

umSurvey

Qualtrics

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** This work contains content adapted from the Qualtrics Documentation at <https://www.qualtrics.com/support>.*

Purpose

This documentation highlights features of umSurvey (Qualtrics), how to log in, create surveys, and navigate throughout.

Audience

This documentation is designed for university faculty, students, and employees that will be using umSurvey (Qualtrics).

What is umSurvey (Qualtrics)?

umSurvey (Qualtrics)

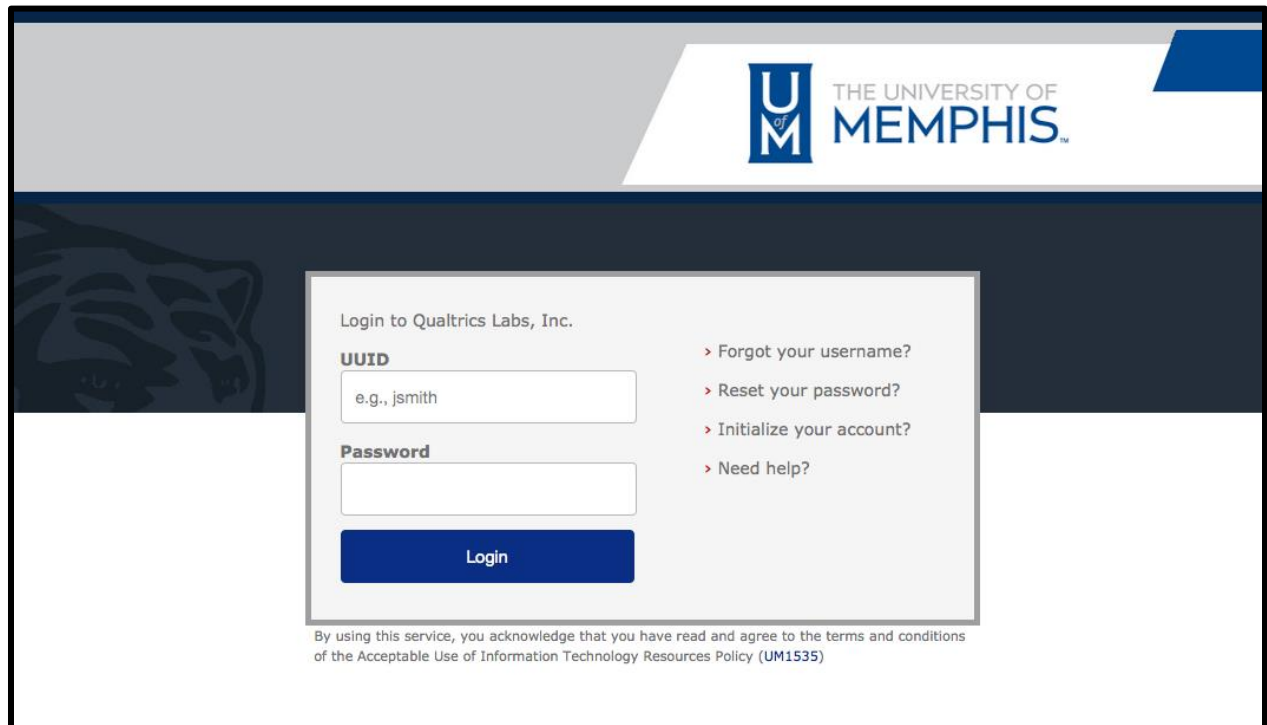
umSurvey is survey services provided by Qualtrics at the University of Memphis. This service can be used to create, distribute, and analyze surveys. The software has advanced reporting capabilities, social media integration, and extensive collaboration opportunities.

Logging in to the umSurvey (Qualtrics)

To access the umSurvey (Qualtrics), use your University of Memphis Universal User Identification (UUID) and password. The UUID and password required to enter umSurvey (Qualtrics) are the same as those used to login to your university e-mail and other University computer resources. **Note:** *When signing into Qualtrics use your original UUID and not a preferred email address.*

1. Go to: [umSurvey](#) and enter your UUID and password.
2. Click **Login**. The umSurvey (Qualtrics) Home page will display.
3. Authenticate with DUO.

NOTE: *The myMemphis Portal UUID and password are case sensitive. If you have trouble, contact your local technical support provider or you may visit the self-service portal at iam.memphis.edu. Authenticate with DUO.*



U
of
M

THE UNIVERSITY OF
MEMPHIS™

Login to Qualtrics Labs, Inc.

UUID

e.g., jsmith

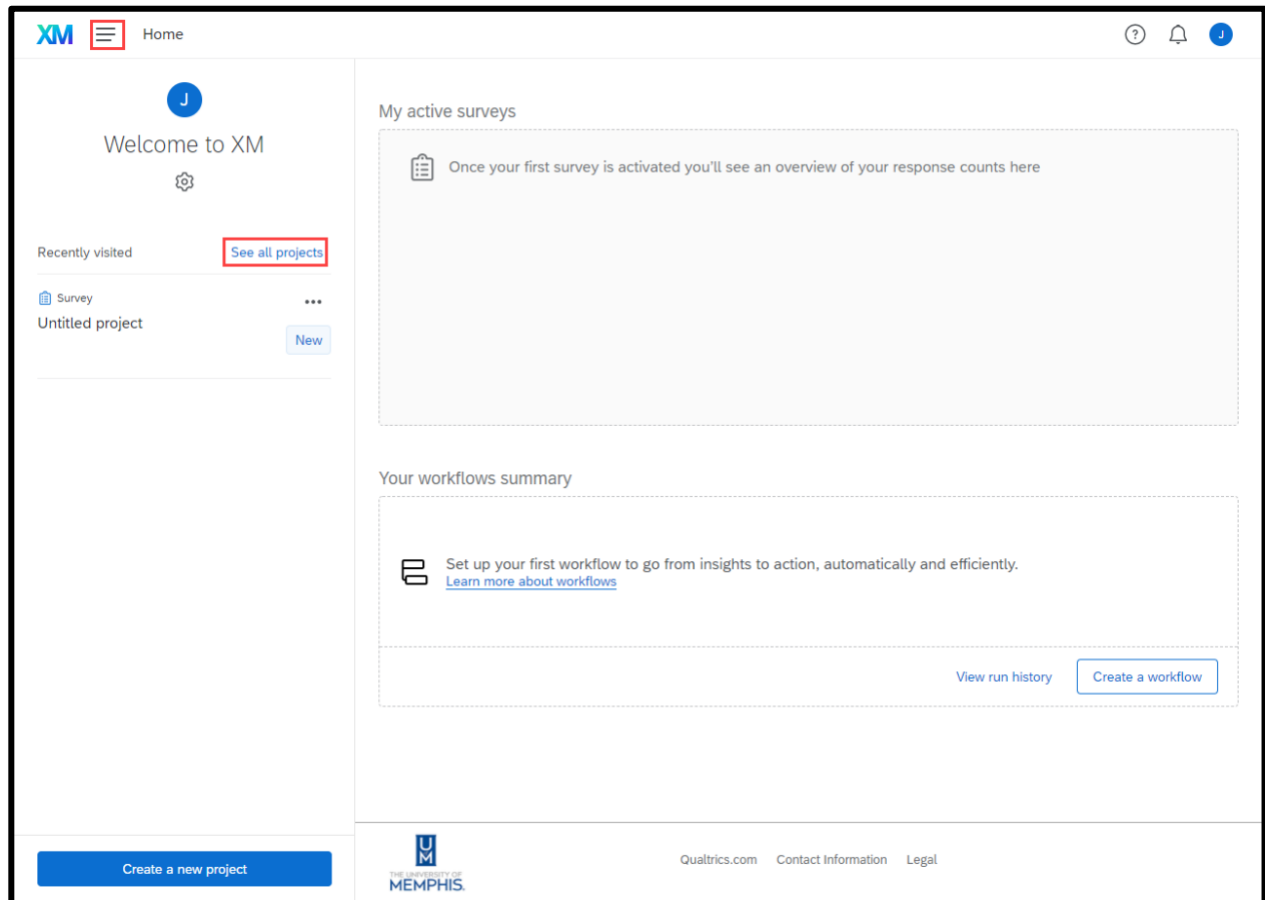
Password

Login

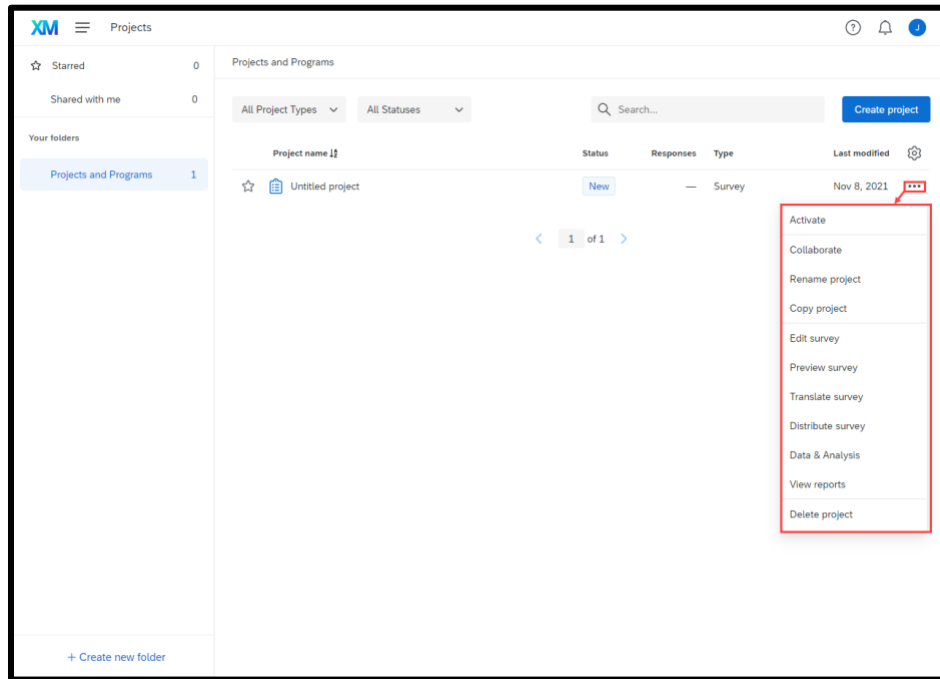
- > Forgot your username?
- > Reset your password?
- > Initialize your account?
- > Need help?

By using this service, you acknowledge that you have read and agree to the terms and conditions of the Acceptable Use of Information Technology Resources Policy (UM1535)

Every time you log in to Qualtrics, the **Home** tab will be open. This tab summarizes your current active surveys, your current workflows, and displays a history of recent projects. To navigate to the Projects tab, either click on **See all projects**, or select **Projects** from the dropdown menu.



The Projects tab is a list of the surveys you have created and surveys that have been collaborated with you. In line with each survey are shortcuts to survey tasks, such as pausing the survey response collection, editing, previewing, translating, distributing, analyzing data and analysis, viewing reports, and deleting a survey. This is also where you will reveal the survey in a folder, rename the project, copy the project, or share the project.

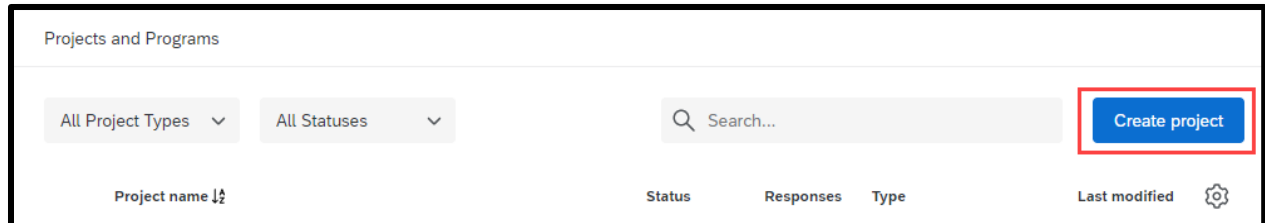


*A Larger view of highlighted area. **Activate** and **Close** are interchangeable depending on the status of the survey.*

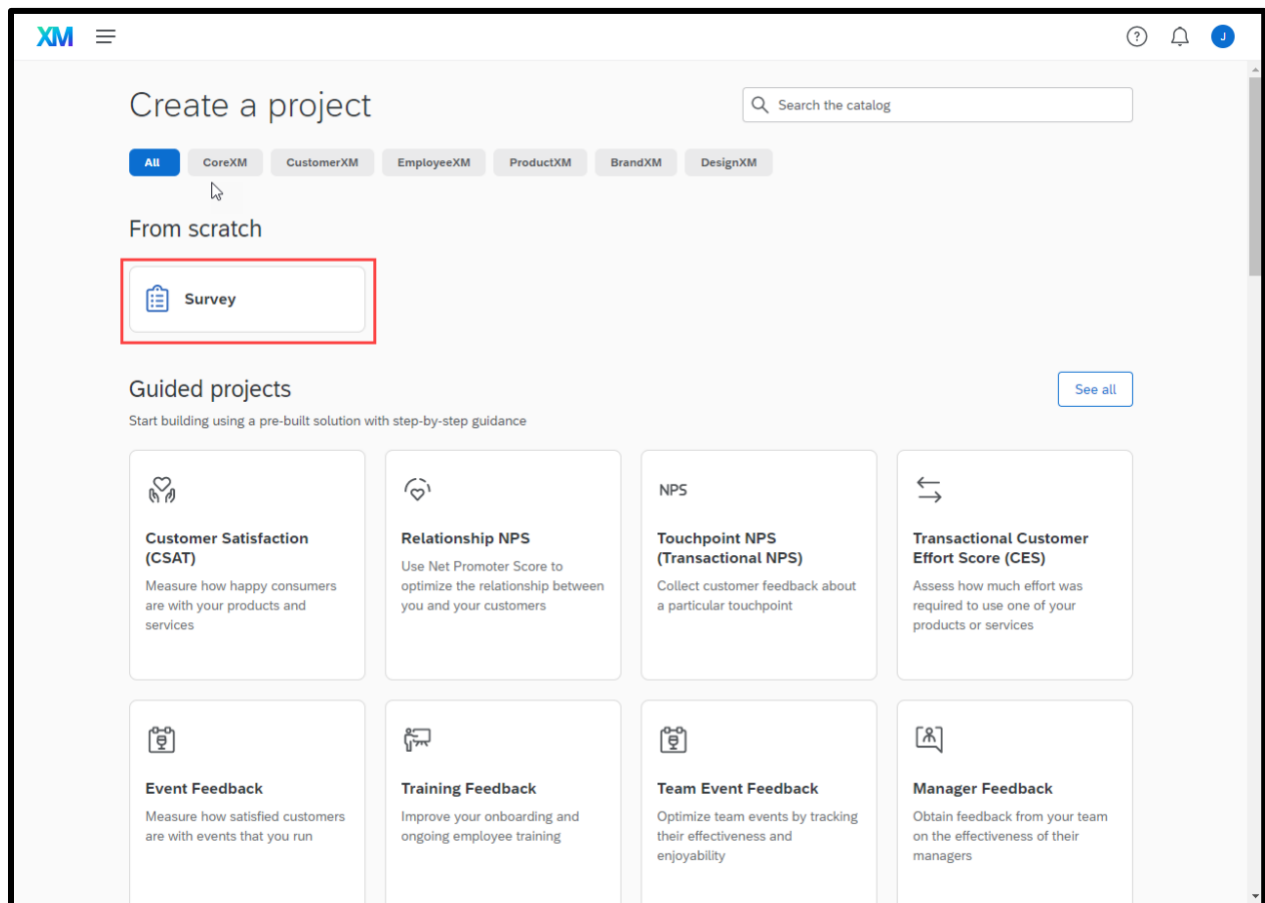


Creating a new Survey

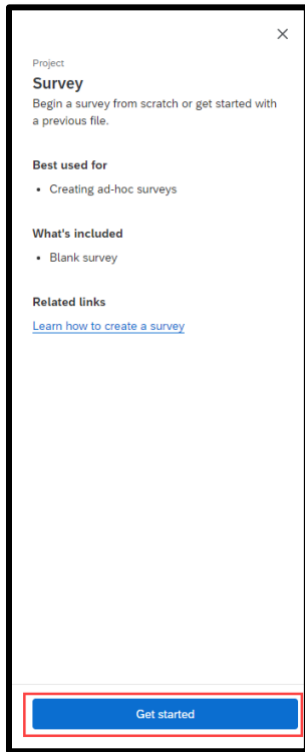
To create a new survey, click on the **Create Project** button located at the top right-hand corner. As you are working on your survey, it will be automatically saved for your convenience.



