Workshop

Embedded Client Side Paradata

Exploring behavior of web survey respondents

LECTURER

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Aula 23, Sede di Via dei Caniana

ABSTRACT

The workshop gives an introduction to web-based surveys for different device types (e.g., PCs and smartphones) and the collection of paradata (e.g., response times, mouse clicks/finger taps and swiping) to explore the completion behavior of respondents. The main focus is on the collection of so-called "client side paradata" that are gathered on the respondents' device. The starting point of the workshop is the freely available JavaScript-based paradata tool "Embedded Client Side Paradata (ECSP)" (Schlosser, 2016; Schlosser & Höhne, 2018). Application and implementation examples will be presented to explore, for instance, the quality of survey data. In addition, an introduction of the updated version of ECSP dealing with the collection of sensor data (e.g., acceleration) is made. This workshop deals with technical rather than theoretical aspects associated with the collection of client-side paradata.

FURTHER INFORMATION

Target groups: The workshop is designed for people working in academia or in a commercial setting (e.g., market research).

Goals: Participants will acquire knowledge about existing types of paradata as well as possible application fields and limitations. In addition, they will be able to work with "Embedded Client Side Paradata (ECSP)" and to collect different kinds of paradata.

Participants background: familiarity with web-based surveys; previous knowledge about paradata is helpful but not necessary.

Registration: for organizational issues, the registration of participant is required.

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