ES5. DATA QUALITY IN WEB SURVEYS

Course title and code: ES5. Data quality in web surveys

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Number of ECTS: 5

■ Objectives

The objectives of the course are to:
- deepen the knowledge on the methodology of collecting data using web surveys and other online forms;
- provide knowledge on the different aspects of data quality of web surveys, from measurement quality, to sampling, coverage and nonresponse errors;
- provide knowledge on the methods of evaluation the quality of web surveys,
- provide knowledge on the evaluation of the survey errors in relation to the survey costs.

■ Competences (basics, general, transversals, specifics)

Basic and general competences: practical and methodological knowledge on different aspects of quality of web surveys.
Transversals: knowledge on survey data quality in general.
Specifics: ability to plan the optimal design of a web survey project by taking into account its expected errors and costs.

■ Programme (brief description)

The course is an advanced course on web surveys as one of the most often used data collection method in the online environment. It will begin with the introduction of the concept of survey quality and later focus on survey errors as on of the most important dimensions of survey quality. We will give
an overview of all error sources that can compromise the quality of data in web surveys: coverage and sampling, nonresponse, measurement and data processing. Then we will focus on each of the errors from three perspectives:
- how to evaluate web survey errors,
- how to prevent/minimize web survey errors,
- how to correct for web survey errors.

Following the belief that survey errors should be evaluated in the context of costs that occur when trying to prevent them the students will be presented also with methods to find an optimum design for a web survey project taking into account the expected web survey errors and costs.
During the course students will have a chance to participate in a research project on one or several aspects of the web survey quality, depending on interests of the students and availability of the research projects of the involved teachers. Within this research project students will participate in designing an experimental study, its implementation, and analysis of results. This practical work will result in a scientific paper (co-authored by a student and a teacher).

■ **Expected learning outcomes**

By the end of the course students will:
- have obtained general knowledge on the concets of survey quality;
- have obtained knowledge on specifics of survey errors in the case of web surveys;
- have obtained knowledge on how to evaluate, prevent/minimize and correct for errors in web surveys;
- be able to conduct their own (experimental) studies on data quality in web surveys.

■ **Methodology**

The course will consist of the mixture of face-to-face and online lessons, readings, and involvement in a research project.

■ **Evaluation system**

A written assignment in a form of a scientific paper, presented to the whole group of students or in front of a larger public (within a workshop or a conference).

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

Participants are expected to take the core course C2.Web data collection methods I: web surveys and forms and have some basic knowledge on statistical methods for analyzing survey data.

■ **Online resources** (optional)

www.websm.org

■ **Bibliography** (optional)

To be added later.

■ **Employment opportunities** (optional)

To be added later.