Qualtrics is a powerful survey tool. Once you have created your survey you will need to decide whether to distribute the survey anonymously, or whether you want to track the responses of the participants. You can find videos outlining how to do each of these in the Qualtrics section of the TAC website. This guide is a compilation of the different options available to you for anonymous distributing techniques and provides methods to prevent participants from tampering (i.e. voting multiple times) with the results of the survey.

Methods for Anonymous Distributing

There are two main options for sending out surveys: Anonymous Survey Links and Email Survey. Both are found under the distribute survey tab.

Anonymous Survey Link

The Anonymous Survey Link is a distribution method that allows anyone with access to the link to participate in the survey. By default, the Anonymous Survey Link will not collect any personal information from the respondents, but it will collect IP information. To fully enable the anonymous function, the Anonymous Survey Link should be paired with the Anonymize Response survey option to prevent collecting any IP information. An advantage of using the Anonymous Survey Link is that anyone can access the survey from the same link. This could be found on a website or other forms of mass distribution. You can also set up the Anonymous Survey Link with the Authenticator function to only allow certain members of a panel to take the survey.

Email Survey

An alternative to simply using the Anonymous Survey Link is to use the Email Survey method. The Email Survey method has many options available to the user. The survey is sent out to a panel, or a list of individuals, and can combined with a variety of survey options in the edit survey window. By default, each respondent will receive a unique link that will expire after the survey is completed. This can be changed in the advanced options (explained in the Survey Protection and Authentication section).

Survey Options

The following options give you different ways to control how the anonymity of your survey is implemented. They can all be found under ‘Survey Options’ under the Edit Survey tab.

Anonymize Response

Anonymize Response is useful if you want to send your survey to a panel so that you know who is participating but you also need to keep individual responses completely anonymous by removing IP address information. However, this will not remove identifying information.
respondents insert in answer to specific questions. To turn activate Anonymize Response, go to
the Survey flow (for individual questions) or under ‘Survey options’ (for all questions).

By Invitation Only
By Invitation Only sends a unique link to each panel member via email. Since the links are
unique, after the survey is completed, the link will expire and will not be able to be used to take
the survey again. This option is especially useful if you are worried about someone taking the
survey more than once through the same link.

**Warning:** This option will not allow respondents to take the survey if you send out the survey
through an Anonymous Survey Link.

Prevent Ballot Box Stuffing
Prevent Ballot Box Stuffing prevents users from re-taking the survey when they use the same
computer and browser. Since this is tracked by a browser based cookie, participants can still
retake the survey if they use a different computer or browser. This option is useful when using
the Anonymous Survey Link as your distribution method.

Survey Protection and Authentication

Advanced Survey Options
When distributing your survey using the Email Survey method, you will have a list of advanced options that will help you control who is taking your survey.

**Individual Link:** By default when you use the Email Survey method, each recipient receives a unique link. Upon finishing the survey, that link will not be permitted to access the survey again. This prevents people from taking the survey more than once. This advanced option acts identically to the survey option ‘By Invitation Only’, which is explained in the Survey Options section.

**Multiple Completes Per Link:** Allows recipient to take the survey more than once using the same link.

**Anonymous Link:** This sets up the emailer to send out the Anonymous Link through Qualtrics’ email system. This can be more advantageous than simply copying the Anonymous Survey Link and sending that out through standard email system. This is because with Qualtrics you are able to track respondents’ progress. This behaves in the same way as the Anonymous Survey Link in that it will not record the names of the respondents. However, the survey will still track IP information and respondents will be able to participate more than once. To change these effects, refer to the Anonymize Response and Prevent Ballot Box Stuffing options under the Survey Options section.

**Using the Authenticator**
The Authenticator allows you to collect responses that are connected to panel information without generating unique links. Because of this, you can copy the Anonymous Survey link to a website or into an email and still track who has responded. Only people who are listed in your panel can take your survey.

The Authenticator will require the recipient to “log in” to the survey, meaning they can log in using any verifying information such as their ONID account, email, name, or multiple criteria at one time. To do this, use the .csv template Qualtrics provides for you to upload your information for the panel and choose which criteria you want to use for authentication. Visit the Qualtrics website for Authenticator help to learn how to set up the authenticator as well as how to set up SSO Authentication for replacing a panel with a third-party service.

**Password Protect Your Survey**
To set up a single password in order to access your survey, go under ‘Survey Options’ and check the ‘Password Protect Your Survey’ box. If you wish to set up unique passwords for each person in your survey try using the Authenticator.

**Save & Continue**
Selecting this option will allow the participants to save their progress and continue where they left off without you sending them a different email link. This is found under ‘Survey Options’. This is designed for use with the Anonymous Survey Link because normally the Anonymous Link does not track progress. Save & Continue uses cookies to track progress, so the survey must be taken from the same computer using the same browser in order to utilize this option.
Need More Help?

Technology Across the Curriculum (TAC) provides Qualtrics tutorials and personalized assistance that can help you build the surveys that you need. If you have more questions concerning Anonymous distributing or care for additional Qualtrics assistance, TAC is here to help.

oregonstate.edu/tac/