



# Quality improvement or disruption of participant behavior?

## On Incentives and Reminders

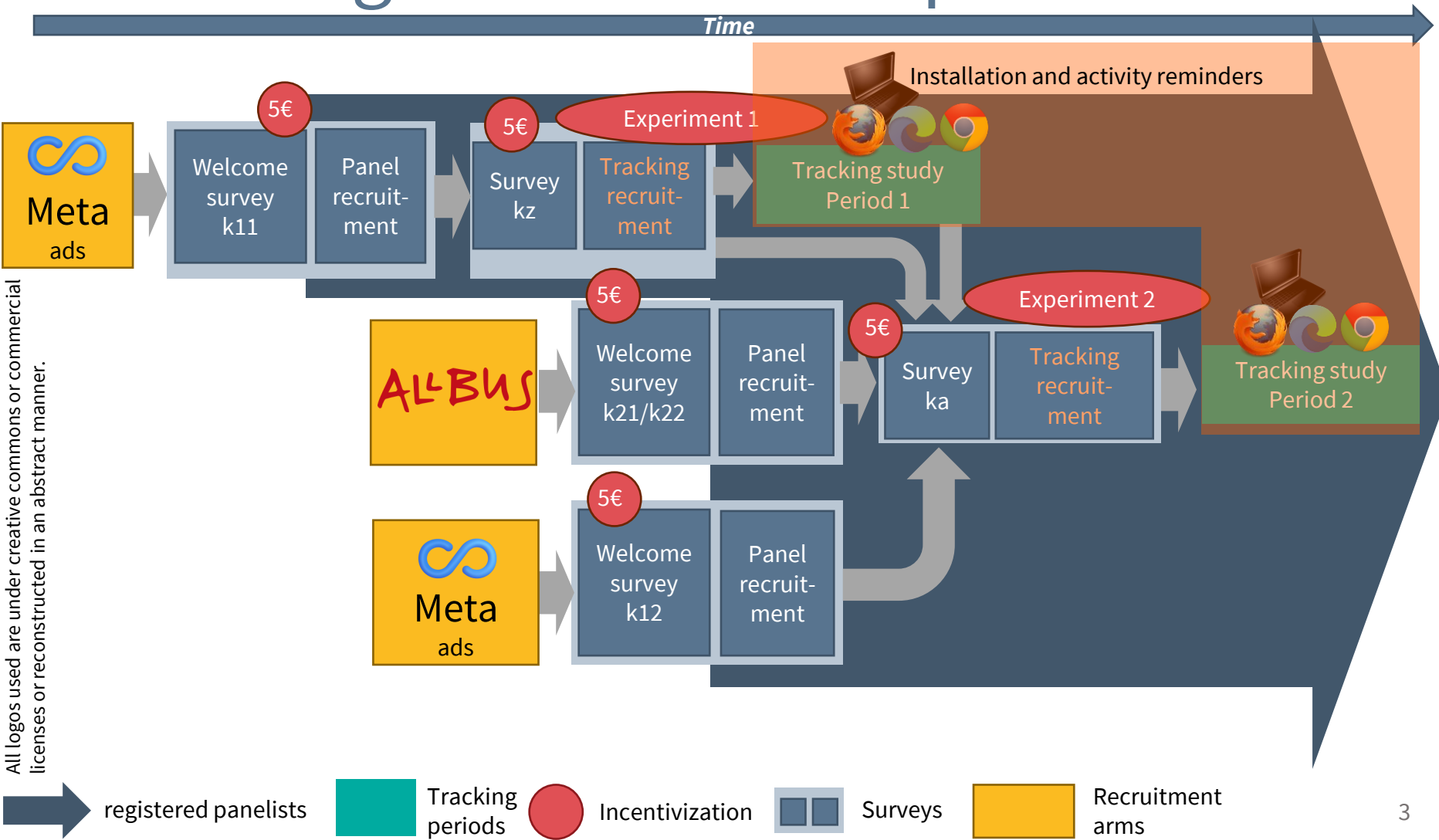
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Mangold, Sebastian Stier, Bernd Weiß



