

ES3. Web surveys sampling and on line panels

Subject Information:

Code	ES3	Plan	2014	ECTS	5
Type of Subject		Year		Semester	
Knowledge area:	ES3. Web surveys sampling and online panels				
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)

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

The course objective is to let student become familiar; a) with the different approaches that can be adopted to create a sample; b) with the concept of (longitudinal) panel versus cross samples and related methodologies.

The competencies student will acquire are basic probability versus non probability sampling techniques, building panels and cross samples criteria and methods, ability to identify advantages and limits of alternative sampling approaches. These competencies are transversal to survey context in many empirical investigation areas.

Finally the course will provide a general competence to understand problems arising at estimation level and a transversal reminder to methods that can be used and need to be studied.

Programme (Brief Description of modules) and expected learning outcomes

The course will handle the following topics:
- Web surveys: contacting and sampling procedures
- Probability and non probability samples
- Web surveys and online panels: characteristics and examples of existing surveys and panels
- On line panel construction: research steps
- Recruitment: procedures, and rates

How to maintain a panel
Surveying panelists
Panels and web surveys sampling technique and estimation : some keynotes to understand how to select estimation methods and quality of the estimation

Methodology

- a) Lecturing.
- b) Using web for searching typical situations to be critically discussed and evaluated

- Resources:

Bibliography: Jelke Bethlehem, Silvia Biffignandi, Handbook for Web Surveys, Wiley, 2012, selected chapters..

Selected chapters of *Online Panel Research: A Data Quality Perspective*, Various editors, Wiley, in their Survey Methodology series, forthcoming.

Online resources: papers available on line will be suggested before the course

Evaluation System:

General Considerations:

Evaluation Criteria:

Exam on the topic handled in the course. In addition, possible evaluation of the discussion and research assessment undertaken during the course.

Recommendation for second and following evaluations:

Employment Opportunities (optional)

Employment opportunity in the market research, in enterprise areas related to the need to collect data (data on the market trend, on clients satisfaction/needs, on consumer preferences and so on), in service providers, in socio-economic research units (private or institutions) require expert with competencies in collecting data via web, especially with a clear vision of the characteristics of different approaches, the ability in choosing the best approach and managing it.

The above mentioned type of firms need using data provided from the web, i.e. sometimes the need to use web survey data and panel data provided from external sources; in this context, competencies acquired in this course are greatly helpful in understanding strength and weakness of the data coming from different sources.