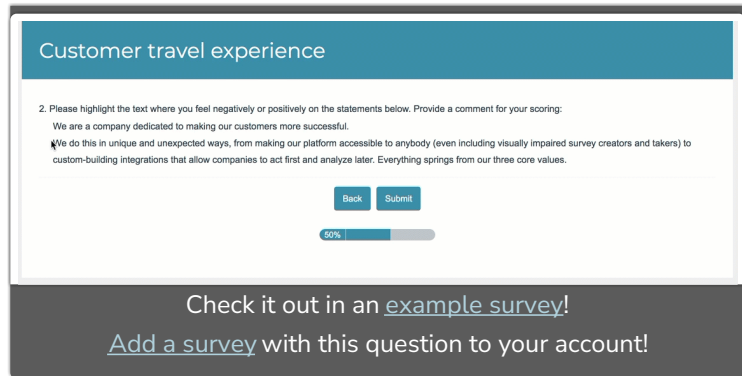


# Text Highlighter Question Type

The Text Highlighter question type allows your survey respondents to provide feedback on text by clicking and highlighting specific pieces of the text sample.

If you want respondents to provide this type of feedback on an image instead, take a look at the [Image Heatmap](#) question type.



## When To Use It

Use the Text Highlighter when you want to gather feedback on text. This question type is great for getting insights on marketing content, a written advertisement, or any other piece of text.

Your respondents can highlight a piece of the text, categorize it according to your answer options, and provide comments to further explain their answer(s).

## Setup

1. Click the **Question** link on the page where you would like to add the Text Highlighter question.
2. Select **Text Highlighter** from the **Question Type** dropdown and enter your overall question text.

Question Type

Text Highlighter

What question do you want to ask?  Require this question

Please highlight specific text to provide feedback regarding how it makes you feel (positive or negative). Please comment with the reason for your selection.

3. Click into the **Text Content** field to add the text sample that your respondents will be evaluating. The text can be typed in or pasted from an external source. *HTML code is not supported in the Text Content area, however line breaks will be honored.*

What question do you want to ask?

Please highlight the text where you feel negatively or positively on the statements below. Provide a comment for your scoring:

Require this question

Apply data retention policy to this question's responses. [Learn more.](#)

**Text Content**

We are a company dedicated to making our customers more successful.  
 We do this in unique and unexpected ways, from making our platform accessible to anybody (even including visually impaired survey creators and takers) to custom-building integrations that allow companies to act first and analyze later.  
 Everything springs from our three core values.

4. Customize your **Multiple Choice Options** as well as their associated colors. Choose the color by clicking on the color selector located to the left of the answer option (highlighted below). This will be the color of the highlight visible to your respondents after they have selected a piece of text and an option to categorize that text.

Multiple Choice Options [Common Answer Library](#) [Advanced Option Settings](#)

OPTION

positive

negative

[Paste in Options](#)

Note: If your Text Highlighter question contains only one option, that option will be automatically selected when the respondent highlights a piece of text.

## Text Highlighter Settings

There are several settings available to help you further customize your Text Highlighter question.

### Allow Multi-Select

The Text Highlighter question allows for a multi-select option. When **Allow Multi-Select** is enabled, multiple answer options can be associated with a single highlight. For example, you may be evaluating text for spelling and grammar mistakes. It's possible that a particular word has both a grammar and spelling error and respondents should be able to select both reasons for highlighting the word.

Please identify spelling and grammar errors in the following sentence. Highlight the text that contains the errors and indicate whether the error is spelling, grammar, or both.

Do this sentence **haz** any spelling and gramar errors? Please let us know!

Select an option to provide feedback

spelling

grammar

Comments

Never Mind Save

To enable multi-select, edit the Text Highlighter question and navigate to the **Logic** tab. Select **Yes** under the **Allow Multi-Select** section.

Text Highlighter

Question Logic Validation Layout

Logic Rule

Only show this question based on answers to previous questions or other logic conditions

Hide all subsequent questions on this page

Hide this question by default (mainly used with custom scripting)

Only show this question to admin users

Disable Question

Yes

No

Allow Multi-Select

Yes

No

### Text Highlighter Comments

The Text Highlighter question allows you to gather comments on highlight selections (the comments can also be required). These options are available on the **Layout** tab.

Note: Comments are enabled by default.

