Qualtrics Sample Survey – Online Survey Project

Professor McGonagall recently discovered that the Hogwarts sorting hat has requested a break and therefore needs to design a new system to sort students into the four Hogwarts houses. To reach her goal, she needs to start her first project to measure student aptitudes for the various houses. She has teamed up with Time Magazine and social scientists from Cambridge University to create a scientific-based quiz on which Hogwarts House best matches students' personality.
https://time.com/4921918/harry-potter-hogwarts-sorting-hat-quiz/

Creating the Survey

You have been appointed the project manager for this Qualtrics survey project, to create and distribute the survey. In this role, you need to build the survey, style the survey, and then distribute to collect data.

1. Log into your Qualtrics Account.
2. Create a new Blank Survey Project.
3. Name the project *Harry Potter Sorting Quiz*.
4. In the Survey tab, change the name of the Default Block to be Consent.

Create the following questions in the Intro Block. Use the question type and question settings that are recommended for each question.

Question number and type	Question-wording and answer choices	Question setting
Q1 – Text and Graphic	This study is concerned with understanding the spatial distributions of personality traits. To explore those, you will be invited to complete a short additional survey that includes items about your self-perceptions, beliefs, and demographic characteristics. All responses are completely anonymous—we do not ask for any identifying information. By checking the first button below, you are indicating that you understand that: • All responses are confidential and cannot be personally identified. • The data gathered in this study may be stored anonymously and securely. • Participation is voluntary and you can stop the survey at any time.	Use the Rich Text Editor to create the bullets
Q2 – Multiple Choice	+ I'm willing to contribute my responses anonymously to the research project outlined above. + I still want my House assignment but prefer not to have my responses used for research.	Single Answer.

5. Next, you will add a second Block and questions to that Block
6. Below the Consent Block, Add a Block.
7. Name the block Survey_Q's then add the following questions to this Block.

Question number and type	Question-wording and answer choices	Question setting
Q3 – Multiple Choice	I see myself as sympathetic, warm. • Strongly disagree • Disagree • Somewhat disagree • Neither agree nor disagree • Somewhat agree • Agree • Strongly agree	Single Answer. Ensure the scale starts with Strongly Disagree. Set Position to Horizontal.
Q4 – Multiple Choice	If there is an important reason to face something that scares me, I will face it. • Strongly Disagree to Strongly Agree	Same as Q3
Q5 – Multiple Choice	I do only the minimum amount of work needed to get by. • Strongly Disagree to Strongly Agree	Same as Q3
Add page break		
Q6 – Multiple Choice	I tend to exploit others towards my own end. • Strongly Disagree to Strongly Agree	Same as Q3
Q7 – Multiple Choice	I am an ordinary person who is no better than others. • Strongly Disagree to Strongly Agree	Same as Q3
Q8 – Multiple Choice	I wouldn't want people to treat me as though I were superior to them. • Strongly Disagree to Strongly Agree	Same as Q3

8. Next, you will create a third Block and add questions to this Block.
9. Below the Survey Q's Block, Add a Block.
10. Name the block, then build the following questions in this Block.

Question number and type	Question-wording and answer choices	Question setting
Q9 – Multiple Choice	What is your T-shirt size? Small Medium Large X-Large XX-Large	Single Answer. Ensure the scale starts with Small. Leave position at vertical.
Add Page Break		
Q10 – Form Field	We would like to follow up with you. Please provide your best contact details below: + First Name + Last Name + Email Address + Phone Number	Set Validation on Email so that an email format is captured. Make this a forced choice question.

11. Now hit the blue "publish" button on the top right-hand corner to save your work and activate your survey.
12. Hit the "preview" button next to the publish button to view your survey.

Check your Work

- Now Preview the Survey to Check for the following:
- You should have 10 questions.
- You should have 3 Blocks.
- Check for typos and spelling mistakes.
- Check you have the required page breaks.
- Check that all the scale question answer choices go from Negative (left-hand side) to Positive (right-hand side). Consistency is very important.
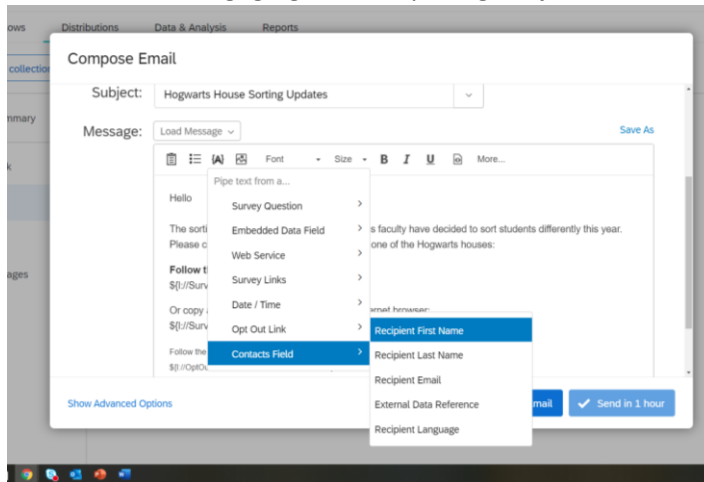- Check validation is on Email Address in Q10.

