

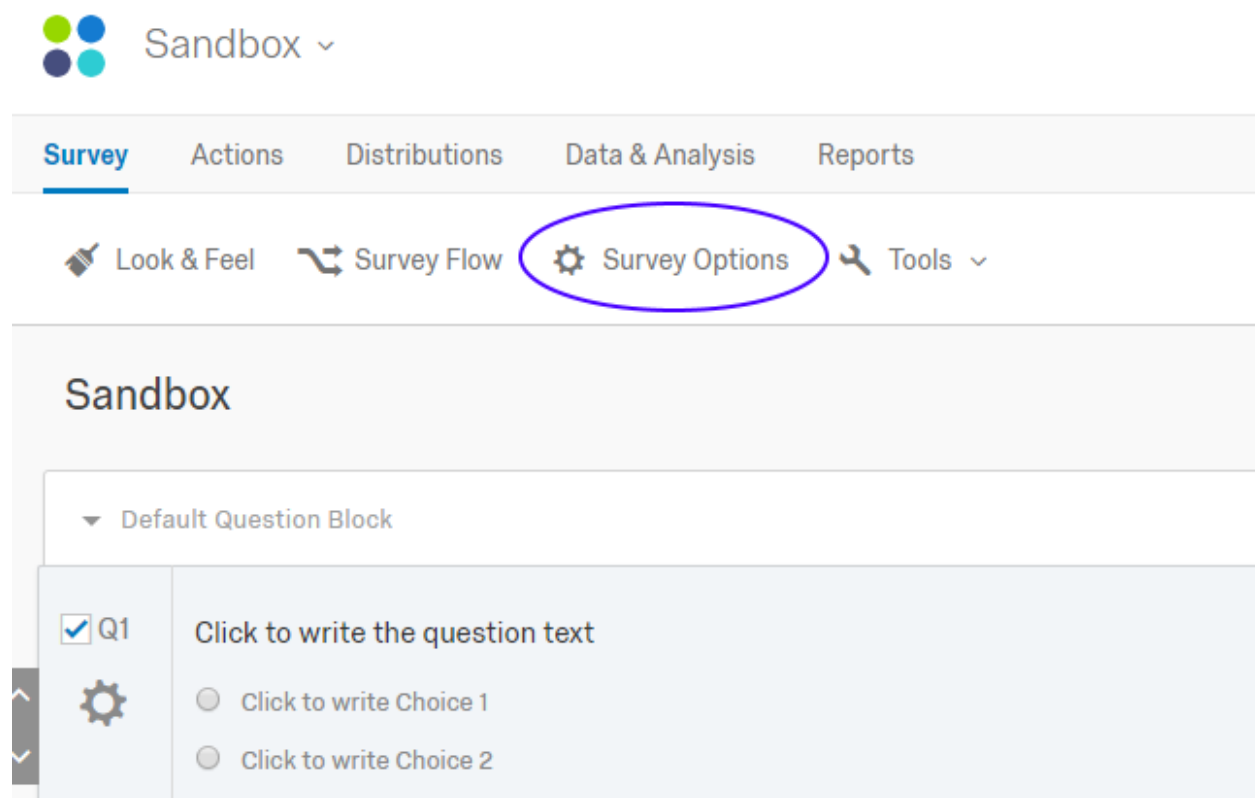
Setting up Online Survey Software to Ensure Anonymity

Online survey software such as Qualtrics or Survey Monkey typically collects data that could be used to identify respondents, even if you do not ask them to provide identifiable information. Therefore, if you want to ensure anonymity, you need to adjust several settings in the survey.

We recommend using Qualtrics, since Whitworth has a contract with them that helps us ensure data security. If you use free software such as Survey Monkey or Google Forms, you will have to take their word that they are not reusing your data in any way.

Qualtrics

After you have created your survey, select the “Survey Options” dialogue:



In the “Survey Protection” area, make sure the “Prevent Indexing” option is checked:

Survey
Protection



- Open Access.** Allow anyone to take this survey.
- By Invitation Only.** Prevent people from taking the survey using an anonymous survey link.
- Password Protection.** This password must be entered to take this survey:
- Prevent Ballot Box Stuffing.** Keep people from taking this survey more than once.
- HTTP Referrer Verification.** The user must come from this URL to take the survey:
- Prevent Indexing.** A tag will be added to the survey to prevent search engines from indexing it.
- Secure Participants' Files.** Files uploaded as responses can only be viewed by users with permission to view responses.
- Survey Expiration.** The survey will only be available for a specified date range.

In the “Survey Termination” area, make sure the “Anonymize Response” option is checked. Qualtrics advises against this because you cannot use purposive sampling with this option; if you need to use purposive sampling uncheck this option, but note that your responses are confidential, not anonymous:

Survey
Termination



- Default** end of survey message.
- Custom** end of survey message...
- Show Response Summary.
- Redirect** to a full URL, ex. “https://www.qualtrics.com”:
- Send additional thank you **email** from a library... When distributed via the Survey Mailer.
- Anonymize Response.** Do NOT record any personal information and remove contact association (not recommended).

Save your changes to the survey options.

Survey Monkey

After you have created your survey, navigate to the “Collect Responses” page and select the method you plan to use to collect responses (e.g., “Send by Email”):

How would you like to collect responses?

Send by Email

Create custom email invitations and track who responds. Send follow up reminders to those who haven't responded.

Get Web Link

Share a web link via email or post to social media. You can also create a recurring web link.

If you are setting up a new collector, go to step 2 "Review Options", if you are editing a collector that is already set up, navigate to the "Review Options" page. Expand the "Anonymous Responses" section, and select the first option "On, exclude ALL respondent information (names, email addresses, IP addresses, and custom data) from your survey results:

SENDER EMAIL ADDRESS:

UNSENT : pojennus@whitworth.edu

VERIFY

CHANGE

INVITATION TRACKING: Upgrade to see who opened your email invitation and clicked through to your survey

CUSTOM URL: Upgrade to use research.net instead of surveymonkey.com for your survey's URL

RESPONSE EDITING: On, until survey complete

ANONYMOUS RESPONSES:

On, exclude ALL respondent information (names, email addresses, IP addresses, and custom data) from your survey results

On, only exclude personal information (names, email addresses, and IP addresses) from your survey results

Off, include all respondent information in your survey results

Finish setting up the collector or save your changes.