

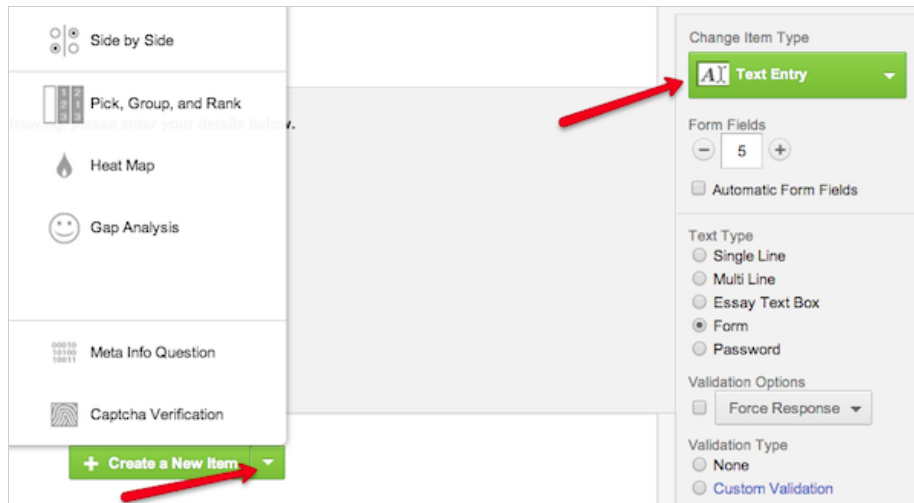
# Question Types Guide

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## Introduction

With over 100 ways to ask a question in Qualtrics, the possibilities are limitless. This page provides an overview of the 18 primary question categories.

Each of the questions below can be added to your survey by either clicking **Change Item Type** on the right of an existing question, or by clicking the drop-down arrow next to **Create a New Item**.



Click on any of the question types below to learn more about how the question is set up, how data is reported, and the variations available.

## The Essentials

These questions are tried-and-true, familiar to participants, and form the basis of most surveys.

### Descriptive Text and Graphic

Not so much a question, but an opportunity for you to add an introduction or instructions to your survey. These are used wherever you need to display content to the participant without asking for feedback.

### Multiple Choice

This standard question type forms the basis of most research. It can be displayed as a traditional list of choices, or as a drop-down menu.

### Text Entry

Text Entry is used to gather open-ended feedback from participants. This can include lengthy essays, form information such as name and email, or anything in between.

### Matrix Table

Matrix Table is used to collect multiple pieces of information in one question. It provides an effective way to condense your survey, or to group similar items into one question.

# Engaging Alternatives

These are the fun ones. These questions invite participants to do everything from drag and drop ranking to image analysis.



Slider

Have participants indicate their level of preference with a draggable bar rather than a traditional scale point.



Graphic Slider

This variation of the Slider question has participants using various graphic options such as changing a frown to a smile or choosing a grade to indicate their level of preference.



Rank Order

Rank Order is used to determine each participant's order of preference for a list of items.



Pick Group and Rank

Pick Group and Rank is used for sorting activities where participants place items in groups.



Hot Spot

With Hot Spot, participants interact with regions of an image. This is often used in usability testing and concept testing.



Heat Map

With Heat Map, participants click on significant points on an image. Unlike Hot Spot, any regions you define are hidden. This is often used in usability testing and concept testing.

# Targeted Data Collection

These questions are able to collect more targeted data, such as a user-uploaded file, or an answer from a list of 1,000 possibilities.



Side By Side

Use Side By Side to ask multiple questions in one condensed table.



Net Promoter® Score

Track customer loyalty with one simple question. Based on how likely participants are to recommend your product, a promoter score is calculated and reported in the results.



Gap Analysis

This variation of the Side By Side question is used to measure satisfaction, and then dig into where the “gaps” in satisfaction are.



Drill Down

Drill Down is used to help participants choose from a long list by starting broadly, and then honing into just the choices that are relevant to them.



Constant Sum

Constant Sum collects numeric data and displays a sum to the participant.



File Upload

Use File Upload to collect information beyond the survey questions, such as user-uploaded photos or documents.

# Tracking Questions

These questions are used not to ask for feedback, but to track your participants.



Timing

This hidden question is used to time as well as limit how long participants spend on a page of the survey.



Meta Info

This hidden question reports information about the participant's computer, such as their browser and operating system.



Captcha Verification

Make sure your participants aren't robots. This question has participants answer a challenge to verify they are real humans.