

# Displaying Messages Based on Scoring

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## WHAT'S ON THIS PAGE:

[About Displaying Messages Based on Scoring](#)

[Scoring](#)

[Survey Setup](#)

[Multiple Messages for Multiple Categories](#)

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## About Displaying Messages Based on Scoring

The Scoring feature allows you to use Qualtrics to create tests, measure respondents' skills, and assess people in a myriad of ways. But when it comes to assessments, we want to communicate different things to people based on how they performed. We can congratulate people who scored 100%, but we might want to provide guidance and study guides to those who scored below a 75%. Maybe we're running a personality assessment, and want to tell the respondent what profile matches their results.

This page details how to give different end of survey messages to respondents based on their scores.

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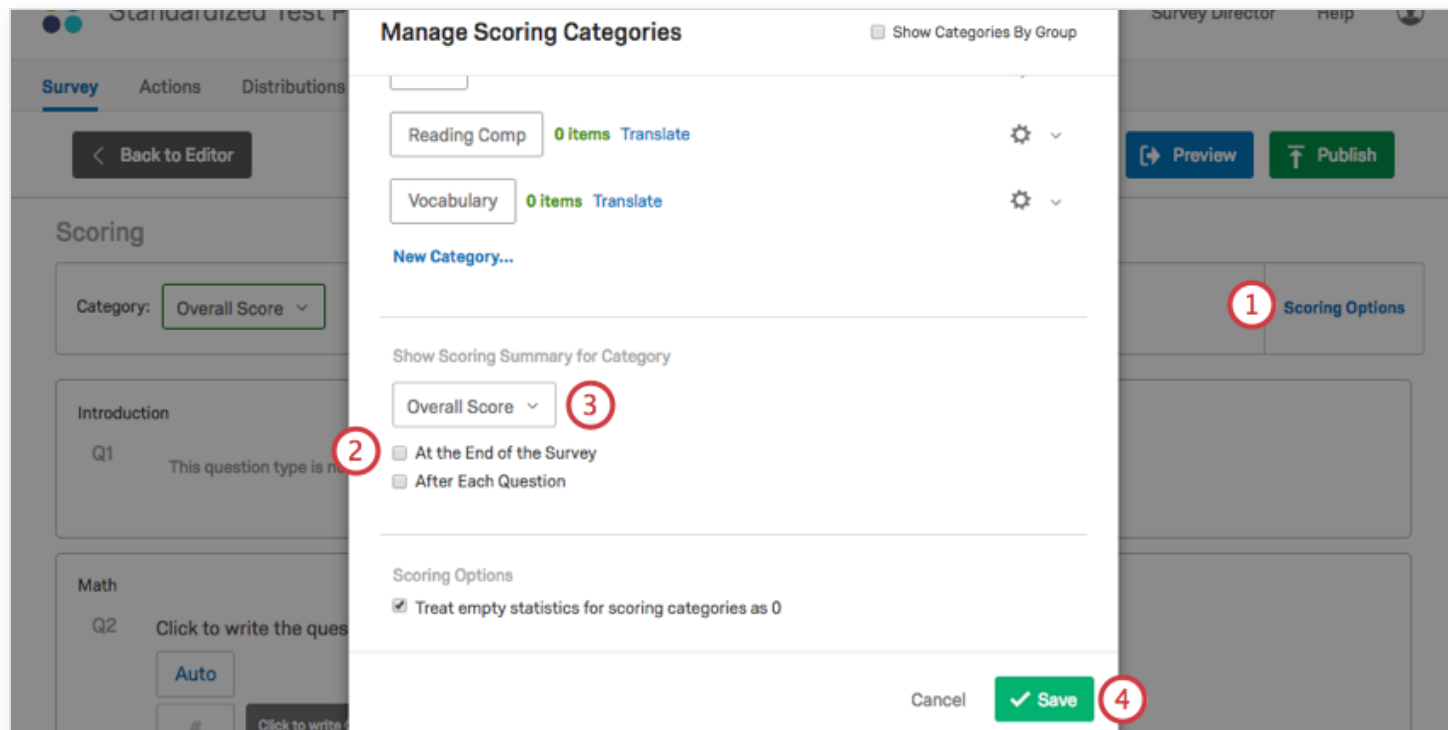
Was this helpful?

