

European Survey Research Association (ESRA) Conference

July, 17-21, 2017

In Lisbon, Portugal

## Call for papers

### **Measuring and modeling response behavior and response quality in web surveys**

Session organizers:

Carina Cornesse (Mannheim University and GESIS),

Jean Philippe Décieux (Université du Luxembourg),

Jessica Herzing (Mannheim University),

Jochen Mayerl (University of Kaiserslautern)

Alexandra Mergener (Federal Institute for Vocational Education and Training) and

Philipp Sischka (Université du Luxembourg)

**Keywords:** response behavior, response quality, measurement error, web surveys

Web surveys have become a popular method of data gathering for many reasons, including low costs and the ability to collect data rapidly. Due to the rapid infusion of web surveys and the technological progress, the number of respondents filling out web surveys on the run using mobile devices increases. When answering survey questions on mobile devices, respondents can take short-cuts to the optimal cognitive response processes that are partly caused by external disturbing factors such as time pressure, inattention or presence of other persons. Such a response behavior might introduce additional measurement error and thus influence response quality.

Yet, there are inconclusive results on how the “interview situation” of web surveys can influence response behavior and thus response quality. On one hand, many studies have shown that respondents in web surveys answer questions on personal or sensitive topics more honestly compared to respondents in personal or telephone interviews. This can be explained by the subjective impression of anonymity which is due to the absence of an interviewer. On the other hand, recent studies have shown that missing direct interaction to an interviewer can lead to careless responses and increased satisficing response behavior. Furthermore, web surveys are confronted with high unit and item nonresponse as well as increasing dropouts. In addition, response behavior and response quality of web surveys may correlate with the selectivity of the samples under study and recruitment methods of access panels.

Such ambivalent perspectives on response behavior and response quality of web surveys should be addressed and discussed in this session. When modeling response quality and response behavior, researchers can draw on different measures and correlates, such as paradata (e.g. time stamps, types of devices), respondent profile data (e.g. education, socio-economic background) or survey profile data (e.g. type of survey question, interview situation).

We invite submissions from researchers who analyze response behavior and response quality in web surveys. We especially encourage submissions of papers which include experiments covering the area of response quality in web surveys based on empirical data, and papers that use complex statistical models to identify different respondent types. Furthermore, we are interested in submissions on solutions for response quality issues, e.g. on how researchers can attract attention and motivation of respondents to proceed survey questions and to give valid answers as well as which factors improve or impair answer quality.

The closing date for the submission of abstracts is **4th December 2016**. To submit a presentation abstract, click <http://www.europeansurveyresearch.org/conferences/register> and sign up or log in to your ESRA account, click "Submit paper abstract", and follow the instructions.