

NatCen

Social Research that works for society

Web surveys for the general population

How, why and when?



February 2013



Welcome

- Fire alarm
- Mobile phones
- WiFi
- If tweeting - #genpopweb
- Toilets
- Refreshments & Lunch



Thanks to

- Institute of Education
- Meghan Rainsberry & Claire Batty
- National Centre for Research Methods (NCRM)
- Institutions of the organising team, speakers, core group members



Organising Team

- Gerry Nicolaas, NatCen Social Research
- Lisa Calderwood, Institute of Education
- Peter Lynn, University of Essex
- Caroline Roberts, University of Lausanne



UK Core Group

Steer network progress and ensure that the network builds on existing knowledge and treads new ground

Key UK stakeholders:

Survey organisations

Academics running ESRC social surveys

NCRM & ESRC



Context

Declining
response rates

Increasing cost
of data collection

Technological
innovation

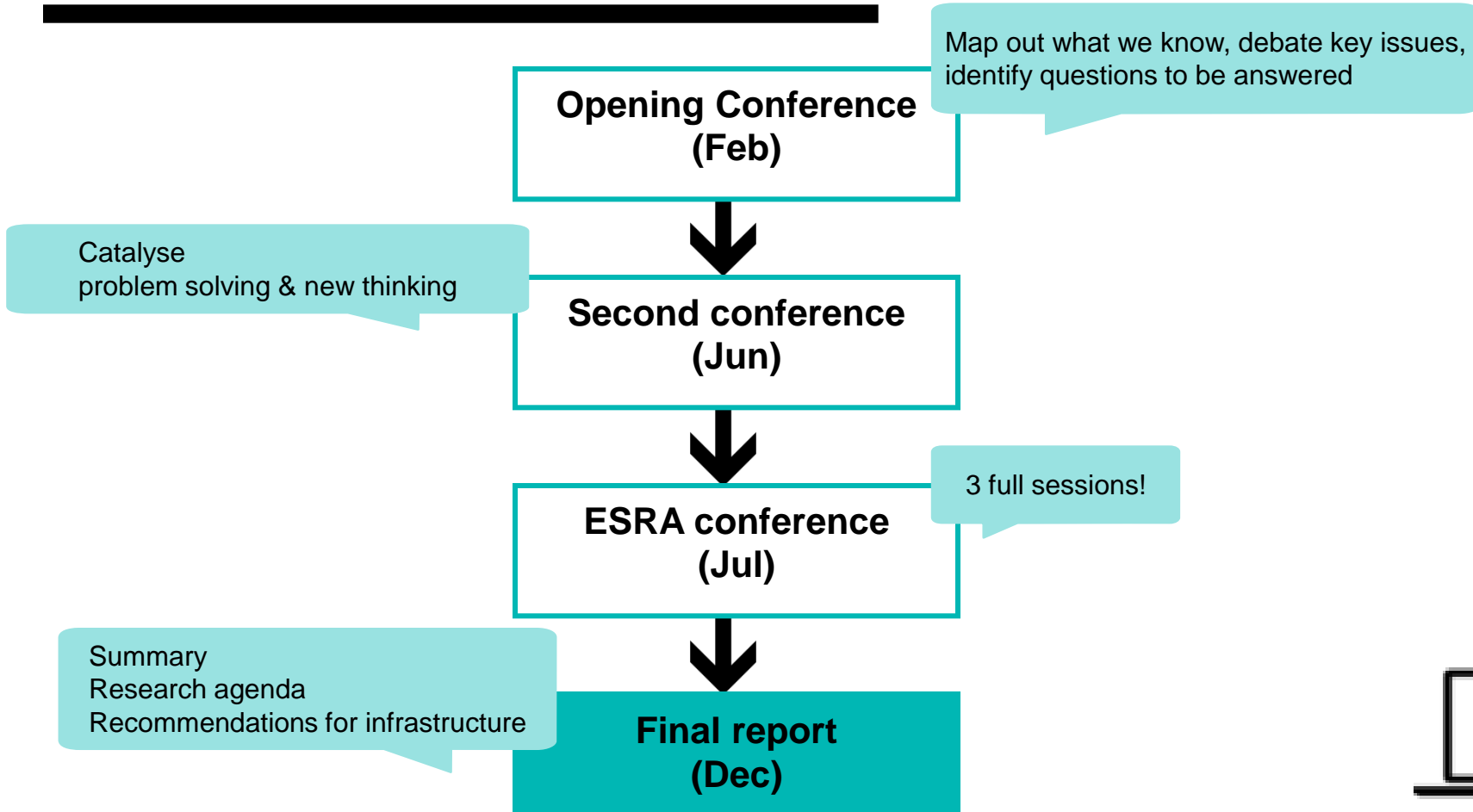
Shrinking
research budgets

Focus of the network

- General population
- Large scale social surveys
- Complex measures and high quality data
- New surveys as well as existing surveys
- Cross-sectional surveys as well as longitudinal surveys
- Web as stand-alone mode or in mixed mode design



Activities in 2013



GenPopWeb

Website

- <http://www.natcen.ac.uk/genpopweb/index.htm>
- Background, events, blogs, papers & presentations

Twitter

- @GenPopWeb
- #genpopweb

This conference

Today:

- 1st session: Coverage and sampling (Peter Lynn)
- 2nd session: Participation & Engagement (Caroline Roberts)

Tomorrow:

- 3rd session: Measurement Challenges (Lisa Calderwood)

Further links

- European web panels based on prob samples
- ESSnet DCSS www.cros-portal.eu
- WebDataNet www.webdatanet.eu
- Other?



Thank you

For further info

Go to the website

<http://www.natcen.ac.uk/genpopweb/index.htm>

Follow @GenPopWeb

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