

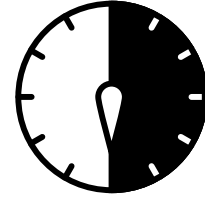
# APPLYING RESEARCH METHODOLOGY BEST PRACTICES



**RECOMMENDED FOR**  
Researchers



**SKILL LEVEL**  
Beginner



**TRAINING LENGTH**  
6 hours

## TRAINING CONTENT

Ensure your research project is methodologically sound by learning the basics of survey methodology and how to apply it to a Qualtrics project.

- + Breaking down organizational problems to define a research process
- + Optimizing question order, survey length, and question types to collect the data you need
- + Writing methodologically sound questions to avoid biasing or fatiguing respondents
- + Building question scales that are balanced, fair, and representative
- + Designing with the mobile respondent experience in mind
- + Selecting a sampling technique that meets your data analysis needs
- + Designing email invitations to drive response rates and completion rates

## HOW IT WORKS

This training is 6 hours with two 30 minute breaks and contains slide presentations and opportunities for hands-on practice. Every attendee needs to bring his or her own laptop and charger. All other materials needed will be provided.

# TRAINING AGENDA

This hands-on training is designed for researchers who want to ensure their research project is methodologically sound. In this training, you will learn the basics of survey methodology and how to apply it to a Qualtrics project.

TIME	CONTENT
12:00 PM	Welcome and Introductions
12:10 PM	<b>Designing a Research Process</b> Guide your organization towards insights by breaking down problems to define research questions that can be solved with Qualtrics.
12:40 PM	<b>Applying Best Practices in Questionnaire Design</b> Master the art of survey building by implementing fundamental best practices that all researchers must know in order to collect high quality data.
1:30 PM	<b>BREAK</b>
2:00 PM	<b>Applying Best Practices in Questionnaire Design (cont.)</b>
2:20 PM	<b>Minimizing Survey Fatigue and Bias</b> Implement survey design best practices to collect high quality data by minimizing bias and respondent survey fatigue.
3:30 PM	<b>Sampling the Right Audience</b> Ensure you distribute your survey to the optimal number of respondents from the right audience so you can be confident in your data.
4:00 PM	<b>BREAK</b>
4:30 PM	<b>Sampling the Right Audience (cont.)</b>
5:00 PM	<b>Driving Response Rates</b> Obtain the data you need by implementing survey design and distribution methods that drive high response rates.
6:00 PM	Closing Remarks