

QUALTRICS: How to set up response scoring

User responses for certain types of questions in Qualtrics can be assigned scores. This feature is typically used to create graded tests, conduct peer evaluations, or to provide overall score on a poll.

If you wish, you can report a respondent's total score back to them on any page following the last scored question. For complete details, see the [Qualtrics User Guide](#).

Example Peer Review Form for Course Group Work:

A peer evaluation form is created for each group in a class. Students use it to individually evaluate the performance of their group members, including themselves. A table of questions is repeated for each member of the group and a different group member's name is placed above each table. Each response is assigned an underlying score in a scoring equation. For transparency, the scoring value assigned to each response option is typically the same as the variable recode value. The total score for each student is displayed on the last page of the form, before the form is submitted, so that the respondent can backtrack and adjust ratings if they so desire.

| Rate: Student 1 | Unacceptable 1 | Fair 2 | Average 3 | Good 4 | Excellent 5 |
|---|-----------------------|-----------------------|-----------------------|----------------------------------|----------------------------------|
| GROUP PARTICIPATION Attended group meetings. Took an active role in group discussions. Initiated discussion. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> |
| LEVEL OF CONTRIBUTION Added value to the paper. Proof read the paper. Found individual article and completed summary and critique of it. Contributed to the plan of action. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| COMMUNICATION Responded in a reasonable amount of time to group emails and messages. Interacted with group members in a productive manner. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> |
| ATTITUDE Maintained a positive attitude towards the paper and other group members. Interacted in a professional manner. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |
| RESPONSIBILITY Followed through with agreed upon tasks. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> |

Rating Score Totals:

Student 1 Total = 22 / 25
Student 2 Total = 18 / 25
Student 3 Total = 25 / 25
Student 4 Total = 6 / 25
Student 5 Total = 24 / 25

Questions that can be scored:

Only certain types of questions can be scored automatically by Qualtrics. These are:

Multiple choice - all types

Rating scale questions - Likert, bipolar

- Multiple Choice
- Matrix Tables

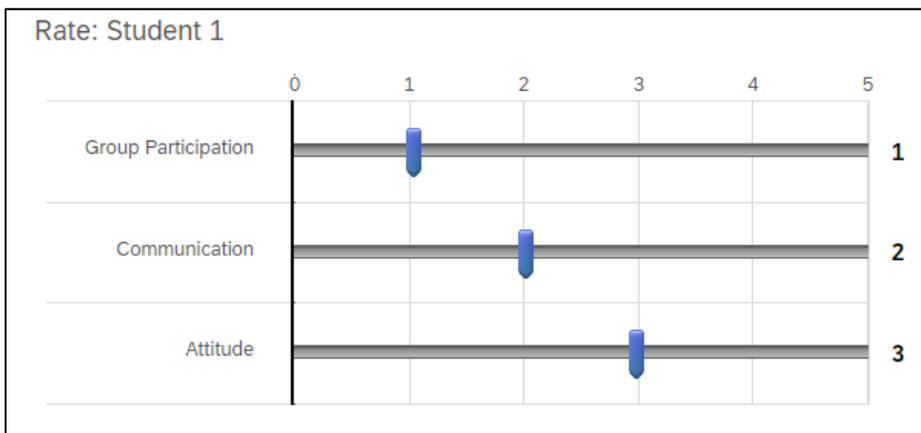
Student 1: Communication

- Unacceptable
- Fair
- Average
- Good
- Excellent

The screenshot shows the Qualtrics question editor. On the left, the 'Question type' dropdown is set to 'Matrix table'. Below it, the 'Matrix type' dropdown is open, showing options: Likert, Likert, Bipolar, Rank order, Constant sum, Text entry, and MaxDiff. A red arrow points from the 'Likert' option in the dropdown to the question preview on the right. The question preview shows a Likert matrix question titled 'Q2' with the text 'Click to write the question text'. The matrix has five columns: 'Not effective at all', 'Slightly effective', 'Moderately effective', 'Very effective', and 'Extremely effective'. The rows are: 'Group Participation', 'Level of Contribution', 'Communication', 'Attitude', and 'Responsibility'. Each cell contains a radio button.

Text entry questions – requires respondent's answer to exactly match a predefined answer key, thus answer scoring is practical for single word responses or exact phrases only

Slider questions - can assign multipliers to each item being ranked to indicate relative importance: if not altering importance, use multiplier of 1 for each item.



Side-by-side questions- can be scored only if consists of multiple choice questions

| Click to write the question text | | | | |
|----------------------------------|-------------------------|-----------------------|-------------------------|-----------------------|
| | Column Options ▾ | | Column Options ▾ | |
| | Click to write Column 1 | | Click to write Column 2 | |
| | Answer 1 | Answer 2 | Answer 1 | Answer 2 |
| Click to write Statement 1 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Click to write Statement 2 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Click to write Statement 3 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Question formats not listed above, such as **open-ended** Matrix tables and Text Entry Forms, cannot be scored.

