Internet Surveys: Visual Design and Implementation

by The Survey Coach
Dr. Pamela Campanelli

23 October 2015
Sydney Business School
Gateway Building, 1 Macquarie Place
Circular Quay

Overview

Internet surveys are becoming one of the most popular methods of data collection. There are both advantages and hidden pitfalls to this methodology. This course combines practical knowledge with advice from current research on internet surveys, featuring lectures and hands-on exercises.

The Course

This course is about all of the features of a successful internet survey (except the wording of the questions ... see The Questionnaire Revealed on 15-16 Oct). Topics include:

- What kind of an internet survey are you planning?
- What is unique about internet surveys?
- The critical role of visual layout
- **Workshop:** Critiquing the visual layout of a short internet survey
- Specific web decisions, such as:
  - HTML formats, scrolling vs. paging designs, progress bars, multimedia, effects of humanising the web interface, intelligible and useful error messages, respondents backing up, where to put the buttons at the bottom, backgrounds fields, etc.
- Internet survey implementation issues, such as:
  - Invitations to potential respondents – how these should be worded, how and when they should be sent, reminder systems, incentives
- **Workshop:** Internet survey implementation
- Some basics on software
- Overview of internet surveys for mobile devices (phone, tablets, etc.)

Target Audience

This course is aimed at anyone wishing to conduct an internet survey. The course is useful for both people new to internet surveys and those who have experience and would like to extend their knowledge. The course will benefit not only people who anticipate designing an internet survey in the future but also those in the role of critiquing commissioned or existing surveys.
The Instructor

Dr. Pamela Campanelli is an independent Survey Methods Consultant, UK Chartered Statistician and Chartered Scientist with a background in psychology, survey methodology and statistics. Previously, she was a Research Director at the Survey Methods Centre of the (UK) National Centre for Social Research. Prior to joining NatCen, she was involved with surveys and survey methodology projects at the Institute for Social and Economic Research at the University of Essex, the Center for Survey Methods Research at the U.S. Bureau of the Census, and the University of Michigan.

Her main research interests are the study of survey error and data quality issues, with an emphasis on questionnaire design, question testing strategies, interviewing techniques and mixed modes of data collection. She regularly teaches short courses for a variety of organisations, universities, central government departments and survey research companies in the UK and internationally. For more information see: www.thesurveycoach.com.

Course Materials

Participants will receive a paper copy of the PowerPoint slides used in the presentations and an extended reading list, arranged by topic, with suggested further reading.

Fees and Information

<table>
<thead>
<tr>
<th>Course</th>
<th>Date</th>
<th>Fee</th>
<th>SSAI Members</th>
<th>Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet Surveys</td>
<td>23 October</td>
<td>$700</td>
<td>$600</td>
<td>$400</td>
</tr>
</tbody>
</table>

Location: Sydney Business School, Level 8 Gateway Building, 1 Macquarie Place, Circular Quay

Duration: Friday, 23 Oct: Registration 9-9:15; course from 9:15 am to 4:30 pm

Morning and afternoon coffee/tea and a sandwich lunch are included in the course fee.

Contact Anica Damcevski, anica@uow.edu.au or 02 4221 5435, to register and for further information.

Other NIASRA Short Courses in 2015 (visit niasra.uow.edu.au)

The Questionnaire Revealed: Questionnaire Design & Testing
- Pamela Campanelli
- Sydney Business School
- Thursday and Friday, 15-16 October 2015
  - $1400 ($1200 SSAI members, $800 students)

Spatio-Temporal Statistical Modelling
- Noel Cressie and Andrew Zammit Mangion
- Sydney Business School
- Monday, 7 December 2015
  - $700 ($600 SSAI Members, $400 Students)