

QUALTRICS SKIP LOGIC

April 2020

This document shows how to use skip logic in Qualtrics to direct respondents to a future point in the survey based on how they answer a question. Skip logic is a useful feature that helps protect the accuracy of survey results but must be set up with care to ensure proper application. Attention to detail is important.

What is Skip Logic?

- Skip logic involves sending respondents to a point further in the survey if they answer a question a certain way. This ensures a respondent only answers applicable questions.

With paper scan forms, a respondent reads and follows the skip logic instructions. In the example below, instructions direct a respondent answering “Yes” to Q5 to continue with Q6 because Q6 and Q7 apply to someone who anticipates an economic benefit. On the other hand, instructions direct a respondent answering “No” to Q5 to skip Q6 and Q7 (as those do not apply) and instead go directly to Q8. That is skip logic.

5. Do you anticipate a potential economic benefit from your participation in this Texas A&M AgriLife Extension Service program?

Yes (continue with question 6)

No (skip to question 8)

6. Please indicate which of the following best captures the anticipated economic benefit?

\$1 to \$5 per acre

\$6 to \$15 per acre

\$16 to \$25 per acre

More than \$25 per acre

7. The anticipated economic benefit can be attributed to which of the following? (select all that apply)

Increased production

Improved forage nutritive value

Improved marketing / Risk management

Improved efficiency

Other

8. Based on the information provided at the program, what is the likelihood that you would recommend Texas A&M AgriLife Extension Service to your family and friends as a contact for information on forage production? Fill in one number below where 0 = not likely and 10 = very likely.

0 1 2 3 4 5 6 7 8 9 10

Not Likely Very Likely

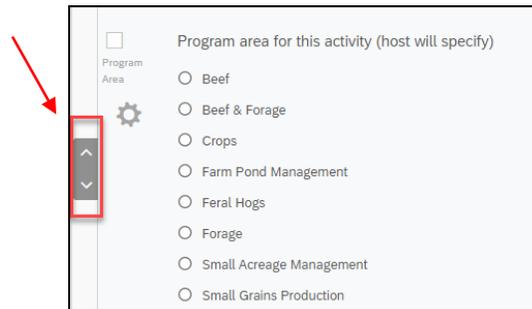
With Qualtrics, skip logic works in the same way except respondents never see instructions. Instead, Qualtrics directs respondents to questions automatically based on how you set it up.

When to Use Skip Logic

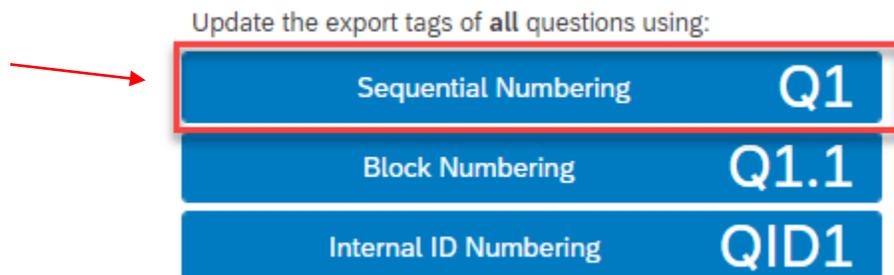
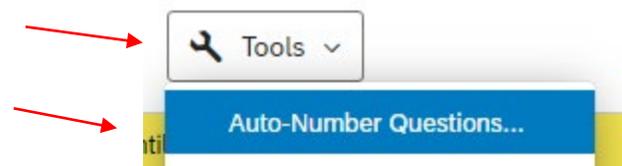
- Skip logic is appropriate when you want to ask one or more follow-up questions of respondents based on their answer to a current question while, at the same time, exclude respondents who answer a different way to the current question.
- Some surveys use skip logic, many others do not. It all depends on the information you need to gather.

Preparing to Use Skip Logic

- Do three things before using skip logic:
 - First, complete and set up all questions.
 - Second, use the up and down arrows on the left side of every question to move the questions into sequential order including questions that are part of skip logic (just like the scan form example on the previous page).



