'Web or mail? The impact of survey distribution mode on response'

Delivered by
Professor Mark Saunders
Surrey Business School, UK

Abstract: This seminar explores the impact on response of using online (web) as opposed to mail based questionnaires. Despite widespread Internet use and ready availability of inexpensive Web survey software, few studies have examined this explicitly.

This seminar illustrates the implications of using the Web drawing upon both on a real world experiment comparing employee responses to Web and Mail questionnaires and a large scale Web survey of Small and Medium Enterprise (SME) owners. Recommendations regarding the use of Web based surveys are offered. This seminar should be of interest to those undertaking survey research using questionnaires to both employees and organisations.

PRIORITY REGISTRATION FOR WOW & GSBRC-AFFILIATED HDRs and ECRs

Friday, 22nd March 2013
10am - 11:30am
Room -1.18, Building N72 (Nathan) with videolink to Room 3.60, Building G06 (Gold Coast)

Tea/coffee provided

With the support of the Griffith Social and Behavioural Research College

Speaker: Mark Saunders is Professor of Business Research Methods and Director of Postgraduate Research Programmes at the Surrey Business School, UK. His interests focus on research methods, including online research methods; methods for researching trust; the development of process consultation tools to learn about and improve organisational relationships; and the human resource aspects of management of change, particularly with trust and justice. He has published in a range of journals and his recent books include Research Methods for Business Students (2012, Pearson), (with Phil Lewis and Adrian Thornhill); and the Handbook of Research Methods on Trust (2012, Edward Elgar) co-edited with Fergus Lyon and Guido Möllering; and Organizational Trust: A Cultural Perspective (2010, CUP) co-edited with Denise Skinner, Nicole Gillespie, Graham Dietz and Roy Lewicki.