

Proof of Concept Questionnaire Design for Social Research: Challenges and Opportunities of a Smartphone First Approach

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The coverage and use of mobile devices have increased very strongly over the last five years and are anticipated to grow for the coming years. This change in communication has already led to an increasing percentage of respondents that start online surveys on mobile devices, despite the fact that the surveys are often not fit for small screens and mobile device navigation. National statistical institutes in charge of creating European Social Surveys (ESS) have begun to react to this trend and started to explore smartphone options. A general research question that needs to be answered; What is needed to keep our ESS fit for the future? Several research projects on ESS surveys are described with respect to fitness criteria, challenges and opportunities to apply a smartphone first questionnaire design on European Social Surveys. Lessons learned can be shared and to answer research and implementation questions.