

REPORT

The 2nd International Workshop on Internet Survey Methods, Daejeon, South Korea, 8–9 September 2010

The 2nd International Workshop on Internet Survey Methods was held in Daejeon, South Korea, between 8–9 September 2010. The organizer and host of the workshop was Statistics Korea. The Workshop created a forum for international experts in the field of web surveys to share their knowledge and experiences on conducting the surveys and methods of improvement in the quality of survey outcomes. The theme of the 2nd International Workshop on Internet Survey Methods Workshop titled “Use of Internet Survey Methods in Official Statistics” was a continuation of issues undertaken on the 1st International Workshop on Internet Survey Methods organized on 9-10 September 2009 by Korea National Statistical Office. The Workshop took place, as the last year, at the International Conference Hall (the 2nd floor) of the Statistical Center located near the Government Complex where Statistics Korea is located (Statistical Complex).

Under the theme “Use of Internet Survey Methods in Official Statistics” the Workshop aimed to explore major concerns and challenges that national statistical offices are facing in the era of the Internet and show how they are coping with the changes in environment of conducting surveys. National case studies and researches on using Internet surveys in official statistics were also presented. In particular, the presentation of applications, best practice examples and innovative approaches were recommended to be discussed. At the same time, the Workshop touched the general issues of Internet surveys such as mixed-mode surveys and its measurement error, estimation for non-probability samples and technical issues of Internet surveys (questionnaire design and visualization).

At the Workshop fourteen statisticians from national statistical offices around the world and methodologists from private organizations and universities were invited as speakers – one from Australia, Germany, India, Poland and Sweden, two from Netherlands, three from South Korea and four from the United States of America. Besides, anyone who had a special interest in statistical or methodological issues could join this Workshop. Altogether there were one hundred thirty participants from different academic, research centers, statistical agencies, official survey institution and private organisations in South Korea and twelve participants from four countries (Iran, Mongolian, Nigeria and New Zealand).

The papers of invited speakers were published in the Workshop Proceedings and tentative discussion topics of the Workshop were addressing the following themes :

- (Special topic) National Case Studies on applying Internet Surveys in Official Statistics
- Mixed-mode Surveys: Coverage, Errors, Response Rates
- Web Survey Design: Questionnaire design and Visualization
- Estimation for Non-Probability Samples: Weighting Scheme for Voluntary Samples, Propensity Score Adjustment.

The workshop was officially inaugurated by its organizer - Insill Yi, the Commissioner of Statistics Korea. The welcoming speech was also given by Ki Jong Rhee, the President of The Korean Association for Survey Research. The workshop consisted of four sessions and one roundtable discussion. In each session, a special lecture addressed important emerging issues as well as general concerns of the each topic for an hour. Each presentation took 30 minutes and was followed by a 10-minute discussion.

The first session titled "Use of Internet Survey Methods in Official Statistics" explored national case studies and researches on how national statistical offices cope with the changes in environment of conducting surveys in the era of the Internet and how they use Internet surveys in their official statistics. The second session titled "Internet survey: relation to other modes and mixed mode studies" dealt with characteristics of Internet survey and the relationship with other survey modes. Mixed mode surveys' methodological issues such as response rates and mode effect were addressed. In the third session titled "Internet survey design", technical aspects of Internet survey methods including sampling, questionnaire design were introduced and discussed. The fourth session titled "Estimation for non-probability samples and its implication" took a close look at how to estimate non-probability samples of Internet surveys and what its implications are. Roundtable discussion touched the future role of Internet survey methods in official statistics and how national statistical offices need to accommodate them in the production of official statistics.

The official Workshop Agenda is given below and at the <http://www.kostat.go.kr/iwis/>.

Session I – Use of Internet survey Methods in Official Statistics (case studies)

Chair: Ki Jong Rhee (Professor, Kookmin University, South Korea).

Presentation:

1. **Merylin Henden** (Assistant Statistician, Australian Bureau of Statistics), Bruce Fraser – Use of Internet Survey in Official Statistics: A Case Study,
2. **Kwang sup KIM** (Director General of Statistics Korea, Statistics Korea) – Utilization of Internet survey in Statistics,
3. **Deirdre Giesen** (Senior Statistician, Statistics Netherlands), Dirkjan Beukenhorst – Internet Use for Data Collection at Statistics Netherlands.

Session II – Internet survey: relation to other modes and mixed mode studies

Chair: Marek Fuchs (Professor, Darmstadt University of Technology, Germany).

Special Lecture: **Frederick Conrad** (Professor, University of Michigan, USA) – Improving Measurement in Web Surveys.

Presentation:

1. **John Kennedy** (Professor, Indiana University, USA), Steven Tepper, Amber Lambert – An Analysis of Mode Effects in Three Survey Modes in the Strategic National Arts Alumni Project,
2. **Anders Holmberg** (Senior Methodologist, Statistics Sweden), Boris Lorenc – Using the Internet in Individual and Household Surveys, Summarizing Some Experiences at Statistics Sweden.

Session III – Internet Survey Design

Chair: Frederic Conrad (Professor, University of Michigan, USA).

Special Lecture: **Arie Kapteyn** (Director, Labor and Population, RAND Corporation, USA), Bas Weerman – Probability Based Web Panels.

Presentation:

1. **Marek Fuchs** (Professor, Darmstadt University of Technology, Germany) – Beyond question Wording: The Use of Visual Design and Multi-media Elements in Web Surveys,
2. **Suchismita Roy** (Research Fellow, Indian Statistical Institute, India) – Web Questionnaire and Paper Questionnaire in Sensitive Research: in the Eyes of Respondents,
3. **Elżbieta Getka-Wilczyńska** (Associate Professor, Warsaw School of Economics, Poland) – Modeling of the Sample in the Internet Mediated Research.

Session IV – Estimation for non-probability samples and its implication

Chair: Arie Kapteyn (Director, Labor and Population, RAND Corporation, USA).

Special Lecture: **Sunghee Lee** (Research Scientist, University of Michigan, USA) – Estimation for General Population Web Surveys and Its Implications.

Presentation:

1. **Sung Kyum Cho** (Professor, Chungnam National University, South Korea) – Statistical Estimation from Internet Volunteer Samples,
2. **Stephanie Steinmetz** (Researcher, Erasmus University Rotterdam, Netherlands) – Volunteer Web Surveys and Propensity Score Adjustment – the Wage Indicator Example.

Roundtable Discussion – The future role of Internet Survey Methods in Official Statistics

Chair: **Merylin Henden** (Assistant Statistician, Australian Bureau of Statistics).

Panellists: **Sung Kyum Cho** (Professor, Chungam National University, South Korea), **Deirdre Giesen** (Senior Statistician, Statistics Netherlands), **Anders Holmberg** (Senior Methodologist, Statistics Sweden).

Moreover, a very interesting social programme, which included a welcoming dinner with the Deputy Commissioner of Statistic Korea and a tour to see the authentic Korean culture, was prepared for the invited participants by the organisers.

To summarise, the Workshop provided a great opportunity for all participants to learn about cutting-edge trends of Internet survey methods and to construct global networks with the professionals in this field. It gave also an excellent opportunity to explore the beauty of South Korea as well as Daejeon.

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