Combining dictation and/or voice recordings with text to answer narrative open-ended survey questions

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INTRODUCTION

Using voice inputs in web surveys

2 ways of answering open-ended questions orally

Dictation

Voice recording

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Expected benefits and limitations

web data opp

Researchers

Disadvantages

Participants

Researchers

Benefits

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Benefits

Longer/richer answers

More spontaneous

Emotions, etc.

Participants

Reduced time/effort to provide information

No need for writing skills

Expected benefits and limitations

Disadvantages

Researchers

- Technical problems
- Selection bias
- Data protection/ethical issues

Participants

- Privacy issues
- Context not conducive to speaking

Benefits

Researchers

- Longer/richer answers
- More spontaneous
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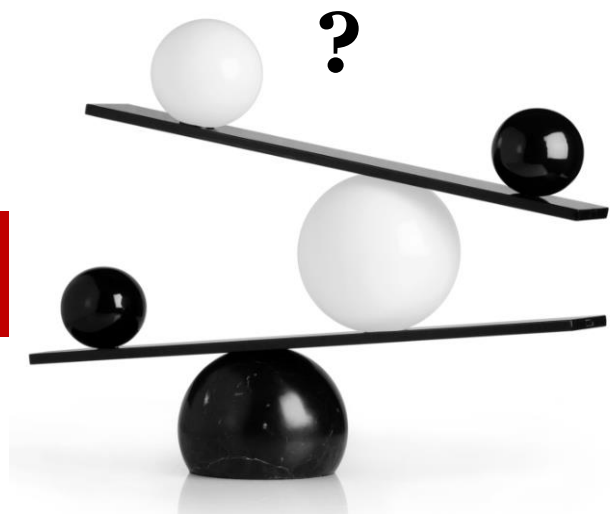
Expected benefits and limitations

web data opp

Limited research to date but not enough to evaluate relative importance of benefits and limitations



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Technical problems

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Context not conducive to speaking

Benefits

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Longer/richer answers

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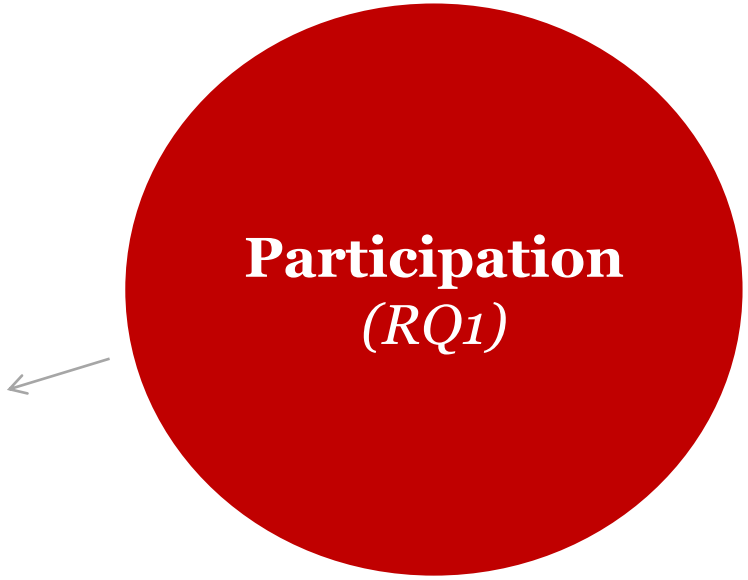
This study

THIS STUDY

Main goals

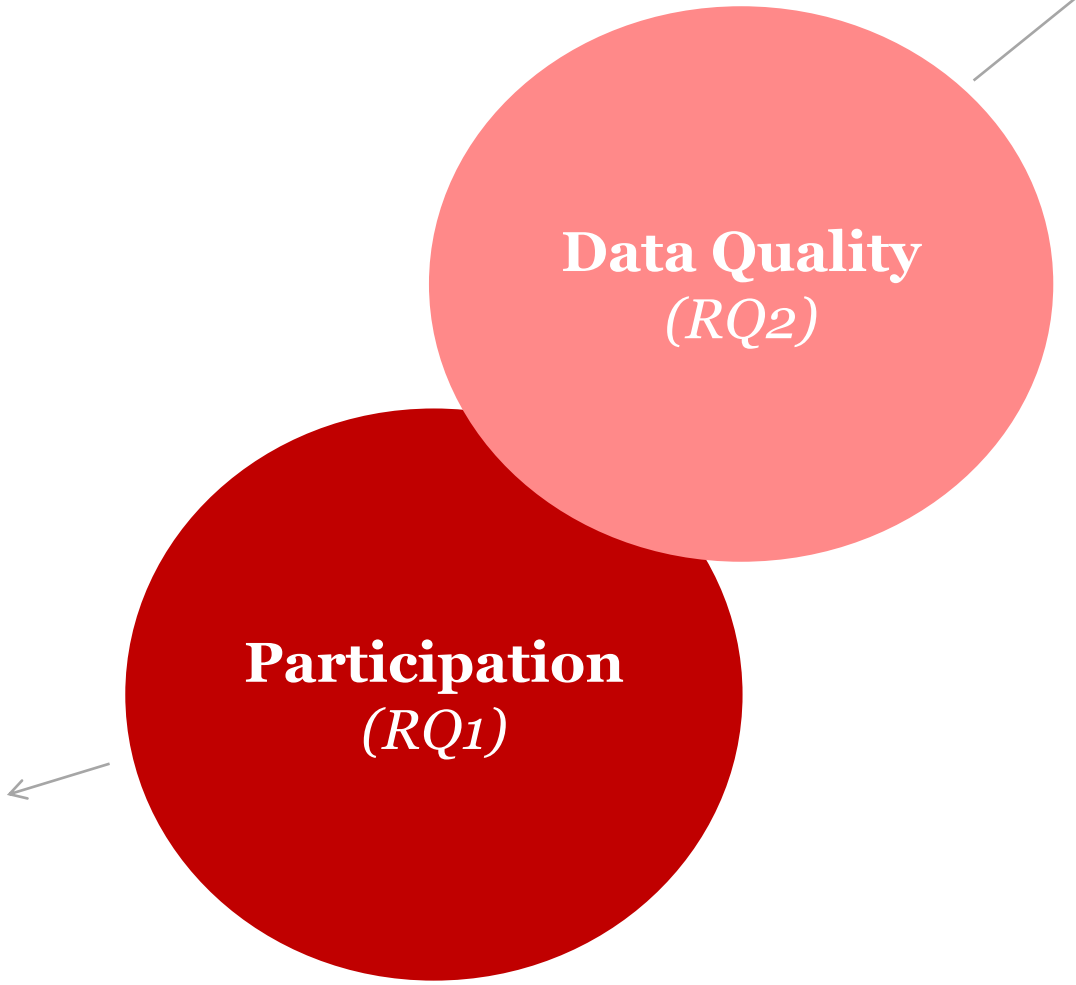
What are the rates of response to open questions when offering different ways of answering?