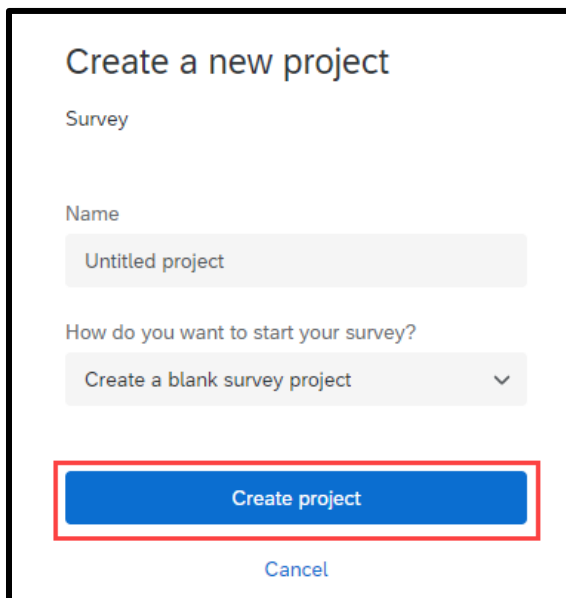
Next, you will be presented with choices to create your survey/project. You can create a new survey/project, as well as create from a copy of an existing survey/project, from a library or from a file. You can also create a survey using a guided project template. If you are creating a brand-new project (**Blank Survey Project**), you can name the project/survey. When you have finished click **Create Project**.



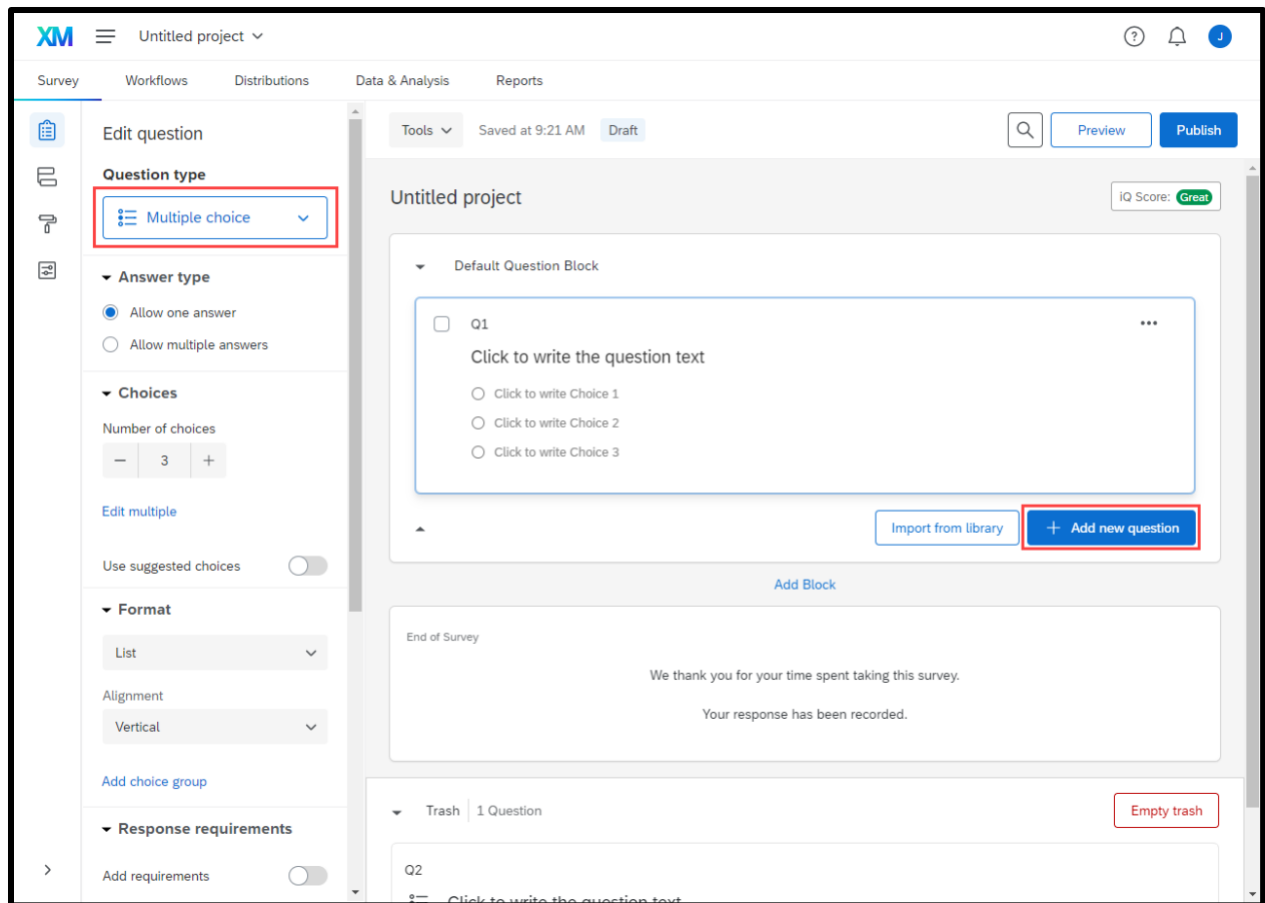
Once you have decided on a format, you can begin creating a new survey. Click on a format and then click **Get Started** to continue.



Next, give your project a name, and click **Create Project**.



You are now ready to begin creating questions. The Project will open with your first question created by default. Once you create a question, you will need to decide the format of the question. When you begin to create the new survey there are two places to choose your question format. A multiple-choice question will be created by default. To change the question type, click the **Change Item Type** drop-down, then select the question type.



The screenshot displays the XM Survey Editor interface for an 'Untitled project'. The left sidebar, titled 'Edit question', contains several sections: 'Question type' with a dropdown menu set to 'Multiple choice' (highlighted with a red box), 'Answer type' with radio buttons for 'Allow one answer' (selected) and 'Allow multiple answers', 'Choices' with a 'Number of choices' set to 3 and an 'Edit multiple' link, 'Format' with a 'List' dropdown and 'Alignment' set to 'Vertical', and 'Response requirements' with an 'Add requirements' toggle. The main workspace shows a 'Default Question Block' with a question labeled 'Q1' and a text prompt 'Click to write the question text'. Below the text are three radio button options: 'Click to write Choice 1', 'Click to write Choice 2', and 'Click to write Choice 3'. At the bottom of the question block, there are two buttons: 'Import from library' and '+ Add new question' (highlighted with a red box). Below the question block is an 'End of Survey' section with the text 'We thank you for your time spent taking this survey.' and 'Your response has been recorded.' At the very bottom, a 'Trash' section shows '1 Question' and an 'Empty trash' button.

Question Types

Static Content:



Descriptive Text - For instructions and other written information you'd like to display for your participants.



Graphic - You can display a graphic to the participant without asking for feedback.

Standard Questions:



Multiple Choice - The Multiple-Choice question allows the respondent to choose one or multiple options from a list of possible answers. The variations include single answer, multiple answer, dropdown list, select box, and multi select box.



Matrix Table - Used to collect multiple pieces of information in one question. The variations include: linkert, bipolar, rank order, constant sum, text entry, profile, and maxdiff.



Text Entry - Used to gather open-ended feedback from participants. The 5 types of entry variations include: single line, multiline and essay, form, password, choice and text entry.



Slider - Allows the user to indicate their level of preference with a draggable bar rather than a traditional scale point.



Rank Order - Used to determine each participant's order of preference for a list of items.



Side by Side - Used to ask multiple questions in one condensed table.

Specialty Questions:



Constant Sum - Collects numeric data and displays sum to participant.



Pick, Group, and Rank - Used for sorting activities where participants place items in groups.



Hot Spot - Participants interact with regions of an image, often used in usability testing and concept testing.



Heat Map - Participants click on significant points on an image. Unlike Hot Spot, regions you define are hidden.



Graphic Slider - A variation of a slider question which allows participants to change a frown to a smile. These formats can be particularly useful for younger audiences or for simple satisfaction feedback.



Drill Down - Used to help participants choose from a long list of options.



Net Promoter Score - Net Promoter Score®, commonly referred to as NPS®, is a customer loyalty metric that gauges how willing a customer is to recommend a product or service.



Highlight - The Highlight question type allows you to present survey participants with an interactive text sample. Participants can select words from the text and evaluate using criteria you choose. For example, whether they like or dislike the selected text.



Signature - The Signature question type presents survey participants with an entry box where they can draw their signature. On a desktop, they can use their mouse, and on a mobile device they can use their finger.

Advanced (Tracking Questions):



Timing - A hidden question that can be added on any page of your survey to manage how long a participant spends on that page.



Meta Info Question - A hidden question that will track and report basic information about your participants, such as their operating system and browser.



Captcha Verification - Captcha verification is a common web technique to ensure that your visitors are real humans and not a program written to spam your survey.



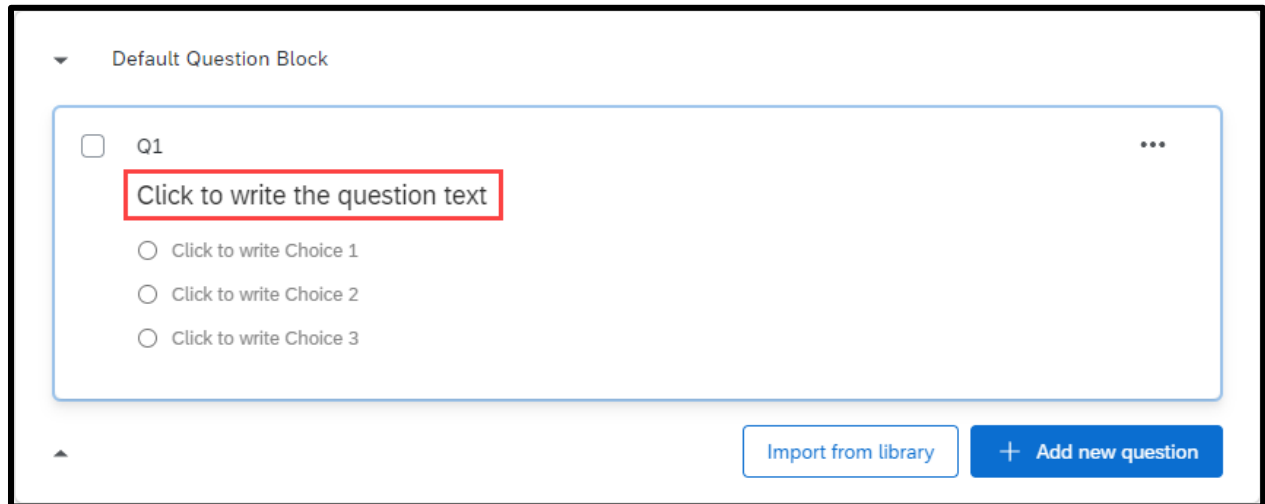
File Upload - Creates a question with a space to upload a pic file or pdf.



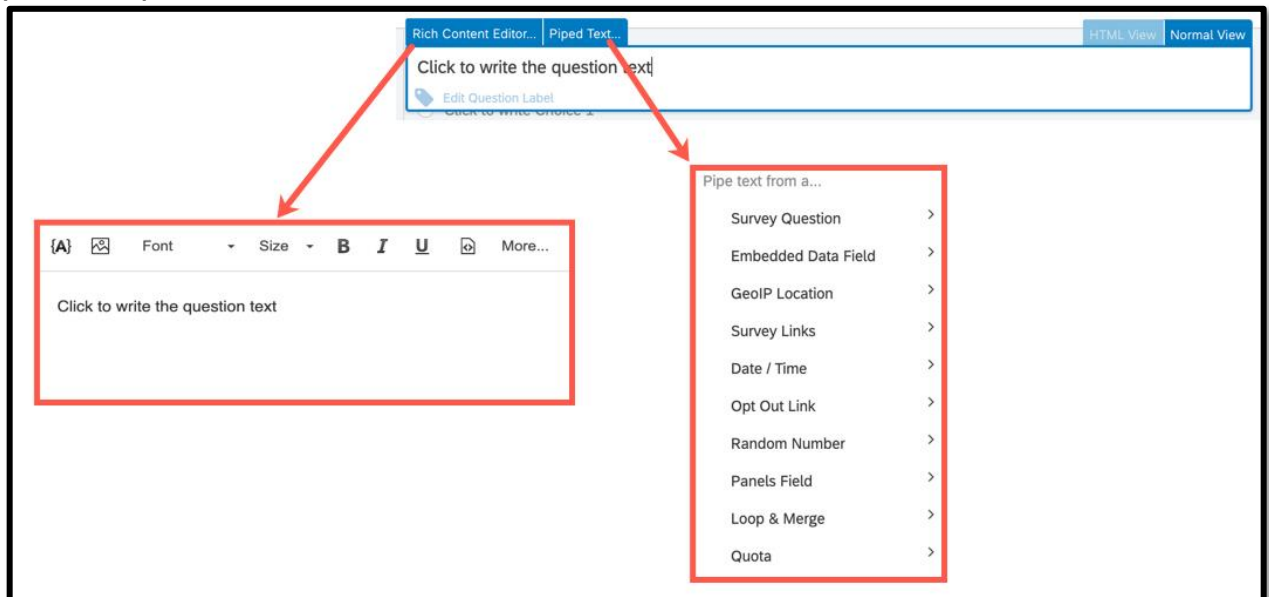
Question Library - Allows one to create a question from a library database.

Editing a Question

You are now ready to edit your question. Click on **Click to write the question text** to edit the question.



Once you have clicked you will see this menu appear. You can type your question in the provided space.





The **Rich Content Editor** will allow you to format your text. Whenever your text needs special formatting such as images or colored text, use the **Rich Content Editor**.

With **Piped Text**, you can customize question and choice wording for each participant. When you add **Piped Text** to your survey, it will appear as a line of code.

There are other project/survey question formatting options available. Located beneath the **Change Question Type** column.

Edit question

Question type

 Multiple choice 

A

▼ Answer type

- ☒ Allow one answer
☐ Allow multiple answers

A. Answer Type

Select whether your question allows only one answer or multiple answers.

B

▼ Choices

Number of choices

– 3 +

[Edit multiple](#)

B. Choices


Select the number of choices available for your question. **Use suggested choices** will auto-populate your question with choices for you to review and edit.

Use suggested choices


☐

C

▼ Format

List 

Alignment

Vertical 

[Add choice group](#)

C. Format

Select the format of the choices for this question, and control any other options related to the format of the choices such as alignment.

D

▼ Response requirements

Add requirements ☐

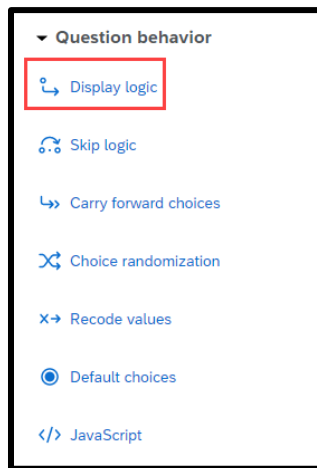
Add validation ☐

D. Response Requirements

Set requirements such as all questions being answered before the survey is submitted. Validation requirements are selected here as well.

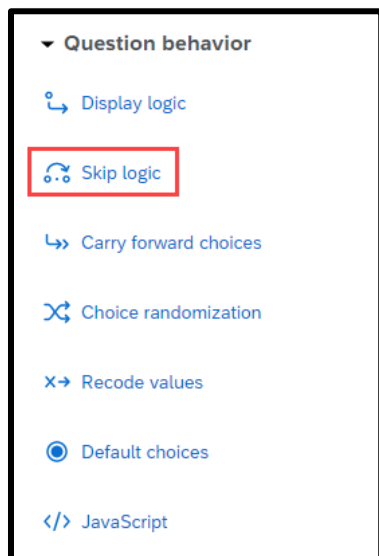
Display Logic

Display Logic is mostly used on a single-question basis. For example, if you ask a yes or no question and you only want people who answer “Yes” to see the next question, then you will use Display Logic.



