

ES2- Questionnaire design for web surveys

Subject Information:

Code	ES2	Plan	2014	ECTS	5
Type of Subject		Year		Semester	
Knowledge area:	ES2. Questionnaire design for web surveys				
Department:					
Virtual Platform	Platform:	Studium.usal.es			
	Access URL:	Studium.usal.es			

Data about the instructor-teacher

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Knowledge area	Business and economic statistics; web data collection and surveys, economic analyses.		
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Remarks (previous requirements, coordination, other, if any)

Objectives and competencies of the subject (basics, general, transversal, specifics)

The objective of this course is to introduce students to the web questionnaire construction criteria.
The core competence which students will acquire is the knowledge of the various way to design question formats, sequences and check when implementing a questionnaire on the web. Challenges related to server side paradata will be part of the acquired competencies, too.

Programme (Brief Description of modules) and expected learning outcomes

Using web questionnaire in data collection encompasses many advantages in terms of timeliness, data quality and increased potentiality in understanding g participation behaviour of the interviewed people.

This course focuses on the technical aspects needed to build a web questionnaire and take the most of the potential advantages related to the use of web.

The following topics will be covered:

- Criteria for administering a web questionnaire
- Step toward a questionnaire design
- Questions and answer language and formats
- Colours and images
- Paradata: how to collect them, how to use them
- Errors and biases due to questionnaire design
- Packages for questionnaire construction. Short overview

Methodology

The course consists in lecturing, with many questionnaire examples developed in different research context (social and business official statistics, market research, social behavioural sciences). Students will be encouraged to build up their own questionnaire related to a specific research task.

- Resources:

Bibliography: Jelke Bethlehem, Silvia Biffignandi, Handbook for Web Surveys, Wiley, 2012, chapter 6;
 Specific documents references provided ahead the beginning of the course

Online resources: will be indicated at the beginning of the course

Evaluation System:

General Considerations:

Evaluation Criteria:

Exam on the topics presented during the course. In addition, evaluation of the discussion/assessment carried out during the course.

Recommendation for second and following evaluations:

Employment Opportunities (optional)

Employment opportunities in market research businesses as well as any other type of private industry interested in collecting data using web surveys (both small and large firms). Public bodies and institution (research bodies, national statistical institutes, associations) are mostly interested in collecting data using web at the time being and basic knowledge on how to appropriately work on this task is an important competence.