

The Center for Statistics Education of Villanova University presents

## 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

Upcoming Center for Statistics Education Events:

March 27 – Statistics Career Night (for regional undergraduate/graduate students)

April 10 – Greg Hancock, Expert on Structural Equation Modeling – Colloquium and Faculty Consulting

April 23 – “The False Dichotomy Between Qualitative and Quantitative Research” – Len Shyles, Dept of Communication  
Summer Workshops for New and Experienced Instructors of Statistics

The Center for Statistics Education is a Center of Excellence in the College of Liberal Arts and Sciences at Villanova University. The goals of the Center include promoting quality research among faculty and working to improve statistics education in the curricula across disciplines at Villanova University, creating programs in statistics education for current students at Villanova University, providing professional development for statistics teachers in the Greater Philadelphia region at the K-16 levels, and conducting research on effective methods in statistics instruction and pedagogy.

For more information, to join our distribution list, or if you have suggestions for future colloquia, please email [cse@villanova.edu](mailto:cse@villanova.edu). Go to <http://www1.villanova.edu/villanova/artsci/mathematics/cse.html> for more information.