



Qualtrics Question Types

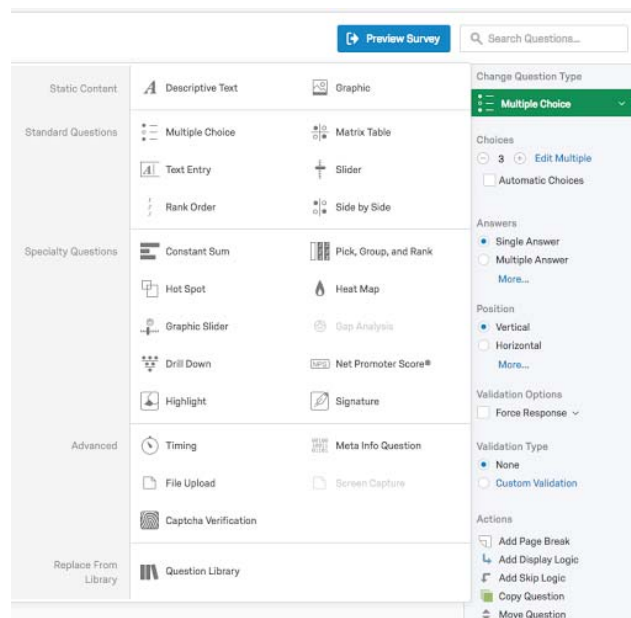
Information Technology

Question Types

Qualtrics provides over 100 different ways to ask a question.

There are 22 primary question types and a variety of settings that can be used to access each of these possibilities.

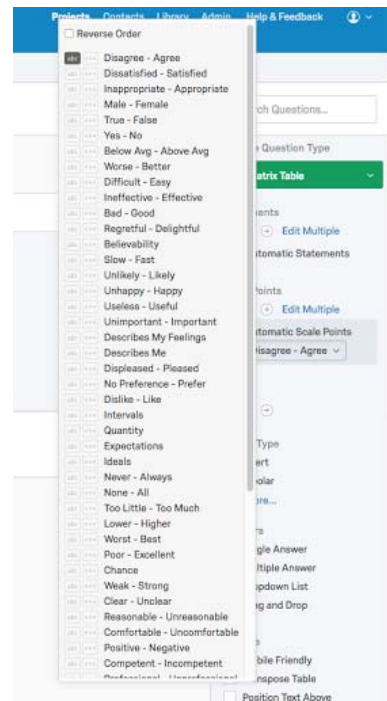
[Question Types Overview](#)





Question Scales

- Qualtrics offers 50 plus scales
- It should be easy to interpret the meaning of each scale point
- The scale should include enough points to differentiate respondents from one another as much as validly possible
- Responses to the scale should be reliable, meaning that if we asked the same question again, each respondent should provide the same answer



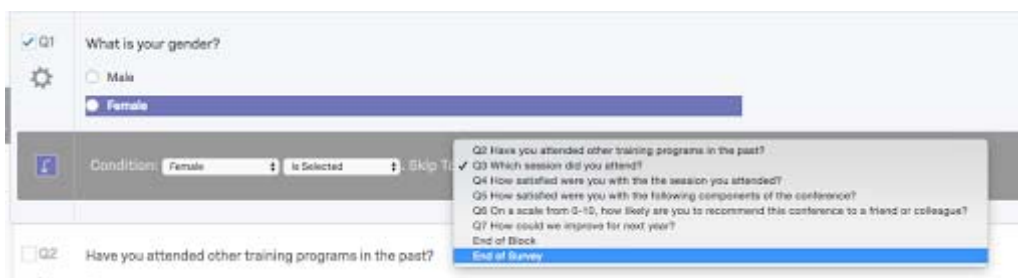
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Skip Logic

Send respondents to a future point in the survey based on how they answer a question.



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Display Logic

Create a survey that is customized to each respondent. Set Display Logic on specific questions so that it shows conditionally, based on previous information.

Display Logic (Why were you dissatisfied?)

Display this Question only if the following condition is met:

Question ▾ Q4 How satisfied ...ion you attended? ▾ Very Dissatisfied ▾ Is Selected ▾ ⊖ ⊕

And ▾ Question ▾ Q4 How satisfied ...ion you attended? ▾ Dissatisfied ▾ Is Selected ▾ ⊖ ⊕

In Page

Close ✓ Save

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Piped Text

With Piped Text, you can customize question and answer choice wording for each respondent, allowing each of them to have a customized, dynamic, and personal survey experience.

Subject:

Message:

Load Message ▾ Save As

- Survey Question >
- Embedded Data Field >
- Web Service >
- Survey Links >
- Date / Time >
- Opt Out Link >
- Contacts Field >**

Recipient First Name

Recipient Last Name

Recipient Email

External Data Reference

Recipient Language

Show Advanced Options

Email ✓ Send in 1 hour

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Email Triggers

Send an email notification when a survey response is completed and specified conditions are met.