How to set up Response Scoring:

1. First, code the entire survey
 - add descriptive text, questions
 - ensure the display logic and survey flow is correct
2. Click the **Survey Options** tool in the left side menu
3. Under the subheader labeled “Advanced”, select Scoring.
4. Expand the Category menu and select Manage Categories
5. A category is an equation for calculating a score. Create and define a separate category for each student’s Total score

Click “New Category” and enter a name for the new equation. If there are four students per class group, create and name the categories Student 1, Student 2, Student 3, and Student 4.

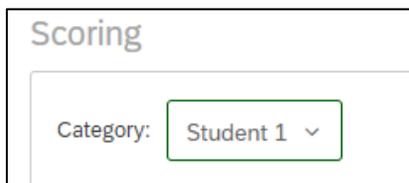
| Manage Scoring Categories | | <input type="checkbox"/> Show Categories By Group |
|---------------------------------|-------------------|---|
| Student 1 | 0 items Translate | ⚙️ ▾ |
| Student 2 | 0 items Translate | ⚙️ ▾ |
| Student 3 | 0 items Translate | ⚙️ ▾ |
| Student 4 | 0 items Translate | ⚙️ ▾ |
| New Category... | | |

The image shows a sidebar menu for 'Survey' with tabs for 'Actions', 'Distributions', and 'Data &...'. The 'Survey' tab is active. Under the 'Advanced' section, the 'Scoring' option is highlighted with a red arrow. The 'Scoring' option has a sub-link that says 'Attach point values to specific answers'.

6. Build a scoring equation for each category by selecting which questions to include and the point value for each response in the selected questions. Repeat the process for each category.
 - You don't have to include every question on the form.
 - You don't have to score every response in a selected question, e.g. the "correct" question can be assigned 1 point and the remaining answer options can be left blank (blank = zero).
 - The same question can be included in multiple scoring categories.
 - When scoring a table, use the column menu to assign the same score to every cell in a column.

Example: Set up Student 1 Scoring

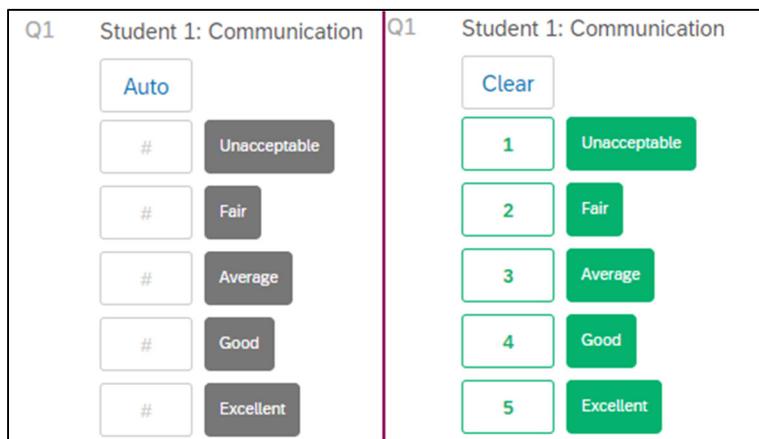
Set the Category equal to Student 1.



Click a question whose scores should be included in the Student 1 equation. Insert a scoring value in each cell. The **Auto** button can save you time by setting the scoring value to be the same as the recode value. If you use it, double check to ensure accuracy.

Leave any questions that will not be included in the Student 1 scoring greyed out.

