Using Qualtrics for Research

ETHICS-SOP\_METHODS\_Qualtrics-025

# Document Sign-offs

|  | Name/ Title | Date |
| --- | --- | --- |
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| Reviewed By | S. Auld | October 16, 2015 |
| Verified By |  |  |
| Approved By | S. Auld | October 20, 2015 |

# Current Status

Approved

# Revision information

Revision No: 1.0

Effective Date:

Next Review Date: (Take date from Revision History below)

# Glossary of Terms

N/A

# Purpose

To provide the research community and REB reviewers with information pertaining to the use of Qualtrics by University of Guelph researchers – specifically, the security and confidentiality requirements of the REB, and how these can be met when using Qualtrics.

# Scope

Applies to the University of Guelph community

# Responsibility

Click on here to enter job titles of the person(s) that would use the SOP, and qualifications/training if applicable

# Distribution of Copies

To be posted on the Research Ethics website.

# Procedure

1. Where can I go to get help creating, distributing and analyzing the responses of my Qualtrics survey?

Online support at Qualtrics University Support and Training <http://www.qualtrics.com/university/researchsuite/>

For academic purposes (teaching and research) <http://www.lib.uoguelph.ca/get-assistance/maps-gis-data/web-surveys>

For administrative purposes (voting, course evaluation etc) <https://www.uoguelph.ca/ccs/service/online-surveys>

1. How can participants access my survey?
   1. Anonymous link <http://www.qualtrics.com/university/researchsuite/distributing/basic-distribution/anonymous-survey-link/>
   2. Qualtrics Mailer <http://www.qualtrics.com/university/researchsuite/distributing/email-survey/email-customized-links/>
2. How do I handle incentives and potential abuse such as hacking?:

To prevent hacking of a survey used for incentive draw purposes, two items should be in place in incentive draw survey:

* 1. Captcha verification <http://www.qualtrics.com/university/researchsuite/basic-building/editing-questions/question-types-guide/captcha-verification/>
  2. HTTP Referrer Verification setting <http://www.qualtrics.com/university/researchsuite/basic-building/basic-survey-options/survey-protection/#RestrictingWhatWebsiteARespondentComesFrom>
  3. Collecting contact information on an anonymous survey (for incentive draws) <http://www.qualtrics.com/university/researchsuite/articles/keep-identifying-information-separate-survey-response/>

1. How do I prevent users from filling in the survey more than once (ballot box stuffing)?:

Ballot box stuffing <http://www.qualtrics.com/university/researchsuite/basic-building/basic-survey-options/survey-protection/#PreventingRespondentsFromTakingYourSurveyMoreThanOnce>

1. How do I protect the anonymity of my survey participants?

For surveys with Panels use Anonymize Response option in Survey Flow or Survey Options: <http://www.qualtrics.com/university/researchsuite/advanced-building/survey-flow/anonymize-responses/>

For surveys using anonymous links choose Anonymizing response to scrub out IP etc: [http://www.qualtrics.com/university/researchsuite/basic-building/basic-survey-options/survey-termination/#AnonymizingResponses](http://www.qualtrics.com/university/researchsuite/basic-building/basic-survey-options/survey-termination/)

1. Is survey data secure in transit?

Yes. https indicates that data in transit is incrypted. Qualtrics has a good security certificate.

1. Controlling access to data within Qualtrics

The creator of a survey has sole access to viewing survey results, editing, deleting, copying and distributing that survey. There are two ways in which others may have access to the data within your survey:

* + 1. If the survey has been created by a shared account e.g. [drchelp@uoguelph.ca](mailto:drchelp@uoguelph.ca) to which several people have the password to.
    2. If the survey creator [collaborates](http://www.qualtrics.com/university/researchsuite/basic-building/getting-started/collaboration/) the survey with another person and provides them with access to viewing survey results.

1. Describe best practices for security
   1. If you use public computers to fill out a survey:
2. Erase the history
3. Empty the cache
4. Close the browser

There is a risk from keyloggers – malicious bits of software that can be installed on a PC to log all keystrokes to a file. There is not great protection against this. Some PCs (such as the library) have software that wipes and reinstalls the OS on reboot. Some virus scanners will let you know if a keylogger is installed. But it is a risk.

# Wording for Consent Forms

1. Regarding promises of complete anonymity/confidentiality: “Because data collection occurs via the internet, complete confidentiality of the data cannot be guaranteed”
2. Using a public computer: *add appropriate wording such as:*

If you use public computers to fill out a survey:

1. Erase the history
2. Empty the cache
3. Close the browser
4. “This survey is anonymous, meaning at no time will any identifier be associated with the data you provide”
5. “Your identity will remain confidential when you fill in this survey. The research team will not release any information which identifies you when disseminating the final results.”

# Wording for Website

Full SOP

FAQs

# Documentation/Record Keeping

N/A

# External Regulatory Requirements

N/A

# Internal Related, or Referenced Policies, Procedures

N/A

# References

See reference links to Qualtrics website(s)

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| 1.0 |  |  |  |  |

# Review Cycle

Annual

# Appendix

Click on here to enter sources of documents used to write the procedure