

Online tutorials

Tutorial	Description
Introduction - survey platform overview	Welcome to Qualtrics! With the Survey Platform, you're able to construct surveys, distribute them to your respondents, report on your results, and more. It doesn't matter whether your project is ongoing or one-off, market or academic—all insights are easy to gather. To help you get started, we've prepared a brief overview of the Survey Platform.
Step 1: Beginning to build	Learn how to create a survey from scratch using various Qualtrics features for adding questions, editing questions, and formatting your survey's look and feel.
Step 2: Customizing Survey Pathways	Learn about the various logics that enable your survey to present unique experiences to each respondent. Specifically you will learn how to hide/display questions and question blocks based on respondent criteria (i.e., only those 18+ are allowed to see the main survey questions).
Step 3: Customizing Survey Experience	Learn how to customize your survey further using some advanced Qualtrics features like Quotas and Force Response.
Step 4: Distribute your survey	Learn how to get your survey to your respondents. Specifically you will learn about the various distribution methods in Qualtrics: email, social media, QR codes, etc.
Step 5: Analyzing your data	Learn how to analyze the data that your respondents have provided. Specifically you will learn about the Data & Analysis and Reports modules that enable you to view your data on both an individual and aggregate level.