



## Getting Started with the Qualtrics Research Suite

### What is Qualtrics?

Kean University has contracted with Qualtrics, an online research tool that allows users to design and implement complex online questionnaires with relative ease. Qualtrics provides the ability to generate custom reports of your data, which will dynamically update themselves to include newly arrived data.

- **How do I sign up for an account?**

1. Go to <http://ku.qualtrics.com> and follow the link that says “Please click here to create an account.”
2. You will be asked to create a password upon setting up your account. Please remember to write this password down as you will need it every time you log into Qualtrics.

3. All usernames are email addresses. You **must** use your **Kean email** as your username. After you enter your Kean email address and create your new password, you will see screens of optional information. (Your name and department will be helpful for administration of your account.)
4. Once you click finish, you will see the following screen. Please enter the Access Code, **aDiFY**, as shown in the screen shot to the right, to pre-configure your account as a Kean University staff account.

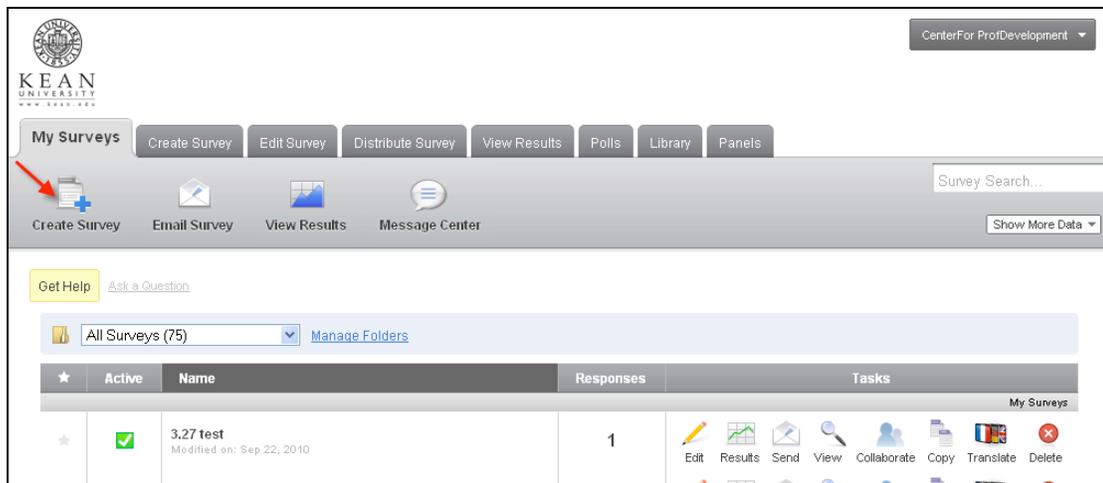
- **Verify Your Account.**

1. Once you have created an account, you will receive an email asking you to verify your new account via a link in the email.
2. After you have verified your account via the email link, return to the log-in page (<http://ku.qualtrics.com>) to access your account and begin your first survey.



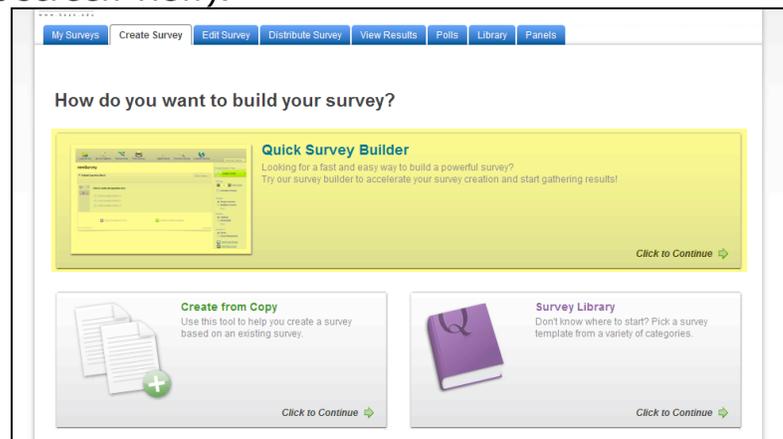
- **Create your survey**

1. When you first access your account, you arrive at the *My Surveys* page, which will be your "home" page while using Qualtrics. Here you will find a series of tabs and buttons to navigate the Qualtrics environment.
2. Click on the Create Survey button or Tab to begin your first survey.



