



Qualtrics

Because Academia is at
the forefront of innovation

The Leading Academic Research Platform

8K +

Brands & Organizations

99

of the top 100
business schools

1.8M +

Users

Used In
75+

Countries



PROVO / USA
DUBLIN / IRL
SYDNEY / AUS
SEATTLE / USA
DALLAS / USA

sequoia capital

ACCEL[®]
PARTNERS

INSIGHT VENTURE PARTNERS

2/3

of the Fortune 100
rely on Qualtrics for insights that
drive growth and profitability



Who Uses Qualtrics?



Hogeschool van Amsterdam



HOGESCHOOL PXL



Breda University
of Applied
Sciences



HoGent



VRIJE
UNIVERSITEIT
AMSTERDAM



University
Maastricht



Radboud University Nijmegen



university of
groningen



Universiteit
Antwerpen



UNIVERSITY OF AMSTERDAM



NYENRODE
BUSINESS UNIVERSITEIT



Universiteit Leiden



Universiteit Utrecht



TILBURG UNIVERSITY



WAGENINGEN UR
For quality of life

Qualtrics Insight Platform

// Qualtrics for Universities of Applied Sciences

Research Suite allows faculty, staff, and students within the University to get serious about research. From the initial steps to get to know about research to complex studies and experimental design. Along with academic uses of research, we can also provide administrative access that will allow you to facilitate event registrations, student surveys, alumni surveys, and much more. Research Suite is highly versatile.

Easy Survey Design

Advanced Distribution

Impressive Reporting &
Analysis within the platform

Direct export to SPSS

Full collaboration
between colleagues
and Students

High Level Data
Security

Custom Branding

// 10 ways to use Qualtrics Research Suite

1. Academic survey research
2. Experimental design (e.g. A/B testing)
3. Student satisfaction
4. Institutional research and assessment
5. Alumni outreach
6. Accreditation
7. Event registration
8. Student and faculty elections
9. Course and professor evaluation
10. Tests and quizzes

Dr. Jonathan Levav,
Stanford University

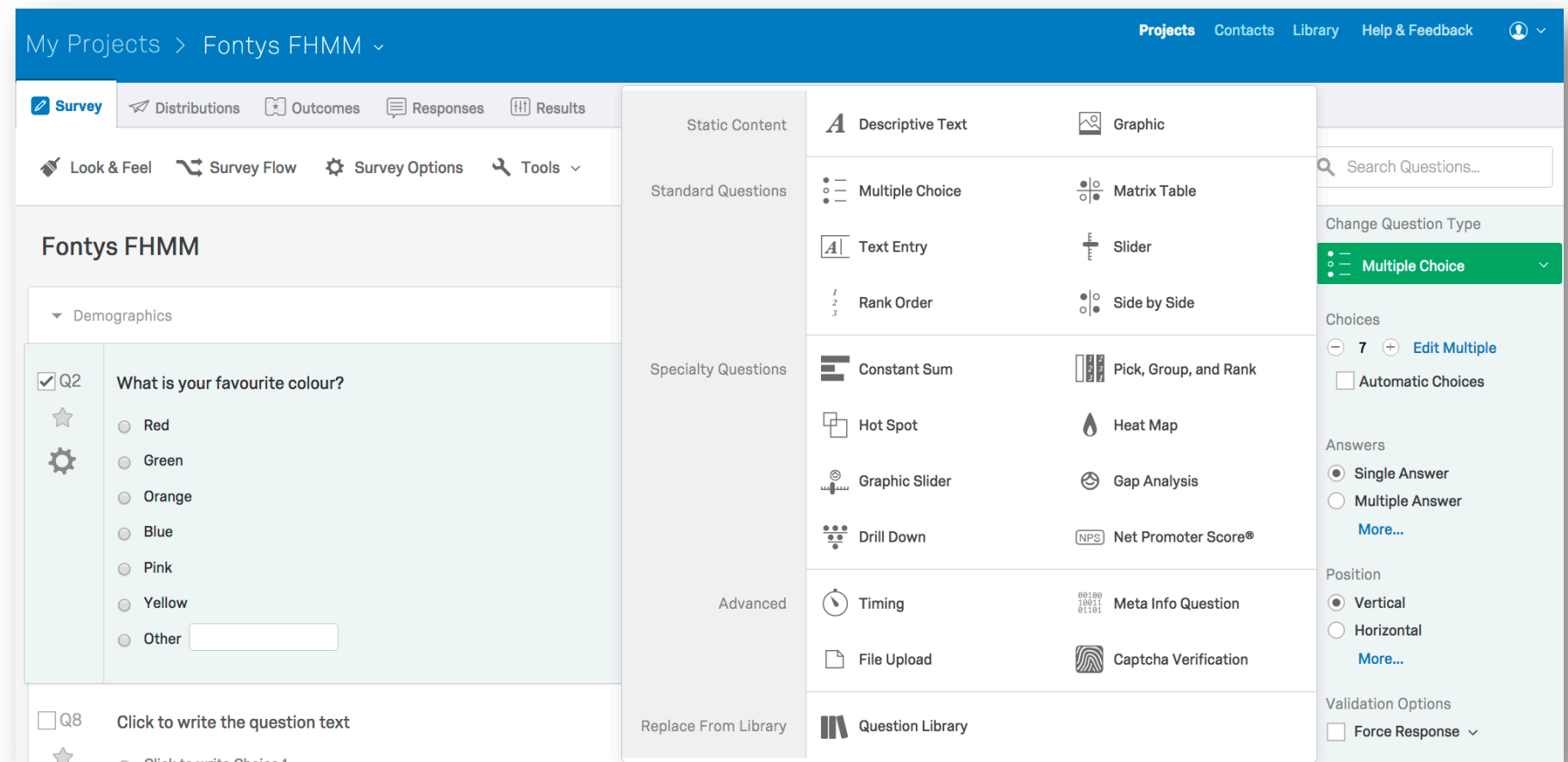
“Qualtrics is the standard now. Everyone uses it. Asking someone here if they’re using Qualtrics is like asking if they have pen and paper”.