- Third, within your survey, click on "Tools", then on "Auto-Number Questions," then on "Sequential Numbering." This will renumber questions to be Q1, Q2, Q3, etc., which facilitates setting up skip logic.



How to Set Up Skip Logic

- First, click on the question that triggers the skip logic (Q4 in the example below).

Q4 Do you anticipate an economic benefit as a result of something you learned from this activity?

 Yes

No

The survey author intends for respondents who answer “Yes” on Q4 to continue with Q5 and Q6; and those who answer “No” on Q4 to skip Q5 and Q6 and continue with Q7 instead (see questions below)

Q5 Which of the following best captures the anticipated economic benefit?

 \$1 to \$5 per acre

\$6 to \$15 per acre

\$16 to \$25 per acre

More than \$25 per acre

Q6 The anticipated economic benefit can be attributed to which of the following? *(select all that apply)*

 Increased production

Improved quality

Reduced input cost

Improved marketing / Risk management

Improved efficiency

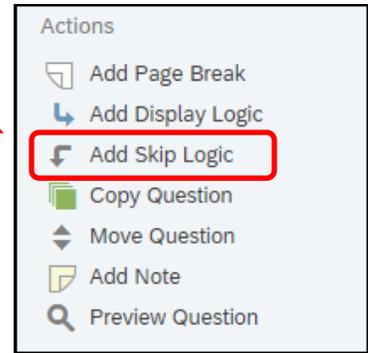
Other

Q7 What is the likelihood that you would recommend Texas A&M AgriLife Extension Service to your family and friends as a contact for information presented at this activity? *(on scale ranging from 0 (Not Likely) to 10 (Very Likely))*

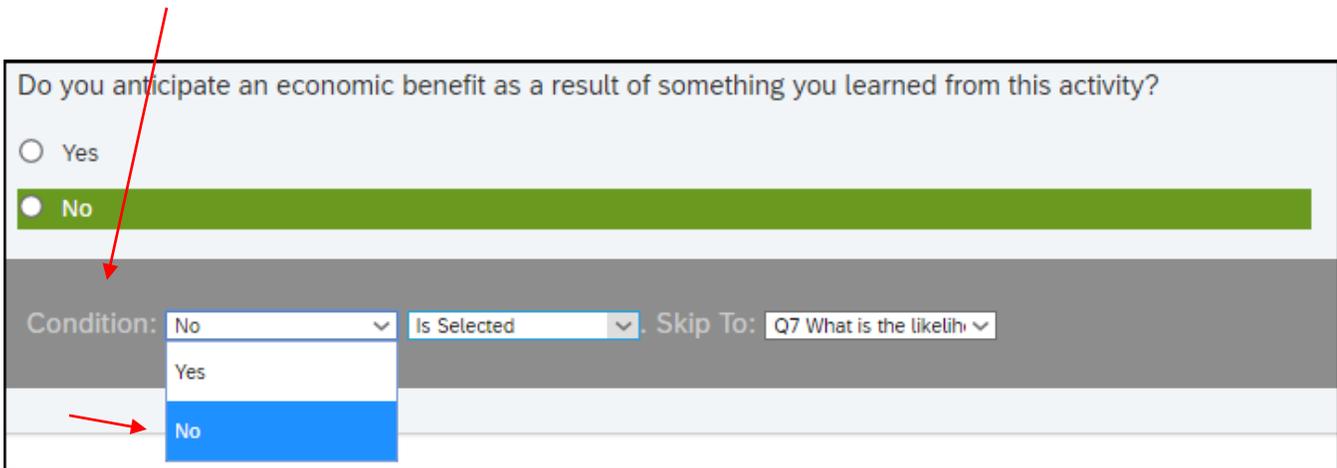
 

Not at all likely											Very likely
0	1	2	3	4	5	6	7	8	9	10	
<input type="radio"/>											

