

Qualtrics is a Kenyon Community Resource

Qualtrics is a very user friendly, web-based survey tool which features an intuitive interface. To establish an account in Qualtrics you simply need to follow this link and enter your Kenyon username and password: kenyon.qualtrics.com This will establish your Qualtrics account but you will only be able create and distribute a survey after completing this training and gaining administrator approval.

Responsible Use, Safety, and Security

1. [Qualtrics Acceptable Use](#)
2. [Qualtrics Security](#)
3. [Security at Your Computer](#)
4. [Email Distribution](#)

Things You Will Need to Think About When Constructing a Survey

1. [Planning for your survey with IR](#)
2. [IRB Approval](#)
3. [Anonymity and Confidentiality](#)
4. [Informed Consent](#)
5. [Subject's Choice of Participation in Specific Questions](#)
6. [Subject's Choice of Participation in the Project](#)

Signature

Responsible Use, Safety, and Security

1. Qualtrics Acceptable Use

Just as with other community resources at Kenyon, users are individually responsible for how they choose to use the tool. The anonymity offered by an on-line tool does not excuse users from conducting themselves in a manner consistent with expectations laid out in the student and employee handbooks. Qualtrics users must abide by

- College's policies and codes of conduct (including IRB review for any and all human subjects research)
- Qualtrics' [Acceptable Use Statement](#)
- appropriate state or federal privacy laws or regulations, including FERPA and HIPAA
- federal copyright laws

Use of Qualtrics is restricted to college-related work. Using Qualtrics for third-party, for-profit and not-for-profit organizations is not allowed, nor is it for personal use not related to the College.

The College can revoke access to Qualtrics at any time if a user fails to abide by these policies, rules, or laws.

2. Qualtrics Security

While complete security can never be guaranteed in any situation, Qualtrics does a very good job of mitigating the risk that respondent data is ever exposed. Qualtrics has SAS 70 Certification and does meet the privacy standards imposed on health care records by the Health Insurance Portability and Accountability Act (HIPAA). You can read more about Qualtrics' security protocols and find answers to most IRB related security questions in their [white paper](#) (http://documents.kenyon.edu/instresearch/Qualtrics/White_Paper_Qualtrics_Security_1_18_13.pdf).

3. Security at Your Computer

Most survey data exposures aren't due to issues with the security of the software, but with human error. The risk of data exposure is often less of a concern with anonymous data but is critical when dealing with confidential (and thus identifiable) data. To minimize the risk of exposing respondent data you'll want to take some simple security measures.

- The process that allows you to use your Kenyon credentials to log in to Qualtrics also limits your ability to log-out. **In order to log-out from Qualtrics completely, you must close your browser**



completely, including all tabs. If you don't close your browser completely, you haven't logged out of Qualtrics.

-In the very likely case that you need to download Qualtrics survey data for further analysis, make sure the data is stored in a secure drive to which only necessary and IRB approved parties have access.

-Don't store survey data on an unencrypted laptop hard drive or thumb drive. If you must email survey data sets (instead of sharing them over a drive), make sure that any smartphones or tablets that sync to your email account have a PIN or other security number preventing free access to the phone.

-If you're working with survey data, lock your computer before you step away, if even for a minute. (For PCs use Windows+L or in Mac change screen setting to activate screen saver immediately and enable hot corners).

-Never send survey data to anyone that's not listed on your IRB application.

4. Email Distribution

One of the most powerful features of Qualtrics is that it allows survey distribution from within the survey tool itself. You can write customized invitations and reminders, schedule when you'd like for them to be sent, and walk away to let the software do the work for you. The tool also allows you to send emails from any name you choose and allows receivers to reply to an email address you choose. This is a very useful but potentially exploitable feature. If you would like to send an email on behalf of another person using Qualtrics, you **MUST** gain this person's written approval first (handwritten or email). You should send them the full text of the email and when it will be distributed. This is also a good time to discuss with them their preferred strategy for answering any reply emails that you may receive (should you forward the messages to them to answer or would they like you to answer the emails themselves? Would you like to make clear to recipients who will be receiving the emails by default?). **Sending emails in another person's name without their permission is grounds for revoking access to Qualtrics.**

Things You Will Need to Think About When Constructing a Survey

1. Planning for Your Survey

When thinking about creating and distributing a survey to campus, you should first contact Institutional Research at ir@kenyon.edu or 740-427-5571 to determine

- If a survey about your topic has already been or is being conducted
- When your survey can be scheduled so as to not conflict with other surveys being distributed to your population
- Your plans are for data analysis and storage of survey data after the survey closes
- Your plans for disseminating and using survey results

This is usually a quick conversation but can help to avoid two surveys going out on the same date to the same audience.

2. IRB Approval

After finalizing the dates of your survey with Institutional Research, you will need to contact Kenyon's IRB (Institutional Review Board) at 740-427-5748 or peellej@kenyon.edu to determine if your survey qualifies as research and, if so, to submit paperwork for IRB approval.

