

Use Qualtrics for Human Subjects Research: Anonymize Responses

Stephanie Obodda - 2020-09-01 - Comments (0) - Qualtrics

Qualtrics was developed for market research, so you must make sure to take steps to anonymize or de-identify data when using Qualtrics for Human Subject Research*. Why is this important? **Storing Personally Identifiable Information (PII) is a violation of [IRB regulations and human subjects research practices, and a huge liability to you and Brown University!](#)**

Qualtrics' default setting is to store participants' panel information (which is considered Personally Identifiable Information) and IP addresses IN THE DATA SET with their survey responses. This is NOT permitted in human subjects research!

Instead, you must choose to anonymize responses. This default setting must be changed for each individual survey. There is no way to create a global setting for your account.

*Not sure if your research fits this description? [See the IRB's definition.](#)

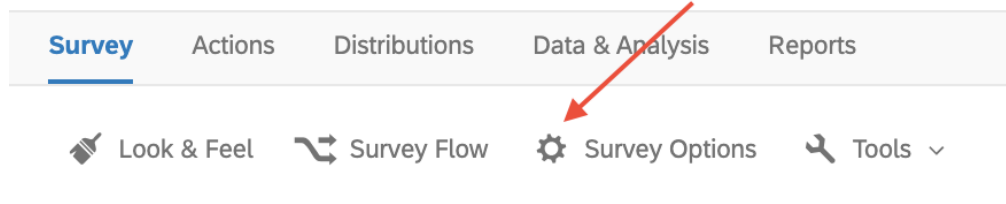
Detailed Instructions

We have two articles with detailed instructions for human research subject scenarios:

- [Use Qualtrics for Human Subject Research: Using a Screener Survey](#)
- [Use Qualtrics for Human Subject Research: Using Pre-Generated Participant IDs](#)

How To Anonymize Responses

1. As soon as you create a new survey, immediately go to the Survey Options.



2. Under Survey Termination, select Anonymize Response.

The image shows a screenshot of the 'Survey Termination' settings in Qualtrics. On the left, there is a section titled 'Survey Termination' with a yellow sticky note that says 'Thank You'. On the right, there are several radio button options: 'Default end of survey message.' (selected), 'Custom end of survey message...', 'Redirect to single response report.', and 'Redirect to a URL full URL, ex. "http://www.qualtrics.com":'. Below these is a checkbox option 'Send additional thank you email from a library... When distribu...'. At the bottom, the 'Anonymize Response.' option is selected and circled in red. To its right, it says 'Do NOT record any personal information'.

3. Click Save Changes.

This will prevent panel information and IP addresses from being stored in your collected responses. It will apply to every response collected in this particular survey, and it cannot be undone.

Additional Precautions

1. Like many other services set up with single sign on, Qualtrics' Logout functionality does not work as expected in Qualtrics at Brown. To effectively "log out", you must completely quit your browser and make sure that your browsing history and saved passwords are deleted.
2. If you seek assistance from Qualtrics support, do not provide your Brown login credentials to them.

Related Content

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