

Distributing the 2012 Community Survey Using Qualtrics

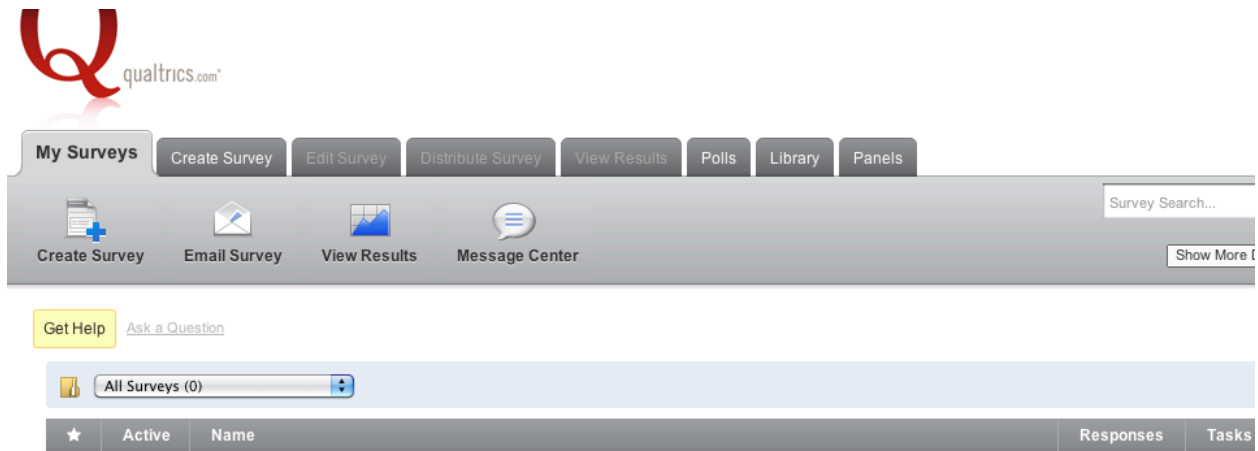
The 2012 community survey comes out of all the analysis and synthesis done based on the 2011 results, the histories of the local design groups in Austin, my experiences running a series of design workshops, and the research and writing that went into the Distance essay this was all published in. Through up to thirteen closed-ended questions and three open-ended questions, it looks to help local communities discover the needs, preferences and engagement levels of their participants, and hopes to provide reliable data for improving those same meetups and user groups.

I evaluated four other online survey systems before deciding on Qualtrics, which is used by professional researchers and has more complex question presentation options and reporting tools. The survey requires customization before you can use it with your local groups, and the process of analyzing the data you collect will be documented after we complete the 2012 survey in Austin.

