Overview

Qualtrics Research Suite is versatile enough to handle the most unique types of academic research. Whether you are conducting traditional surveys, conjoint analysis, experimental studies, content analysis, student surveys, or most other types of research, Qualtrics Research Suite can implement your study.

When implemented, our tool will benefit the research done by faculty, staff, and students within the University. Along with academic forms of research (experiments, market research, etc.), we can also provide administrative access that will allow you to facilitate event registrations, student surveys, alumni surveys, and much more.

“Qualtrics understands academic research. The solution can do all things the others do, plus it has capabilities that are really advantageous to experimental research. Qualtrics is the equivalent of Google’s search tool. I can’t imagine doing this work without it.”

Professor Richard C. Hanna
Assistant Professor of Marketing Northeastern University School of Business

Qualtrics Research Suite

With a license, users have access to the Qualtrics Research Suite. This exceptional tool provides a variety of features for simple, powerful research.

Versatility is one reason we provide such a great University wide solution.

Let’s take a look at a few of the features:
Qualtrics Research Suite Features

Quality Survey Design

Qualtrics offers the easiest user interface of all survey solutions. The entire system is based off of a point-and-click edit system that rivals the simplicity of drawing on a white board. We provide over 85 question variations, timing of response latency (down to the millisecond), randomization on three levels, email triggers, multi-media capability, and much more. Within Qualtrics, users can create simple questions or advanced branching and skipping with just a few mouse clicks. This saves you time and allows you to focus on your research.

Advanced Distribution

Qualtrics offers several modes of delivery to get surveys to your audience. It also offers the ability to track panels so that you can record who answered your surveys, when and how often. You can also schedule reminder and thank-you emails that are only sent to those who have, or have not taken the survey.

Impressive Reporting and Analysis

Qualtrics Research Suite lets you analyze data as it is collected and pre-create reports with 24 graphs, charts, and tables that will populate in real time. We provide a one-step direct download into SPSS. You can also download your raw data into CSV, XML, or HTML. All reports can be exported to PowerPoint, Word, or PDF as well.
Full Collaboration Between Colleagues and Students

Qualtrics allows users to collaborate across accounts on projects. This means professors can share limited or complete access to individual studies, without giving away full access to their accounts. This is useful for working with graduate assistants or other professors, and for sharing preliminary findings among colleagues. It will also open the door to allow your University to collaborate with other Universities around the world.

Along with collaboration among colleagues and students, Qualtrics will provide full training for all users. Our training team can schedule webinar trainings with individuals, faculty groups, or even classrooms. Training is unlimited, and can be arranged for different levels of user experience.

Security

Qualtrics is a secure solution that will be IRB compliant. Our hosting service meets SSAE 16 standards and encryption is standard procedure. The University will also own the data that is gathered by the researchers.

Custom Branding

Qualtrics lets you control exactly how your survey will look to respondents. You can add your logo and control every detail of your survey with our easy design tool. Advanced users can write their own CSS stylesheet. You can send multiple surveys with the same look or reformat every time. With Qualtrics, it’s all in your control.
Why University-Wide?

✓ Huge cost savings compared to College by College or Department by Department implementation (usually around 30%-40% overall savings)
✓ Versatility to do what is needed for data collection around the University. We provide a tool that can facilitate academic and administrative needs
✓ We can integrate with CAS, LDAP, AD, or Shibboleth authentication
✓ Qualtrics is a “Research Grade” data collection solution. Providing this quality system to your researchers will make them competitive with other peer institutions that have Qualtrics on a central level.
✓ We provide a secure solution that will meet IRB requirements

License Details

✓ Unlimited user accounts for faculty, staff, and students
✓ Unlimited usage for all users
✓ Phone and email support
✓ Unlimited web training sessions
✓ One branded skin/template for survey background
✓ Branded login portal page or integration via SSO

Partial List of Current University-Wide Clients

University of Michigan  Stanford University  University of North Carolina
University of Southern California  University of Georgia  Brown University
Brigham Young University  Auburn University  Florida State University
Harvard University  University of Colorado  Purdue University
Yale University  University of Pennsylvania  University of Missouri
DePaul University  University of Iowa  Tulane University
New York University  Duke University  Texas Christian University