UNIVERSITÀ DEGLI STUDI DI BERGAMO

Dipartimento di Scienze aziendali, economiche e metodi quantitativi
Department of Management, Economics and Quantitative Methods

SEMINAR

within the framework of
STaRs - Azione 2:
"Grants for Visiting Professor and Scholar"

Thursday, June 14th 2018

11:00am

Bergamo, Via dei Caniana 2 – Lab #7

"Mobile devices and the new frontiers of web survey methodology"

Prof. Katja Lozar Manfreda

(Faculty of Social Sciences, University of Ljubljana, Ljubljana, Slovenia)

Abstract: One of the recent trends in survey methodology is the usage of mobile devices (smartphones, tablets) for participating in surveys. This new kind of participation raises questions about the quality of collected data and about the degree of comparability of data collected using mobile devices rather than more "traditional" personal computers.

The speaker will shortly introduce empirical evidence on the potential issues that a mobile web participation are causing and their impact on data quality. She will also compare various methodological designs evaluating how mobile vs. traditional web surveys can affect the data quality.

The speaker will also present the currently under development joint research project between the University of Ljubljana and the University of Bergamo on "Mobile devices and the new frontiers of web survey methodology" within the framework of "STaRs Supporting Talented Researchers Azione 2: Visiting Professor". Preliminary results of the project and a discussion about the methodology will be proposed to the seminar attendants.

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The research consists of a meta-study based on a large series of web survey projects, implemented on OneClickSurvey (https://www.1ka.si/d/en), a free software solution for creating and implementing web surveys, developed and managed by the Centre for Social Informatics (University of Ljubljana). For each survey project, meta-data on the survey itself (e.g. length of the questionnaire, question types used), and survey data and paradata on respondents (e.g. type of the device used, response latency and timing) will be used and analyzed using multilevel analysis. This approach allows studying the quality of survey data at the level of respondents and at the level of survey projects. The main aim is to evaluate the difference in data quality obtained from mobile and from "traditional" web respondents as well as to identify survey features which affect these differences (e.g. do longer questionnaires cause larger difference in data quality than short ones?).

The seminar (approximately lasting **45 minutes + questions**) is **free** and **open** to all interested persons.

More about the speaker: *Dr. **Katja Lozar Manfreda** is an associate professor of statistics and methodology at the Faculty of Social Sciences, **University of Ljubljana**. Her research work concentrates on the methodology of web surveys. She belongs to a research group of the Center for Social informatics that has been one of the first to study the Internet's potential as a survey tool (since 1996). In addition to several research papers, she co-authored a book on web survey methodology by Sage (Callegaro, Lozar Manfreda, Vehovar. 2015. Web survey methodology). Within the field of web survey methodology, she has been researching the problems of web survey questionnaire design for multiple device, nonresponse, mode effect, mixed - mode surveys, and comparisons of the data quality of web versus other survey modes etc.*

Main reference:

- Callegaro, M., Lozar Manfreda, K., Vehovar, V. (2015) "*Web Survey Methodology*", London: Sage.

For further **information**, please write to:
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