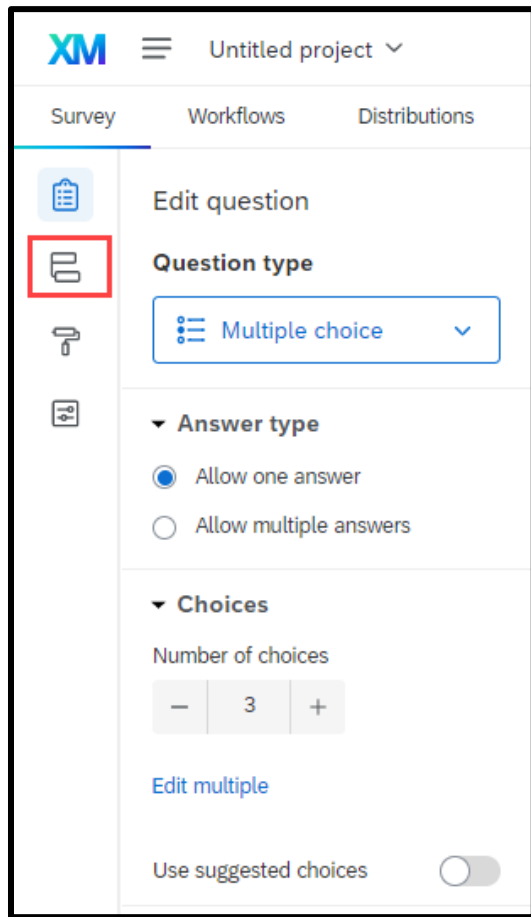
Skip Logic

Skip Logic is used to skip respondents past multiple questions within a single block. A block contains multiple questions. You can have multiple blocks throughout your survey. For example, if you only want respondents to continue through the survey if they answer “Yes” to attending the conference. Every respondent that answered “No,” will be skipped to the end of survey.



Survey Flow

Survey Flow allows you to customize where your survey respondents go in your survey and what the respondents will see. To access **Survey Flow**, select it in the menu on the left-hand side of the page.





Block - allows you to show a block of questions that will be used with other Survey Flow elements.

Branch - allows you to make things visible in your survey with certain conditions.

Embedded Data - allows you to add any extra information in addition to survey responses like panel data or other variables.

Randomizer - presents question blocks or other elements in a random order in your survey.

Web Service - allows you to pull information from an external source into your survey.

Authenticator - allows you to verify the identity of a respondent before the survey is taken.

End of Survey - allows you to terminate respondents at various locations with custom experiences.

Reference Survey - allows multiple surveys to use the same set of questions.

Table of Contents - allows the ability of respondents to navigate as they wish throughout the survey.

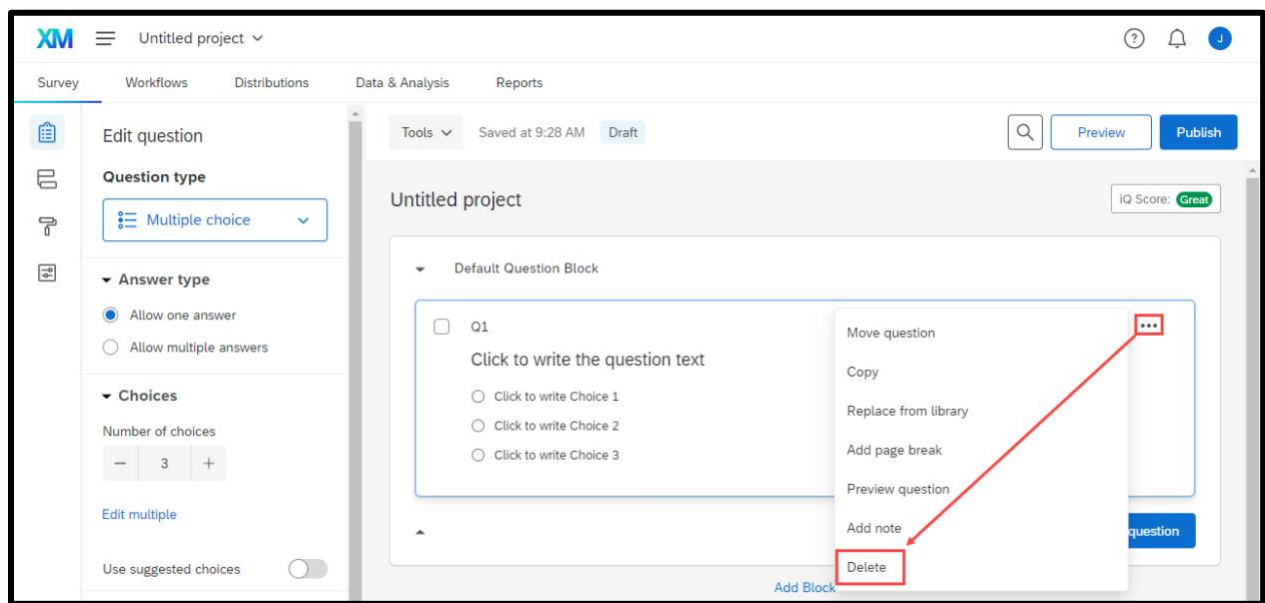
Conjoint - the conjoint wizard can set up a conjoint survey easily and quickly.

Deleting a Question

If you no longer need a question and wish to delete it, it can be deleted. A deleted question will be stored in your trash bin until permanently deleted.

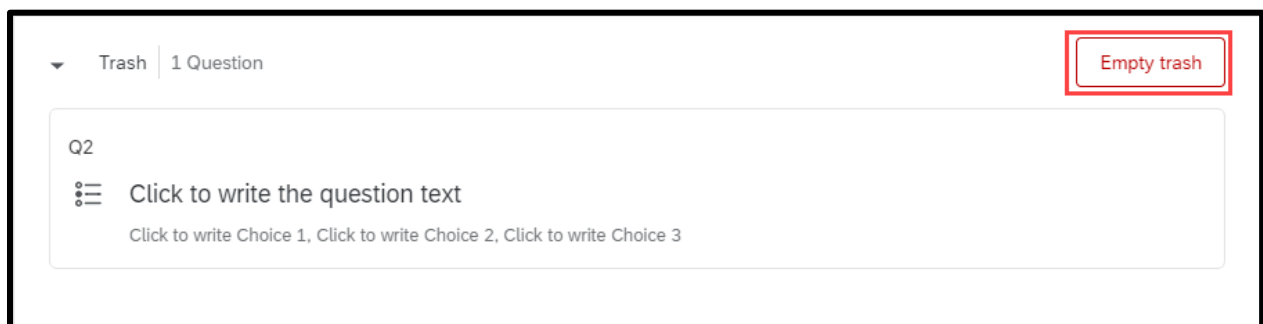
Warning: *Deleting a question in an active survey will invalidate all the data associated with that question.*

To delete a question, open the question dropdown menu, and select **Delete**.



Deleted questions will be stored in your **Trash/Unused Questions** until they are permanently deleted.

To permanently delete stored questions, click on the **Empty Trash** button on the right-hand side of the bottom of the page.

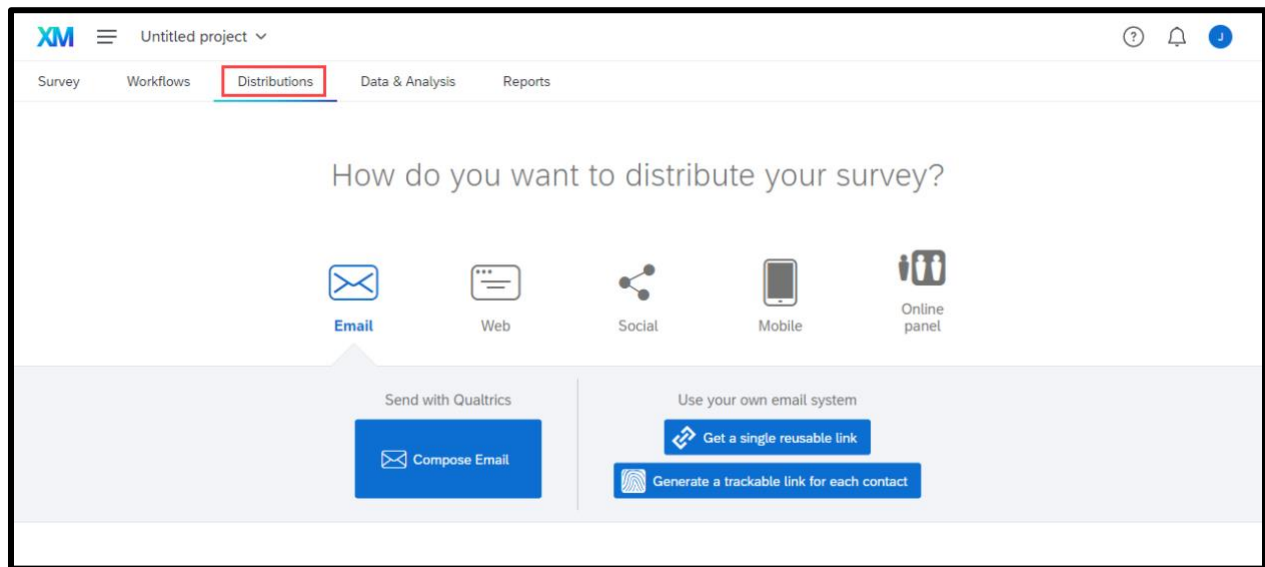


Distributing a Survey

Once you have built your survey you will need to activate it. Activating the survey will allow you to begin the collection of data from the respondents.

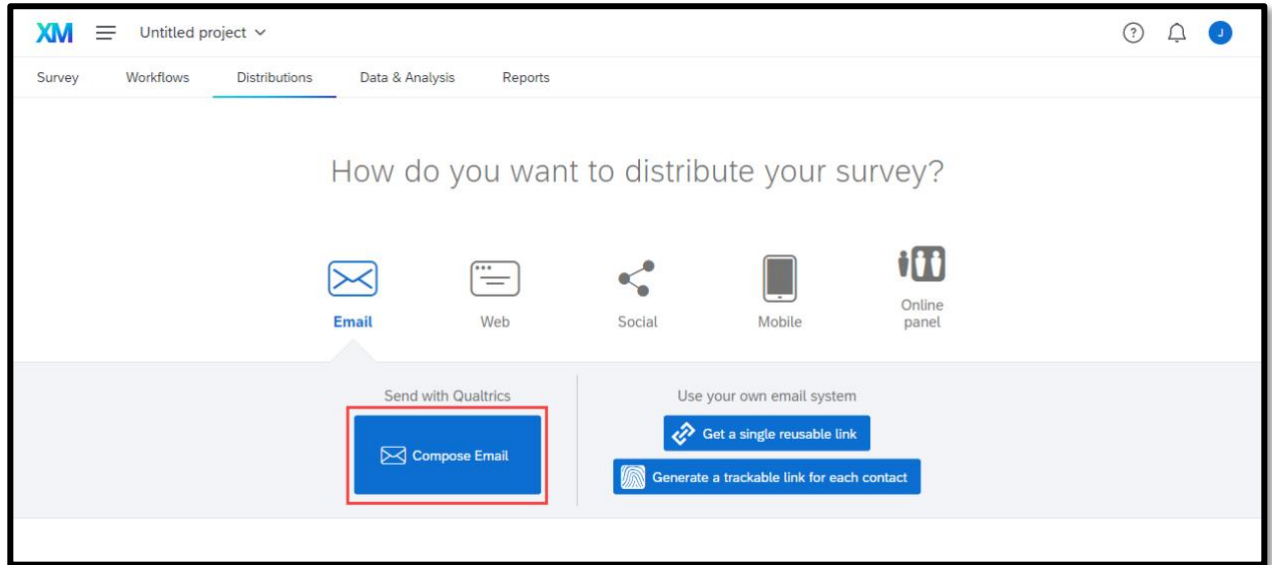
1. Select your Survey

2. Click on the **Distributions** tab. When the distribution tab is selected you will see several methods of distributing a survey. These distribution methods include email (sent with Qualtrics or using your own email system), embedding your survey link on a website, and distribution on social media. Once the distribution method has been selected the survey is activated.

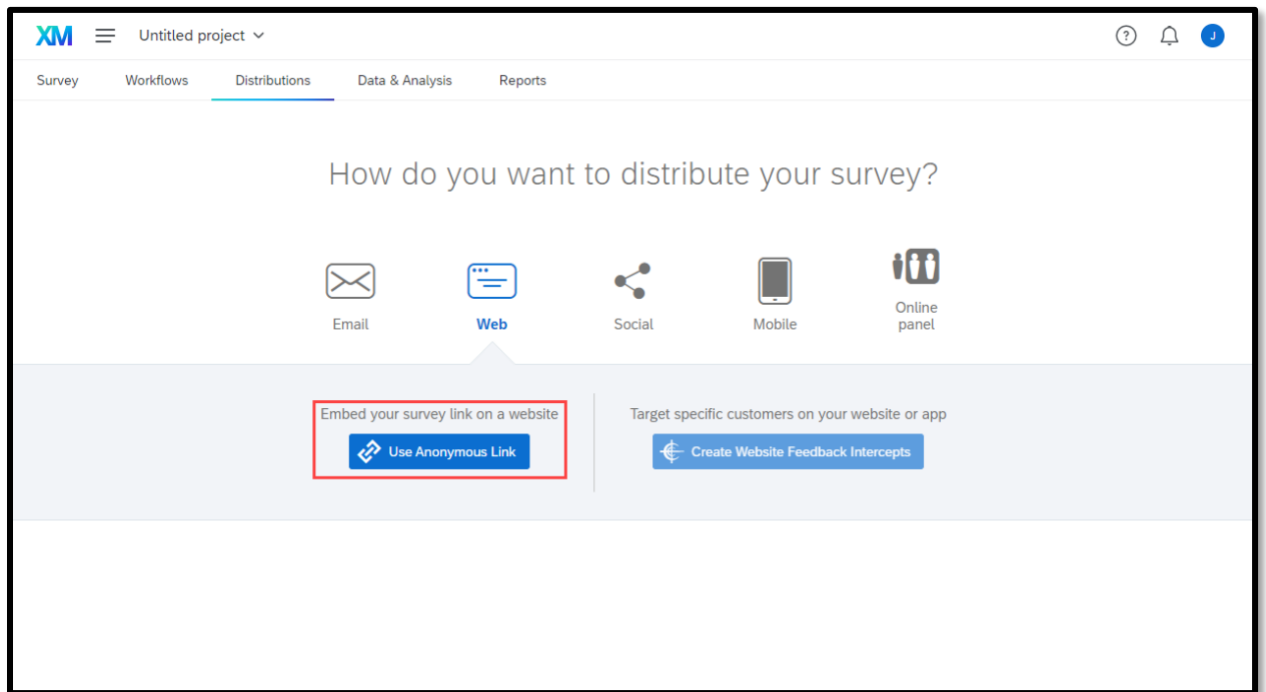


Distribution Methods:

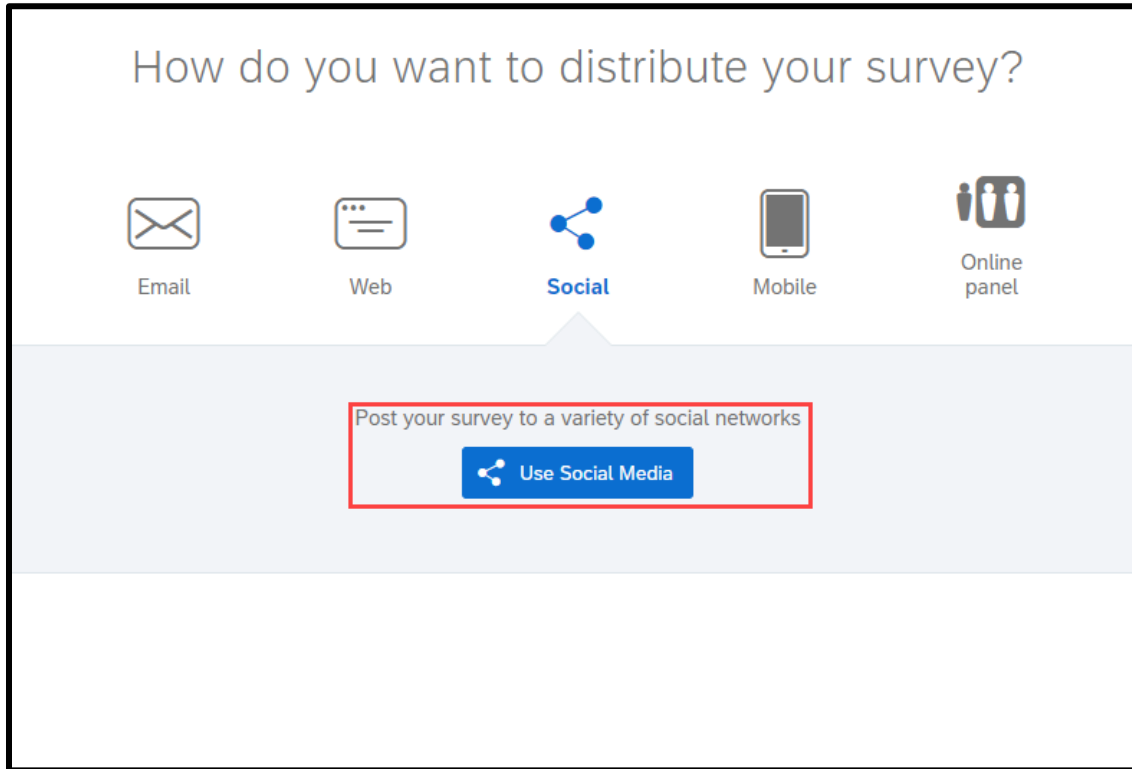
A. Email (sent with Qualtrics or using your own email system).