Dr. Corinne
Bendersky, UCLA

“Qualtrics Research Suite is unequivocally the best tool for academic research

Intuitive Interface That's Very Easy to Use

- Point & click interface
- Fewer clicks
- Less time required
- Smaller learning curve



"It's so much faster and easier to create surveys than with any other system we've used."






















-Jeremy F., Expedia.com

100+ Engaging Question Types

- Innovative question types
- Better response rates
- Switch from one question type to another with one click

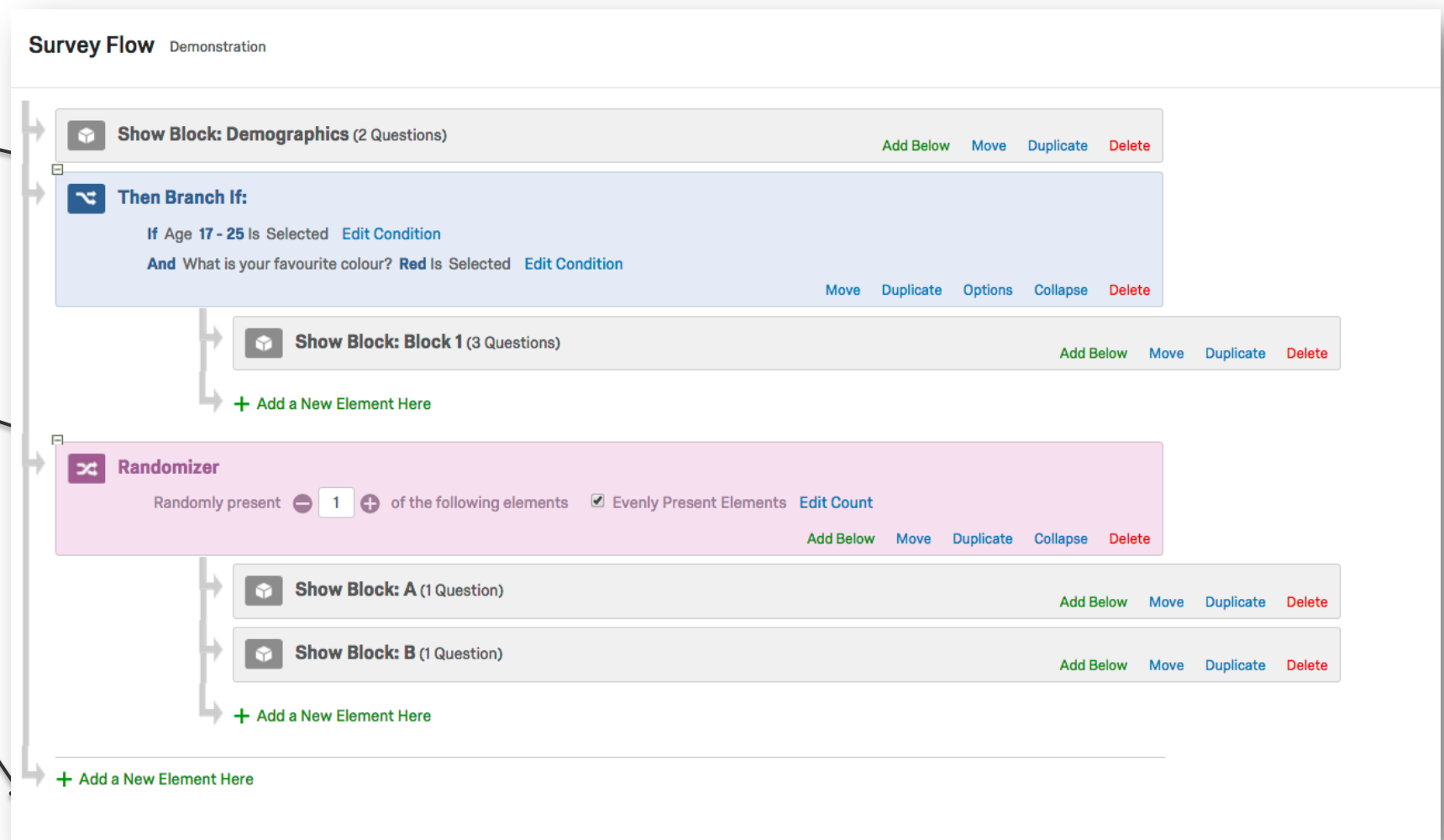
“Other research tools had a rudimentary question-answer process. Qualtrics takes surveys to the next level or two and allows you to do more things simply and easily.”

- Dan G., CB Richard Ellis

Static Content	 Descriptive Text	 Graphic
Standard Questions	 Multiple Choice	 Matrix Table
	 Text Entry	 Slider
	 Rank Order	 Side by Side
Specialty Questions	 Constant Sum	 Pick, Group, and Rank
	 Hot Spot	 Heat Map
	 Graphic Slider	 Gap Analysis
	 Drill Down	 Net Promoter Score®
Advanced	 Timing	 Meta Info Question
	 File Upload	 Captcha Verification
Replace From Library	 Question Library	

Advanced Programming Features made easy

- Branching
- Conjoint
- Translation
- HTML/JavaScript/CSS
- Randomization
- Embedded data
- Mobile functionality
- Question & page logic



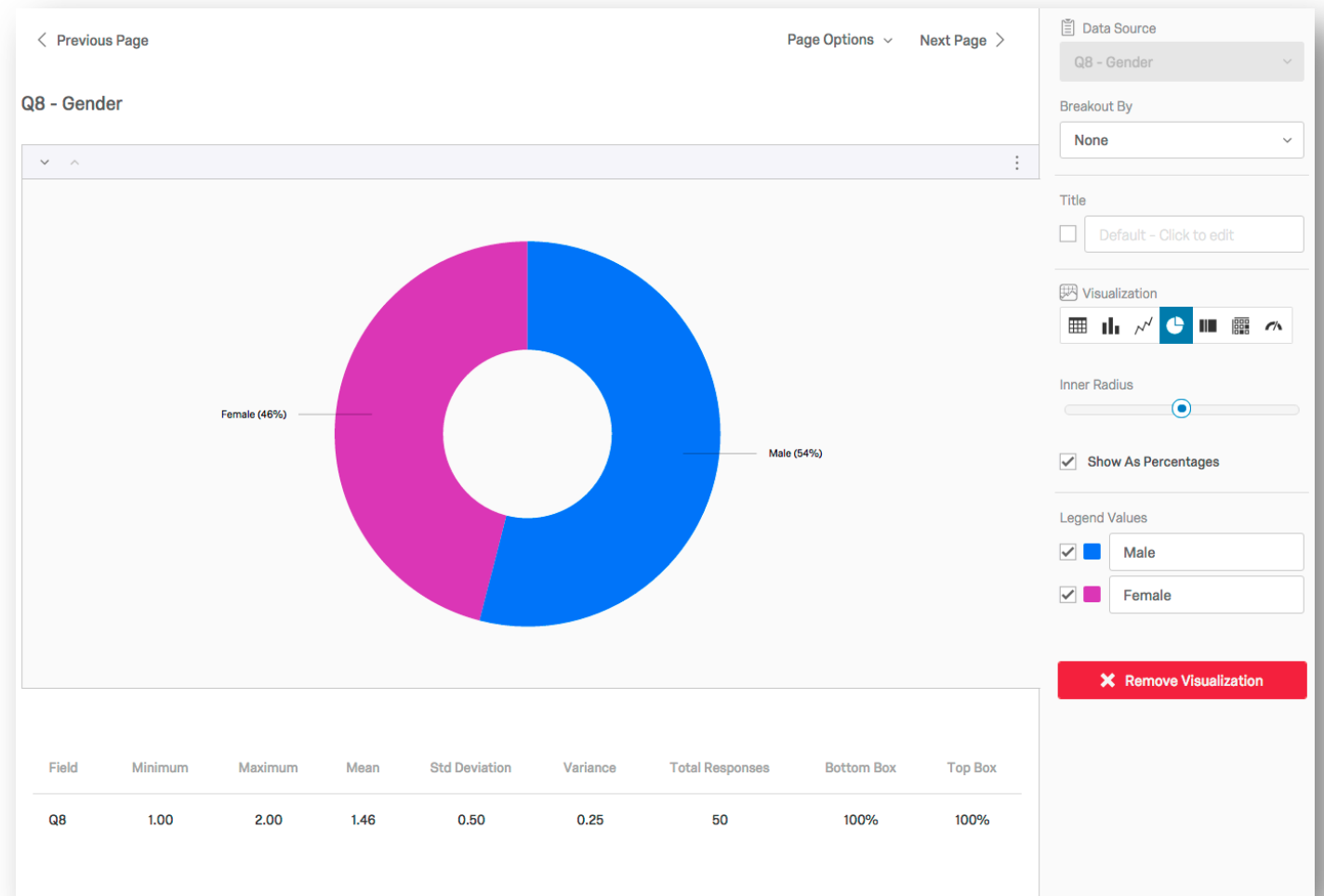
"It has all the advanced functionality I need to create complex multi-language surveys with skip logic and all kinds of question types."

-Jeremy F., Expedia.com

The screenshot shows the 'Display Logic' configuration for a question titled 'What is your favourite colour?'. It states 'Display this Question only if the following condition is met:'. The condition is built using a series of dropdowns: 'If' followed by 'Question', 'Q2 What is your favourite colour?', 'Red', 'Is', and 'Selected'. Below this, there is an 'And' dropdown followed by 'Question' and 'Select Question...'. To the right of each condition part are red minus and green plus icons. At the bottom, there is an 'In Page' checkbox, a 'Close' button, and a 'Save' button with a checkmark.

Analysis & Export Options

- Descriptive statistics and Crosstabs with 1 click
- Over 30 different graph types
- Data filters & drilldowns
- Real-time reporting dashboards
- Export raw data directly to SPSS and CSV



“Previously we used SPSS and only use up to 5 or 10% of its capabilities, now I can get all information within Qualtrics and export a Word file or export raw data to SPSS after all”

Add Filters

		What is your favourite colour?							Total
		Red	Green	Orange	Blue	Pink	Yellow	Other	
Gender	Male	2 2.16 -0.16	4 5.40 -1.40	8 5.94 2.06	4 4.32 -0.32	5 4.86 0.14	2 3.24 -1.24	2 1.08 0.92	27
	Female	2 1.84 0.16	6 4.60 1.40	3 5.06 -2.06	4 3.68 0.32	4 4.14 -0.14	4 2.76 1.24	0 0.92 -0.92	23
Total		4	10	11	8	9	6	2	50

