



MENTIMETER USAGE POLICY

Contents

1. Purpose and Benefits.....	3
2. Scope.....	3
3. Definitions.....	3
4. About Mentimeter.....	4
5. Privacy Compliance on Using Classroom Response System.....	4
6. Policy on Using Classroom Response System by Staff.....	5
7. Pre-Empting and Responding to Inappropriate Use by Students.....	6
8. Support and Guidance	6

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1. Purpose and Benefits

- 1.1 The University's *Strategic Framework (2015-2022)* sets out several educational and student experience strategic aims that are underpinned by the University's *Learning and Teaching Strategy (2015-2022)*, and supported by the *Retention and Success Framework* and the *Student Engagement in Learning Policy*, which recognise that:

The use of engagement in learning data will allow early identification of issues, leading to effective and timely interventions. The university can work with students to facilitate full engagement with their studies, thereby maximising success (Student Engagement in Learning Policy, p.3)

- 1.2 The University is exploiting technology-enhanced learning (TEL) in developing innovative pedagogical approaches, such as 'flipped' classroom, problem-based learning, facilitating large classes, and enabling a supportive and inclusive curriculum. The use of a Classroom Response System (CRS) can be beneficially used to:

- Encourage student interaction, by offering an alternative method of participation to those students that struggle to engage with the course content in class;
- Improve student engagement, performance and retention;
- Facilitate different pedagogical approaches and interventions (i.e. "flipped" or problem-based learning) that staff can confidently adopt; and
- Develop the reputation of the university as one that enables a safe and inclusive learning environment for all students.

- 1.3 Furthermore, the Classroom Response System addresses the University's *People Strategy (2015-2020)*, which offers opportunities to promote and model how digital environments can support collaboration and engagement with colleagues across teams and departments.

2. Scope

- 2.1 This policy sets out to define the University's expectations in relation to the use of the Classroom Response System ("Mentimeter").
- 2.2 This policy applies to all University staff and students and replaces any previous CCCU guidance pertaining to the use of Classroom Response Systems.

3. Definitions

- 3.1 The *University* refers to Canterbury Christ Church University.
- 3.2 A *lecture* refers to a class, or portion of a class, dedicated to information transmission by method of an academic staff member presenting to students, often using PowerPoint slides or other physical or electronic presentation aids.
- 3.3 *Classroom Response System* refers to a tool that enables anyone presenting to a group (and this includes students) to invite interactions from the audience / participants from simple social media icons (e.g. thumbs up / down), through to a range of closed question formats all the way up to open questions and more complex data gathering tools, the results from these responses can then be displayed. The audience / participants can interact with the presenter via a dedicated handset or any web-enabled device.

- 3.4 A *presenter* is any person (and this includes University staff members) who is delivering information to the audience / participants. They may also interact with the audience / participants.
- 3.5 A *student* is any person registered as a student of the University or following any course as if he/she were such a student.
- 3.6 A *participant* is any person (and this includes students and University staff members) who receives the information given to them by the presenter. They may also interact with the presenter.
- 3.7 *Personal data* is information that relates to an identified or identifiable individual, for example, this could be as simple as a name or a number or could include other identifiers such as an IP address or a cookie identifier, or other factors. Personal data may also include special categories of personal data or criminal conviction and offences data. These are more sensitive, and you may only process them in more limited circumstances (see 6.3 for University policy).

4. About Mentimeter

- 4.1 Mentimeter is a web-based Classroom Response System. It was selected following extensive consultation, testing and a due diligence process and was chosen as a tool to benefit both staff and students as it is a means of facilitating different pedagogical approaches and interventions and increasing levels of student engagement.
- 4.2 Mentimeter offers a range of question types and formats that can facilitate closed and open answers.
- 4.3 If you create an institutional account on Mentimeter, you are agreeing to the University's *Data Protection Policy* regarding how personal data is being stored (see 6.5 for University data protection policy)
- 4.4 You should not be using Mentimeter with respondents / participants who are 13 years old or younger.

