

Online survey guide: Question types

STATIC CONTENT

- **Descriptive text** - present participants with a text to read or give them instructions
- **Graphic** - present images, videos, or audio files

STANDARD QUESTIONS

- **Multiple choice** - enables single or multiple answer. Can be presented as a standard multiple-choice question, dropdown list, or a select box.
- **Matrix table** - allows you to ask multiple questions in a more compact space

Over the last 2 weeks, how often have you been bothered by the following problems?

	Not at all	Several days	More than half the days	Nearly every day
Feeling nervous, anxious or on edge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not being able to stop or control worrying	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Example of a matrix question

Would you describe yourself as

Outgoing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Reserved
Sociable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Solitary
Lone worker	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Team player

Example of a bipolar matrix

- **Text entry** - participants can enter text into a single line, multi-line or an essay sized text box. You can set requirements for a minimum amount of characters or set a maximum limit.
- **Slider** - asks participants to position themselves on a continuous scale.

At this time, how would you rate yourself on:

How hard you find it to concentrate on details

Not at all 0 10 20 30 40 50 60 70 80 90 100 A great deal

Example of a slider question

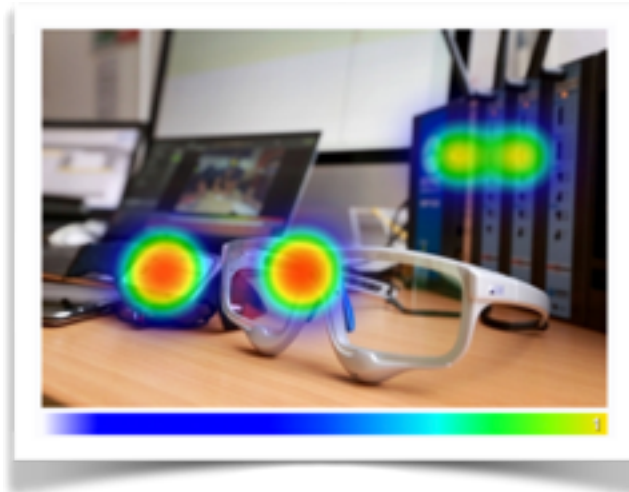
- **Rank order** - asks participants to rank items in a preferred order.
- **Side by side** - allows you to enquire about multiple dimensions of an item in a convenient way.

	At work				At university			
	Very true for me	Somewhat true for me	Somewhat false for me	Very false for me	Very true for me	Somewhat true for me	Somewhat false for me	Very false for me
I worry about making mistakes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I crave excitement and new sensations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have very few fears compared to my friends.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Example of a side by side question

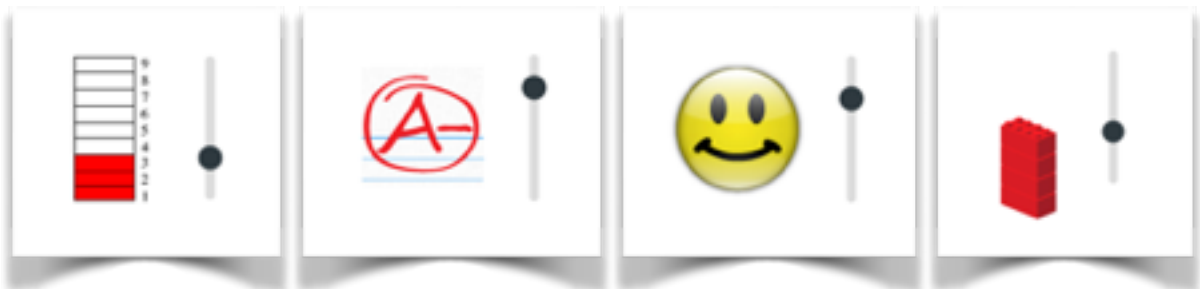
SPECIALTY QUESTIONS

- **Constant sum** - asks participants to allocate a set amount of resources to different options (e.g. "How many hours a day do you spend doing the following activities...")
- **Pick, group and rank** - allows participants to sort items into groups and then assign ranks.
- **Hot spot** - You can define clickable areas on an image and ask participants to select one of the areas.
- **Heat maps** - Participants are able to click anywhere on an image. You can then analyse which parts of the image were most frequently clicked.



Example of a heat map

- **Graphic sliders** - combines regular slider questions with more engaging graphics



Examples of graphic sliders

- **Gap analysis** - ask follow-up questions if participants score too low or too high on one of the questionnaire items.
- **Drill down** - Participants first pick from a general drop-down list and from their answers are presented with specific follow-up lists to "drill down" to their answer.

ADVANCED

- **Meta info questions** - records information about the participant's browser such as browser type, browser version, operating system and screen resolution. This question runs in the background and is not displayed to the participant.
- **Timing question** - records the time between the loading of the page and the first click, last click and the page submission as well as the number of clicks. You can set a limit for how minimum or maximum time spent on the page.