

Is willingness to pay for visualised landscapes amenities using web surveys sensitive to screen size ?

Jacob Ladenburg (KORA) and Pablo Hevia Koch (DTU-Management)

Abstract

It has become more and more common to use websurveys in economic valuation studies relative paper based surveys. Web surveys are often cheaper and easier to administrative. Furthermore websurvey makes it easier for the researcher to design complicated surveys with different kinds of experiments. Websurveys are naturally answered by the respondent read the questions from a screen and process the presented information subsequently. Several studies have tested whether web surveys convey information differently and subsequently leads to different estimates. However, to the authors knowledge, no studies have tested whether the size of the screen convey information differently. This might be of particular importance in relation to preference studies using visualisations/pictures to frame and support the preferences elicitation process. If screen size influence preference, after controlling for socio-demographics such as age, gender, education and income, a bias will be present and the stated willingness to pay will be a function of the screen size. Using preferences for the location of onshore wind farms as the case, we test the effect of screen size on WTP and find some support of screen size bias.