# Evidence from Literature

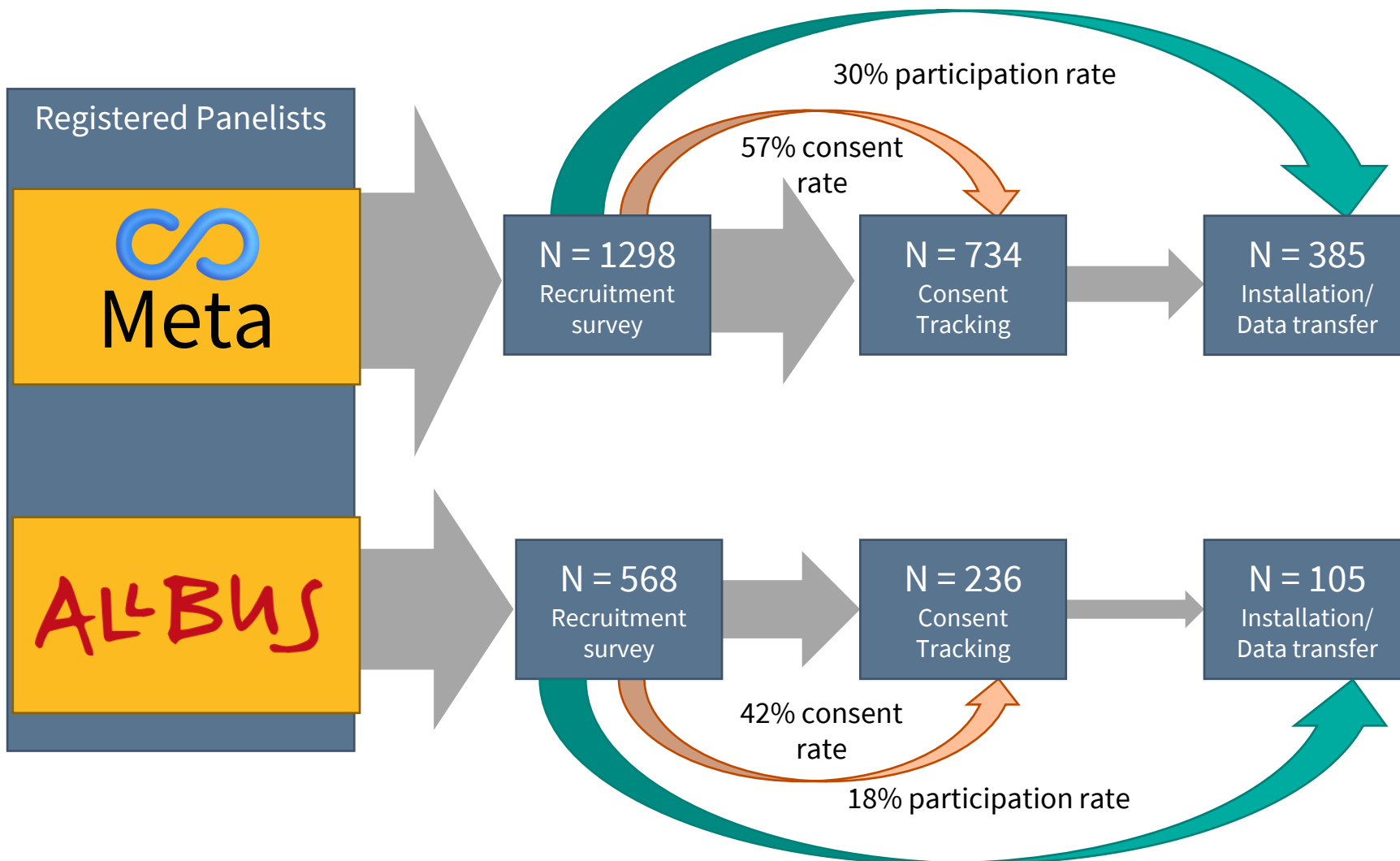
- Small unconditional incentives increase consent rates: for panel recruitment (Scherpenzeel and Toepoel 2012), sharing data (Singer and Ye 2013), surveys (Pforr et al. 2015) and hypothetical consent questions (Keusch et al. 2019)
- For surveys combinations of pre- and postpaid incentives work best
- Most studies on reminders study the impact of framing (Tourangeau and Ye 2009; Sakshaug et al. 2013, Sakshaug and Kreuter 2014, Kreuter et al. 2016)
- Panelists asked for hypothetical consent repeatedly are more likely to consent (Struminskaya 2020)

