

The presentation starts with a discussion of the development of so called online access panels (or web panel) during the last decades. Originally most such panels were non-probability based opt-in panels, but recently several probability based online panels have been Established in Europe. Some studies of their accuracy and quality exist, but this topic is still largely unsettled. Next, the activities at the Laboratory of Opinion Research (LORE) at the University of Gothenburg, including the Citizen Panel, are presented. Our approaches to recruiting, maintaining and running a web panel are presented. Further, during the last years LORE and the Citizen Panel have conducted a series of experiments in survey methodology about various topics such as response rates and recruitment approaches. A selection of these are presented and summarized.