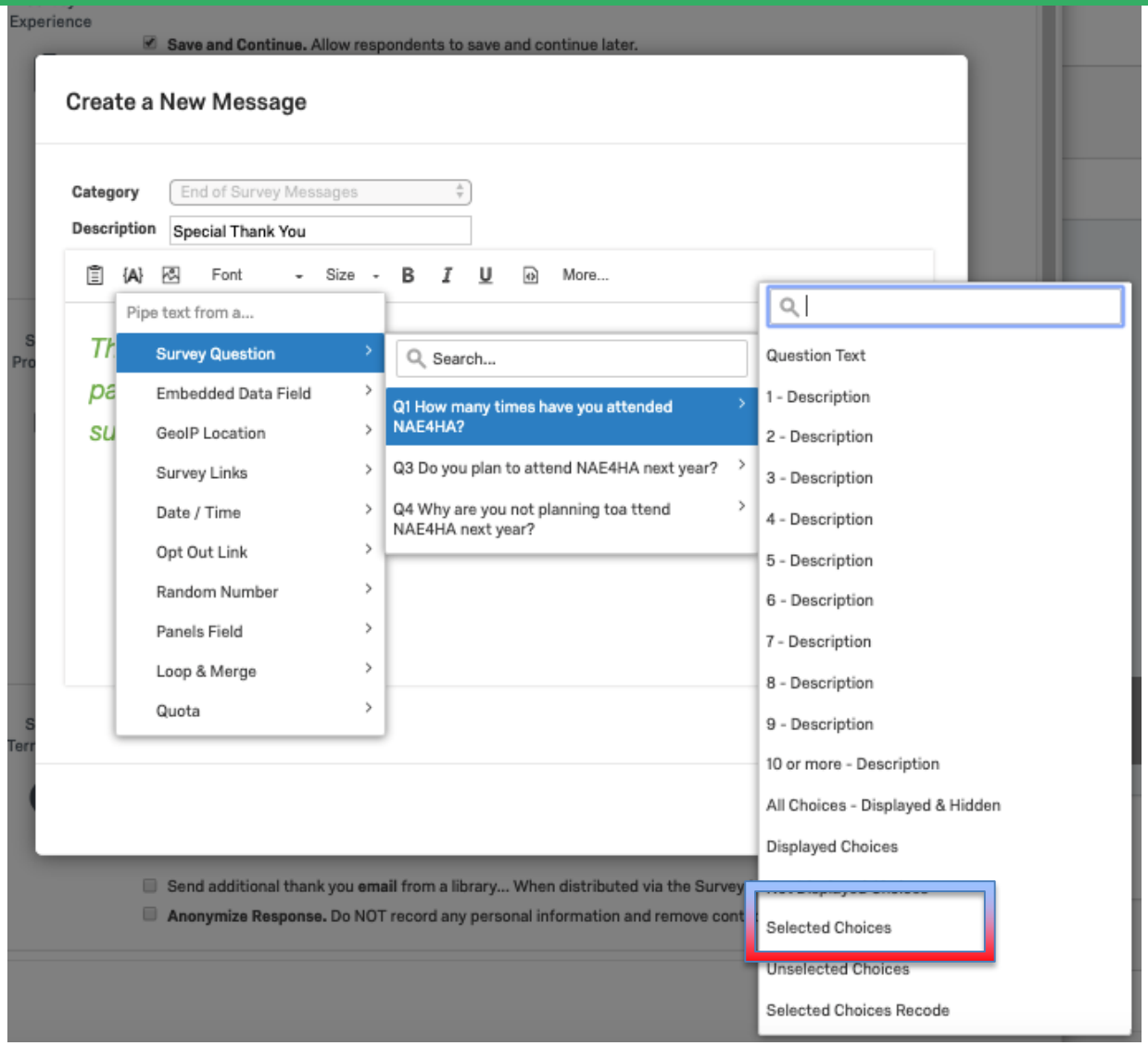

4
5
6
7
8
9
10 or more
Condition: 1 Is Selected. Skip To: End of Survey.
Options

Display This Question:
If Do you plan to attend NAE4HA next year? No Is Selected


Actions
Add Page Break
Add Display Logic
Add Skip Logic
Copy Question
Move Question
Add Note
Preview Question

