

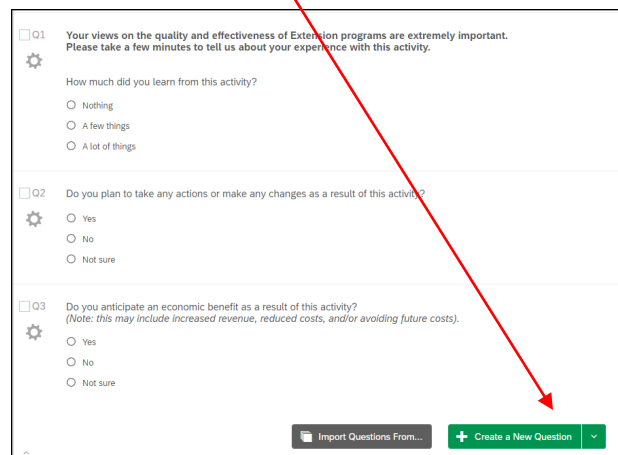
OVERVIEW OF SURVEY QUESTION TYPES IN QUALTRICS

April 2020

This document provides an overview of the survey question process (how to add, delete, modify, format, validate, change order, etc.,) and the variety of question types available to you.

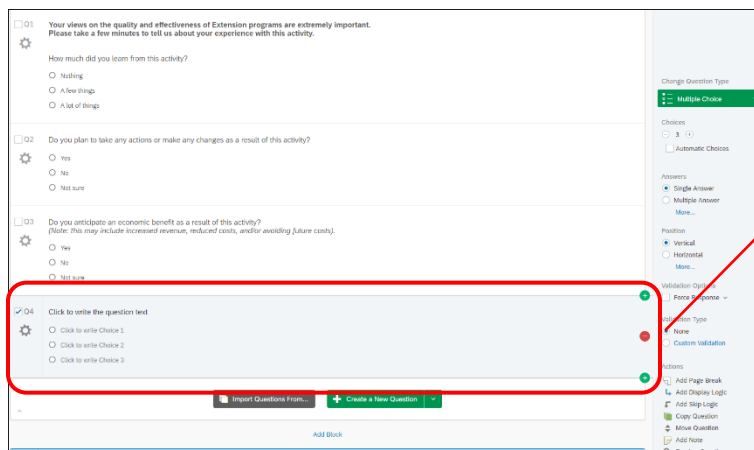
- Let say you imported a ready-to-use survey from Organizational Development in the Qualtrics Library as shown below. In this case, the survey is a short, simple three-question survey but you want to add one or more questions to it.

Begin by clicking on “Create a New Question.”



The screenshot shows a survey editor interface with three questions (Q01, Q02, Q03) and a 'Create a New Question' button at the bottom right. A red arrow points from the text above to the button.

- A default new question appears at the bottom of the survey as shown below. **Note:** if you started a survey from scratch, this is the first question in your survey since you did not import a survey from the Qualtrics Library. The default question is a “Multiple Choice”, “select one only” type question with three response categories. If this is the question type you need, you can start to modify it. Or, select a different question type by clicking on the “Multiple Choice” green button.



The screenshot shows the survey editor with a new question (Q04) being added at the bottom. A red box highlights the question, and a red arrow points from the text in the adjacent note to the question.

Note: Click on the red dot to delete a question, on the upper green dot to insert a new question above the current question, or the lower green dot to insert a question below the current question.

- When you create a new question, multiple choice is the default type. Note that under each question type you select, there are options below that go along with that question type (as shown here).

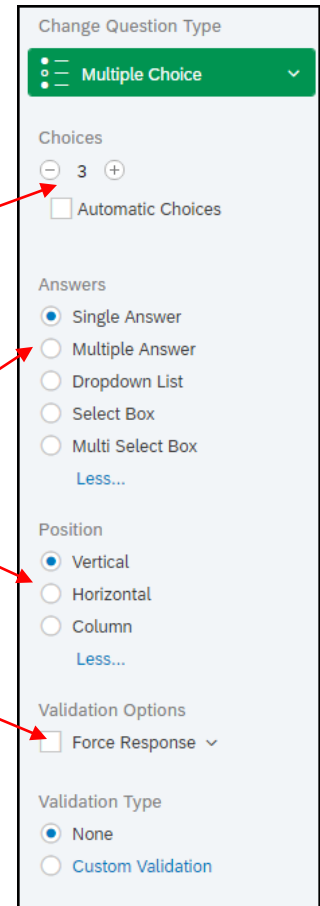
For multiple choice, you can

- Change on the number of choices (from the default of 3). Use the + and – to increase or decrease the number of choices.