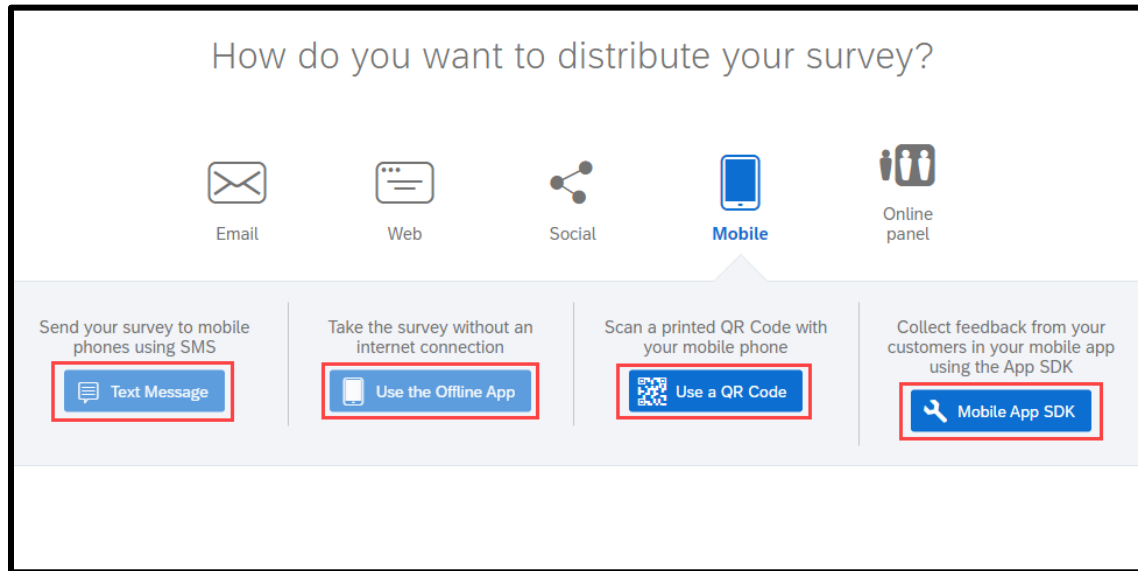
B. Embedding your survey link on a website using an anonymous link.



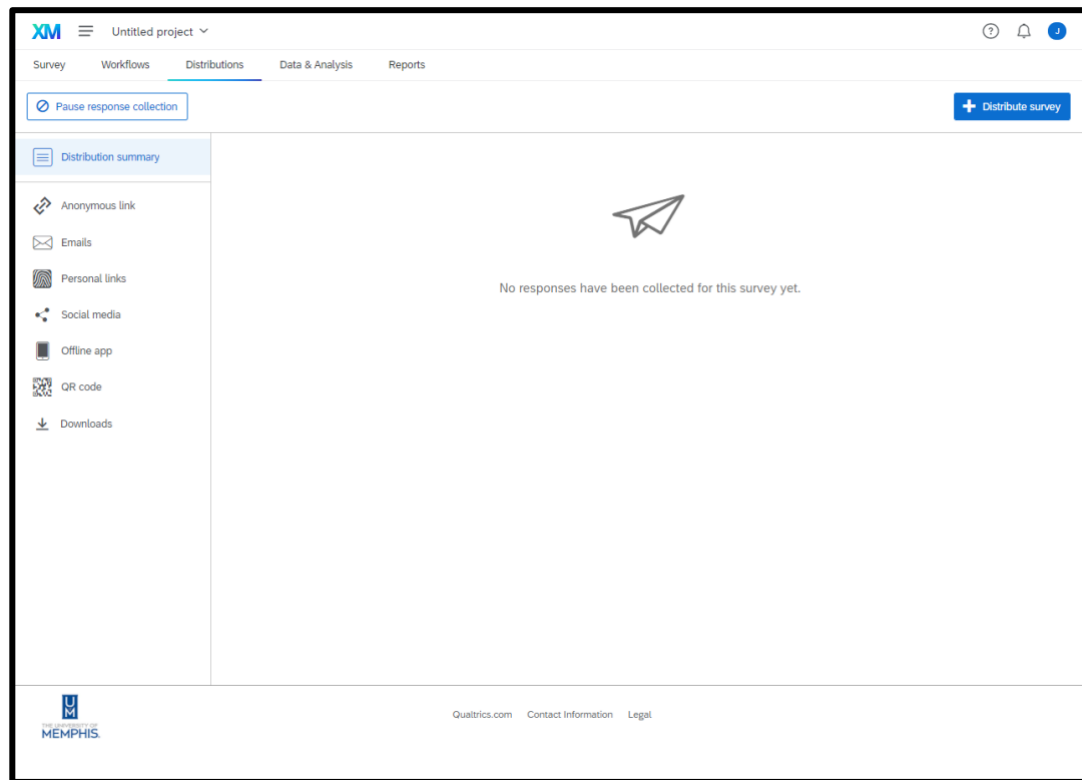
C. Distribution on social media.



D. Distribution on a mobile app, using either a text message, offline app, QR code, or SDK.



Once the Survey's distribution method is chosen, it will appear like this.



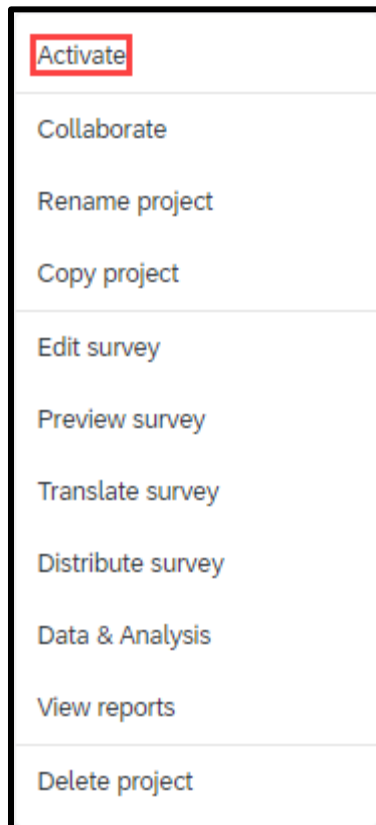
Activating Survey

Once your survey is set up, you will need to activate your survey. To activate, choose the three dots at the end of the survey line to the right.

Project name ↓	Status	Responses	Type	Owner	Last modified	
☆ Untitled project	Closed	0	Survey	Me	Nov 8, 2021	⋮

When the arrow is chosen a drop-down menu will appear with several survey options. **Activate** is the first choice in the drop-down menu. From here you will also have a link in the drop-down menu for quick access to edit, preview, translate, and distribute your survey as well as view reports, data and analysis. Links are also available for you to rename, copy, share, or delete the project. Once the survey has been activated, the survey status will change from CLOSED to ACTIVE.

This is a closeup of the pop-up menu:








Sharing your Project

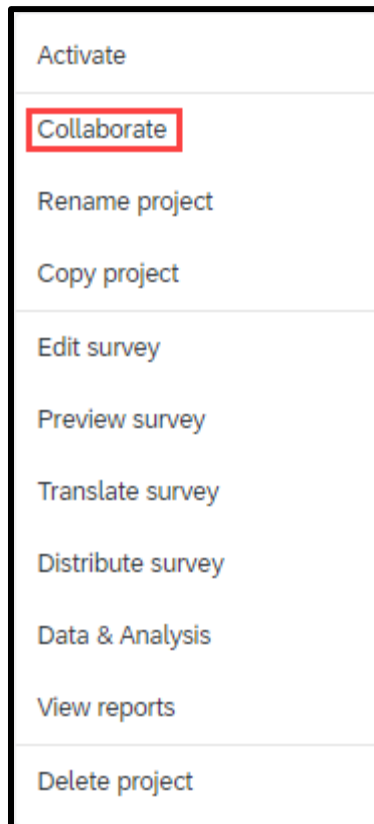
Sometimes you want to share your project with someone, but not offer them full functionality and options. In these instances, use the sharing feature.

Sharing & Collaborating With Others Inside the UofM Community

On the My Projects page, click the three dots then from the drop-down menu to the right of the project you want to share to access the project actions.

Project name 	Status	Responses	Type	Owner	Last modified	
  Untitled project	Closed	0	Survey	Me	Nov 8, 2021	

Choose **Collaborate**.




From here you can add users individually to your survey. A) Add them from the User and Group Address Book from the UofM, or from a contact list you have saved B) Click add C) Click Save

Collaborate on Project: Untitled project

A

Type Username or Email...

B

 Add

User and Group Address Book

User

Edit

View Reports


Activate/Deactivate

Copy

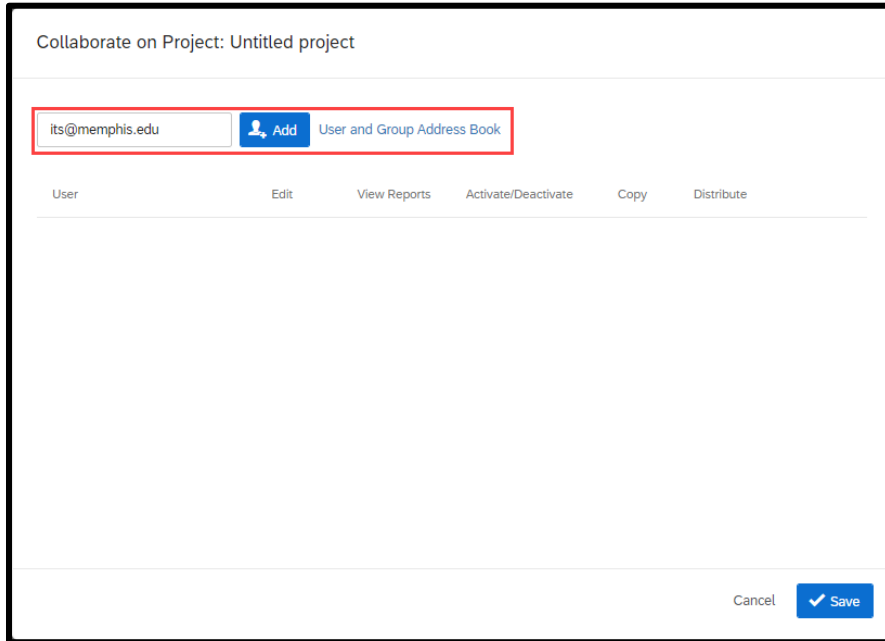
Distribute

C

Cancel

 Save

Once you have added the person you would like to share and collaborate with, click **Add**.



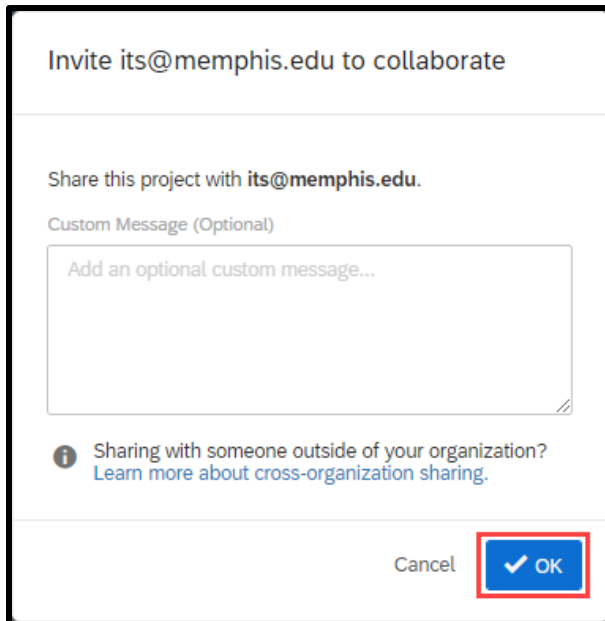
Collaborate on Project: Untitled project

its@memphis.edu Add User and Group Address Book

User	Edit	View Reports	Activate/Deactivate	Copy	Distribute
------	------	--------------	---------------------	------	------------

Cancel Save

When you click **Add**, the option to send the user a message via email will immediately pop up. Here you can send the user a message telling them that you have shared a project with them. Type your message in the provided field then click **OK**.




Invite its@memphis.edu to collaborate

Share this project with its@memphis.edu.

Custom Message (Optional)


Add an optional custom message...


 Sharing with someone outside of your organization?
[Learn more about cross-organization sharing.](#)

Cancel OK


Once the message is sent you will be presented with the options for permission levels you want to grant to the user. Here you can check the boxes to edit specific permissions for the user you are collaborating with.

Collaborate on Project: Untitled project

 Add [User and Group Address Book](#)

User	Edit	View Reports	Activate/Deactivate	Copy	Distribute	
its@memphis.edu	<input checked="" type="checkbox"/> Details	<input checked="" type="checkbox"/> Details	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	

Cancel

 Save

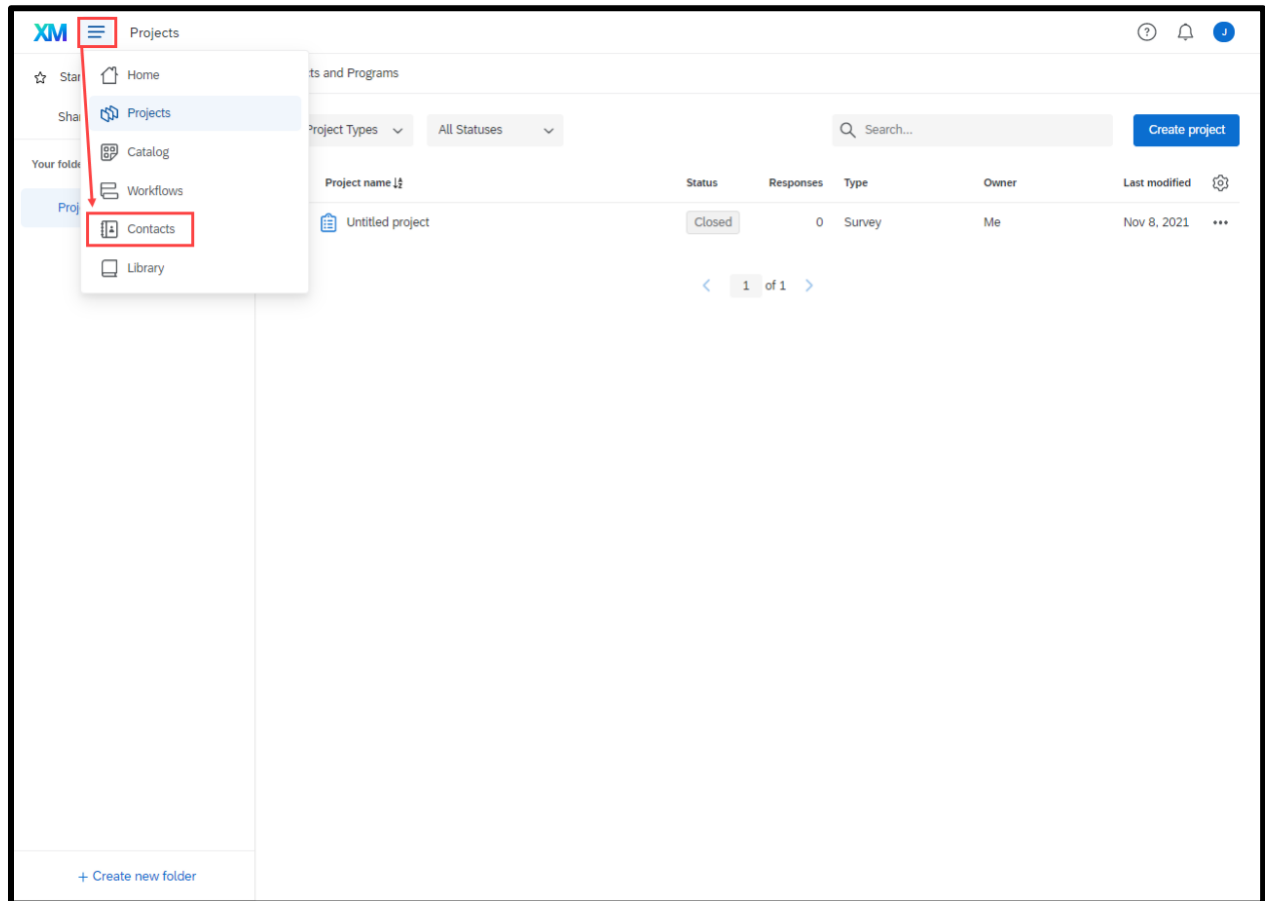
The choices in sharing/collaboration include edit, view reports, activate/deactivate, copy, and distribute.

