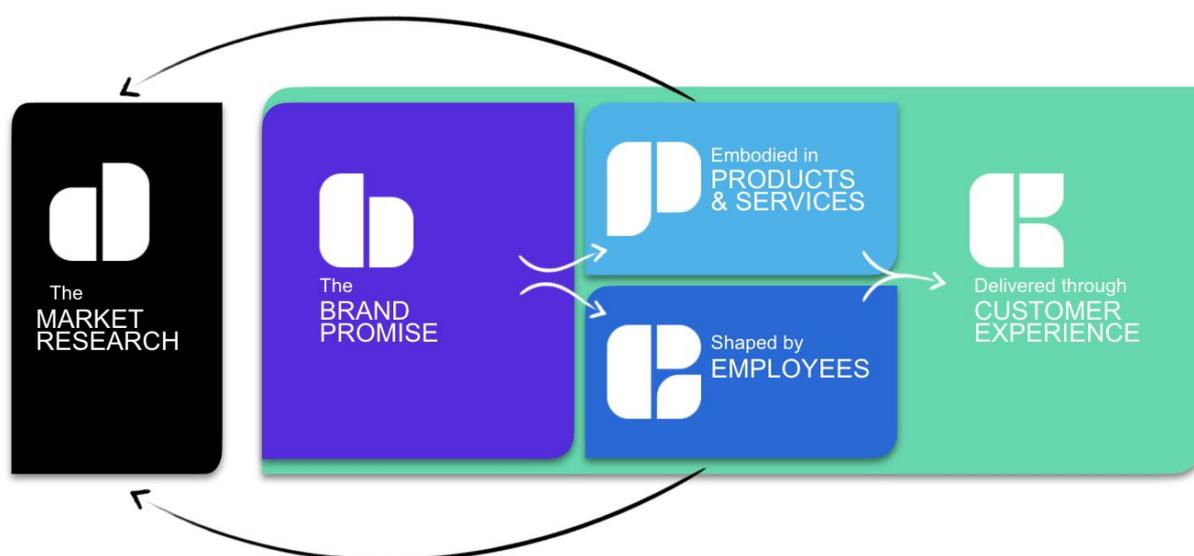


Academic Users Resource Hub

Qualtrics Overview

Qualtrics has a long history of working with higher education institutions - starting out as an academic research platform. We've learned and grown through the years, to better serve the needs of institutions and help them achieve their key priorities. Today, we work with more than 3,000+ higher education institutions globally.

Apart from academics, Qualtrics is also in the business of experience transformation, which provides customers with a single platform to manage experiences across different pillars of their business - Brand, Product, Employees, Customers and Market Research.



Curious to learn more?

About Qualtrics: <https://www.qualtrics.com>

Follow us on LinkedIn: <https://linkedin.com/company/qualtrics>

Careers @ Qualtrics: <https://www.qualtrics.com/careers/>

Academic Users Resource Hub

FOUNDATIONAL

User Guides for Students & Faculty

- [→ Planning a Survey](#)
- [→ Building a Survey](#)
- [→ Distributing a Survey](#)
- [→ Understanding Raw Data](#)
- [→ Reporting Survey Results](#)

INTERMEDIATE

User Guides for Faculty

- [→ Advanced Survey Building](#)
- [→ Custom Survey Experiences](#)
- [→ Distributing to Audiences](#)
- [→ Analyzing Your Data](#)
- [→ Reporting on Your Insights](#)

ADVANCED

Best Practices to Improve your Research Methodology

- [→ Designing your Research Process](#)
- [→ Applying Best Practices in Questionnaire Design](#)
- [→ Minimizing Survey Fatigue and Bias](#)
- [→ Sampling the Right Audience](#)
- [→ Driving Response Rates](#)

To access a full learning journey for Academic Research, go to the newly released [Institute of Higher Learning: Learning Journey](#) course on Basecamp!

Need Support?

Go to <https://www.qualtrics.com/support/>



Email



Phone Call

Academic Users Resource Hub

XM INSIGHTS

Qualtrics Research Services

Qualtrics is a full-service research organization, with more than 200 expert consultants and practitioners around the world to provide advice on survey methodology, sampling, advanced analytics etc.

Our range of services include:

DESIGN & BUILD

- + Research methodology
- + Survey design
- + Expert survey review
- + Programming
- + Translations
- + Data migration

DATA COLLECTION

- + Project management
- + Panel / online sample
- + List distribution
- + Incentive management
- + Computer moderation
- + Phone / web IDs
- + Focus groups
- + Ethnographies
- + Custom panel recruits
- + Community management

DATA PROCESSING

- + Data weighting
- + Open-ended response coding
- + Data scrubbing
- + Data transposition

ADVANCED ANALYTICS

- + Conjoint / MaxDiff
- + TURF
- + Regression
- + Clustering
- + Market sizing
- + Van Westendorp
- + Gabor Granger / price elasticity
- + Key drivers

CUSTOM REPORTING

- + Summary reports
- + In-depth reports
- + Crosstabs
- + Live dashboards
- + Strategic workshops

For more information, please contact us [here](#).

Academic Users Resource Hub

FAQs

Frequently Asked Questions

-  **How do I get access to the Qualtrics Platform?**
Please kindly reach out to your Brand Administrator for your respective Universities
-  **What should I do when I need certain features on Qualtrics?**
Please kindly reach out to your Brand Administrator for your respective Universities
-  **The current timezone is set to the US, can I change it to my local timezone?**
After logging in, there will be a Time Zone option under Account Settings. This setting is individualized and will not affect other users
-  **How do I share surveys or dashboards with my fellow colleagues / team members?**
For surveys, the original creator will need to go to “Tools” and add the team member under the “Collaborate” [option](#). For dashboards, you can click on the “Share” [option](#).
-  **How can I keep track of new features on the Qualtrics platform?**
You can keep up with exciting new product launches [here](#)
-  **Are there any demos or webinars that I can attend to understand the full capabilities?**
Qualtrics hosts webinars on a weekly basis and they are all free-of-charge. You can view and register for any of these webinars [here](#)
-  **Where can I find best practices or trends in the research space?**
XM Institute is Qualtrics’ think tank on the latest trends in the industry as well as best practices for survey/question design. You can read more [here](#)