THIS STUDY

Main goals

What is the quality of the answers for those participating?



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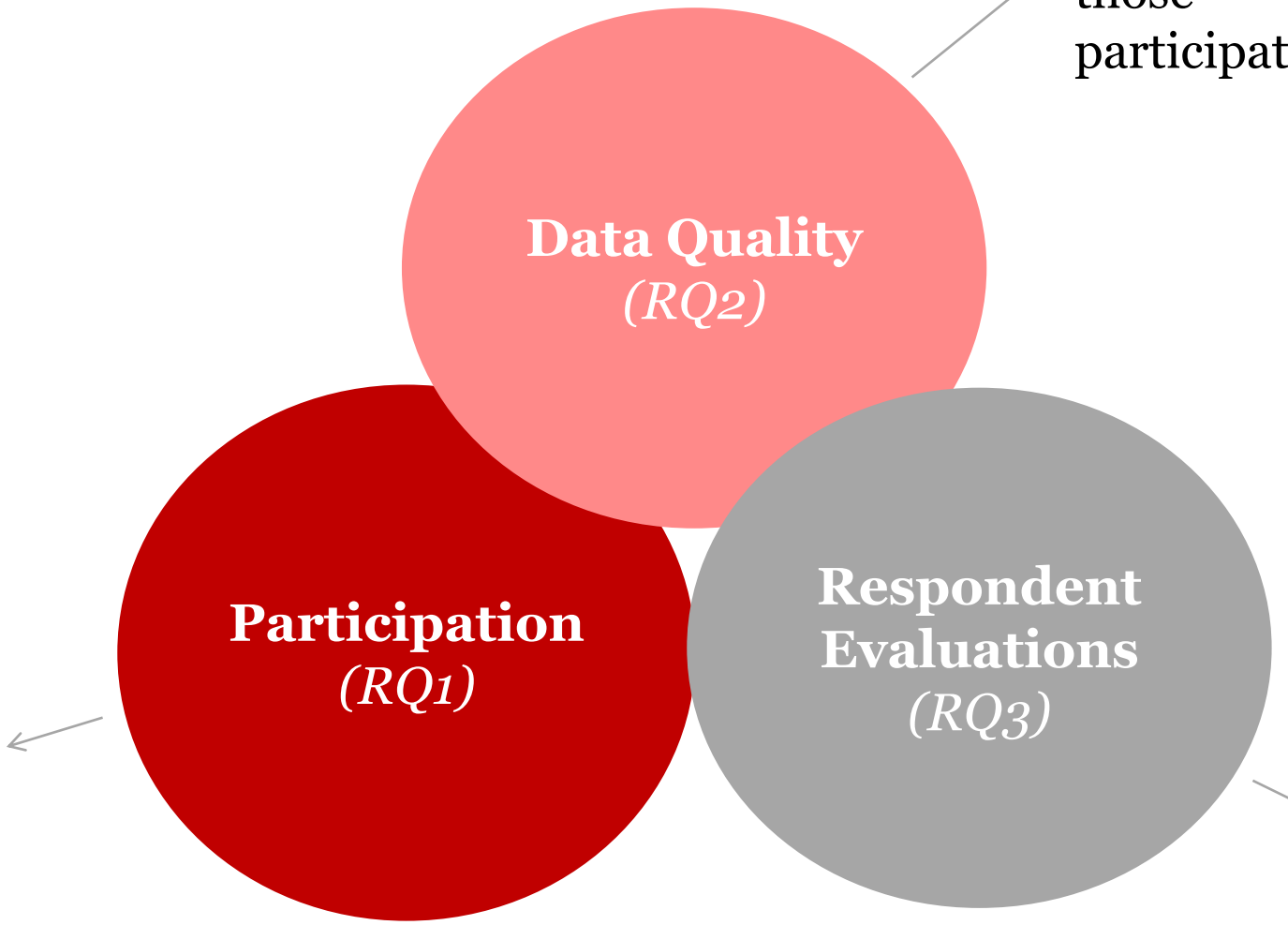

What is the quality of the answers for those participating?

What are the rates of response to open questions when offering different ways of answering?

What do respondents think about the different ways of answering?

THIS STUDY

Contribution

New tool
(*WebdataVoice*)

Different topic

Android + iOS

Text alternative always available

Mobiles + PCs

THIS STUDY

Survey about perceptions of nursing homes in Spain

Max of 82 questions → 2 experimental = our focus

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Survey about perceptions of nursing homes in Spain

Max of 82 questions → 2 experimental = our focus

WHY TRANSP

Explain why you think that nursing homes provide [*no information at all/very little/some/a lot of/a huge* ***amount of information***] about the implementation of their services.

WHY TRUST

Explain why you personally [*not at all/very little/somewhat/very much/completely*] **trust** nursing homes.

THIS STUDY

Survey about perceptions of nursing homes in Spain

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WHY TRANSP

Explain why you think that nursing homes provide [*no information at all/very little/some/a lot of/a huge* ***amount of information***] about the implementation of their services.

WHY TRUST

Explain why you personally [*not at all/very little/somewhat/very much/completely*] **trust** nursing homes.

Please give as much detail as you can. In your answer, mention if you think there is a difference among **public** and **private** nursing homes.

