

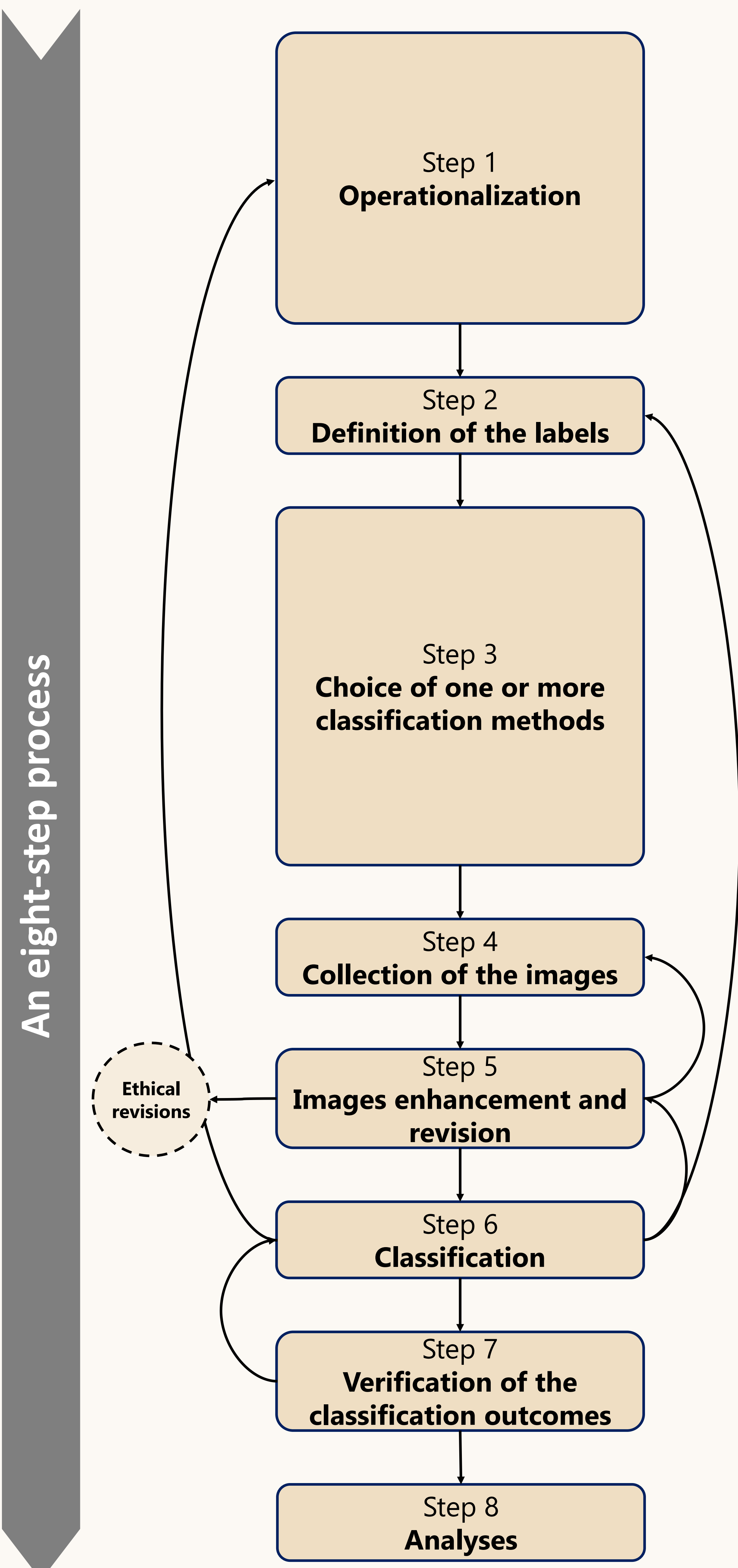
# A practical guide to (successfully) collect and process images through web surveys

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Images collected through surveys might allow:

- improving **data quality**
- getting **new insights**
- reducing **respondents' burden**

**How could practitioners approach the collection and processing of images in the frame of web surveys?**



► **Definition and operationalization** of the concepts.

**Types of items that can be extracted from images**

**Objects:** Physical items in an image, that can be categories (e.g., musical instruments), or attributes (e.g., color of the instruments)

**Scenes:** Focused on how the items relate to each other and create a particular scene. (e.g., a concert.)

**Text:** Letters and numbers contained in an image. The text can be associated with a pre-defined label or a transcription.

► **Type of outcomes and/or labels** to classify the objects.

► **Manual or automatic classification + new or already existing algorithms.**

**Iteration among different factors:**

Tasks' features	Resources	Data quality
Number of images	Human resources	Accuracy
Number of labels	Infrastructure	Consistency
Kinds of labels	Budget	Data protection
Recurrence	Time	Transparency
	Availability of images	

► **Choice of tool for collection, ethical considerations, storage** of images.

► Ensure sufficient **quality** and do not raise **ethical** or **data protection** issues.

► Using the method(s) **chosen in step 3.**

► Involving **human revision** regardless of the method(s) chosen.

► Analyses over the **classified data** ~ conventional open-ended answers.

Following the eight-step process will help researchers to better **know the tasks** to be accomplished when collecting visual data, and to **get the best out of such data.**