To gain this approval you will need to:

- Complete IRB training at the level appropriate to your role: <http://bit.ly/11ZISP2>
- Submit the IRB application that is appropriate for your survey (full, expedited, or administrative review)

IRB training takes approximately 4 hours and IRB approval can take up to several weeks. You should schedule your survey distribution dates with this in mind.



3. Anonymity and Confidentiality

Depending on the goal of your survey you may choose to gather data anonymously or confidentially. If you're using Qualtrics as a form tool you might even collect information non-confidentially. No matter which way you collect data, you'll need to make some decisions in Qualtrics.

To clarify, a confidential survey asks or gathers through electronic means personally identifiable information. However, this information is kept confidential and not given to anyone who is not involved with the project. An anonymous survey neither asks nor gathers through electronic means any personally identifiable information. In other words, it's not possible to determine from which respondent the data originated.

In order for a survey to be truly anonymous, you must turn off the recording of IP addresses in Qualtrics. This can be accomplished by starting

- From the Edit Survey tab> Survey Options> Anonymize Responses

The "Kenyon Example Survey" in the Kenyon College group library is also set up to be completely anonymous. You can simply copy this survey from your "Create Survey" options if you'd prefer not to have to change the survey settings yourself.

Unless you turn off the recording of IP addresses, your survey will NOT be truly anonymous in Qualtrics.

4. Informed Consent

Informed consent is the process by which researchers ask and gain permission from subjects to participate in a study. In survey research, this usually means including an informed consent statement at the beginning of the study, though the extent of the statement can vary greatly depending on your study. To include an informed consent statement in Qualtrics, you can either paste your own text into a multiple choice question or go to the "Library" tab and select "Survey Library." (Make sure your library is set to "Group Library: Kenyon College" and not "My Library: (your name).") The "Kenyon Example Survey" has several models of informed consent statements from which you may choose to model your statement.

If you choose to create your own informed consent form be aware that, in order to meet the requirements of informed consent, the statement must meet the requirements of disclosure, capacity, and voluntariness.

- Disclosure refers the inclusion of information necessary for the subject to make a truly informed decision about participation.
- Capacity refers to the ability of the subject to understand the information presented and potential consequences of participation
- Voluntariness refers to the subjects' ability to freely participate in the study with coercion or influence of outside parties.

5. Subject's Choice of Participating in Specific Questions

The voluntary nature of surveys, as required in your informed consent process, includes allowing participants the choice of responding to survey questions. Qualtrics does allow you to mark questions as either "Force Response" or "Request Response" under the "Validation" options but both options should be used wisely.

Marking a question as "Request Response" results in a pop-up window that displays the number of unanswered questions on a page and asking the respondent if they would like to continue. This may be useful if you have several questions on a page and feel that it's visually difficult to keep track of which questions have been answered (for instance, matrix questions can be hard to track).

Marking a question as "Force Response" will not allow a respondent to move forward in the survey unless they answer that particular question. Do NOT choose this option without IRB approval.

- Most IRBs, including Kenyon's, require respondents to have the option of skipping questions.
- There may be occasions when using this option is appropriate, but these occasions are exceptional and, rather than increasing response rates, generally increase the chances that respondents will leave the survey altogether or give you "junk" responses.

Without force response, respondents may

- Click quickly through your survey quickly without actually answering anything.

- Answer only some of the questions of interest to you.

As the investigator, it is up to you to consider how respondents skipping questions will affect how you distribute incentives, conduct data cleaning and analysis, and your ability to meet the goals of your research. **It is not appropriate to increase the survey burden of respondents in order to decrease your administrative burden.** If you feel that you're in a situation where your survey doesn't work unless you require a response, think about ways that you might change the survey instrument itself before contacting the IRB. You can contact Institutional Research for help.

6. Subject's Choice of Participating in the Project

In order for your respondent to make a truly informed decision about participating in your survey, you need to let them know when the survey is complete and they are submitting their responses.

To do this, you must add warning text to the end of your surveys and change the "Next" button on your final survey page to read "Submit" instead. You should add a Descriptive Text question to the very end of your survey with a phrase like, **"This is the final page of the survey. By submitting this page you are submitting your responses to the survey."**

An example of this warning text and the submit button is available in the "Kenyon Example Survey" in the Kenyon Library. You can copy these elements to your survey, but if you'd like to create your own button you can easily do so.

The following steps describe how to place the last page of your survey into its own question block, and then how to change the button text for that block.

- On the bottom right of the survey, click **Add Block**.
- Hover over each question that should be on the final page of the survey, and click the down arrow to move it into the new block.
- On the top right of the new block, click **Block Options**.
- Click **Next / Previous Button Text**.
- Type new text for the button, and click **Save**.

You can now test your survey using Preview Survey and confirm that the text of the final button now reads "Submit."

Signature

I've read through this training, understand the information, and have saved a copy for my records.

Name:

Date: April 14, 2021

Please send this completed form to ir@kenyon.edu and someone will contact you shortly about upgrading or setting up your account!

