

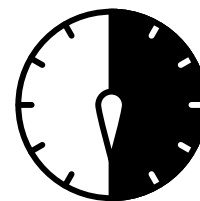
# GETTING STARTED WITH RESEARCH CORE



**RECOMMENDED FOR**  
New Qualtrics users



**SKILL LEVEL**  
Beginner



**TRAINING LENGTH**  
6 hours

## TRAINING CONTENT

Learn to build a project in Qualtrics from start to finish. In this training, you will learn basic and intermediate Qualtrics functionality and expert tips and tricks to design your own surveys.

- + Creating new projects and configuring various question types
- + Applying survey logic and programming your Survey Flow to customize pathways
- + Using Embedded Data to better understand your results and assign conditions
- + Distributing to participants anonymously and via email
- + Navigating basic reporting to quickly identify insights
- + Customizing an advanced report to share with key stakeholders
- + Avoiding common challenges with expert tips and tricks

## 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 Qualtrics beginners who want to build a project from start to finish. In this training, you will learn basic and intermediate Qualtrics functionality and expert tips and tricks.

TIME	CONTENT
12:00 PM	Welcome and Introductions
12:10 PM	<b>Creating Surveys to Gather Insights</b>  Familiarize yourself with the Qualtrics platform and learn about the tools and strategies to help you get started.
1:00 PM	<b>Customizing Experiences Using the Survey Flow</b>  Explore the features of advanced Survey Flow functionality to customize, control, and improve survey experiences.
1:30 PM	<b>BREAK</b>
2:00 PM	<b>Customizing Experiences Using the Survey Flow (cont.)</b>
2:30 PM	<b>Distributing Your Survey</b>  Learn how to manage contacts and distribute your survey through different channels to engage your audience and drive response rates.
3:30 PM	<b>Making Your Collected Data More Powerful</b>  Manage your data set to make analysis easy by filtering, exporting raw data, editing responses, and creating new variables.
4:00 PM	<b>BREAK</b>
4:30 PM	<b>Making Your Collected Data More Powerful (cont.)</b>
5:00 PM	<b>Building Reports that Tell a Story</b>  Customize data visualizations with graphs and tables that display aggregate data in a comprehensive, shareable report.
6:00 PM	Closing Remarks