



Willingness to participate in in-the moment surveys triggered by online behaviours

(Paper presentation, work in progress)
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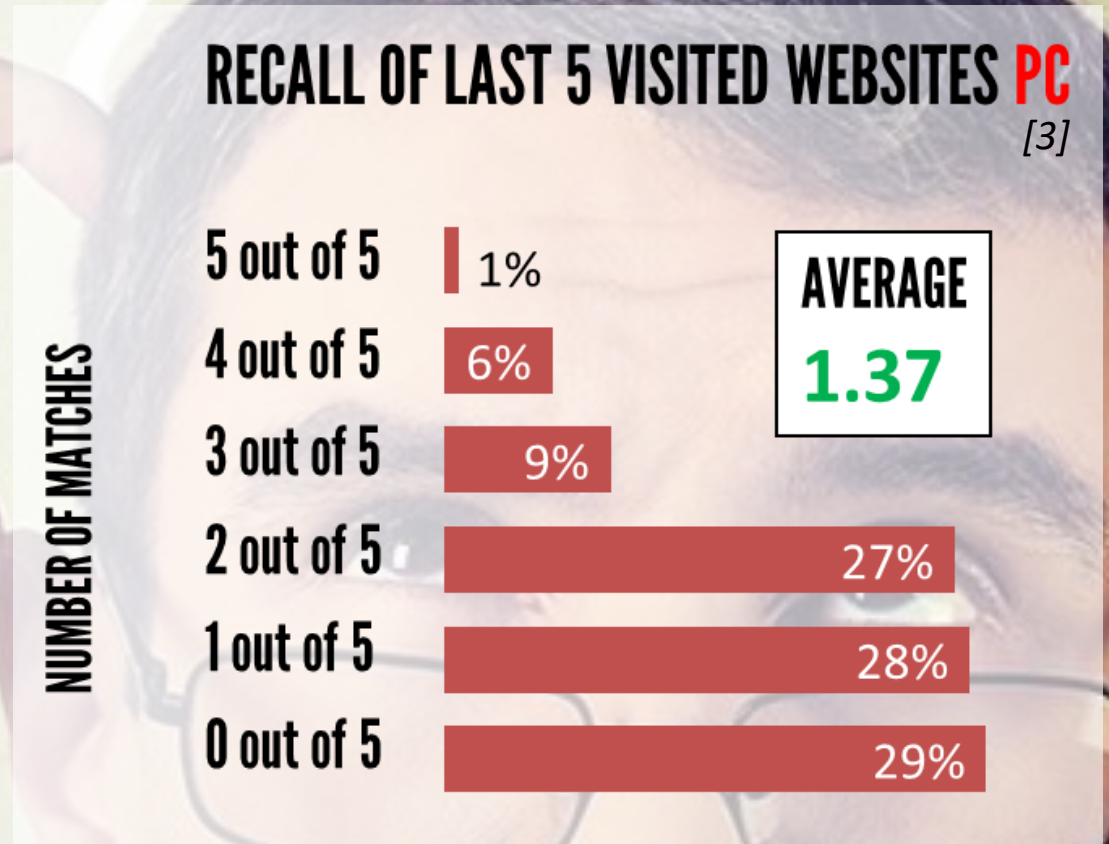
IN-THE-MOMENT SURVEYS

Surveys, a fundamental tool of empirical research in social sciences...

... but suffer **measurement and representation errors**^[1] → wrong conclusions + implementation of non-optimal policies.

Memory recall error^[2] → difficulties to recall data related to events of interest for researchers.

In-the-moment surveys, sent in the precise moment (or shortly after) the event occurs, may reduce such error.

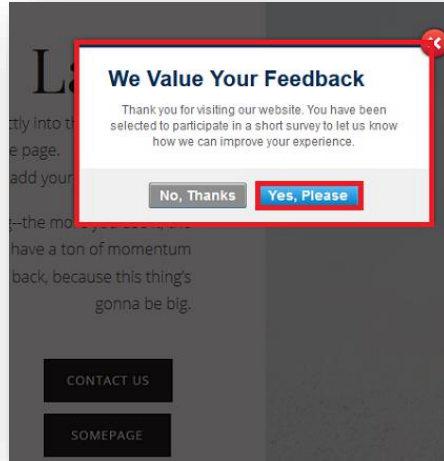


EXISTING IN-THE-MOMENT SURVEYS

There are several examples of existing/past in-the-moment surveys:



Satisfaction surveys in public transportation.



Online satisfaction surveys



Coincidental surveys: “are you listening to the radio?” instead of “did you listen to radio last week?”

BUT substantially different from what we plan to do.
Drawbacks:

- Proprietary databases.
- No control on the sample.
- One-shot.
- Operationally unfeasible.

PASSIVE DATA

Observing instead of asking avoid memory recall errors. Examples:



METER DATA

Installing software (“meter”) on the browsing devices (PC, Smartphone and Tablets) of a sample of individuals to record their online activities (e.g. visited websites, search terms...)



GEOLOC DATA

An app installed on the smartphones of a sample of individuals to track and share GPS information (locations, frequent routes...)

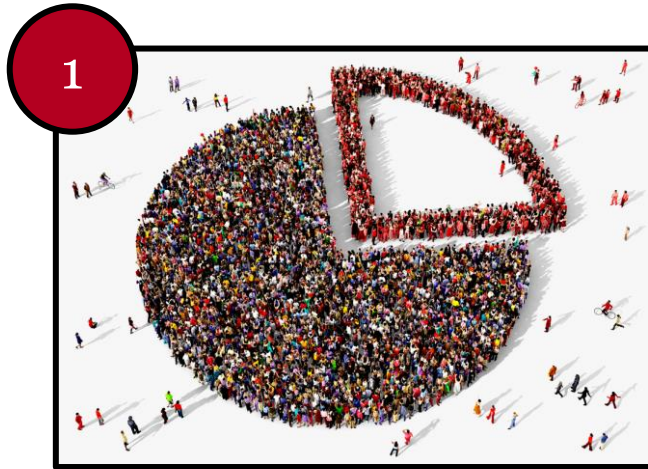
But Passive data cannot solve the whole problem by itself.