Text Highlighter

Question Logic Validation Layout

Additional Instructional Text

Show instructions above the question title

Text Highlighter Comments

Allow comments on text highlights

Require comments on each highlight

## Validation Options

There are a couple validation settings that you may want to utilize in the Text Highlighter question. These settings are available on the **Validation** tab when editing the question.



The screenshot shows two settings in the Validation tab:

- Max Character Count Per Comment:** A text input field with a small icon of a person and a speech bubble.
- Max Highlights / Points Per Response:** A text input field with a small icon of a person and a speech bubble.

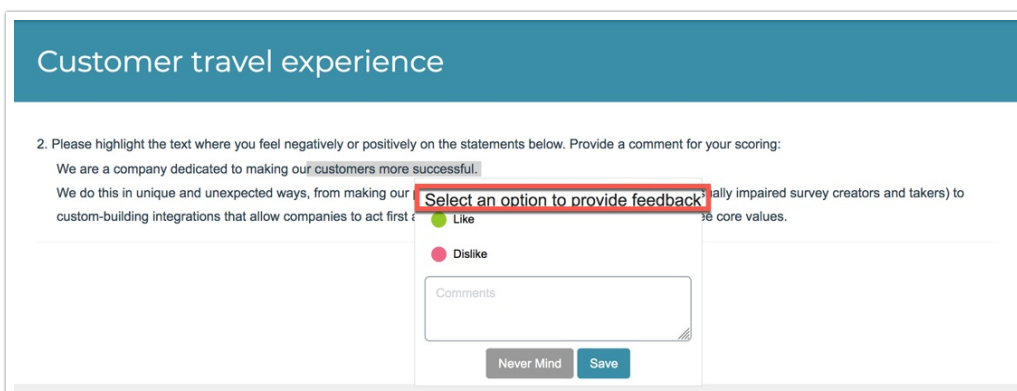
If you have enabled comments on your question's **Layout** tab, you can limit the number of characters that can be entered by your respondents into the comment field. Once enabled, a comment box is available for each highlight.

You can also limit the amount of unique highlights that a respondent can make on your text sample. Simply specify a number in the **Max Highlights / Points Per Response** field.

Note: Both the Max Character Count and Max Highlights Per Response options are blank by default.

## Customize Instructions

After highlighting a piece of text, respondents will see the following default instructions:



The screenshot shows a survey question titled "Customer travel experience". The question text is: "2. Please highlight the text where you feel negatively or positively on the statements below. Provide a comment for your scoring: We are a company dedicated to making our customers more successful. We do this in unique and unexpected ways, from making our custom-building integrations that allow companies to act first". A red box highlights the text "Select an option to provide feedback". Below the text are two radio buttons: "Like" (selected) and "Dislike". There is a "Comments" text input field and two buttons: "Never Mind" and "Save".

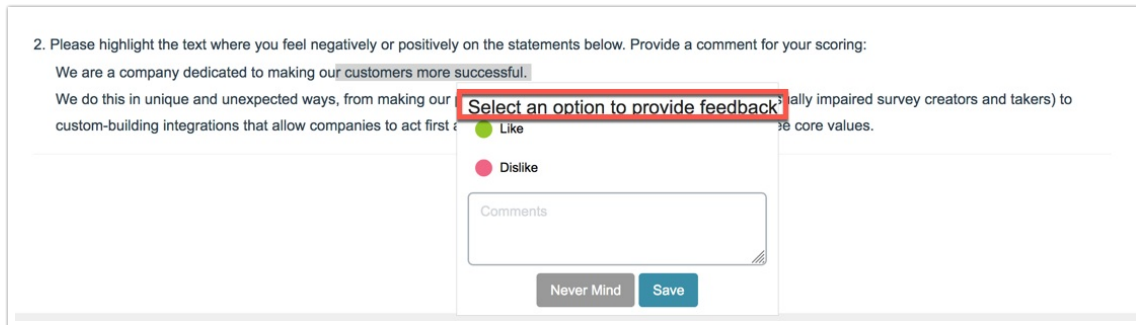
You can customize these instructions via **Tools > Text & Translations**. Click on the language version that you wish to edit and locate the specific Text Highlighter question that you want to customize. Click **edit** and update the text in the **Comment Description** field.

Note: To translate the **Save** and **Cancel** button text, head to **Tools > Text & Translations** and

navigate to the **Save & Continue** tab. Locate the Save and Cancel buttons in the list and make your customizations before saving.

## Survey Taking

On a desktop and most laptops the Text Highlighter question type looks like so.



