

DGOF WORKSHOP:

Getting Closer to the Truth. A Guide to Collecting More Reliable Data from Your Research

SHAPING.
ONLINE.
RESEARCH.

Tuesday, 25 April 2023 | 10 am to 1 pm | online

Workshop Content:

This workshop will teach you how to get more truthful answers from participants of your research.

- This workshop will examine some of the big gaps between what people tell us in a survey and what we know to be the truth
- Look at the types of questions that can deliver untruthful answers and the common causes of untruthfulness in surveys.

You will learn:

- How to de-bias your questionnaires: which starts with an understanding of some of the unconscious levels of bias inherent in some types of questions and styles of survey
- How to use and apply honesty detection techniques to make sure you are reaching the right audiences
- How to re-word and reframe survey questions to deliver more truthful answers
- How to ask questions in different ways that can help you to get closer to the truth
- The techniques of honesty priming and empathetic survey design, to help respondents to feel more comfortable about revealing the truth
- How to structure surveys and build better survey narratives that will help reduce one of the biggest causes of untruthfulness – respondent fatigue
- How you can use games and quizzes to really get you to the truth

This will be a hands-on workshop with exercises and challenges where you will have a go at trying to re-write and design survey questions.

Workshop Instructor: Jon Puleston, Vice President Innovation Profiles Division, Kantar

Schedule: Joining the online meeting room around 9.45 am, Workshop from 10.am to 1 pm (inc. 15 min break)

Venue: online

Participation Fees: 190,00 € for DGOF Members; 290,00 € for non-DGOF Members

Contact/Information: DGOF Office: office@dgof.de

Register now on www.dgof.de!

Organizer:



Since its founding in 1998, the German Society for Online Research (DGOF) has been committed to the establishment and further development of online research and to the interests of online researchers in Germany. Online research ranges from the use of online-based data collection methods (e.g., by means of web surveys in online panels), to mobile research with smartphones, tablets, and wearables, to the collection and analysis of social media data, administrative data, data from passive measurements, and other Big Data sources.