# Building the new GESIS panel.dbd



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# Our recruitment arms



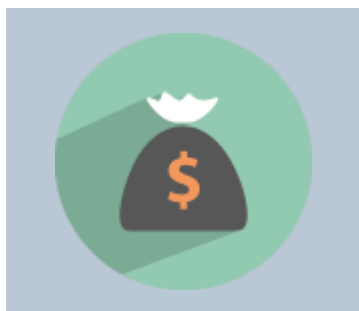
# Incentives

# Our experimental study

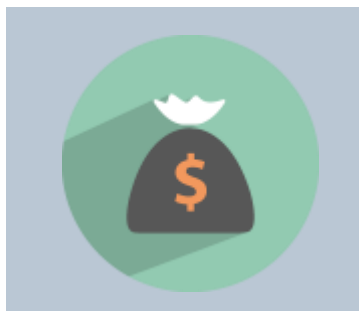
- 2x4 factorial design: 8 conditions
  - Fully-crossed
  - 30 day threshold for postpaid incentive
- Measuring consent and actual participation
- Panel recruitment via Meta ads and ALLBUS
- Experiment conducted twice
  - Only participants confronted with the consent question for the first time are included
- 60 day tracking period
- Inactivity and installation reminders

€	0	10	25	40
0				
5				

# Hypotheses incentive experiment



Both, conditional and unconditional incentives, have a positive effect on **consent** rates.



Both, conditional and unconditional incentives, have a positive effect on **installation** rates.



Panelists who are recruited via **ALLBUS** are less likely to give consent and to participate.

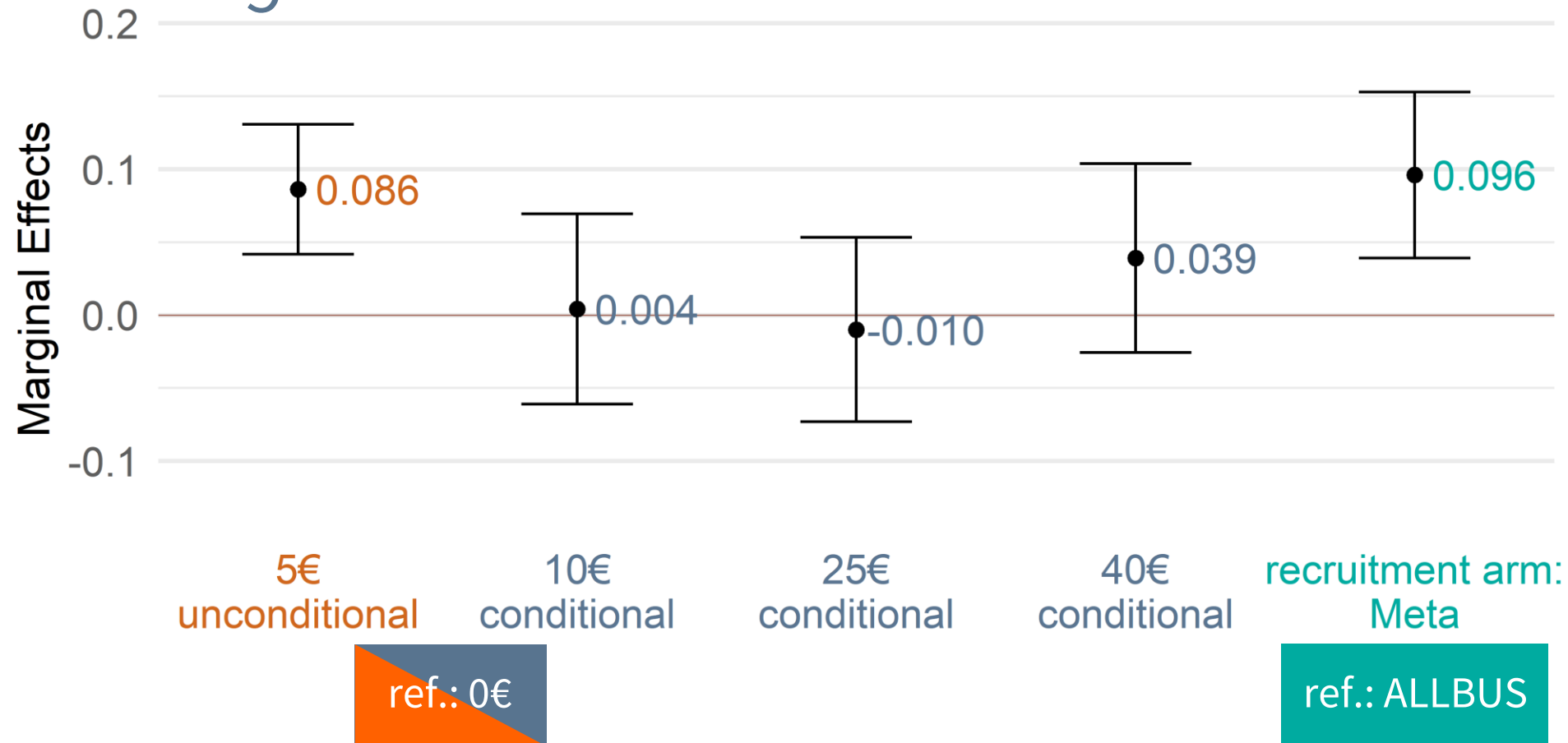
# Incentive Experiment: Preliminary Results



