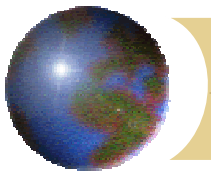
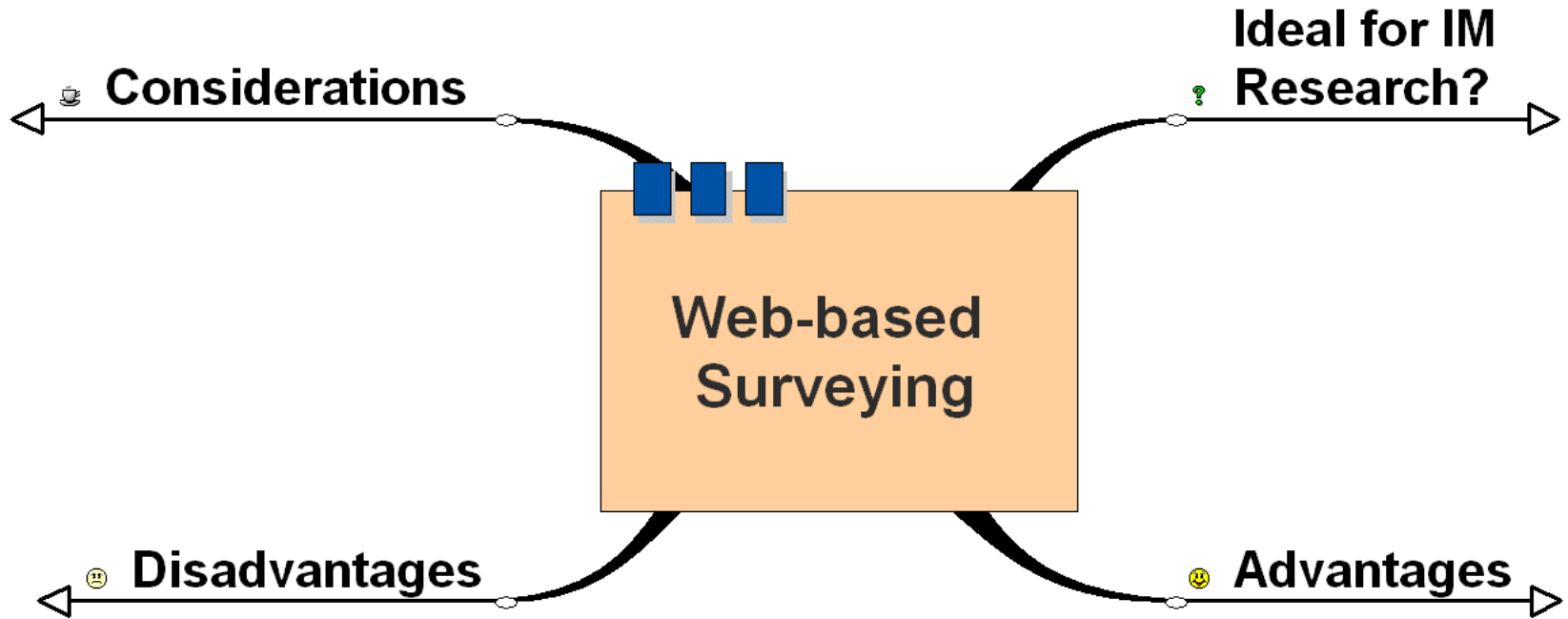


