

## Types of Custom Questions

### Types of Questions

- **Single Selection Question:** the student will pick from one of many options. This works best for yes/no and Likert-type scale questions and can be formatted both vertically and horizontally.

#### *Vertical Option:*

I felt supported by my instructor.
<input type="radio"/> (1) Agree Strongly
<input type="radio"/> (2) Agree Somewhat
<input type="radio"/> (3) Neutral
<input type="radio"/> (4) Disagree Somewhat
<input type="radio"/> (5) Disagree Strongly

#### *Horizontal Option*

This class improved my vocabulary				
(1) Agree Strongly	(2) Agree Somewhat	(3) Neutral	(4) Disagree Somewhat	(5) Disagree Strongly
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- **Multiple Selection Question:** allows a student to check all that apply and is only appropriate when asking the student to select multiple or potentially multiple responses from multiple options.

What modes of learning did you utilize?
<input type="checkbox"/> (1) Quizlet
<input type="checkbox"/> (2) Chegg
<input type="checkbox"/> (3) Ebook
<input type="checkbox"/> (4) Textbook
<input type="checkbox"/> (5) Other

- **Matrix Question:** has a common response scale and multiple items being evaluated on the same response scale. Here, the student would go through and respond to the different items for one response scale.

Please rate your satisfaction with the follow:

	(1) Very Satisfied	(2) Satisfied	(3) Neutral	(4) Dissatisfied	(5) Very Dissatisfied
Bookstore	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cafeteria	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Study Lounges	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gym	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor Commons	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- **Numeric Selection Question:** allows you to setup numeric ranges and the student can then input a numeric selection based on that range.

How many hours did you spend studying for this course?

1 6

- **Write-In Text Response:** for write-in responses and/or comments. It is suggested to choose the Medium Response Box size (5 lines, maximum 4,000 characters).

Please provide any additional comments:

- **Survey Label:** is a text box that you can add anywhere in the body of your survey to organize, write instructional text or add a thank you message at the end.

Thank you for taking this survey...Please click submit!

## Resources

For addition information on types of questions and design:

[Video: Custom Questions for Administrators & Instructors](#)

## Question Format

The typical format of custom questions requires you to enter the question in the field marked **“Question Text”** on the top of the page and the response options are entered in the **“Response Options”** field below.

Response options with numerical weights will be added automatically, starting with “1” for the first response option and adding one integer for each additional response option.

Responses that are non-numerical can be added by checking **“Include Non-Numeric Option”** and entering the option that you wish to be displayed (e.g., “N/A”, “I don’t know”, etc.). Adding this option is advisable if you can expect that the weighted response options do not apply to all students and if you do not want this option to be included of mean calculations based on these weights.

The **“Question Properties”** field allows you to further customize the question settings:

Reverse Code Response Options: reversed numerical weights are added with the highest integer assigned to the first response option

Required: participants cannot continue with the survey until a response to the item has been entered. We do not encourage its use at this time.

Learning Outcomes Question: labels a question for future use as a question related to learning outcome metrics. We do not encourage its use at this time.

Question Display: allows you to specify if response options are displayed in a horizontal, vertical, or drop-down menu.

Add Comment Box: selecting this field creates a box below the response option where respondents can write any comments to this question.

## Tips on How to Create Custom Questions

1. To ensure you are not repeating a question from the main survey, you can view the main survey by:

- a. Option 1: Using the CES portal homepage, under the section “*Custom Questions*”, select the current course evaluation project (e.g., “Fall 2023 Office of Institutional Research”), then select “*View Main Survey for this Project*”
- b. Option 2: Access the [Core Questions](#) on the oirsa.lehigh.edu website
2. Keep your question short and focused. This will help both quality and quantity of responses.
3. Keep the questions simple. Avoid using jargon or asking multiple questions within one question.
4. Use closed ended questions whenever possible.
5. Keep rating scale questions consistent throughout the survey.
  - a. A common rating scale used in the Likert Scale (used on the Main Course Evaluation):  
Agree Strongly, Agree Somewhat, Neutral, Disagree Somewhat, Disagree Strongly
    - i. Include Non-Numeric Option, enter “N/A” into the text box.
    - ii. Select Reverse Code Response Option – changing to 5-1 weighted answers