## Scoring

Before you proceed, make sure you set up [Scoring](#) in your survey. See our [Scoring support page](#) for more details on this process.

Make sure you figure out your scoring brackets ahead of time, since everyone's set up is a little different. For example, let's say the maximum number of points you can gain in a category is 35. You might want to look at people who scored 1-15, 16-20, and 21-35.

You will also want to make sure that you do **not** automatically show respondents their scores at the end of the survey. This setting will interfere with the message we want to create, which can also include the score.



Go to **Scoring Options**.

Make sure **At the End of the Survey** is not selected.

**Qtip:** It is ok to have **After Each Question** selected!

Use the dropdown to make sure none of your categories have this selected.

Click **Save**.

Was this helpful?

Yes

No

## Survey Setup

**Qtip:** This method works best if there is only one scoring category you want to base messages on. If you want to use a combined score of all categories, [create a new category](#) called Overall Score and [score the questions accordingly](#).

In this example, we have a survey whose All Items scoring category has a maximum of 100 points. We are interested in creating messages for four different scoring brackets: 0-50, 50-75, 75-88, and 88-100.

Make sure your scoring is set up as described in [this section](#).

In your survey editor, navigate to the **Survey Flow**.

The screenshot shows the Qualtrics Survey Editor interface for a survey titled "Standardized Test Prep". The top navigation bar includes "Projects", "Contacts", "Library", "Admin", "Survey Director", and "Help". Below this, a secondary navigation bar shows "Survey", "Actions", "Distributions", "Data & Analysis", and "Reports". The main toolbar contains "Look & Feel" (with a circled '2'), "Survey Flow" (highlighted with a red box), "Survey Options", "Tools", and "Collaborate". There are also "Preview" and "Publish" buttons, and a search bar. The main content area displays the survey structure, starting with an "Introduction" block. The first question, Q1, is a text block with the following content:

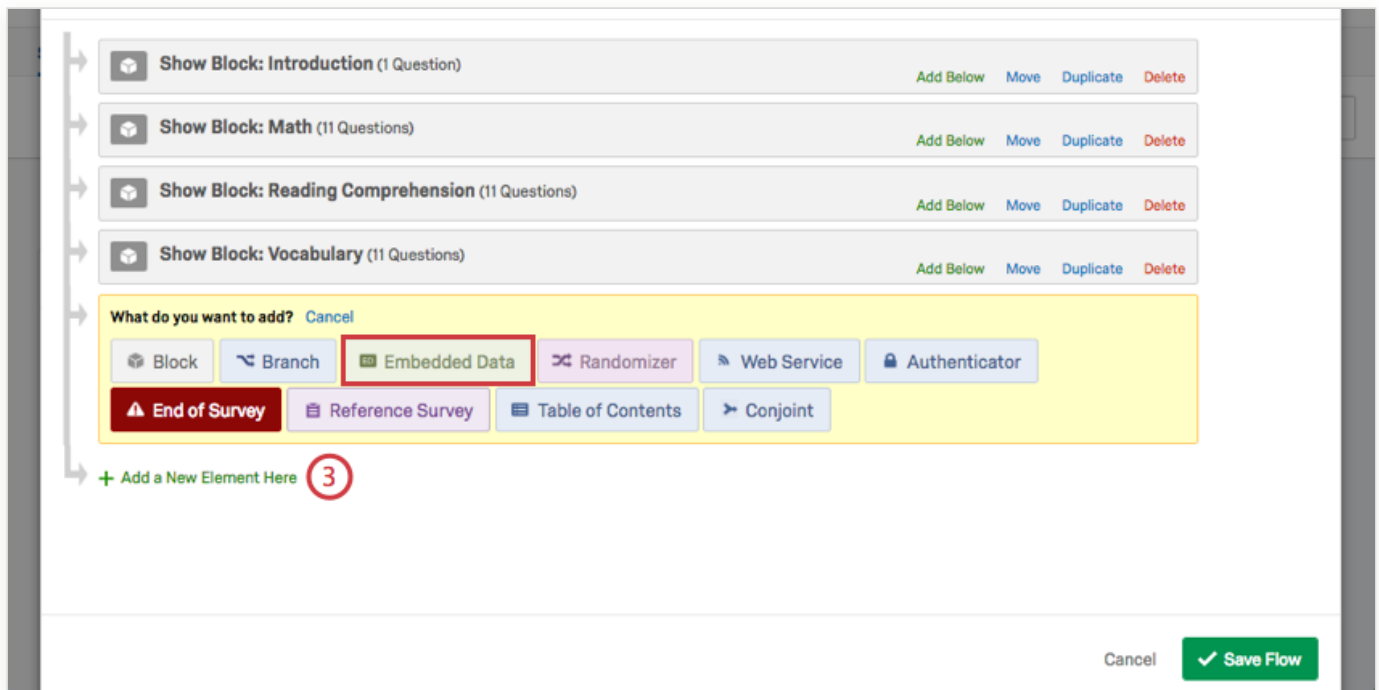
Q1 You will have the entire period to complete this standardized test practice. There are three sections:

- Math
- Reading Comprehension
- Vocabulary

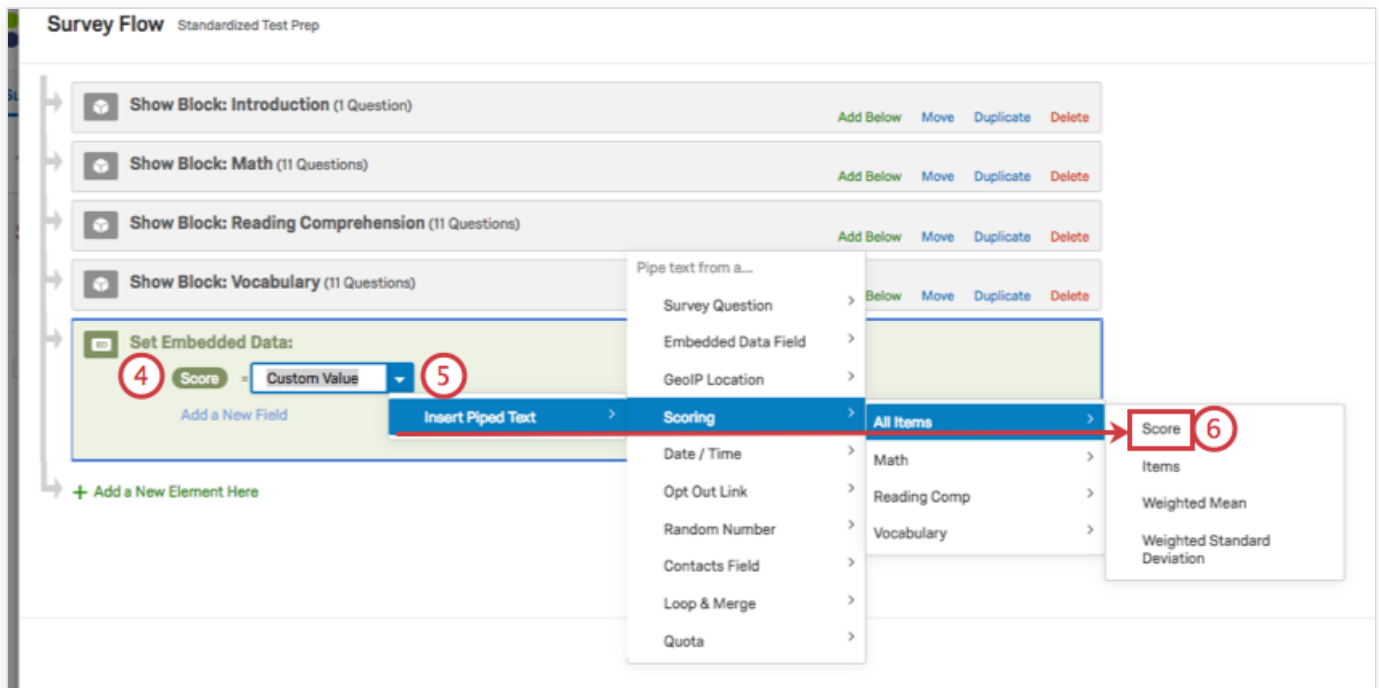
Do **not** use a calculator on the math portion. You will be given scrap paper. Make sure you have a pencil with a working eraser ready.