Edit Details and **View Reports Details** contain many more survey permissions that are available for you to select.

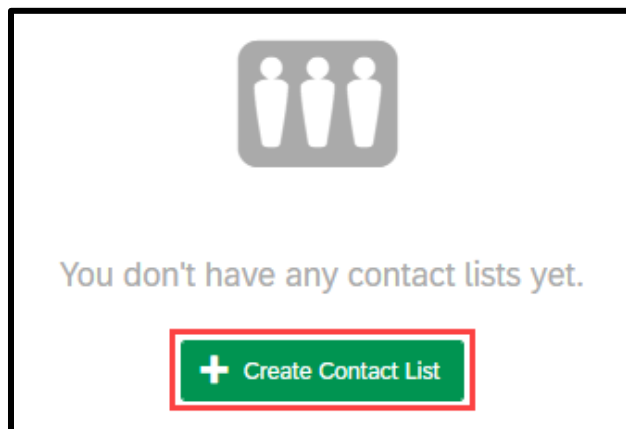
Once you have selected the choices, click **Save**.

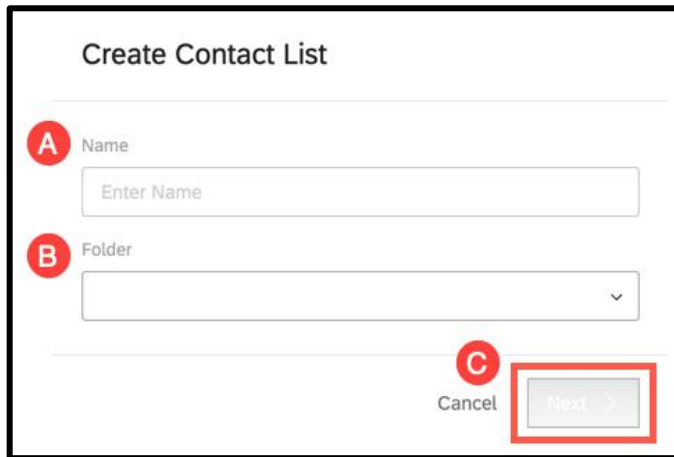
Creating a Custom Contact List

From the **Projects** page go to the contacts menu listing located in the dropdown in the top-left corner of the page.



Next click **Create Contact List**.





The screenshot shows a web form titled "Create Contact List". It contains two input fields: "Name" with a placeholder "Enter Name" and "Folder" with a dropdown arrow. At the bottom right, there are two buttons: "Cancel" and "Next >". Red circles with letters A, B, and C are used as annotations. Circle A points to the "Name" label, circle B points to the "Folder" label, and circle C points to the "Next >" button, which is also highlighted with a red rectangular box.

Once you have A) named and B) designated where the contacts will be saved, C) click **Next**.

Adding Contacts

You can add contacts from an imported csv file, add them manually, or import them from another survey.

Add Contacts

Import From a File

Add Manually

Import From a Survey

Browse...

Reload


Show Options

File Requirements


- The first row must have the field names for each column.
- Each row must have a primary email address (Email). All other fields are optional (FirstName, LastName, etc.)
- The maximum file size is 100mb.

Updating Existing Contacts

- Use a 'RecipientID' column containing recipient IDs and add any optional fields
- Contact data will be updated. New fields will be added as necessary.

 [Example Document](#)

Skip this step

 Add Contacts

Importing Contacts from a File

File Requirements:

The first row must have the field names for each column.

Each row must have a primary email address (Email). All other fields are optional (FirstName, Last Name, etc.) The maximum file size is 100mb.

Updating Existing Contacts:

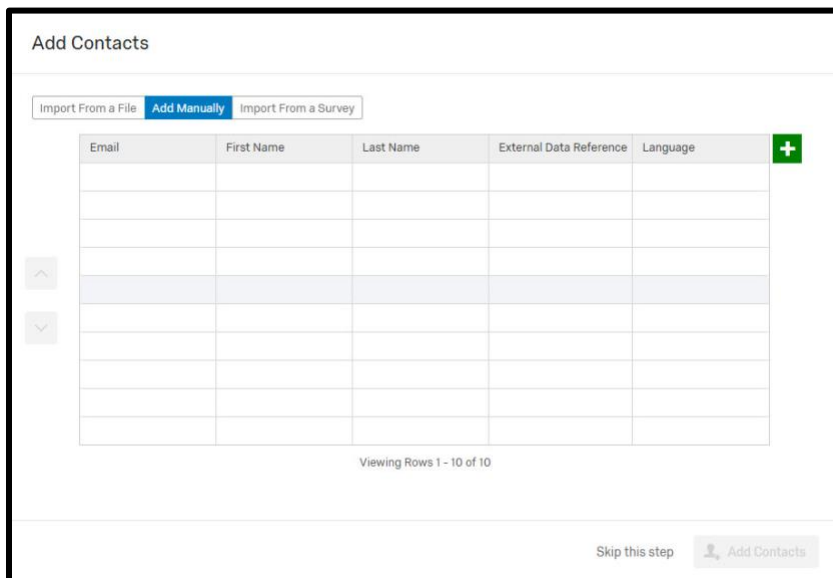
Use a 'RecipientID' column containing recipient IDs and add any optional fields

Contact data will be updated. New fields will be added as necessary. You can download a provided sample Excel template for contacts by clicking on the Example Document.



Adding Contacts Manually:

1. Navigate to the **Import Contacts** window by following the same steps for Creating a New Contact List. Select **Add Manually**. Enter the email, first name, last name. External Data Reference and Language are optional. You may also choose to add and additional field by selecting the green + sign located at the top right-hand corner of contact list.

A screenshot of a web form titled "Add Contacts". At the top, there are three tabs: "Import From a File", "Add Manually" (which is highlighted in blue), and "Import From a Survey". Below the tabs is a table with five columns: "Email", "First Name", "Last Name", "External Data Reference", and "Language". The table has 10 rows. A green plus sign icon is located in the top right corner of the table. To the left of the table, there are two small arrows, one pointing up and one pointing down. Below the table, it says "Viewing Rows 1 - 10 of 10". At the bottom right of the form, there are two buttons: "Skip this step" and "Add Contacts" (which has a person icon).

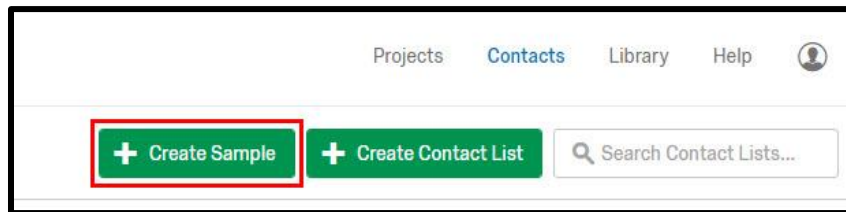
2. Once you have entered the contacts click **Add Contacts**.

Creating a Contact List Sample

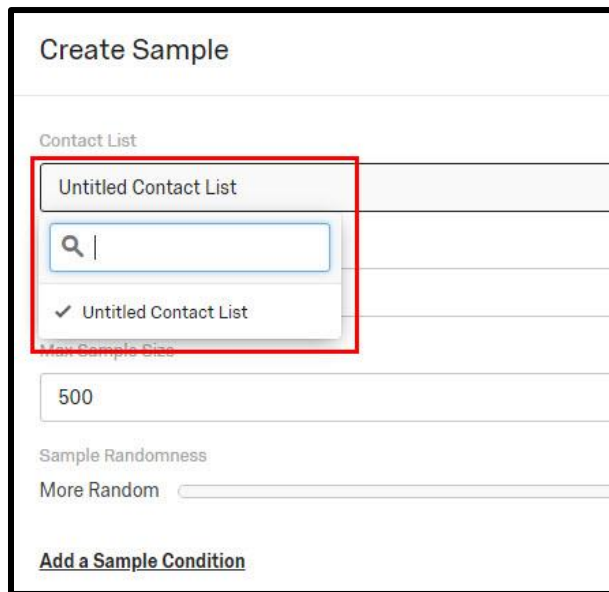
A **Contact List Sample** is a subgroup of participants from your contact list to which you can send surveys. You can sample randomly, or you can select participants that meet certain conditions.

Using a **Contact List Sample** allows you to target specific segments of your audience at a time, allowing you to run pilot distributions, space your data collection over time, and reach out to individuals who haven't responded to a survey invitation and more.

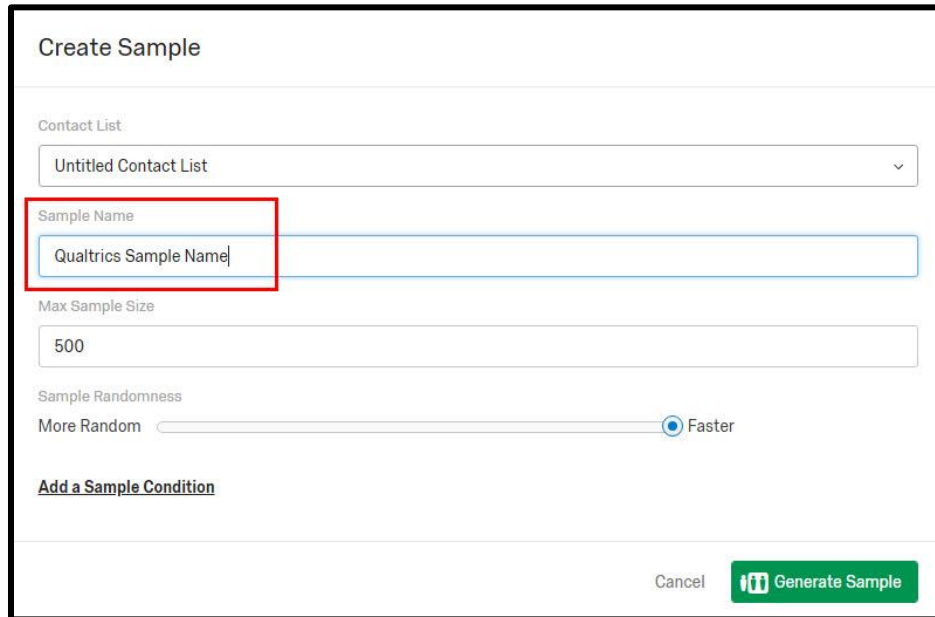
1. Navigate to **Contacts** section of the survey and click **Create Sample**.



2. Select the contact list you want to pull your sample from.

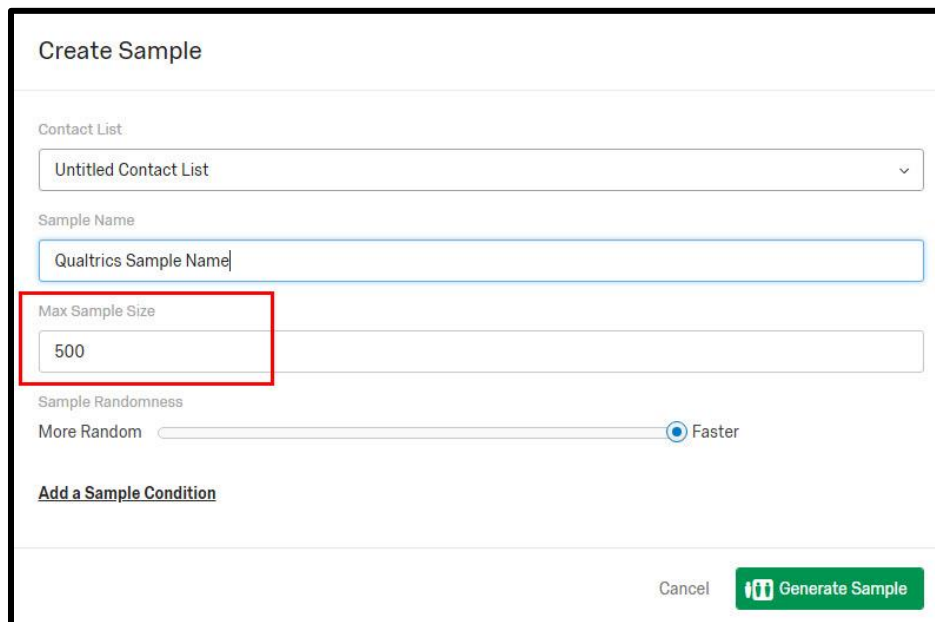


3. Name your sample by typing the name in the space provided under the words **Sample Name**.



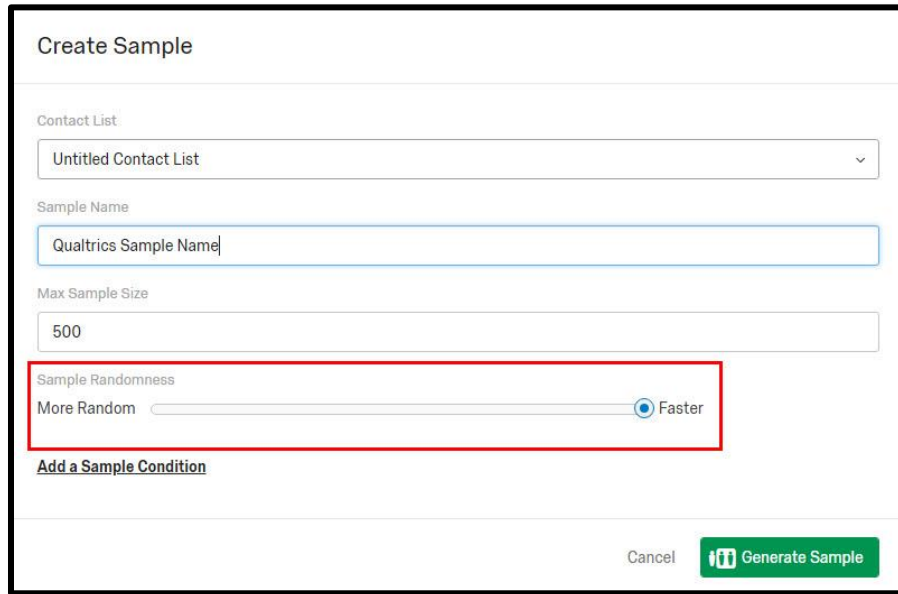
The screenshot shows the 'Create Sample' form. The 'Sample Name' field, which contains the text 'Qualtrics Sample Name', is highlighted with a red rectangular box. Other fields include 'Contact List' (set to 'Untitled Contact List'), 'Max Sample Size' (set to '500'), and 'Sample Randomness' (set to 'Faster'). At the bottom, there are 'Cancel' and 'Generate Sample' buttons.

