

# **Checkliste für Auftraggeber von Online-Befragungen**

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## ***Checklist for Clients Commissioning Online Surveys***

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ADM Arbeitskreis Deutscher Markt- und Sozialforschungsinstitute e.V.  
ASI Arbeitsgemeinschaft Sozialwissenschaftlicher Institute e.V.  
BVM Berufsverband Deutscher Markt- und Sozialforscher e.V.  
D.G.O.F. Deutsche Gesellschaft für Online Forschung e.V.

## Checklist for Clients Commissioning Online Surveys

Like surveys using other data collection techniques, online surveys must be carried out in accordance with the current scientific, methodological, and technical state of the art and with the statutory and legal framework. To ensure that this is the case,

- the ADM Arbeitskreis Deutscher Markt- und Sozialforschungsinstitute e.V.
- the ASI Arbeitsgemeinschaft Sozialwissenschaftlicher Institute e.V.
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have laid down the ethical and legal framework in concrete terms in the "Guidelines for Online Surveys" and formulated the scientific and methodological requirements in the "Standards for Quality Assurance for Online Surveys".

This "Checklist for Clients Commissioning Online Surveys" summarises the basic requirements to be met when executing online surveys, in the form of a series of questions. The "checklist" cannot, of course, replace reading the "Guidelines for Online Surveys" and the "Standards for Quality Assurance for Online Surveys". However, its aim is to make it easier for clients to ask the appropriate questions, so as to be able to assess the quality of different research offers for online surveys.

### General Requirements

1. Does the research agency have the specific experience and know-how in the particular field of research, does it have the necessary technical resources, and does its staff have the appropriate scientific qualifications?

### Design of the Study

2. Is the target group of the survey (overall population) clearly defined, and can it be reached online?
3. Are the people to be interviewed approached on the basis of an unambiguously defined selection procedure?
4. Is the procedure for selecting the respondents suitable with regard to the intended overall population in order to achieve representative research results?
5. Are the respondents "actively" selected by the research agency using a random procedure or a quota selection procedure (as opposed to a self-selection of respondents)?
6. If a random selection procedure is carried out and the coverage rate is below average, is it possible to check whether the sample achieved adequately represents those features of and structures within the overall population that are relevant to the study, by means of appropriate reference data?
7. Is it possible to weight the data if necessary, and will the weighting procedure used be adequately documented in such a case?

### Execution of the Study

8. Are the general methodological requirements to be met in terms of the design of the questionnaire and the sequence and wording of the questions taken into account, and are the technical opportunities for quality assurance which are available for online questionnaires specifically used?

9. Are biases in the sample caused by differences in the technical equipment available to respondents largely avoided, and does the research agency ensure that the server's Internet connection offers sufficient capacity at all times?
10. Is the duration of the fieldwork for the specific study chosen to be long enough so that all the individuals belonging to the target group have a quantifiable chance of taking part in the survey?
11. Are the type and scope of the incentives that may be offered chosen such as to produce a neutral inducement to participate in the study – neutral in terms of the study and the target group – so as to avoid a bias in the sample caused by the incentive offered?
12. Are measures implemented in order to check the fieldwork, in particular to rule out the possibility of multiple participation and "clicking through" the questionnaire?
13. Are the measures taken for checking the fieldwork adequately documented?

## Data Protection Regulations

14. Are respondents informed about the scientific purpose and the research objectives of the survey in a manner that is methodologically appropriate?
15. Are respondents informed that their participation is voluntary, and can they leave the Web pages of the questionnaire directly at any time to discontinue the interview?
16. Are respondents informed when data is obtained without their knowledge, and is their corresponding consent obtained?
17. Are suitable technical measures taken to prevent the (personalised) data obtained being viewed or reconstructed by third parties?

## Presentation, Interpretation, and Documentation

18. Are the research results presented in full, i.e. are all the units studied and all the questions posed included?
19. Is the interpretation of the research results based on the research issue addressed and is it supported by empirical results?
20. Does the final report about the study contain the necessary basic information for assessing the scientific quality of its execution and the possibilities of and limitations on the interpretability of the results?

## Online (Access) Panels

21. Is the panel recruited "actively", meaning that respondents are selected by the research agency using a range of sampling techniques and approached individually?
22. Is the number of actual panellists stated, i.e. the number of verified persons who regularly take part in surveys?
23. Are the recruitment and selection procedures for panellists and the details of panel usage and measures for panel maintenance appropriately documented?
24. Are the addresses and the socio-demographic and other stored details about the panellists up-dated frequently enough?
25. Are precautions taken to ensure that panellists are not interviewed too often?

Herausgeber · *Editor*

ADM Arbeitskreis Deutscher Markt- und Sozialforschungsinstitute e.V.  
Langer Weg 18  
D-60489 Frankfurt am Main  
Tel.: +49-69-97 84 31 36  
Fax: +49-69-97 84 31 37  
E-Mail: ADM.eV@t-online.de  
Internet: www.adm-ev.de

ASI Arbeitsgemeinschaft Sozialwissenschaftlicher Institute e.V.  
Lennéstraße 30, D-53113 Bonn  
Tel.: +49-228-22 81 0  
Fax: +49-228-22 81 120  
E-Mail: asi@bonn.iz-soz.de  
Internet: www.bonn.iz-soz.de/extern/asi

BVM Berufsverband Deutscher Markt- und Sozialforscher e.V.  
Frankfurter Straße 22, D-63065 Offenbach am Main  
Tel.: +49-69-80 01 552  
Fax: +49-69-80 03 143  
E-Mail: bvm.blos@t-online.de  
Internet: www.bvm.org

D.G.O.F. Deutsche Gesellschaft für Online Forschung e.V.  
Dietrich-Bonhoeffer-Straße 5, D-50354 Hürth  
Tel.: +49-2233-97 70 55  
Fax: +49-2233-97 70 56  
E-Mail: vorstand@dgof.de  
Internet: www.dgof.de

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