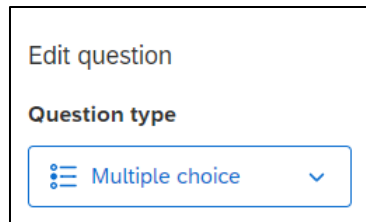


QUALTRICS: How to add questions

Qualtrics has 21 question categories, each containing multiple variants. When you first open a new survey, it shows a template for a single answer response multiple choice question.

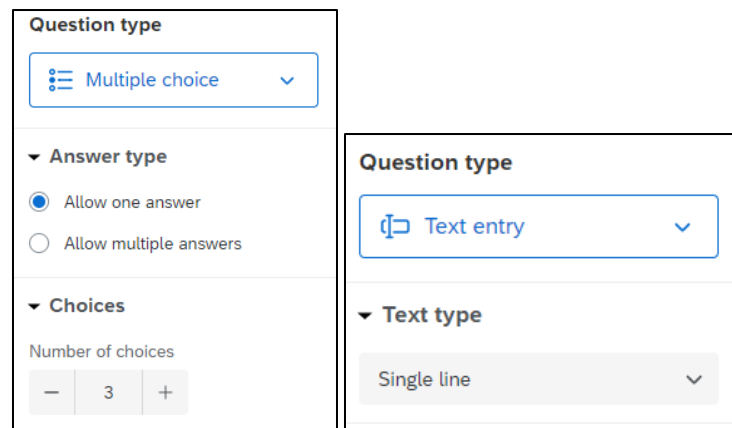
- Change the default question template to a different type by expanding the **Question Type** menu in the **Edit Question** section and selecting one of the other question templates.



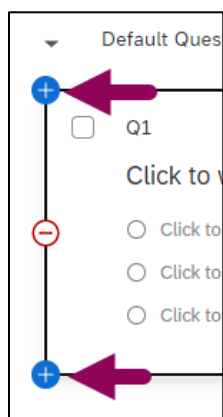
Each type of question has different setting options.

For example, multiple choice questions can be set to allow one answer choice or multiple choices. Text entry questions can be set to have a single line entry box or a multi-line entry box, and the text entry box can be further resized by grabbing its corner and dragging.

The list of setting options can be lengthy. To improve usability, they are divided into categories that can be collapsed and expanded as needed.