4. Enter your limit of how large your sample can be by selecting the **Max Sample Size**.



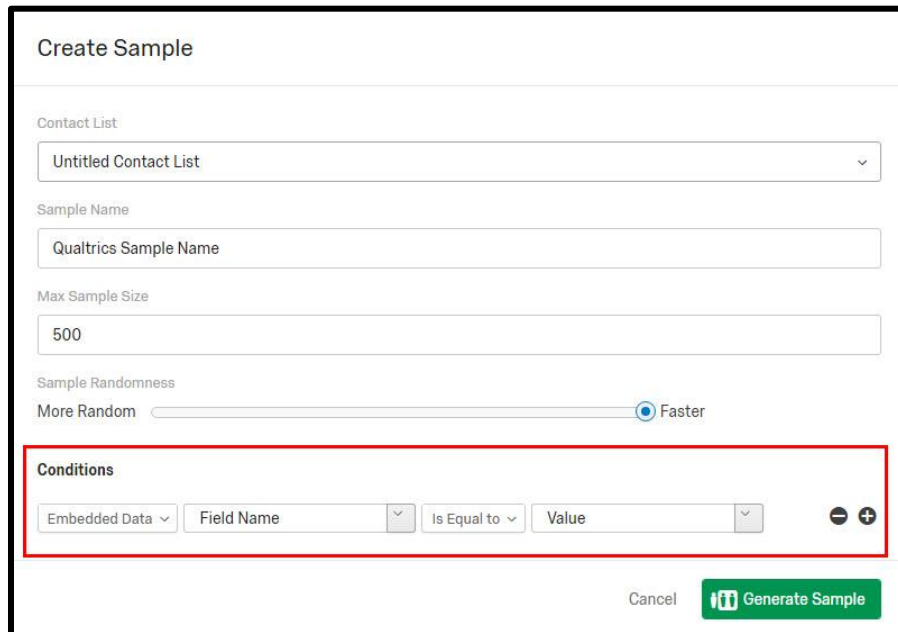
This screenshot is identical to the previous one, showing the 'Create Sample' form. In this instance, the 'Max Sample Size' field, which contains the value '500', is highlighted with a red rectangular box. The 'Sample Name' field also contains 'Qualtrics Sample Name'. The 'Contact List' is 'Untitled Contact List', and 'Sample Randomness' is 'Faster'. The 'Cancel' and 'Generate Sample' buttons are at the bottom.

5. Use the **Sample Randomness** slider to control how fast and random the sample is calculated.



The screenshot shows the 'Create Sample' form. The 'Contact List' dropdown is set to 'Untitled Contact List'. The 'Sample Name' field contains 'Qualtrics Sample Name'. The 'Max Sample Size' field contains '500'. The 'Sample Randomness' section is highlighted with a red box; it includes a slider between 'More Random' and 'Faster', with the 'Faster' radio button selected. Below this is a link that says 'Add a Sample Condition'. At the bottom right are 'Cancel' and 'Generate Sample' buttons.

6. You can also choose to add a **Sample Condition**, which will set conditions for which the contacts are eligible to be in the sample (to add multiple conditions, click the gray plus sign to the right of the condition).



This screenshot shows the same 'Create Sample' form, but with the 'Conditions' section highlighted by a red box. The 'Conditions' section contains a row of input fields: 'Embedded Data' (dropdown), 'Field Name' (text field with a dropdown arrow), 'Is Equal to' (dropdown), and 'Value' (text field with a dropdown arrow). To the right of these fields are minus and plus icons. The 'Sample Randomness' slider is visible above this section, and the 'Generate Sample' button is at the bottom right.

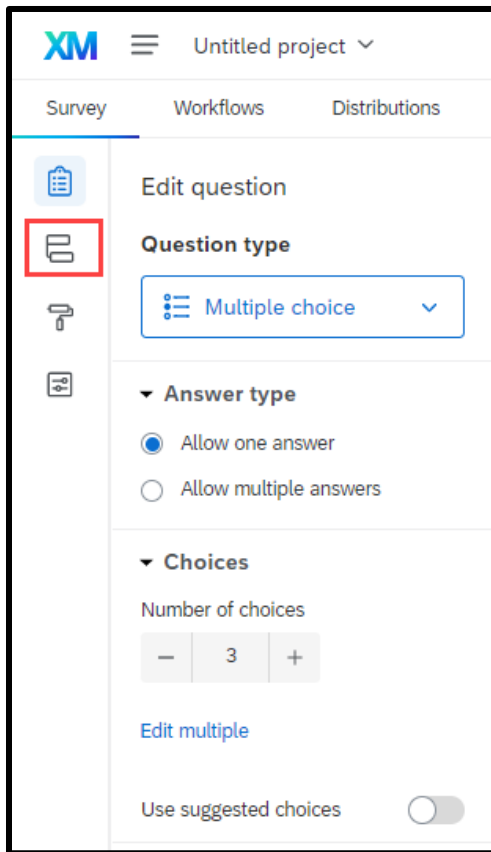
7. Click the green **Generate Sample** button to generate a sample.

Creating a Contact List Sample

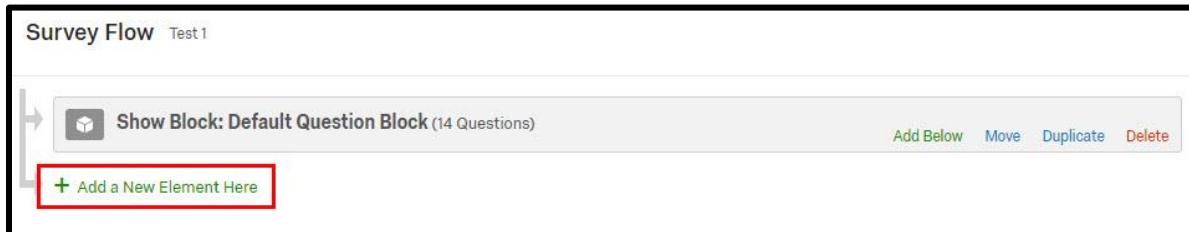
To create a survey, which uses your UofM Authentication credentials, first select the survey you would like to authenticate using the UofM credentials.

Select the survey you would like to authenticate.

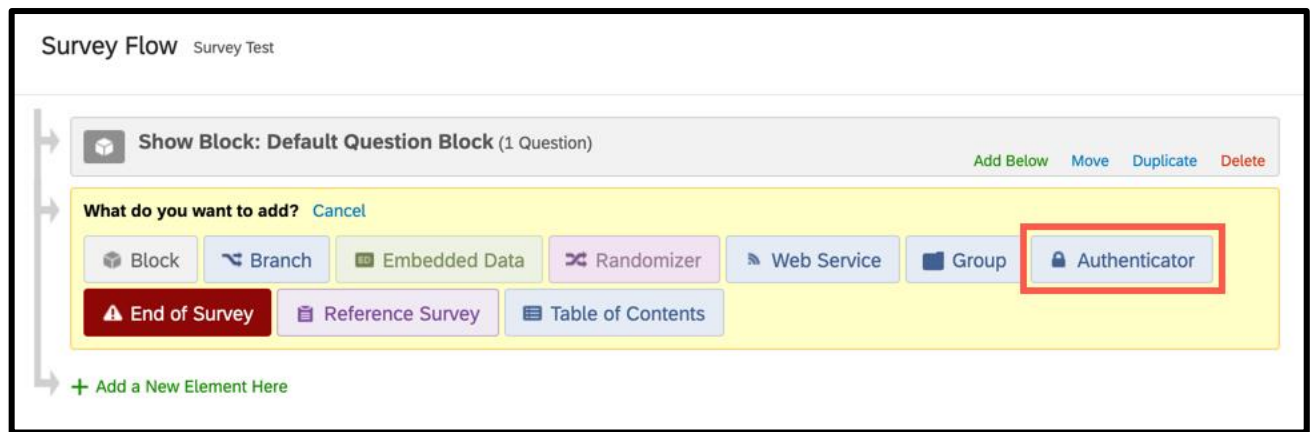
1. Select Survey Flow once you have selected the survey to edit.



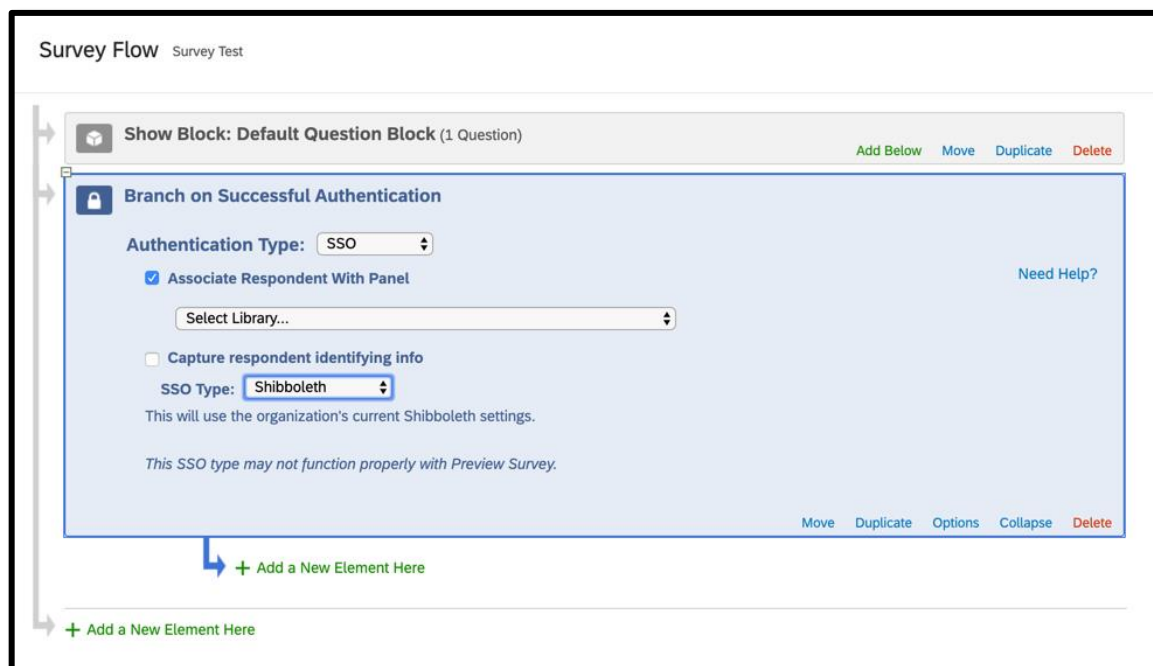
2. Next select Add a New Element here.



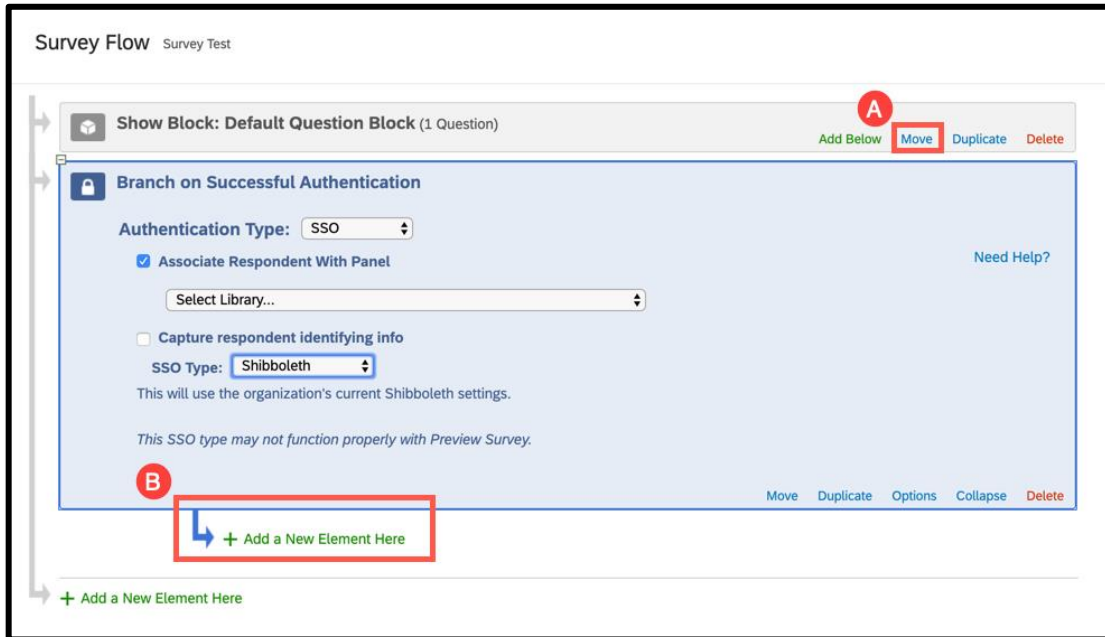
3. Next, you will select **Authenticator** from underneath the question. What do you want to add? Choose Authenticator from the list of selections.



4. With the **Authenticator Menu** selected make sure you choose **SSO** from **Authentication Type**, **Associate Respondent With Panel** is not selected, **Capture Respondent Identifying Info** is not selected and that **SSO Type** has **Shibboleth** as a choice selected from the drop-down menu.



- Next, you will need to move your block of questions below the branch authentication. (A) Clicking on **Move** will change colors to a bright green. (B) Drag the block of questions below and get right next to the indented arrow so that the block of questions falls underneath branch and by the arrow.



Survey Flow Survey Test

Show Block: Default Question Block (1 Question)

Add Below **Move** Duplicate Delete

Branch on Successful Authentication

Authentication Type: SSO

☒ Associate Respondent With Panel

Select Library...

☐ Capture respondent identifying info

SSO Type: Shibboleth

This will use the organization's current Shibboleth settings.

This SSO type may not function properly with Preview Survey.

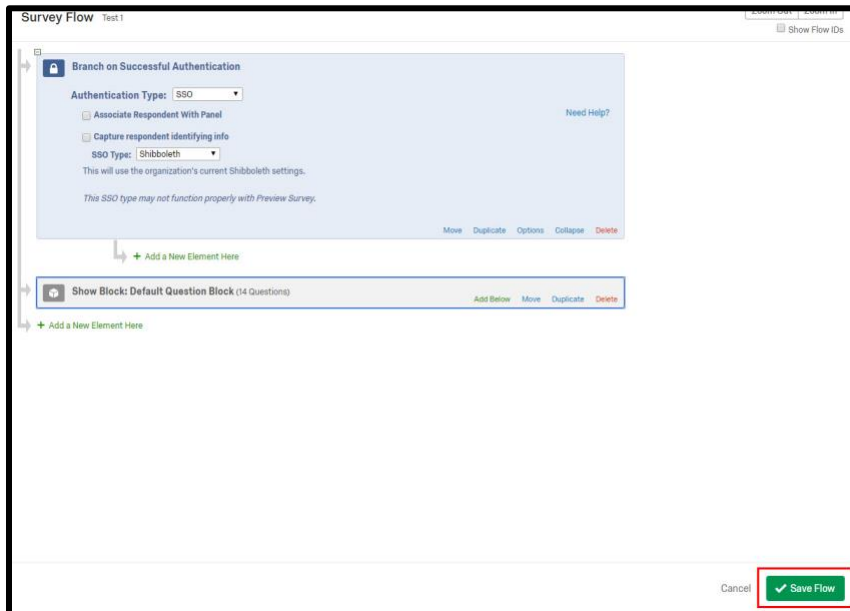
Need Help?

Move Duplicate Options Collapse Delete

+ Add a New Element Here

+ Add a New Element Here

When your questions block has been moved to the correct place, it will look like this. Click **Save Flow**.



Survey Flow Test 1

Branch on Successful Authentication

Authentication Type: SSO

☐ Associate Respondent With Panel

☐ Capture respondent identifying info

SSO Type: Shibboleth

This will use the organization's current Shibboleth settings.

This SSO type may not function properly with Preview Survey.

Need Help?

