

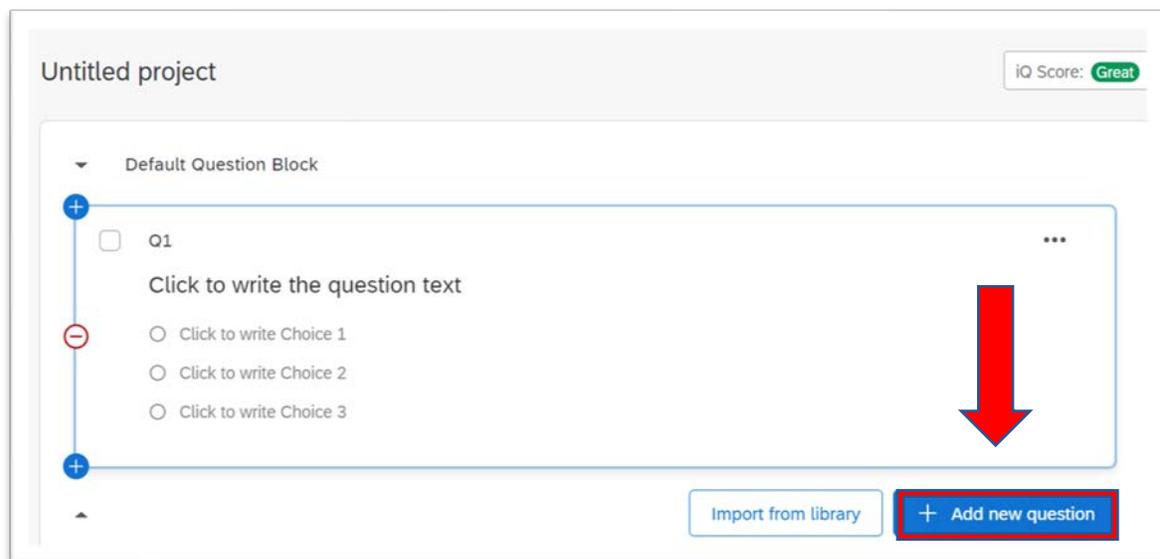
SRU Qualtrics Guides:

2. Examining Standard Question Types in Qualtrics

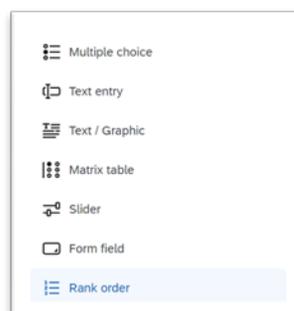
sru.qualtrics.com

Last Updated: 8/18/21

1. When starting a new survey the system will automatically default to one multiple choice question and one question block.
2. To create a new question, click on the blue **Add New Question** button at the bottom of the survey.



3. A pop-up menu will appear with question types. Click on a question type to add it to the survey. The customizations for that question type will appear in the menu at the left-hand side of the screen. Customization changes based on the type of question that is selected.



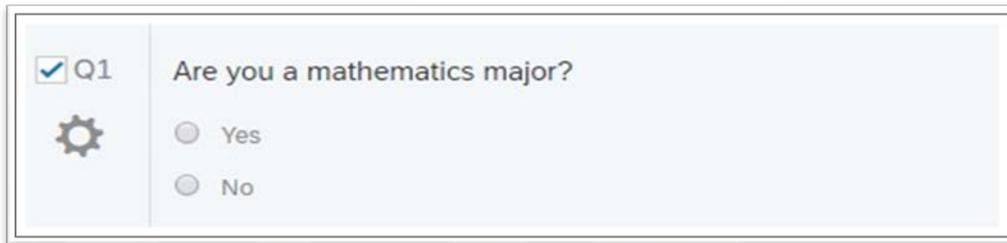
Below is an overview of common question types.

Multiple Choice Question

Good for: Questions that have a limited number of distinct answers to record.

Caution: Restricting respondents' answers can pigeon-hole them into answers they wouldn't typically give.

Qualtrics will sometimes automatically suggest answers to certain types of multiple-choice questions. You can manually change the answers if needed. If the question requires more or fewer answers, you can adjust this in the left-hand panel.



The screenshot shows a question editor interface. On the left, there is a sidebar with a checkmark icon and the text 'Q1', and a gear icon representing settings. The main area contains the question text 'Are you a mathematics major?' followed by two radio button options: 'Yes' and 'No'.

Matrix Table Question

Good for: Multiple questions which are all answered on the same scale.