# Logistic Regression Consent

## Marginal effects

N = 1816

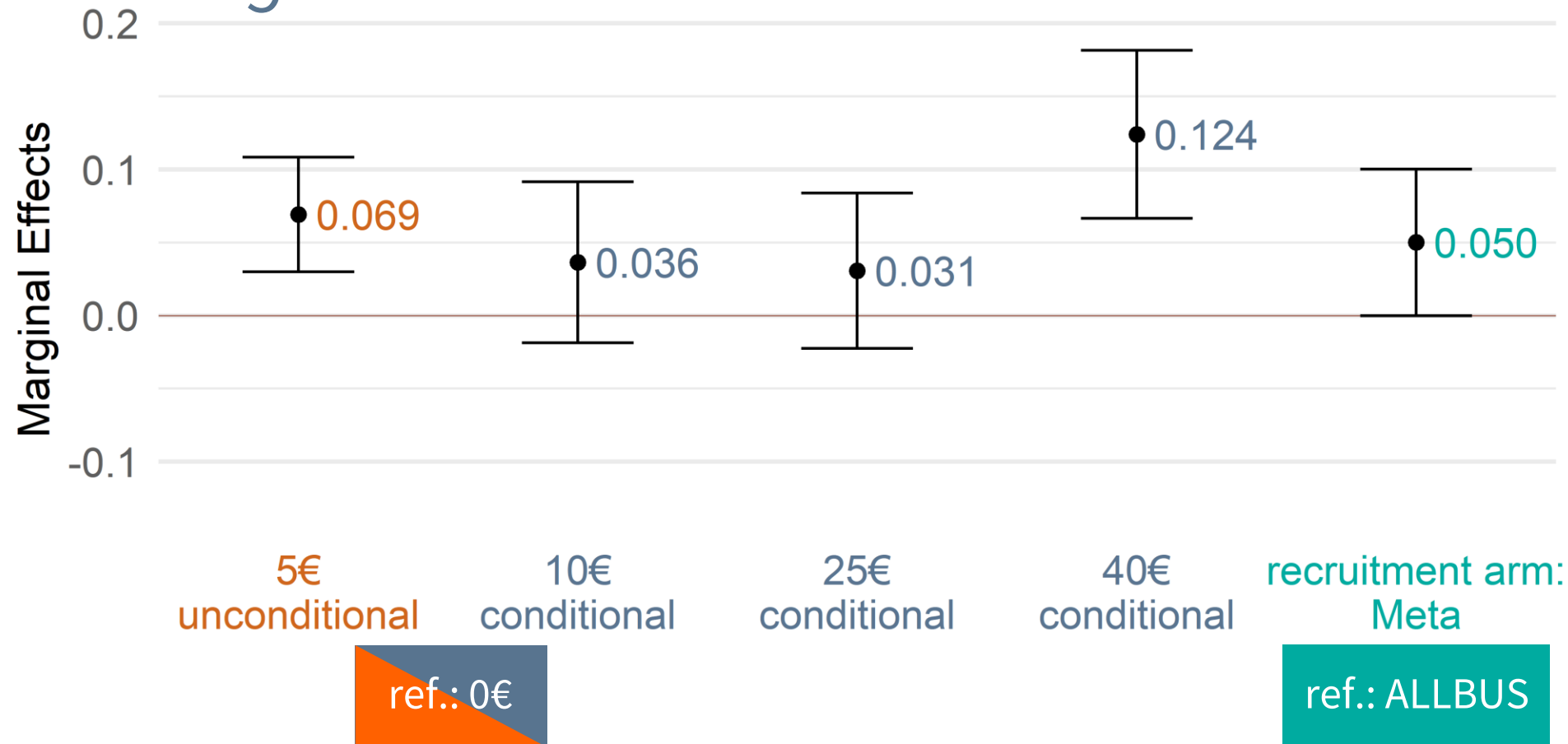


Controls omitted from this figure: study number\*\*, age, sex, education, marriage status, nationality\*, household size, computer know-how, privacy attitudes