Sending the Survey

Next, you will learn how to distribute your Harry Potter Sorting survey. This is a hypothetical distribution so you will send a Contact List distribution to a list of hypothetical contacts. We will also learn how to create an anonymous link, as well as a QR code.

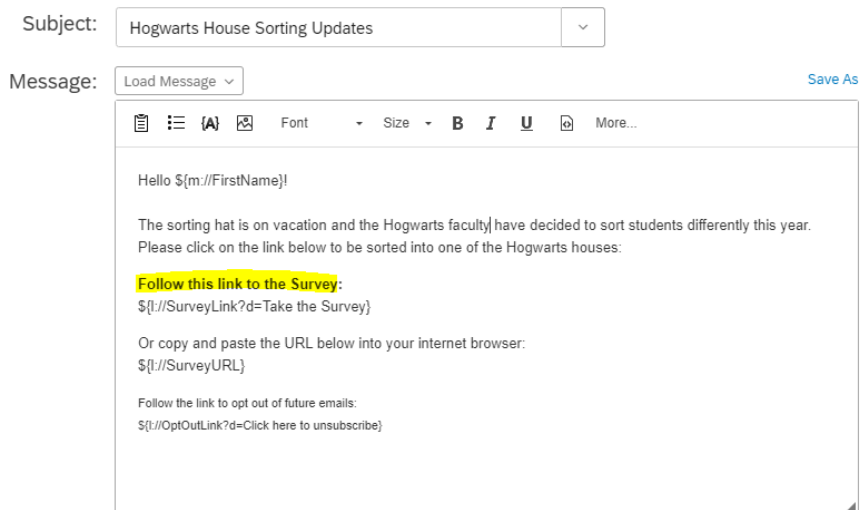In this section, you will complete the following:

- Create a mailing list (Step 1)
- "Pretend" to distribute to the mailing list (Step 2)
- Create an anonymous link and QR code (Step 3)

1. Download the Harry_Potter_Example_Mailing csv file (use the QR code below). Once downloaded, open the file and check that the file has the following columns:
    i. FirstName
    ii. LastName
    iii. Email
    iv. ExternalDataReference (This column will contain a Header only, there will be no data for individual contacts).
    v. Location
    vi. Region
    b. Next, you will import the .CSV file into the platform.
    c. Access contacts > contacts directory.
    d. Create a Mailing List
    e. Click "Create Contact list" (green button on the right-hand side).
        i. Name Your List "Hogwarts Students". (don't worry about folder)
        ii. Click Next.
        iii. Select Browse… to import from a file
        iv. Browse to find the .CSV file you downloaded.
        v. Upload this file.
        vi. Click "Add Contacts".

You should now have 15 contacts imported to the mailing list

2. Next, navigate back to the Projects page, open your Harry Potter project, and click on the distributions tab.
   a. Select Email and click the "compose email" blue button.
   b. Under the "To" field, add the mailing list you just uploaded by navigating to "My Library".
   c. Under "from" change it to hogwarts@hogwarts.edu and change the name to Headmaster Dumbledore. Change the "reply to" email to the "from" email.
   d. Compose the email body with the survey purpose.
   e. In the email body, add a Piped Text field to add the student's first name (see screenshot below).
   f. Add an engaging and compelling Subject to the email.

   g. Under "When" you can change the delivery date or time to whenever you would like to send the survey.
   h. Ensure you have the survey link data present (see screenshot below).

   i. "Send" yourself a preview email. You should receive it within 5 minutes.

Anonymous Link

Navigating back to the distribution tab, you will see "Anonymous link" on the left-side navigation bar. Click on that to find your anonymous link

This is a great resource if you want to paste a reusable link into emails or onto a website. Note – this cannot be tracked and cannot be used to identify respondents.

Unless you create a completely new survey, the anonymous link for your survey will remain the same.

QR Code

Navigating back to the distribution tab, you will see "Anonymous link" on the left-side navigation bar. Hit "Download QR Code" if you'd like to encourage participation through a generated QR code. Note – this method cannot track identifying information.

For additional research on this subject: https://time.com/4921918/harry-potter-hogwarts-sorting-hat-quiz/

To access the files used in today's workshop: