Introducing Qualtrics, an LAS Resource

Emory Woodard, Associate Professor of Communication

Thursday, March 20, 2014
4:30pm
Bartley Hall, Room 2010

Qualtrics is a research suite permitting the creation of research instruments for a wide range of quantitative methodologies (e.g., surveys, experiments and content analyses), administration of the instruments, data storage and analysis. It now is available for free to all members (faculty, students and staff) of the College of Liberal Arts and Sciences at Villanova University.

Qualtrics is user-friendly but can handle complex designs. Simple surveys can be produced in minutes. Complex studies, involving randomization and embedded and longitudinal data, are also possible. An instrument sharing mechanism enables collaboration between colleagues or with students. Hosted libraries can store commonly used instruments, such as course evaluations. A web-hosted service, Qualtrics can be used for online or offline work and allows for optimized deployment on mobile devices and social media platforms.

The talk will acquaint those who join us with how to use the Qualtrics research suite and begin a discussion on how to responsibly manage such a powerful tool.