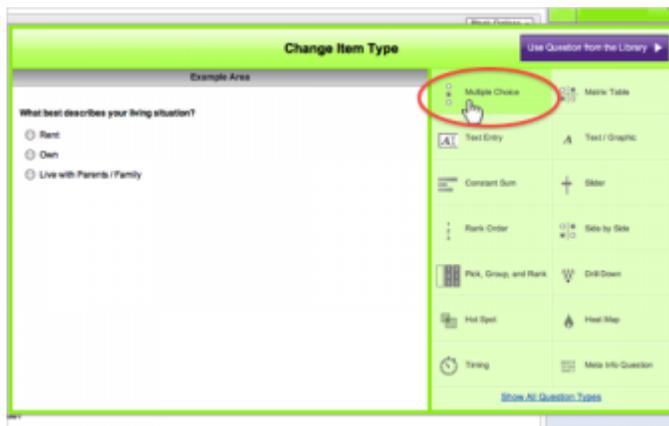


Question Types Guide

[Multiple Choice](#)



This is the most frequently used question type. The Multiple Choice question prompts the respondent to “choose one” or “choose multiple” from the list of choices.

Variations of the Multiple Choice Question:

Answers

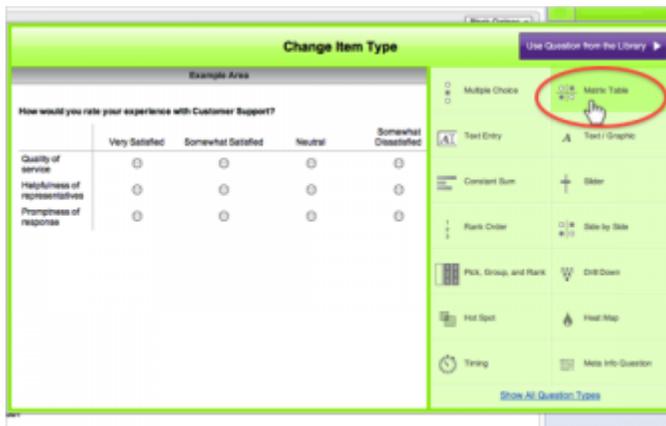
- *Single Answer*: Uses radio buttons. The standard single select option.
- *Multiple Answer*: Uses checkboxes. Respondents can select more than one choice.
- *Dropdown List*: Places choices in a dropdown list. This option is only single answer.
- *Select Box*: Places answer choices in a selection box.. This option is single answer.
- *Multi-select Box*: Places choices in a box. This option is multiple answer.

Position

Only visible when Single Answer or Multiple Answer is selected.

- *Vertical*: Aligns choices vertically.
- *Horizontal*: Aligns choices horizontally.
- *Column*: Aligns choices in columns and allows you to specify how many columns you want to use.

[Matrix Table](#)



The Matrix Table allows you to ask many multiple choice questions that use the same answer choice scale.

Variations of the Matrix Table Question:

Matrix Type

- *Likert*: Allows you to place a scale of choices across the top.
- *Bipolar*: Also known as Semantic Differential. Allows you to place two opposite choices on either side of a scale. The respondent can then choose something in between.
- *Rank Order*: Combines the Matrix and the Rank Order question types to allow respondents to type in a ranking for each scale point as it applies to each statement.
- *Constant Sum*: Combines the Matrix and Constant Sum question types to allow respondents to type in a value for each scale points. The sum is totalled at the end of each row.
- *Text Entry*: Combines the Matrix and Text Entry question types, allowing respondents to type in comments and other information for each specific scale point. The length of the text fields can be set to short, medium, or long.
- *Profile*: Like the Likert, but puts labels above each row of scale points, allowing you to have different labels for each row of scale points.

