

Good Planning, Better Survey Data: An Introduction to Web Survey Design
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Teaching Script

Duration: 6h + breaks

Participants: 10-20 pax

Format: Lecture style with exercises; online or in person

TIME	CONTENT	LEARNING GOAL	TRAINING METHOD	MATERIAL/ TECHNOLOGY
30'	Introduction			
5'	<ul style="list-style-type: none"> Welcome Workshop agenda Rules/questions 	Participants will become familiar with the workshop structure, objectives, and ground rules for participation.	Input trainer	PPT slides
15'	<ul style="list-style-type: none"> Introduction trainer Introduction participants 	Participants will get to know the trainer and fellow participants.	Input trainer; Round of participant introductions	PPT slides
10'	<i>Activity: Introductory survey</i> <ul style="list-style-type: none"> Live poll on previous knowledge and expectations for the workshop 	Participants will reflect on their prior knowledge and expectations for the workshop.	live poll	PPT slides; Live polling tool (e.g. Mentimeter)
30'	Introduction to web surveys			
5'	<ul style="list-style-type: none"> Definition Advantages and challenges/limitations 	Participants gain a foundational understanding of what constitutes a web survey and are able to identify key advantages and limitations of this survey mode in comparison to other data collection methods.	Input trainer	PPT Slide
10'	Types of surveys and their applications <ul style="list-style-type: none"> Differences by timing <ul style="list-style-type: none"> Cross sectional survey 	Participants understand different types of surveys and their typical applications.	Input trainer	PPT Slide

TIME	CONTENT	LEARNING GOAL	TRAINING METHOD	MATERIAL/ TECHNOLOGY
	<ul style="list-style-type: none"> ○ Longitudinal survey ○ Panel survey ○ Cohort surveys ● Differences by purpose <ul style="list-style-type: none"> ○ Exploratory surveys ○ Descriptive surveys ○ Explanatory surveys ○ Diagnostic surveys 			
10'	Total Survey Error in web surveys <ul style="list-style-type: none"> ● Coverage error ● Sampling error ● Nonresponse error ● Adjustment error 	Participants are introduced to the Total Survey Error framework and understand the main sources of error in web surveys.	Input trainer	PPT slide
5'	<i>Exercise: Identifying representation errors</i>	Participants learn to identify and differentiate common representation errors in web surveys.	Trainer-led exercise in plenary	Exercises prepared on PPT slides OR board
15'	Coffee break			
35'	Sampling in web surveys			
5'	<ul style="list-style-type: none"> ● Definition <ul style="list-style-type: none"> ○ Population ○ Sampling frame ○ Sample 	Participants understand the key concepts and are able to distinguish between them in the context of designing and evaluating survey studies	Input trainer	PPT slide
20'	Sampling methods for web surveys <ul style="list-style-type: none"> ● Probability sampling <ul style="list-style-type: none"> ○ Simple random sampling ○ Systematic sampling ○ Stratified sampling ○ Cluster sampling ● Non-probability sampling 	Participants gain an overview of different sampling methods and learn to assess their suitability for various research contexts, considering practical constraints and implications for data quality and generalizability.	Input trainer	PPT slide

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	<ul style="list-style-type: none"> ○ Convenience sampling ○ Quota sampling ○ Purpose sampling ○ Self-selection sampling ○ Snowball sampling 			
8'	<i>Exercise: Matching research scenarios with different sampling strategies</i>	Participants practice choosing suitable sampling methods for different research scenarios	Plenary activity with whiteboards (in person) OR annotation tools (online)	Exercise prepared on whiteboards and stamps; stickers of different coloured pens (in person) OR exercise prepared on PPT slides and annotation tools enabled (online)
2'	Sample size: Influencing factors and tools	Participants understand which factors influence the required sample size and learn about tools and resources for calculating appropriate sample sizes based on their research goals and constraints.	Input trainer	PPT slides
30'	Participant recruitment			
25'	Recruiting methods – Definitions, applications, advantages- and disadvantages <ul style="list-style-type: none"> • Personal <ul style="list-style-type: none"> ○ Post ○ E-mail and direct messages • Impersonal <ul style="list-style-type: none"> ○ Mass mails ○ Social media posts, ads and pop-ups ○ Online access panels 	Participants become familiar with common recruitment methods used in web surveys and understand their typical applications.	Input trainer	PPT slides

