



IU Workshop in Methods

Qualtrics: Advanced Survey Software Tools

Kevin Tharp (Center for Survey Research)

Joanna Landrum (IU Foundation / IU Alumni Association)

**STEVE
McQUEEN**

**PAUL
NEWMAN**

**WILLIAM
HOLDEN**

IRWIN ALLEN's production of

**FAYE
DUNAWAY**

THE TOWERING QUALTRICS INFERNO

**ONE
TINY SPARK
BECOMES
A NIGHT
OF BLAZING
SUSPENSE**



The Fire Chief



The tallest
building
in the world
is on fire.
You are there
with 294
other guests.
There's no
way down.
There's no
way out.



The Architect



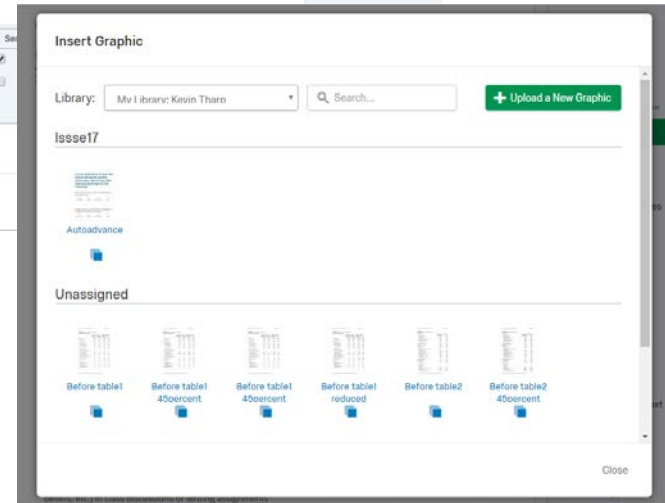
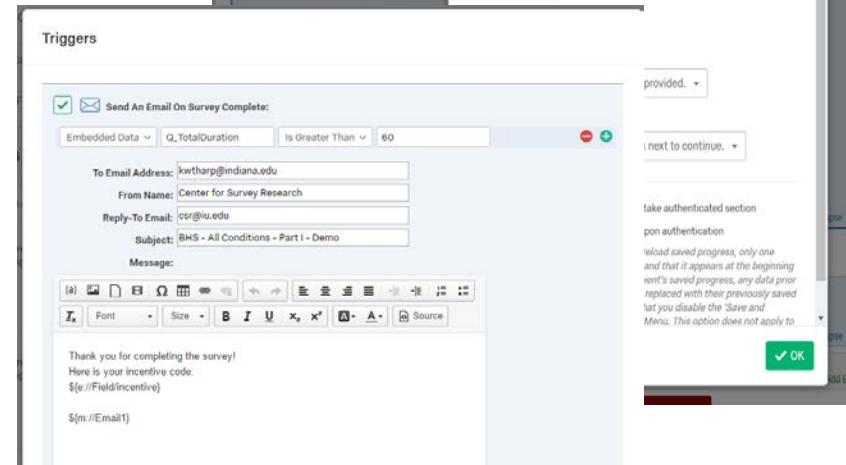
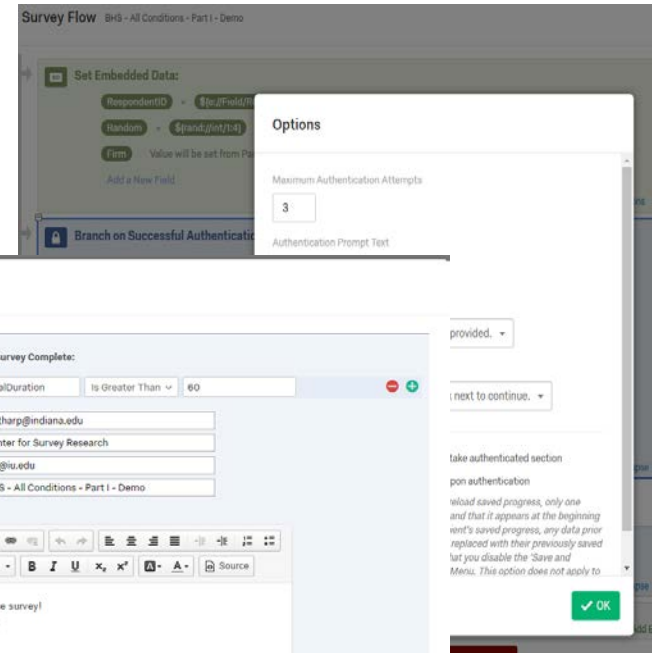
Agenda

1. Intro & prep
2. Features
3. Q&A
4. Summit Highlights



Features

- J:
 - Survey invite email - distribution
 - Embedded data from contact list
 - Trigger for unsatisfactory response
 - Blocks - branching
 - Display logic & skip logic/screener
 - In-page popup
 - Randomization
 - Customized “Submit” button
 - Query string (bringing ID field over)
- K:
 - Exporting custom links
 - Inserting GIFs
 - Authenticating “anonymous” surveys
 - Timers and speeders
 - Triggered emails & incentives



Kevin Tharp

kwtharp@iu.edu

Joanna Landrum

jllandru@iu.edu



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FULFILLING *the* PROMISE