

HOW TO DESIGN EFFECTIVE BUSINESS WEB SURVEYS

**10.00 - 17.00, 14 August 2013,
Radisson Blu Royal Hotel Bryggen, Bergen**

Pricing and registration

NOK 1 200 Colleagues in Nordic Statistical Institutions (NSI) and members of
Nordic Statistical Associations

NOK 1 000 Students

NOK 2 000 Others

The participation fee includes lunch and refreshments. In order to register, please send an email to Bergen2013@ssb.no. Registration via webpage (in Nordic language only) can also be done at www.ssb.no/alomssb/kurs_seminar/nordisk_statistikermotel

Instructors

Mick P. Couper, University of Michigan
Gustav Haraldsen, Statistics Norway

Outline

The aim of the one-day course is to provide the participants with an overview of how to design effective business web surveys. The course is based on earlier work by Couper and Haraldsen on web surveys in general and business surveys in particular. The course will take the participants through the characteristics of businesses and business surveys, why design is important, including the visual element, dynamic properties and formulation of questions. Moreover, they will deal with web design in a multi-mode perspective, development, testing and evaluation, as well as potential opportunities and challenges in the future.

The course programme will consist of lectures followed by discussions on cases from the lectures, with input from the participants themselves. Cases for discussion may be submitted in advance in order to make the course even more relevant to participants.

Introduction of instructors

Mick P. Couper (University of Michigan) is a research professor in the Survey Research Centre at the University of Michigan, and in the Joint Program in Survey Methodology (JPSM). He has written extensively on a variety of survey methodological issues, including the design and implementation of computer-assisted surveys. Mick has taught short courses and carried out consultancy work on web survey design for organisations around the world. He is the author of *Designing Effective Web Surveys* (Cambridge, 2008) and co-author (with Roger Tourangeau and Frederick Conrad) of *The Science of Web Surveys* (Oxford, 2013). See <http://psm.isr.umich.edu/couper>

Gustav Haraldsen (Statistics Norway) is employed as a senior methodological advisor in the Department of Data Collection, which is responsible for carrying out most of the data collections in Statistics Norway. Previously, he has headed the Division for Interviewing Surveys and the Division for Data Collection Methods. Gustav has been a driving force in building survey methodological competence and in introducing new survey technology and methods in Statistics Norway. He has also written the most authoritative and comprehensive textbook on survey methodology published in Norwegian (*Spørreskjemametodikk etter kokebokmetoden*, Gyldendal Ad Notam 1999) and is co-author (together with Ger Sniijkers, Jacqui Jones and Diane Willimack) of *Designing and Conducting Business Surveys* (Wiley 2013).

Course text and material

Participants will be issued with course texts in printed form upon arrival at the course.

Contacts

For further information about to the training course, please send an e-mail to Bergen2013@ssb.no or contact course manager Bengt Oscar Lagerstrøm: tel: (+ 47) 21 09 44 64 / (+ 47) 92 26 67 81.