

Employee-surveys via intranet

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Online-surveys get more and more popular with market and social researchers, who obviously take advantage of this quick and economical possibility to collect data. But there are some serious methodological problems which mainly concern the limited data quality because of the well-known selection bias of the sample. Therefore this kind of data collection does not seem suitable to get general representative surveys.

However, if there is a clearly defined population, which can surely be reached via internet, it should be possible to collect valid, representative survey data. For example employees of a company connected via intranet form such a group. This kind of research is mainly interesting for companies with offices scattered on a national as well as global level.

At the University of Duisburg we conducted several employee-surveys via internet and intranet for the past few month. With these experiences we can confirm the enormous power of this technique. Nevertheless there are technology effects, data security and legal issues, which raise new questions. The poster presentation will focus on those methodological aspects, which are relevant when conducting an employee-survey.

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