Click "Next" when you're ready to start.

Click **Add a New Element Here** and select **Embedded Data**.



Name your score. For example, here we just call it Score.



Click **Set a value now**. Click the dropdown and highlight **Insert Piped Text**. Then highlight **Scoring** and select the category whose score you want to display. Here, we called the category All Items.

Click **Score**.

Your value will now be Piped Text. This is code surrounded by French brackets ( `{ a }` ).

The screenshot shows the 'Survey Flow' editor for 'Standardized Test Prep'. The flow consists of three 'Show Block' steps: 'Math (11 Questions)', 'Reading Comprehension (11 Questions)', and 'Vocabulary (11 Questions)'. Below these is a 'Set Embedded Data' step with the text 'Score = \${gr://SC\_6Ywh1uaNtifP8Mt/Score}' circled in red with the number 7. Below the 'Set Embedded Data' step is a yellow 'What do you want to add?' menu with a 'Cancel' button. The menu contains several options: 'Block', 'Branch', 'Embedded Data', 'Randomizer', 'Web Service', 'Authenticator', 'End of Survey', 'Reference Survey', 'Table of Contents', and 'Conjoint'. The 'Branch' option is highlighted with a red arrow pointing to it, and the number 8 is circled in red next to the '+ Add a New Element Here' button at the bottom left of the menu.

Click **Add a New Element Here** and select **Branch**.

Click **Add a condition**.

The screenshot shows the 'Survey Flow' editor for 'Standardized Test Prep'. The flow now includes 'Show Block: Reading Comprehension (11 Questions)' and 'Show Block: Vocabulary (11 Questions)'. Below these is the 'Set Embedded Data' step with the text 'Score = \${gr://SC\_6Ywh1uaNtifP8Mt/Score}'. Below the 'Set Embedded Data' step is a new 'Branch' element. The branch text reads 'This branch will not be triggered until you Add a Condition' circled in red with the number 9. Below the branch element is a '+ Add a New Element Here' button. At the bottom right of the editor, there are 'Cancel' and 'Save Flow' buttons.

Select **Embedded Data** from the first dropdown.

The screenshot shows the 'Survey Flow' editor for 'Standardized Test Prep'. It displays a 'Show Block: Vocabulary (11 Questions)' followed by a 'Set Embedded Data' block where 'Score' is set to `$(gr://SC_6Ywh1uaNtifP8Mt/Score)`. Below this is a 'Then Branch' configuration. The 'Embedded Data' dropdown is circled in red with the number 10. The 'Score' text input field is circled in red with the number 11. The 'Is Less Than or Equal to' dropdown and the '35' value are enclosed in a red box with the number 12. The 'OK' button is circled in red with the number 13. The interface includes various action buttons like 'Add Below', 'Move', 'Duplicate', 'Delete', and 'Add From Contacts'.

Type the name of your new Embedded Data. Here, it's Score.

**Qtip:** Don't move your Embedded Data element! It needs to be after the blocks, but before the branches we will create. That will make sure the survey knows the full score before sending people down certain branches.

