

Getting Started Guide to Qualtrics at Cleveland State University

Logging In

Faculty/Staff: You should be able to log in automatically.

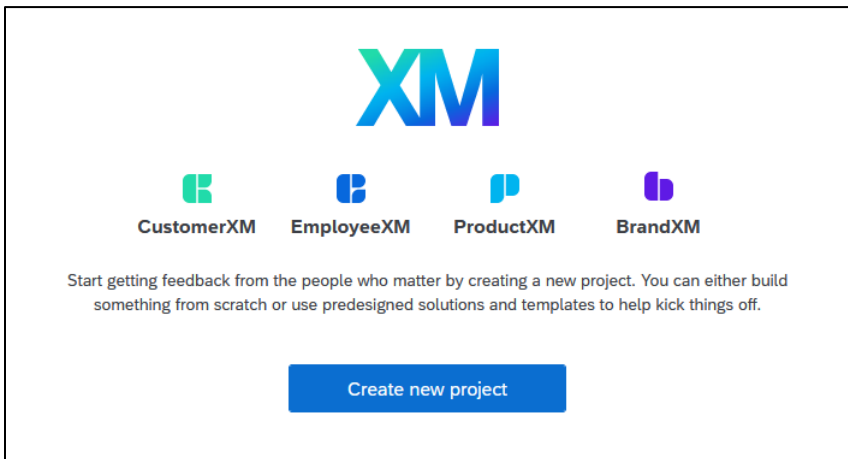
Students: Your instructor/advisor needs to submit [this form](#) on your behalf.

All users agree to abide by our [Terms of Use](#) for Qualtrics.

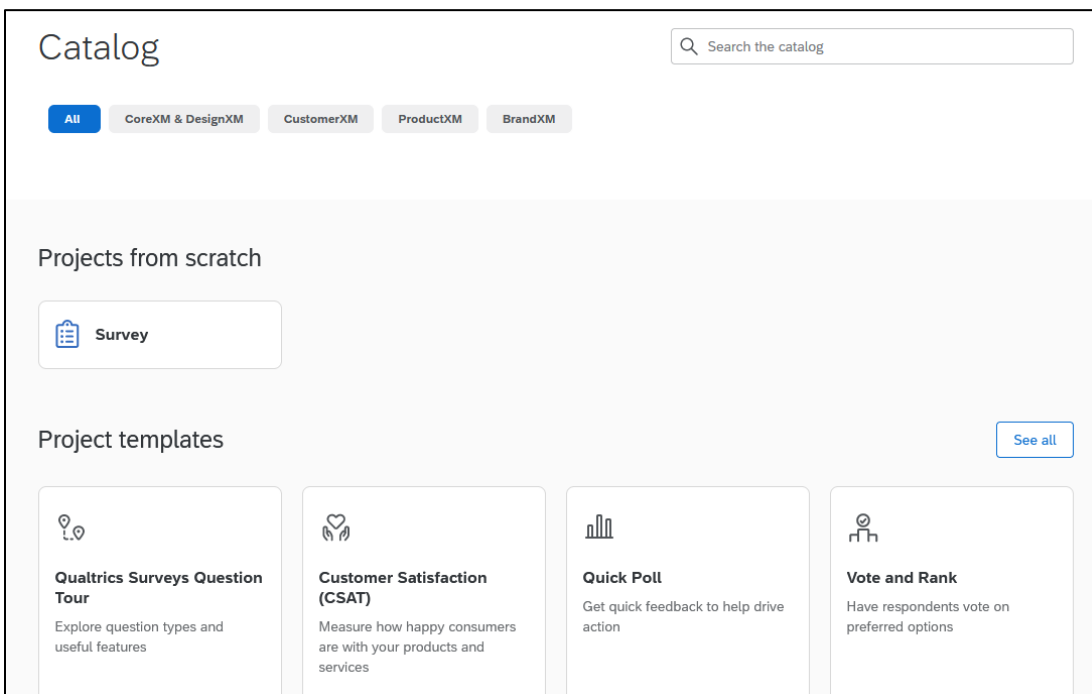
Log in at <https://csufull.qualtrics.com/>

Creating a Survey

If you have never created a survey before, you will see the screen below. Click “Create new project.”