Answers

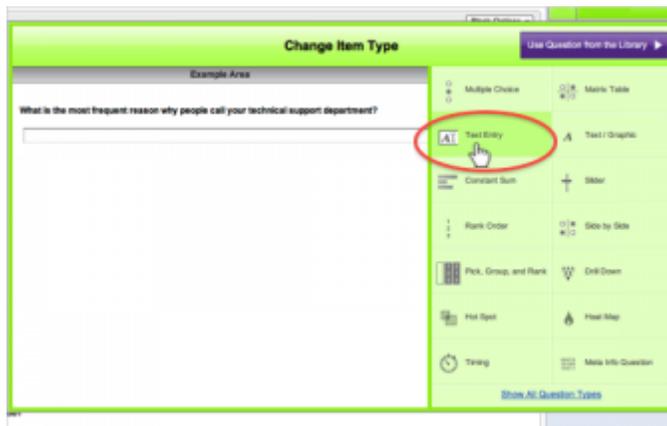
Only available if Likert or Profile types are selected.

- *Single Answer*: One scale point can be selected per row.
- *Multiple Answer*: Multiple scale points can be selected per row.
- *Dropdown List*: Places scale points into a dropdown list. This is only single answer.

Options

- *Transpose Table*: If selected, switches the position of the scale points and row statements. Button behavior is reversed as well. Single Answer will only allow one selection per column, as opposed to one selection per row.
- *Position Text Above*: Places text above the row of buttons, rather than to the side, allowing more room for the scale points. Available for all Matrix Types, except Profile.
- *Repeat Headers*: Repeats scale points in the middle of the question, at the bottom of the question, or in both positions.
- *Add White Space*: Will place additional white space between sets of rows.

[Text Entry](#)



Text Entry questions allow respondents to type in verbatim responses, such as comments and contact information.

Variations of Text Entry Question:

- *Single Line*: The height of a single line and designed for smaller amounts of text.
- *Multi-Line*: The height of multiple lines of text and designed for more text.
- *Essay Text Box*: The height of multiple lines of text (more than the Multi-Line option) and designed for the maximum amount of text. Useful when prompting respondents to give a lengthy response.
- *Form*: Allows you to create a form with multiple text entry fields. Typically used when requesting contact information. Can be altered for short, medium, long, and essay size text fields. Allows content validation (numbers only, text only, email address, etc.) to be applied to individual rows.
- *Password*: Similar to the Single Line text entry option, but the entered text appears as an entered password, with dots appearing instead of characters.

You can choose validation options, such as minimum/maximum character lengths (amount of text characters that can be input in the text field), as well as content validation (valid email address, date, phone, zip code, US State, number, or text).

Though there are different text field sizes for different scenarios, the Qualtrics tool will not restrict the amount of text the respondent can enter. Tools like Excel and SPSS do have character limits regarding the amount of text they can display in their cells, though the latest versions can typically accept large amounts of text.

[Text/Graphic](#)

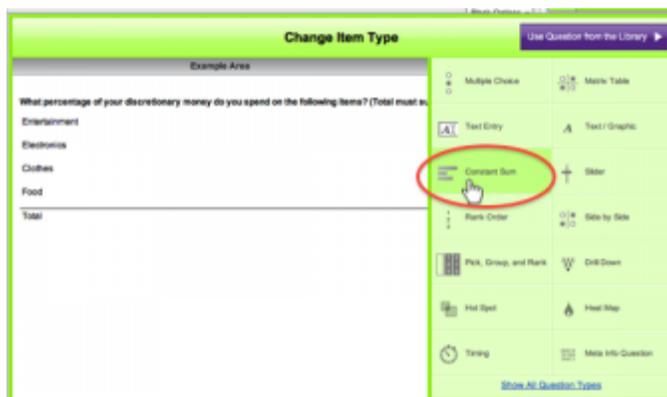


The Text/Graphic question allows you to place explanatory text or a consent form at the beginning of your survey. It is also used when inserting graphics/images, files, and videos.

