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

Skip Logic

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

**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.
Email Triggers

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

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
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

Embedded Data

Extra information you would like recorded
- Course
- Gender
- Condition assigned for a research study
- Etc.

Support Page – Survey Flow
Support Page - Randomizer

Support Page
**Collaboration**

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

Support Page

**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.

Support Page
**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.

**Validation**

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

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

Support Page

Training Tools

- Qualtrics Webinars
- Resource Library