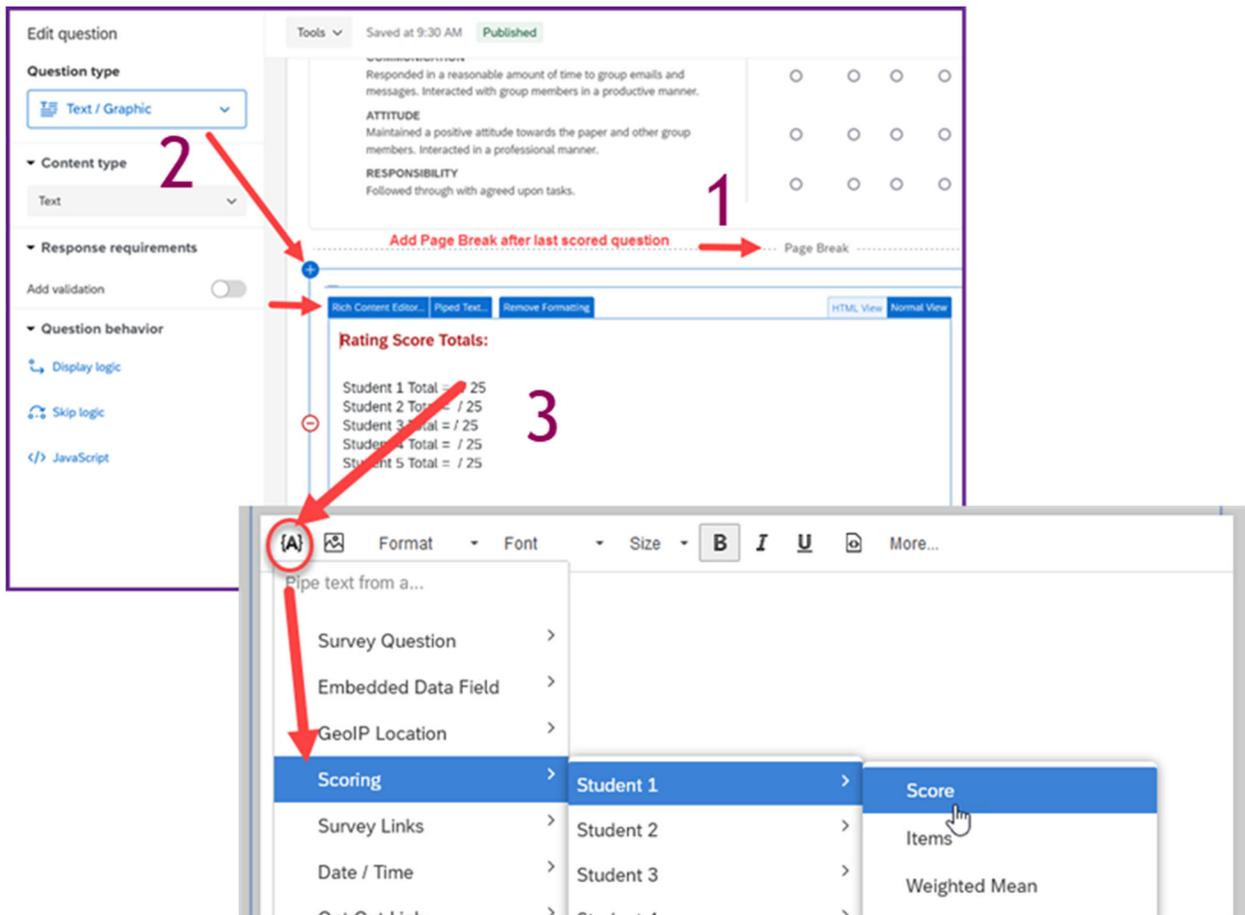
Figure 1: Unselected response options are shown in grey on the left, and selected response are showed in green on the right.



Example: Show group member totals based on student's selected answers before form is submitted

1. Edit the survey and add a page break after the last scored question.
2. Add a Text / Graphic style question.
3. Use the Rich Content Editor to pipe in the scores to the desired locations on the display screen.

Figure 2: Illustrating the steps explained in the example above.



How Instructor can view Total Score for all students

The calculated scores for each submission are included in the data file that Qualtrics keeps. These are included when the survey owner exports the data as a file or view the report generated by Qualtrics.

Option 1: Data files exported and opened in Excel

Scoring category values calculated within each submission are listed in columns at the end of the project's data file.

1. Export the file of submissions for each group and open it in Excel.
2. Clean out any duplicate or suspicious submissions.
3. Use Excel's "Average" tool to calculate each student's across-submission average score. Take care to select "Average" and not the default "Sum" from the tool menu.

Figure 3: Shows the use of the Average formula in excel. Notable, the Student's average is 25.0

| AU | AV | AW | AX | AY | AZ | BA | BB | BC |
|-------------------------------------|-------|-------|-----------|-----------|-----------|-----------|-----------|-----------|
| Q11_3 | Q11_4 | Q11_5 | SC0 | SC1 | SC2 | SC3 | SC4 | SC5 |
| Rate: | Rate: | Rate: | Student 1 | Student 2 | Student 3 | Student 4 | Student 5 | Student 6 |
| 5 | 5 | 5 | 25 | 25 | 20 | 23 | 25 | 25 |
| 5 | 5 | 5 | 25 | 25 | 25 | 25 | 25 | 25 |
| 5 | 5 | 5 | 25 | 25 | 25 | 24 | 25 | 25 |
| 5 | 5 | 5 | 25 | 25 | 23 | 20 | 24 | 25 |
| 5 | 5 | 5 | 25 | 25 | 24 | 23 | 25 | 25 |
| 5 | 5 | 5 | 25 | 24 | 18 | 20 | 25 | 25 |
| Manually added row: AVERAGE: | | | 25.0 | 24.8 | 22.5 | 22.5 | 24.8 | 25.0 |

Option 2: Qualtrics Report shows scoring category totals

Generate a Qualtrics Default Report. The average score for each student is calculated across all submissions. However, the reported value is based on all collected submissions and therefore may hide flawed and duplicate submissions.

Figure 4: Student's scoring value displayed in the default Qualtrics report. This Student's average score, across all group member submissions, is 22.5

| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|-----------|---------|---------|-------|---------------|----------|-------|
| 1 | Student 3 | 18.00 | 25.00 | 22.50 | 2.63 | 6.92 | 6 |