It doesn't have answer choices for a respondent to select, so it is strictly for explanatory or instructional purposes. You can, however, set Display Logic conditions that are based off whether or not a Text/Graphic question was displayed.

The Text/Graphic question type is not displayed in the reports, but it does have a column in the data you can download from the Download Data page. The system will mark a "1" for the respondent if they saw the Text/Graphic question. This is useful if you are using logic or randomization and only some respondents saw the text/graphic question and you want to know who the respondents were.

[Constant Sum](#)



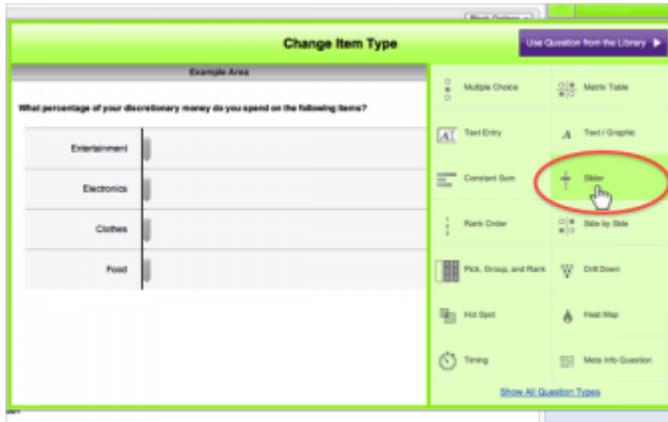
The Constant Sum question allows respondents to enter in numeric responses, such as what percentage of time or income they use for particular activities or products. You can specify that the numbers entered must total a certain value.

Constant Sum Variations:

- **Choices:** Allows respondent to type in a value. A Total box can be displayed, and the choices can be displayed vertically or horizontally.
- **Bars:** Displays graphical bars the respondent slides left to right. From the question menu bar you can adjust the number of grid lines in the question, the min/max value, how many scale points are displayed, and whether a value is displayed. You can also set a custom start position. Commonly used as more interesting way to gather respondent data.
- **Sliders:** Like the Bars, this displays graphical sliders the respondent slides left to right. It is commonly used as a more

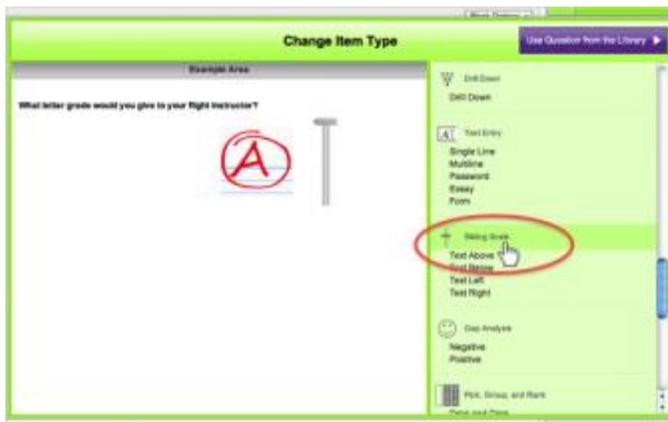
interesting way to gather respondent data. You can adjust the number of grid lines, the min/max value, how many scale points are displayed, whether a value is displayed, and a custom start position.

Slider



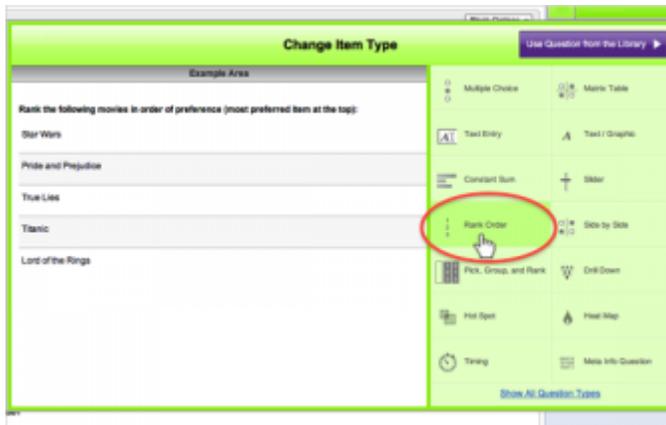
The Slider allows respondents to drag sliders or bars to express numeric amounts. This question is attention grabbing and interactive and can be a good alternative to the Matrix Table.

