

Enhanced Authentication on Targeted Online Surveys: A Case of Online Course Evaluation System

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Abstract

Online survey offers cheapest data collection and processing cost, efficient service, easy data processing and wide coverage over traditional paper-and-pencil surveys; due to this its adoption recently has been inevitable. However, despite the number of advantages an online questionnaire can offer, there are still a number of problems and challenges related to authentication that need to be closely addressed. Multiple submissions, respondent authenticity/validity, and respondent's anonymity are among the issues that hinder the proliferation of online surveys.

This paper addresses the aforementioned challenges and fills the left gap by improving previous works and later presents an online survey system which behaves well. The system considers also the problem of identity theft.

Keywords

Security Identity theft Authentication Confidentiality Multiple Responses Online Surveys