

Key points of consideration to conduct an ethical survey:

- Strive to conduct a survey in a manner that is free of potential bias. Minimize potential sources of bias, and disclose factors that may bias the results of the survey
- Protect the rights of privacy of those who are surveyed, and protect the confidentiality of individually identifiable information
- Avoid harming, humiliating, embarrassing, or seriously misleading respondents
- Avoid the fraudulent use of copyrighted materials
- Take the appropriate security precautions before, during, and after administration of the survey
- Discourage others from making inappropriate reports, unsubstantiated claims, inappropriate interpretations, or otherwise false and misleading statements about survey results
- Promote the use of multiple source of information about persons or programs in making decisions
- Disclose important methodology steps regarding the survey administration during the reporting of results (Suskie, pg. 1,2)

Suskie, Linda. *Questionnaire Survey Research What Works 2<sup>nd</sup> Edition*. Tallahassee: Association for Institutional Research, 1996. Print.