You will then be brought to a Catalog. There are many Project Templates that you can choose from, which help pre-populate the structure of the survey for you. Feel free to test these templates out; you can always delete the survey if they do not fit your need. For the purposes of this guide, click on “Survey” to create a project from scratch. Then, click on the “Get Started” button that appears on the bottom right corner of the page.



Enter a title for your survey project. You can either create a blank survey project, or import/copy a survey format if you have previously created surveys. Click on “Create project.”

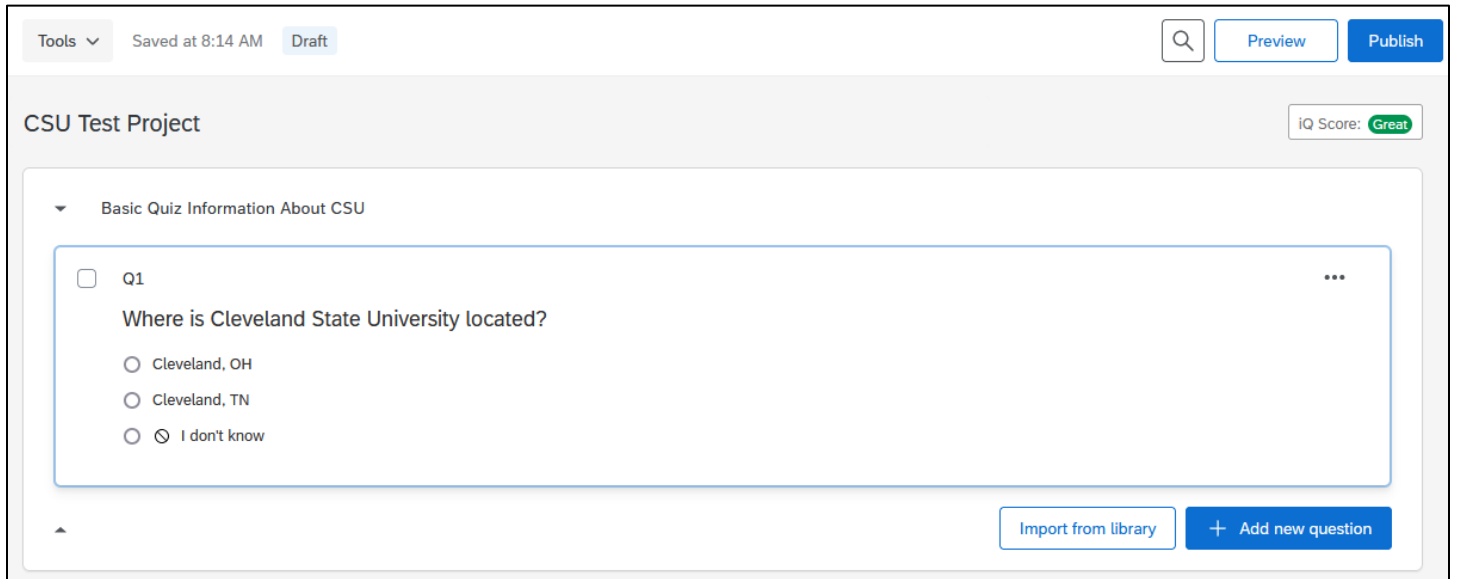
The screenshot shows a dialog box titled "Create a new project". It has a "Survey" label. Under "Name", there is a text input field containing "CSU Test Project". Below that, a dropdown menu asks "How do you want to start your survey?" with the selected option being "Create a blank survey project". At the bottom, there are two buttons: a large blue "Create project" button and a smaller blue "Cancel" button.