Setting up the survey with Qualtrics

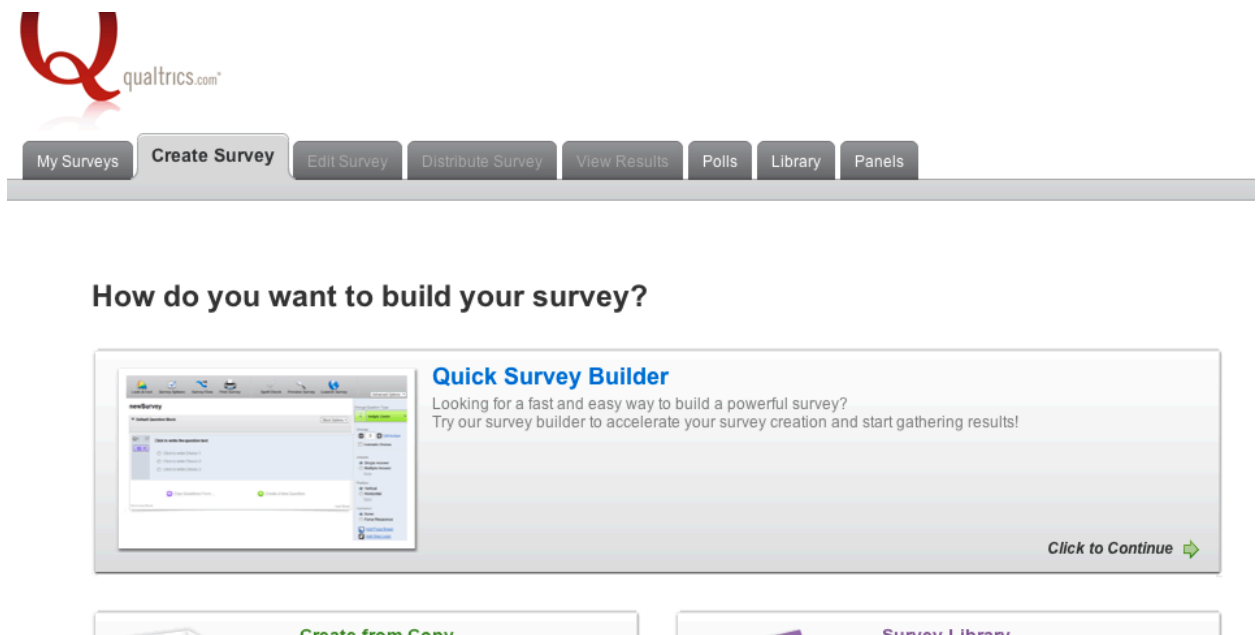
First, sign up for a free account at <http://www.qualtrics.com/>. Free accounts can collect up to 250 responses per survey, which should be plenty for most user groups. Large communities or city-wide collections should consider signing up for a paid account. Prices are listed in the “Qualtrics Single User to Branded Pricing” PDF, and Joey Rich of Qualtrics Labs has offered to discuss your options with you: <joeyr@qualtrics.com>, 801.374.6682 x4087.

Log in and you’ll see your “My Surveys” tab. Click “Click here to create your first survey!” to begin.

