WEB SURVEY DESIGN

An Online short course sponsored by the Joint Program in Survey Methodology

April 18-29, 2022.

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COURSE OBJECTIVES
By the end of the course, students will…

- recognize theoretical and practical issues when administering web surveys (using computers and mobile devices) to collect data from individuals (i.e., consumers, household members, employees, members of an organization, etc.) and organizations.
- be able to appreciate the advantages and disadvantages of using web surveys as an alternative to other survey modes or using them in combination with other modes.
- understand the influence of using web surveys on different error components.
- be able to make design decisions based on empirical evidence about how users engage with web surveys.
- know about issues regarding to sampling, recruitment, and participation in web surveys.
- be able to make design decisions that accommodate respondents using different devices (i.e., PCs and laptops, tablet computers, smartphones) to fill out a questionnaire online.

WHO SHOULD ATTEND
Individuals in government, business, academia, and non-profit organizations who are collecting data through surveys. This course gives practical guidance to those who have used other modes (e.g., face-to-face, telephone, mail) for survey data collection in the past and are now considering to move to the web, those who have just started implementing surveys online, and those who have been using online surveys in the past but feel that they need to improve the design of their surveys. This course will discuss many design decisions one has to make when developing a web survey, but it will NOT provide training in a specific web survey software. Participants are encouraged to bring examples from their own work and discuss how the implementation of web surveys can be improved.
SUGGESTED READING
No specific reading is required ahead of time. However, participants who want to get a good written introduction to web survey design, are encouraged to look at one of the following books:


THE INSTRUCTOR
FLORIAN KEUSCH is Professor of Statistics and Methodology (interim) in the Department of Sociology at the University of Mannheim, Germany and Adjunct Assistant Professor in the Joint Program in Survey Methodology (JPSM) at the University of Maryland. He holds a PhD in social and economic sciences (Dr.rer.soc.oec.) and a Master in business (Mag.rer.soc.oec.) from WU, Vienna University of Economics and Business, Austria. Before joining the University of Mannheim and JPSM, he was a Senior Researcher at the International Program in Survey and Data Science (IPSDS) and a Post-doctoral Research Fellow in the Program in Survey Methodology at the University of Michigan’s Institute for Social Research. His research focuses on nonresponse and measurement error in Web and mobile Web surveys, passive mobile data collection, and visual design effects in questionnaires. More information about his work including a detailed list of his publications can be found at: https://floriankeusch.weebly.com/

CLASS STRUCTURE
The course will be in an online format from April 18 to April 29, 2022. Participants will have online access to the course packet (slides) and to the recorded lectures. Participants can watch the videos at their own pace, with a recommended viewing of one session per day for each of the four days (Monday – Thursday). Week 2 follows the same schedule as Week 1.
Live group online discussions are scheduled for Friday 04/22/22 and 04/29/22 from 9:00am – 10:30am EST. These sessions will be used to discuss questions that came up over the week when watching the videos. Students will have the opportunity to submit their questions in advance.