



IRB Guidance: Use of Internet Survey Platforms in Research

Internet survey platforms must meet specific data security requirements to ensure privacy, confidentiality and security of human subjects research participants and information collected about them. The IRB prefers the use of Campbell University's licensed Qualtrics for conducting non-funded and government funded research. For commercially funded projects or foundations owned by the investigator, it is the investigator's responsibility to determine if their projects purpose is non-commercial before using Qualtrics. Qualtrics is available to all current Campbell University faculty, staff and students. If you would like to use a different survey platform, please contact the IRB office prior submitting you protocol for IRB determination/review.

Effective 7/1/2020 the IRB will not accept new protocol submissions requesting to use SurveyMonkey or Wufoo as a survey platform.

Google Forms does not meet IRB data security requirements and its use will not be approved.

Information for accessing and using Qualtrics please start by reading the information provided by IT using the following link: <https://www.campbell.edu/information-technology-services/help-desk/qualtrics/>.

Researchers should pay special attention to the following topics when creating a survey in Qualtrics:

The Qualtrics survey platform is customizable and investigators are reminded to turn off location collection settings (not collect), which can be used as identifiers such as, but not limited to, IP address, longitude/latitude settings.

Accidental collection of identified information must be reported to the IRB.

1. **Applying skip logic:** skip logic allows you to send participants to a future point in the survey based on how they answer a question or a set of questions. This is useful to use at the beginning of a survey to screen participants for eligibility.

For example:

Question 1: Are you 18 years of age or older?

Yes No

Question 2: Do you or have you ever been diagnosed with hypertension?

Yes No

If the respondent answered "No" to either question, they would be directed to a page that could say, "Thank you for your interest but you do not meet the eligibility criteria for this project."



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If the respondent answered "Yes" to either question, they would be directed to the consent, if applicable, prior to the survey or directly to the survey.

- 2. Distribution of your survey:** Qualtrics allows for several methods of distributing your survey. The IRB recommends the use of a reusable **Anonymous Link or QR code**. This link can be placed within an IRB approved recruitment script, flyer, advertisement or posted to a social media site. Anonymous links are easy to use and they will collect responses without identifying information such as IP address and geo-location. To prevent multiple responses from the same person, extra precautions are required.

For example:

An investigator would like to email a survey to all 1st year students at Campbell. The investigator uses an IRB approved recruitment email with an anonymous link to the survey included in the recruitment email. The investigator then sends the approved IRB recruitment email to the appropriate Campbell authority to be sent to the potential participants. In this case, this would be Dr. Bazemore. Dr. Bazemore sends the email to all 1st students and they may use the anonymous link to complete the survey.

In this example, the potential participant's and participant's email address has not been accessed or collected by the investigator because recruitment and distribution of the survey was done by someone authorized access to the emails under FERPA regulations and the collection of survey results has been completed anonymously (provided that none of the survey questions requested identifying information). For collection of identifying information, see below.

- 3. Distribution using Identified Information:** In certain circumstances the IRB will approve the use of identified information for this distribution of a survey, such as but not limited to direct email of participants through Qualtrics. Justification for such distribution must be provided in the **Research Plan**.

For example:

An investigator recruits potential participants via a social website and flyers. Potential participants are instructed to contact the researcher and provide their contact information to the investigator. The investigator then distributes a survey using Qualtrics to the potential participants using the email address they provided.

- 4. Collection of Identified Information:** The IRB may approve the collection of identified information provided the following:
 - The level of identification indicated in the Research Plan is **Identified** and justification for collection and maintaining of this information is provided.
 - A data management plan has been provided where information will be removed from Qualtrics and securely stored and maintained on a Campbell secured server.
 - All HIPAA regulations regarding private health information (PHI) have been met.



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- All FERPA regulations regarding student records have been met.

Additional help regarding the following topics can be found on the IT Departments [Qualtrics website](#).

- Creating a project
- Applying skip logic
- Applying display logic
- Distributing a survey
- Contacts and mailing lists
- Sharing a survey
- Survey results and reporting.

Additional help creating your survey and utilizing the many features of Qualtrics is available from several sources:

- Web resources are available at [Qualtrics Insight Support](#).
- Call **1-800-340-9194** between the hours of 9:00 a.m. – 9:00 p.m. EST.