Type a value, and choose whether this is less than, greater than, equal to, etc. Here, we set it up to be "Less Than or Equal to 35."

Click **OK**.

Indented under the branch, click **Add a New Element Here** and select **End of Survey**.

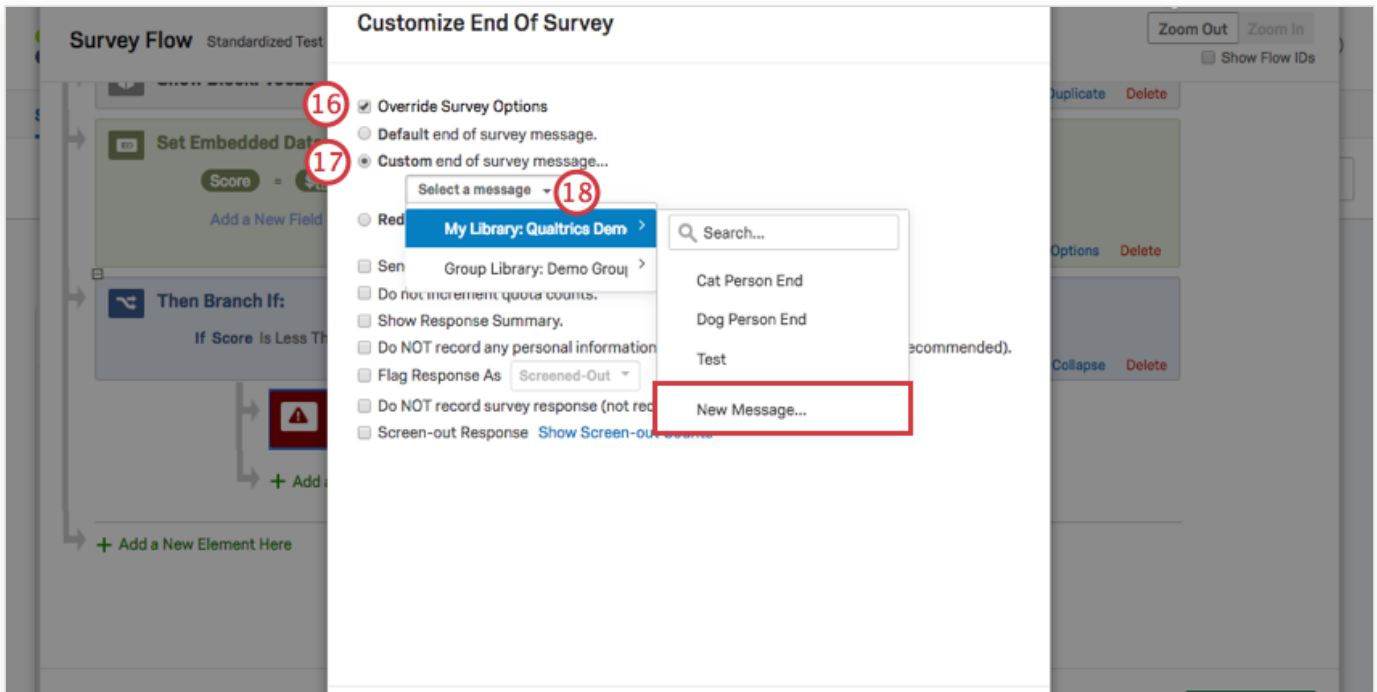
The screenshot shows the 'Survey Flow' editor for 'Standardized Test Prep'. It features a flow diagram with three main elements: 'Set Embedded Data' (Score = \${gr://SC\_6Ywh1uaNtifP8Mt/Score}), 'Then Branch If' (If Score is Less Than or Equal to 35), and 'End of Survey'. A yellow modal window titled 'What do you want to add?' is open, displaying various element options. The 'End of Survey' option is highlighted in red, and a red circle with the number '14' points to it. The 'Add a New Element Here' link below the branch is also circled in red.

