Lesson Plan: Introduction to Qualtrics

Purpose & Objectives
In this workshop, participants will learn how to create and deploy a basic survey in Qualtrics.

After completing this workshop, participants will be able to:
- Create, publish and distribute a survey
- Design different survey question types (ex. multiple choice, single answer, ranking, etc.)
- Understand and modify survey flow
- Apply skip and display logic
- Generate reports and export data

Audience
- Faculty and Staff

What We Cover

I. Building A Survey
   A. Creating a Project
   B. Adding Simple and Advanced Questions
      1. Multiple Choice, Single Answer, Multiple Select
      2. Rank order, Scale, Matrix
   C. Grouping Questions (Blocks)

II. Customizing Survey Flow
   A. Displaying and Hiding Questions
      1. Branch Logic
      2. Skip and Display Logic
   B. Displaying and Hiding Answers
      1. Carry Forward
      2. Loop and Merge

III. Activating/Publishing/Distributing A Survey
   A. Previewing/Publishing
   B. Distribution (By Email, Anonymous Links and Other Tools)

IV. Reporting Options
   A. Data Analysis
   B. Exporting Data