

Web Survey Methodology

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& VASJA VEHOVAR





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Offices in countries
Book: Web Survey
Methodology

COMMUNITY

Events
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Codes, standards
Guides
Methodology projects
Blogs

Web Survey Bibliography

- Exploring Factors in Contributing Student Progress in the Open University; 2016; Arifin, M. H.
- Mail survey abroad with an alternative web survey; 2015; de Rada, V. D., Domínguez-Álvarez, J. A.
- Does the use of mobile devices (tablets and smartphones) affect survey quality and choice behaviour...; 2015; Liebe, U., Glenk, K., Oehlmann, M., Meyerhoff, J.
- A Comparison of Four Probability-Based Online and Mixed-Mode Panels in Europe; 2015; Blom, A. G., Bosnjak, M., Cornilleau, A., Cousteaux, A-S., Das, M., Douhou, S., Krieger, U.
- Web-based survey, calibration, and economic impact assessment of spending in nature based recreation; 2015; Paudel, K. P., Devkota, N., Gyawali, B.

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Book: Web Survey Methodology



Authors

Mario Callegaro
Katja Lozar Manfreda
Vasja Vehovar

[More about the book >>](#)

Internet Survey News

- May 08 2015 "Web Survey Methodology" book published
- Mar 20 2015 NCRM Courses on Web surveys in March and April 2015
- Mar 16 2015 4th GESIS Summer School in Survey Methodology 2015: Registration is Open
- Mar 06 2015 17th General Online Research Conference (18-20 March 2015, Cologne)
- Feb 27 2015 Call - Chapters for "Experiments in Survey Research" Book

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Events

- May 04 2015 9th Annual International Conference on Sociology
- May 14 2015 70th Annual AAPOR Conference
- May 16 2015 Improving RDD Cell Sample Productivity
- May 16 2015 Using Maximum-Difference Scaling to Elicit Water Usage Preferences
- May 16 2015 Will Snowball Sampling Leave Your Data in the Cold?

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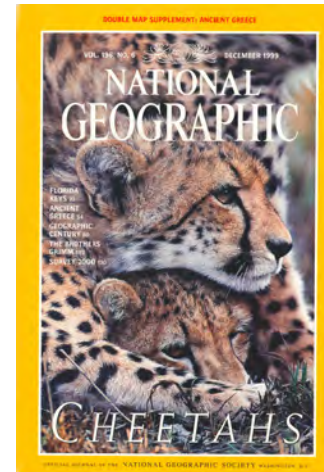


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Sciences
University
of
Ljubljana



Survey research and web surveys

- The basic elements of good survey methodology were defined in the first half of the 20th century (Groves et al, 2009, p. 7)
- Web surveys and web survey methodology really took off around 1999-2000



SURVEY

Charting Communities and Change



SURVEY 2000

Snapshot of Society

■ **THE LARGEST INTERNET-BASED SURVEY** of its kind drew 80,012 participants from around the world, including 697 who had never used the Net before. The charts at right profile the 40,612 U.S. adults who logged on. Their demographic profiles are compared with those of the General Social Survey (GSS), a prominent biennial study that queries 3,000 representative Americans. Participants in Survey 2000 were self-selected and needed computer access, but the detailed information they provided, coupled with the large sample size, offers scientists valuable data that can't be found anywhere else.



40,612 U.S. adults provided data.

Going back to 2000



November 8,
1999.
U.S.
President Bill
Clinton
participated
in the first
ever
presidential
webcast
produced by
Excite@Home
Network

