Using Qualtrics for Human Subjects Research

Qualtrics ([Qualtrics XM: The Leading Experience Management Software](#)) is a user-friendly web-based survey tool that allows researchers to create and distribute surveys. Buffalo State has a site license for Qualtrics, allowing students, faculty, and staff to use it at no cost. However, there are a few things to be aware of:

- All students may log in to create surveys, but to publish surveys, students must work with a faculty member or supervisor. For more information on how to create an account and log in, see the instructions here: [Article - Online Survey and Data Coll... (teamdynamix.com)](#).

- To keep a study anonymous in Qualtrics, researchers need to set the study to not collect identifying information. To do this, there are three things you need to do:

    - Do not use a signature line for consent
        - Many surveys conducted in Qualtrics are classified as Exempt according to Federal Regulations (but remember that Exempt studies still need to be reviewed by the IRB!). As Exempt surveys, they can have consent statements instead of signed consent forms. A consent statement contains all of the usual information found in a consent form, but instead of a signature line, there is a statement that reads "By completing this survey, you are agreeing to participate in this study." Then, when the participant clicks the button to continue, they are assumed to have given consent.
    - Anonymize responses
        - In the Survey tab, click the **Survey Options** button and go to the **Security** tab.
        - Check the box next to **Anonymize Response** ["Don't record respondents' IP Address, location data, and contact info"].
    - Use an anonymous link
        - Use the anonymous link feature to distribute a link to a survey that does not associate names and emails with responses.
        - When the survey is complete, under the **Distributions** tab, click the **Anonymous link.**
        - Then **Get a single reusable link,** which will give you a single link that you can use to distribute your survey.

- Sometimes researchers want to collect identifying information for extra credit or invitations to participate in future studies but want to keep survey responses anonymous. In this case, researchers should:

    - Create the original survey as usual with no requests for identifying information.
    - Create a second survey for just the identifying information.
        - Publish that survey and generate the **single reusable link**
        - Copy that link and return to the original survey
    - In the original survey, go to the **End of Survey** and click on that box, which will open a box to the left with **End of Survey message** options.

- Click **Redirect to URL** and paste the link from the second survey.
- Once the first survey has been completed, respondents will be sent to the second survey to enter their personal information.