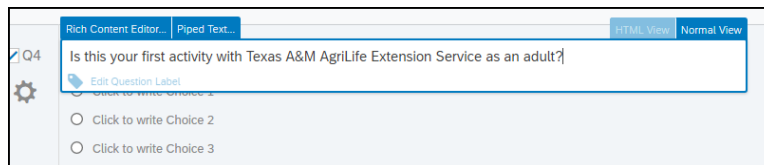
- Format the question to be single answer, multiple answer, dropdown, etc.

- Position the choices to have a vertical, horizontal, or column alignment.

- Force (required) response. Often this is used on the first question of a follow-up survey in which the first question is “Did you attend this activity on . . . (date)” in order to make sure the respondent actually attended the event. A response to the question is required. If the respondent did not attend, then skip logic sends the respondent to the end of the survey whereas those who attended continue with the next question.

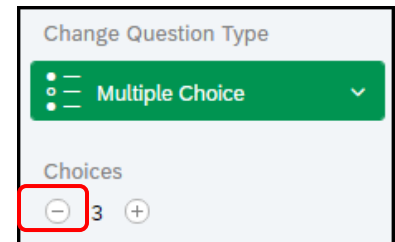
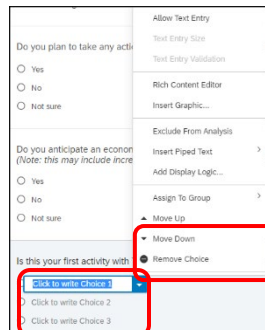


- Continuing with our example with the default new question, to modify the question text, simply click on it and type in your question. Here, we are asking about prior experience with an extension activity with “yes” and “no” being the only choices.