Computer and Internet Use

1984-2012

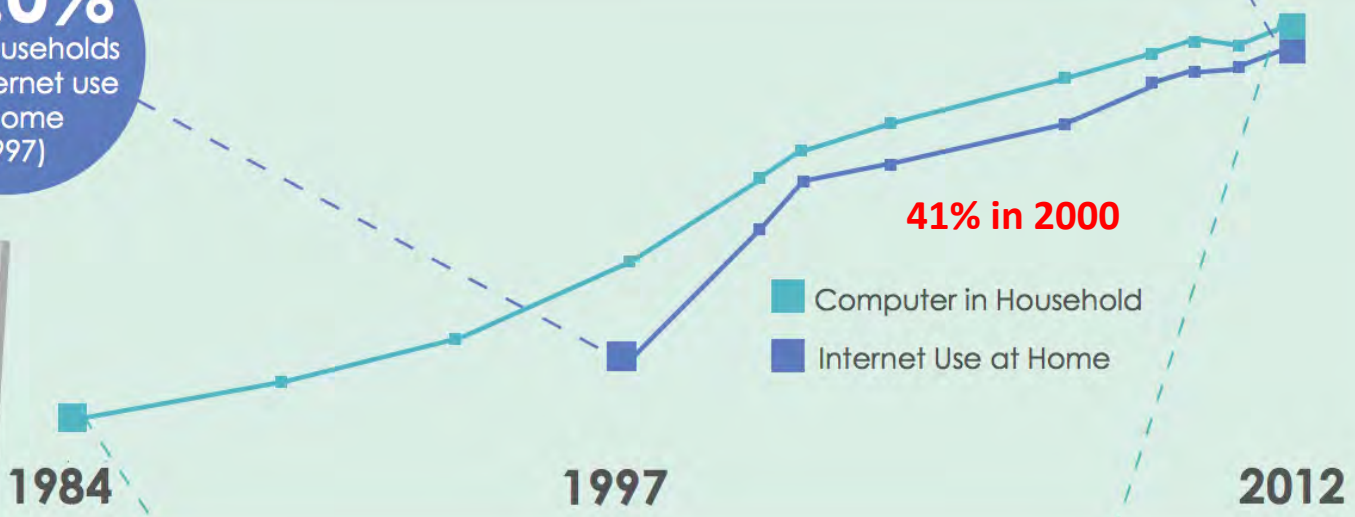


18.0%
of all households
had Internet use
at home
(1997)

8.2%
of all households
had a computer
at home
(1984)

74.8%
of all households
have Internet use
at home
(2012)

78.9%
of all households
had a computer
at home
(2012)



Computer in Household
Internet Use at Home

41% in 2000

1984

1997

2012

What did we know about web surveys in 2000-2002?

- 4 books discussing some features of web surveys
- Few papers on the subject
- 16 survey software platforms
(reviewed by Tim Macer in Research magazine in 2000)

