

Qualtrics Tips and Tricks for Survey Research

Display and Skip Logic

Sometimes you don't always need or want every participant to answer every question. In this case, you want to utilize the display and skip logic features.

Display Logic:

You can use display logic to create a survey that is customized to each respondent. When a specific question or answer choice pertains only to certain respondents, you can set display logic on it so that it shows conditionally based on previous information. You can choose to conditionally display both questions and answer choices, allowing you to create a survey that dynamically adapts to your respondent's answers. Display logic is found in the Question behavior section of the survey builder.

Tips:

- If you're looking to skip respondents to a later part in your survey based on their answer choices, use skip logic instead.
- Display logic is ideal for conditionally displaying answer choices or single questions. If you have a group of questions that require the same logic, consider using branch logic instead.
- If you want to repeat a respondent's selected answer choices across multiple questions, use "carry forward" instead.
- Select the "In Page" checkbox if you want the question to appear immediately once the condition is met, rather than displaying it on the next page of the survey.

Skip Logic:

Skip logic allows you to send respondents to a future point in the survey based on how they answer a question. For instance, if a respondent indicates that they don't agree to your survey's consent form, they could immediately be skipped to the end of the survey. Please note that skip logic can only be used to send respondents forward in the survey, not backward.

Tips:

- If you skip a respondent to the end of your survey, their end of survey experience will follow the default end of survey settings; if you have an end of survey element in your survey flow, these settings will be ignored in favor of the default settings from the builder.
- With skip logic, respondents can only be skipped forward to questions within the same block. If you'd like to skip respondents to another block, choose to skip them to End of Block and then use branch logic or display logic to get them to the right place from there.

Bot Detection

Bot detection allows you to track which responses are likely bots by adding a field to each response called Q_RecaptchaScore. Every response is rated on the probability that the respondent was a bot, which you can then use to [filter out data](#) or [build reports](#).

In order to accurately determine the likelihood a response came from a bot, you must have your survey options configured before you collect data!

Tips: Although the Captcha question and bot detection both use Google reCAPTCHA technology, how they use it is very different. The Captcha question requires the respondent to successfully interact with it and complete the proposed challenge in order to proceed. On the other hand, bot detection uses reCAPTCHA V3 to flag the response with the likelihood of it being taken by a bot. This requires no interaction from the respondent, but will not block them from proceeding if they are indeed a bot.

Embedded Data Field Name	Source Technology	Survey Option Enabled	Min Value	Max Value	Interpretation
Q_RecaptchaScore	Google's invisible reCaptcha	Bot Detection	0	1	A score of greater than or equal to 0.5 means the respondent is likely a human. A score of Less than 0.5 means the respondent is likely a bot.

RelevantID

RelevantID improves fraud detection by assessing respondent metadata to determine the likelihood that the same respondent is answering over and over; RelevantID does not necessarily check the content of the responses for duplicates, since respondent can answer multiple times while giving different answers. This feature has four fields associated with it that you can report on: Q_RelevantIDDuplicate, Q_RelevantIDDuplicateScore, Q_RelevantIDFraudScore, and Q_RelevantIDLastStartDate. These fields are calculated using RelevantID technology. This technology checks if the respondent is cheating by taking the survey multiple times or whether a survey taker is fraudulent by analyzing a user's browser, operating system, and location to provide a fraud score.

Q_RELEVANTIDDUPPLICATE, Q_RELEVANTIDDUPPLICATESCORE, Q_RELEVANTIDFRAUDSCORE, AND Q_RELEVANTIDLASTSTARTDATE

Embedded Data Field Name	Source Technology	Survey Option Enabled	Min Value	Max Value	Interpretation
Q_RelevantIDDuplicate	RelevantID	RelevantID	NULL (0)	True (1)	If true (1), it means the response is likely a duplicate.
Q_RelevantIDDuplicateScore	RelevantID	RelevantID	0	100	A score of greater than or equal to 75 means the response is likely a duplicate.
Q_RelevantIDFraudScore	RelevantID	RelevantID	0	130	A score greater than or equal to 30 means the response is likely fraudulent and a bot.
Q_RelevantIDLastStartDate	RelevantID	RelevantID	N/A	N/A	If Q_RelevantIDDuplicate is true (1), this field will report the last date the survey was started.