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5'	<i>Exercise: Matching recruitment strategies to target groups</i>	Participants are able to select and justify appropriate recruitment methods based on study objectives and target groups.	Trainer-led exercise in plenary	Exercises prepared on PPT slides OR board
55'	Participant motivation and incentivization			
5'	Type of nonresponse <ul style="list-style-type: none"> • Unit nonresponse • Item nonresponse • Dropout 	Participants understand the different types of Nonresponses in web surveys and recognize how they can affect data quality.	Input trainer	PPT slides
5'	<i>Activity: Guess the number</i>	Participants become aware of the importance of participant motivation.	Live poll	PPT slides; Live polling tool (e.g. Mentimeter)
60'	Lunch break			
40'	Factors influencing motivation <ul style="list-style-type: none"> • Perceived relevance <ul style="list-style-type: none"> ○ Invitation ○ Reminder ○ Public relations • Ease of participation <ul style="list-style-type: none"> ○ Response burden: time, cognitive and emotional burden ○ Survey length and completion time ○ Clarity of questions ○ Instructions ○ Responsive design ○ Accessibility ○ Logical flow of questions • Trust in researcher <ul style="list-style-type: none"> ○ Research team/organisation 	Participants understand key factors that influence survey participation and how to design motivating and accessible survey experiences.	Input trainer	PPT slides

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	<ul style="list-style-type: none"> ○ Funder/sponsor ○ Testimonies ○ Data protection • Incentives <ul style="list-style-type: none"> ○ Monetary incentives ○ Non-monetary incentives ○ Prize draws 			
5'	<i>Exercise: Matching incentivization strategies to target group</i>	Participants learn to match incentivization strategies to target groups based on context, feasibility, and motivation.	Trainer-led exercise in plenary	Exercises prepared on PPT slides OR board
30'	Data protection			
30'	<ul style="list-style-type: none"> • EU's General Data Protection Regulation (GDPR) <ul style="list-style-type: none"> ○ Processing data ○ Personal data and special category data ○ GDPR principles in data processing ○ Informed consent ○ Third-party platforms ○ Collecting contact information • Templates and further (local) resources 	Participants will understand key GDPR principles relevant to web survey research and know how to address data protection and implement informed consent in their survey design.	Input trainer	PPT slide
15'	Coffee break			
30'	Documentation			
30'	Documents needed: overview, examples, guidelines and templates <ul style="list-style-type: none"> • General information <ul style="list-style-type: none"> ○ Study topic and objectives ○ Researchers and affiliations ○ Funding ○ Responsibilities 	Participants will understand the importance of documenting web survey design and become familiar with key documents, examples, and templates used in research practice.	Input trainer	PPT slides

TIME	CONTENT	LEARNING GOAL	TRAINING METHOD	MATERIAL/ TECHNOLOGY
	<ul style="list-style-type: none"> Fieldwork time Target population Sampling strategy Sample size, characteristics Response metrics, AAPOR standards Questionnaire <ul style="list-style-type: none"> Measurement instrument development Translation Pretests (interview guidelines, transcripts, results) Variable questionnaire, Layout version (e.g. screenshots) Flowchart Codebook Data collection <ul style="list-style-type: none"> Contact strategy Reminder strategy Invitation and reminder letters Incentives Informed consent, checklists 			
15'	Getting Started			
15'	<ul style="list-style-type: none"> Creating a web survey step by step 	Participants learn to organize the key steps of web survey design in a meaningful sequence and reflect on the rationale behind each stage.	Input trainer	PPT slide
15'	Outro			
15'	<ul style="list-style-type: none"> Course materials + links DSC consultation services 	Participants learn where they can get further support.	Input trainer	PPT slides

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	<ul style="list-style-type: none">• Course evaluation• Farewell			
	End			