Course syllabus: Going beyond conventional web surveys: Opportunities and challenges of using new types of data within the frame of web surveys

Date and time: 13 - 15th March, 2024, 14:30 - 17:30.

Room: 24.009 of the Mercé Rodoreda Building, UPF Ciutadella Campus.

Format: In person and online

Instructor: Melanie Revilla

Course description:

Web surveys have emerged as a highly popular method for data collection, characterized by their speed of implementation and cost-effectiveness. Their prominence has further accelerated with the Covid-19 pandemic, which posed significant challenges to conducting traditional face-to-face surveys.

However, like all survey methods, web surveys are susceptible to measurement errors, which can be exacerbated by the absence of an interviewer. This course explores innovative approaches to leverage emerging measurement opportunities, primarily driven by the widespread use of smartphones, to mitigate these errors and unlock fresh insights within the realm of web surveys.

On the first day of the course, we will begin by succinctly outlining the imperative for enhancing web survey data quality. Subsequently, we will delve into the utilization of diverse data types to complement conventional web survey responses, particularly when mobile participation is prevalent. We will elucidate the potential advantages of incorporating these new data streams, including reductions in respondent burden, enhanced data quality, and the potential for novel insights. Simultaneously, we will consider potential drawbacks, both from the perspective of respondents and researchers.

During the next two days, the course will provide an in-depth exploration of two specific new data types: visual data and voice data (encompassing dictation and voice recordings). Participants will gain a comprehensive understanding of the unique challenges and opportunities associated with these data sources, with practical examples and the presentation of some empirical evidence.

Throughout each day, participants will have the opportunity to engage in hands-on exercises and apply the concepts discussed. They will also be encouraged to seek guidance and pose questions related to their own projects, fostering a dynamic and interactive learning environment.

Learning schedule:

Day 1	14h30-16h	Introduction – Why using new types of data? Which types of new data?
	16h-16h15	Break
	16h15-17h30	Key challenges: Technical issues - Skills – Availability – Willingness – Ethical considerations
Day 2	14h30-16h	The case of visual data: specific considerations and steps to collect visual data
	16h-16h15	Break
	16h15-17h30	The case of visual data: illustrations of challenges and opportunities using some existing studies
Day 3	14h30-16h	The case of voice data: Dictation versus voice recording - Specific considerations and steps to collect voice data
	16h-16h15	Break

	16h15-17h30	The case of voice data: illustrations of challenges and opportunities using some existing studies. General conclusions about using new types of data in web surveys.

Prerequisites: Some basic knowledge about surveys is preferable.

Software: No software needed.

Readings: It is recommended to read the following paper as introductory reading.

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.

More references will be provided during the course.

Instructor short bio: Since October 2022, Melanie Revilla is a survey methodologist researcher at IBEI (Institut Barcelona d'Estudis Internacionals). Since 2020, she is the Principal Investigator of the WEB DATA OPP project, funded by an ERC starting grant. This project investigates new measurement opportunities linked mainly to the growing presence of smartphones, including the use of visual data or metered data, to complement or replace conventional survey data in order to get better or new insights (https://www.upf.edu/web/webdataopp). She is also Editor-in-chief of the journal methods, data, analyses (MDA).

Before moving to IBEI, she was Deputy Director of the Research and Expertise Centre for Survey Methodology (RECSM) and adjunct professor at Universitat Pompeu Fabra (UPF, Barcelona, Spain). From 2012 to 2019, she collaborated with the private online fieldwork

company Netquest to do research, mainly about the challenges and opportunities that exist in the frame of web surveys. She also actively participated in several European Social Survey (ESS) projects and in the creation of the SQP 2.0 software ([sqp.upf.edu](sqp.upf.edu)).

Her main areas of research include survey measurement errors, data quality, mode of data collection, web surveys, mobile participation, and metered data.