Creating a Question

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Before creating a new question, please refer to the question writing guidelines. After that, there are a couple of other things to consider.

- Identify what type of question you are asking. You can create two types of questions. Engagement questions (including quiz questions) are meant to entice respondents to interact with the poll. Value questions are used for research purposes.
- Make sure the question doesn't already exist. Search the question list to see if it does. Existing questions may be redeployed by your account manager.

To create a new question, head to the list of questions and click *New Question*. You'll see this screen:

Create a Question

Question Text

Ex. What is your favorite season?

Answer Options

Option 1   ↑ ↓ ✕

Click here to add another answer option.

☐ Randomize the option order for this question.

Language

English ▼

Widget Weighting Scheme

None ▼

Sub-type
None

What type of question is this?

○ **Engagement** questions capture the attention of your audience and encourage participation.

○ **Quiz** questions engage your audience by challenging visitors to pick the correct answer. The correct answer is revealed in the results.

○ **Value** questions gather meaningful information from your audience.

Submit

Provide the *Question Text*, then the *Answer Options*. It's best to have seven or fewer answer options, but the top limit is eight. The minimum number of answer options is three.

Randomize the answer options whenever possible.

Choose the *Language*, then the *Widget Weighting Scheme*.

Questions must be launched (or deployed) after their creation. Please contact your account manager to have a new value question launched.

You may create and launch new engagement questions solely in your account in the poll unit admin tool.

This video explains launching a single select question.

Your browser does not support HTML5 video.