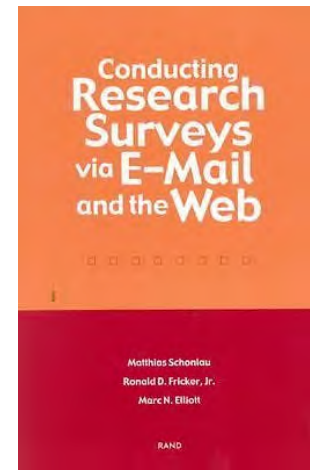
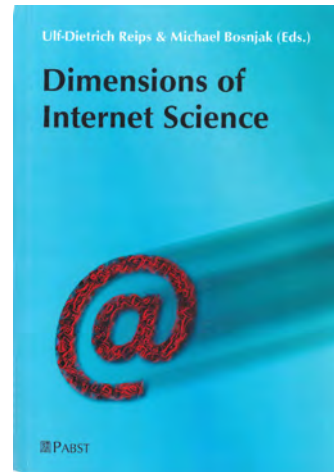
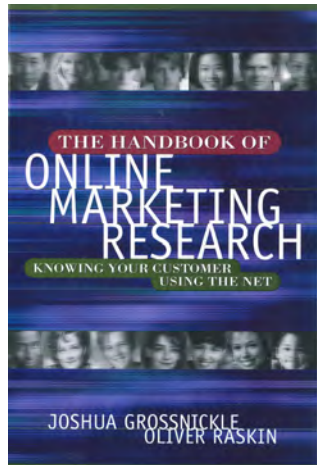
