MASTER IN WEBDATAMETRICS: WEB-BASED DATA COLLECTION AND ANALYSIS

Course title and code
C6. Mixed-mode web surveys

Teacher
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Number of ECTS
5 ECTS

■ Objectives
Web survey are more and more used for data collection. They anyway suffer for low response rate and impossibility to reach some population strata. In practice, researcher tries to overcome these problems mixing data survey modes.
This course will present how can be maximized the advantages of each mode of survey administration by combining various modes of data collection for a survey project. The focus will lie in the challenges and opportunities that the use of Internet as one mode of data collection can bring to surveyors. The practical implementation of mixed-mode survey and its methodological consequences (mode effect) will be presented and studied.

■ Competences (basics, general, transversals, specifics)
Basic
■ Programme

- When and why a mixed mode approach
- Mixing modes: sequential and parallel approach
- Response patterns in mixed mode experiences
- Handling mode effects
- Case study of application of mixed mode design

■ Expected learning outcomes
The student will be able to critically evaluate if and how apply a mixed mode approach.
He will be able to manage a mixed mode survey, too.

■ Methodology

- Face to face lecturing
- Live video class system
- Online supervision

■ Evaluation system
Case study presentation and discussion
Written exercises and tests

■ Remarks (previous requirements, coordination, others, if any)

■ Online resources

On line package for preparing online questionnaires

■ Bibliography

Bethlehem J., Biffignandi S., Handbook of Web Surveys, Wiley, Hoboken, United States, 2012, ISBN 978-0-470-60356-7, Chapter: Mixed mode
Further readings (articles and book chapters)

■ Employment opportunities

The course provides a crucial methodological and applicative background for undertaking web surveys in every research and decision making area.
Students could value of this expertise for jobs on industries and societies interested in surveys on various research fields as well for jobs in bodies and institution interested in data collection using surveys.
The course provides crucial knowledge for students interested in working in academic research.