Caution: Make sure that the common scale is appropriate for the question, for example you should not allow respondents to answer a question such as "How often have you logged in to D2L over the past month?" on a scale from Strongly Disagree to Strongly Agree. Creating a matrix table question with multiple sub-questions, and providing answers for them on a scale of 1 to 5, would look something like this:



The screenshot shows a matrix table question. The title is 'How would you rank your agreement with the following statement'. The table has two rows of statements and five columns of response options: 'Strongly Disagree', 'Somewhat Disagree', 'Agree', 'Somewhat Agree', and 'Strongly Agree'. Each cell contains a radio button.

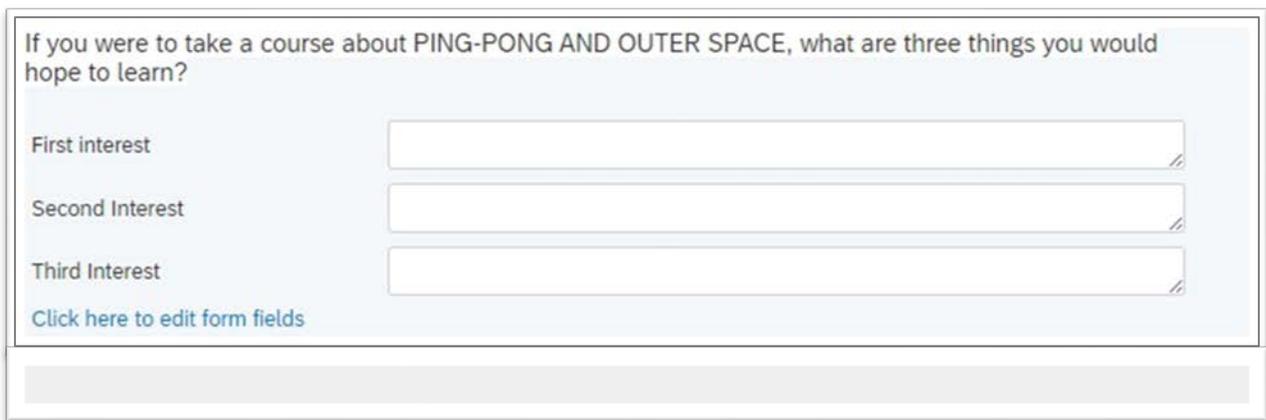
	Strongly Disagree	Somewhat Disagree	Agree	Somewhat Agree	Strongly Agree
I would be interested in a course about Ping-Pong and Outer Space.	<input type="radio"/>				
I would be interested in learning about Ping-Pong and Outer Space in a related course for my major.	<input type="radio"/>				

Text Entry Question

Good for: Questions for which you want to give respondents complete freedom in answering. Text entry questions are excellent for questions for which you do not know how the respondents will answer.

Caution: Aggregating similar responses that just happen to be entered differently (ex. “5”, “five”) requires cleaning the survey data and can be labor-intensive.

Text entry questions are great ways to gather individual student input that is entirely up to them. However, the ability to control the types of responses is limited. As such, a student writing “5” and another writing “five” will not show up as two instances of the same answer according to Qualtrics.



If you were to take a course about PING-PONG AND OUTER SPACE, what are three things you would hope to learn?

First interest

Second Interest

Third Interest

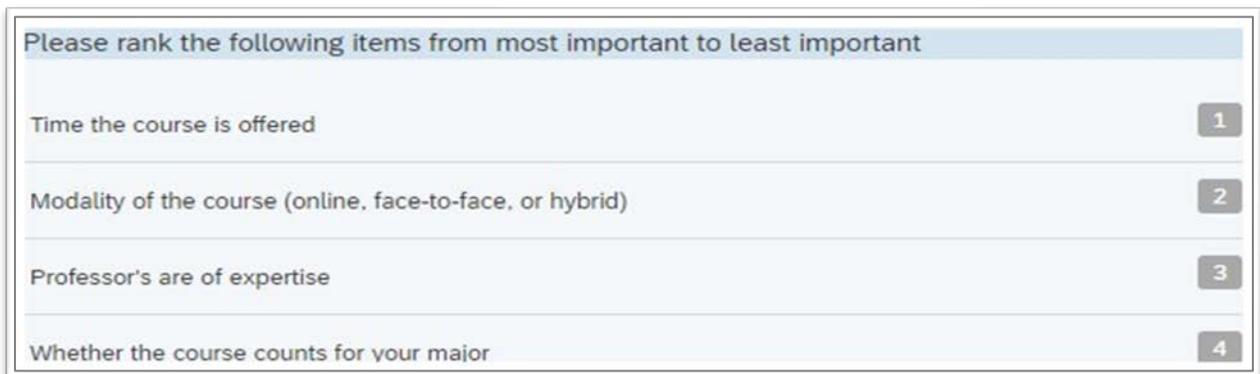
[Click here to edit form fields](#)

Rank Order

Good for: Identifying respondent priorities.

