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The art of soaping the sample

Theoretical overview of the impact of incentives and interview methods on response quantity and quality



Prologue.

The problem of selection awards for the intergenerational quiz „Tean ja ei tunne“



By the end of this lesson

you will all know about different type of incentives (**X**),

most of all will know about decoy strategy (**Y**)

and some of you will know about impact of prepaid and post-interview cash incentives (**Z**)

Danish time-use
and consumption
survey (2008/09):
questionnaire, diaries and
an expenditure booklet;
CAPI and CAWI

Respondents in the 18–74 age. Duration 12 months.
Up to nine reminder calls per instrument per participant

Dynamic strategies for providing incentives.

Lottery prizes were increased considerably during the final six months

Weeks 1-39 Monthly prizes:

1 prize for 5,000,

2 prizes for 1,000

(Expected average payout per person: 17.5 eur)

Weeks 40-65 Monthly prizes:

1 prize for 10,000

1 prize for 5,000

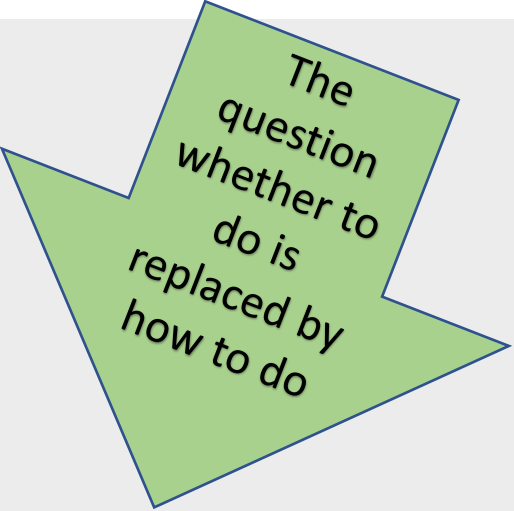
1 prize for 2,000

(Expected average payout per person: 42.5 eur)

Dynamic strategies for offering incentives

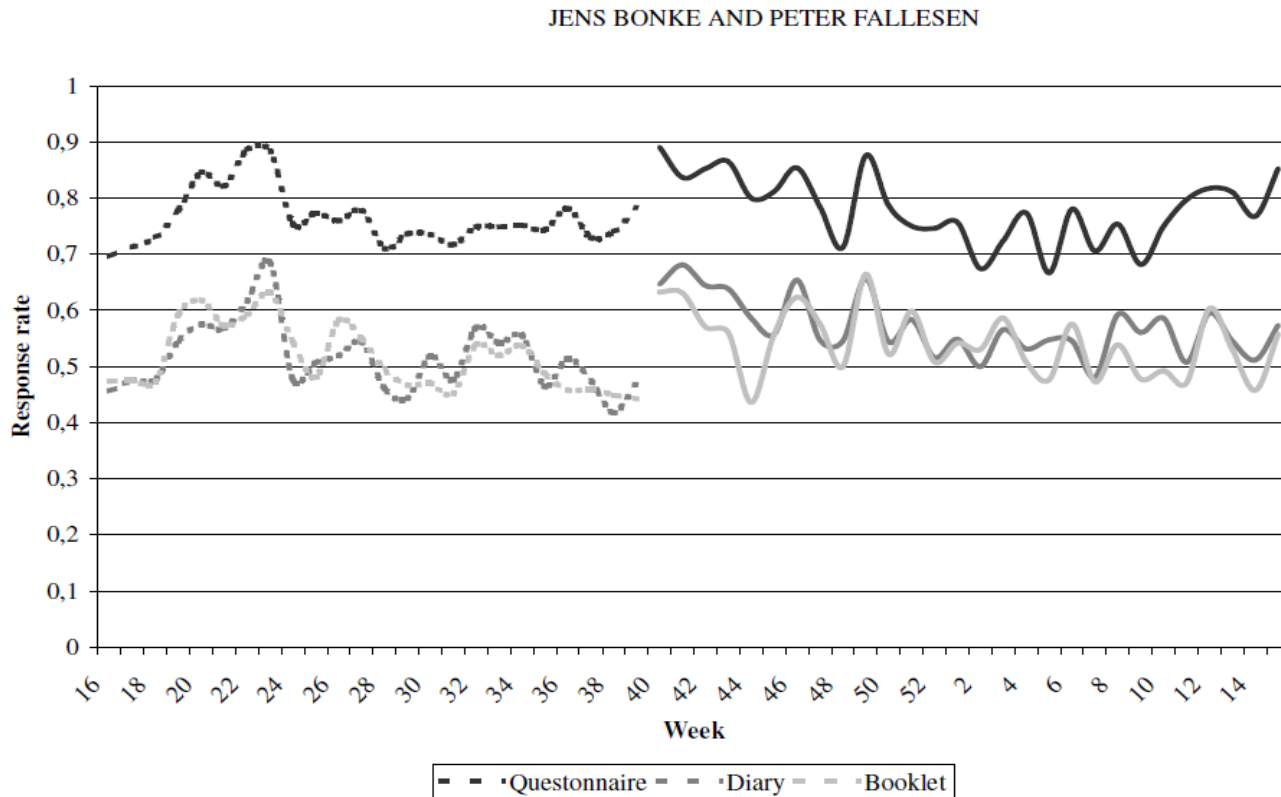
Lottery prizes were doubled if they had used only the CAWI method.