Sliding Scale



The Sliding Scale allows respondents to express themselves using gauges, thermometers, stoplights, grades, blocks, smiley faces, and more.

[Rank Order](#)

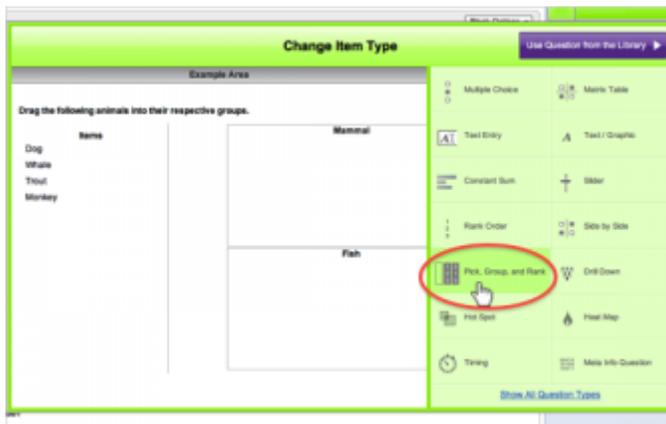


With Rank Order, respondents can express their preference for items by ranking or ordering them. Please note that this does not provide the degree to which they differ.

Rank Order Variations:

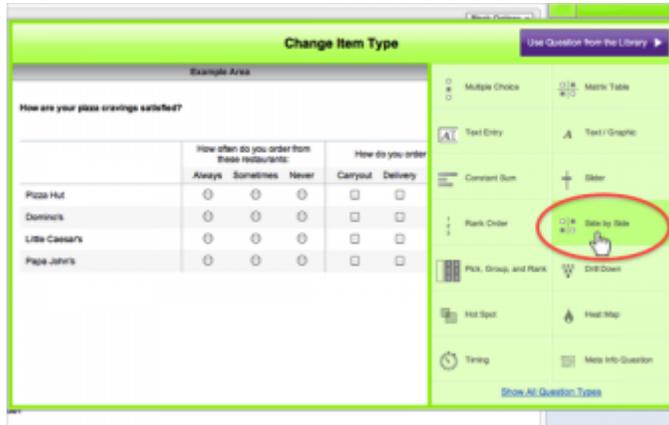
- *Drag and Drop:* Respondents drag and drop choices into position. Useful for interaction and keeping participants attentive.
- *Radio Buttons:* Allows respondents to rank the statements by clicking on radio buttons: Looks similar to Matrix Likert.
- *Text Box:* Allows respondents to rank statements by typing in a number.

[Pick, Group, & Rank](#)



- *Drag and Drop:* Respondents drag and drop the choices into groups and rank them. The groups are defined by the survey builder (like Predefined option).
- *Predefined:* Survey builder defines groups and instead of dragging and dropping, the respondent has to select the answer choice and click an arrow to move the answer choice into a group.
- *Recipient Defined:* Respondent can specify the names of the groups and amount of groups in the question.

[Side by Side](#)



Side by Side allows you to place multiple Matrix Likert questions next to each other in separate columns. The row statements are the same across all columns, but the scale is different for each column. Note that each range of scales used is displayed in the results as a separate question.