Piped Text {A}

- A way to embed previous information into your survey
- Use when you want to customize your message or include a previous response in a future question


Experience
Save and Continue. Allow respondents to save and continue later.
Create a New Message
Category
End of Survey Messages
Description
Special Thank You
Font
Size
More...
Pipe text from a...
Survey Question
Embedded Data Field
GeoIP Location
Survey Links
Date / Time
Opt Out Link
Random Number
Panels Field
Loop & Merge
Quota
Search...
Q1 How many times have you attended NAE4HA?
Q3 Do you plan to attend NAE4HA next year?
Q4 Why are you not planning toa ttend NAE4HA next year?
Question Text
1 - Description
2 - Description
3 - Description
4 - Description
5 - Description
6 - Description
7 - Description
8 - Description
9 - Description
10 or more - Description
All Choices - Displayed & Hidden
Displayed Choices
Selected Choices
Unselected Choices
Selected Choices Recode
Send additional thank you email from a library... When distributed via the Survey
Anonymize Response. Do NOT record any personal information and remove cont

Custom end of survey messages

- Create specialized messages at the end of your survey

- Use to:
  - route participants to your website,
  - share additional information,
  - send a special thank you.

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Survey Options

Survey Experience

- **Back Button.** Enable respondents to change their responses.
- **Save and Continue.** Allow respondents to save and continue later.
- **Show Question Numbers.** Great for previews. For participants, try a Progress Bar instead.
- **Use Custom Survey Validation Messages...**

Survey Language: English (US) The language the survey is written in.

Survey Title: Online Survey Software | Qualtric This text will appear in the browser as the window or tab title.

Meta Description: Qualtrics sophisticated online su Search engines and social media services use this description.

Survey Protection

- **Open Access.** Allow anyone to take this survey.
- **By Invitation Only.** Prevent people from taking the survey using an anonymous survey link.
- **Password Protection.** This password must be entered to take this survey:
- **Prevent Ballot Box Stuffing.** Keep people from taking this survey more than once.
- **HTTP Referer Verification.** The user must come from this URL to take the survey:
- **Prevent Indexing.** A tag will be added to the survey to prevent search engines from indexing it.
- **Secure Participants' Files.** Files uploaded as responses can only be viewed by users with permission to view responses.
- Show a **custom message** when a respondent revisits a **previously completed** link..
- **Survey Expiration.** The survey will only be available for a specified date range.

Survey Termination

- **Default** end of survey message.
- **Custom** end of survey message...

Load a Saved Message

- My Library: Miriah Kelly
- Group Library: CT Trail Census
- Group Library: UConn 4H
- Global Library: Qualtrics Librar

...ltrics.com"

...ry... When distributed via the Survey Mailer.

...ersonal information and remove contact association.

Close Save

Create a New Message

Category: End of Survey Messages

Description: Special Thank You

Font Size B I U More...

Thank you for taking our survey, and for attending NAE4HA the past ${q://QID1/ChoiceGroup/SelectedChoices} *years. We appreciate your time and support."*