2. Please highlight the text where you feel negatively or positively on the statements below. Provide a comment for your scoring:

We are a company dedicated to making our customers more successful.

We do this in unique and unexpected ways, from making our **Select an option to provide feedback** ally impaired survey creators and takers) to custom-building integrations that allow companies to act first t... e core values.

Like

Dislike

Comments

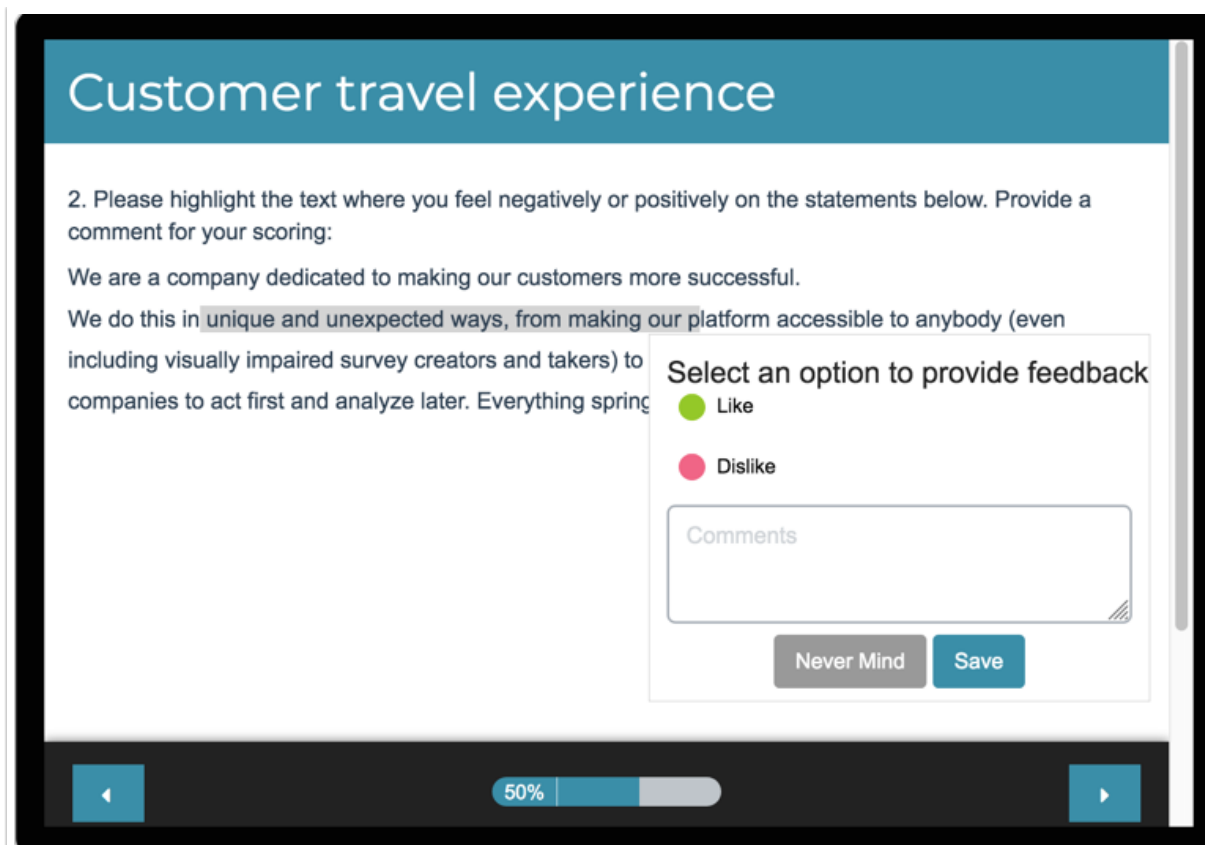
Never Mind Save

Highlighting a piece of text will trigger a pop-up window with the highlight options and comment field. Clicking **Save** will capture the highlight selection.

### Mobile Interaction

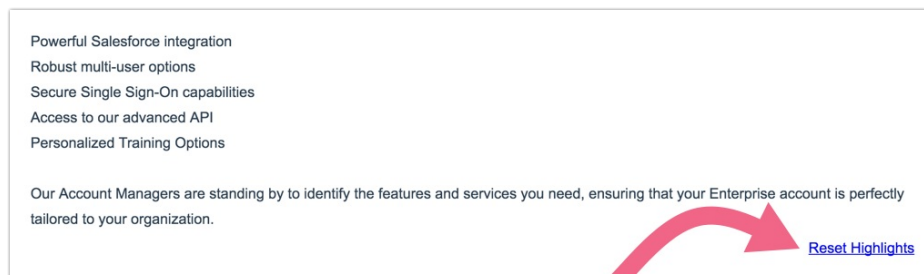
The Text Highlighter mobile interaction is worth noting. The respondent will make their selection by touching the image on their mobile device.