Randomization

With a randomizer in your survey flow, you can randomly present question blocks, embedded data, and other survey flow elements to your respondents.

Any items in your survey flow can be randomized. This randomization can happen at any point in the flow. For example, you can use a randomizer to randomly assign specific embedded data labels to each respondent or to randomly send your respondents to different survey endings with end of survey elements.

To add a Randomizer:

1. Navigate to the Survey tab and open your Survey Flow.
2. Click Add Below or Add a New Element Here.
3. Select Randomizer.
4. Move the elements you want to randomize so they are nested under the randomizer.
5. Enter the number of elements you want to present to your respondents.
6. If desired, click the checkbox for Evenly Present Elements to present each element a roughly equal number of times across all respondents.
7. Click Apply.

“Evenly Present Elements” makes sure that even as elements are randomized, they are randomized evenly. This setting keeps careful watch on the counts to ensure every element is presented an equal number of times. When deselected, items are randomly presented with no attention paid to whether the number of times they’ve been presented is equal or not.

Pop-Up Messages:

Sometimes you want to provide additional information, but are hesitant to add to the question, fearing it may look intimidating to respondents.

Let’s say you want to define something in your question.

1. Go to HTML view
2. Add in the following code, putting what you want in the hover message between the “”.
3. `` Which one of the following `` career clusters `` most accurately describes your current job?
 - a. `Red` = Code
 - b. `Yellow` = what you want to be written in the “hover”
 - c. `Black` = Question text

Recode Variables:

When you create a question, a Recode Value and a Variable Name are automatically assigned to each answer choice. The recode value is the numeric value of a choice, whereas the variable name is the label of the choice when you export in choice text format. By default, the first answer choice will have a recode value of 1, the second choice 2, and so forth, even if you remove answer choices or change the answer choice order. Variable names are the exact text of the choice by default.

These recode values and variable names are recorded in the collected dataset and you can modify them to align with your desired statistical analysis.

Example: You may want to recode the values of a “yes” or “no” question to be 0 and 1, respectively, instead of the default 1 and 2. For a question with long answer choices, you may want to give shortened variable names so the data shows up cleaner in reports and data exports.

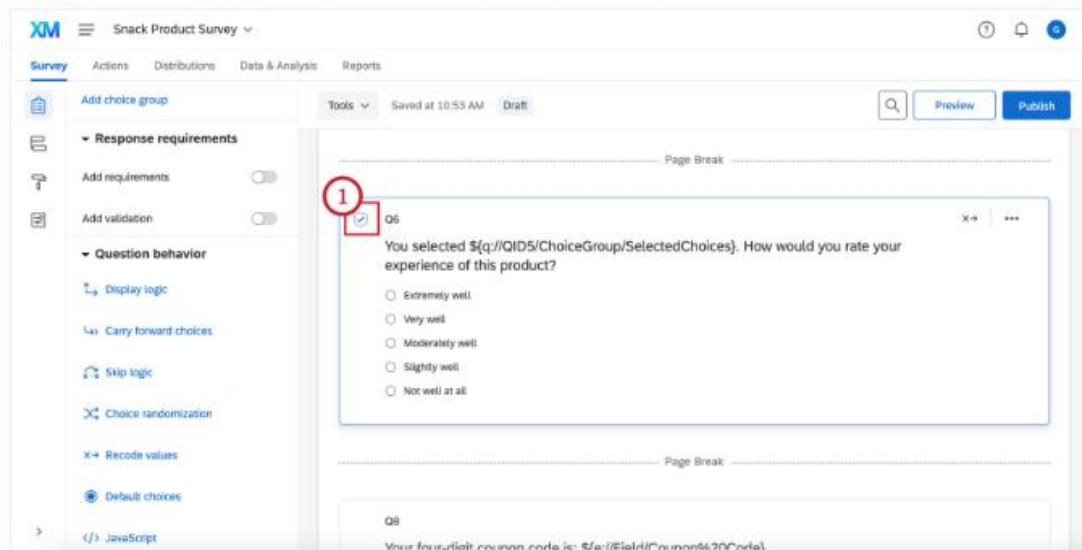
Recode values are assigned in the order the answer choices are created. Before you collect responses, these values will reset to always be in sequential order as long as you don’t lock the values by selecting the Recode Values checkbox in the Recode Values menu. Don’t worry – you can edit your recode values at any time, without hurting your data!

