Qualtrics Survey System: Helpful Links

Creating a new project:
A project can consist of a survey, distribution record, and collection of responses and reports. You can create a new survey project from scratch, from a copy of an existing survey, from a template in your Survey Library, or from an exported QSF file.

Changing the survey look and feel:
The way your survey looks can determine how well it performs. The good news is that Qualtrics give you the ability to build visually appealing surveys.

Applying skip logic:
Skip Logic allows you to send respondents to a future point in the survey based on how they answer a question. For instance, if a respondent indicates that they don’t agree to your survey’s consent form, they could immediately be skipped to the end of the survey.

Applying display logic:
You can use Display Logic to create a survey that is customized to each respondent. When a specific question or answer choice pertains only to certain respondents, you can set Display Logic on it so that it shows conditionally, based on previous information. Through Display Logic, you can create surveys that dynamically adapt to your respondents’ answers.

Distributing a survey:
Qualtrics provides easy and convenient ways to distribute your survey. You may utilize options such as anonymous links or emailing survey invitations. If using the Qualtrics mailer feature to send survey invitations via email it is important to understand the difference between Anonymous Links and Individual Links.

Contacts and mailing lists:
Contact lists are mailing lists used to distribute survey invitations via email. Contact lists are often also referred to as panels or, simply lists.

Survey results and reporting:
Qualtrics has a variety of user friendly options to obtain and report survey results. The results and reports tool allows users to add visualizations such as tables and graphs that easily display your data.

Collaborate Feature:
The Collaborate feature allows you to give other Qualtrics users access to your surveys when they log into their accounts. This way, you can work on the same project without giving out your account information. You can even choose to restrict what type of access other users have to your project. For example, if you have translators working on your project, you can make sure they have editing privileges, but no access to the data you collect.