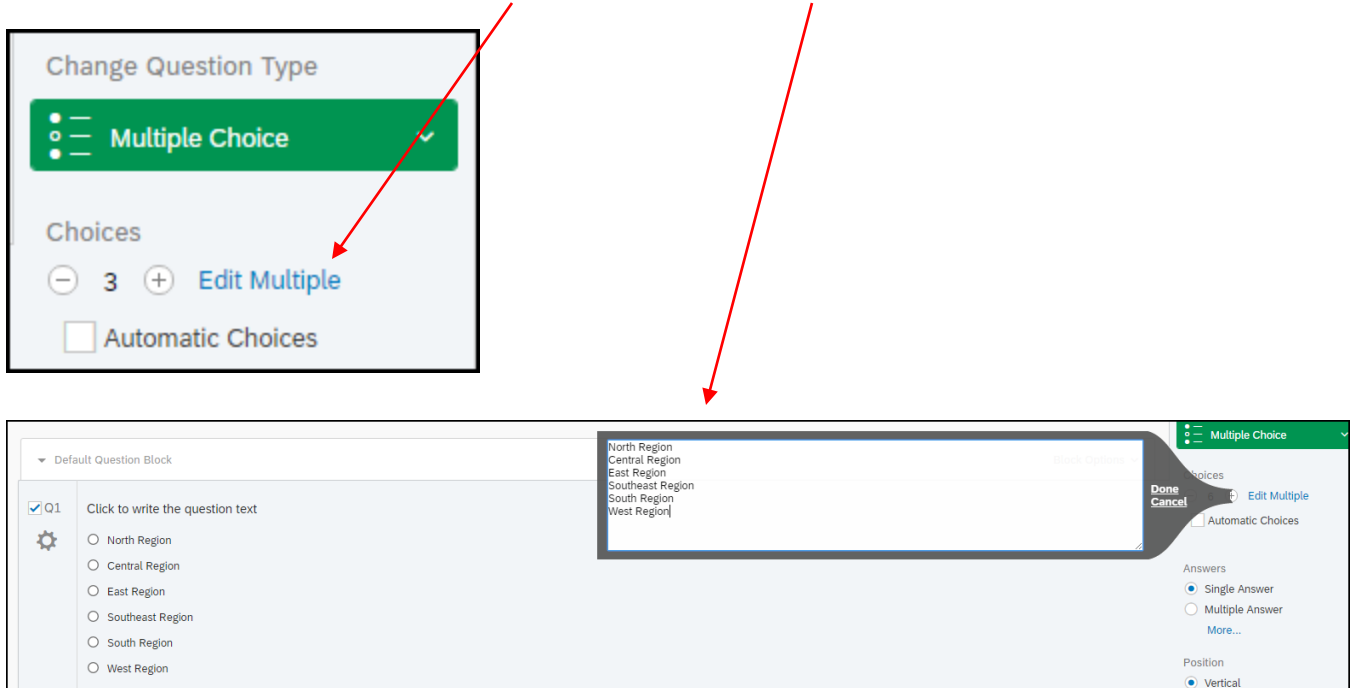


- Change the choices by clicking on them and modifying the text, then use the minus symbol “–” to reduce the number choices from three– to two since we only have “yes” and “no” as choices.

You can use “Move up” and “Move down” to rearrange the order of the choices.



- A handy feature of multiple-choice questions is the ability to paste a list from Word, Excel, etc. into Qualtrics to quickly create a list of choices. Click on “Edit Multiple” and then paste your list.

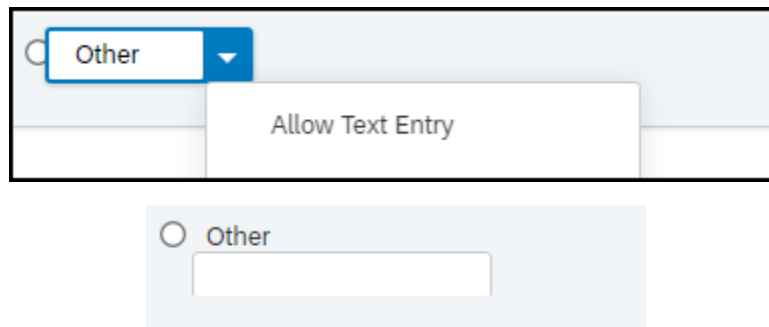


- Other, Please Specify

Often the easiest way to make a closed-ended, multiple choice question exhaustive (include all possibilities) is to have a final response category of “Other, please specify:”

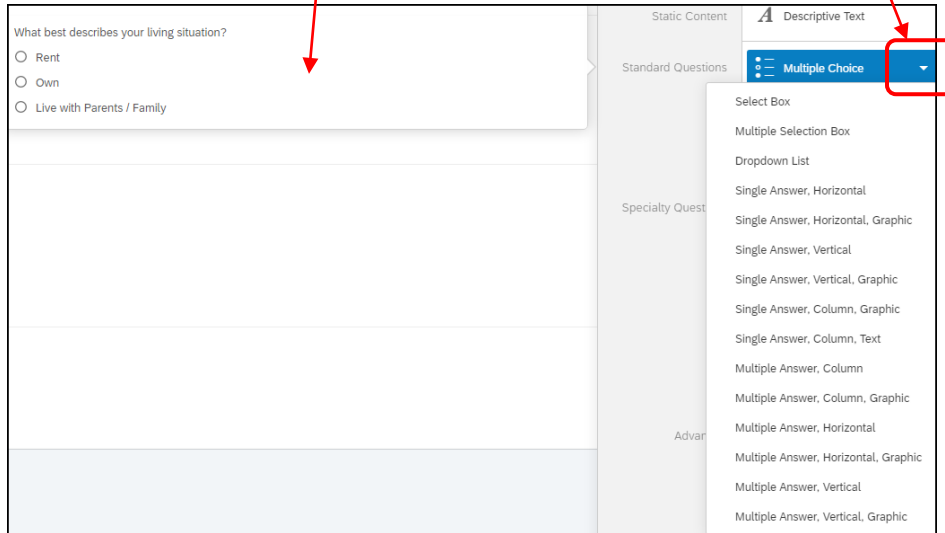
This is done by creating “Other” as another choice, then clicking on the down arrow, and selecting “Allow Text Entry” as shown below. This will create a new text-entry box so respondents can specify what the “other” is.