Move Duplicate Options Collapse Delete

+ Add a New Element Here

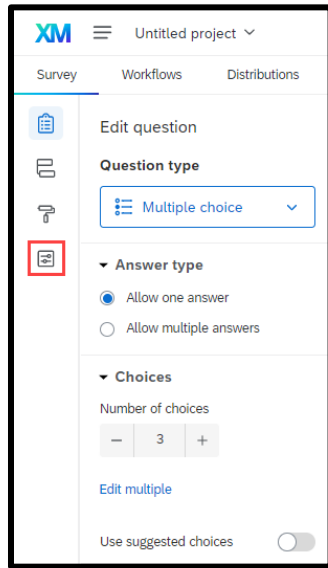
Show Block: Default Question Block (14 Questions)

Add Below Move Duplicate Delete

+ Add a New Element Here

Cancel **Save Flow**

6. Next, you will need to make sure the survey options have been configured correctly.



XM Untitled project

Survey Workflows Distributions

Edit question

Question type

Multiple choice

Answer type

Allow one answer

Allow multiple answers

Choices

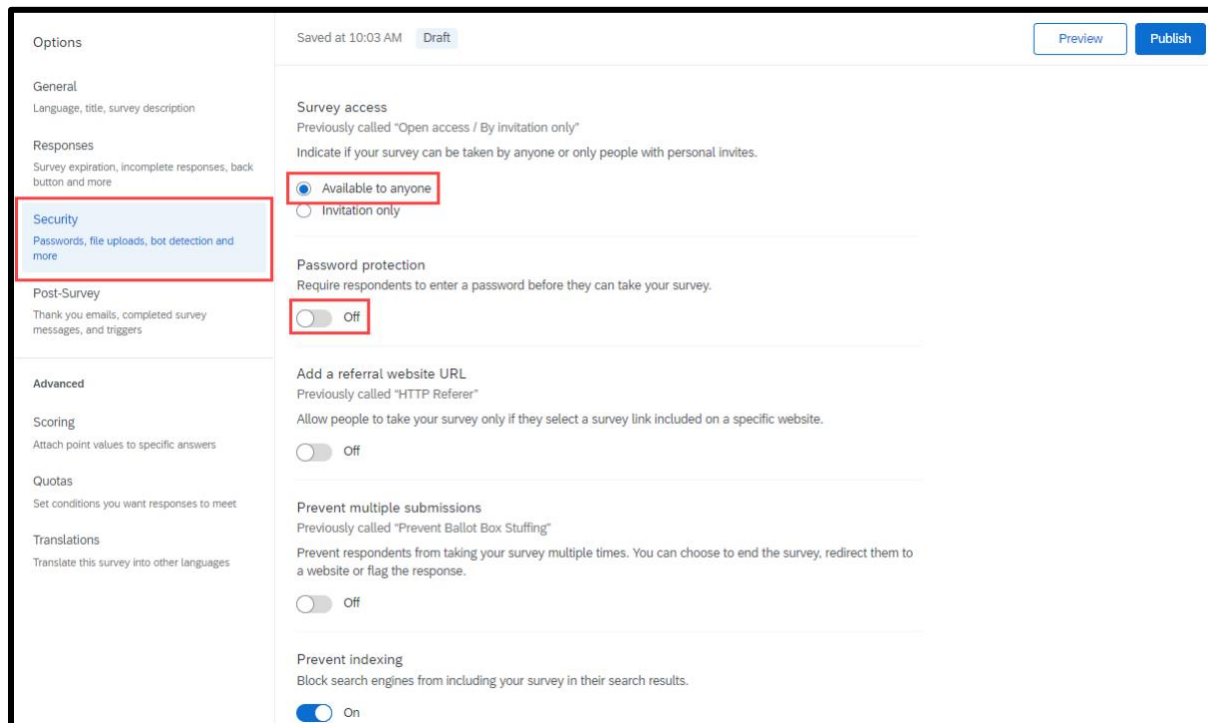
Number of choices

3

Edit multiple

Use suggested choices

Under Survey Protection make sure open access is selected and that password protection is not selected. Click Save when you have finished.



Options

Saved at 10:03 AM Draft

Preview Publish

General

Language, title, survey description

Responses

Survey expiration, incomplete responses, back button and more

Security

Passwords, file uploads, bot detection and more

Post-Survey

Thank you emails, completed survey messages, and triggers

Advanced

Scoring

Attach point values to specific answers

Quotas

Set conditions you want responses to meet

Translations

Translate this survey into other languages

Survey access

Previously called "Open access / By invitation only"

Indicate if your survey can be taken by anyone or only people with personal invites.

Available to anyone

Invitation only

Password protection

Require respondents to enter a password before they can take your survey.

Off

Add a referral website URL

Previously called "HTTP Referrer"

Allow people to take your survey only if they select a survey link included on a specific website.

Off

Prevent multiple submissions

Previously called "Prevent Ballot Box Stuffing"

Prevent respondents from taking your survey multiple times. You can choose to end the survey, redirect them to a website or flag the response.

Off

Prevent indexing

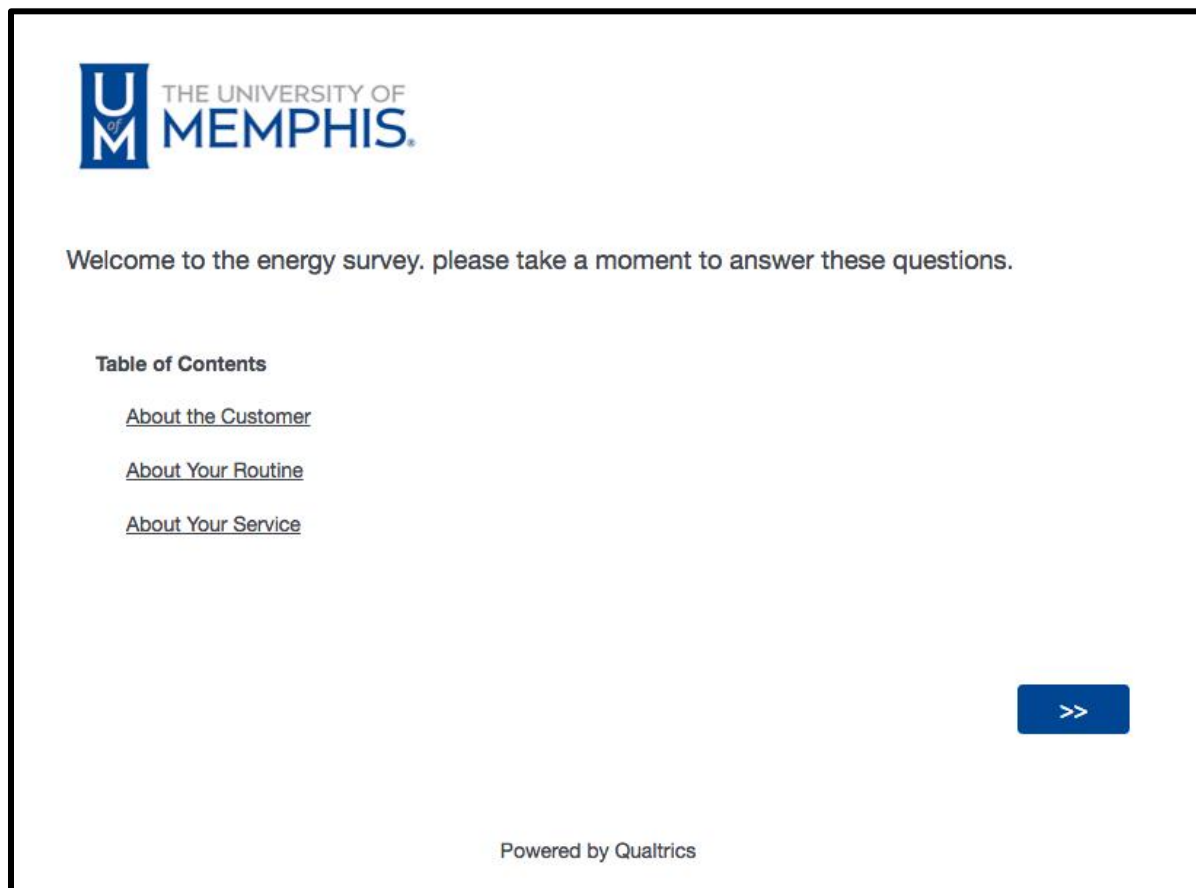
Block search engines from including your survey in their search results.

On

Table of Contents

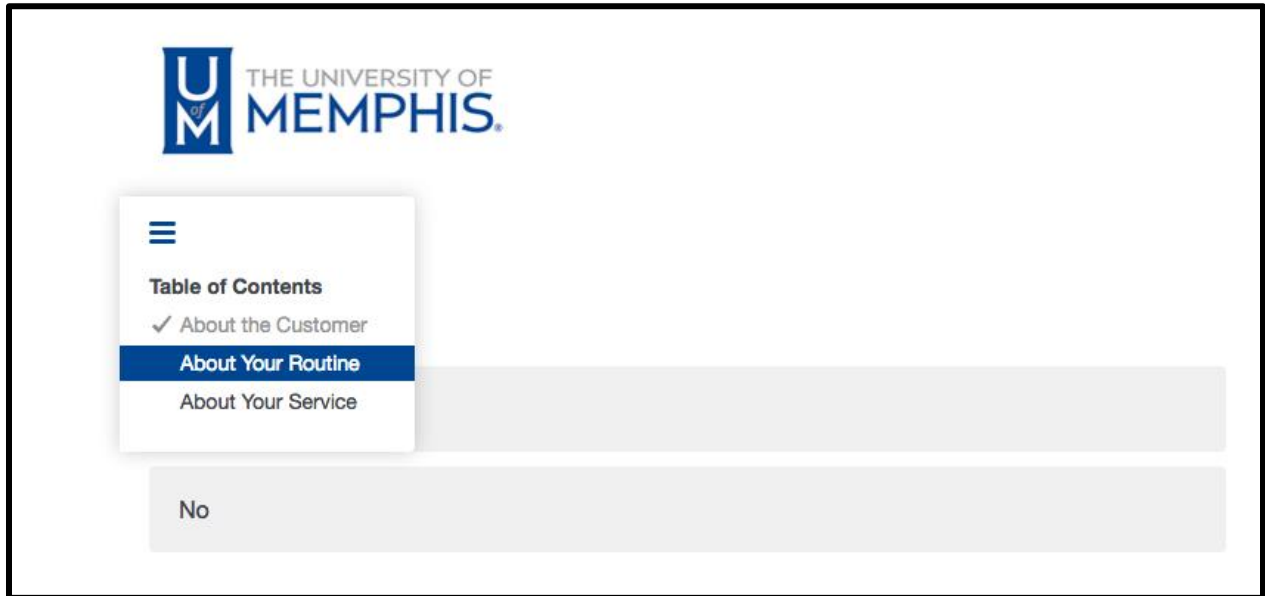
Use the Table of Contents (ToC) feature to allow your respondents to navigate between question blocks while taking a survey. Each survey respondent will have access to a Table of Contents that allows them to jump to different sections in your survey and track their overall progress.

Table of contents is a **Survey Flow** element like **Branch Logic** or **Randomizers**. When a respondent reaches a Table of Contents (ToC), they see a list of all the blocks included within the ToC and can choose to start in any block.



The respondent can then click on a block to move to that section of the survey.

At any point, the respondent can click on a sidebar to see a list of all blocks in the ToC. Any completed blocks will have a checkmark, helping the respondent keep track of their progress.



How to Create a Table of Contents

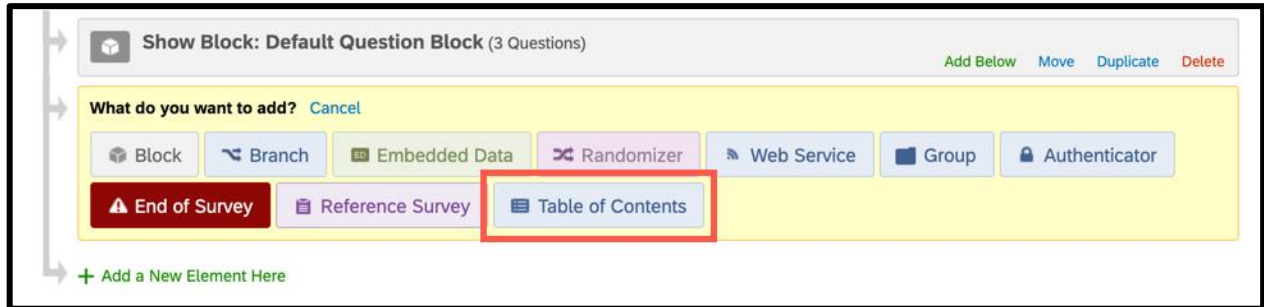
1. With your survey open, next open **Survey Flow** in the survey module.

The screenshot shows the XM Survey Flow interface. At the top, there's a header with the XM logo, a menu icon, and 'Untitled project'. Below this are tabs for 'Survey', 'Workflows', and 'Distributions'. On the left, a sidebar contains icons for 'Edit question', 'Question type' (highlighted with a red box), 'Answer type', and 'Choices'. The main area displays the 'Question type' settings for a 'Multiple choice' question. It includes an 'Answer type' section with radio buttons for 'Allow one answer' (selected) and 'Allow multiple answers'. Below that is a 'Choices' section with a 'Number of choices' field set to 3, and buttons for 'Edit multiple' and 'Use suggested choices' (with a toggle switch).

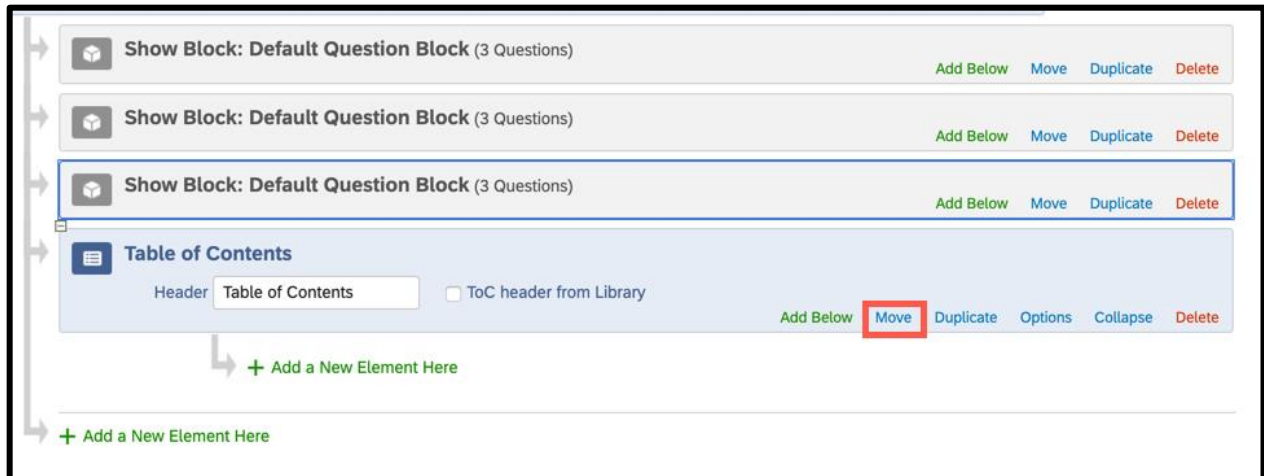
2. Click **Add a New Element Here** or **Add Below**.

The screenshot shows the XM Survey Flow interface with a 'Show Block: Default Question Block' containing three questions: 'Q1. Did you leave any lights on at your home?', 'Q4. Which lights were left on?', and 'Q5. What is your gender?'. At the bottom right of the block, there are buttons for 'Add Below' (highlighted with a red box), 'Move', 'Duplicate', and 'Delete'. Below the block, there is a green button with a plus icon and the text 'Add a New Element Here' (highlighted with a red box).

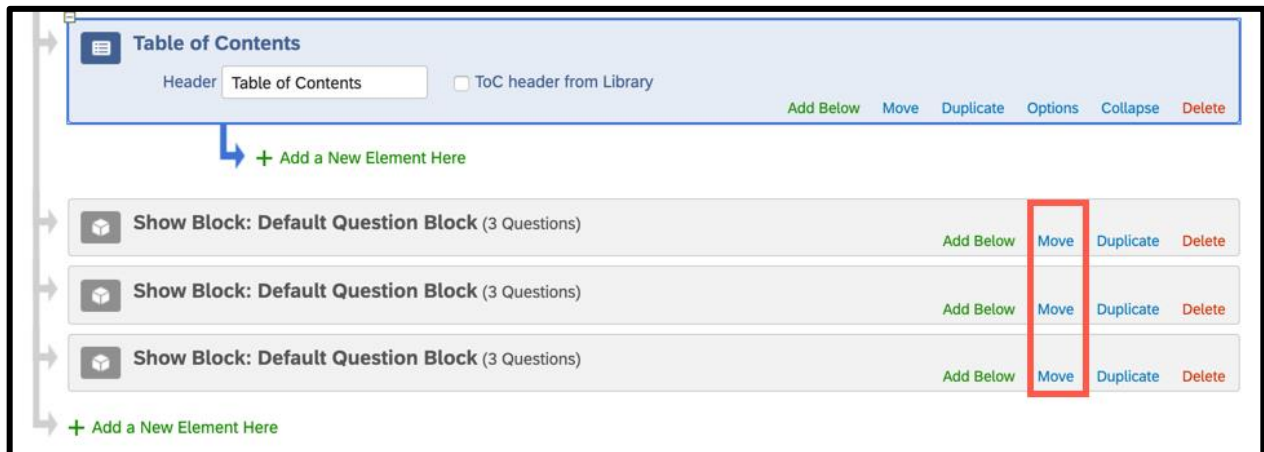
3. Select **Table of Contents**.