5. Privacy Compliance on Using Classroom Response System

- 5.1 Canterbury Christ Church University ("the University") processes personal data as a "Data Controller" as defined in the *Data Protection Act 2018* ("the DPA") and the *General Data Protection Regulation (Regulation (EU) 2016/679)* ("the GDPR").
- 5.2 Your personal data will be processed in compliance with the DPA and the GDPR.
- 5.3 To enable safe and reliable running of the service, Mentimeter collects the following personal data:
- presenter's computer log-in information;
 - the IP address of the computer that the presenter is using to access the service;
 - and the IP address of the participants' (and this includes students) personal devices in answering the questions posed by the presenter.
- 5.4 When it comes to Presenter Personal Data, Mentimeter will be the Processor, and the Presenter (i.e. CCCU staff member), or when applicable, the Customer (i.e. CCCU), as the Controller.

- 5.5 When it comes to User Personal Data that is collected from the Audience in a survey, the Presenter (i.e. CCCU staff member) will be the Controller and is solely responsible for the collection, storing and management of such potential Personal Data.
- 5.6 Mentimeter, as a Processor, should only store such data as a result of the Presenter's use of the Application (i.e. Mentimeter) and use certain User Data in an anonymized format without the possibility to identify separate individuals.
- 5.7 The Presenter (i.e. CCCU staff member) is responsible for ensuring that the processing of data within the Application (i.e. Mentimeter) complies with the DPA and the GDPR.

6. Policy on Using Classroom Response System by Staff

- 6.1 Mentimeter should not be used by any presenter to undertake the following activities:
- Summative assessment, i.e. as a replacement for paper-based or online examinations.
 - Monitoring or tracking student attendance.
 - Asking questions which enable participants to be identified.
 - Conducting research without proper ethical clearance according to the University's Research and Knowledge Exchange (RKE) [policies, procedures and codes of practice](#).
 - Commercial work.
- 6.2 As Mentimeter collects the IP address of the participants' personal devices, this constitutes as "personal data", which could be linked to additional personal data such as the participant's responses to the presenter's questions.
- 6.3 Mentimeter, or any other Classroom Response System, cannot be used to collect answers to questions, which relate specifically to:
- **personal data** (e.g. name, username, student ID, e-mail address, telephone number, mobile number);
 - **special category personal data** (e.g. racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, data concerning health, data concerning sex life or sexual orientation), and;
 - **criminal records data** (e.g. data concerning criminal convictions and offences, information relating to criminal allegations and proceedings).

The University cannot process special category data and criminal records of students unless the conditions highlighted in the [Policy Statement on the Use of Applicant and Student Special Category Personal Data and Criminal Records](#) apply.

- 6.4 For [General Data Protection Regulation](#) (GDPR) purposes, it is important that the presenter does not ask the audience / participants (and this includes students) questions in Mentimeter that could be used to identify them, nor should the presenter display any information derived from the Mentimeter questions that could potentially identify participants.
- 6.5 When using Mentimeter, please ensure you consider how this tool fits within the University's [Data Protection Policies](#) and [IT Policies and Guidance](#).

7. Pre-Emptying and Responding to Inappropriate Use by Participants

- 7.1 The University recognises that there may be occurrences where participants respond inappropriately when presented with open contribution formats. This is considered to be unacceptable, and presenters need to know both how to prevent it from occurring and also how to respond if it does.
- 7.2 If you are using any of the open question formats, please remind participants to be mindful of the responses they give, emphasising expected behaviour.
- 7.3 The profanity filter provided by Mentimeter should always be turned on, unless there is a specific pedagogic reason to not use it. If so, participants should be clearly informed as to why profanities may be visible when displaying results. Please be aware that the profanity filter is not exhaustive and may not pick up on all inappropriate responses.
- 7.4 Presenters should be aware of the moderation options available for different questions and use these whenever possible.
- 7.5 Cases of inappropriate behaviour should be investigated through normal disciplinary channels, with action taken appropriate to the severity of the behaviour.

8. Support and Guidance

- 8.1 Further information about this policy is available from the policy owner (Learning and Teaching Enhancement) or their representative. Please email Duncan MacIver, Technology Enhanced Learning (TEL) Manager: duncan.maciver@canterbury.ac.uk.