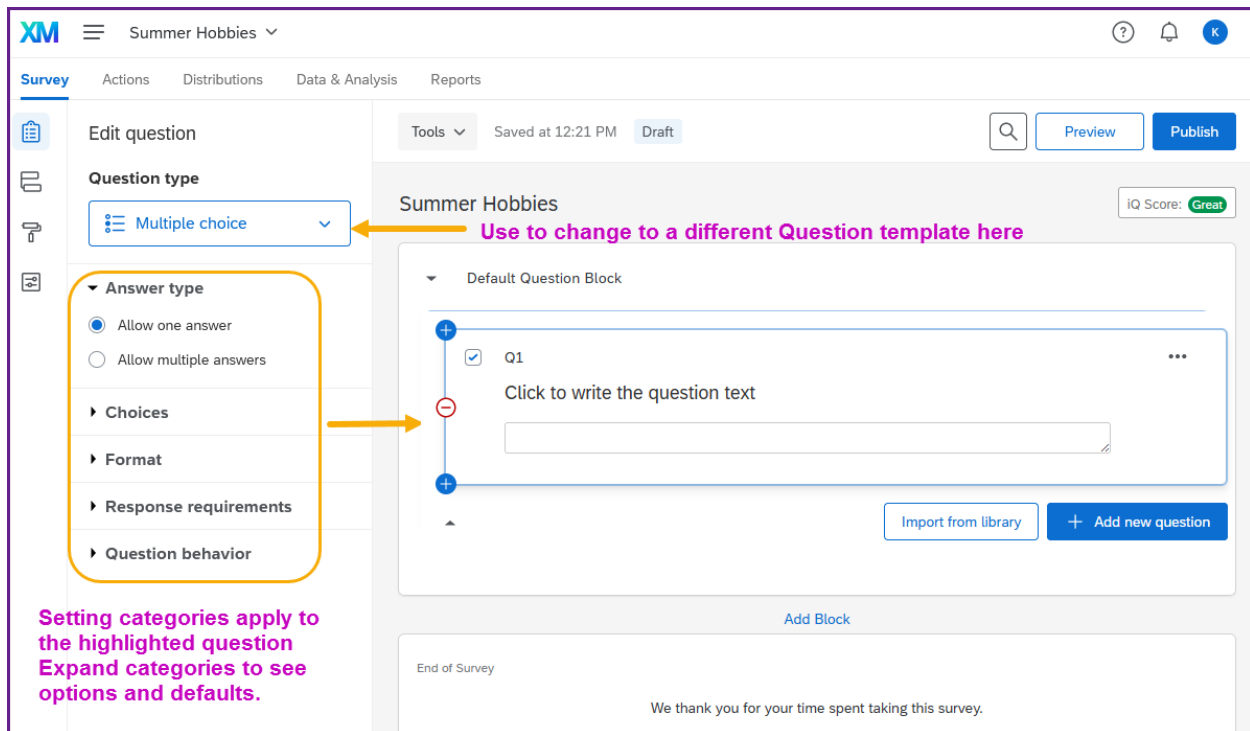


To add a new question, either:



- Click on an existing question in your survey, then click the round blue plus icon on its upper or lower edge to add a new question above/below the current one, or
- Click the blue "Add new question" button below the last question.





Common question settings

To force a respondent to supply a valid answer:

1. Click on the question to select it and cause its setting options to display in the left column.
2. Under the "**Response requirements**" heading, toggle "**Add requirements**" to the "on" (blue, or far right) position.
3. To make an answer mandatory, select "**Force response**".
 - The respondent will not be able to progress to the next page of the survey until all required questions are answered on the current page.
 - **IRB rules** may prevent you from requiring responses.
 - Over use of this feature negatively affects both user participation rates and data quality.
4. If you wish to simply encourage respondents to answer after they have initially left their answer blank, select "**Request response**".
 - Respondents will see a warning message when they try to move on if they leave the answer blank, but they can still proceed with the survey.
5. On Text Entry questions, you can add content validation rules to ensure that the responses given conform to expectations.
 - The example shown on the right specifies that only whole numbers between 0 and 10 can be entered.

