

## **Qualtrics Study Setup**

If you need assistance, jump to step 4 to share your survey with us Then notify your account rep or drop us a note at info@centiment.co

## **STEP 1 EMBEDDED DATA**: Enter the embedded data required to pass respondent IDs through your survey.

A. Select Survey Flow

- B. Select Add a New Survey Element Here > Embedded Data
- C. Type in the embedded data: aid, sid, cuid, mb
- D. Select **Move** and drag this section to the top of the survey flow Below is a visualization of these steps

	Projects Contacts Libr	ary Admin Help 💽
Survey Actions Distributions Data & Analysis Reports		
🞸 Look & Feel 🥂 Survey Flow	[+ Pre	eview Survey Q Search
Survey Flow Example Survey		Zoom Out Zoom in )
Show Block: Product Innevation (1 Question)	Add Below Move Duplicate Delete	
Hhat do you want to add? Cancel		
Block Stranch Embedded Data Strandomizer Strengthered Service	e Authenticator	
▲ End of Survey		
+ Add a New Element Here		
Survey Flow Example Survey		Zoom Out Zoom In
Set Embedded Data:      Value will be set from Panel or URL. Set a Value Now		·· Type in embedded data
GC Value will be set from Panel or URL. Set a Value Now		
Value will be set from Panel or URL. Set a Value Now		
Value will be set from Panel or URL. Set a Value Now	۲	
Add a New Field Add grow Move	Duplicate Add From Contacts Options Delete	Move embedded data
Show Block: Product Innovation (1 Question)	Add Below Move Duplicate Delete	section to the top of the survey flow
A Add a New Element Man		

STEP 2 COMPLETION URL: Enter the completion URL so that when respondents reach the end of your

survey, they are returned to Centiment and compensated

- E. Select Add a New Survey Element Here > End of Survey
- F. From the red box, select customize
- G. Select Override Survey Options (pictured below)
- H. Select Redirect to a URL
- I. Enter the **completion URL**, all panelists that reach this URL will be compensated: https://fundraise.centiment.co/api/getQaRedirectScript?sid=\${e://Field/sid}&cuid=\${e://Field/cuid}&mb=\${e://Field/mb}&aid=\${e://Field/aid}
- J. Select OK

Below is a visualization of these steps

Survey Flow Example	Customize End Of Survey	2	Coom Out	Zoom In ow Flow ID:
Show Block:	Verride Survey Options	Move	Duplicate	Delete
Set Embedde	Custom end of survey message			
and Text	edirect to a URL . https://fundraise.centiment.co/api/getQaRedirectScript?s			
Add a N	Send additional thank you email from the library			
	Do not increment quota counts.	ntacts	Options	Delete
End of Surve	Show Response Summary.     Do NOT record any personal information and remove panel association (not recommended).     Flag Response As Screened-Out -			
+ Add a New Element I	Do NOT record survey response (not recommended).			
	✓ ок			-

## STEP 3 SCREEN-OUT URL: Enter the screen-out URL, this will send unqualified respondents back to

Centiment without reward or partial reward. You are not charged for these respondents. Anyone who does not meet your criteria should be redirect to this URL, including any attention check questions. It is preferred that you position screen-out questions in the front ½ of your survey to be considerate of the respondent's time.

Below is an example of an attention check setup. All those that do not select **none of the above** should jump to the end of the block so that they do not proceed through additional questions.

## Below is a visualization of these steps

	Recent research on decision making shows that choices are affected by context. Specifically, we are interested in whether you actually take the time to read the directions. To show that you have read the instructions, please check only the "none of the above" option as your answer. Interested Add Display Logic Add Skip Logic Add JavaScript
Q64	Recent research on decision making shows that choices are affected by context. Specifically, we are interested in whether you actually take the time to read the directions. To show that you have read the instructions, please check only the "none of the above" option as your answer.  Interested Distressed Excited Upset Strong Guilty None of the above
ſ	Condition None of the above \$ Is Not Selected \$. Skip To: End of Block \$ Done

Next, return to **Survey Flow** and below the survey block containing you screen-out question, select **Add Below** and then select **Branch**. Similar to the previous step, enter the responses and associated logic that will screen-out a respondent.