Send An Email On Survey Complete: Add a Condition

To Email Address: example@qualtrics.com

From Name: Example Name

Reply-To Email: noreply@qualtrics.com

Subject: Customer Satisfaction Feedback

Message:

Thank you for your feedback!

When: Send Immediately

Include Response Report

Show Full Question Text

Close Without Saving Save Triggers

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Contact List Triggers

- Construct contact list using survey results
- No need to manually add each contact separately
- Update an existing contact list with new information

Add Respondent To Contact List On Survey Complete

Q1 Please click h...wing information... Email Address Not Empty

Contact List: CSAT 2015 View 21 members

Update existing list members

Unsubscribe the list member

First Name: None

Last Name: None

Email: None

External Data Reference: None

Language: None

Close Without Saving Save Triggers

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Survey Flow & Randomizer

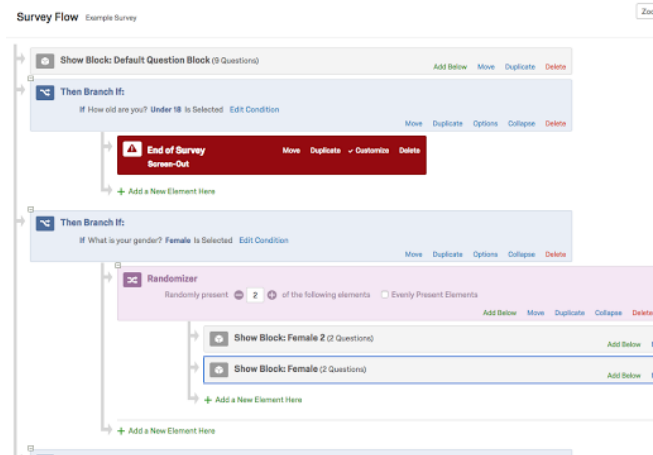
Survey Flow

- Block-level view of your survey
- Customize where respondents go in survey & what they see.
- Add elements like branch logic, randomizers, or embedded data

Randomizer

- Presents question blocks, embedded data, & other Survey Flow elements to respondents

[Support Page – Survey Flow](#)
[Support Page - Randomizer](#)



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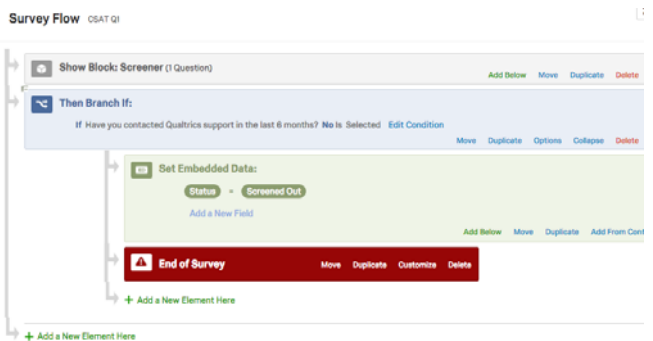


Embedded Data

Extra information you would like recorded

- Course
- Gender
- Condition assigned for a research study
- Etc.

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Collaboration

Share projects within and outside of your organization using the Qualtrics collaboration feature. You can specify permissions you wish to grant different collaborators.

Share Project: Longitudinal Study - Initial Survey

User and Group Address Book

User	Edit	View Reports	Activate/Deactivate	Copy	Distribute
Hilary Finlayson (hilaryf+qallej@qualtrics.co	<input checked="" type="checkbox"/> Details	<input checked="" type="checkbox"/> Details	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input type="button" value="x"/>

Edit Surveys
 Copy Survey Questions
 Create Response Sets
 Delete Survey Questions
 Use Blocks
 Use Conjoint
 Use Quotas
 Use Advanced Quotas

Translate Surveys
 Set Survey Options
 Edit Survey Questions
 Edit Survey Flow
 Use Skip Logic
 Use Triggers
 Use Screen-outs
 Use Table Of Contents

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Test Survey

If you want to see how your dataset or reports will look before sending out your survey, you can generate random dummy data through the Generate Test Responses feature.

Test Survey

Responses

[Options](#)

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Quotas

Quotas allow you to keep track of how many respondents meet a condition in your survey. You can also specify what will happen to your respondents once a Quota has been met, such as ending the survey prematurely or deleting the extra responses.

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Validation

- Force Response
- Request Response
- Custom Validation
- Custom Validation Messages

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Scoring

- Attach a point value to answers
- Point values are summed up to give your respondent a final score

Q15 In which department can you find each of these Qualtrics activities?

Clear

	Q-Unit	Marketing	Finance	Sales	Implementation
Ping Pong	2	Clear Scores	#	#	#
Instruments Station	2	Score Ascending	#	#	#
Sweets Kitchen	2	Score Descending	#	#	#
Sleepy - The Nap Room	2	Set Scores to:	#	#	#
VW Bug - drinks station	2		#	#	#

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Training Tools

- [Qualtrics Webinars](#)
- [Resource Library](#)

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Help & Feedback

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I have a technical question/issue

I would like to request a feature

I want to give feedback

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