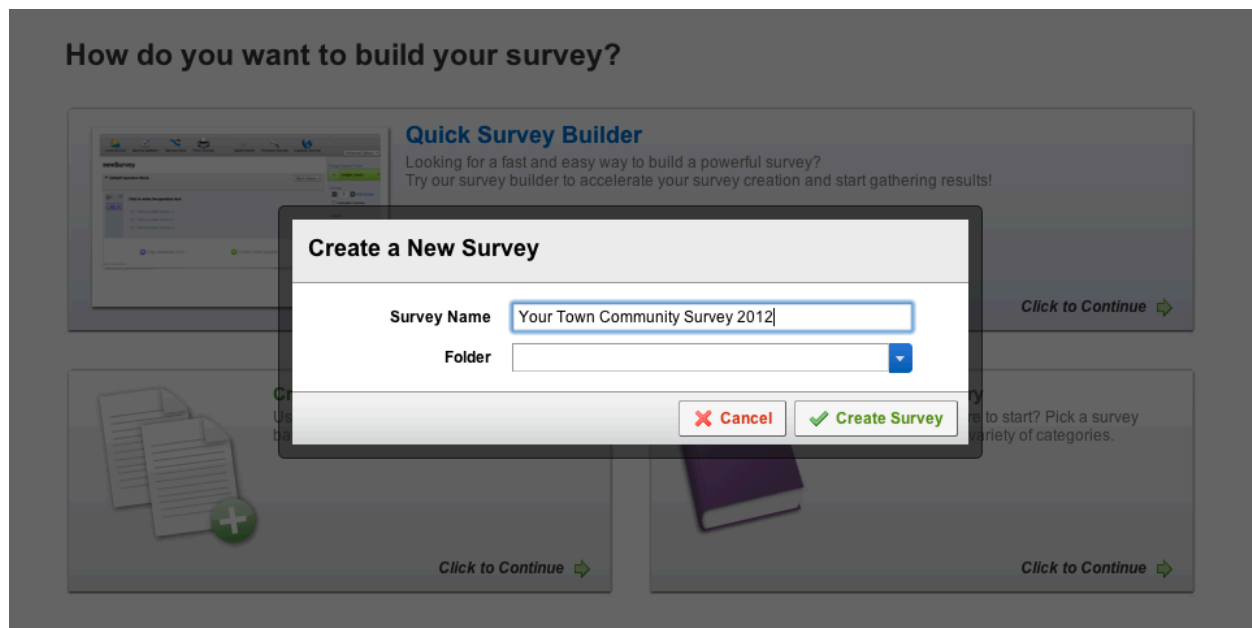


[Click here to create your first survey!](#) ➡

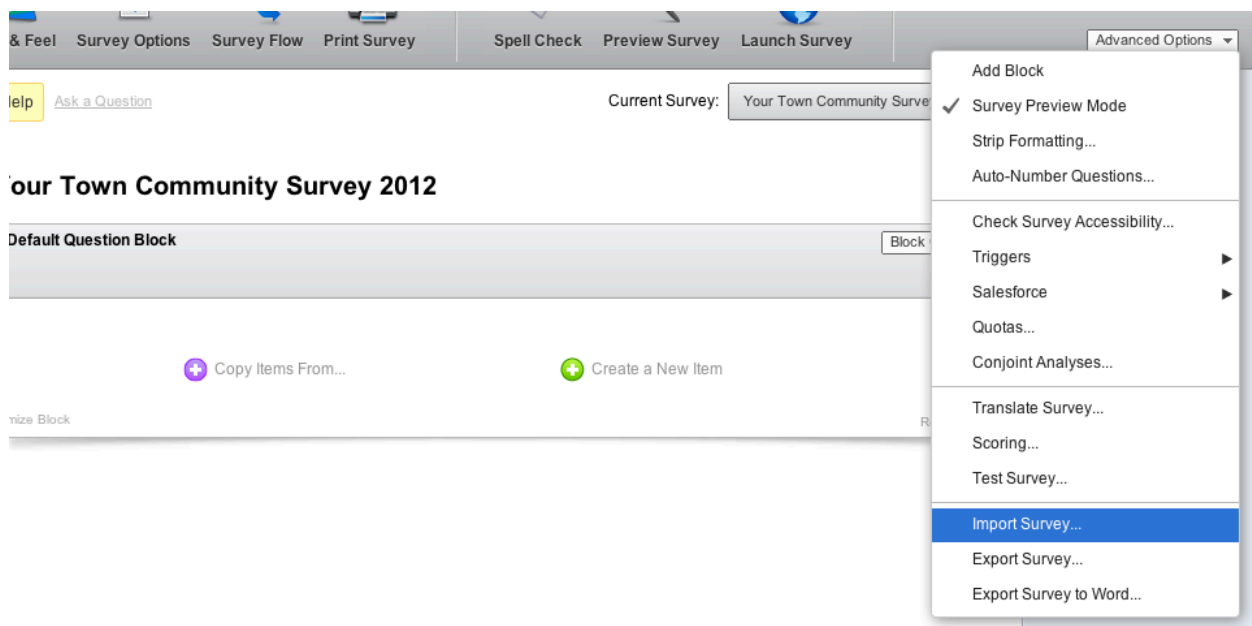
Click “Quick Survey Builder.”