THIS STUDY

Design for the 2 experimental questions

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Design for the 2 experimental questions

web data opp

Control

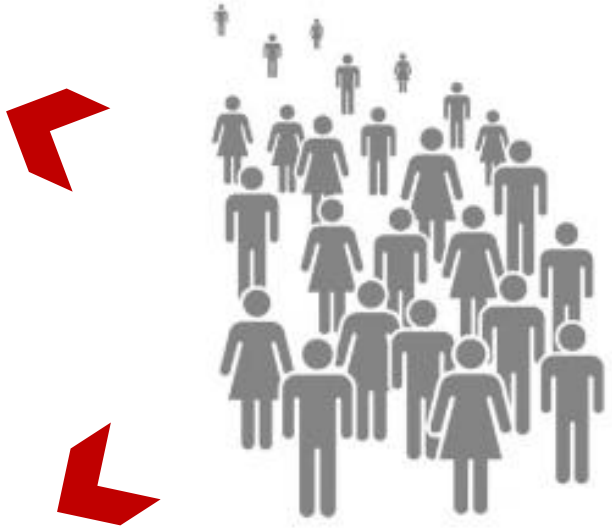
Text

THIS STUDY

Design for the 2 experimental questions

Control

Text



PushDictation

1) Dictation

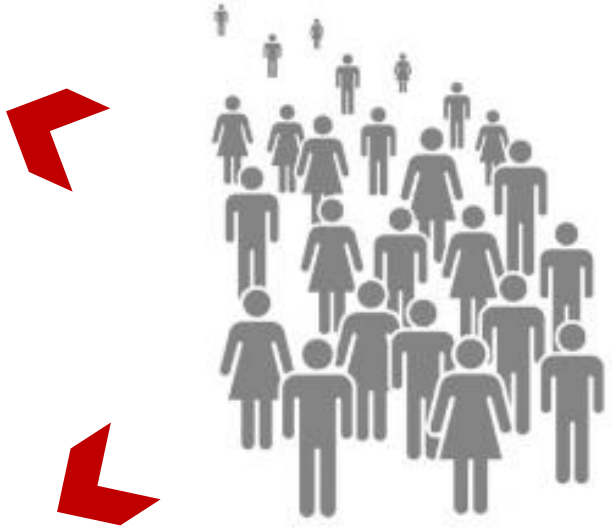
2) If no answer: + Text

THIS STUDY

Design for the 2 experimental questions

Control

Text



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"You have not provided any answer to our previous question. This is a key question for our research. **Please, consider again answering it. If you cannot or do not want to use the dictation function, you can type in your answer in the textbox below."**

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"You have not provided any answer to our previous question. This is a key question for our research. **Please, consider again answering it. If you cannot or do not want to use the dictation function, you can type in your answer in the textbox below."**

PushRecording

1) Recording

2) If no answer: + Text

THIS STUDY

Design for the 2 experimental questions

web data opp

Control

Text

Choice

- Text
- Dictation
- Recording

PushDictation

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THIS STUDY

Data: fieldwork and target population

Data collection	Netquest opt-in online panel in Spain February/March 2023
Population of interest	Adult online population living in Spain
Quotas	Gender & Age + Education + Autonomous community

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THIS STUDY

Data: number of participants

1,170 Answered first question after all filters

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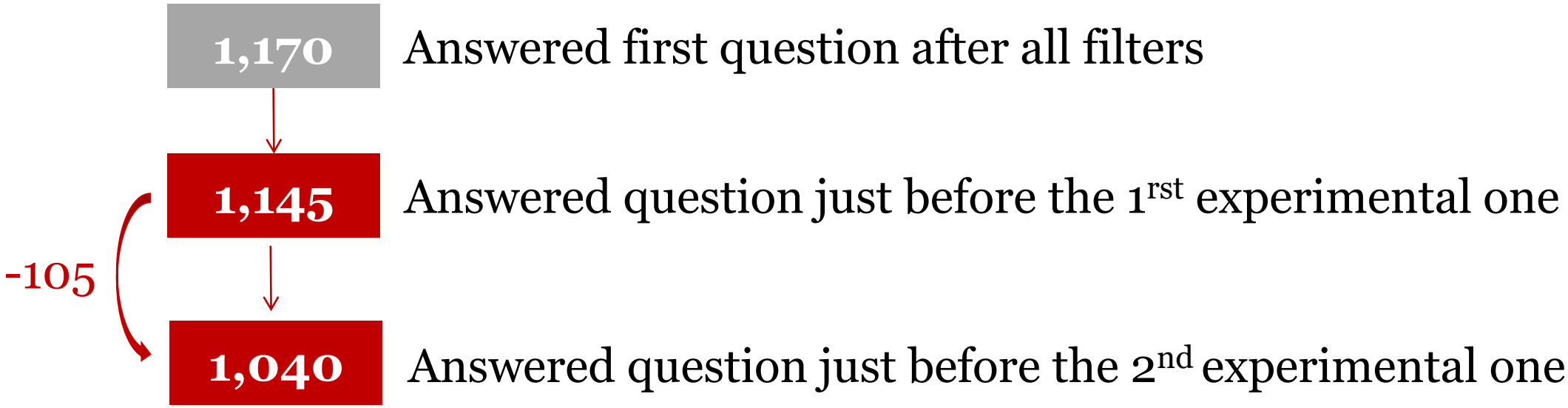
Data: number of participants