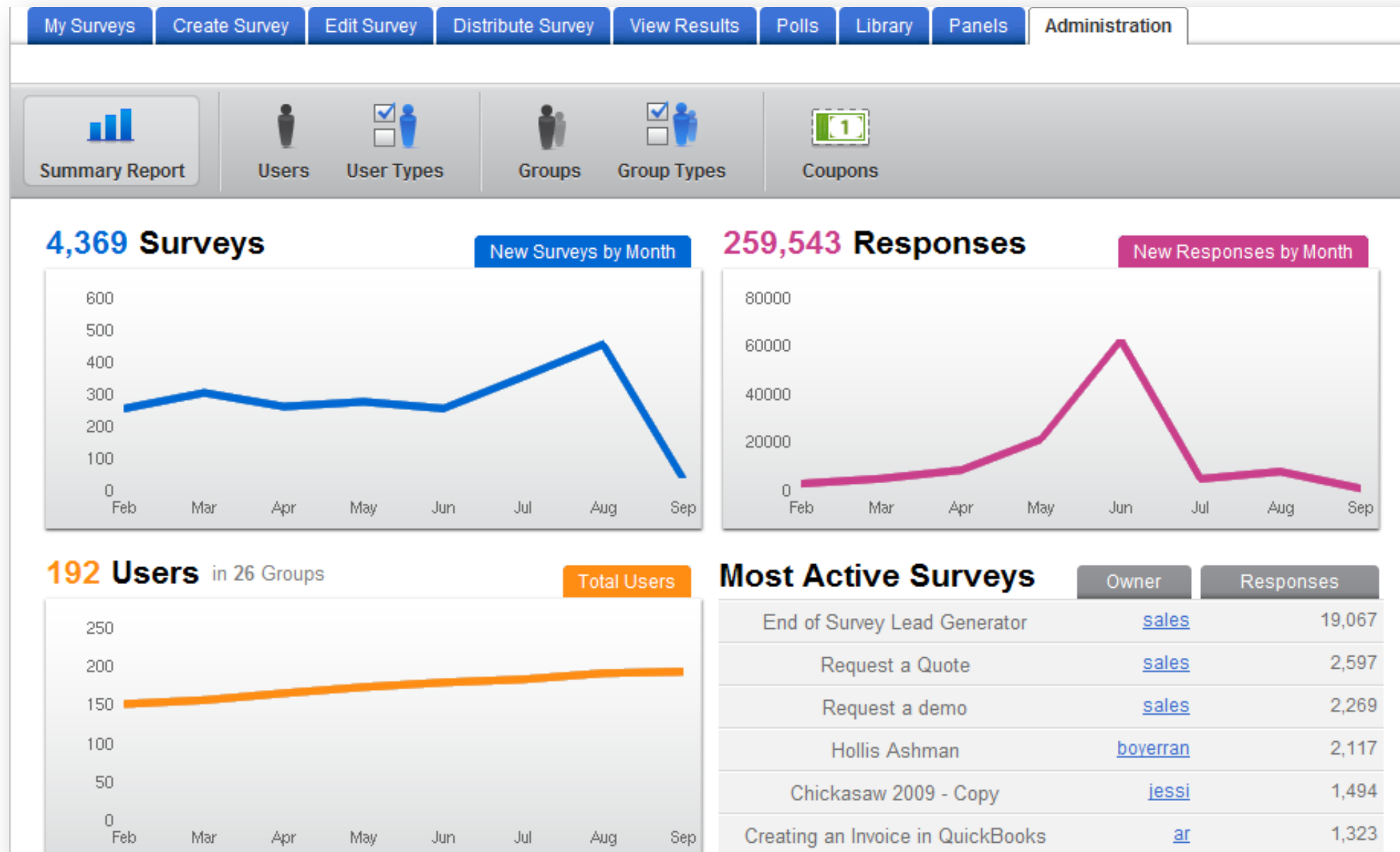
Add Stub

		What is your favourite colour?	
Gender	Chi Square	5.16*	
	Degrees of Freedom	6	
	p-value	0.52	

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

✓	Frequencies
✓	Expected Frequencies
✓	Actual - Expected
	Row Percents
	Column Percents
Show Banner Means	
Show Stub Means	
Show User Equations	
Show T-Tests	
Show T-Test Statistics	
Show Question Totals	
✓	Show Totals
	Show Recoded Values
Decimals >	
T-Test Significance >	
	Data Highlighter
Advanced Options...	

Administration



- Clear overview of number of users and usage
- SURFConext SSO setup for admin automation

Templates & Mobile Compatibility



Gender

Male

Female

What is your favourite colour?