To Build a Side by Side:

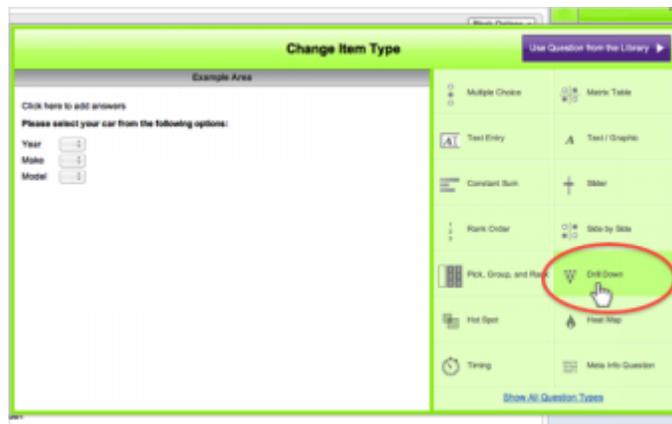
1. Add a question and select **Side by Side** under Change Question Type.
2. In the question menu bar, select how many columns you would like in your question. If you would like to add two unique likert scales, then set select to have two columns in your question.
3. Set the kind of likert scale you would like in the column by clicking on **Column Options** at the top of the column and selecting to have a Drop-Down List, Single Answer or Multiple Answer likert scale. You can also select to have short, medium or long open ended text boxes instead of radio buttons.
4. Select how many answer choices are in the column by clicking on **Column Options** and selecting **Add Column Answer** or **Remove Column Answer**.

Side by Side Variations:

- *Scaled Response* (Likert)
 - Drop Down List
 - Single Answer
 - Multiple Answer
- *Open-Ended Text*
 - Short (text box length)
 - Medium (text box length)
 - Long (text box length)

To access the options for each Side by Side variation, click on the **Column options** drop down for each column you have inserted.

[Drill Down](#)



The Drill Down question type allows respondents to choose an answer option by narrowing down from a general category to a specific category. In order to achieve this objective you have to provide ALL possible combinations within different categories.

The Drill Down takes multiple steps to create:

1. Form a list of answer choices in Excel or another spreadsheet program. An example file is available to you by selecting **Click here to add answers** (after you've inserted the Drill Down question type) and clicking the **Example Document** button on the right side of the dialog window that appears.
2. Create your answer choice from a narrow category to a wider category. You will decide how many answer choice categories you want. Take a look at the following example:

Column 1	Column 2
String	Violin
String	Viola
String	Cello
Woodwind	Flute
Woodwind	Clarinet
Woodwind	Oboe
Brass	Trumpet
Brass	Trombone
Brass	Tuba

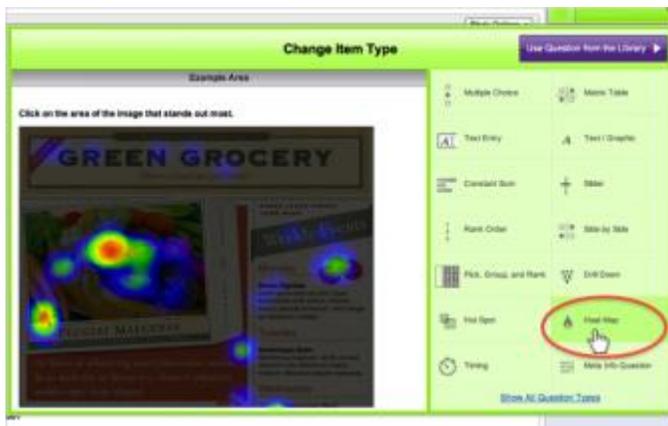
3. In this example, musical instruments are used as answer choice options according to their 1) Name and 2) Type. Column 2 has all the instrument names which respondents are expected to select from. It was created before Column 1 (Instrument Types) for the purpose of easier sorting. Column 1 contains all the instrument types to which Column 2 items correspond.

- After creating your list, upload it to your survey by clicking **Click here to add answers** at the top of the Drill Down Question.