For highlighting a single word, the respondent can touch the word to highlight it, at which point the options and comment field will be presented. For highlighting multiple words or sentences, the respondent will need to press and hold the device's screen to trigger the device's native highlighting options. Once the highlighting tools are available (see image below), the respondent can drag the end-points to select the desired text.



## Reset Highlights

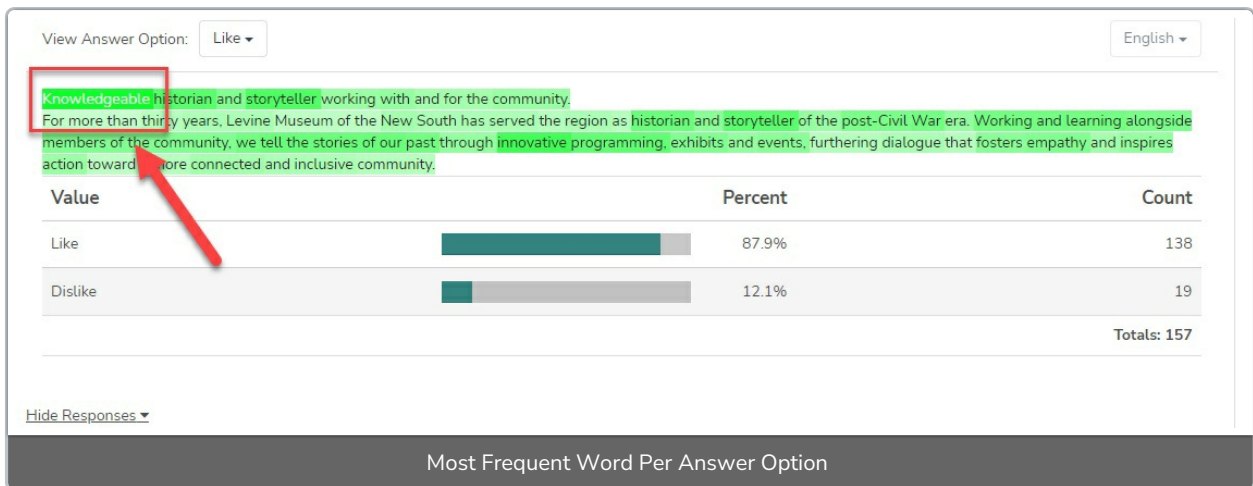
Should a respondent need to remove any already highlighted points, they will need to utilize the **Reset Highlights** option available at the bottom right corner of the Text Highlighter question.



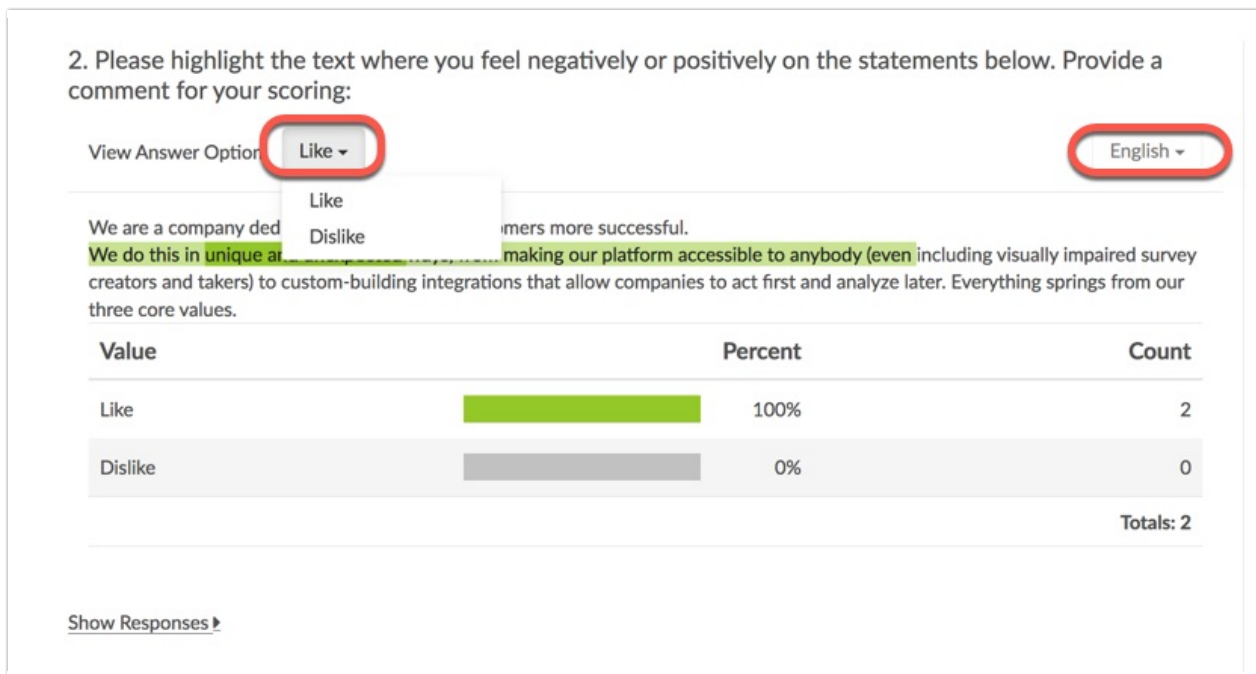
**Reset Highlights** will remove *all* highlights from the question. Highlights cannot be removed individually.

