All Question Types (do not delete)

Questions

1. [instruction]
Instruction text – top level text

*Secondary instruction text question field for greater detail*

1. [radio buttons]
Radio button – question text

Answer options

* 1. Option 1
	2. Option 2
	3. Option 3
	4. …
1. [checkboxes] [N/A] [min 1] [max OFF]
Checkboxes – question text

Answer options

* 1. Option 1
	2. Option 2
	3. Option 3
	4. …
	5. None of the above [N/A] [Anchored]
1. [open ended] [mandatory]
Open Ended – question text
2. [image] [image\_uid …]
Image – question text
3. [video][video\_uid …]
Video – question text
4. [sliders] [subquestion randomization]
Slider Matrix – question text

Sub-questions

* 1. Sub-question 1
	2. Sub-question 2
	3. Sub-question 3
	4. …

Answer options

* 1. Answer option 1
	2. Answer option 2
	3. …
1. [grid] [radio buttons] [numbering] [progressive] [rows] [mobile] [subquestion randomization]
Progressive Matrix Single Select – question text

Sub-questions [rows]

* 1. Sub-question 1
	2. Sub-question 2
	3. Sub-question 3
	4. …

Answer options [columns]

* 1. Answer option 1
	2. Answer option 2
	3. …
1. [grid] [checkboxes] [N/A] [numbering] [progressive] [columns] [mobile] [subquestion randomization] [answer randomization] [min 1] [max OFF]
Progressive Matrix Multiple Choice – question text

Sub-questions [columns]

* 1. Sub-question 1
	2. Sub-question 2
	3. Sub-question 3
	4. …

Answer options [columns]

* 1. Answer option 1
	2. Answer option 2
	3. …
	4. None of the above [N/A] [Anchored]
1. [stars] [5 stars] [subquestion randomization]
Star Ratings (5 stars scale) – question text

Sub-questions

* 1. Sub-question 1
	2. Sub-question 2
	3. Sub-question 3
	4. …
1. [smiles] [5 smiles] [subquestion randomization]
Smiley Ratings (5 smileys scale) – question text

Sub-questions

* 1. Sub-question 1
	2. Sub-question 2
	3. Sub-question 3
	4. …
1. [reorder] [subquestion randomization]
Reorder (rank) – question text

Sub-questions

* 1. Option 1
	2. Option 2
	3. Option 3
	4. …
1. [comparison]
Side-by-Side – question text

Sub-questions

* 1. Option 1
	2. Option 2
	3. Option 3
	4. …
1. [distribute] [constant sum] [show sum] [max 100] [increment 50]
Distribute Constant Sum (chip allocation) – question text

Sub-questions

* 1. Option 1
	2. Option 2
	3. Option 3
	4. …
1. [distribute] [continuous sum] [max $20] [increment $1]
Distribute Continuous Sum (independent sliders from 0 to max) – question text

Sub-questions

* 1. Option 1
	2. Option 2
	3. Option 3
	4. …
1. [polarity] [sliders] [snap to center] [snap to poles] [accept neutral] [show values] [1 to 100 with increment 1]
Polarity Scale (-100 to 100 sliders) – question text

Sub-questions

* 1. Left 1 <|> Right 1
	2. Left 2 <|> Right 2
	3. …
1. [polarity] [radio] [snap to center] [snap to poles] [accept neutral] [show values] [1 to 3 with increment 1]
Polarity Scale (7-pt radio) – question text

Sub-questions

1. Left 1 <|> Right 1
2. Left 2 <|> Right 2
3. …
4. [combobox] [custom list 4 rows]
Combobox – question text

Answer options

1. Answer 1
2. Answer 2
3. Answer 3
4. …
5. [cascade] [custom list 8 rows]
Cascade – question text

Answer options

* 1. Parent 1
		1. Child 1
		2. Child 2
		3. Child 3
	2. Parent 2
		1. Child 1
		2. Child 2
		3. Child 3
1. [form]
Forms – question text

Fields

* 1. Basic text (min 3 characters) | \_[3+] [Required]
	2. Basic numeric range (0 to 100) | \_{0 to 100} [Required]
1. [video answer] [respondents 50]
Video Response – main prompt

Instruction text

Additional main prompt field

Instruction points

* 1. Talking point 1
	2. Talking point 2
	3. …
1. [image response] [none] [optional] [mask \*\*\*]
Image Upload – question text
2. [rapid association] [image exposure 5] [repeat 1] [words exposure 3] [buttons thumbs] [training auto] [words randomization]
Rapid Association (NO CUSTOM TEXT; INTRODUCE CONTEXT WITH PRIOR INSTRUCTION TEXT QUESTION)

Attributes

* 1. Attribute 1
	2. Attribute 2
	3. Attribute 3
	4. …
1. [topography] [group by entities] [subquestion randomization]
(Competitive) Topography | question text for each [entity]

Compared entities

* 1. Entity 1
	2. Entity 2
	3. Entity 3
	4. …

Attributes

* 1. Attribute 1
	2. Attribute 2
	3. …

Answer options [5 stars]

Experiment is using 4 Qs

Order details

* Completes: 400
* Total words: 804
* Video responses: 50

Included Traits (quota N=400 Country and Age filters)

* Language: English
* Country: United States
* Gender: Any
* Age: 18+
* Household Income: Any
* Hispanic Origin: Any
* Race: Any
* Education: Any
* Employment Status: Any
* Career: Any
* Relationship Status: Any
* Parental Status: Any
* Children age and gender: Any
* Regions/States/Counties: Any