Qtips

- The file you create for upload must be saved as a **.csv file** (a text file).
- In the **Add Answers to Drill Down** window, make sure the correct **delimiter** is selected under Import Options. Commas are most common, but this can vary depending on the region you live in, so select one of the available options or type the symbol into the text field of the delimiter you are using (“;”, “:”, “.”, etc.).

Heat Map



The Heat Map allows you to insert a picture that the respondent can then click on to indicate the area that sticks out to them or that they like the most. In the results, you will be able to see where all the respondents clicked.

Hot Spot



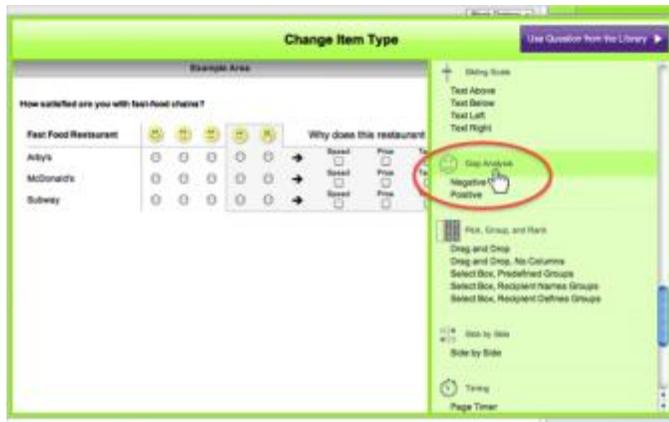
The Hot Spot allows you to insert a picture that a respondent can then click on to indicate whether they like or dislike predefined regions/areas.

Hot Spot Variations:

- On/Off:** Respondents can “turn on” or “turn off” certain areas by clicking.

- *Like/Dislike*: Respondents can “like” or “dislike” certain areas by clicking.

Gap Analysis

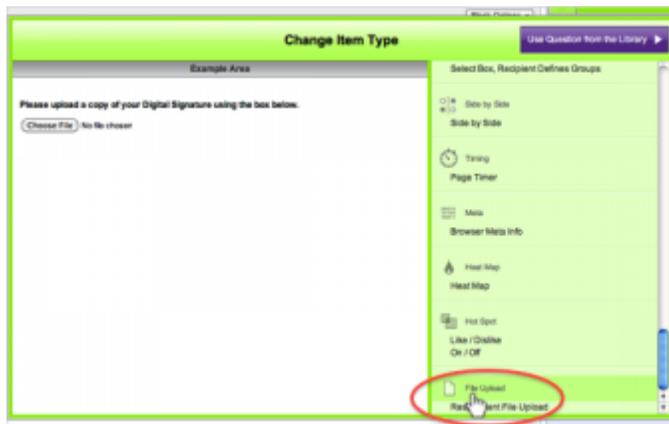


In some ways similar to the Side by Side and Matrix questions, the Gap Analysis allows respondents to rate satisfaction on a five-point smiley face scale, then specify why they selected the rating (using the Tell Us Why section).

Gap Analysis Variations:

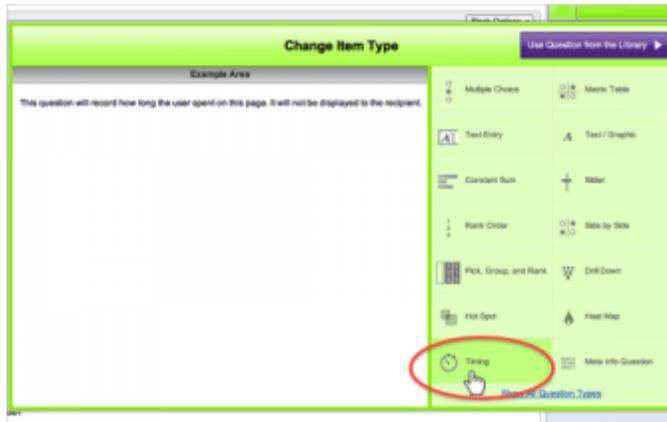
- *Positive*: The **Tell Us Why** section is linked to the positive smileys in the scale so respondents can tell what was satisfactory.
- *Negative*: The **Tell Us Why** section is linked to the negative smileys in the scale so respondents can tell what was not satisfactory.

