Questionnaire design for smartphones (and tablets) – an on-going journey from mobile unfriendly to mobile friendly to mobile optimization
Jeldrik Bakker (Statistics Netherlands)
j.bakker@cbs.nl

Abstract

For some years survey methodologists have been challenged with the rise of the smart device and the drop of the desktop. Especially due to the ever increasing use of smartphones in online surveys, national statistical institutes are starting to worry about the longitudinal trends and representability of their surveys. Can we ignore mobile respondents? Should we discourage mobile completion? Should we make our surveys suitable for mobile devices and if so, how should we do that? During the presentation best-practices will be shown of smartphone questionnaires, which will be further elaborated in the paper. Furthermore we will highlight the difference between mobile friendly and mobile optimized surveys and we will give a glimpse of what is waiting for us.