▼ Response requirements

Add requirements ☒

☒ Force response
☐ Request response

Add validation ☒

Content type

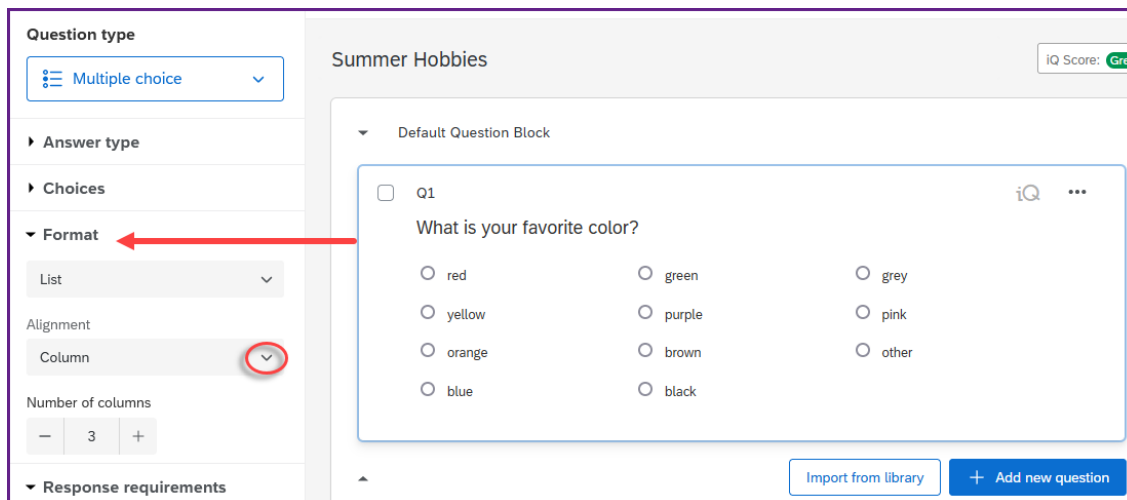
Minimum

Maximum

Maximum decimals

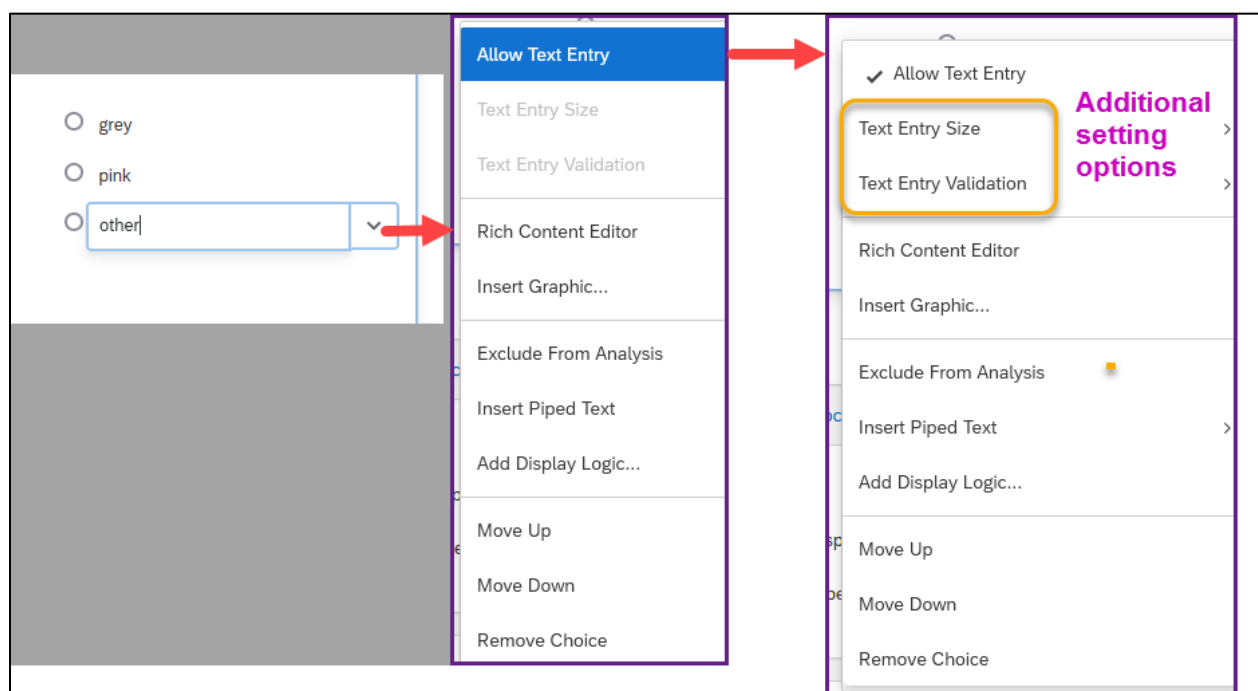
Format a long lists of multiple choice options into columns:

1. Select the multiple choice question.
2. In the Settings column on the left, expand the Format section.
3. Set Alignment equal to Column.
4. Specify the number of columns desired.



Add a text enter box after a multiple choice answer:

1. Hover on the response option that should include a text entry box.
2. Pull down the arrow and select "Allow Text Entry".
3. Go back and pull down the arrow a second time (after the text box has appeared) and you will see additional setting options that can be used to control the size of the entry box and allow for the addition of response verification rules.