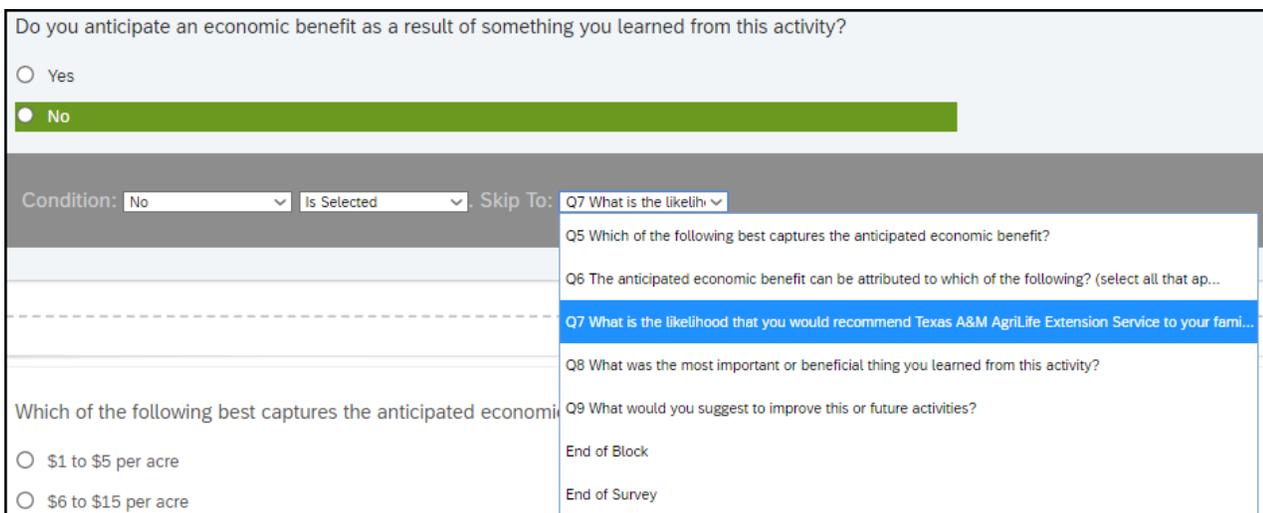
- Second, while on the triggering question (Q4), click on “Add Skip Logic” under Actions on the right side.



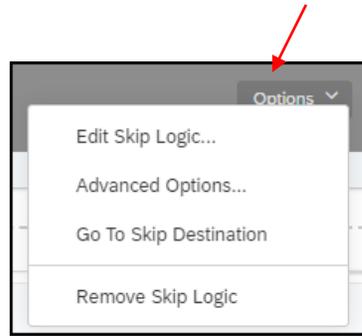
- This brings up the skip logic builder in which the triggering condition and question to skip to are set (see gray bar below). In this case, the triggering condition is a “No” answer to Q4 so use the pull-down to select “No.” Next, the default value of “Is Selected” is already set correctly.



- Complete the condition statement by selecting the question to skip to if Q4 is “No” – which is Q7 (as seen below).

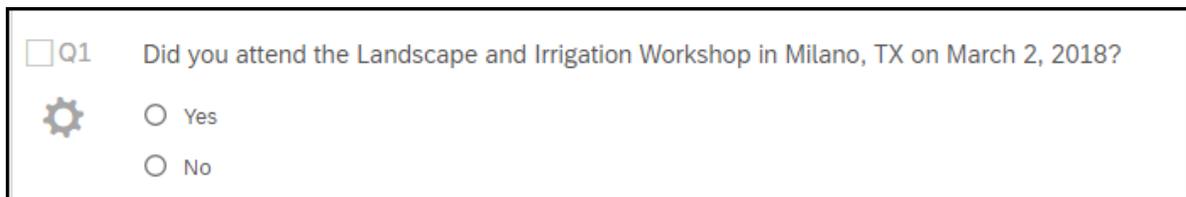


- You can edit or remove skip logic by clicking on the triggering question and then clicking “Options” on the right side of the gray bar.



Skip Logic in a Follow-Up Survey via Email

- When sending a Qualtrics survey to participants via email after an activity, be sure to make your first question similar to the example below so only those who actually attended complete the survey. This requires skip logic.



- The skip logic statement directs any respondent who did not attend the activity (answered “No” to the question) to the end of the survey so they do not complete any questions.

