

Qualtrics Survey and Form Building Tool

The Yale Web Services team is migrating from using the Tools Form Builder towards using the vended product - Qualtrics. Qualtrics is a survey and analytics tool, and provides over 100 different ways to ask a question. This opens up many possibilities and further flexibility for Yale School of Medicine's users.

In Qualtrics, there are 22 primary question types and a variety of settings that can be used to access each of these possibilities. Qualtrics separates questions into four categories: [Static](#), [Standard](#), [Specialty](#) and [Advanced](#).

- 1) [Static questions](#) do not require any action from the respondent, and information in these questions is merely displayed to respondents. There are two types of static questions: Descriptive Text and Graphics. The function of Static questions is comparable to the function of the Heading 1, Heading 2, and Instructions features in Form Builder.
- 2) The Standard Questions category includes the following types of format: [Multiple Choice](#), [Text Entry](#), [Rank Order](#), [Matrix Table](#), [Slider](#), and [Side by Side](#). The questions can be used to accomplish most of the features offered in the Yale Form Builder, including the Text box, Paragraph Text, Check Boxes, Option Buttons, Select List, Street Address, Birthdate, and Calendar formats.
- 3) [Specialty Questions](#) are used in more specific situations and gather more targeted data. There are 10 types of specialty questions.

- [Constant Sum](#)
- [Hot Spot](#)
- [Graphic Slider](#)
- [Drill Down](#)
- [Highlight](#)
- [Pick Group and Rank](#)
- [Heat Map](#)
- [Gap Analysis](#)
- [Net Promoter Score](#)
- [Signature](#)

- 4) [Advanced questions](#) go above and beyond standard survey insights; they allow you to obtain detailed information about your respondent and their interaction with your survey, often without requiring any action from the respondent. These types of questions are especially useful if you are looking to gather analytical information about your respondents, but are not necessary for Qualtrics to provide [detailed respondent information](#) for analysis.

In addition, Qualtrics allows for [conditional logic](#) within the forms you create – allowing [IF/THEN logic](#) that was not available in Yale's legacy system. You can also introduce [Skip Logic](#), allowing multiple paths for respondents based on their answers to your questions. This allows for a more streamlined and personalized experience for your user. Qualtrics also allows for a variety of [validation rules](#) that ensure you get the information you require from your respondents.

For more detailed information, visit the [Qualtrics Support website](#) or contact yasm.editor@yale.edu.