Finally, the ordinary follow-up call procedure was supplemented from week 40 **with the offer of cinematickets** to all the survey participants in the family



The question whether to do is replaced by how to do

Impact on response rates



At the time of the changes in incentives (week 40), the response rates went up for all the instruments

The doubling of these prizes for using the web had a high impact on the number of respondents choosing this method.

The response quality (less socially expected/accepted answer options) was higher when respondents did CAWI compared to CATI.

A reminder procedure, information campaign

The National Study of ICT Use in Primary Healthcare in Poland (2014)

4 months, 52 closed questions in CAWI
the database was divided into “mailing groups”, two regions for each week.

Response rate **16.34%** of all and 17.73% of effectively sent e-mails (1,029 responses).

An e-mail was not received by 14.19%

The lowest rate was 9.77% in one region. (depended on perceived interest of partner organisations)

52% (a total of 470) of the responses were obtained after the initial mailing,

48% (439) after the reminders.

A reminder procedure, information campaign, and involvement of a variety of organizations are crucial to the effectiveness of this type of study.

Involvement of a variety of organizations

In the survey

General Practitioner organizations were invited to take part in the study by **informing their members on aim, schedule, and advantages** of the study.

Their role was to share information (in face-to-face meetings; through website, by sending special e-mails)

to promote the study among associated organisations

Organisations had always the up-to-date information, they had access to the primary information sources of the survey.

Partners' additional informational activities were performed before and during the time reminders were sent.

Online
information
campaign,
electronic
„awards“

Non-material incentives

like web patches usable in FB
and Instagram

Brand-recognition etc

CAWI, 2016, 6 months

A random sampling (all of them are active users of social media tools)

476 respondents

Online questionnaire through **the multiple channels**

(e-mail, call-to-action embedded in blogs, discussion forums,

the greatest emphasis was put on the use of social networks:

Facebook, Twitter, LinkedIn, YouTube, Pinterest, Google+, Instagram, Snapchat, and Tumblr.

The largest group younger than 21 (23.94%; N = 114).

Next 28–31 (22.90%; N = 109).

Next 25–27 (18.28%; N = 87).

Next 22–24 (18.07%; N = 86)

the last group 32 years old and older (16.81%; N = 80).

Distinguished
information
share

Intellectual incentives

CAWI in 2015

the whole population of Milan University (students, administrative staff, teaching staff) 70,975 individuals
Questionnaire available on line from 14th May to 1st July
weekly e-mail reminders

response rate **14.4 %**;

Students 69.2 %

academic staff 21.4 %

non-academic staff 9.4 %

An informational brochure about CMV (the virus, its epidemiology and its behaviour) was downloadable for participants who completed the survey

CATI and CAWI needs CAMI

Multiple methods (apps, sms, e-mails and calls) can be especially useful in the context of a panel study.

57% of panel members with a mobile phone used it when being prompted in a dynamically programmed survey

The Relationship Dynamics and Social Life (RDSL) – panel, weekly reports. Axinn, Gatny, and Wager found that allowing panel members to switch modes kept more participants in the study compared to a web only approach.

Six online waves of the GESIS Panel in Germany offered different channels for respondent.

For smartphone survey completion, the indicators of measurement and nonresponse error tend to be higher than for tablet completion.

Reasons are
individual

Reasons why they do not repond

Increased number of surveys

The time depends on the survey burden. The burden depends on

the length of the survey,
the (cognitive) complexity
invasiveness.

Perceived burden also depends on
respondent's attitude.

