

# Southern Europe Roadshow 2009

## Web-based Survey Methods Workshops at Academic Institutions in Southern Europe

### Agenda

1	Quick Overview .....	2
2	Requirements .....	2
3	Benefits .....	3
	For Hosts.....	3
	For Participants .....	4
4	Topics & Format .....	4
5	Timeline.....	5
6	Further Questions .....	5
6.1	About Unipark .....	6
6.2	About Globalpark.....	6
7	Legal .....	7



## 1 Quick Overview

Globalpark Inc., a former University startup that grew as one of the leading providers for online feedback software, is sponsoring educational workshops related to the theoretical foundations and applications of web-based survey methods.

These four-hour workshops are exclusively offered to academic institutions in Southern Europe, are free of charge and will be conducted on-site in collaboration with Prof. Dr. Michael Bosnjak (Free University of Bozen-Bolzano, Italy), one of the leading experts in the field of online research.

The workshops will encompass both a well-grounded introduction into web-based survey methods, hands-on exercises, and free access to the Unipark platform to collect data via web-based survey techniques.

Universities and academic institutions located in Southern Europe are invited to express their interest to host a workshop in September 2009 at:

[www.south-europe-2009.unipark.info](http://www.south-europe-2009.unipark.info)

Expressions of interest are accepted until June 15, 2009.

Further details, such as the requirements to apply, the benefits to academic institutions and to participants, timelines and details about the content, format and length can be found below.

## 2 Requirements

Hosts of the workshop should be academic institutions offering undergraduate-level, graduate-level, and/or Ph.D.-level teaching in the following areas: business and economic sciences (e.g., management, marketing, economics, and related areas), social and educational sciences, psychology and related areas.



Academic institutions should be located in one of the following countries: Portugal, Spain, France, Italy, Slovenia, Croatia, Greece, or Turkey.



Furthermore, local hosts are expected to provide a lecture room for at least 30 participants. In addition, the necessary technical equipment for the workshop (projector/beamer, Internet access for the presenter and the participants) should be available. Local hosts are expected to participate in promoting the event within their own university as well as externally. Students and academic staff from other Universities should also be eligible to attend the workshop (i.e., participation must not be restricted to own students/staff). Preference is given to hosts guaranteeing at least 20 participants.

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### 3 Benefits

#### For Hosts

Hosts can benefit in various ways: The workshop may be integrated into already scheduled courses and lectures; hosts can take advantage of leading experts in the field, training their students and research staff in web-based data collection methods; free access to the Unipark platform for 3 months following the workshop will be granted. Furthermore, by co-organizing the workshop, hosts may want to stress their commitment for innovative teaching and research methods.

## For Participants

Participants will get introduced into the theoretical foundations of web-based data collection methods, will become familiar with implementing web survey instruments, and will therefore be prepared to conduct web-based studies on their own.

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## 4 Topics & Format

The workshop will encompass two related parts of about 2 hours each (i.e., 4 academic hours for the whole workshop).

In part one, covering about 2 academic hours, Prof. Dr. Michael Bosnjak will give an introduction into the methodological foundations of web-based surveys. Topics will include issues of coverage, sampling, nonresponse and measurement applied web-based survey contexts. Special attention will be devoted to methods and procedures to increase response rates, to visual design effects and to the relevant sources to continue self-directed learning about web-survey design and implementation.

In part two, encompassing about 2 academic hours, Unipark and its tool EFS Survey, which covers the whole process of data collection, monitoring of survey fielding, data processing and analysis of findings will be presented. Afterwards, participants will be introduced into how to implement a web-based survey on their own using the Unipark platform. Topics include: Setting up and implementing a questionnaire, usage of complex design features such as filtering/branching, randomization, changing design and layouts, inviting participants, data exporting possibilities, and using online statistics.

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## 5 Timeline

2009, September: Web-based Survey Methods Workshops taking place at selected academic institutions in Southern Europe

2009, August 10: Notification of acceptance/refusal to participants (places are limited)

2009, July 1-30: Workshop promotion and participant registration

2009, July 1: Selection of hosting institutions (No of workshops offered and therefore No of hosts accepted is limited)

2009, June 15: Deadline for expressions of interests to host a workshop

## 6 Further Questions

In order to express your interest for participating in hosting a workshop for online research methods, please apply at:

Apply now at: [www.south-europe-2009.unipark.info](http://www.south-europe-2009.unipark.info)

If you have any further questions, please do not hesitate to contact the organizing team or have a look at the Unipark website at: <http://www.unipark.info>



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## 6.1 About Unipark

The Unipark program is one of the most successful programs to provide web-based software solutions for research and education.

Since 2005 Unipark provides Globalpark's online survey software "EFS Survey" to chairs, lecturers and students at a reduced rate. With EFS Survey scientific institutions are able to conduct complex surveys for scientific and non-commercial purposes professionally, quickly and cost-effectively. Today, EFS Survey is being used by more than 600 chairs worldwide to conduct surveys within the scope of dissertations and other scientific projects.

## 6.2 About Globalpark

Globalpark, headquartered near Cologne and with offices in London, New York and Vienna, is one of the leading international suppliers of online feedback software for market research, human resources, marketing and customer-relations management. Within the German-speaking world, Globalpark is market leader in these fields. More than 1,000 satisfied clients worldwide use Globalpark software. Over 350 of these clients are international groups, leading market research institutes and consulting firms. Globalpark's customers include renowned companies such as Continental, Daimler, Deutsche Lufthansa, Deutsche Telekom, the GfK Group, Siemens, Warner Music and Wrigley.



## 7 Legal

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