Other, please specify:



- Note that when selecting a question type, use the pull-down arrow to get the complete list of options for that question type as shown below.

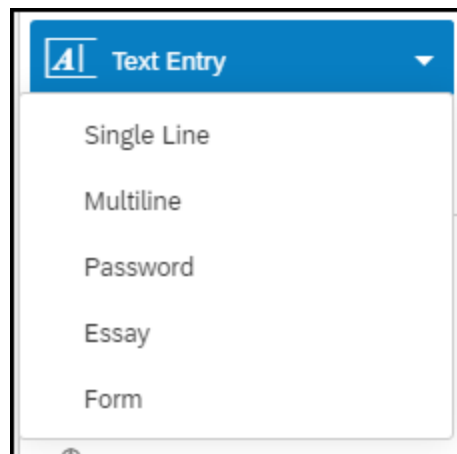
An example of the question format is shown as you scroll down the list.



- Text Entry

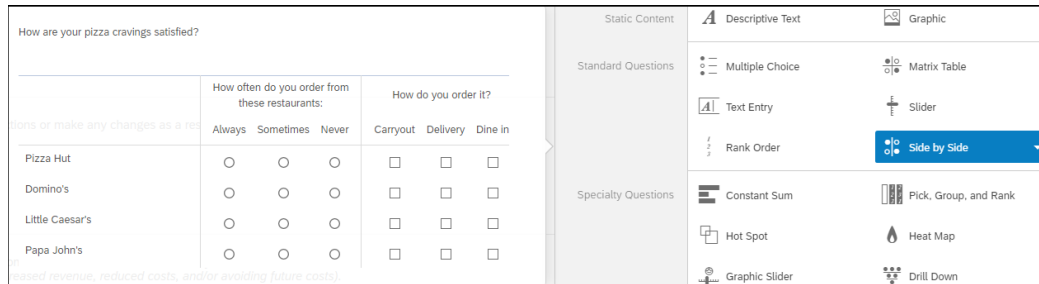
Another question type is "Text Entry" with its subcategories shown below. "Single Line" is appropriate for an entry like age, acres owned or managed, head of livestock, etc. Use the validation option to restrict the entry as appropriate (i.e., restricting acres to numbers only).

"Multiline" is appropriate for an open-ended question such as "What did you like most about this activity?" You can grab the corner of the box and expand it down and to the right.



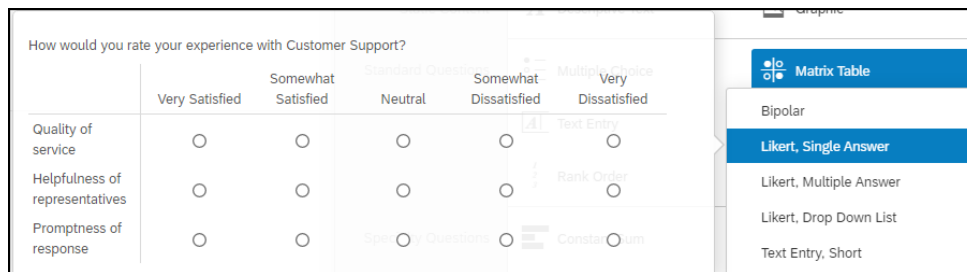
- Side-by-Side Including Retrospective Post

This question type is suitable for creating a retrospective post. Simply change the titles for the left and right columns, set the number of scale points you need for each column, and change the labels for each scale point. An example retrospective post is available in the Organizational Development folder of the Qualtrics TAMU COALS – Extension and Research Library.



- Matrix Table (for multiple rows using the same scale)

This type of question is suitable for multiple customer satisfaction items although the scale (column) labels need to be modified to match those used in Extension (not at all, slightly, somewhat, mostly, completely).



