

Workshop: Online data collection, May 4, Amsterdam

On May 4 2005, the KNAW, together with the ECIS research school, will host a 1-day workshop devoted to **online data collection** at Het Trippenhuys in Amsterdam. Topics include reactive methods of data collection on the Internet, such as online experiments and online surveys, and non-reactive methods of data collection on the internet, such as log file analysis and monitoring software.

If you are thinking about collecting data online for a research project, or simply want to be up to date with the latest developments in online data collection, this workshop is a must. The workshop is especially geared at all those who are relatively inexperienced in the (Internet) field, such as Ph.D. students, but more experienced researchers are welcome as well. You can find a more detailed program below. The workshop will be in English.

The workshop fee is 75 Euro for Ph. D. students, 125 Euro for other researchers, and includes lunch and drinks.

If you want to participate, please send an email to martine.wagenaar@knaw.nl or c.c.p.snijders@tm.tue.nl. Please register before April 25.

With kind regards,
Dr. Uwe Matzat
Prof. dr. Chris Snijders

[Part 1] Reactive methods of data collection on the Internet: online experiments

PD Dr. Ulf-Dietrich Reips (University Zurich)

Main aim of the workshop is to learn about Internet-based experimenting. The workshop is designed primarily for researchers who would like to conduct Internet-based experiments. The workshop is useful for both newcomers and experienced experimenters, and will contain information about the latest developments.

This workshop will provide an up-to-date overview of basics, techniques, methods, tricks, and tools for Internet-based experimentation. Using practical examples, participants will learn how to conduct their own web experiments. For this purpose, the workshop includes a hands-on demonstration of interactive systems for designing web experiments online through WEXTOR. Issues covered include experimental design, security, recruitment, sampling, self-selection, multiple submissions, question design, dropout, error estimation, distributed experimentation, data handling, data quality, and log file analysis. Among other "tricks", we cover the "high hurdle technique", the "warm-up technique", sub-sampling procedures, multiple site entry, and ways to check for motivational confounding. You will learn how to make use of Web services like the free "web experiment list:", and of analysis tools for subsequent data analysis, such as Scientific LogAnalyzer.

[Part 2] Reactive methods of data collection on the Internet: online surveys

Dr. Bernad Batinic

This part provides the background, knowledge, tools, and critical thinking skills to build and conduct an online survey from start to finish. Topics will be, e.g.: What tools and methodologies are likely to be relevant in 2005? How reliable are online survey data? What is an Online-Panel? How can one recruit participants for an online survey and how should one prevent drop-outs?

[Part 3] Non-reactive methods of data collection on the Internet: Techniques, software, and applications for researchers

Dr. Dietmar Janetzko (University of Freiburg)

Main goal of the workshop is to present the methodology and the techniques used for non-reactive data elicitation and collect hands-on experience in using them. Ethical and legal aspects of non-reactive data collection will also be introduced.

Non-reactive collection is an umbrella term that refers to all kinds of methods used for hidden data collection. These techniques are usually deployed on the assumption that subjects investigated will exhibit their "true" behavior if they do not know they are being monitored. Non-reactive data collection has many different aspects that range from purely technical and nerd-enjoying gadgets to issues of privacy. For this reason we focus on the topics mentioned below:

- Methodology and technologies of non-reactive data collection
- Combining mass data and publicly available data
- Legal aspects of non-reactive data collection
- Technical devices to prevent non-reactive data collection

In the workshop, knowledge about non-reactive data collection is communicated through presentations, software-demonstrations and exercises. For this reason, it is recommended that every participant brings his or her own notebook to the workshop. However, we will try to find a solution for those wishing to attend without a notebook. Participants of the workshop will be provided with a booklet and a CD-ROM that covers an up-and-running collection of software tools to be used for non-reactive data collection. The workshop presupposes "general Internet literacy", some knowledge about HTML is highly recommended and knowing the basics of JavaScript would be nice but is not necessary.

PROGRAM

9:30 – 10:00	registration and coffee
10:00 – 11:30	Online surveys: Batinic
11:30 – 13:00	Online experiments: Reips (1)
13:00 – 14:00	LUNCH
14:00 – 15:30	Online experiments: Reips (2)
15:30 – 15:45	BREAK
15:45 – 17:15	Non-reactive data collection: Janetzko