Data Analysis in Qualtrics - Text iQ

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Today we will cover the following:

- Purpose and benefits of Text iQ
- Best practices
- Demonstration of Text iQ

What is Text Analysis?

- Gather insights from open-text/Qualitative data
- Purpose:
  - Instantly understand open-ended feedback/data
  - Enabling decision-making; moving from a reactive to a proactive approach.
- Two techniques in Qualtrics:
  - Topic Detection
  - Sentiment Analysis

Benefits of Text Analysis/ Text iQ

- Automatically **uncover insights and unlock the "why"** behind qualitative data (macro and micro-level understanding).
- **Eliminate manual coding** of verbatim data.
- **Classify the sentiment of any open text**, scoring them as positive, negative, neutral, or mixed.

Recommended Practices

- Max of 3 open-ended text questions.
- Ask specific questions to get specific feedback.
- Split multiple questions into single text entry questions.
- Incorporate Text iQ-powered survey flows to perform text and sentiment analysis in real-time.
- Create enough topics during analysis so that you get through 80% of your responses.

Potential Pitfalls

- Recall
- Sample size
- Irony & sarcasm
- Negations

Demonstration

Survey   Workflows   Distributions   **Data & Analysis**   Results   Reports

Data   **Text iQ**   Stats iQ   Crosstabs iQ   Weighting   Video editor

Select the questions you want to analyze

Before you get started, we need to upload your data into Text iQ. If you continue, you won't be able to access your dashboards or data while the update is in progress. While this process usually takes less than 30 minutes, it may take up to 48 hours if there are a lot of comments.

Field name	Number of comments
☐ Q1: Your Name	14
☐ Q2: Why do you want to be an mentor for an incoming Honors student? What do you hope you'll get out of the experience? What unique skill(s)/abilities/knowledge areas will you bring to the role?	11
☐ Q7: What clubs/activities/jobs are you involved in? (this will help me better match mentor/mentee pairings)	13
☐ Q3: What are you looking for in a mentee? (This will be used during the matching process). What are some activities you enjoy doing in your free time? How do you prefer to get to know someone?	13
☐ Q6: Looking back on your year as a mentor, in what areas did you excel? In what areas do you hope you improve? How will you ensure that you are able to grow and develop as a mentor?	2

Resources

- <u>Qualtrics XM Basecamp</u>
  - Provides free on-demand training
- <u>Qualtrics Communities</u>
  - Commonly asked and answered questions from the regular to the obscure.
  - Answers provide full, complete, and reproducible information
- Research Design & Data Analysis Lab:
  - https://www.uttyler.edu/research/ors-research-design-data-analysis-lab/
- Schedule a consultant appointment with me:
  - https://www.uttyler.edu/research/ors-research-design-data-analysis-lab/ors-research-design-data-analysis-lab-consultants/
- Check out the Lab Resources (including recording of this webinar):
  - https://www.uttyler.edu/research/ors-research-design-data-analysis-lab/resources/

Thanks for attending!

- Thank you for participating in an ORS Research Design and Data Analysis Lab's webinar or workshop.

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