File Upload



The File Upload allows respondents to browse their machine and upload a file (document, image, etc.) to their survey response. The files can be downloaded from the reports one by one or all together as a .zip file.

Timing



The Timing question times how long a respondent was on a page. The question is not displayed to respondents and does not prompt a response.

Information gathered by Timing Question:

- *First Click:* Amount of time that passed before the respondent's first click on page.
- *Last Click:* Amount of time that passed before respondent's last click on page before clicking the Next (>>) button.
- *Page Submit:* Amount of time that passed before respondent clicked Submit/Next button on page. This is similar to Last Click.
- *Click Count:* Amount of times a respondent clicked on the page.

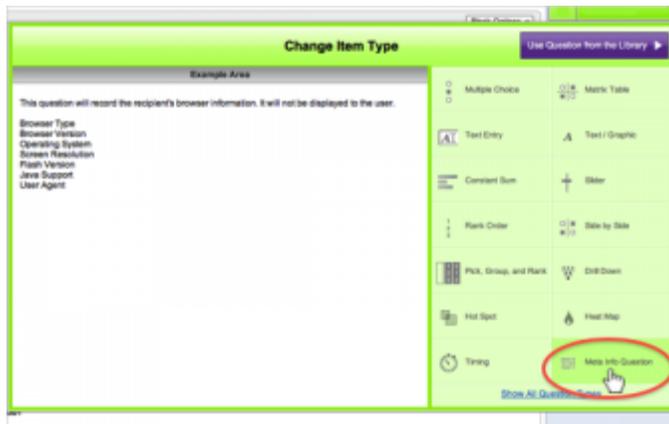
Please note:

- The timer starts counting once the page finishes loading in the browser.
- The Timing question type must be added to each page you'd like to time. If you want to time a specific question, then separate the actual question along with the Timing question onto one page.
- The timer collects time to the millisecond.
- This question is not displayed to respondents, though it is shown under Survey Preview for testing purposes (select "Do Not Show Hidden Questions" to not display it).

Timing Options:

- *Seconds to disable submit:* Choose how long to hide the next button on the page. If left as 0, the next button will not be hidden.
- *Seconds to auto-advance:* Choose how long to wait before automatically changing to the next page in the survey. If left as 0, the survey will not advance automatically.

[Meta Info Question](#)



The Meta Info question type collects information on how the respondent is accessing your survey. This question type is not seen by the respondent.

Information gathered by the Meta Info Question:

- **Browser:** Browser name (MSIE, Firefox, Chrome, Safari, etc.).
- **Version:** Version of the browser they're running (like 8.0, 5.0.3, etc.).
- **Operating System:** Specifies if running "Windows" or "Mac", or another operating system (Windows NT 6.1, Intel Mac OS X 10_6_6, etc.)
- **Screen Resolution:** Resolution of respondent's monitor (1920x1080, etc.)
- **Flash Version:** Version of Adobe Flash running on respondent's machine. If Flash is not installed, a "-1" displays (like for the iPhone/iPad).
- **Java Support:** If Java is installed on respondent's machine. "1" means Java installed, "0" means it is not.
- **User Agent:** Every browser has a user agent string that tells websites what it is, and typically what engine it is using to display its content, etc. Check out [this link](#) to see an in-depth explanation of the user agent string, its history, and what it means. This is the most complex aspect of the Meta Info question type.

More Information

[QTips](#)

- Once you've selected a question type, Question Types menu will close. You can continue editing the questions.
- Even after your questions have been edited, you can change the question type.