Red

Pink

Green

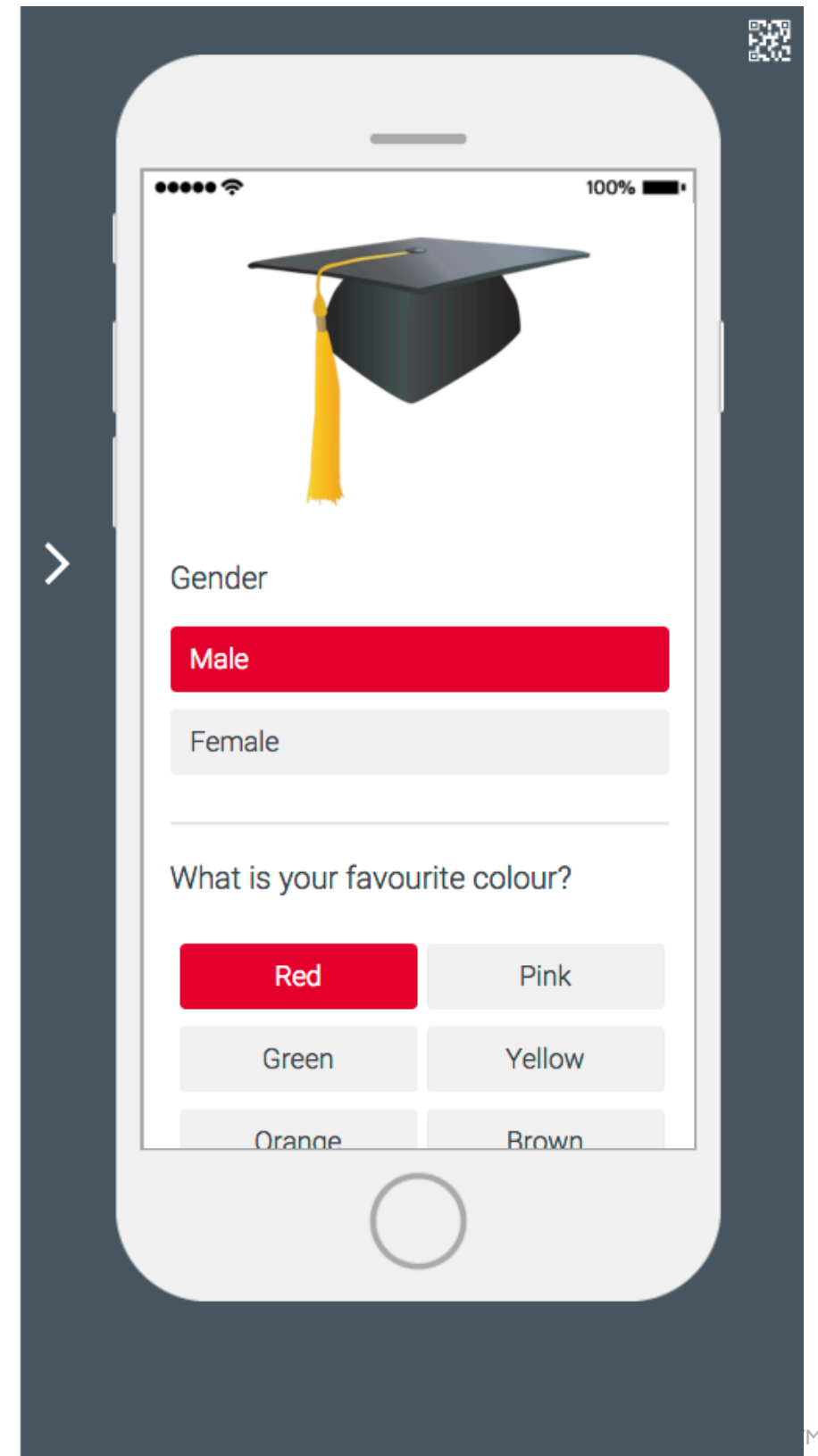
Yellow

Orange

Brown

Blue

Other



Libraries


Best practice sharing made easy with LIBRARY ACCESS on a Personal, Group, and Qualtrics level.


