Workshop:

Prof. Mick P. Couper
Designing Online Surveys

Date: Friday, 24. April 2009
Place: Institute for Advanced Studies, Department of Sociology

The workshop will focus on the design of online survey instruments, specifically on the choice and design of input tools for Web forms used in surveys, on general design such as formatting and layout, and on navigation through the survey instrument. The workshop will not address the technical aspects of Web survey implementation, such as hardware, software or programming. The workshop will also not focus on question wording or sampling issues. Participants are encouraged to bring examples of Web surveys for discussion.

Mick Couper is a Research Professor in the Survey Research Center, Institute for Social Research, at the University of Michigan and a Research Professor in the Joint Program in Survey Methodology (JPSM). He holds a Ph.D. in Sociology from Rhodes University, an M.A. in Applied Social Research from the University of Michigan and an M.Soc.Sc. from the University of Cape Town. He has over 25 years of experience in the design, implementation and analysis of survey research on a variety of topics and using many different methods. He has consulted for numerous organizations, both private and public, on all aspects of survey design and data collection. He is author of Designing Effective Web Surveys (Cambridge, 2008), co-author (with Robert Groves) of Nonresponse in Household Interview Surveys (Wiley, 1998), co-author (with Robert Groves, F. Jackson Fowler, James Lepkowski, Roger Tourangeau, and Eleanor Singer) of Survey Methodology (Wiley, 2004), chief editor of Computer Assisted Survey Information Collection (Wiley, 1998), and co-editor of Methods for Testing and Evaluating Survey Questionnaires (Wiley, 2004). He has published numerous articles in a variety of journals. He is a leading researcher on the design and implementation of Internet surveys, and of alternative modes of survey data collection. His research has focused on the application of technology to the survey process and the design of computer-assisted surveys. He is also actively engaged in research on online health interventions and medical decision making.