1,170 Answered first question after all filters

1,145 Answered question just before the 1rst experimental one

THIS STUDY

Data: number of participants



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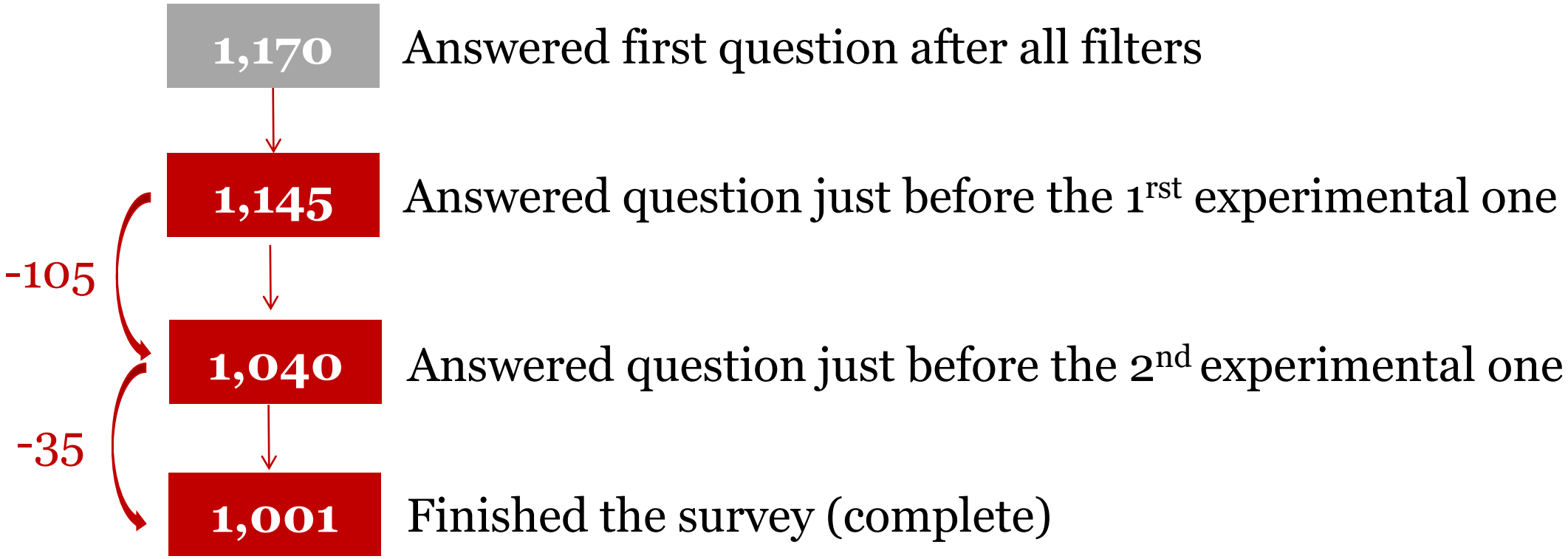

THIS STUDY

Analyses

Participation *(RQ1)*

Data Quality* *(RQ2)*

Respondent Evaluations *(RQ3)*

For each experimental question:

- Breakoff
- Item non-response
- Response
- Voice Response

* Preliminary results. Additional analyses underway.

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For each experimental question:

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- Item non-response
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For those finishing the survey:

- Valid answers (WHY TRANSP)

For valid answers:

- Number of characters
- Number of themes

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Analyses

Participation *(RQ1)*

For each experimental question:

- Breakoff
- Item non-response
- Response
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Data Quality* *(RQ2)*

For those finishing the survey:

- Valid answers (WHY TRANSP)

For valid answers:

- Number of characters
- Number of themes

Respondent Evaluations *(RQ3)*

For those answering:

- Difficult/easy
- Dis/liked

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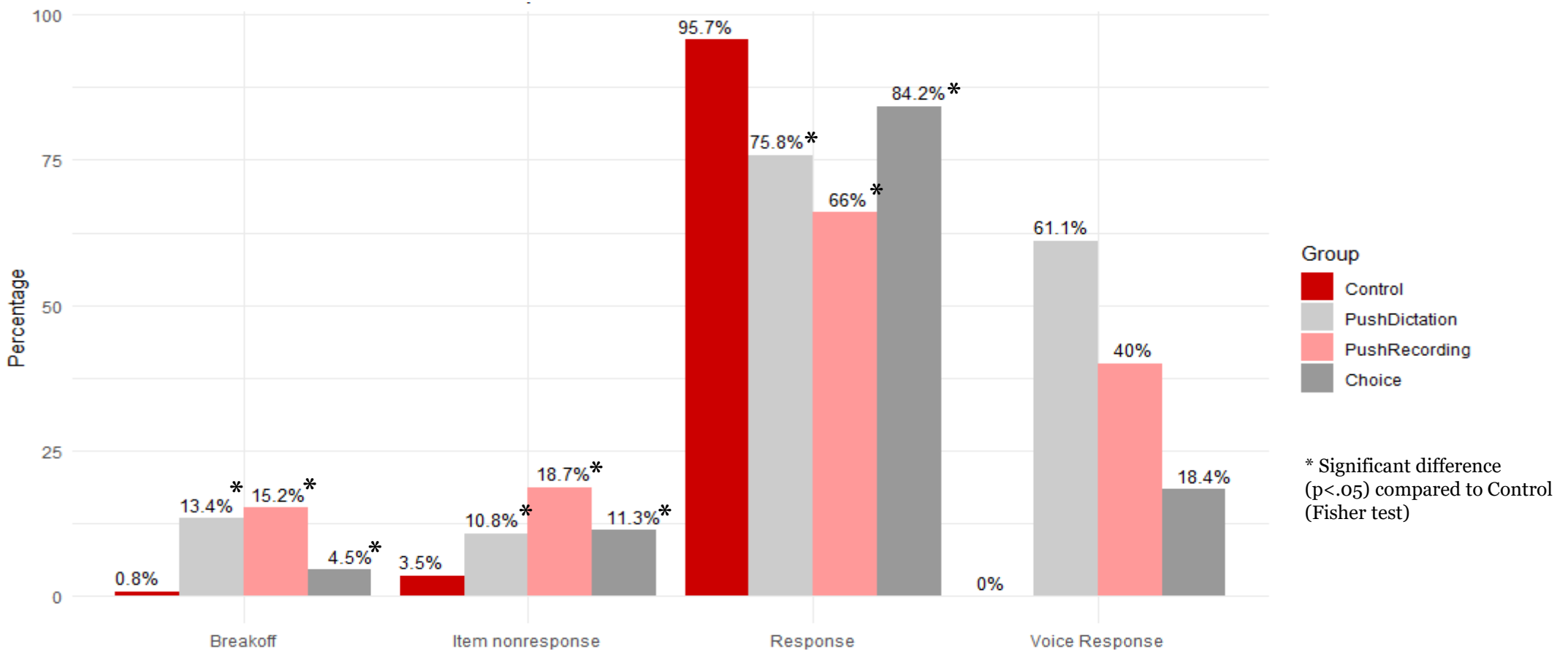
Main results

