Web Survey Design

Summer Institute in Survey Research Techniques, 2017

Instructor: Mick P. Couper
Course: SurvMeth 988.213
Time: 9:00 AM - 12:00 PM, Monday through Friday, June 19th – 23rd
Location: TBD

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Course Description

The course focuses on the design of Web survey instruments and procedures. The course covers all aspects of instrument design for Web surveys, including the appropriate use of various input tools (e.g., radio buttons, check boxes) for Web surveys, general formatting and layout issues, movement through the instrument (action buttons, navigation, error messages), and so on. The course draws on empirical results from experiments on alternative design approaches as well as practical experience in the design and implementation of a wide variety of Web surveys. The course also covers the challenges of designing Web surveys for mobile devices (smartphones and tablets), and the collection and use of paradata to evaluate Web survey instruments. The course does <u>not</u> focus on the technical aspects of Web survey implementation, such as hardware, software or programming. It also does <u>not</u> focus on general survey design or questionnaire design – participants are expected to have some familiarity with surveys.

Homework

There will be one take-home assignment during this course. The assignment will be due at 5 PM on Monday, June 26th. The assignment will involve a critical review of one or more Web surveys. Final grades for the course will be based on class participation (33%) and the assignment (66%).

Readings

There is no required text. However, students are strongly encouraged to purchase the following book on which the course is based:

> Couper, M.P. (2008), *Designing Effective Web Surveys*. New York: Cambridge
> University Press.

The following book is also recommended as supplemental material:

> Tourangeau, R., Conrad, F.G., and Couper, M.P. (2013), *The Science of Web Surveys*.
> New York: Oxford University Press.

Selected readings and handouts will be made available on Canvas, at:
https://umich.instructure.com/

Syllabus

The following table presents the expected dates of lecture topics, and should be viewed as a rough guide.

Date	Topic
Mon, 19th	**Overview and Introduction** Overview of course Importance of design **The Basic Building Blocks of a Web Survey** Basic HTML tools for creating survey questions Radio buttons, check boxes, drop boxes, text fields, etc.
Tue, 20th	**Basic Building Blocks (continued)** **Going beyond HTML** Active scripting, dynamic questions, multimedia, images, other tools
Wed, 21st	**General Layout and Design** Typography, font size and style Background design Layout and screen design Vertical and horizontal alignment Single versus multiple items per screen Mobile optimization
Thu, 22nd	**Putting the Questions Together to Create a Questionnaire** Instructions Skips, edit checks, and routing Progress and movement through the instrument Error messages **Mobile optimization**
Fri, 23rd	**Implementing the Web Survey** The e-mail invitation Access control and login The welcome screen Follow-up reminder and repeat access Maximizing completion and minimizing nonresponse **Testing and Evaluating Web surveys** Paradata **Wrap up**