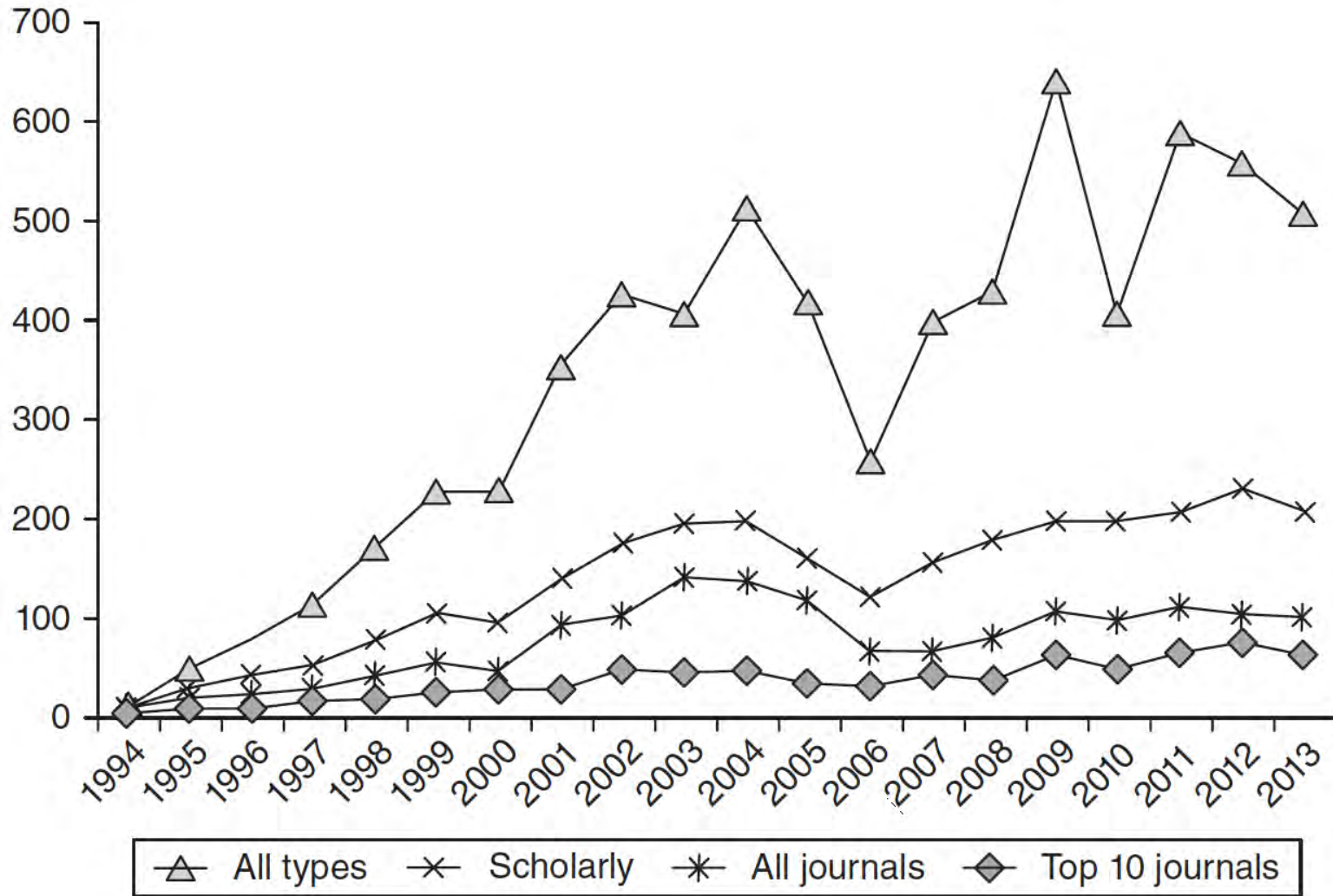
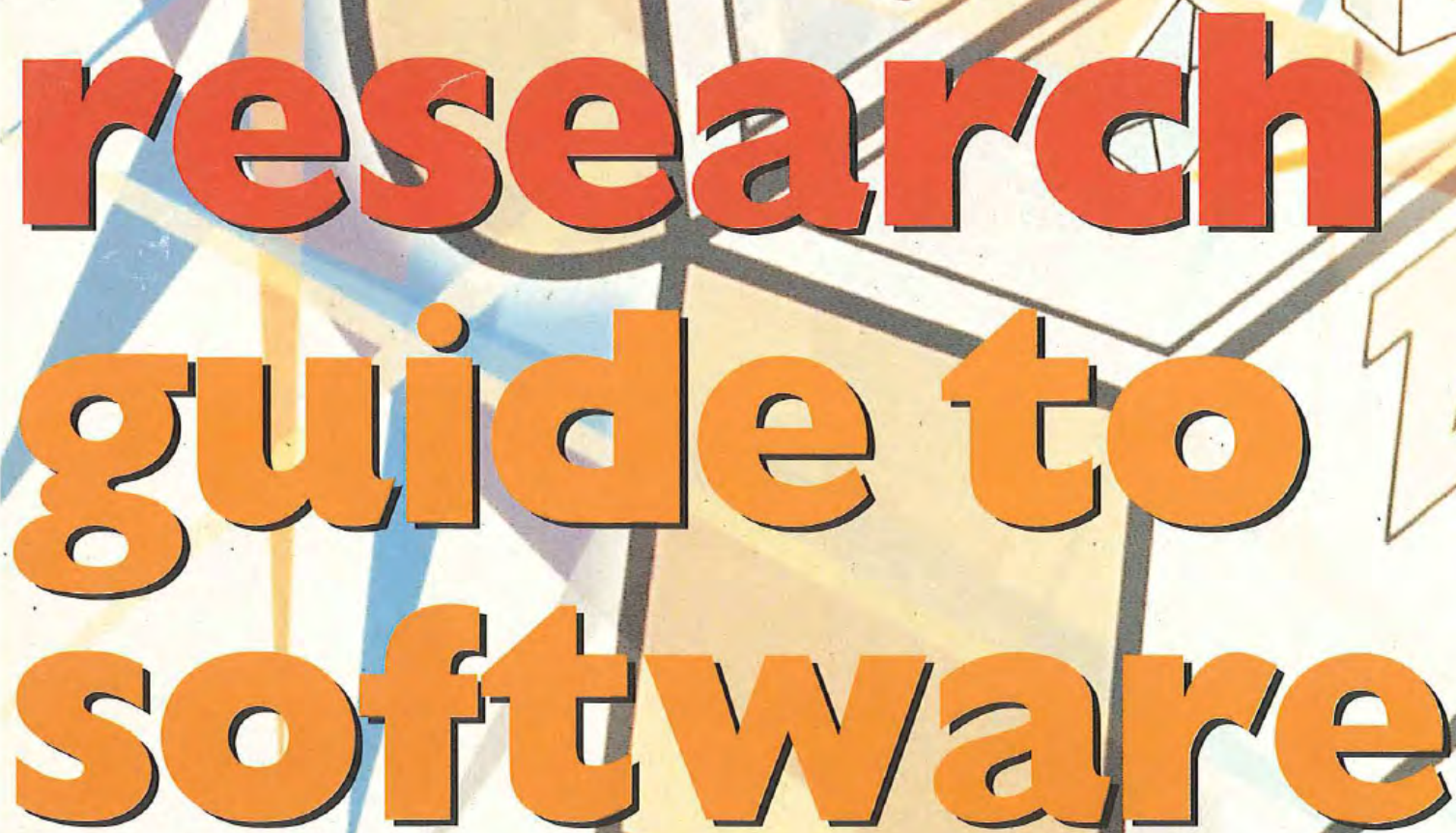