MAIN RESULTS

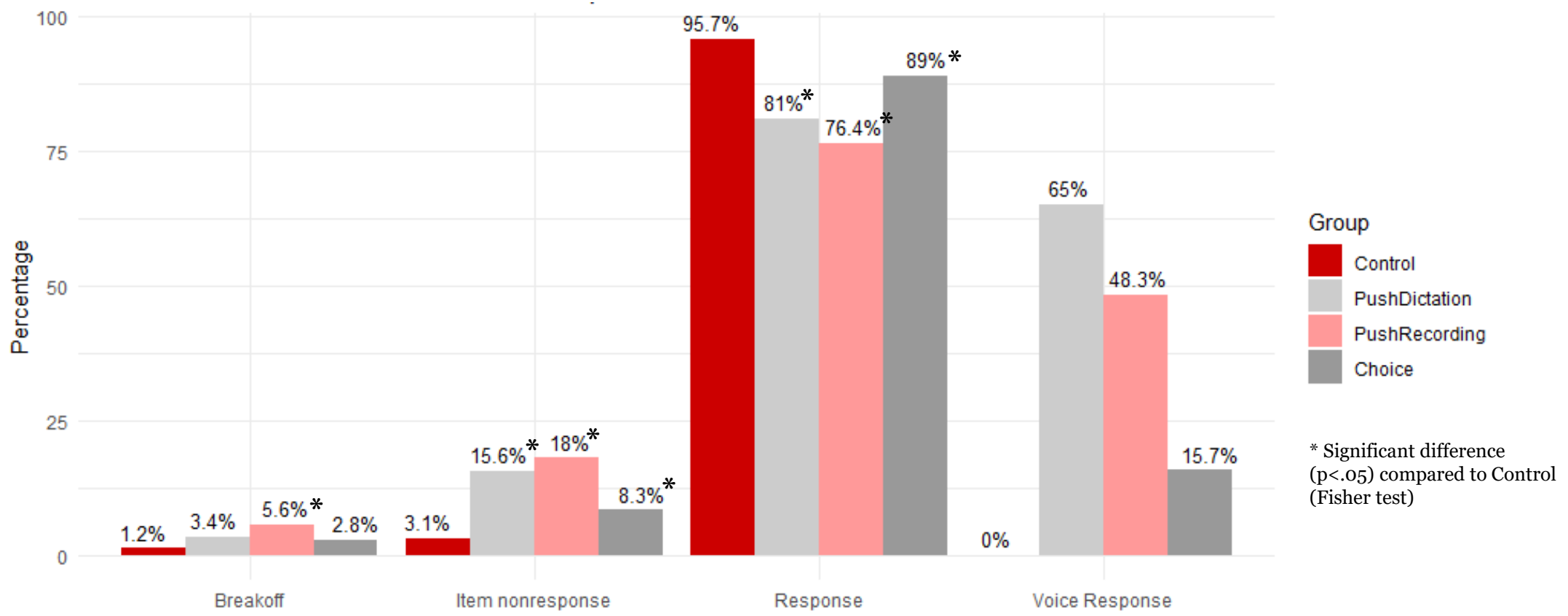
Participation (RQ1): WHY TRANSP



- Lower participation in all treatment groups, even if Text was always offered
- Follow-up with Text increases participation; majority in Choice use Text

MAIN RESULTS

Participation (RQ1): WHY TRUST

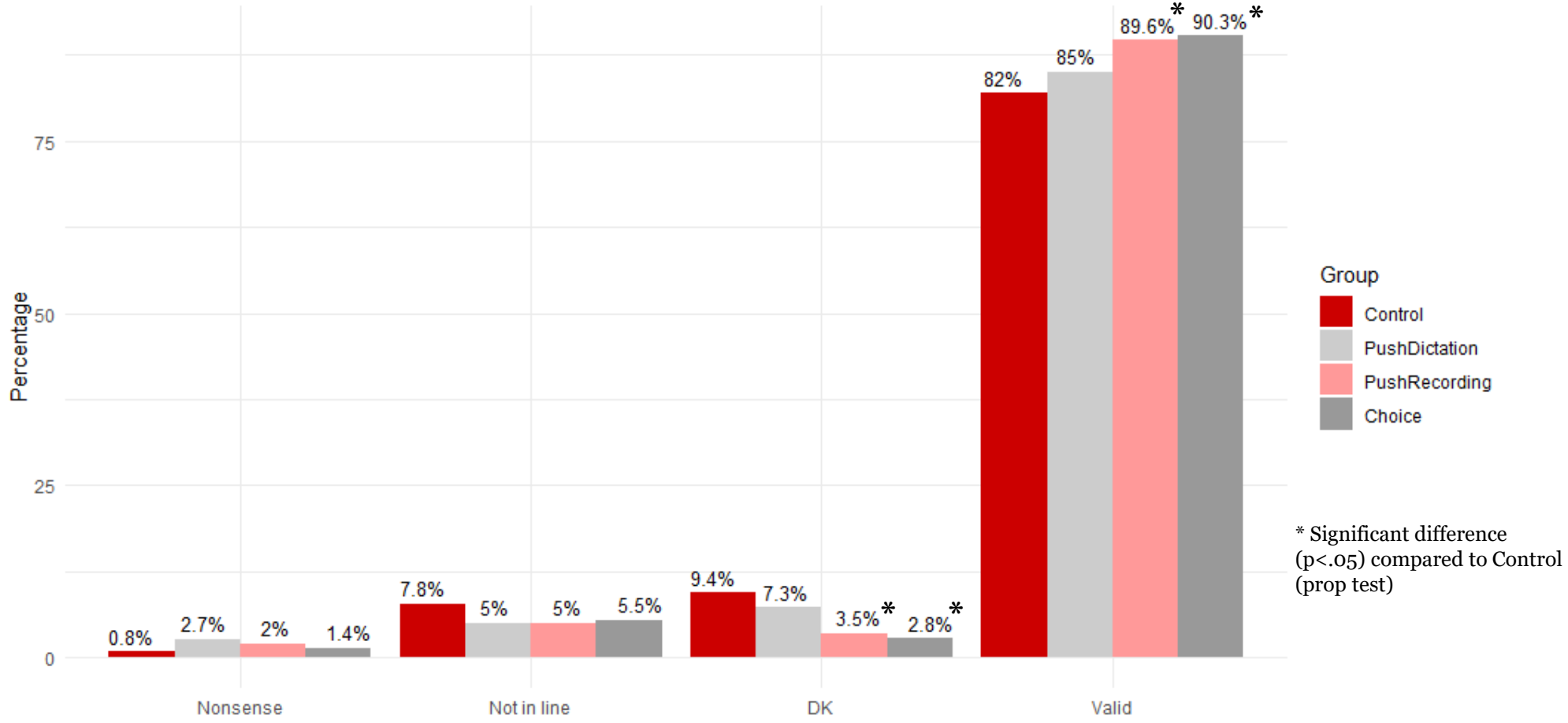


➡ Lower breakoff in general; still non-trivial item non-response in voice input groups