The screenshot displays the Qualtrics Library interface. At the top, a blue header bar shows the 'Current Library: Kaya van Enkevort' and navigation links for 'Projects', 'Contacts', 'Library', and 'Help & Feedback'. Below this, a secondary bar contains tabs for 'Survey Library', 'Graphics Library' (which is active), 'Files Library', and 'Messages Library'. On the right of this bar are a green '+ Upload Graphic' button and a search bar labeled 'Search Graphics Library...'. The main content area is divided into a left sidebar and a main panel. The sidebar, titled 'All Folders' with a '3' badge, lists 'Uncategorized' (also with a '3' badge) and a green '+ New Folder' button. The main panel, also titled 'All Folders', shows a grid of three graphics: a map of the Netherlands ('Kaartnederland'), a graduation cap ('Normal ian symbol un...'), and a map of Utah ('Utahcox'). Each graphic has a settings gear icon. A 'Sort By: Description, Ascending' dropdown is located in the top right of the main panel. On the left side of the interface, a purple sidebar titled 'Education' contains a 'Back to 'Please Select a Category'' button and a list of surveys: 'Alumni Association Board Survey' (1 Block, 21 Questions), 'Alumni Dinner Series - Alumni Interest Survey' (1 Block, 4 Questions), 'Alumni Events Interest Survey' (1 Block, 7 Questions), 'Alumni MBA Program Interest Survey' (1 Block, 27 Questions), 'Alumni Travel Services Survey' (1 Block, 25 Questions), 'CAHSEE - California H.S. Exit Exam Survey' (1 Block, 54 Questions), and 'Choice of College Survey - College Guides' (1 Block, 8 Questions).

Copy questions from pre-built surveys.

Survey Sharing

Share Project: Demonstration

 **Add** User and Group Address Book

User	Edit	View Results	Activate/Deactivate	Copy	Distribute	
kayav@qualtrics.com	<div><div><input type="checkbox"/> Details</div><div><input type="checkbox"/> Edit Surveys <input type="checkbox"/> Copy Survey Questions <input type="checkbox"/> Create Response Sets <input type="checkbox"/> Delete Survey Questions <input type="checkbox"/> Use Blocks <input type="checkbox"/> Use Conjoint <input type="checkbox"/> Use Quotas <input type="checkbox"/> Use Advanced Quotas</div><div><input type="checkbox"/> Translate Surveys <input type="checkbox"/> Set Survey Options <input type="checkbox"/> Edit Survey Questions <input type="checkbox"/> Edit Survey Flow <input type="checkbox"/> Use Skip Logic <input type="checkbox"/> Use Triggers <input type="checkbox"/> Use Screen-outs <input type="checkbox"/> Use Table Of Contents</div></div>	<input type="checkbox"/> Details	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Share with colleagues all over the world

Ideal for group projects
between students

Allows students to share a survey with their supervisor

Share a survey for collaboration purposes with colleagues that currently do not have a Qualtrics account

7 Reasons Customers Love Research Suite

1

Intuitive interface that's very easy to use

2

100+ engaging question types

3

Robust report-building and sharing capabilities

4

Open API for integrations

5

Advanced programming features

6

Customized look & feel

7

Award-winning customer support



The format of the Qualtrics grant allows an unlimited number of students, faculty, and staff at the school to create individual accounts. The result is that researchers can conduct survey studies on an as-needed basis. The flexibility of the Qualtrics system makes it capable to address all potential research needs, from first year students to continuous student satisfaction surveys and course evaluations. The result is that an increasing percentage of research will be backed by survey data.

Why would a student or lecturer want to use Qualtrics?

- A personal account for everyone in the university / faculty / department
- Suits the needs and capability of a first year student as well as the more complex studies performed by master students and professors
- Create your own personal survey / question / media library or co-create a library with the whole organisation
- Collaborate easily with other Qualtrics users to make group work or survey feedback easy
- Directly export your raw data in a clean and usable format to SPSS and Excell raw data
- Generate a report within qualtrics to get a good initial impression of your collected data without having to export it
- Online access everywhere and always the latest updated version for you to use
- Easily integrate video's, pictures or sound fragments in your surveys
- No limits on your account, run all the studies you want and collect all the responses you need!
- Make use of the standard branded template so your surveys always look professional

Why would an institution invest in this providing service?

- Unlimited accounts and surveys for all students and faculty
- A standard survey look & feel designed by Qualtrics will make sure that all surveys will be branded with your professional corporate style
- Easy brand administration (different user types, authorisations etc)
- Single-Sign On option: Link Qualtrics to your internal databases to make sure only current students have access (available through SURFconext)
- Live training for brand administrators / power users + full manuals and online video training for all users
- Unlimited 24/6 telephone and email support for ALL users
- Ebooks about research in general and how to apply it in Qualtrics, all free to use

But maybe more important:

- Integrate the use of Qualtrics in your curriculum to give students a top-class introduction and progression into the field of research
- An increasing number of corporations use Qualtrics for their internal research – deliver students with a strong knowledge in the systems they will use after graduation

// James Gorman
Academic Research Consultant

jamesg@qualtrics.com
00353 1513 5454