# Logistic Regression Installation

## Marginal effects

N = 1816

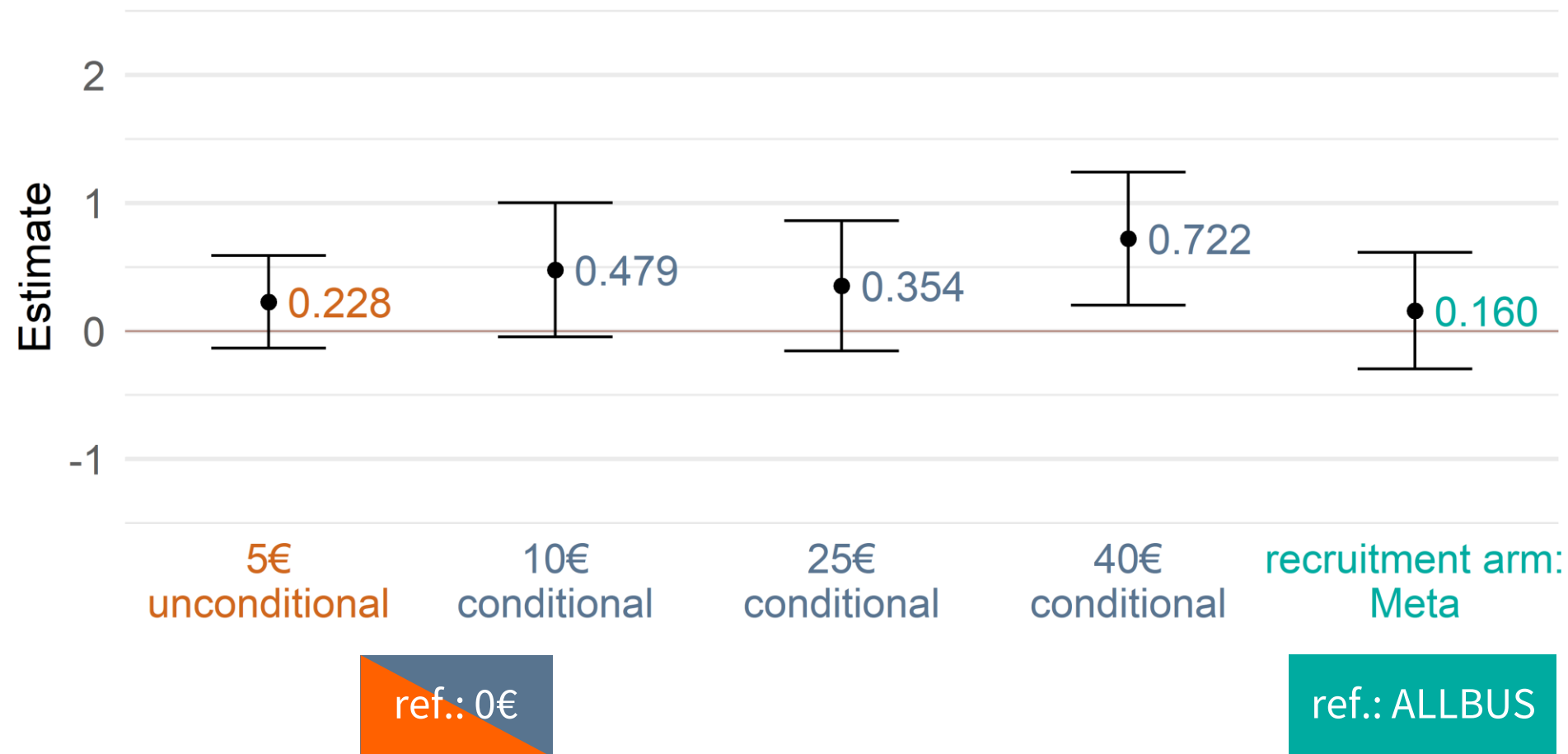


Controls omitted from this figure: study number<sup>\*\*\*</sup>, age, sex<sup>\*\*</sup>, education, marriage status, nationality, household size, computer know-how<sup>\*\*\*</sup>, privacy attitudes