4. Move the **Table of Contents** element to the correct location by clicking move and dragging the element.



5. Click Move to move the question block and other elements so that they are nested beneath the Table of Contents element.



6. Click **Save Flow**, located at the bottom right-hand corner of the page.

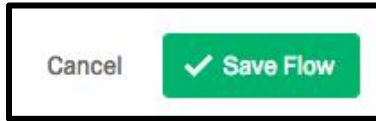
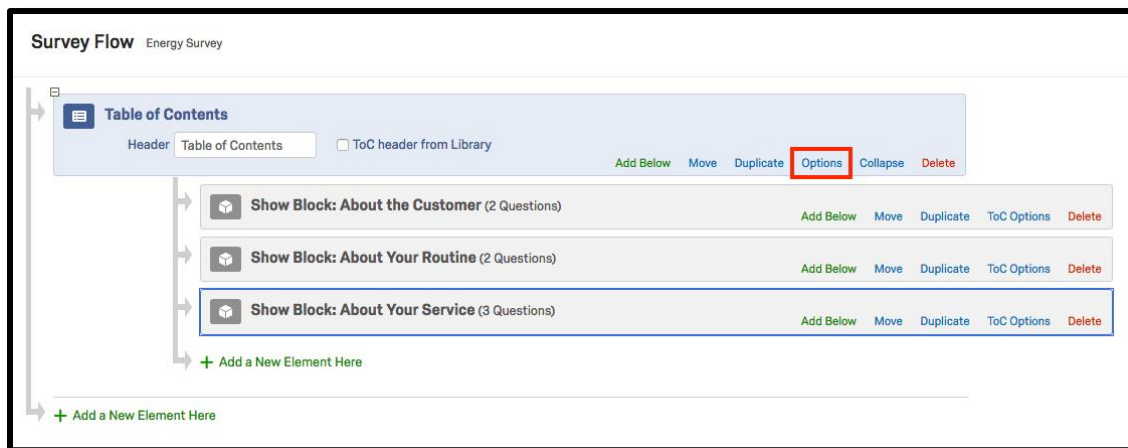
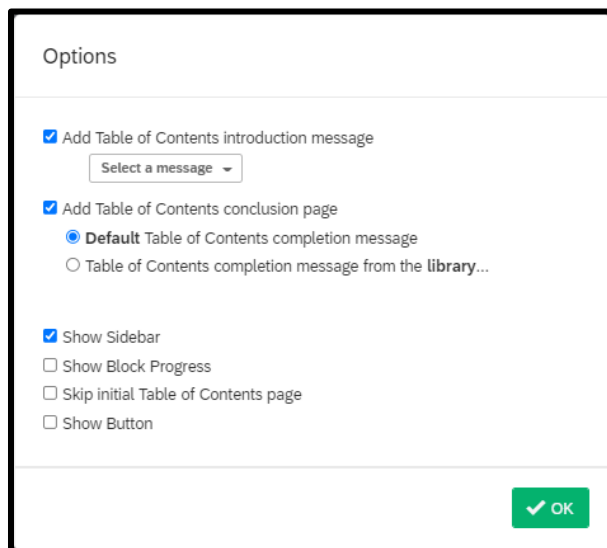


Table of Contents Options

There are several available options for table of content navigation. To see the available options, select Options.



From here you can select the various options available. When your selections are made click **OK**.



Collecting Survey Results

The survey has a quick view of results located to the right of the survey which provides information about the survey. It tells you the status of your survey, the number of responses. How many of those responses are complete, how many of them are only partially completed, as well as an overall completion rate.

Status	Creation date ↑	Responses	
● Active	Jan 10, 2020	340	...

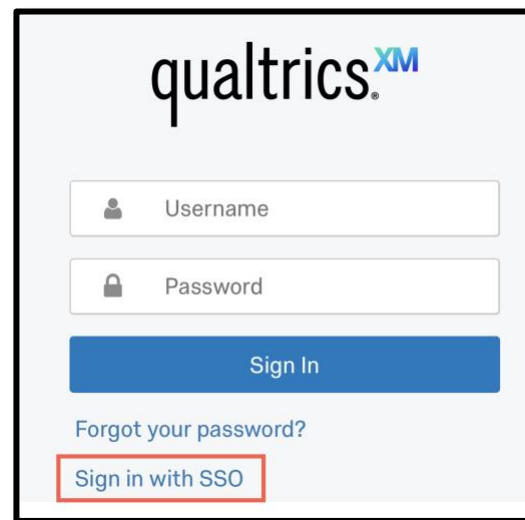
Data and Analysis

The Data & Analysis module allows you to manage, add information to, and analyze individual participant responses. The module is organized into three tabs: Data, Text, and Cross Tabs.

XM Documentation Specialist Assistant Applic...				Projects	Contacts	Library	Admin	Help	
Survey	Actions	Distributions	Data & Analysis	Reports					
Data	Text	Stats IQ	Crosstabs	Weighing					
Add Filter ▾				Recorded Responses 25		Responses in Progress 0			
With Selected ▾				Page 1 of 2 ▾		Export & Import ▾	Edit	Tools ▾	
<input type="checkbox"/>	Recorded Date	Q5 - Please write a statement detailing your experience with website maintenance...	Q9 - Please provide an example of your technical writing 150 to 200 words. (Thi...	Q7 - Campus:	Q10 - Do you have experience with website maintenance? (requirement for position)	Actions			
<input type="checkbox"/>	Dec 26, 2019 12:41 AM	I have experience working in customer service. I answered the phone, greeted customers, scheduled appointments, and other duties assigned.	No experience, however, interested in learning.	Main Campus	No	▾			
<input type="checkbox"/>	Dec 20, 2019 9:13 PM	I interned as an IT Support Engineer and oversaw several System and Network maintenance projects and also have basic knowledge of HTML5, CSS, Bootstrap and using Dreamweaver. As a graduate engineer, I was an analyst in rotational training where Energy Analytics, Customer Complaints Resolution, and Energy Billing were among key departments I was actively engaged in. There are specific details in my resume which could be made available upon request.	Computer vision is an exciting field involving several disciplines aimed at improving machine understanding of the visual world. The long-term goal is to close the "perception-action" loop in machines by designing intelligent systems capable of performing visual tasks like the human visual system. In the last decade, great strides have been made in achieving visual understanding from images and videos. One novel medium through which this task is achieved is the graph dataset called scene graphs. Scene graphs are pairwise semantic descriptions of objects in a visual scene on a spatiotemporal level; giving rich information about objects referred, spatial position and contextual relationships. Owing to the structured description and enlarged semantic space that scene graphs possess, it contributes to numerous downstream computer vision tasks such as visual reasoning, image captioning and image generation, etc. However, despite its broad applicability, Accuracy is a significant drawback to scene graph parsing. The lack of precision in predicting non-common predicates; an entity instance confusion in distinguishing between proximally close objects; an over-reliance on well-labeled external data for training and reference; are all among the limitations due to accuracy in scene graph parsing.	Main Campus	Yes	▾			

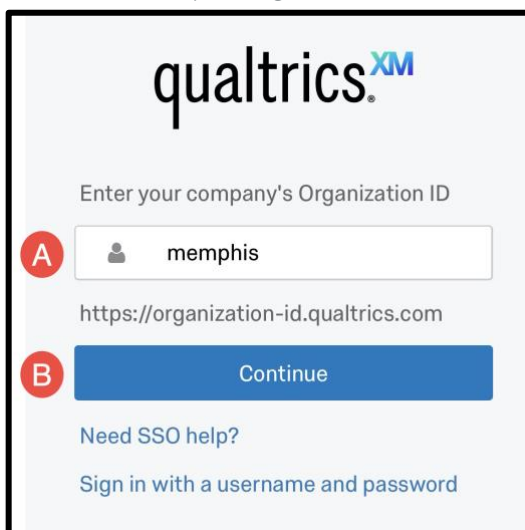
Downloading the Qualtrics Offline Surveys App

1. Go to the iTunes App Store if you have an iPad or iPhone or go to the Google Play Store if you have an Android device.
2. Search for “Qualtrics” and download the Qualtrics Offline Surveys app. Note: You can also download the Qualtrics Offline Surveys app to your device using these links: [iPad](#), [iPod, & iPhone](#) or [Android Tablets & Phones](#).



The image shows the Qualtrics login interface. At the top is the Qualtrics XM logo. Below it are two input fields: 'Username' with a person icon and 'Password' with a lock icon. A blue 'Sign In' button is positioned below the password field. Underneath the button is a link for 'Forgot your password?'. At the bottom, there is a red-bordered button labeled 'Sign in with SSO'.

3. Enter your credentials. Select **Sign in with SSO**.
4. A) In Company's Organization ID enter Memphis, B) Click continue.



The image shows the Qualtrics SSO (Single Sign-On) screen. At the top is the Qualtrics XM logo. Below it is the text 'Enter your company's Organization ID'. There is a text input field containing the word 'memphis', preceded by a red circle with the letter 'A' and a person icon. Below the input field is the URL 'https://organization-id.qualtrics.com'. A blue 'Continue' button is below the URL, preceded by a red circle with the letter 'B'. At the bottom, there are two links: 'Need SSO help?' and 'Sign in with a username and password'.

5. A) Enter your UofM credentials - UUID and PW. Authenticate with DUO Then
B) Click Login.

U THE UNIVERSITY OF
M MEMPHIS

Login to Qualtrics Labs, Inc.

UUID
e.g., jsmith

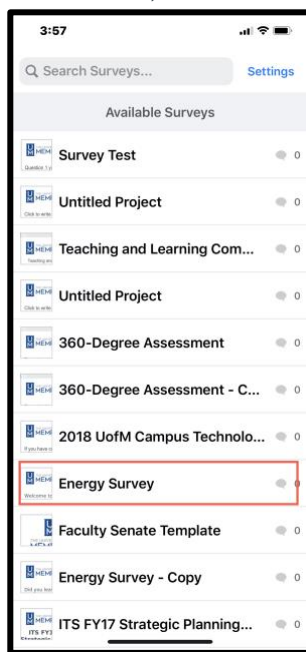
Password

Login

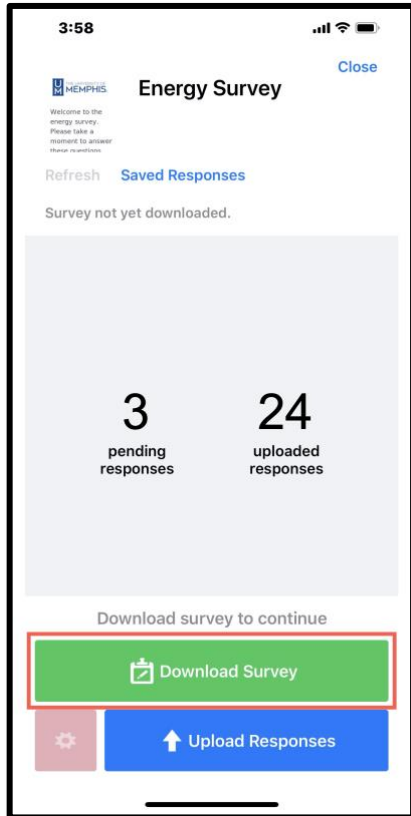
- > Forgot your username?
- > Reset your password?
- > Initialize your account?
- > Need help?

Downloading Surveys

1. In the Offline Surveys app, choose on the survey you wish to download
(*Note: you can search for specific surveys by using the search box at the top of the screen*).

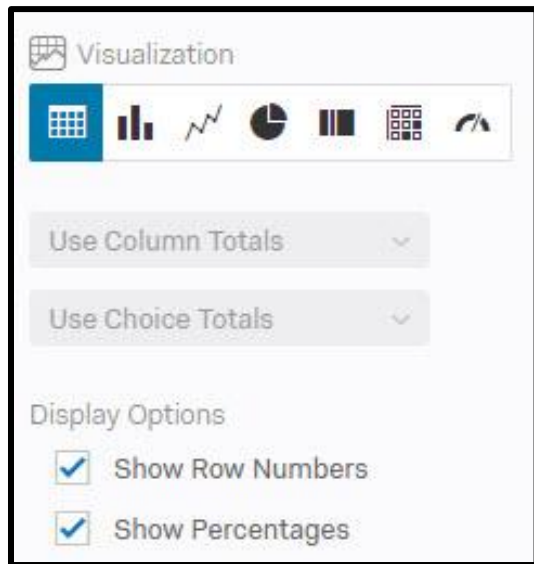


2. Tap Download Survey.

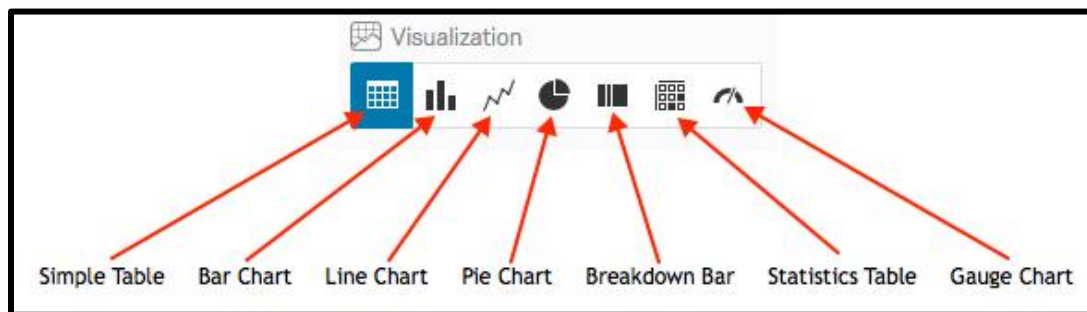


Reports

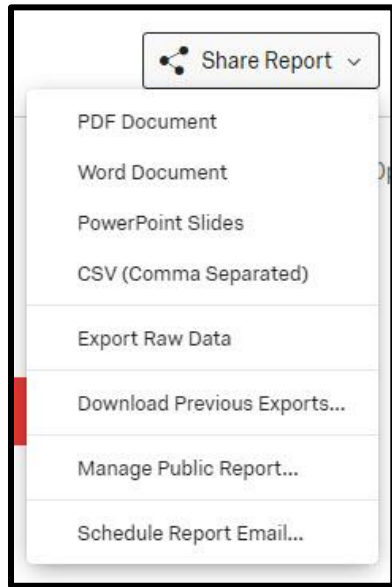
Reports are available to you once your survey has been completed. There are several different modes of visualization that your reports can be displayed in. Visualization options are located to the lower right-hand side of the page.



The choices for visualization include Simple Table, Bar Chart, Line Chart, Pie Chart, Breakdown Bar, Statistics Table and Gauge Chart.



Reports can also be exported as a PDF Document, Word Document, or CSV (comma separated value) from **Share Report**.



Locating Help Resources

umTech offers support to faculty, staff, and students, provides additional assistance, and resources. Such help can be located as follows:

Submitting a Service Request

Login URL: [Click here for our service desk ticketing system.](#) After logging in, choose the appropriate form request for services.

Contact the ITS Service Desk — 901.678.8888 any day of the week! *(Excluding Some Holidays)*

[ITS Service Desk Hours](#)

Contact the Service Desk for assistance with technical login problems or issues. ALL incoming calls after hours will be handled by voicemail services. If you require assistance after 8:00 pm, please leave a message or [submit a service request](#).

Voice messages will be checked regularly and receive priority response the following business day. You may also email umTech at umtech@memphis.edu. *(Using this email will automatically generate a service request).*

Important Links

[Explore the umTech Website](#)

[Search the Solutions Page](#)