Designing the Survey

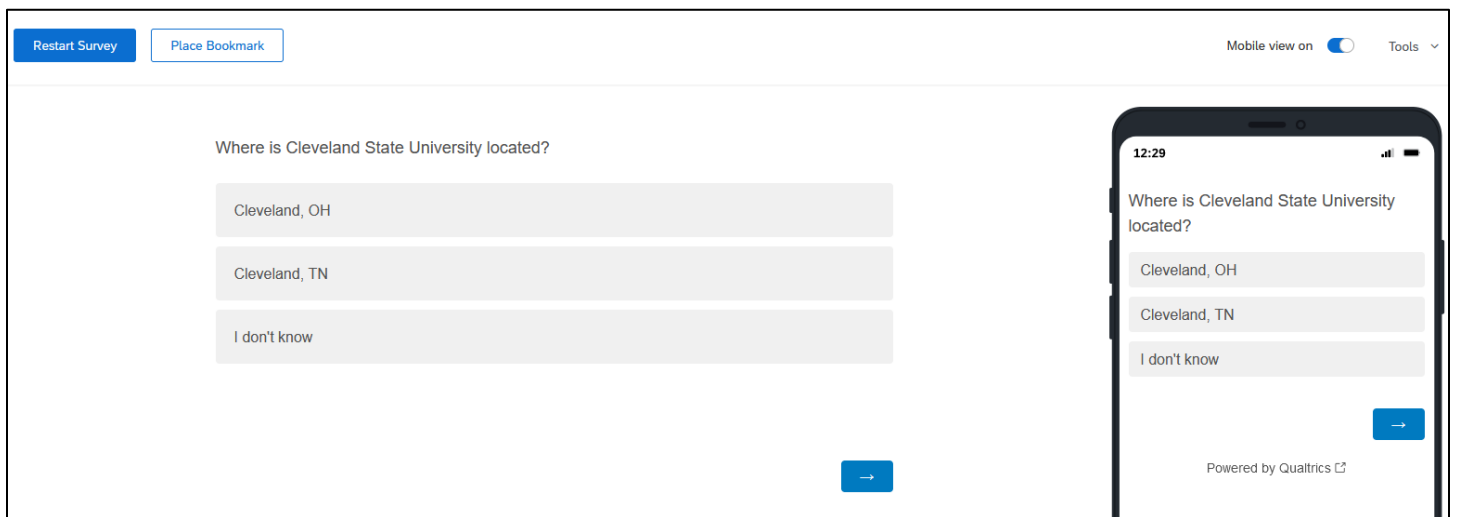
From there, you will use the intuitive Qualtrics design interface to add new questions, change question types, add blocks, change the look-and-feel, preview, and publish your survey.

The screenshot shows the Qualtrics survey design interface. On the left is a sidebar with "Edit question" settings. The "Question type" is set to "Multiple choice". Under "Answer type", "Allow one answer" is selected. Under "Choices", the "Number of choices" is set to 3. Under "Format", the "List" style is selected and the "Alignment" is set to "Vertical". The main area shows a "Default Question Block" with a question Q1 and three choice options. At the bottom, there is an "End of Survey" block with the text "We thank you for your time spent taking this survey. Your response has been recorded." The top navigation bar includes "Survey", "Workflows", "Distributions", "Data & Analysis", and "Reports". The top right has "Tools", "Saved at 8:11 AM", "Draft", a search icon, and "Preview" and "Publish" buttons. An "IQ Score: Great" indicator is visible in the top right corner.

For example, below, we have changed the name of the block to “Basic Quiz Information About CSU.” Then, we edited the first question and answer choices. After that, click on “Preview.”



This launches a preview so you can see how your survey looks on a desktop and mobile platform.



For more information on designing surveys, please consult the Qualtrics reference guide:
<https://www.qualtrics.com/support/survey-platform/survey-module/survey-module-overview/>

Publishing the Survey

Click on the “Publish” button in the top right corner. You’ll then be asked to confirm that you want to publish the survey. Click the “Publish” button again to proceed.


Publish and activate survey ✕

Publishing will activate your survey so that it can be seen by respondents.

Description

Add a description for your version history

User-published version



ExpertReview
Survey strength: **Great**
Recommendations: **1**

[View recommendations](#)

Cancel Publish

You’ll receive a message that the survey is now live. There is an anonymous distribution link provided; however, you can also go to the Distributions section for more advanced distribution methods.

Survey activated ✕

Your survey has been successfully published and activated. You can distribute it using the anonymous link below. You can also navigate to the [Distributions](#) section to view more options.

https://csufull.qualtrics.com/jfe/form/SV_2c87YmB2RakVmCi

Copy link

Okay

If you have any further questions on how to utilize Qualtrics, please again reference the online guide: <https://www.qualtrics.com/support/survey-platform/survey-module/survey-module-overview/>