

Question types in web surveys

We can structure the questions in web surveys as (1) single item questions, (2) multiple item questions, and (3) other question types. The former can be further structured according to (a) measurement scale and (b) question layout. The table below summarizes the corresponding structure. Filled circles mark the default options, while open circles denote that specific justification is needed.

Key layouts for single item questions across level of measurement

Level of measurement	Key response layouts					
	Text box or text area	Radio button	Drop-down menu	Numeric entry	Continuous scale	Advanced graphics
Unstructured text	●	-	-	-	-	-
Nominal	-	●	○	○	-	○
Ordinal	-	●	○	○	-	○
Interval	-	○	○	●	○	○
Ratio	-	○	○	●	○	○

All of the above is fully elaborated in Section 2.3.2 of the [Web Survey Methodology Book](#).

In addition, on link below the interactive insight into web survey question types is presented, where each question type is accompanied with key layout variations, descriptive statistics and graphical presentations.

- [WebSM question type overview>>](#).

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