



# The Principles of Ethical Data Collection

Mahi Mihinare Anglican Action (hereafter Mahi Mihinare) is committed to measuring and understanding the wellbeing of their tangata whaiora. This information will inform Mahi Mihinare's strategy into how they can best serve this population in the distribution of surveys, ensuring principles of ethical data collection are upheld.

## How do we measure the wellbeing of tangata whaiora?

To measure the wellbeing of the tangata whaiora, we have created self-report surveys to ask this population what matters most to their wellbeing. This survey will be taken twice by participants and aims to understand how this population is doing at that moment in time in which the survey was completed. In future, continued collection of longitudinal surveys can provide further insights into the population across time.

This short guide gives you some guidelines for assisting tangata whaiora to complete the Mahi Mihinare Wellbeing survey. The guidelines ensure that respondents understand how the surveys will be used, and that the answers they provide reflect their honest opinions and views.

## Survey format

The survey is available online. Mahi Mihinare will support data collection during one-on-one sessions with tangata whaiora. To completing the survey, respondents may use their own device or may request to have a dedicated space and device provided by Mahi Mihinare.

## Timing of surveys

The Survey will be open from the end of August 2024 to the end of April 2025, with the option to extend depending on number of survey responses received and reporting timelines.

## Explaining the surveys to respondents

### 1. The surveys are designed to ask about the wellbeing of tangata whaiora

*Why are we doing the survey?*

Mahi Mihinare would like to find out how tangata whaiora feel about their lives, and what matters most to them to live a life they value.

*What types of questions are in the survey?*

There are three types of questions in the survey.

1. **Demographic questions:** these help us to understand the type of person who is filling out the survey. We never ask for a name, but respondents will be asked to enter their Mahi Mihinare client number. This will allow tracking of responses at baseline and shift measurement points, as well as for any longitudinal surveys completed in the future.
2. **Personal questions about life:** these are more personal questions about what respondents feel and think of their life. These are answered on a 7-point scale. *Occasionally, they might trigger deeper thoughts or conversations post survey about areas they might be struggling in. The beginning and end of the survey provides a list of appropriate services if they need help.*
3. **Open feedback questions:** There are two questions at the end of the survey that ask respondents to provide written feedback about what matters most to them and if they have any other comments.



Respondents are advised that these are the only questions where their answers may be anonymously shared back with Mahi Mihinare and may be used within the report and for other marketing purposes.

## **2. How the information will be used**

It's essential that all respondents know how their data will be used. This will not only give them confidence to participate but it means they truly understand what they're taking part in. In the case of this survey, their responses will be used to create aggregate reports on their wellbeing and needs. Their data will also be securely entered and stored into the Huber Social Database. The data will be aggregated and may be used for further research purposes in its de-identified state, by Huber Social and its affiliated entities. Data will only be used by affiliate members where a data sharing agreement has been established between themselves and Huber Social, and where the purpose is to learn more about the wellbeing and needs of people outside this immediate project.

## **3. The surveys are voluntary**

Please ensure respondents understand that while completing the survey would really help create an accurate dataset for tangata whaiora, and help Mahi Mihinare and others better support this population, it is completely voluntary. They may stop at any time.

## **4. Answers do not affect a participant's relationships with Mahi Mihinare, or any other organisation**

It's really important the young people understand that no matter how they answer, it won't affect how they're treated by Mahi Mihinare or supporting community organisations. The point here is that if a respondent says they hate Mahi Mihinare, then that's not going to negatively affect them in any way. Reassure them that Mahi Mihinare and supporting community organisations will never see data identified as the respondent's, unless the respondent shares them.

## **5. The surveys are confidential**

It is important to reassure respondents that their answers will remain confidential and private. Mahi Mihinare and supporting community organisations will never see their individual answers. The only exemption may be their open feedback which may be shared back; however, it will be shared anonymously and no one will know who the response came from.

Respondents will be asked to enter their Mahi Mihinare client number, instead of their name. This is to keep their answers completely confidential but will allow for tracking across longitudinal measurements. Huber Social will never be able to pair a client number to sensitive identifiable information, and Mahi Mihinare will never be given individual data associated with a specific client number.

## **6. Huber Social is independent of Mahi Mihinare**

This gives confidence to some of the earlier points around confidentiality and honesty.

## **7. A good answer is an honest answer**

The most important thing to communicate to your respondents is that there are no right or wrong answers. We are asking how they feel and what they think about their lives, so the best answer is an honest one. Encourage them to take their time on each question, rather than rushing through.

Hopefully knowing their answers are confidential will allow them to be more honest.

## **8. Supporting staff to assist, but not influence answers**

Mahi Mihinare may choose to have key workers in the room or otherwise available to assist with any questions that arise during the survey. This includes Robert Moore's appointment as a local contact with contact information provided on the survey, if respondents need to ask a question. While we have done our best to ensure the survey questions are appropriate, respondents may require your help in understanding the meaning of certain questions or advice on how they should answer it.



Respondents are allowed to ask for help to understand the survey; when responding, please remember the following principles and strategies.

If the respondent says they don't understand the question or statement:

- First try re-stating the question slowly, exactly as written
- Ask the respondent specifically what part/words of the question they don't understand
- Once you've identified the word or concept, you may use a synonym
- DON'T try to rephrase an entire question or interpret it another way where it may change the meaning of the question
- DON'T use different tone of voice, facial expressions, or other body language when reading a statement or question, as this may influence how the respondent answers the question

If the respondent asks you for the 'right' answer or how they should answer something:

- Explain to them that these questions are meant to measure how they feel at this moment unless otherwise stated, and that there is no right or wrong answer, only their honest experience
- DON'T tell a respondent if their answer is right or wrong
- DON'T force them to answer a question; if they don't understand or don't feel comfortable, they should just skip that question and move on to the next one.

## **9. Instructions for completing the survey can be found in the survey**

The instructions for how to answer the survey are explained to the respondents at the beginning of the survey.

In summary:

- The online survey must be answered in one go. If you close the web browser you must start the survey again as it will not save. The survey should take around 15 minutes to complete. This may be longer for respondents if they require assistance to understand the questions.
- For the personal questions, respondents are given a statement or question and asked to answer on a seven-point scale.
  - This scale will either be about agreement (do you 'strongly disagree' to 'strongly agree' to the statement) or frequency (doing or feeling something 'none of the time' to 'always').

## **10. Consent is required**

Respondents may only complete the survey if they have provided consent. Consent is addressed at the beginning of the survey.

## **11. Your feedback is always welcome**

We are always looking to improve the way we do things, so please don't hesitate to send feedback on the survey questions or the process itself to Madeleine Cannings at [madeleine.cannings@hubersocial.com.au](mailto:madeleine.cannings@hubersocial.com.au) or Robert Moore at [robert@anglicanaction.org.nz](mailto:robert@anglicanaction.org.nz).