

A standard with quality indicators for web panel surveys: a Swedish example

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During the last 10 to 15 years, web panels have been established as a cost effective and quick method in market surveys. The generalizability of the results, i.e. the inference, to a certain population depends primarily on two important aspects: the recruitment method and the total non-response in both the recruitment phase and the specific survey. Besides those major aspects there are several other quality aspects such as the design of the specific survey, management of the panel, rules of quarantine, attrition, conditioning, etc. Traditional measures of quality in surveys, such as precision (e.g. confidence intervals), are not applicable for web panel surveys. This means that the method constitutes almost a paradigm shift since quality aspects have to be discussed in new terms. The Swedish Survey Society has assigned a committee to propose (metric) measures that can be used to assess quality aspects of results from web panel surveys. The purpose is to establish a standard in Sweden for quality indicators that can be used and how they can be calculated. The paper will present the proposed standard as well as reactions from the market research community in Sweden.

Key Words: generalizability, recruitment, paradigm shift, metric standard