Qualtrics: The Basics

Video 3 – Survey Logic – 4:20 minutes

Timestamp	Content

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0:00   Explanation of survey logic

Survey logic is an optional survey setting that allows you to customize how individual participants experience the survey. This can help shorten the time it takes to complete the survey and improve the usefulness of the data.

00:33   Skip logic and conditions

Skip logic creates a condition on the backend of the survey that directs the participant through the questions according to their responses. Perhaps if a student answers "No" to a question, you do not need them to respond to a series of related questions after it. This is when skip logic is useful. This can help shorten the survey experience for the user, which can improve response rates.

To use skip logic, select the item and then "Add Skip Logic" to the right. A grey bar will appear on that item which allows you to create the condition. Select which response option will trigger the skip logic and which item the participant will be skipped to.

For example, if "No" is selected, the participant will skip from Item 2 to Item 4.

Now the two items have colored arrows to show that they are related to each other with logic.

01:15   Display logic and conditions

Whereas skip logic dictates that an item will appear unless a condition is met, display logic determines that an item in a survey will only display if a condition is met.

To use display logic, select the item that you want to appear conditionally, then select "Add Display Logic" to the right. A white window will appear that allows you to create the condition. Select which question and which response option will trigger the current item to appear, then click Save.

Afterward, a blue bar at the top of the item will show that there is display logic connected to it.

Use the Preview button to display the survey as it will appear to the participants. Is everything working as you wanted?

02:20   <u>More complicated example – and/or statements</u>

In both skip and display logic, the inclusion of and/or statements in the condition can help create the survey design that you have in mind. For example, in the item, "Do you live within walking or driving of Stillwater campus?" there are three response options that indicate a 'yes' answer and one that indicates 'no.' The purpose of this question is to determine if a student would be able to get to campus if they wanted to. If a student answered in the negative to the walking/driving to campus question, then we don't want them to select, "Extremely unlikely [to attend]" to each of the on-campus events. Removing these people from the pool of answers would make the data more clear.

To do this, use display logic again. Select the block of questions related to on-campus events and then "Add Display Logic." Select the question and the first response option that will trigger the condition and then click the green plus button. This will create a second line of the condition, like a second list item. First, select the "Or" function at the beginning of the row then the second response option. Click the green plus button and repeat the process then click Save.

It is very important to use the *Or* function here. If we were to use the *And* function, a participant would have to select all three options simultaneously to see the on-campus questions. Since this item is not multiple-response, that would be impossible and the display logic would fail.

Check the Preview to be sure everything is working.