

Survey Word Document Instructions

Instructions and comments will be in boxes like this – don't include these in your actual survey document!

Instructions for constructing the survey should be in brackets (i.e. []). When submitting a survey document it is better to be clear than to always follow the rules (though there aren't many rules). If you are unsure how to convey what you want just write it out within the brackets. If your question or answer text includes brackets you can make instructions more distinct by italicizing the text in the brackets.

It's best to submit questions and answers without any special formatting like tables and columns. You can use these, but it may increase the amount of time necessary to construct and revise the survey. Text formatting is OK (italics, bold, underlined), and will as much as possible be included in the final survey.

Multiple choice:

The format for any kind of multiple choice question is 1) the question, 2) a blank line, and 3) the answers on separate lines:

1. What is your gender?

Male

Female

This is a single-selection multiple choice question. Without any other instructions or marks a question written like this will always be considered a single-selection question.

A multiple-selection question allows multiple answers to be checked. This is a "check all that apply" kind of question. Put **[multiple]** in front of the answers to indicate multiple selection:

2. What is the best time to contact you? Check all that apply.

[multiple]

morning

mid-day

afternoon

evening

night

In some cases you will need to include an answer that is exclusive. A common example is “none of the above”, though you can have any text as well as more than one answer be exclusive. Indicate an exclusive answer by putting an **[X]** in front of it:

3. Which days of the week do you typically go out for dinner?

[multiple]

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

None of the above

In some cases you may want respondents to be able to write text next to an answer. A common example is when “other” is a possible answer. Put **[blank]** after an answer to allow text entry:

4. What is your favorite color?

red

yellow

green

blue

other [blank]

Qualtrics allows for a variety of formatting options and answer types. If something isn't explicitly mentioned in this document feel free to write instructions in brackets. As an example, the following would result in a question where the answers were horizontally arranged pictures:

5. Which best represents how you feel today?

[arrange answers horizontally, and don't include any text]

[1 should be very_sad_face.jpg]

[2 should be kind_of_sad_face.jpg]


[3 should be neutral_face.jpg]

[4 should be kind_of_happy_face.jpg]

[5 should be very_happy_face.jpg]

Which would look like this:

Which best represents how you feel today?



(If you want graphics in your survey you will typically need to provide them to CITR)

Qualtrics is very flexible, so you can have graphics in only some of the answers, more than one exclusive answer, text entry next to multiple answers, combinations of all of these, etc. (single-selection is automatically exclusive).

Rank-order:

The format of a rank-order question is similar to a multiple-choice question. First, write the question, then indicate which answer format you want, and finally write the answers. You can also specify the minimum and maximum number of items that must be ranked. Typically you will want all items ranked, though in some cases you may want to allow respondents to rank-order only their top choices:

6. Rank the following ice cream flavors, with 1 being your most preferred and 5 being your least preferred:

[rank selection all]

Chocolate

Vanilla

Strawberry

Coffee

Peanut Butter

In this example respondents must rank all five answers, and ranks are selected by clicking on bubbles numbered 1 through 5 next to each flavor. If you tagged the answers as **[rank selection minimum 3]** respondents would be allowed to leave out two of the flavors. If you tagged the answers **[rank selection minimum 2 maximum 4]** they could rank between two and four of the flavors.

Tagging the answers as **[rank text]** would require respondents to write numbers in text boxes. A **[rank drag]** tag would require respondents to drag and drop answers (i.e. click and hold an answer, then move it above or below other answers).

Matrix questions:

A typical matrix question will have a number of words, phrases, statements, or questions, all of which have the same answers. Common matrix answers are scales such as “Strongly Agree” to “Strongly Disagree”, “Always” to “Never”, “Excellent” to “Poor”, etc. The simplest matrix question would have the words, statements, etc. tagged as [rows] and the answers tagged as [answers]:

7. How often do you engage in each of the following activities?

[rows]

Exercise

Watching television

Reading

Hobbies

Sports

Studying

[answers]

Very frequently

Frequently

Occasionally

Rarely

Never

When answering this question respondents would select one of the five answers for each of the six rows.

Matrix questions can also be multiple-select questions, i.e. you can have respondents check all that apply for each row. Tag these kinds of questions with **[multiple]** before **[rows]**. For a matrix of text boxes add **[text]** before **[rows]**.

You can also have different answers for each row. Think of this as a collection of related multiple choice questions with separate answers. Repeat **[row]** and **[answers]** to create a question like this:

8. Please describe your current student status:

[row]

Type of major

[answers]

Science/math

Arts/Humanities

Applied Science/Engineering

Undeclared

[row]

Class standing

[answers]

Freshman

Sophomore

Junior

Senior

[row]

GPA

[answers]

3.00 or greater

between 3.00 and 2.00

between 2.00 and 1.00

less than 1.00

Once in Qualtrics the question would look like this:

Please describe your current student status.				
Type of major	Science / Math	Arts / Humanities	Applied Science /Engineering	Undeclared
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Class standing	Freshman	Sophomore	Junior	Senior
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
GPA	3.00 or greater	between 3.00 and 2.00	between 2.00 and 1.00	less than 1.00
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Descriptive Text:

If you want to include text without a question use **[description]**. This is useful when giving instructions, describing the purpose of the survey, providing informed consent, etc. Most surveys will have at least one descriptive text item at the beginning of the survey. Include a question number, but put the tag before it:

[description]

9. The remaining questions will ask you about your future plans. If a question is about a plan you have not thought about or remain undecided on please select the answer you think is most likely.

Note that “most” is underlined here. Formatting in question or answer text will be preserved as much as possible in the Qualtrics formatting. By default questions are in bold, answers are not, but this is not required. Additional formatting should be provided as instructions. For example, if you want 10-point Arial font for the entire survey, include [**use 10-pt Arial font for the entire survey**] at the beginning of the document.