Not every question type has the option to recode values. Text Entry questions, for example, are infinitely variable and so cannot have a numeric value assigned to each possibility. To have the recode option, a question must have a discrete number of answer choices.

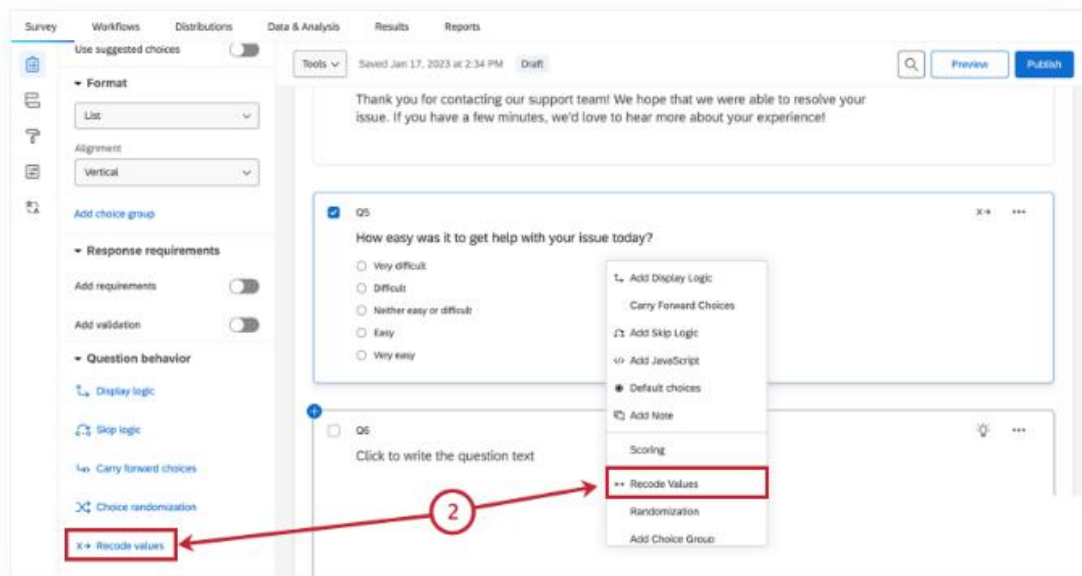
You can recode the values for the following types:

- Multiple choice
- Matrix table
- Rank order
- Side by side
- Constant sum (Type – Choices)
- Graphic slider

