

aytm Logic Quick Start Guide

With a series of simple language statements, written in [square brackets] right in the survey fields, you can build a tailored survey taking experience for respondents, while keeping full control of how the data is collected and compiled for analysis.

Here are a few **examples** of what you can do with **aytm Logic**:

- ✓ Show or hide a question/answer if respondent has selected a specific answer on another question
- ✓ Pipe-in top answer text from a ranking (reorder) question
- ✓ Skip respondent to the end of the survey if specific conditions are met
- ✓ Modify question text based on a cluster respondent becomes assigned to as a result of a typing tool section of the survey or other conditions
- ✓ Set up sequential monadic studies: show each respondent 3 batteries of questions out of 15 total batteries in the group
- ✓ Program a quiz, keep track of the progress and display customized results screens at the end

It is possible to have multiple logic commands, i.e., multiple sets of square brackets, within a single question. You can group commands together using parentheses "(" ")" as well.

Getting **Help**

If you ever need help while working with aytm, you can reach out to our chat support, which is available 9 am –9 pm EST.

Join the **Learning the aytm Platform Consumer Insights Accelerator course** in Canvas to learn, at your own pace, everything you'll need to know about how to build and launch your surveys.

You can also join **Designing Great Surveys** if you'd like to learn the basics of conducting good survey research.

Click Here for Helpful **Resources**

[AYTM LOGIC](#)[USING THE LOGIC GUIDE](#)[HELP CENTER](#)

Glossary of Logic Commands

AKA things you can put inside
square brackets! []

Q	Question	<=	Smaller than or equal to
SQ	Sub-question	=	Equal to
E	Entity	!=	Not equal
A	Answer	<<	Add to array
R	Response	,	(In array context) add more items to array
Rn	Number of responses	 	(In array context) value at position in array
Rc	All comments, comma separated	in	Is there at least one in the following array
Ri	First image	like	Is there at least part of text in the following array
c	Comment	not	Negative condition statement
i	Image	1	Numeric value or a variable, number of a field
@	Field alias	"one"	String value of a custom variable
or	"Or" operator	(...)	Operations in parentheses will be processed before others
.	Alternative "or" operator	[Show]	Show a field
-	Alternative "or" operator – used for ranges	[Hide]	Hide a field
and	"And" operator	[Show if...]	Show a field if a condition is met
,	Alternative "and" operator	[Show first / last...]	Show a number of first / last elements
:	Alternative "and" operator – used for ranges	[Hide if...]	Hide a field if a condition is met
+	Add	[Skip to...]	Skip to a destination if a condition is met
-	Subtract	[Skip to ... if]	Skip to a destination if a condition is met
*	Multiply	[Glue...]	Keep elements together
exp	Exponent	[Mask by...]	mask a question based on selected answers to an earlier question
**	Pow	[Rev-mask by...]	Mask a question based on non-selected answers to an earlier question
^	Pow	[Group... max...]	Create nodes, group them together, show them randomly to respondents and limit the number of nodes per respondent
/	Division	[[Anything]]	A way to show respondent any regular phrase in square brackets
>	Greater than		
<	Smaller than		
>=	Greater than or equal to		

Variables You Can Reference

How to call on **pre-programmed information** in your **logic commands**.

[aytm_response_id]	Returns unique response identifier number, matches the first column in statistics page exports. Can be used as an identifier for complex redirections.
[uuid]	Returns Unique User ID (if available)
[var1]	Returns first custom variable, passed through the survey link (if available)
[var2]	Returns second custom variable, passed through the survey link (if available)
[var3]	Returns third custom variable, passed through the survey link (if available)
[platform]	Returns type of respondent's operating system (windows, mac, linux, ios, android, windows__mobile, windows__phone, other)
[device]	Returns type of respondent's device (undefined, pc, mobile, tablet)
[browser]	Returns type of respondent's browser (chrome, opera, firefox, ie, electron, safari, edge)
[gender]	Returns type of respondent's gender (f, m)
[income]	Returns type of respondent's HHI (0-25k, 25k-50k, 50k-75k, 75k-100k, 100k-200k, 200k-500k, 500k+)
[education_level]	Returns type of respondent's highest education (professionaldegree, nocollege, somecollege, 2yrdegree, 4yrdegree, gradschooldegree)
[age]	Returns type of respondent's current age (0-99)
[children]	Returns type of respondent's parental status. Digit represents number of kids (n/a, 0, 1, 2, 3, 4, 5+)
[relationship_status]	Returns type of respondent's relationship status (single, married, widowed, significantother, engaged, divorced, complicated)
[ethnicity]	Returns type of respondent's ethnicity (whiteamerican, africanamerican, nativeamerican, asianamerican, latinoamerican, multiracial, other, indianamerican)
[employment]	Returns type of respondent's employment status (fulltime, parttime, retired, unemployed, student)
[career]	Returns type of respondent's career (acc/fin/bank, adv/design, arts/ent, clerical, healthcare, hospitality, it, legal, management, military, publicsafety, realestate, retail, smbusiness, student, other)
[country] [region] [state] [zip]	Returns type of respondent's respective geographic location

Example Usage

How to **reference questions, answers, responses, comments, and more.**

[PQ1]	Reference to first prequalification question
[Q1]	Reference to the first question
[Q1A1]	Reference to the first answer of the first question
[Q1SQ1A1]	Reference to the first answer of the first sub-question of the first question
[Q1E1SQ1A1]	Reference to the first answer of the first sub-question (attribute) of the first entity of the first question. Relevant in Competitive Topography and Quadrant questions.
[Q1i]	Reference to the image attached to the first question
[Q1A1p]	Position ("first", "second" ...) of the referenced item
[Q1A1pv]	Position (1, 2 ...) of the referenced item
[Q1cv]	Converted comment response to number of the referenced item
[Q1r]	Reference to all responses, given by respondent to the first question
[Q1r1]	Reference to the first response, given by respondent to the first question
[Q1rn]	Number of response, chosen by respondent on the first question
[Q1r1c]	Comment, entered by respondent on their first response on the first question
[Q1rc]	All comments, entered by respondent on the first question
[Q1r1i]	Image, associated with the first response, chosen by respondent on the first Q

NEED HELP?

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