**Qtip:** It is **very important** that you click the link indented under the branch! We want this element to only be shown to respondents if they pass the branch! Move the element if you create it in the wrong spot.

Click **Customize**.

The screenshot shows the 'Survey Flow' editor with the 'End of Survey' element now placed indented under the 'Then Branch If' element. The 'End of Survey' element is highlighted in red, and a red circle with the number '15' points to the 'Customize' button on the element. The 'Add a New Element Here' link below the branch is also circled in red. At the bottom right, there are 'Cancel' and 'Save Flow' buttons.

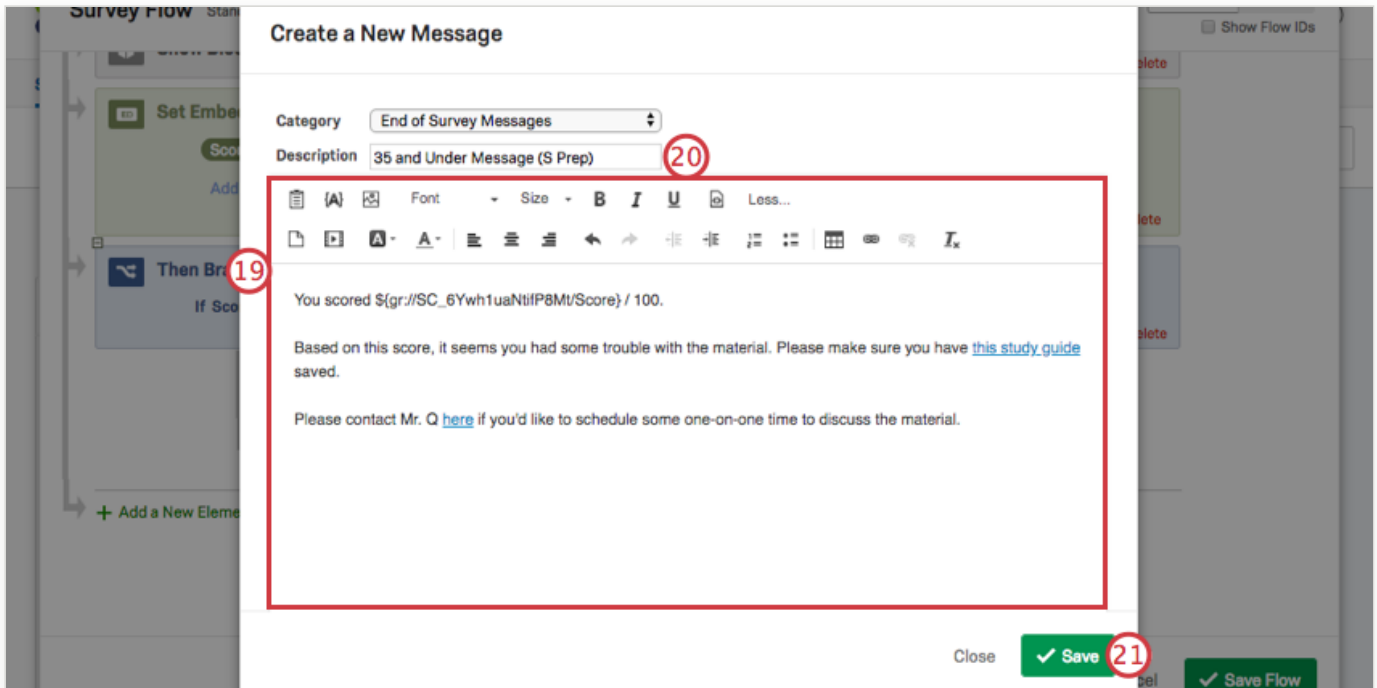
Select **Override Survey Options**.



Select **Custom end of survey message**.

Click **Select a message**, then hover over your library, then click **New Message**.

Create a message in the field. Here are some general guidelines:



- o Use the Piped Text button ( **{a}** ) to display the respondent's score.