

## **New Communication Channels in Web Surveys**

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Recent advancements in communication technology and digital data collection, coupled with a continuous increase of mobile device use, particularly smartphones, facilitate new communication channels in web surveys. For instance, smartphones support question reading through pre-recorded videos and answer recording through the microphone, potentially simulating interviewer-based surveys. They also support taking photos in the moment or uploading photos from the gallery to answer questions in a more objective way. Furthermore, telecommunication applications providing video and voice chat support interviewer-administered web surveys. Growing and powerful opportunities in data transformation, manipulation, and analysis, such as Automatic Speech Recognition and Text-as-Data Methods, facilitate a proper data handling, even from large-scale web surveys. Applying new communication channels in web surveys has not only the potential to extend the existing methodological toolkit, but to collect new data that provide more objective and in-depth information about respondents’ attitudes and behaviors.