				Add Below	Move Duplica	te Add From Contacts	Options	Delete
Ŷ	Show Block	Proc	duct Innovation (1 Question)			Add Below Move	Duplicate	Delete
	Then Brancl	If:						
	Questio	י י	Q64 Recent researifically, we a $ \! \! \! \! \! \! \! \! \! \! \! \! \! \! \! \! \! \! $	None of the above $$	Is Not Selected	~		••
								/ ОК

Next, below your branching logic, you'll wanted to enter your screen-out URL, similar to the completion URL step above:

- K. Select Add a New Survey Element Here > End of Survey
- L. From the red box, select **customize**
- M. Select Override Survey Options
- N. Select Redirect to a URL
- O. Enter the screen-out URL: https://fundraise.centiment.co/api/getQaRedirectScript?sid=\${e://Field/sid}&cuid=\${e://Field/cuid}&mb=\${e://Field/mb}&aid=\${e://Field/aid}&completed=false&reason=term
- P. Select Save

The image below illustrates that both screen-out and completion blocks (End of Survey blocks) will look the same, but should contain different URLs

	Show Block I rouger	interaction (1 guestion)					Add Below	Move	Duplicate	Delete
	Then Branch If:									
_	If Recent research o	n decision making shows	that choices are affe	ected by conte	ext. Specifi	ically, we a	re intereste	d in whet	her you act	ually
	take the time to read	the directions. To show t	hat you have re Cli	ick to write Ch	ioice 7 Is N	lot Selecte Move	d Edit Con Duplicate	dition Options	Collapse	Delete
		nd of Survey	Move	Duplicate	Customize	Delete	← s	scree	n-out	URL
	+ Add a	New Element Here								
	End of Survey	Move Dup	licate 🗸 Customize	Delete <			c	omp	letion	URL

**STEP 4 SHARE YOUR SURVEY**: Share your project with our qualtrics account: **projects@centiment.co** so that we can monitor the results and collaborate on your build as needed.

- Q. Navigate to the drop down arrow on the right side of your survey
- R. Select Share Project
- S. Enter projects@centiment.co > add
- T. Ensure all the boxes are selected and click **Save** Below is a visualization of these steps

Projects Contacts Library Admin Help
Last Modified ~
More Than 30 Days Ago
⊘ Close
Survey · Modified Jan 26, 2018
A Rename Project

IÇS.				Projects	Contacts	Library	Admin
Collaborate on Project	t: Example Su	rvey					- 1
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projects@centiment.c	0						
Type Username or Email	Add U	Iser and Group Addre	ss Book				- 1
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**STEP 5 GATHER YOUR LINKS**: Gather your **survey URL** and **reporting URL** so that you can then deposit them after selecting the **Submit Your Survey** button at the bottom of this document.

Survey Actions Distributions	Data & Analysis Reports
Pause Response Collection	
Distribution Summary	
Anonymous Link	Anonymous Survey Link
Emails	A reusable link that can be pasted into emails or onto a website, and is unable to track identifying information of respondents.
Personal Links	https://survey.az1.qualtrics.com/jfe/form/SV_0xMY0ISfUm9U1kF
≪₀ Social Media	Customize Link

SURVEY URL: Head to Distributions > Anonymous Link > copy the URL

REPORTING URL: Head to Reports > Share Report > Manage Public Report > turn ON > copy the URL

Data & Analysis Reports			_		
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Q64 - Recent research on decision making shows	PDF Document Word Document PowerPoint Slides CSV (Comma Separated)	itions v	. Analy	On Public report available at the following link: https://ql.tc/6Q2inU Copy	
	Export Raw Data		Recer	Off Access Code Protection	ffect
Interested	Download Previous Exports		10001	Access Cone	1000
Distressed	Manage Public Report			Done	
Excited	Schedule Report Email				

Submit Your Survey