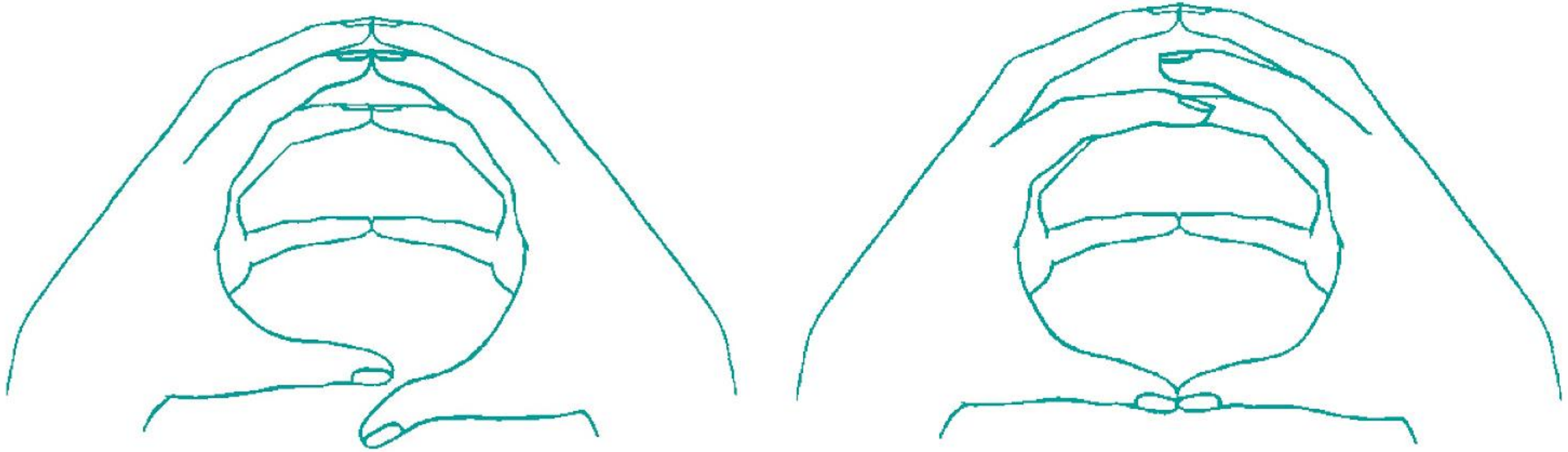
logistical and schedule factors
personal expectations

Committee on National Statistics (2013). Nonresponse in Social Science Surveys: A Research Agenda. National Academies Press
<https://ebookcentral-proquest-com.ezproxy.tlu.ee/lib/tallinn-ebooks/reader.action?docID=3379255&ppg=76>

An increase in working hours (people are more time-constrained)

People with weak community ties may also respond less often
(Robinson and Godbey, 1997; Abraham et al., 2006)

Bobbing and shaking minutes



Motivation rising strategies

Advance letters explaining the importance of doing research, information about how time expense

The impact is mixed from positive and significant (Hembro et al., 2005) to no significant (Singer et al., 2000) .

Increasing the number of follow-up calls

Scratch cards (the recipient cannot resist scratching the card and thereafter feels obligated to participate in the survey irrespective of whether or not he/she has won a prize.)

Personal in-kind gifts (as prepaid rewards), **charitable donations, lottery**

Cash – pre-paid; post-interview.

No common understanding nor single solution

Impact

Only prepaid cash incentives have a positive impact on mail surveys and donation, gifts, lottery have not (Warriner et al., 1996; Armstrong, 1975))

Post-interview cash incentives have a positive impact on the response rate if they are of appropriate amounts (Fahimi et al., 2006)

Post-paid and lottery incentives have little or no impact, or that if they have an effect this is found to diminish as the size of the prize is increased (Warriner et al., 1996; Singer et al., 2000; Ryu et al., 2006.)

Contingent incentives (only those who answered every question) decreased responses to the study compared to unconditional incentives (all participants were eligible). The quality and retention had no difference (Göritz, 2005)

Redeemable bonus points, money lotteries or gift lotteries had an impact on response quality (Göritz, 2004)

Whether the prize in a cash lottery is given as a single payout or split up into several prizes has been found to have no impact on response and retention rates in online panels, nor does the amount of the prizes affect these rates (Göritz, 2006)

Presistency,
dynamic
strategies,
knowledge
about
human
psychology

„All of the previously mentioned studies included reminder procedures as key elements influencing response ratio.“

Dynamic strategies in providing incentives.



How to get
people to
choose the
option what you
want them to do

Let go together

to Riga at Hilton hotel (100 eur)
to Riga at Radisson hotel (50 eur)
to Vilnius

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„The decoy effect
might be used to
encourage people
to make healthier
life choices“

Christian Von Wagner (University College London) explored people's intentions to undergo a vital – but unpleasant – screening for colorectal cancer.

Version 1

**arranging an appointment for the screening
not having the procedure at all**

Version 2

**arranging an appointment for the screening
an appointment at a less convenient hospital with a longer
waiting time
not having the procedure at all**

The third option (decoy) made the screening at the original hospital appear less burdensome.

„The decoy effect
might be used to
encourage people
to make healthier
life choices“

Would you like

to be examined by a doctor of the same gender (the
preference)

to be examined by a doctor of a different gender (the
decoy).

not to be examined

„If you do come across two candidates who are **similar**, but one is **slightly** superior to the other, it will heighten your regard for them compared to the other competitors“

Would you like

to answer the questionnaire by getting a pre-paid incentive

to answer the questionnaire by getting a post-interview incentive

not to answer the questionnaire

Ender:
Mission completed?

Are you X, Y and Z?

X you know about different type of incentives

Y you know about decoy strategy

Z you know about impact of prepaid and post-interview cash incentives

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Thank you