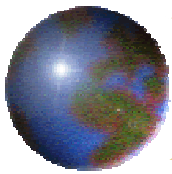
Web-based Surveying

Miguel R. Olivas-Lujan
Katz –Pittsburgh & ITESM –Monterrey

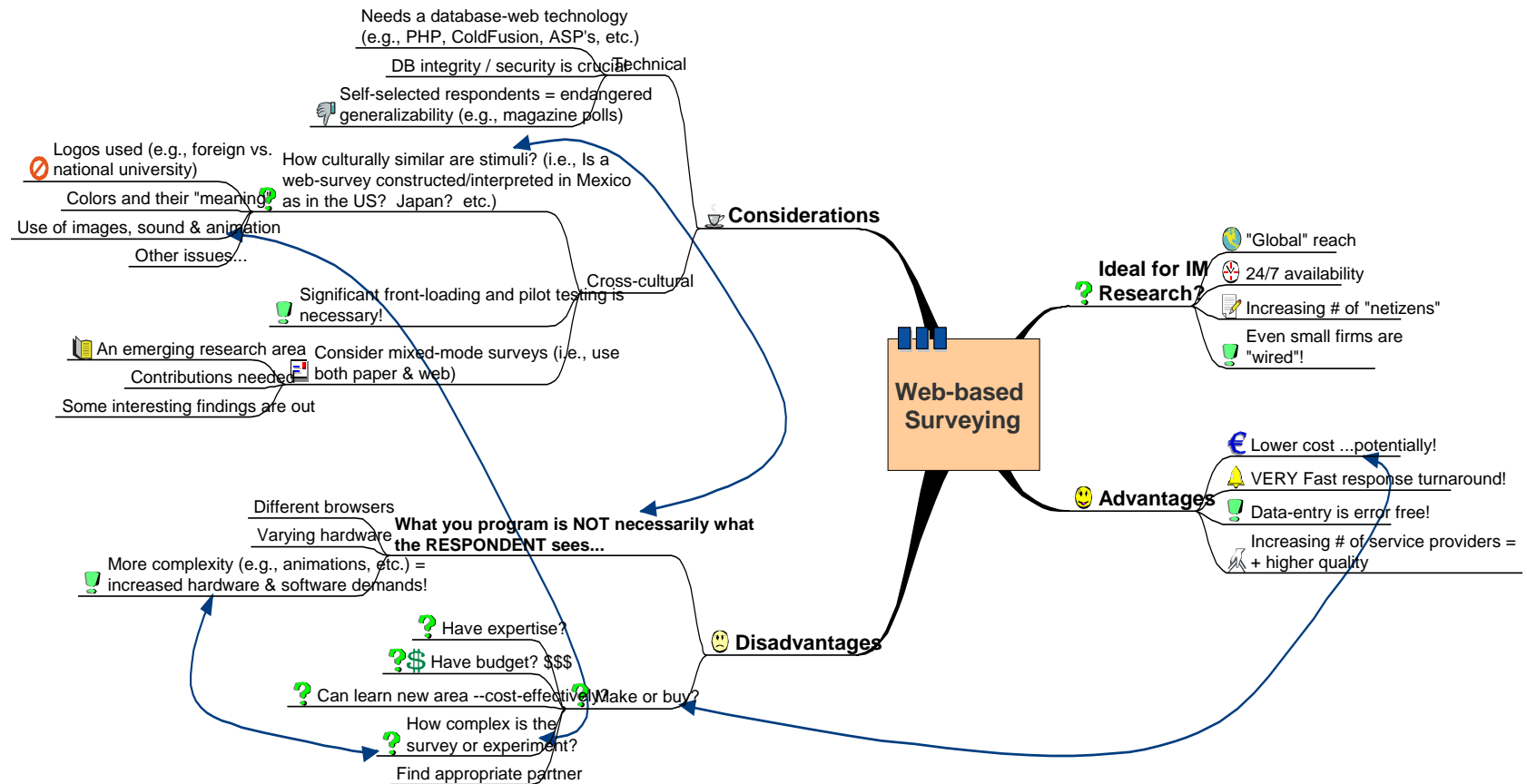


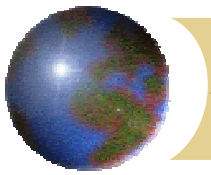
Web-based Surveying





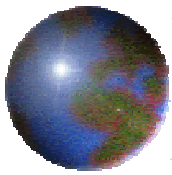
Web-based Surveying ... a snapshot



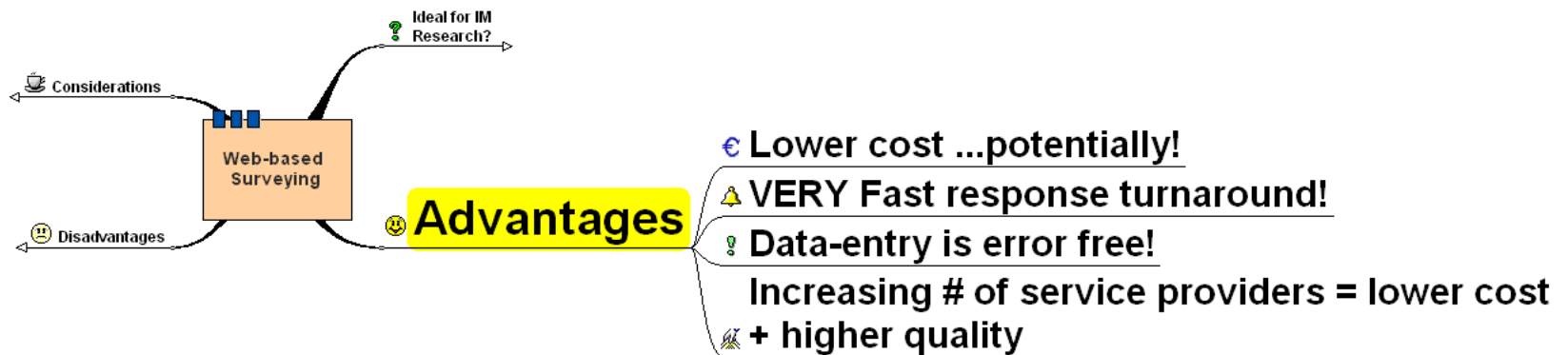


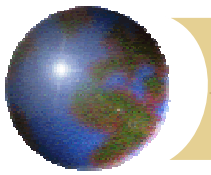
Ideal for IM Research?



