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Abstract

This workshop will explore the use of web-based GSS tools for research data collection. Particular attention will be paid to focus group and panel group methodologies and to pictorial or graphical presentation of data to the subjects.

Research data collection, as with everything else on the World Wide Web, is a relatively new thing. GSS tools have been used for data collection throughout their fifteen year life, though little formal study has been made of GSS as a research data collection tool. GSS survey or voting tools are occasionally used at the end of controlled experiments to collect research data. Collection of open or closed ended data often occurs at the end of field use of GSS. GroupSystems, a leading GSS, includes a tool that supports floppy disk or web collection of survey data and then reconstitutes and collates the data together within the GSS.

Web-based GSS holds significant promise as a research data collection tool. GSS provides for the ability to quickly collect both quantitative and qualitative data. GSS provides for confidentiality even at a face-to-face setting. GSS can provide support collection of qualitative explanatory data along with quantitative responses. GSS can quickly produce a first pass analysis of data allowing researchers to react to the data almost immediately, if the research design calls for doing so. GSS, in a focus group setting, has been shown to minimize the moderator's ability to sway results. The potential of properly designed GSS tools to support research data collection is considerable.

Considerations of web survey sampling problems, web interface issues, and data security will be explored.

Purpose of the Workshop

This workshop will explore the development of WWW pictorial and graphical GSS tools to support the data collection from design evaluation and marketing media studies. The authors software environments (see attached short paper) will be presented and other workshop participants will be invited to discuss or present their own WWW environments. Discussion of the implications for
- Design of data collection methods
- Development of future tools

will be encouraged.

Expected Audience

This workshop should attract IS researchers who are interested in advancing the WWW at a medium for data collection. It should attract GSS researchers interested in the implications of combining GSS discussion and data collection technologies with graphical or pictorial engines.