## Reporting

The Text Highlighter question reports as a heatmap element showing aggregated data of your respondents' highlights. The areas of your text sample with a high density of respondent highlights will be indicated by color intensity (the darker the color, the more respondents have highlighted that area relative to other areas of the text sample). The most highlighted word per answer option, will display in white font.



The reporting element allows you to toggle between your Text Highlighter options to view the highlight distribution per option (for example, positive or negative). You can also toggle the language version of your text sample if you have created translations for your survey.



You also have the ability to view highlights and comments in greater detail (these details can be toggled via the Show/Hide Responses options and display 20 selections per page). The details are hidden by default.

Hide Responses ▾

ID	Color	Choice	Selection	Comment
1	■	positive	"Salesforce integration"	A must have
1	■	positive	"Salesforce integration"	Good to know that this is available.
1	■	positive	"Salesforce integration"	Salesforce Integration is very important for our org.
2	■	positive	"API"	Very cool!

➕ See additional compatible chart types

- ⊕ See what other report types are compatible

## Exporting

The Text Highlighter exports the highlighted text in quotes and its corresponding comment separated by the pipe symbol (if available). Each answer option will have its own column in the export.

V	W	X	Y
positive:Please highlight specific text to prc	negative:Please highlight specific text to provide feed		
"Salesforce integration": Salesforce Integration is very important for our org.	"Salesforce integrati		
"API": Very cool!			
"Secure Single Sign-On capabilities": Our company uses this, good to know it's available.	"contract		

The export format is as follows:

"Highlighted Text": Associated Comment | "Second Highlighted Text": Associated Comment, etc.

## Limitations

- HTML is not supported in the Text Content area, however line breaks will be honored.
- The Text Highlighter question is not compatible with Offline Mode.
- The Text Highlighter is not compatible with PowerPoint exports of Standard Reports.

### A Note About Text Highlighter Data

Editing your Text Highlighter text sample after collecting survey responses is highly discouraged as it will result in invalidating your data. You will see the following alert when editing the highlighter question after data collection:

#### Text Content

We are a company dedicated to making our customers more successful.  
 We do this in unique and unexpected ways, from making our platform accessible to anybody (even including visually impaired survey creators and takers) to custom-building integrations that allow companies to act first and analyze later. Everything springs from our three core values.

#### Warning! This survey has responses.

If you change the text content after you have collected responses, the data for the previously collected responses will become unusable. We recommend that you copy this question, then disable the original to make any edits.

If needing to make an edit to the **Text Content**, it is recommended that this question is copied and edits are made in the copy. The original can then be disabled.



Please refer [here](#) for best practices on editing a live survey.

*Net Promoter<sup>®</sup>, NPS<sup>®</sup>, NPS Prism<sup>®</sup>, and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., Satmetrix Systems, Inc., and Fred Reichheld. Net Promoter Score<sup>SM</sup> and Net Promoter System<sup>SM</sup> are service marks of Bain & Company, Inc., Satmetrix Systems, Inc., and Fred Reichheld.*

Related Articles