Close Save

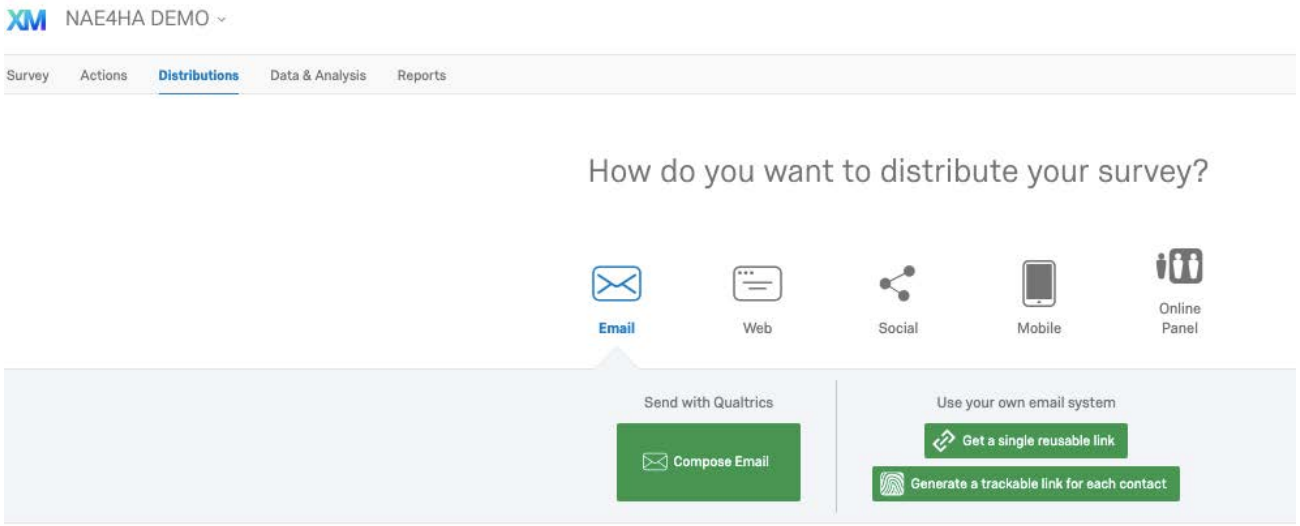
Distribution types

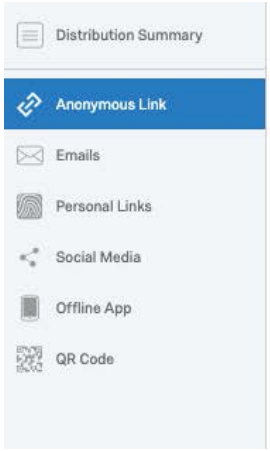
Anonymous

- Easy to create and distribute
- Is not able to track who has taken the survey
- Does not collect identifiable information
- Incompatible with reminder messages
- Usually sent over social media, short URL or QR Codes.
- Overall less capabilities but more flexibility in distribution.

Individual Link

- Is unique to each participant
- Requires using the contact list feature
- Saves identifiable information in your dataset
- Allows you to track who has taken the survey
- Compatible with reminder messages
- Overall more capabilities but less flexibility in distribution.


NAE4HA DEMO
Survey
Actions
Distributions
Data & Analysis
Reports
How do you want to distribute your survey?
Email
Web
Social
Mobile
Online Panel
Send with Qualtrics
Compose Email
Use your own email system
Get a single reusable link
Generate a trackable link for each contact


Distribution Summary
Anonymous Link
Emails
Personal Links
Social Media
Offline App
QR Code

Anonymous Survey Link
A reusable link that can be pasted into emails or onto a website, and is unable to track identifying information of respondents.
https://uconn.co1.qualtrics.com/jfe/form/SV_1LFySMNZUZ8gX4h
Customize Link

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Now on to our activity: Designing a Qualtrics survey

1) Review the step-by-step handout, and work through the instructions at your own pace.

2) Break into groups

Beginner - “I haven’t designed a Qualtrics survey before today”
Intermediate - “I have designed Qualtrics surveys a few times”
Expert - “I design Qualtrics surveys all the time”

3) Complete the step-by-step instructions to design your survey (30 minutes)

Ask your group facilitator for help if you are having trouble.

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Save the Date

What?

Northeast 4-H Evaluation Conference
Topic: *Interpreting and Communicating 4-H Evaluation Data*

When?

February 7, 2020 9:30am-4pm
(Light breakfast and lunch will be provided)

Where?

University of Connecticut Hartford County Extension Office
Farmington, CT

Who?

Any 4-H faculty or staff from any of the Northeast Region states are invited to attend.
For more information contact:
Miriah.Kelly@uconn.edu

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Thank you!

Please respond to our post workshop survey
s.uconn.edu/nae4ha2019post

Get in contact:

www.4-h.uconn.edu/evaluation

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