Caution: Rank order is not the same as magnitude of importance.

Rank order questions are a good option for finding out what is most important for students, such as in the example below. Qualtrics allows respondents to drag the provided options around to rank them from most important (number 1, at the top of the list) to least important (number 4).



Please rank the following items from most important to least important

Time the course is offered	1
Modality of the course (online, face-to-face, or hybrid)	2
Professor's are of expertise	3
Whether the course counts for your major	4

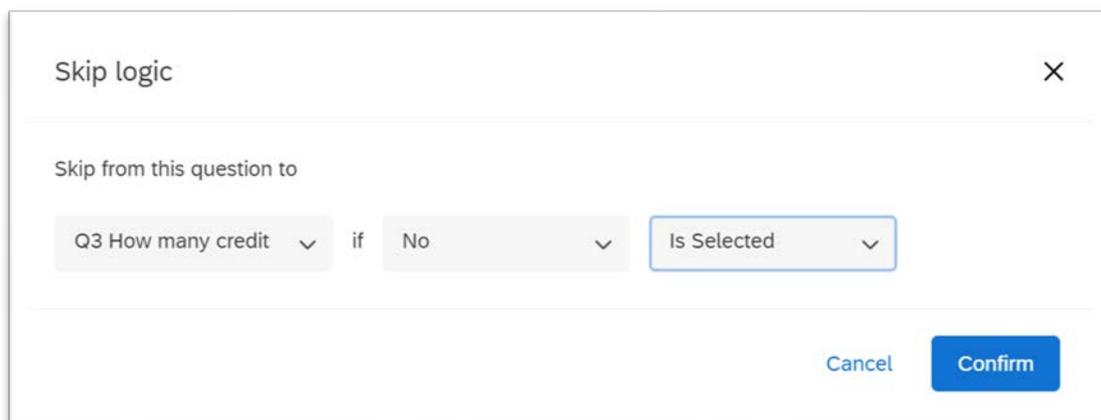
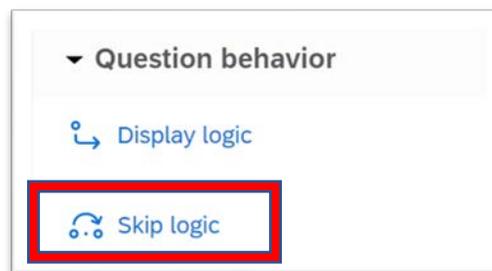
However, the order in which respondents place their answers does not provide the survey data analyst with information on how important each answer is to the respondent. For instance, in the example above, the respondent has ranked course time as the most important and course modality as the second most important items, but we cannot tell from this ranking if course time is 2 times or 200 times more important than course modality.

Some Additional Standard Question Types

The **Slider Question** is like the **Matrix Table** but with more options for ratings to be entered by respondents. The range of 0 to 100 is the default.

The **Side by Side Question** is good for questions with few answers but multiple sub-questions that vary slightly.

4. **Question Behavior** - Using logic to fit the survey better - A useful feature to customize in Qualtrics is **Question Behavior**. If you have a question that determines whether or not a respondent should see a subsequent question, you can incorporate a **Skip Logic** function by scrolling down to **Question Behavior** on the left-hand side of the screen and selecting **Skip Logic** from the drop-down menu.



For example, with the condition in place, anyone who selects “No” on Q1 will be directed to Q3. Those who select “Yes” on Q1 will proceed to Q2 then on to Q3.

5. You can create a new question block by clicking **Add Block** at the bottom of the survey. The new block will start questions on a new page for respondents. Although a new block is not necessary, it helps with organization of the survey since similar questions are often grouped together.



Additional Resources:

<https://www.sru.edu/offices/planning-resource-management-and-assessment/services> - PRMA page with additional Qualtrics guides– Under the **Survey Requests** accordion/**Qualtrics Self-Help**

<https://www.qualtrics.com/support/survey-platform/getting-started/survey-platform-overview/> - Qualtrics Training Manual – Main

<https://www.qualtrics.com/support/survey-platform/survey-module/survey-module-overview/?parent=p002#QuestionEditingPane> – Qualtrics Training Manual – Survey Basic Overview

<https://www.qualtrics.com/support/survey-platform/survey-module/editing-questions/question-types-guide/question-types-overview/> - Qualtrics Training Manual – Question Types