MAIN RESULTS

Data Quality (RQ2): Valid answers WHY TRANSP

Among those finishing the survey

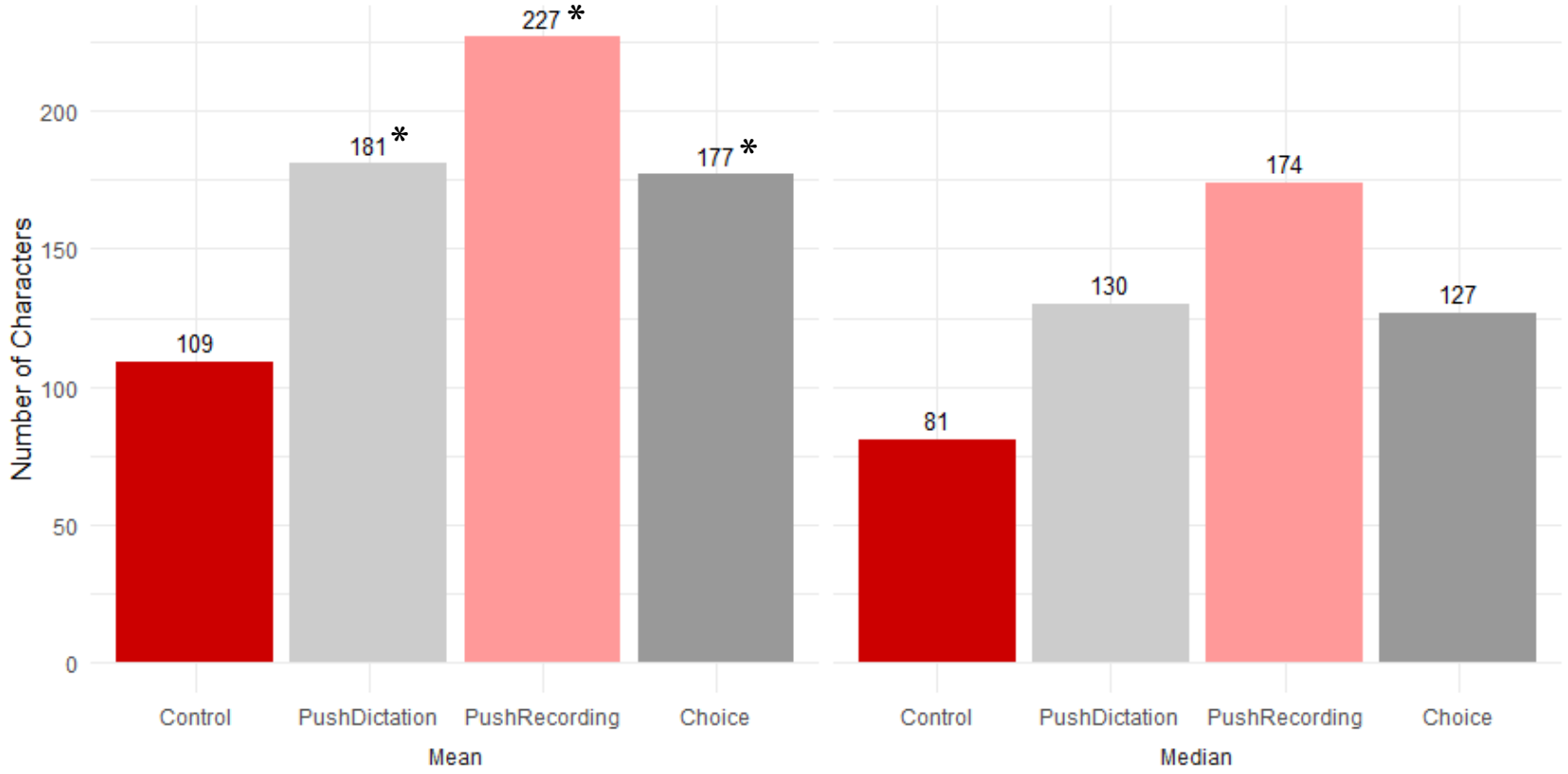


➡ More valid answers in voice input groups (significant for PushRecording/Choice)

