

A Virtual Village for Students

HISBUS Online Panel  
**A Virtual Village for Students**  
 as Instrument of Political Consultation  
 and Instant Information

Presentation in Zagreb

20/21 June 2007

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HISBUS Online Panel

**Contents**

1. Overview: Objectives and Philosophy
2. Standardization: Enquiry procedure / Presentation of results
3. Representativeness
4. Security Concept and Data Protection
5. Incentives and draws

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HISBUS Online Panel 1. Objectives and Philosophy

**Students research in the Web**

- panel of 10.000 students
- *continuously* available *at any time*
- nationwide *representativeness*
- *quick* delivery of results
  - standard enquiry: 6 weeks
  - quick enquiry: 1 to 2 weeks max.


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HISBUS Online Panel 1. Objectives and Philosophy

**Virtual village for students**

The interviewees ...

- ... are "*experts*" in education and higher education policy
- ... are not just objects of curious interviews, but *political consultants*
- ... exert influence on decision-making processes and political discussions



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HISBUS Online Panel 1. Objectives and Philosophy

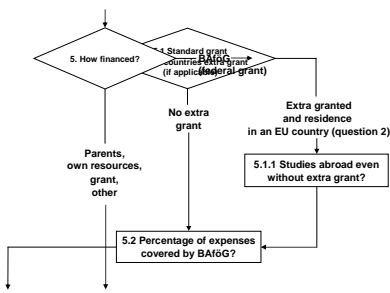
**The online panel's 4 advantages**

1. **Costs**  
(printing, postage, reminders, returns, data collection)
2. **Speediness**  
(1 – 6 weeks between designation of the problem and delivery of the results)
3. **Quality of data**  
(online plausibilization)
4. **Expenditure for the interviewee**  
(reuse of master data / pre-enquiries)

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HISBUS Online Panel 1. Overview and objectives

**Filter guidances (1)**



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1. Overview and objectives

### Filter guidances (2)

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1. Overview and objectives

### Master data (1)

**A. University and studies**

- university?
- subject?
- degree?
- second studies?
  - when?
  - what subject was first?
- no. of university and subject terms?
- change of subject or degree?

**B. Educational background**

- type of university admission
  - when achieved?
  - which way?
  - in what place (Zip code)?
- vocational education?
  - kind?
  - when (prior, after, during the studies)?

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1. Overview and objectives

### Master data (2)

**C. Personal details**

- sex?
- year of birth?
- civil status?
- children?
  - how many?
  - how old?
- nationality?

**D. Social background**

- graduations of mother and father?
- finished vocational education of mother and father?
- job position of mother and father? (subtly differentiated into 17 categories)

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1. Overview and objectives

### Topics / enquiries (selection)

- **Teacher shortage**
- **Studies abroad** and BAföG grant
- Utility value of **university rankings**
- **Children** planned? Students' conceptions of life
- The **Bolgona** process: knowledge and acceptance
- Acceptance of **study fees**
- **E-Learning**
- Knowledge of **foreign languages**
- **Pisa** – knowledge acquired at school and capability to study

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2. Enquiry procedure

### Enquiry procedure (1)

<ol style="list-style-type: none"> <li>1. Coordination of the enquiry concept</li> <li>2. Operationalization</li> <li>3. Implementation into web questionnaire</li> <li>4. Expert test</li> <li>5. Pretest in the field</li> <li>6. Enquiry field phase</li> <li>7. Plausibilization</li> <li>8. Statistical evaluation</li> <li>9. Result processing</li> </ol>	<ul style="list-style-type: none"> <li>• agreement on topic</li> <li>• identification of relevant content areas</li> <li>• exploration of previous topic-related research</li> </ul>
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2. Enquiry procedure

### Enquiry procedure (2)

<ol style="list-style-type: none"> <li>1. Coordination of the enquiry concept</li> <li>2. Operationalization</li> <li>3. Implementation into web questionnaire</li> <li>4. Expert test</li> <li>5. Pretest in the field</li> <li>6. Enquiry field phase</li> <li>7. Plausibilization</li> <li>8. Statistical evaluation</li> <li>9. Result processing</li> </ol>	<ul style="list-style-type: none"> <li>• questionnaire design with regards to content</li> <li>• sequence</li> <li>• ensuring comparability with other captures</li> <li>• development of scales</li> <li>• etc.</li> </ul>
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