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

Matrix question:

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

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.

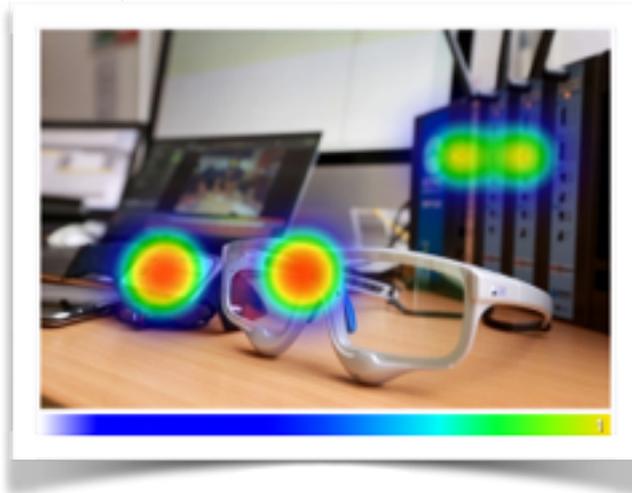Side by side question

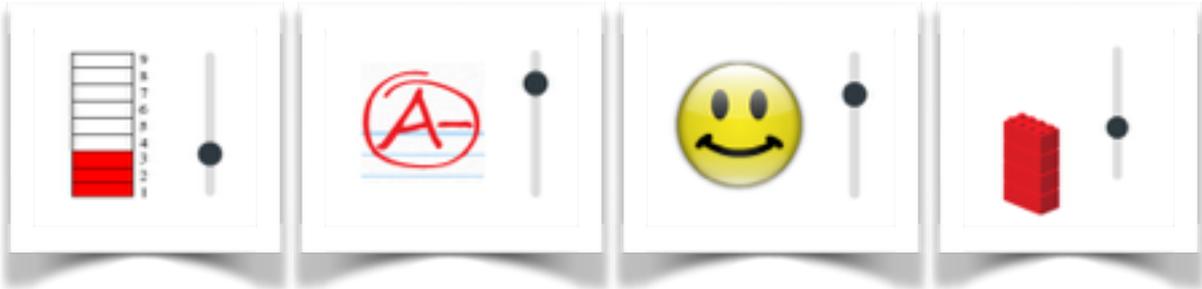# SASS PSYCHOLOGY LAB

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.

Heat map

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

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 records the time between the loading of the page and the first click, last click and the page submission as well as the amount of clicks. You can set a limit for how minimum or maximum time spent on the page.

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