2012-2013 Workshop in Methods

How to Design Effective Web Surveys

By

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The past decade has witnessed an explosion in the use of web surveys to collect scientific data in education, health and medicine, business and public policy, and the social sciences. Web surveys have brought exciting new capabilities that expand what we are able to do as survey researchers and have provided features that can improve efficiency and data quality. Yet, they also present new challenges in survey design and usability and must keep pace with rapidly changing technology. In this workshop, we will provide practical guidance on how to effectively lay out and design web surveys and implement them to maximize response rate and data quality. We will show examples of available features for designing, administering, and analyzing web surveys using off-the-shelf and custom survey systems.

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IU’s Center for Survey Research

The Center for Survey Research is a university-wide research facility of Indiana University providing qualitative and quantitative research services. We partner with academic clients from diverse substantive areas spanning business, education, the social sciences, and the health sciences as well as collaborators in media, nonprofit organizations, and government. We offer the management, staff, and facilities required to conduct all phases of telephone, mail, and web surveys. We also offer consultation services in a wide range of specialized areas that include research design, questionnaire development, sample design, data collection methods (web, telephone, mail, in-person), data processing, and analysis of survey data. Our staff are trained in all aspects of survey research including:

- questionnaire design
- conducting focus groups and cognitive interviews
- sampling
- web and computer assisted interviewing programming
- interviewing
- data collection management
- coding
- forms scanning and data entry
- data analysis

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