Randomly Flip Scales Left to Right

Survey researchers use randomization as a tool to combat survey bias. Randomizing the order of questions, pages, and/or answer options in your survey can prevent bias introduced by order and/or survey fatigue. Within SurveyGizmo you can randomize questions, pages, and answer options! We also have a little-known feature that allows you to randomly flip the display of a rating scale right to left.

Setup

To set this up, go to the Layout tab of your Rating question and select the Stacked orientation option (the flip scales randomly option is only available with the Stacked orientation). Then, under Scale Options, select the option to Flip Scales Randomly (left to right).

Now, if you preview your survey a couple of times you should see your rating scale options display in different order randomly.

Compatible Questions

The following questions are compatible with the Flip Scales Randomly setting:
Radio Buttons
Net Promoter Score®
Rating (Likert Scale)

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