

Glossary Terms

1. **Aggregate Data**

Data combined from multiple sources into summaries (e.g., averages or totals) so individual details cannot be identified.

2. **Anonymity**

When a respondent's identity is completely unknown, even to the researchers.

3. **Attrition**

The number or percentage of people who drop out or stop participating in a survey.

4. **Benchmarking**

Comparing survey results to industry standards, past data, or other benchmarks to evaluate performance or trends.

5. **Beta Testing Survey**

Testing for functionality and usability.

6. **Bias**

An error or influence that makes survey results less accurate or fair.

7. **Census**

A survey that collects data from every person in the population, not just a sample.

8. **Closed-Ended Questions**

Questions with predefined answer choices, such as multiple-choice or yes/no.

9. **Coding**

The process of organizing survey responses into categories or assigning numbers to make analysis easier.

10. **Confidence Interval**

A range of values that shows how confident you are that your survey results reflect the true population.

11. **Confidentiality**

Ensuring that a respondent's personal information is kept private and secure.

12. **Construct Validity**

The extent to which a survey measures what it is intended to measure.

13. **Correlation**

Measures how two things are related, such as age and income.

14. **Cross-Tabulation**

Breaking down survey results to compare different groups, such as age groups or genders.

15. **Data Cleaning**

Fixing errors or removing incorrect data to ensure accurate results.

16. **Data Saturation**

The point in qualitative research when no new themes or insights are emerging from the data.

17. **Data Use Agreement (DUA)** is a binding legal contract that governs the transfer, use and protection of sensitive, non-public, or restricted data between two parties. It defines who can access the data, permitted research purposes, security safeguards, and ensures compliance with regulations like HIPAA.

18. **De-identification Data**

Removing personal details from data so no one can identify the respondents.

19. **Demographics**

Basic information about people, such as age, gender, income, or education, often collected in surveys.

20. **Descriptive Statistics**

Simple numbers that summarize data, such as averages, percentages, or totals.

21. **Dropout Rate**

The percentage of people who start a survey but do not finish it.

22. **Generalizability**

How well survey results apply to the larger population being studied.

23. **Honest Broker**

A neutral person or system that protects private data and shares only what is needed for research.

24. **Human Subject Research (HSR) Electronic Data Security Assessment** is a formal, documented evaluation process used to identify and mitigate risks to sensitive, research-related electronic data. It serves to protect subjects' privacy by assessing how electronic protected health information (ePHI) or other sensitive, identifiable data is collected, stored, transmitted, and destroyed.

25. **Hypothesis Testing**

A process to check if your assumption or guess about a group is supported by survey data.

26. **Identified Data (Identifiable Data)**

Data that can directly or indirectly identify someone, such as their name, address, or Social Security number.

27. **Institutional Review Board (IRB)** is an administrative body established to protect the rights, safety, and welfare of human subjects involved in research. This group, which is required by federal regulations (45 CFR 46, 21 CFR 50), reviews, approves, and monitors research studies to ensure ethical standards are met before studies begin.

28. **IRB Information sheet** is a document provided to research participants that outlines the study's purpose, procedures, risks, benefits, and contact information. It is used in place of a full consent form for exempt research or when the requirement for a signed informed consent document is waived by the IRB.

29. **IRB protocol** submission requires a comprehensive application detailing the study's purpose, risks, informed consent process, and data safety measures. It must include all research instruments (surveys, scripts) and recruitment materials to ensure ethical compliance and subject protection, generally requiring approval before research begins.

30. **Instrument**

The tool used to collect survey data, such as a questionnaire or interview guide.

31. **Likert Scale**

A scale used to measure opinions or attitudes, typically ranging from "strongly disagree" to "strongly agree."

32. **Nonresponse Bias**

When people who do not answer the survey are different from those who do, which can affect the results.

33. **Open-Ended Questions**

Questions where respondents can write their own answers instead of choosing from a list.

34. **Outliers**

Data points that are very different from the rest of the data and may affect results.

35. **Panel Survey**

A survey conducted with the same group of people multiple times to track changes over time.

36. **Pilot Testing Survey**

Deployment and testing, collecting real data before launching the full survey.

37. Population

The entire group of people or entities you want to study.

38. P-Value

A number that shows how likely it is that your survey results happened by chance.

39. Pretesting

Testing a survey on a small group to identify and fix issues before full deployment.

40. Questionnaire

A set of questions used to collect survey data.

41. Quota Sampling

A method of selecting survey participants to ensure specific groups are represented.

42. Regression Analysis

A statistical method to examine how one factor affects another, such as how education affects income.

43. Reliability

How consistent your survey results are when repeated under the same conditions.

44. Respondent

The person who answers the survey questions.

45. Response Rate

The percentage of people who complete the survey out of those invited.

46. Sample

A smaller group of people chosen to represent the larger population.

47. Sampling Bias

When the people in your survey do not represent the larger group you are studying.

48. Sampling Frame

A list of people or entities you can choose from for your survey.

49. Sampling Method

The way you select people for your survey, such as random selection or targeting specific groups.

50. Standard Deviation

A number shows how spread out the answers are in your data.

51. Theme Coding

The process of identifying patterns or themes in qualitative data (e.g., written survey responses) to better understand the information.

52. Variance

A number that shows how much the data points differ from each other in a dataset.

53. Weighting

Adjusting survey data to make it more representative of the population being studied.