Figure 6.2

Bibliographic entries in the WebSM database according to publication year (1994–2013) and publication types



The background is a complex, abstract composition of overlapping geometric shapes and lines in shades of yellow, orange, and blue. In the upper right, there is a white first aid kit icon with a red cross. In the upper center, there is a white icon of a fork. The overall style is reminiscent of a technical or scientific illustration.

research guide to software

January 2000

Why a new book on web surveys?

“Surveys can be an effective way to gather information from a large sample in a relatively short period of time. The problem is that a valid and reliable survey can be very difficult to design **yet surveys are *perceived* as very easy to create**

It is just a bunch of questions, right?”

(Baxter, Courage & Caine, 2015, p. 266)



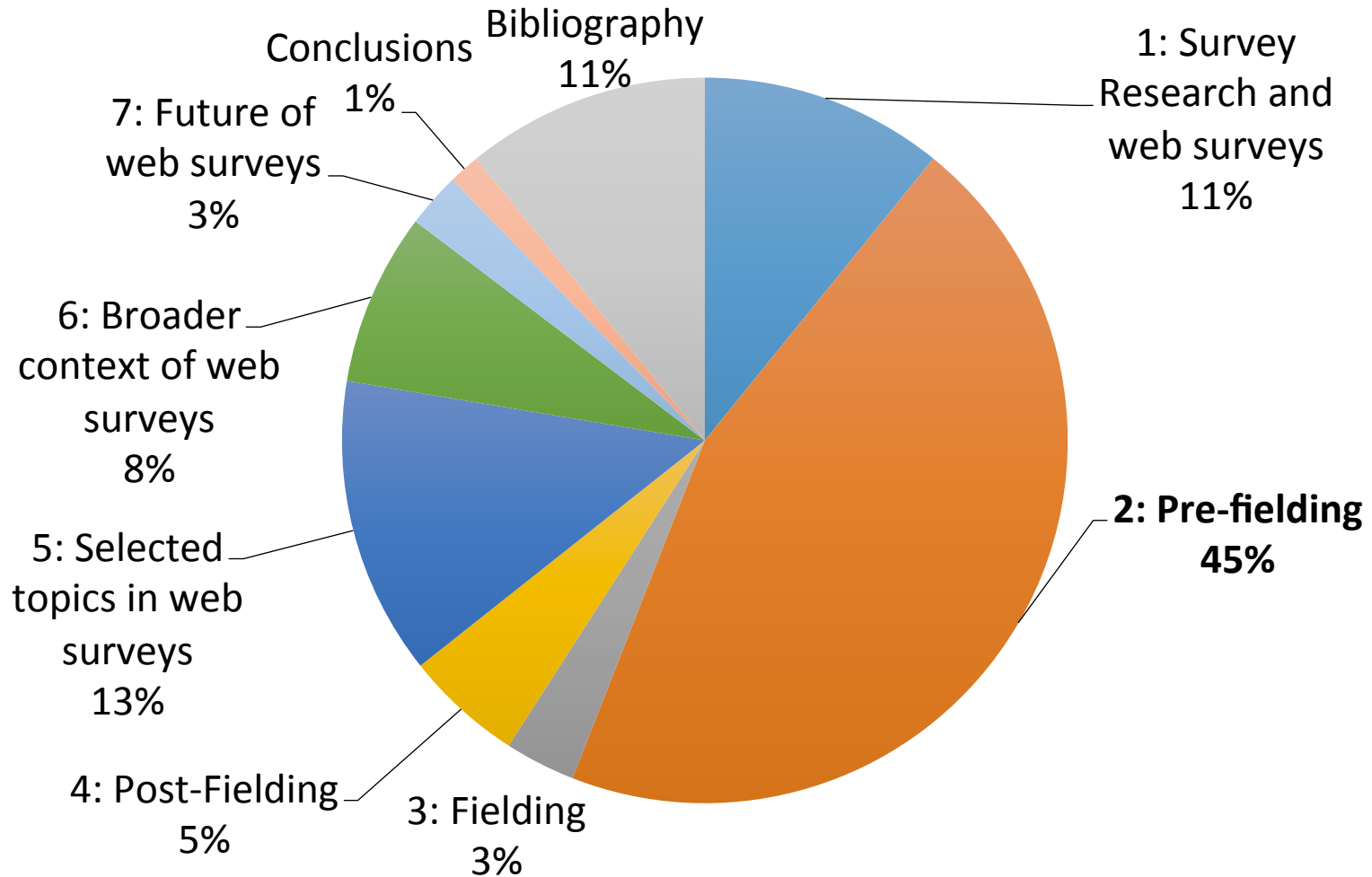
What this book is about

- Evidence based manual guiding the reader through the past 15 years of research in web survey methodology:
- 700+ references
- Written in an academic yet very practical style
- It is a survey methodology handbook focused on one mode: web survey

Book organization

- Sequence of steps in the data collection process:
 - Pre-fielding
 - Fielding
 - Post-fielding
- Specific topics:
 - Online panels
 - Mobile optimized surveys and survey apps
 - Web survey software

Book content



...

“When it comes to questionnaire administration on a Web platform, a myriad of technical limitations and advantages come into play

The scientific goal of obtaining objective, accurate, and even thoughtful responses depends on the designer’s ability to minimize bias, confusion, boredom, fatigue, and distraction”

Charles DiSogra, Chief Statistician, Knowledge Networks, Dec.

2007

A chapter precursor

Web Questionnaire Design Best Practices Manual Version 1.0

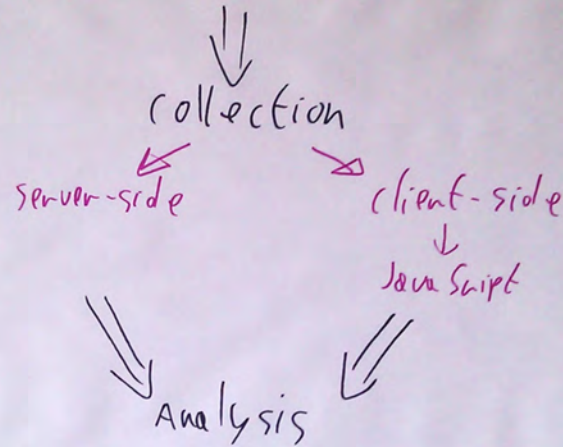
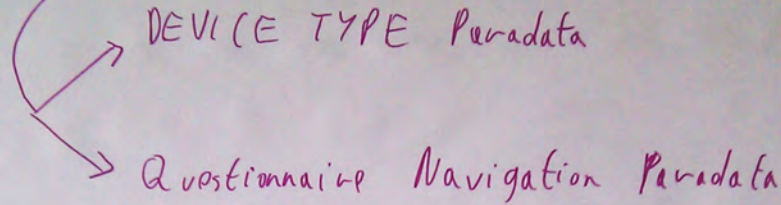
Mario Callegaro
Yelena Kruse
Thomas Subias


Knowledge Networks, Menlo Park, CA

December 2007
Comments appreciated
pp. 61

PARADATA

TYPES



- 
- 1 Individual events for individual respondents
 - 2 aggregates across actions
 - 3 aggregates across respondents or variables
 - 4 aggregates across respondents AND variables

Chapter 2:

Pre-fielding

- Mode elaboration
- Sampling
- Questionnaire preparation
- Technical preparations
- Non-response strategy
- General management

Chapter 3:

Fielding

- Recruiting
- Measurement
- Processing and monitoring

Chapter 4:

Post-fielding

- Data preparation
- Preliminary results
- Data exporting and documentation

Chapter 6:

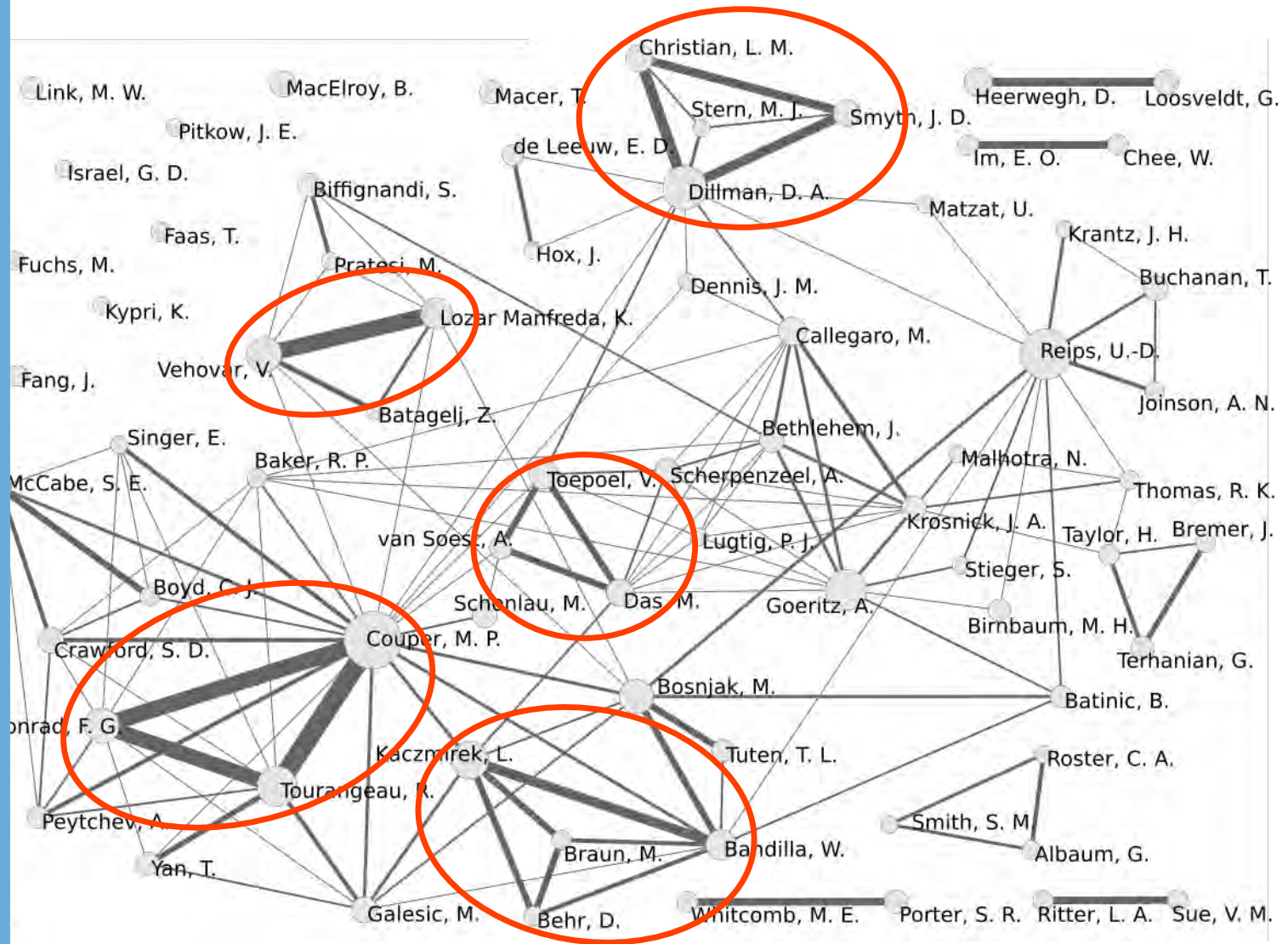
Broader context of web survey

- Broader methodological context
- Web surveys within the project management framework
- The web survey profession
- Web survey bibliography

Figure 6.3

WebSM
co-authorships
for authors with
five or more
scholarly
entries with
direct
relevance to
web survey
methodology

November
2014



Book info and statistics

- Series: *Research Methods for Social Scientists*
- Pages: 344 including
 - 3 pages of acronyms
 - 8 pages of author index
 - 5 pages of subject index
- 712 citations
- Average number of citations per page: 3
- Companion website on <http://websm.org>

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Series: Research Methods for Social Scientists

Sage, June 2015