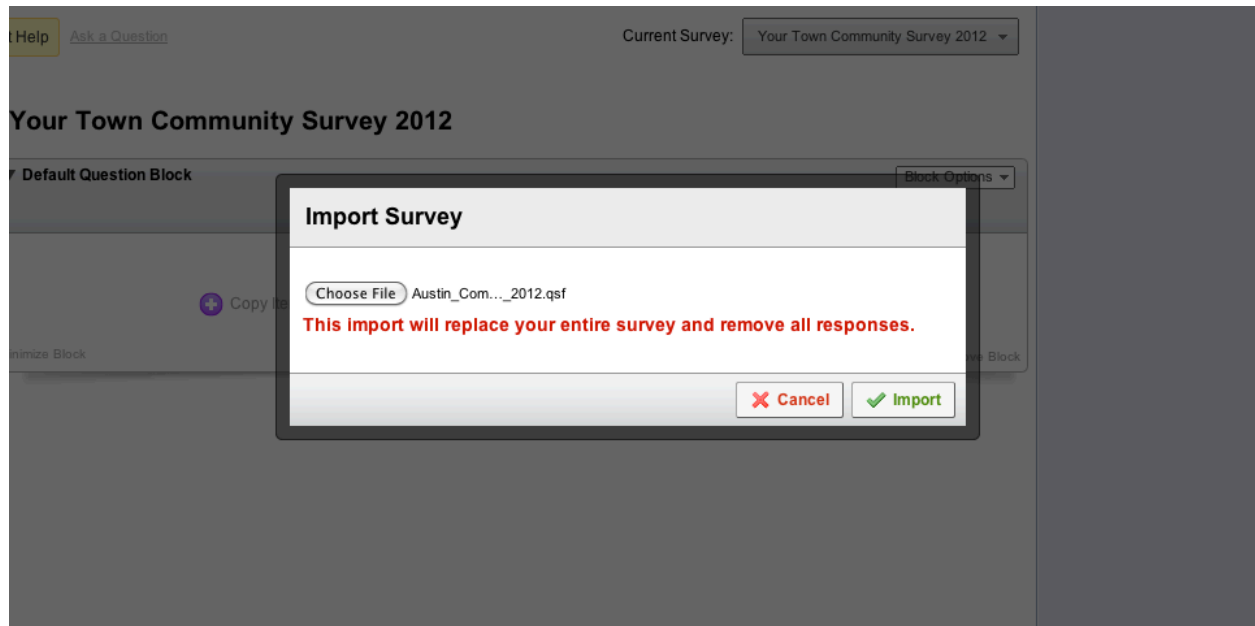
Enter the name for your survey. If you won’t be distributing the survey link to other groups, feel free to be more specific.



Once the survey is created, you can import the Austin 2012 survey to use as your base. Click “Advanced Options”, “Import Survey...”.



Browse to select the “Community_Survey_2012.qsf” file you downloaded from the Distance site and click “Import”.



Your first concern is to customize question #1, #2 and #3, which are the introductory text, home location and work location questions.

Q1	<p>Hello!</p> <p>Please, take five minutes (we timed it) and help the Austin design and web communities serve you better by telling us about yourself.</p> <p>All questions are optional (except for the "job role" question, for technical reasons) and anonymous (unless you give us your email address to follow up with you), and they're in order of importance, but by answering them all and answering honestly, we can plan better events and better support you professionally.</p> <p>The aggregated results will be published later this year.</p> <p>Thanks so much!</p>										
Q2	<p>Where do you live?</p> <table><tr><td><input type="radio"/> Central Austin</td><td><input type="radio"/> Northeast Austin</td></tr><tr><td><input type="radio"/> North Austin</td><td><input type="radio"/> Northwest Austin</td></tr><tr><td><input type="radio"/> East Austin</td><td><input type="radio"/> Southeast Austin</td></tr><tr><td><input type="radio"/> South Austin</td><td><input type="radio"/> Southwest Austin</td></tr><tr><td><input type="radio"/> West Austin</td><td><input type="radio"/> Other <input type="text"/></td></tr></table>	<input type="radio"/> Central Austin	<input type="radio"/> Northeast Austin	<input type="radio"/> North Austin	<input type="radio"/> Northwest Austin	<input type="radio"/> East Austin	<input type="radio"/> Southeast Austin	<input type="radio"/> South Austin	<input type="radio"/> Southwest Austin	<input type="radio"/> West Austin	<input type="radio"/> Other <input type="text"/>
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Q3	<p>Where do you work?</p>										

Clicking on an option makes it editable, and the blue dropdown arrow to the right gives you the “Remove Choice” menu item.

The screenshot displays a survey editor interface. On the left, there are two questions: Q2 "Where do you live?" and Q3 "Where do you work?". Q2 has a dropdown menu open for the "Central Austin" option, showing a list of actions: "Allow Text Entry", "Text Entry Validation", "Rich Text Editor", "Insert Graphic...", "Exclude From Analysis", "Insert Piped Text", "Add Display Logic...", "Assign To Group", "Move Up", "Move Down", and "Remove Choice". The "Remove Choice" option is highlighted in blue. Q3 has a similar list of options: "Central Austin", "North Austin", "East Austin", "South Austin", "West Austin", "Northeast Austin", "Northwest Austin", "Southeast Austin", "Southwest Austin", and "Other". On the right side, there is a settings panel with sections for "Answers" (Single Answer, Multiple Answer), "Position" (Vertical, Horizontal, Column), "Columns" (2), "Validation Options" (Force Response), "Validation Type" (None, Custom Validation), and a list of actions: "Add Page Break", "Add Display Logic", "Add Skip Logic", "Copy Question", "Move Question", and "Preview Question".

