

Abstract

This paper deals with online data collection via touchscreen smartphones. The aim of the work is to answer a question whether the data obtained via mobile phones is of comparable quality to the data obtained through other devices. The introduction describes the advantages as well as the challenges related to the collection of data using mobile phones based on the technical parameters of mobile phones. These specifics of mobile phones require the need to adapt questionnaires for data collection through mobile phones by optimizing questionnaire design, which is a key prerequisite for obtaining quality data through mobile phones. The text will cover the methods of optimization of the form and the visual design of questionnaire tools; and present their importance in terms quality of data.

Subsequently, the discussion covers existing findings concerning the quality of data obtained through mobile phones based on quality of data indicators including measurement errors and non-response errors, concluding that the quality of data obtained through mobile phones, with the correct methods of optimization is comparable to data collected using other devices. The data analysis based on selected quality of data indicators confirms other findings up to date.