# **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



Example of a matrix question 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.



 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.

 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.