1. Also affected by **errors**_[4].
2. **Not all objective information** can be recorded.
3. **Subjective information cannot be observed** directly.

WHAT WE AIM TO EXPLORE:

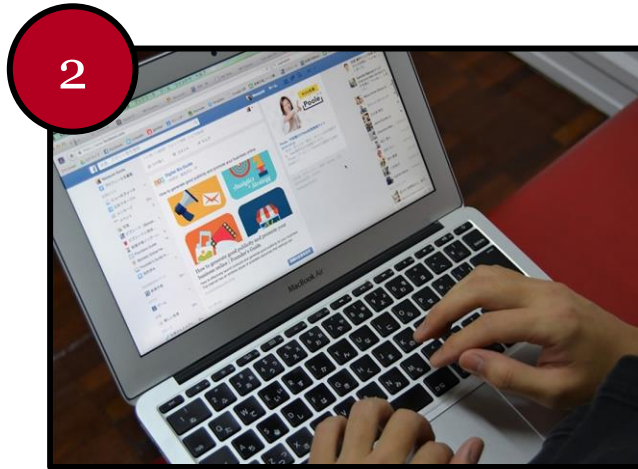
OPT-IN ONLINE PANEL + PASSIVE + IN-THE-MOMENT

To overcome existing limitations of conventional surveys and passive data, we propose **a new type of in-the-moment surveys**.



Opt-in online panels

Communities of people that voluntarily participate in research activities in exchange of reward.



Passive measurement

Some panel members accept to install a “meter” that tracks what they do online (e.g. visited websites)



In-the-moment survey

When an event of interest is detected (e.g., visiting a political party Facebook page) a survey is sent.

TWO REQUIREMENTS

FEASIBILITY

In-the-moment surveys must be good for **researchers**, but that is only possible if such surveys are also good for **participants**.

PARTICIPANTS

What willingness to participate can we expect?

- No previous research except Ochoa and Revilla, 2018 → Only 18 participants_[5].
- Wide variability among other additional research activities (12% to 74%).
- Social Exchange theory: rewards > costs?
- **Privacy** and **Sensitivity to interruption** may be relevant.

RESEARCHERS

Main goal: reduced memory recall errors.

Benefits:

- Better data quality
- Improve decision making.
- Better policy development.

Experimentation is needed.

RESEARCH QUESTIONS

RQ1 – To what extent are members of a metered panel **willing to participate** in in-the-moment surveys triggered by meter data under different conditions?

RQ2 – What are the **main factors that influence** the willingness to participate?

RQ3 – Are there **significant differences** among panellists with different characteristics*?

RQ4 – What are the **main reasons** to participate or not stated by the panellists?.

*sociodemographic, attitudinal variables and past experience as panellists.

DATA AND METHODS

RQ1 – Levels of **willing to participate.**

RQ2 – **Factors that influence** the willingness

RQ3 – **Differences** among panellists

RQ4 – **Main reasons** to participate or not.

CHOICE BASED CONJOINT ANALYSIS (CBC)_[6]

A method developed to measure which factors influence people's decisions.

OPEN QUESTIONS

DATA

Opt-in online panel
Spain

Participants have already installed a meter

ATTRIBUTES AND LEVELS

Attributes/levels to be combined in the CBC Analysis as they are expected to affect the willingness to participate (**work in progress**):



Length of the interview:

- 1 min
- 5 min
- 10 min
- 15 min
- 20 min



Max. time to participate:

- 15 min
- 30 min
- 1 h
- 2 h
- 3 h
- 6 h
- 12 h



Incentive level:

- X 1 (normal)
- X 1.5
- X 2
- X 3
- x 4



Working?

- Working hours
- Non-working hours



Online activity:

- Social Media
- Reading news and other contents
- Looking for information
- Online purchasing
- Watching video / online gaming

WHY CHOICE BASED CONJOINT (CBC)

Several questions like this one are shown to participants, combining attributes-levels:

What option would you prefer?

A	B	C	
Topic SOCIAL MEDIA	Topic PURCHASE	Topic NEWS MEDIA	I would not participate
Response time 15 min	Response time 5 min	Response time 25 min	
Survey length 10 min	Survey length 20 min	Survey length 10 min	
During... WORKING HOURS	During... NON WORKING HOURS	During... WORKING HOURS	
Reward + 5 points	Reward + 20 points	Reward + 0 points	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Originally developed for commercial research.

Recently become popular also in political sciences.

The effect on willingness to participate for each factor is estimated by offering random combinations of attributes and analyzing the answers.

(EXPECTED) RESULTS

Conjoint analysis should produce outcomes like these ones:

- Most relevant parameter to decide whether participate or not.
- Expected decrease in participation for +5min length of survey
- Expected increase in participation for +10 additional points (incentive)
- Expected participation for a particular scenario: topic – News / 10 min survey / 30 min to participate / +5 points / Working hours.

Besides, open questions should give us a **better understanding on potential factors influencing the willingness to participate** not considered in the conjoint experiment.

LIMITS

Even without results, we know a key limit:

- Differences between **stated preferences** and **actual behaviors**_[7].
- Significant positive bias expected: willingness to participate > participation_[8].

Experimental research is needed (2nd paper). But results from this research are needed to design an experiment.

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Thanks for your attention

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