Edit the opening description found in question #1, and the neighborhoods or city regions in question #2 and #3 to be appropriate for your location.

If you are a design group and will be primarily distributing the survey to designers, you’re done! The rest of the survey logic is already tailored for designers, and leaving the rest of the questions as-is ensures a more ready comparison to other groups and cities.

Distributing the survey

Once you’ve set up a survey for distribution, you should never change it! It will compromise your results. Deleting it and recreating it will also invalidate old URLs, so be sure you’ve finished your changes before launching it.

To launch the survey, click the “Launch Survey” icon at the top of the page. This will bring you to the “Distribute Survey” tab. Click “Activate your survey to collect responses”.



My Surveys Create Survey Edit Survey **Distribute Survey** View Results Polls Library Panels

Survey Link Email Survey Email History Social Media In-Page Popup Website Feedback Survey Director Preview Survey

Need more respondents? Use the Qualtrics Panel. [Click here](#) to get a quote.

[Get Help](#) [Ask a Question](#)

Current Survey: Your Town Community Survey 20

Survey Is Not Active

[Activate your survey to collect responses](#) ➔

Your survey is inactive for the following reasons:

- **Quality Control**
The survey cannot be taken by recipients and allows you to review it before it can be taken.

This will present you with an anonymous survey link, which you can now post to Twitter, Facebook, your local mailing lists, display in your user group meetings, etc.

My Surveys Create Survey Edit Survey **Distribute Survey** View Results Polls Library Panels

Survey Link Email Survey Email History Social Media In-Page Popup Website Feedback Survey Director Preview Survey

Need more respondents? Use the Qualtrics Panel. [Click here](#) to get a quote.

[Get Help](#) [Ask a Question](#)

Current Survey: Your Town Community Survey 2012

Your Town Community Survey 2012

Your Anonymous Survey Link:

https://qtrial.qualtrics.com/SE/?SID=SV_eX4pDbMazzWEeNu

You can copy this link, then paste it into an email or website.

Note: This will not track identifying information. If needed, try our [Survey Mailer](#)

[Custom Link](#)

We recommend keeping the survey open only for a limited time. The 2011 survey was open for under two weeks, and we probably won't keep the 2012 survey open for more than three.

Customization for non-design groups

If you're not a design group, or if you will be working with development, research, writing or other groups to all distribute this same survey, you may want to customize two of the questions.

As designed, question #9 and #14 are only asked if question #4 ("What is your job role?") is answered with "designer." These choices came out of a two hour design workshop I held looking to define required professional skills for designers. Programming groups, technical writers, usability researchers and other job roles may want to ask the same questions, but have different categories. Let's use developers as an example.

To add a new pair of questions, click on question #9 and choose "Copy Question" from the menu on the right. This will duplicate the question below #9, with a new number (#21 if it's the first time you do this using the stock survey). In the "Display This Question:" box, click "Edit", change the "Designer" dropdown to read "Developer" and click "Save". Now, you can edit each of the categories in the left side of the table to be appropriate for that job role. Do the same for question #14, and use the same categories in both places.

You can repeat this for each job role.

Following up

After you've collected your data and closed the survey, explore Qualtrics' reporting tools for yourself. We'll publish our results and reporting instructions after we distribute and analysis the 2012 Austin results.

If you decide to distribute the 2012 survey or use the event response cards for your local group (explained in another document), do let us know how you make out. You can find my contact information through the Distance essay which this survey is a result of:

<http://distance.cc/>.

I'm Vitorio, it's February 5, 2012. Thanks, and good luck with your local group.