

How You Distribute Your Survey - Impacts on Responses and Reminders

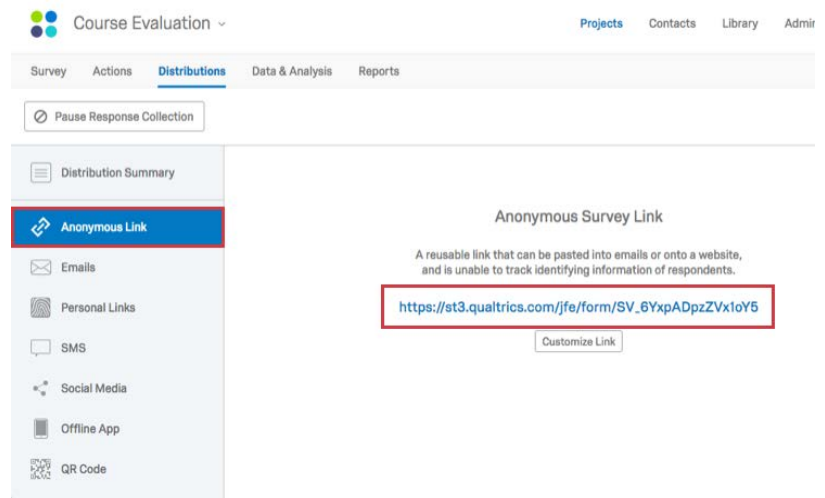
1. Open Access Survey using Anonymous Link

Distribute With:

- ✓ Anonymous Link (right) sent via your email, pasted on website, social media.
- ✓ Use Qualtrics mailer, but choose Anonymous Link in Advanced Options.
- ✓ This type of link can be re-used and forwarded as access is open to anyone.

Responses:

- ✓ Response file data is anonymous; it contains no identifying information.
- ✓ It does collect IP Address.
- ✓ To turn IP Address collection off, Choose Survey Options >> Anonymize Responses.



Reminders:

- ✓ Qualtrics cannot send reminders using this option.

2. Closed Access Survey using Individual Link

Distribute With:

- ✓ Use Qualtrics mailer, and default Individual Link (Advanced Option, right).
- ✓ This type of link can only be used once, and only by the recipient of the email invitation.

Responses:

- ✓ By default the respondent identifying information (email, name, etc.) is stored in the response file, and needs to be kept confidential and protected.
- ✓ To fully anonymize these responses, Choose Survey Options >> Anonymize Responses.

Reminders:

- ✓ You can use the Qualtrics mailer to send Reminders to those who haven't completed your survey, even if the responses are anonymized. (Thank you emails are disabled when anonymized responses option is selected.)

