Skills, Availability, Willingness, Expected Participation and Burden of Sharing Visual Data Within the Frame of Web Surveys

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Web survey respondents can share **visual data produced during the survey** (photos and videos captured with the device camera or screenshots), and **visual data already stored** in the device[1].

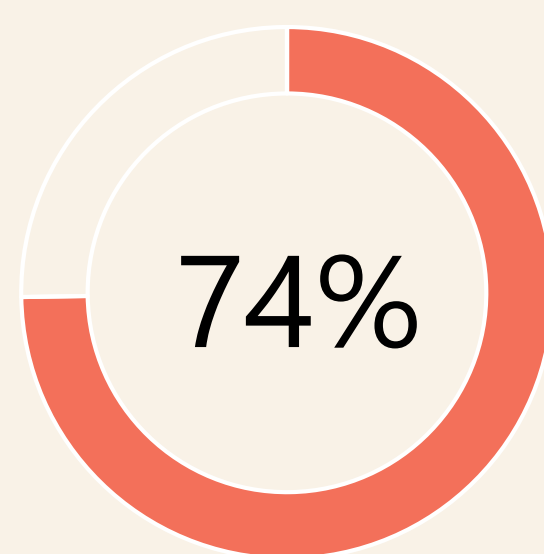Visual data has **potential advantages** over conventional questions[2].

Our goal: To provide information on the skills, availability and willingness to share visual data in a web survey, the expected participation, and the perception of burden.

Results

(online survey in Spain, n=857)

74%

is able to take a photo or video during the survey, and the **availability** of already stored visual data is higher for **images and smartphones**.

Almost **100%** have the **skills** to capture photos and videos.

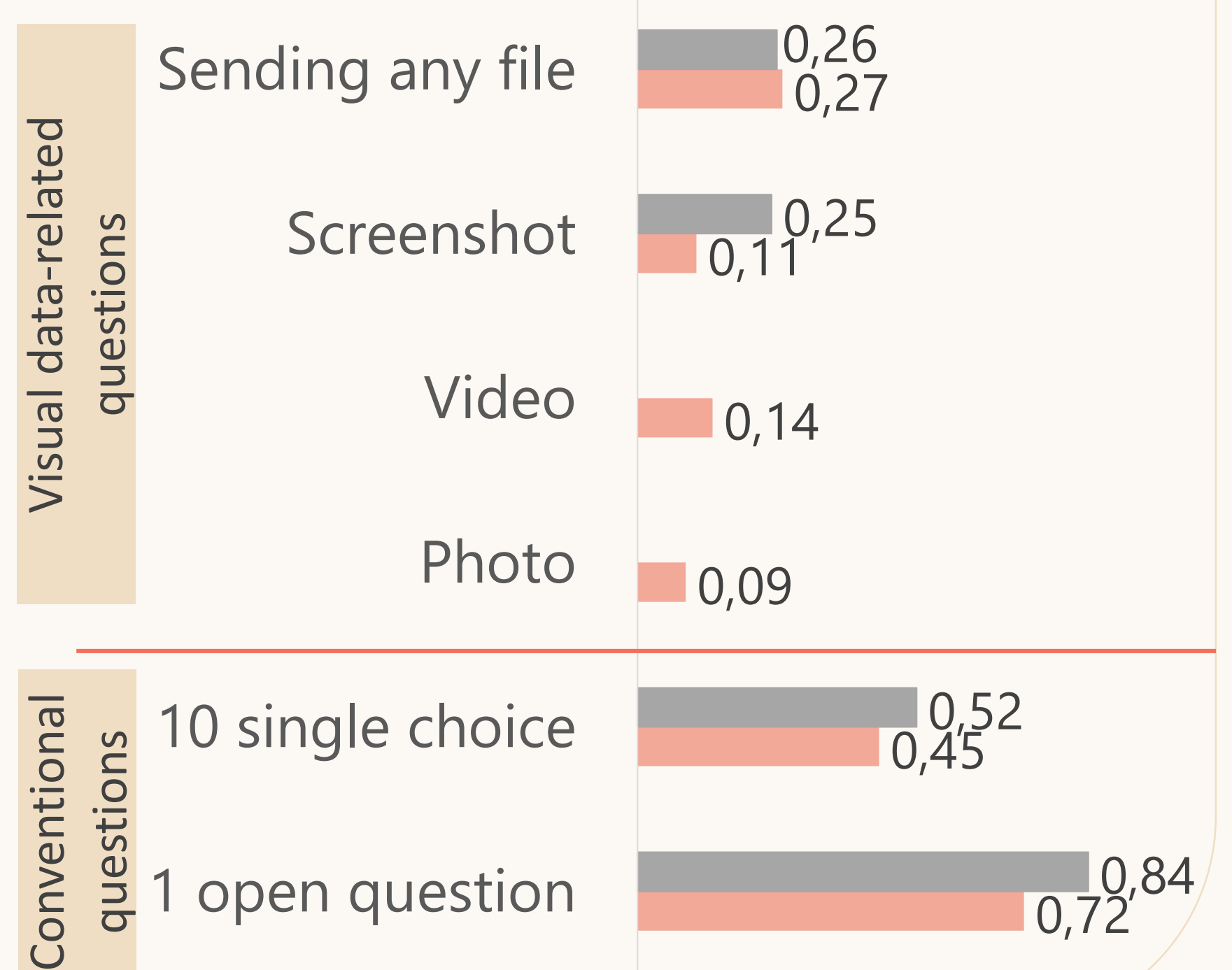Around **90%** know how to capture a screenshot and send stored files

At least **80%** would be **willing** to share visual data

Mean **burden** (0-4 scale)

■ PC ■ Smartphone

Visual data-related questions	PC	Smartphone
Sending any file	0,26	0,27
Screenshot	0,25	0,11
Video		0,14
Photo		0,09

Conventional questions	PC	Smartphone
10 single choice	0,52	0,45
1 open question	0,84	0,72

65% and **87%** have the **skills** to capture a screenshot and send stored files

The **expected participation** is higher for **visual data produced during the survey with the smartphone**

1. Iglesias, P. , & Revilla, M. (2021). When Does it Make Sense to Ask Respondents for Images? Insights for (Mobile) Web Surveys. ESRA conference, 2nd July 2021. shorturl.at/nBFU9. 2. Revilla, M. (2022). How to enhance web survey data using metered, geolocation, visual and voice data? *Survey Research Methods*, *16*(1), 1–12. https://doi.org/10.18148/srm/2022.v16i1.8013