WEB SURVEY DESIGN
An online short course sponsored by the Joint Program in Survey Methodology

April 01 – April 12, 2024

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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 Social Data Science and Methodology in the Department of Sociology at the University of Mannheim, Germany and Adjunct Research Professor at 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-doc Research Fellow at 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 01 to April 12, 2024. Participants will have online access to the course packet (slides) and to the recorded lectures. Participants can watch the videos at their own pace. Live group online discussions are scheduled for Friday 04/05/24 and 04/12/24 from 9:00am – 10:30am EST. These live sessions will be used to discuss questions that came up over the week when watching the videos.