

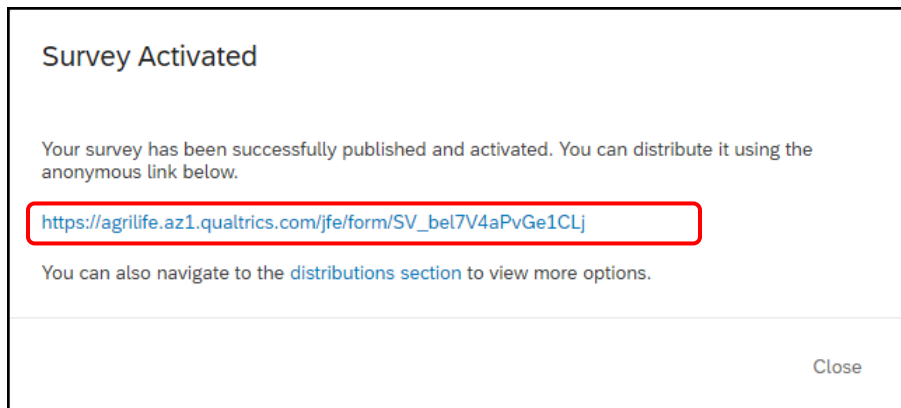
DISTRIBUTING A SURVEY WITH QUALTRICS WITH A SINGLE ANONYMOUS LINK

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This document shows multiple ways to distribute an active (published) survey in Qualtrics using a single anonymous link. Using the method, you can distribute surveys to 1) a *specific audience* via email (at any time) or by providing the link at the conclusion of an online (or in-person) educational program or 2) to a *general audience* using a website or document.

ANONYMOUS LINKS

- An anonymous link is a single link that everyone who responds to the survey uses. Qualtrics automatically generates this type of when you click on the “Publish” button to activate a survey. The link includes AgriLife’s Qualtrics URL plus a mix of numbers and letters as the example below shows.



- Simply copy (as a hyperlink) and paste the link into other applications as needed such as email, chat area of online meeting, or a web page.
- You can always access the link again by clicking on “Distributions” and then “Anonymous Link” within a survey as shown below:

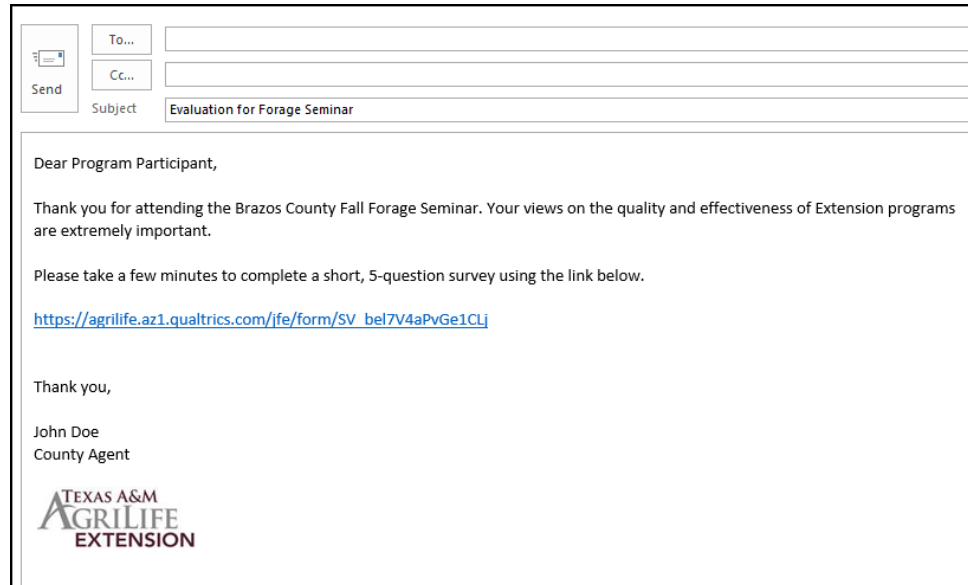


DISTRIBUTING A SURVEY TO USING AN ANONYMOUS LINK

To a Specific Audience

Using Email

- This process relies on having e-mail addresses for most or all program participants. Simply start a new message in Outlook, compose your survey invitation, include the anonymous link, enter the e-mail addresses of the individuals to receive the survey invitation, and send. Here is an example:



The screenshot shows an Outlook email composition window. The subject line is "Evaluation for Forage Seminar". The body of the email contains the following text:

Dear Program Participant,


Thank you for attending the Brazos County Fall Forage Seminar. Your views on the quality and effectiveness of Extension programs are extremely important.