- **Choose how to build your survey**

1. The next dialog box you will see after clicking to create a new survey on the *My Surveys* page will display three options for building a survey.
2. For your first survey, and the majority of the surveys you will create, you will choose *Quick Survey Builder* (highlighted in the adjacent screen view).



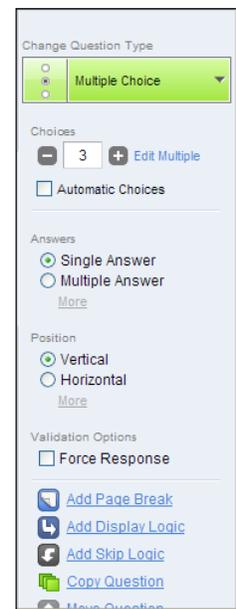
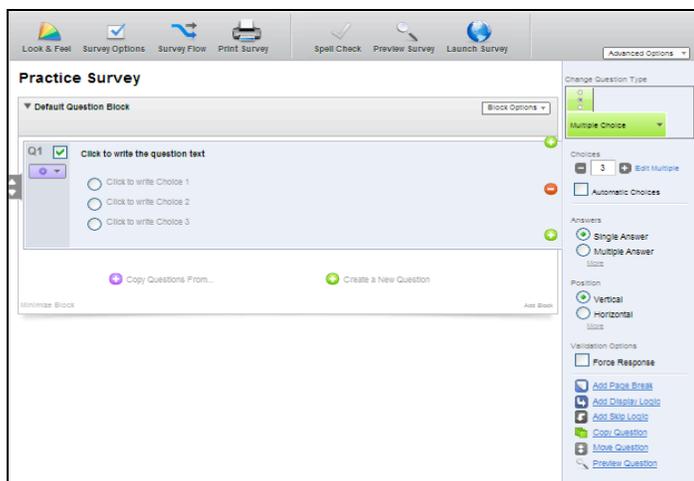
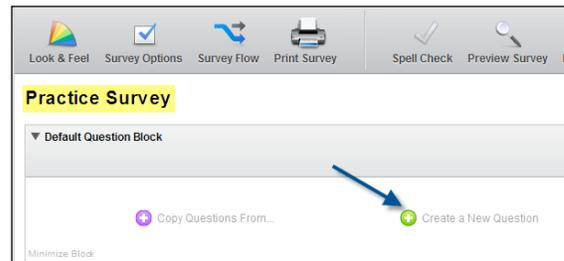
- **Name your survey**  
*Quick Survey Builder* will ask you to create a survey name, and, place it in a folder if you wish to organize your surveys.

- **Create your survey**

1. Click the *Create Survey* button to proceed.
2. You are now in the *Edit Survey* tab.  
 You will see the name of your survey and two links in a box beneath it.

- **Create your first question**

1. Click the *Create a New Question* link.
2. Your first question will now be displayed as the default question type, a three response multiple choice question.



3. The right hand column (visible when a question is selected) contains tools to modify your questions and their responses.



4. Click the green button  at the top of the column to see more question type options.



5. Click *Show All Question Types*  to see a list of all possible question types.

6. Once you have completed your first question, click *Create a New Question* again to continue your survey.
7. Your survey will be saved automatically as you make changes. If at any time you wish to save manually, hold the control key while you type the letter "s".

- **Preview your Survey**

1. Once you have completed all of your survey questions, click the



*Preview Survey* button, to view your completed survey as it will display for your respondents.

2. Congratulations, you have finished your first survey using Qualtrics.

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If I have problems or questions about using the program, who should I contact?

You may contact Joe or Randy at Kean:

Joe Cronin: [jcronin@exchange.kean.edu](mailto:jcronin@exchange.kean.edu), x-73464

Randy Henningson: [henninr@kean.edu](mailto:henninr@kean.edu), x-74651

Or, you may contact Qualtrics directly and talk to a customer support representative. The number is 801-374-6682. You can also email them directly at [support@qualtrics.com](mailto:support@qualtrics.com).