MAIN RESULTS

Data Quality (RQ2): Number of characters WHY TRANSP

Among those providing valid answers

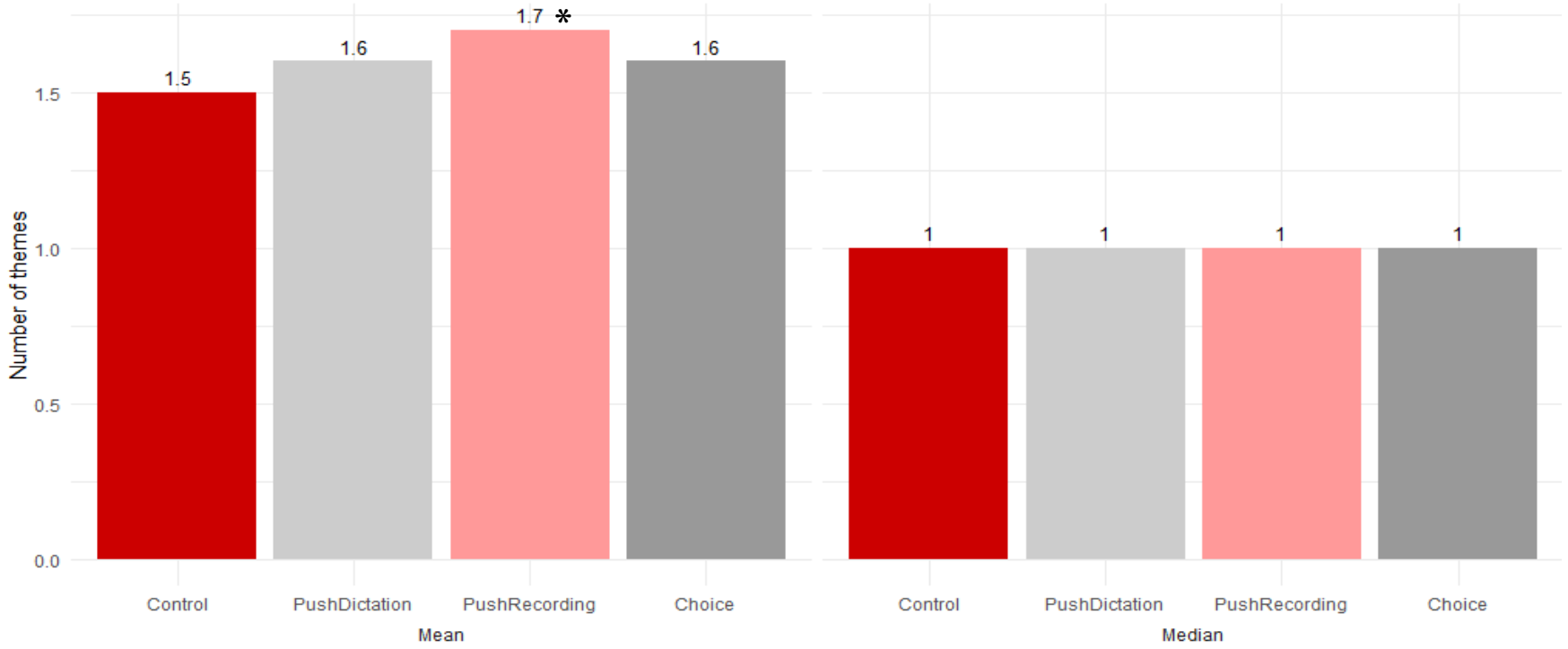


Significant difference (p<.05) compared to Control (T-test)

➡ More characters in the groups offered voice inputs, especially PushRecording

MAIN RESULTS

Data Quality (RQ2): Number of themes WHY TRANSP

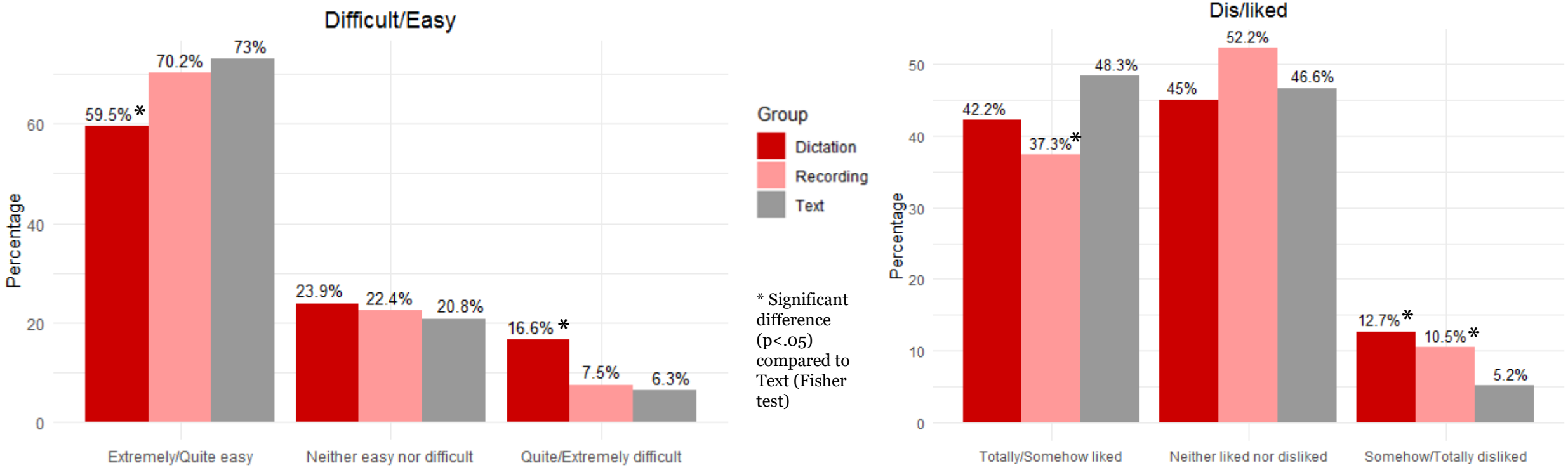


* Significant difference (p<.05) compared to Control T-test)

➡ Average number of themes higher for PushRecording

MAIN RESULTS

Respondent Evaluations (RQ3)

