



LAMAR UNIVERSITY
MEMBER THE TEXAS STATE UNIVERSITY SYSTEM™

Qualtrics Question Types

Information Technology

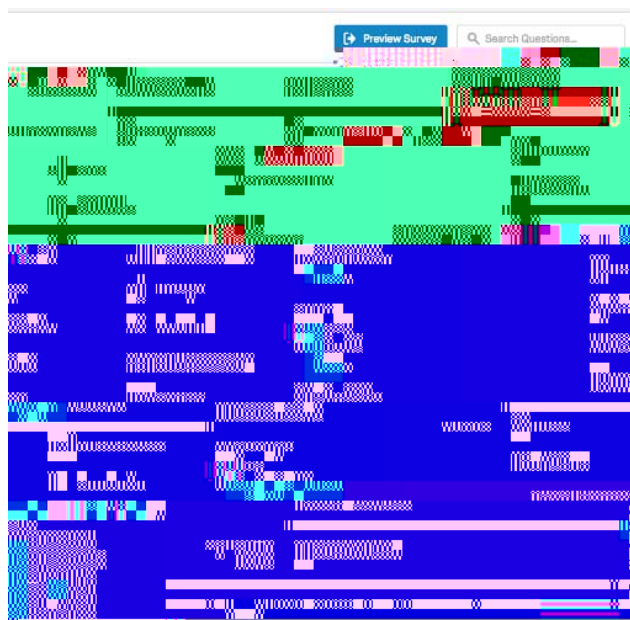
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Question Types

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](#)



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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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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.



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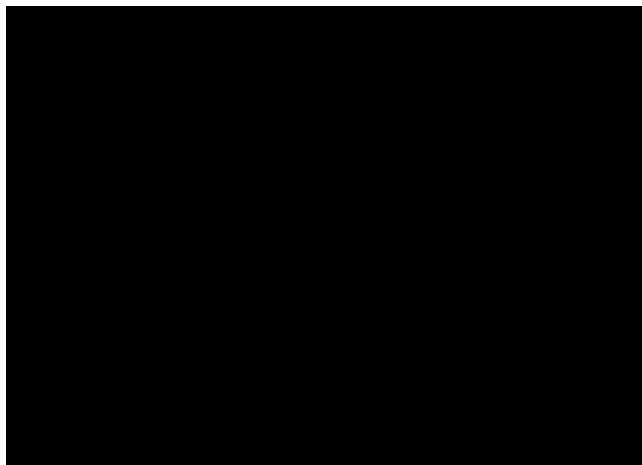
Survey Flow & Randomizer

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.



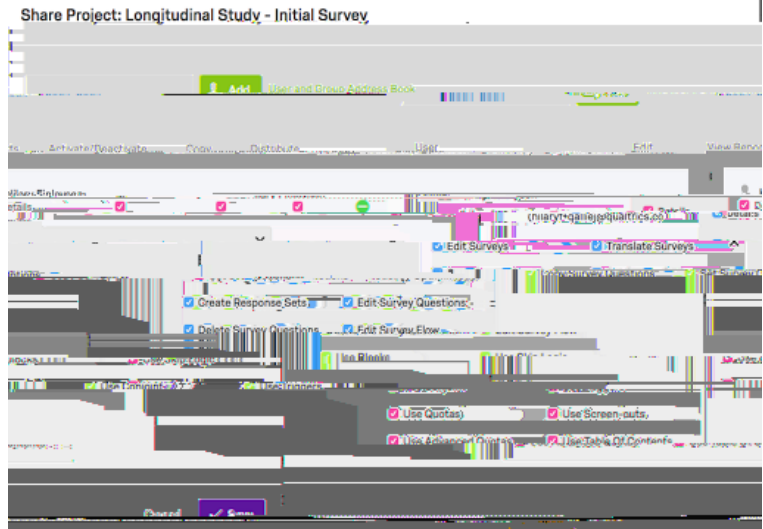
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Collaboration

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

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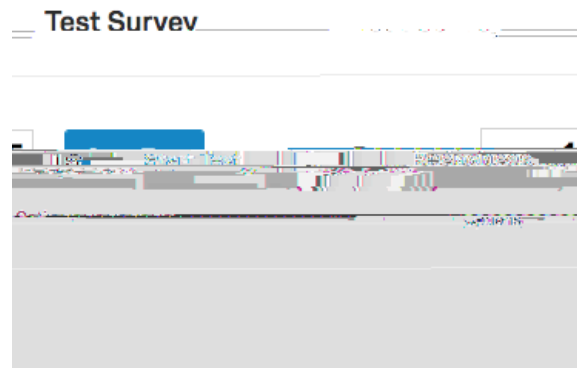


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Test Survey

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.

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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



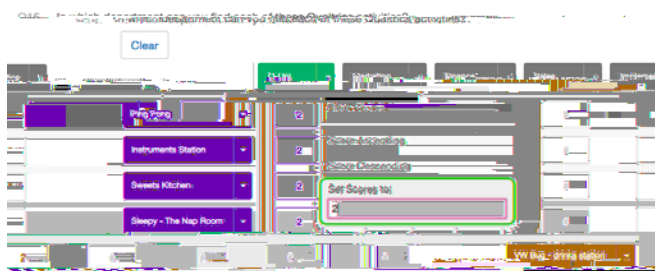
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Scoring

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



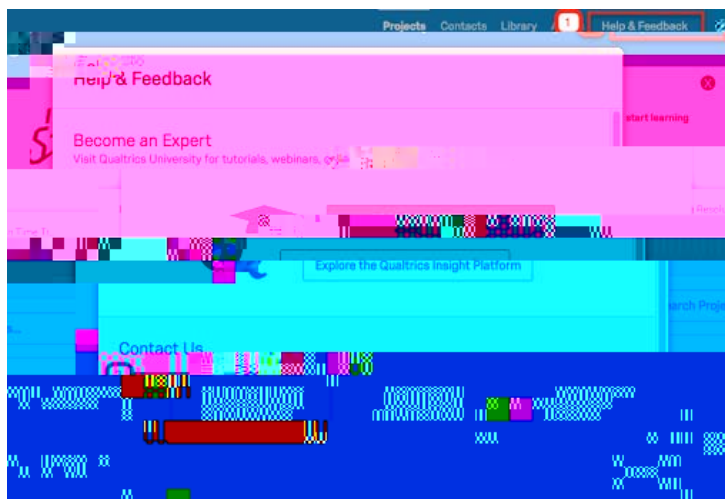
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Training Tools

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



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