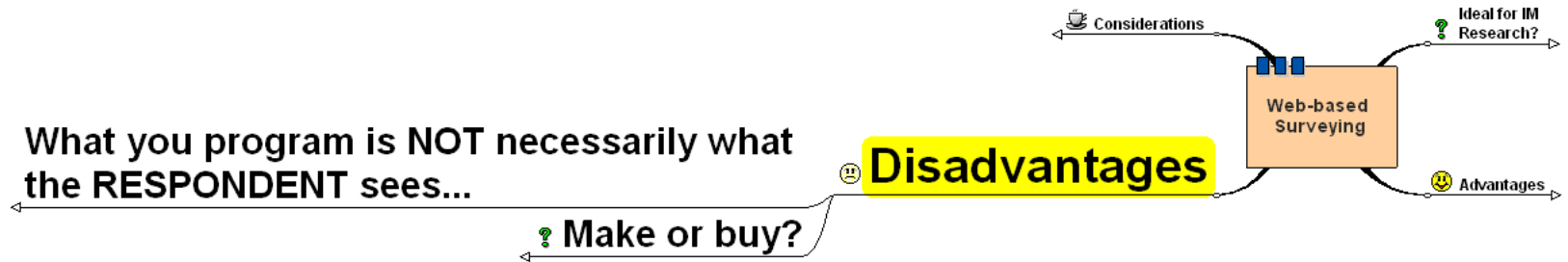


Advantages





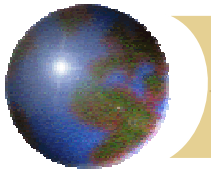
Disadvantages





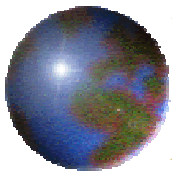
*What you program is **NOT**
necessarily what the
RESPONDENT sees...*

- Different browsers
- Varying hardware
- More complexity (e.g., animations, etc.) = increased hardware & software demands!



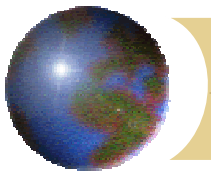
Make or buy?

- Have expertise?
- Have budget? \$\$\$
- Can learn new area --cost-effectively?
- How complex is the survey or experiment?
- Find appropriate partner



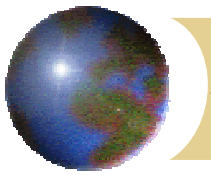
Considerations





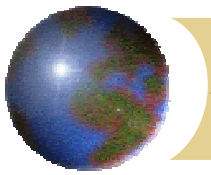
Technical

- Needs a database-web technology (e.g., PHP, ColdFusion, ASP's, etc.)
- DB integrity / security is crucial
- Self-selected respondents = endangered generalizability (e.g., magazine polls)



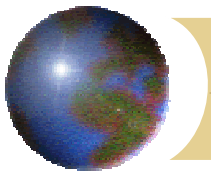
Cross-cultural

- How culturally similar are stimuli? (i.e., is a web-survey constructed/interpreted in Mexico as in the US? Japan? etc.)
- Significant front-loading and pilot testing is necessary!
- Consider mixed-mode surveys (i.e., use both paper and web)



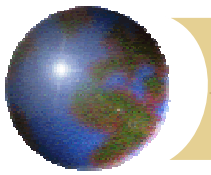
On cultural similarity of stimuli

- Logos used (e.g., foreign vs. national university)
- Colors and their "meaning"
- Use of images, sound & animation
- Other issues...



Consider mixed-mode surveys (i.e., use both paper & web)

- An emerging research area
- Contributions needed
- Some interesting findings are out
 - Less social desirability than pencil-and-paper
 - Covariance equivalence
- Dillman, Stanton, McCoy, Couper, Lamias, Roztocki are some of the researchers in this area



Concluding Thoughts

- “Web-savvyness” of the sample might be the crucial startpoint
- As for most automation: the larger the volume, the more appropriate the web-based strategy
- Consider mixed-mode surveys
- An exciting, emerging research area!!!!