Qualtrics: The Basics

Video 5 – Results and Reporting – 2:24 minutes

Timestamp	**Content**

00:22 Pulling Raw Data

From the Data & Analysis tab, you can download a file with the raw data from the survey. In this file, nothing has been changed, including the identifying information of the participants. This is very important; to protect the identities of those who chose to participate in your study, only someone who is not connected to them at all should be allowed to pull the raw data. This could be someone like an administrative assistant or someone in a different department.

To download the raw data, click the Export & Import button, then select “Export Data…” and choose the file type that you prefer. A CSV file is recommended. To de-identify the data, open the CSV file and go to the final columns. These will contain the identifying information like email, name, etc. Remove these before sharing the data with anyone.

If you go to export the raw data and you only see an option to import, then it might be an issue with your permissions in your Qualtrics account. If this happens, you can reach out to your college’s IT person or the IT HelpDesk for assistance.

01:09 Reporting the Results

Under the Reports tab next to Data & Analysis, there are two more tabs: Results and Reports. The Results tab shows you a quick look at responses to individual items. These can be checked at any time, not just when the survey is closed. The left side shows the items in order and clicking on them shows the related graph onto the center of the screen. When you click the graph, a window opens to the right-hand side that gives a lot of editing options including the title, type of charts, color palettes, and others. I encourage you to look through this and explore.

To download the results of a specific item, such as for a report or to share with others, then you would click Page Options and select “Export Page As…” and choose a file type Similarly, if you wanted to pull a report of all of the items, then you would click “Share Report” and choose a file type. We recommend choosing a Word document. From the window that appears, you can choose which items will be included in the report.

There are many more editing options in the Reports tab. From here, you can build a report from the ground up.