Renumber questions:

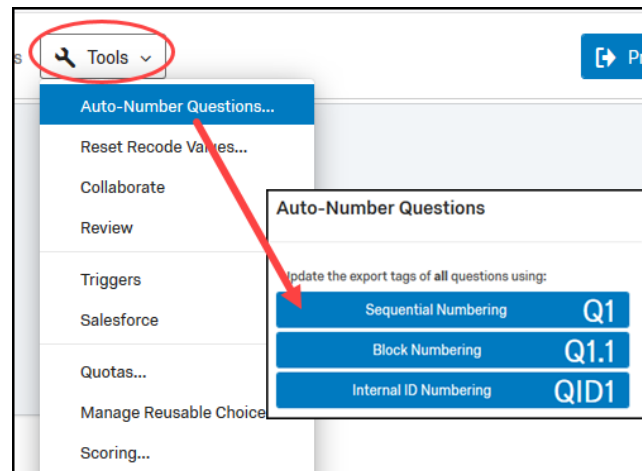
Every question is automatically numbered, according to the order it was created.

The **column headers** in the **collected data file** refers to each questions by its number.

Respondents don't see these numbers.

To renumber questions,

- Tools > Auto-Number Questions... > Sequential Numbering



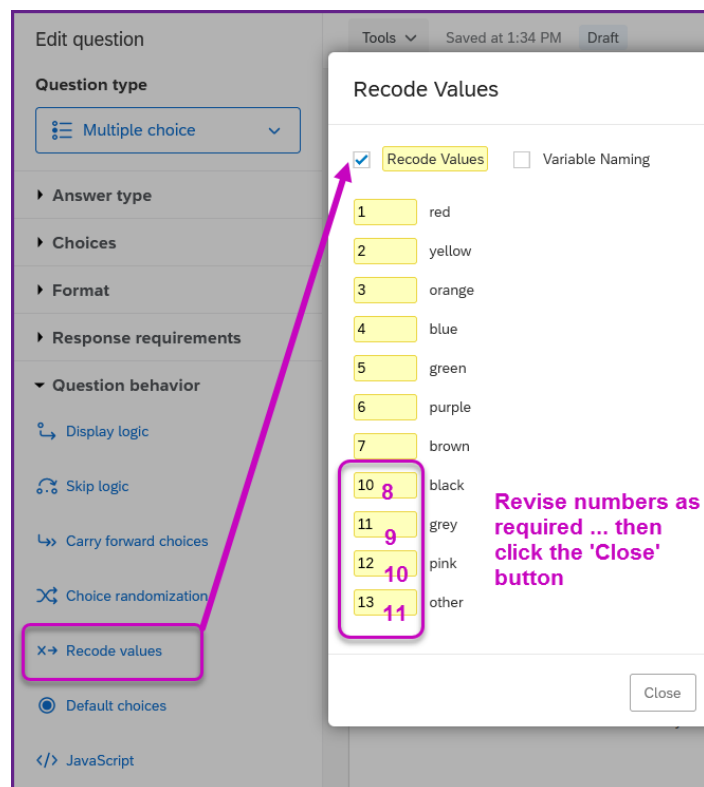
Review and change storage values for answer choices:

Every question response option is automatically given a number (a stored value).

- Stored numbers are assigned in the order that the answer choices are created, 1-2-3 etc.
- If answer lists are edited *after* they're initial created, the assigned number sequence may be altered unexpectedly. If left unnoticed, this can lead to incorrect interpretations of the collected data.
 - For example, if you expect the third listed answer to be coded as a "3" but it is coded as "4", conclusions about the data will be wrong.

To review the stored values for a question's answer choices,

- Go to the last category on the question's Settings menu, called **"Question behavior"**.
- Select 'Recode values'.
- In the popup window, click the box in front of Recode Values. The box in front of each answer option should turn yellow, indicating that it can be edited.
- Update the storage values, as needed.
- Click the Close button to save the changes and exit the popup window.



A quick way to see all the recode values for the survey's answer choices is to export the survey to a Word file. To do so:

- Expand the Tool menu located above the survey questions
- Select Import/Export.
- Select Export Survey to Word.
- Ensure that the “Show Coded Values” is selected.
- Click the green Export button.
- Download or open the Word file: recode values are listed in brackets after each answer choice.

If there are many recode value errors, you may wish to use the second option on the Tools menu, ‘Reset recode values’, to globally change all values at once. ** Be cautious in using this tool as there is **no undo option**.

