JCB Survey (Qualtrics) Quick Start

Creating a Qualtrics Account

Each faculty member can have an individual Qualtrics account. The Jones College of Business also provides the JCBSurvey request service in which we work with you to create the survey for you. To start, go to jcbsurvey.qualtrics.com and register with your MTSU email address. You will receive a confirmation email. Follow the link to confirm your account. Once the email confirmation is processed the system administrator will approve it and you can gain full access to the site.

Limitations

There are some limitations to your Qualtrics account which include the following:

- You can create up to 20 surveys (if you want to create a new survey, you must delete one)
- You can have up to 5,000 responses maximum on your account. To increase the maximum responses please email the system administrator (ccoronel@mtsu.edu)
- You can send up to 5,000 emails using the built in Survey Mailer (This feature allows you to track answered responses, answered responses, and send reminders.)

The image to the left shows the limitations explained above. These can be found under **Account Settings**; after clicking on the drop down menu under your login name (top
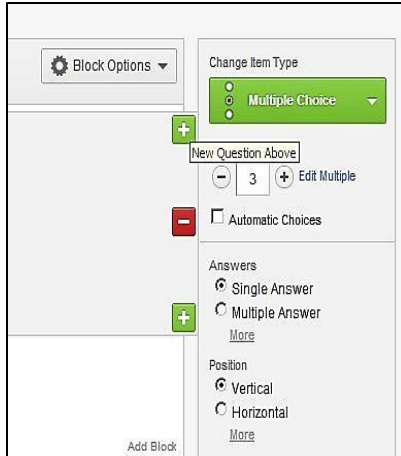
Creating Surveys: To create a survey, follow the instructions below:

Create Survey

Under **My Surveys** tab, click on **Create Survey**, then click on **Quick Survey Builder** and enter the survey name. Finally, click on the **Create Survey** button.

Add or remove a question

Once the Survey has been created an initial default block will show up. You can add questions by clicking the plus sign (+) on the existing questions block. Questions can also be deleted by clicking the minus sign (-).

Changing question types
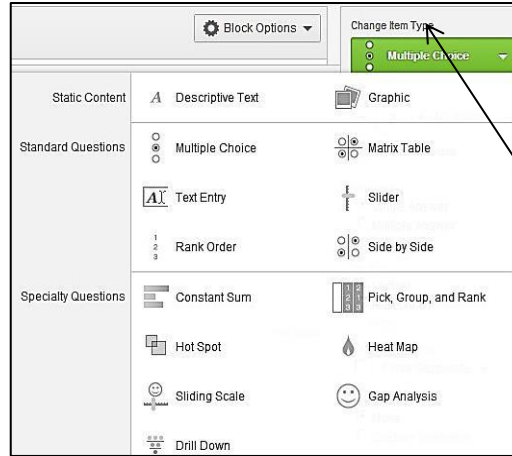
There are many options for question responses and these options can be accessed under the **Change Item Type** drop down on the right hand side. There is no limit to how many questions the survey can have.

Distributing Surveys

Once the survey is complete, it can be distributed by clicking the **Distribute Survey** tab. First, activate the survey by clicking on the **Activate Survey** green button on the right of the screen. Qualtrics will produce an anonymous survey link you can use to email to all your respondents. There are many different ways you can distribute the link, for example: use Qualtrics Survey Mailer function to track responses; or copy and paste the link into your Outlook email (cannot track responses); or post the link in your Facebook or Twitter account, etc.

Reports

To generate reports, click the **View Results** tab then **View Reports**. Qualtrics creates a default **Initial Report**. You can also create your own report by clicking the **Create a New Report** link on the center of the page. Once the report is created you can go back and add graphs and tables to represent your data appropriately.
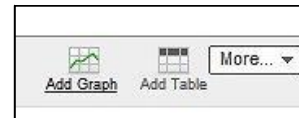
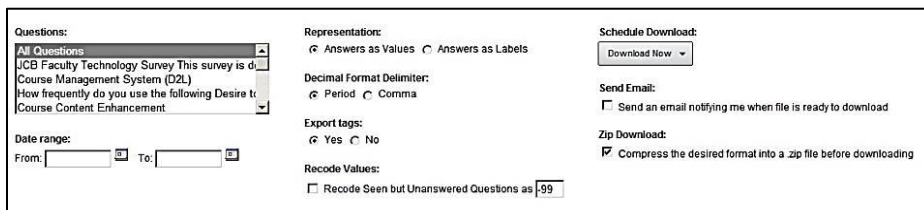*View Reports*
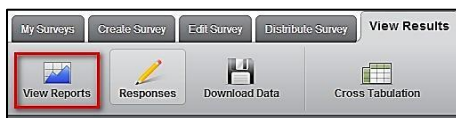
Create a New Report

Add graphs and tables

Downloads

Under the **View Results** tab click **Download Data**. This allows you to export the data from any report. By default it selects all questions. Alternatively you can select the questions individually for responses to that question only. You can export data to a csv file, a SPSS file, html, or even an XML file.

Download Data

For more information and training materials go to: http://www.qualtrics.com/university/researchsuite/

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