



New Qualtrics Features Available  
Help Document  
Odum Institute November 2023

The UNC-Chapel Hill Qualtrics survey software license now offers several new features. You now have access to:

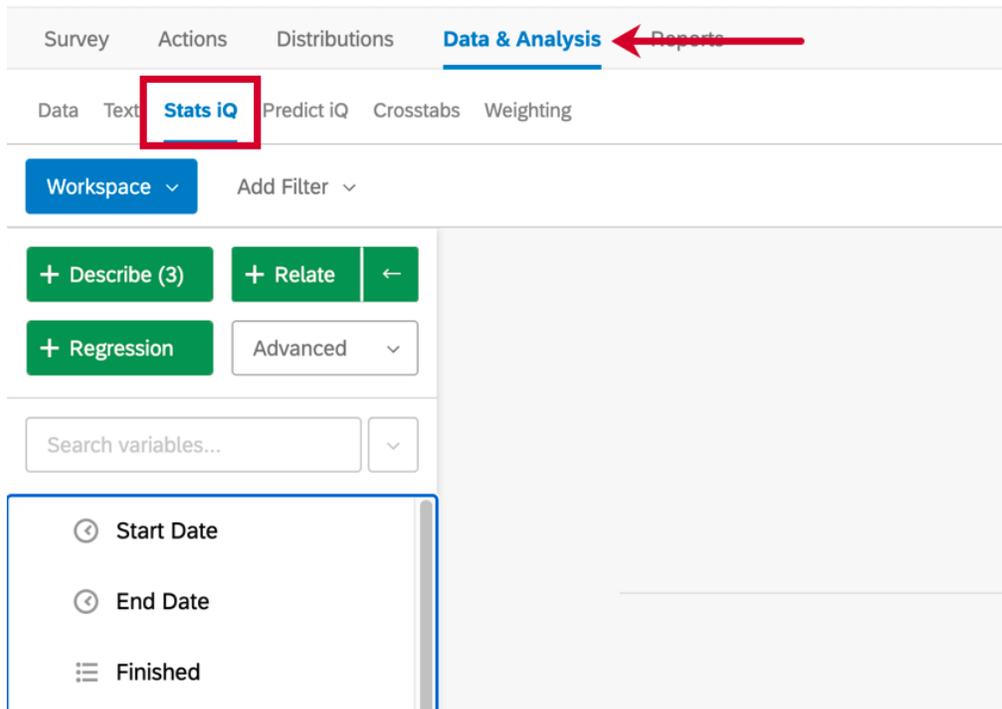
- Stats iQ,
- Crosstabs iQ, and
- Screen-out Management & Reporting.

No action is needed to access these features. See below for more information about these features.

**New Features:**

**1) Stats iQ:**

Stats iQ is a data analysis tool available in the Data & Analysis tab inside your Projects:



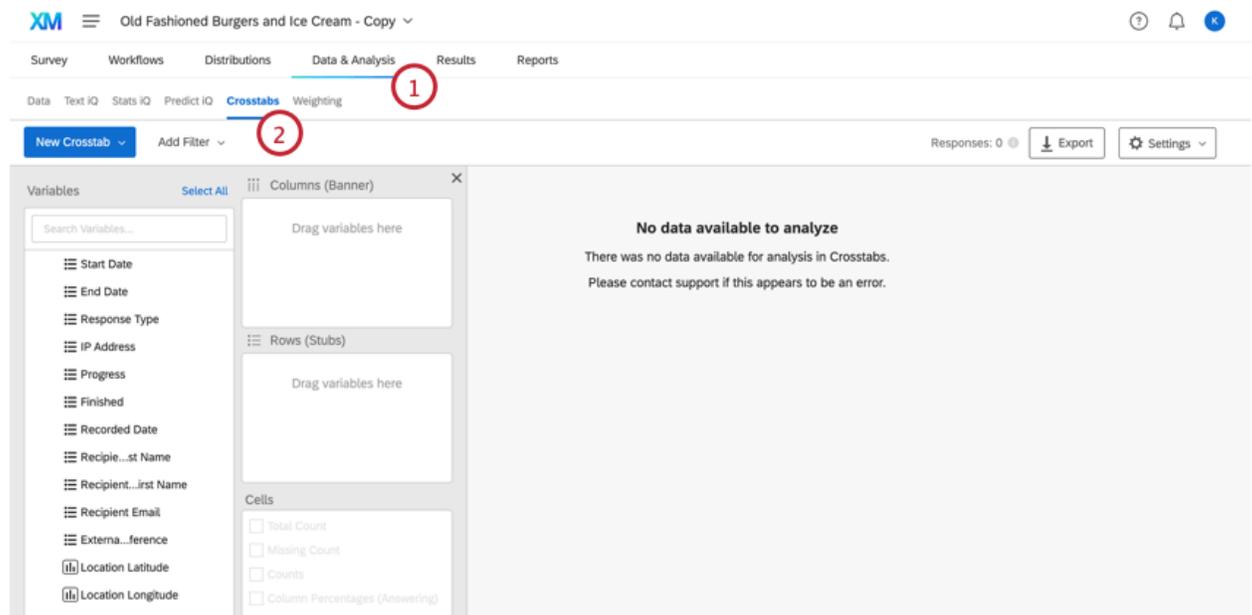
This feature can be utilized to run various statistical analyses including the following:

- a. **Describe:** Visualizes and summarizes a variable, enabling you to get a feel for how your data is structured, examine any issues with your data, and think up hypotheses to explore later. For more details, visit the [Describe](#) page.
- b. **Relate:** Explores the relationships between variables. Stats iQ will choose the appropriate statistical test based on the structure of the data, run that test, then translate the results into a simple and clear explanation. For more details, visit the [Relate](#) page.
- c. **Run Regression:** Shows you how multiple input variables together impact an output variable. There are two main types of regression runs in Stats iQ: [linear regression](#), and [logistic regression](#). For more details, visit the [Regression](#) page.

## 2) Crosstabs:

Qualtrics has provided a cross tabulation tool for you to perform multivariate analysis on 2 or more variables at a time. This tool includes numerous options to customize your crosstabs, including the ability to calculate Chi-squared statistics and ANOVAs.

The Crosstabs option appears within your project's "Data & Analysis" tab:



## 3) Screen-out Management & Reporting:

Currently, respondents who screen out of your survey are labeled as "complete" by default even if they do not advance through the survey as a result. You will now have access to 3 alternative methods to handle screened-out respondents:

1. Save all responses, but flag those that are screened out with embedded data for easier identification and filtering in the results.

2. Discard screened out responses, so they are not saved and do not count toward any response limit.
3. Discard screened out responses but keep a tally of how many respondents screen out at different points in the survey.

This new functionality is available in the Survey Flow, customized “End of Survey” element as illustrated below:

The image shows two screenshots from the Qualtrics Survey Flow interface. The top screenshot displays a survey flow with three main elements: 'Show Block: Introduction and Screener Questions (4 Questions)', 'Then Branch If: If How old are you? Under 13 Is Selected Edit Condition', and 'Show Block: Scored Section (9 Questions)'. A red box highlights the 'End of Survey Screen-out' element, with a red arrow pointing to the 'Customize' button. The bottom screenshot shows the 'Customize End Of Survey' dialog box. It contains several options: 'Override Survey Options' (checked), 'Default end of survey message.' (selected), 'Custom end of survey message....', 'Redirect to single response report.', 'Redirect to a URL ...', 'Send additional thank you email from the library...' (unchecked), 'Do not increment quota counts.' (checked), 'Show Response Summary.' (unchecked), 'Do NOT record any personal information and remove panel association (not recommended).' (unchecked), 'Flag Response As' (set to 'Screened-Out'), 'Do NOT record survey response (not recommended).' (checked), and 'Screen-out Response' (set to 'Show Screen-out Counts'). A text field for 'Name:' contains 'Age Screener'. A green 'OK' button is at the bottom right.

For questions or assistance, you may reach out to the Odum Institute via email here: [qualtrics@unc.edu](mailto:qualtrics@unc.edu). Qualtrics consultations are available in room 228D on the 2<sup>nd</sup> floor in Davis Library, or via Zoom at <http://go.unc.edu/qconsult> during the following drop-in hours or by appointment:

**Drop-In Qualtrics Consulting Hours:**

Tuesdays 10am-12pm

Wednesdays 10am-12pm

Thursdays 10am-12pm or 1-3pm

For more information about the Odum Institute, visit <http://www.odum.unc.edu>