1 Navigate to the **Survey** tab and select the question you want to change.



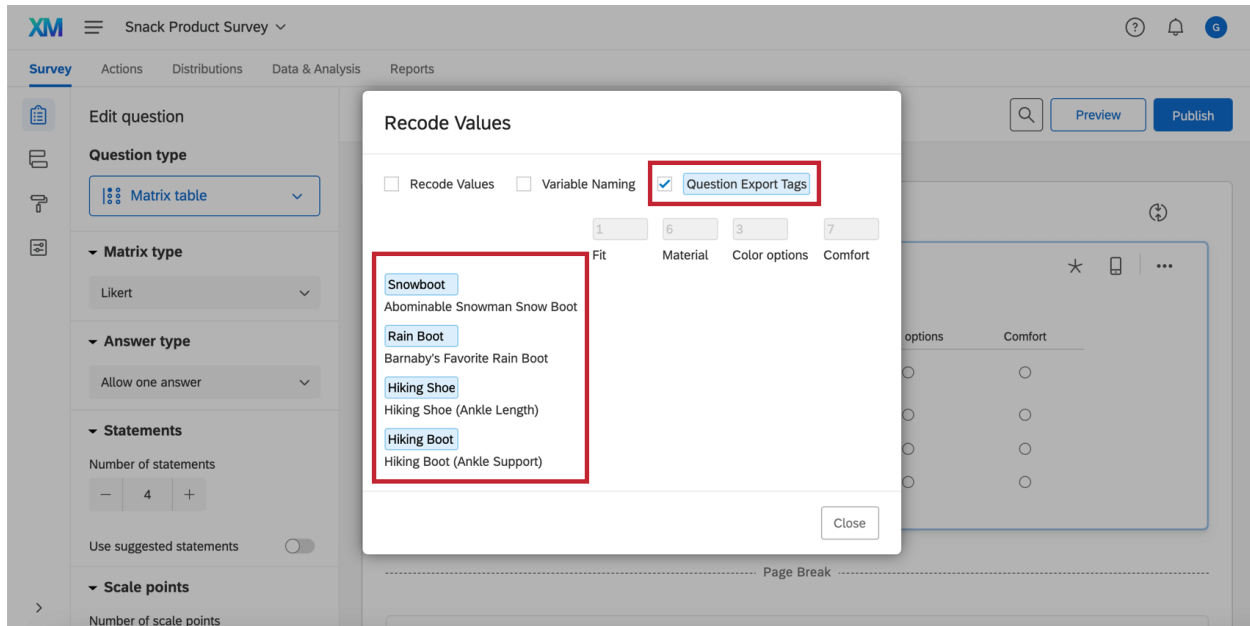
2 Choose **Recode Values** from the Question behavior menu or from the dropdown that appears when you right-click on the question.



Question Export Tags:

The matrix and side by side question types will show an additional blue field for question export tags. This option allows you to apply a custom export tag to each row / statement of the question. These tags will help you distinguish the column titles for each statement in the exported data.

Export Tags can contain any characters, including numbers and symbols.



Naming/Labeling

Label each block (yellow highlight):

Qualtrics gives each new block a default name. You can rename a block at any time. Although block names will not appear for survey respondents, names can help you keep your survey organized.

Label each question (blue highlight):

In addition to question text, you can also edit the Question Label. The Question Label will change the question title that appears in logic menus, Survey Flow, and data exports (rather than the actual text of your question, which is the default). Question labels have a character limit of 20,000, and are especially useful when you have questions with a lot of text or text that is similar to other questions.

Click Edit Question Label on the bottom-left to start typing a new question label. This label does not display to the survey takers; it is only for your own internal use.

Question Numbers (green highlight):

By default, questions will be numbered in the order of creation, even if you move them around in your survey. You can manually edit your question numbers to be whatever you'd like, as long as it is within the 20 character limit. They don't need to be numeric and can be text labels (e.g. "CSAT" or "Intro" instead of Q1). To edit your question numbers manually:

The screenshot shows a survey editor interface. At the top, there is a yellow tab labeled "Default Question Block". Below this, there are two tabs: "Rich Content Editor..." and "Piped Text...". The main content area displays a question: "Please enter your name" with a blue "Edit Question Label" button. Below this, there is a green tab labeled "Q4" and a multiple-choice question: "What resources did you use to study for the multiple choice exam (select all that apply)". A checkbox labeled "Osmosis" is visible below the question text.

Variable Naming:

The text in the Variable Naming box determines what the value labels will be set to when your data is exported to SPSS or Excel. This setting will not change the text that shown to users on the public version of the survey: it merely changes the value label used in the exported survey dataset.

Try it Out with One of YOUR Surveys:

1. Create an informed consent block and use skip logic to skip participants to the end of the survey.
2. Create two questions that would need display logic. For instance, "Do you have children" and if they respond "yes" the next question can be "What are your children's ages?"
3. Use the randomizer feature in survey flow to randomize blocks or use the "Choice Randomizer" feature in a multiple-choice question to randomize answer choices.
4. Play around with labeling/naming and export your data – take a look at the different column names.
5. Add bot detection, take the survey a few times, and look at the additional columns when you export your data.
6. Try the HTML code to create a pop-up message.