

Using paradata to improve the quality of web surveys. Some examples and applications

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Paradata in web survey have been used to improve the quality of data collection, from studying nonresponse, to improve question wordings, to find problems and issues during the completion of a questionnaire. Although paradata in web surveys are “relatively” easy and cheap to collect, the process and analysis effort is extremely complex and time consuming if not guided by precise research questions. In this presentation a taxonomy of three paradata types for web surveys is proposed: contact management, device type, and questionnaire navigation paradata. For each type some examples are presented in order to provide the audience with concrete applications of using paradata to improve data quality in web surveys. The goal is to provide a state of the art of what paradata are possible to collect and how to answer specific research questions in terms of data quality on web surveys.