

# Implementing high-quality web surveys

Katja Lozar Manfreda

University of Ljubljana, Faculty of Social Sciences

## Short bio

Katja Lozar Manfreda, PhD, is an associate professor of statistics at the University of Ljubljana, Faculty of Social Sciences. She is one of the pioneers in the field of web survey methodology (since 1998, holds the first PhD on this topic from 2001) and part of the WebSM group, who is maintaining the largest information source on the methodology of web surveys, the websm.org. She has published on this topic (especially on web survey nonresponse, questionnaire design, mixed-mode surveys, software) in several scientific journals and with international book publishers. She is a co-author of a book *Web Survey Methodology* by Sage. She is an associate editor of the *Survey Research Methods (ESRA)* and member of the Scientific Committee of the *Bulletin of Sociological Methodology (ISA-RC33)*.

## Course description

The course deals with the challenge of using the World Wide Web for survey data collection. Web surveys are technically easy to implement; however, the understanding of underlying methodological principles is crucial for successful application in practice. Participants will be introduced to all the stages of the web survey process: pre-fielding (choosing the mode, sampling design, questionnaire preparation and testing, managerial aspects), fielding (nonresponse reduction, measurement, monitoring), and post-fielding (editing, archiving). Special emphasis will be given to the methodological principles of questionnaire design and survey recruiting.

The participants are encouraged to come with their own web survey examples, as well as with questions to make the classes more interactive and practical.

By the end of the course participants will:

- obtain the practical and methodological knowledge to conduct high-quality web surveys;
- learn the basics of web survey software tools;
- be able to conduct their own web survey projects;
- be able to evaluate quality of data obtained using web surveys.

## Software

Participants will also be introduced to a free software tool for implementing web surveys IKA (<http://english.ika.si/>).

## Prerequisites

Some previous knowledge on the basics of survey methodology (key terminology and basic principles of writing survey questions) is helpful, but not required.

## Schedule

**June 29, 2017**

Time	Topic
9.00-10.45	Typology of web surveys Process of a web survey Web survey questionnaire design
10.45-11.15	Break
11.15-13.00	Lab session: questionnaire design in 1KA

**June 30, 2017**

Time	Topic
9.00-10.45	Sampling & recruiting for web surveys Reducing nonresponse in web surveys
10.45-11.15	Break
11.15-13.00	Lab session: plan for recruitment and nonresponse reduction Lab session: data analysis in 1KA

## References

Course largely based on:

- Callegaro, M., Lozar-Manfreda, K. & Vehovar, V. (2015). *Web Survey Methodology*. London: Sage (more at [book.websm.org](http://book.websm.org)).
- Website: *Web Survey Methodology*, <http://WebSM.org>