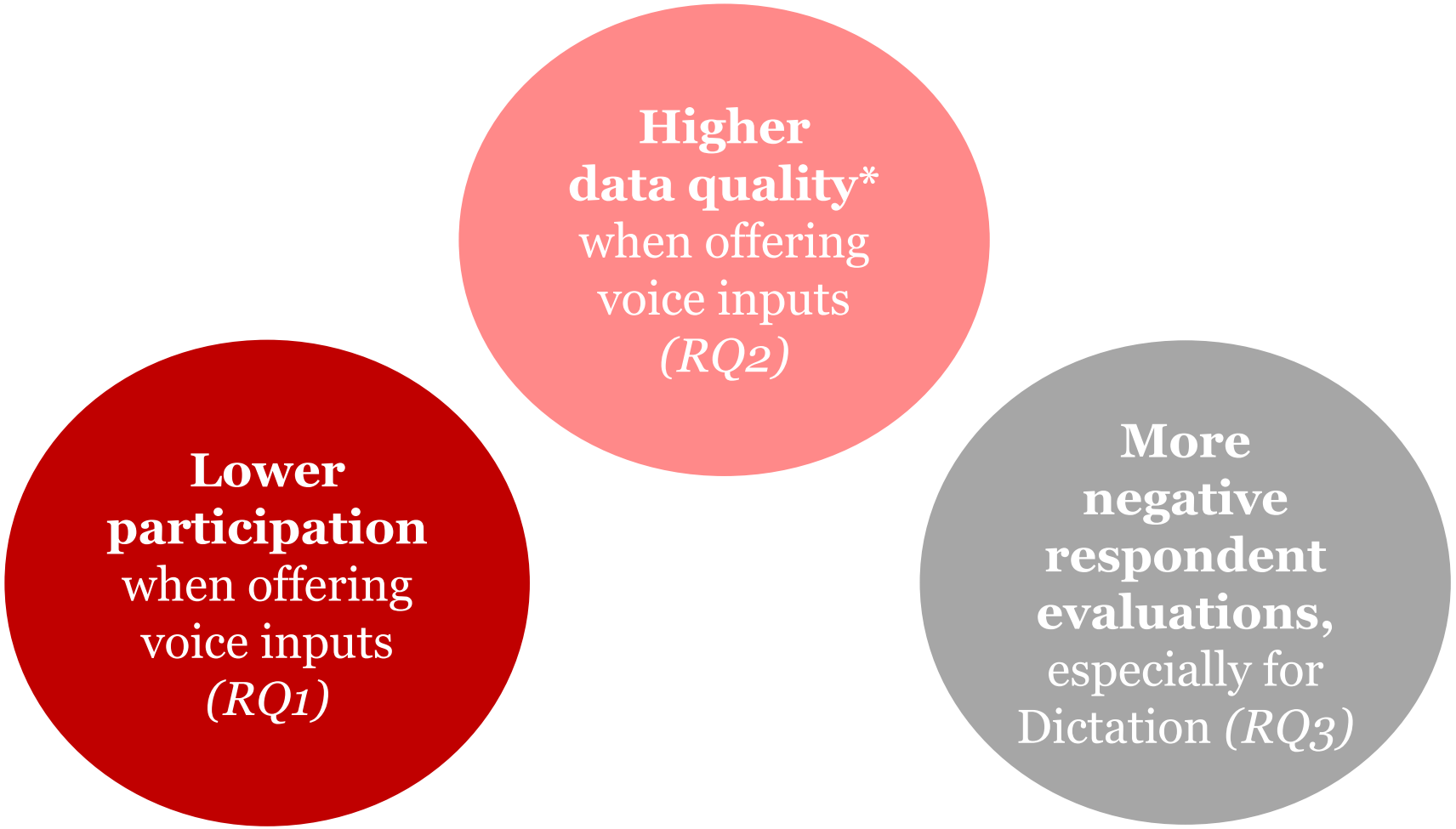


➡ Dictation: more difficult and more disliked (for those using it)

Conclusions

CONCLUSIONS

Summary of results



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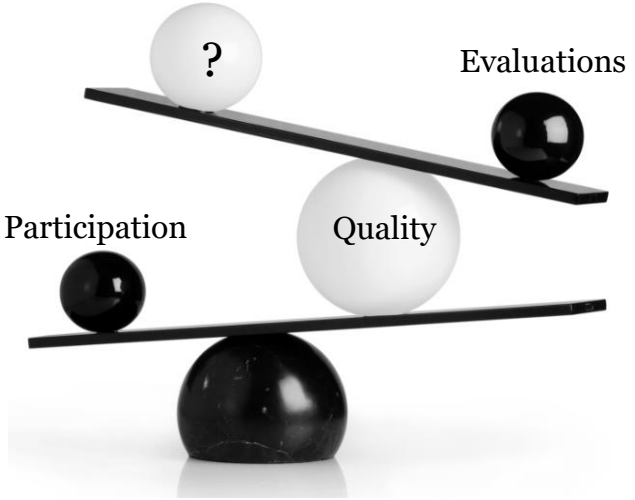
Final thoughts

Not a clear balance



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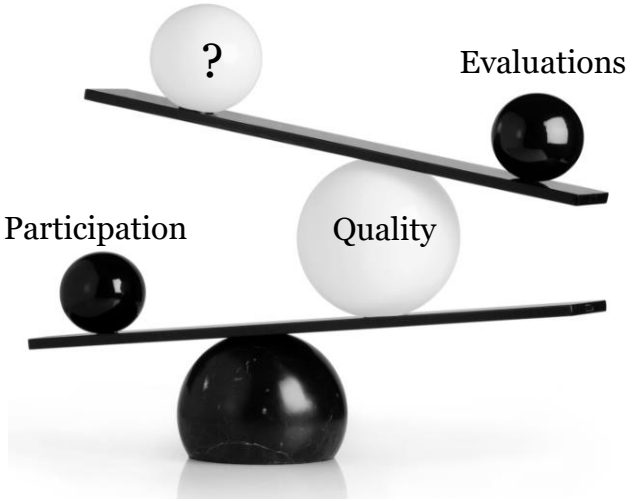

More research needed!

Results presented today still preliminary, more analyses are underway

CONCLUSIONS

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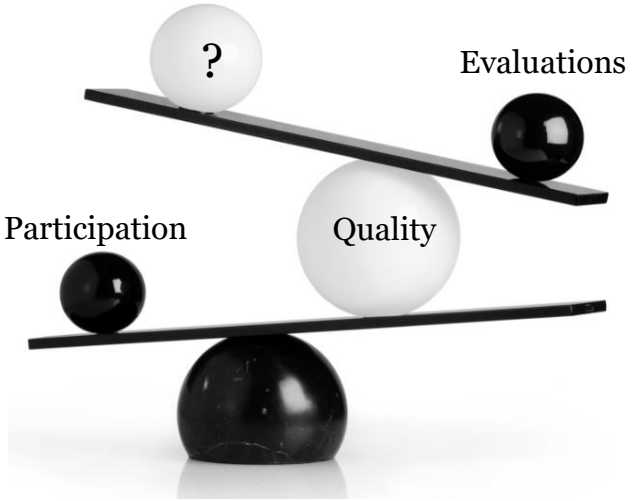

More research needed!

Results presented today still preliminary, more analyses are underway

Practical implications?

Trying to improve voice input to increase uptake (across several studies) is proving to be very difficult. Even when offered a text alternative, it does not work as well as hoped → Think carefully before offering such options!

Thanks!

Questions?

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https://www.upf.edu/web/webdataopp

INSTITUT BARCELONA ESTUDIS INTERNACIONALS

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