Description

Handbook of Web Surveys, 2nd Edition
Silvia Biffignandi, Jelke Bethlehem

The updated, must-have guide for creating and implementing web surveys

Revised and thoroughly updated, the second edition of *Handbook of Web Surveys* offers a practical and comprehensive guide for creating and conducting effective web surveys. The authors, noted experts on the topic, include a review of the Blaise system (which has been around for 30 years) and provide information on the most recent developments and techniques in the field. The book illustrates the steps needed to develop effective web surveys and explains how the survey process should be carried out. It also examines the aspects of sampling and presents a number of sampling designs.

The book includes ideas for overcoming possible errors in measurement and nonresponse. The authors also compare the various methods of data collection (face-to-face, telephone, mail, and mobile surveys) and discuss their advantages and disadvantages. Critical information for designing questionnaires for mobile devices is also provided. Filled with real-world examples, *Handbook of Web Surveys* discuss the key concepts, methods, and techniques of effective web surveys. This important book:

- Contains the most recent sampling designs and estimation procedures
- Offers ideas for overcoming errors in web surveys
- Includes information on mixed mode surveys
• Explores the concept of response probabilities

• Reviews all aspects of web panels

Written for researchers in government, business, economics, and social scientists, the second edition of *Handbook of Web Surveys* provides an introduction to web surveys and the various methods and techniques.

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**ABOUT THE AUTHOR**

**Jelke Bethlehem, PhD**, is Professor by special appointment in survey methodology at Leiden University, Netherlands. He is also senior methodological advisor at Statistics Netherlands in The Hague. He is coauthor of *Handbook of Nonresponse in Household Surveys*, *Handbook of Web Surveys (First Edition)*, and *Applied Survey Methods: A Statistical Perspective*, published by Wiley. Dr. Bethlehem is also coeditor of *Online Panel Research: A Data Quality Perspective* and *Computer Assisted Survey Information Collection*, also published by Wiley.

**Silvia Biffignandi** is Professor of Economic and Business Statistics at the University of Bergamo in Italy, where she is also Director of the Centre for Statistical Analyses and Survey Interviewing (CASI). Dr. Biffignandi is coauthor of *Handbook of Web Surveys (First Edition)*, published by Wiley.

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