Please take a few minutes to complete a short, 5-question survey using the link below.

https://agrilife.az1.qualtrics.com/jfe/form/SV_bel7V4aPvGe1CLJ

Thank you,

John Doe
County Agent



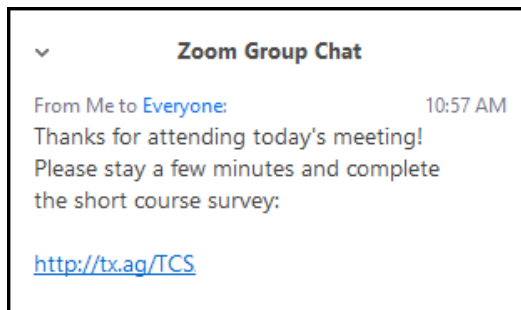
- This manual process works well for many Extension educators. You can send a reminder email after a short period of time (perhaps 3 -5 days) to thank those who have responded and ask those who have not to consider doing so by a certain date. Note, with custom links (discussed in another document), you can automatically send a reminder just to those who have not responded.
- If you have a large email list, typing or copying them into the TO field of Outlook is not a viable option. Fortunately, there is a fairly way to import a list of email addresses from an Excel file into Outlook. Learn more here:
<http://od.tamu.edu/wp-content/uploads/2020/04/Copying-Email-Addresses-from-Excel-to-Outlook.pdf#zoom=100>
- Be aware that an online survey sent to participants via email days after the conclusion of an activity often results in a low response rate (dramatically lower than those achieved with paper-based scan forms used in person). That has been the experience of many in our agency and with other cooperative extension services. Participants lose incentive, recall, and opportunity to complete an evaluation as time passes. It is best to direct participants to a survey before an online session ends (see next section).

At the Conclusion of an Online Activity

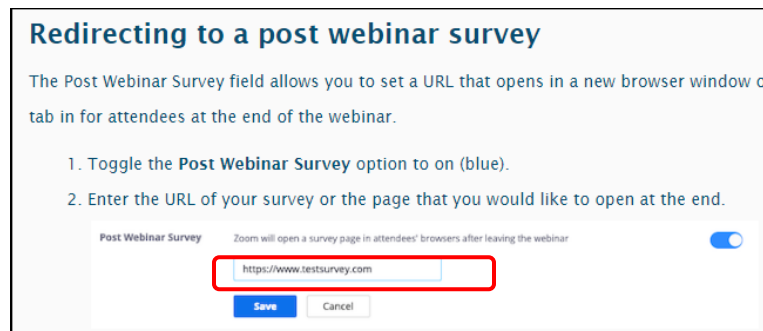
- Conducting educational programs online is becoming more common and may even be a necessity when circumstances prevent participants coming together for an in-person activity. Popular online meeting tools include Zoom and Microsoft Teams.
- Whichever online tool used to conduct an educational program, typically you can include the anonymous link generated by Qualtrics for your survey at the conclusion of an online activity in one of two ways:

First, easiest, and recommended, the meeting host can place the anonymous link in the chat area of the online meeting tool so it is immediately accessible to all participants at the end of the session. Two things make this process easier: 1) clear out the chat area if you are able to as host so the link stands out and 2) have the message already prepared in Word (including the link) so it is just a matter of copying and pasting the message from Word to the chat area.

The host should ask participants to click on the link and complete the survey as a final step in the session **before** participants start dropping out the meeting. Make sure the link comes across correctly (it should be underlined as shown below). Here is an example using Zoom:



- Second, as part of the setup, some online tools may allow you to specify a web link to direct participants to at the end of the session. Zoom appears to be an example of this. Learn more here: https://support.zoom.us/hc/en-us/articles/115002548166-Webinar-Registration-Branding#h_67f93ec4-d8aa-4018-88ad-6628164a3151



At the Conclusion of an In-Person Activity

- Due to their ease of use, flexibility, and suitability to table-type questions and longer surveys, a paper-based scan form is still the best options for collecting immediate outcome data from participants at the conclusion of an activity and typically results in high response rates.

However, should an Extension educator want to direct participants to an online survey via smart phones at the conclusion of an in-person activity, the URL participants enter to access the survey should be short and simple. Here, the use of a URL shortener is a necessity. See more here:

<http://od.tamu.edu/wp-content/uploads/2020/04/URL-Shortners.pdf#zoom=100>

To a General Audience

- One way to distribute a Qualtrics survey to a general audience is to include the anonymous link on a web page such as a County Extension page. A broadcast survey of this type is best suited for gathering feedback, ideas, concerns, suggestions, or success stories from the public-at-large on a particular topic.

A broadcast survey accessible by anyone is not scientific and thus is not suitable for estimating the views and preferences of a target audience on a policy issues or anything else that requires a reasonable and measureable degree of accuracy.

- Another way to distribute a Qualtrics survey to a general audience is to include the anonymous link within a Word, PDF, or other type of document that is widely available.
- Some Extension Educators have used a Qualtrics survey (contact form) with an anonymous link to register participants for a program and using the custom end-of-survey feature to send registrants links and documents associated with the program.
- Simply copy and paste the anonymous link into your application as needed for a general audience.