

BEST PRACTICES IN DESIGNING AND CONDUCTING QUALITY RESEARCH SERIES



sponsored by the **IU CENTER FOR SURVEY RESEARCH & SOCIAL SCIENCE RESEARCH COMMONS**

TECHNOLOGICAL TOOLS AND BEST PRACTICES FOR CONDUCTING WEB SURVEYS

Web surveys are now widely used to collect cutting-edge scientific data in health and medicine, business and public policy, education, and the social sciences. They have brought exciting new capabilities that expand what we are able to do as researchers and can improve efficiency and data quality. Yet, they also present new challenges in survey design and usability and must keep pace with rapidly changing technology. In this seminar, we will provide best practices on how to effectively lay out and design web surveys and implement them to maximize participation and data quality. We will show examples of available features for designing, administering, and analyzing web surveys using off-the-shelf and custom survey systems.

Kevin Tharp currently serves as the associate director of research technologies at the Center for Survey Research (CSR), where he acts as senior SQL database developer and development programmer for web, telephone, and in-person surveys (CASES, Qualtrics, REDCap, etc.). Kevin has more than 25 years of experience at CSR.

Lilian Yahng is the director of research and development at the Center for Survey Research (CSR) and its senior methodologist. Lilian has 10+ years of experience designing, conducting, and analyzing surveys at the CSR. Her research interests include measurement error, multimodal and responsive design, and nonresponse in complex designs. She is also the director of the CSR's Research Lab.

Wednesday, October 09, 2019
1-2:30pm

Social Science Research Commons
Woodburn Hall 200, 1100 E. 7th St., Bloomington, IN

<https://go.iu.edu/DoGoodResearch>
Information and registration



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