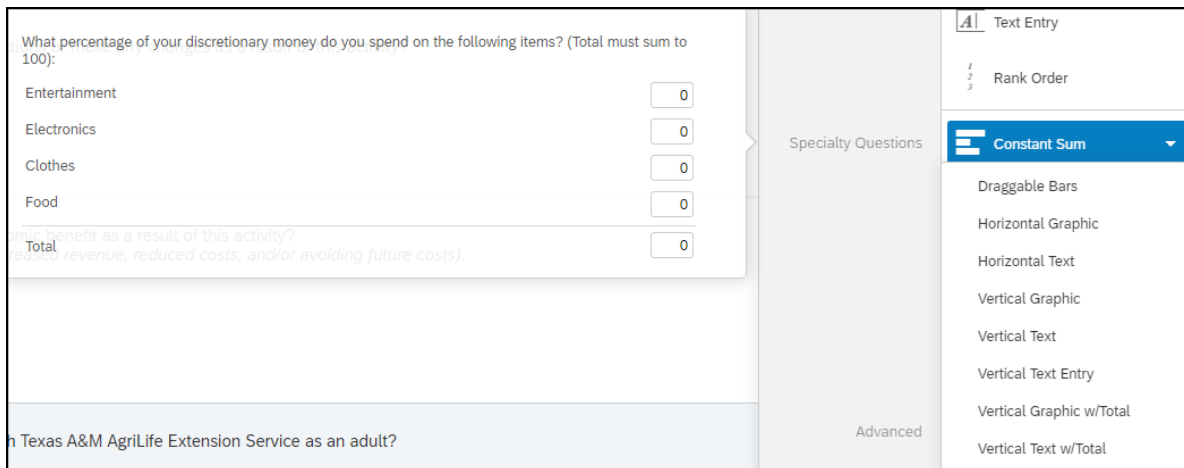
- The Net Promoter Score

This is an alternative to the simple “yes/no” question about recommending an activity. Many of our scan forms use this question. Simple modify the wording of the question to match your specific program content or use this generic phrasing . . .

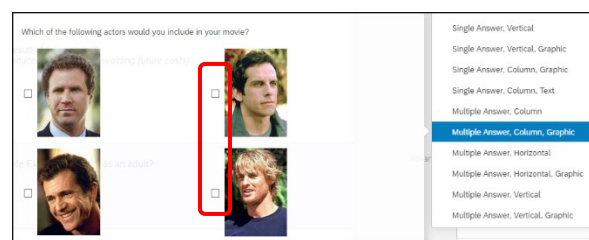
What is the likelihood that you would recommend Texas A&M AgriLife Extension Service to your family and friends as a contact for information presented at this activity?



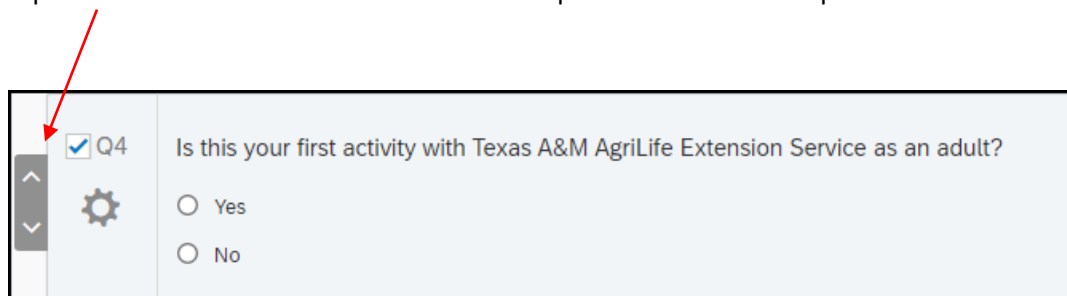
- Use the “Constant Sum” type question for summing percentages to 100%



- Remember, radio buttons indicate “select one only” whereas squares indicate “select all that apply.”



- Use the up and down arrows on the left side of each question to move the question to a different position.



- Finally, as you add and delete questions, be sure to “Preview” the final product to make sure the page breaks are still suitable. You may need to adjust the page breaks to logically group questions and achieve a smooth flow from page to page without the respondent having to scroll down.