



Willingness to participate in IN-THE-MOMENT SURVEYS TRIGGERED BY ONLINE BEHAVIOURS

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OBJECTIVE

- Sending a survey to the members of an opt-in online panel **right in the moment an online activity of interest is detected** using a tracking software installed in their browsing devices (the “meter”).



OPT-IN ONLINE PANEL



“METER” (TRACKING SOFTWARE)



SURVEY IN THE MOMENT

DATA & METHODS

- Fieldwork: Netquest opt-in metered panel in Spain (May/June 2021, N=800, quotas: gender, age and education).
- RQ1-RQ2-RQ3: **Choice Based Conjoint** analysis:
 - 7 questions per participant, choosing between 2 in-the-moment surveys and the option “I would not participate” each time
 - Each in-the-moment survey defined by **4 attributes**.
 - **Utilities** are estimated using a Hierarchical Bayes analysis. Utilities are numerical scores that measure the influence of attribute-levels on participants’ decisions, and allow to estimate the importance of each attribute and the willingness to participate.
- RQ4: open questions.

WHY IN THE MOMENT

1. Avoid memory recall errors.
2. Improve quality of survey data.
3. Get the full picture (objective and subjective data) about an event of interest.

Final goal: get accurate insights to take **better decisions**.

RESEARCH QUESTIONS

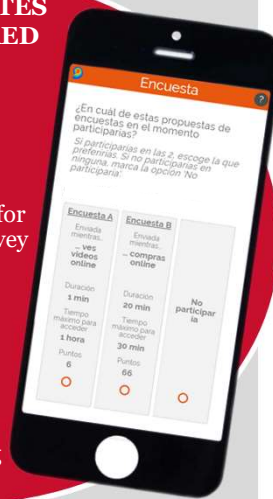
- Assessing the willingness to participate in in-the-moment surveys triggered by meter data in an opt-in metered panel.

- RQ1** Levels of willingness to participate?
- RQ2** Main factors influencing the willingness to participate?
- RQ3** Differences among participants?
- RQ4** Main stated reasons for being willing to participate or not?

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ATTRIBUTES MEASURED

1. **Survey length** (1 – 20 min)
2. **Time to participate** (15min – 12 h)
3. **Incentive**
From 1 to 4 times the incentive for an equivalent conventional survey
4. **Online activity** triggering the survey:
 - Social media
 - Reading content
 - Watching videos
 - Looking for information
 - Online purchasing



MAIN RESULTS

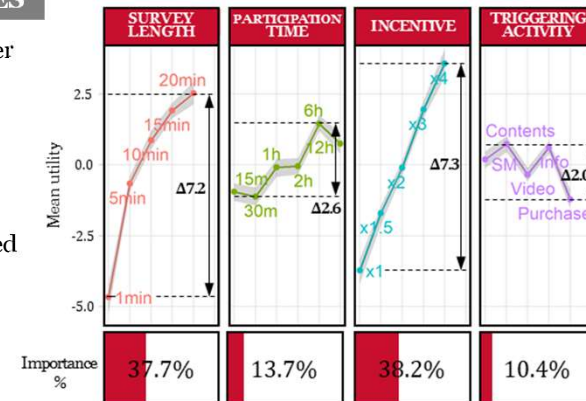
1 WILLINGNESS TO PARTICIPATE

- Overall **high levels of willingness to participate**, depending on the proposal offered to participants. 3 scenarios evaluated, considering the best/average/worst rated attribute-levels.

BEST	95% (SE: 0.6pp)
AVG.	93% (SE: 0.9pp)
WORST.	68% (SE: 3.2pp)

2 INFLUENCING ATTRIBUTES

- Preference (i.e., larger utility) for longer participation time, higher incentive level and longer surveys, as they are better rewarded.
- Most preferred activities: Reading contents and looking for information.
- Least preferred activities: Online purchasing and watching videos, related to higher sensitivity to interruptions. Privacy concerns play a minor role.
- Most influential attributes: **Incentive** and **Survey length** (more variation among levels).



3 DIFFERENCES AMONG PARTICIPANTS

- Small differences in general. Minimum willingness to participate = 54% (mid-educated).

SIGNIFICANT LOWER WILLINGNESS (5% LEVEL)



LARGE HOUSEHOLDS



MID EDUCATION



HIGH AGREEABLENESS
LOW OPENNESS

4 STATED REASONS FOR BEING WILLING TO PARTICIPATE OR NOT

- Similar reasons to those usually mentioned for participating in opt-in panels in general, except short/convenient surveys (positive) and privacy/interruptions (negative).

55% INCENTIVE	22% SHORT/COVENIENT SURVEYS	48% LACK OF TIME/ LONG SURVEYS	11% INTERRUPTIONS
34% “I LIKE SURVEYS”	12% TIME AVAILABLE	14% PRIVACY CONCERNS	6% NEVER DOING THE TRIGGERING ACTIVITY