Negative binominal linear regression

# Active days (if installed)

N = 484

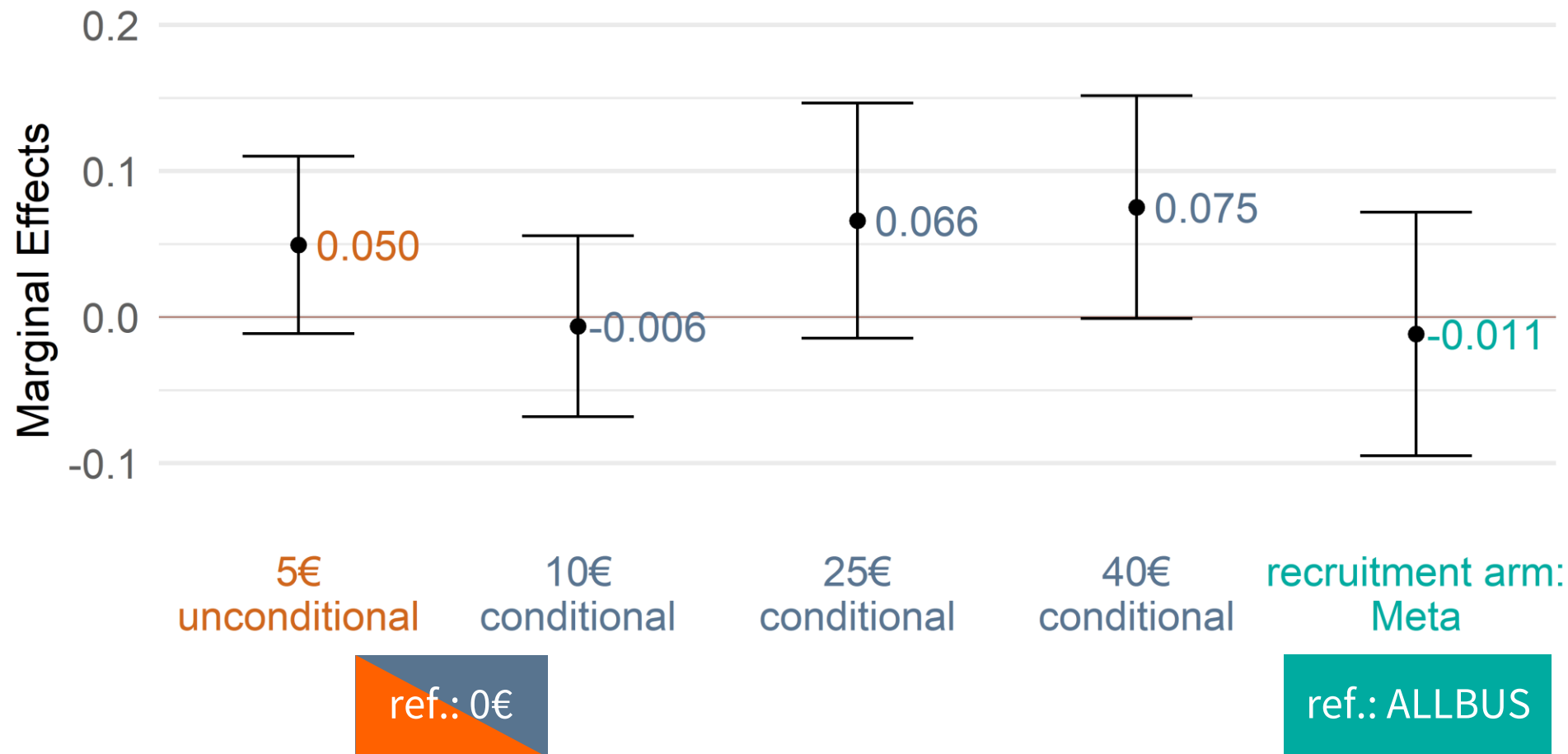


Controls omitted from this figure: study number<sup>\*\*\*</sup>, age, sex<sup>\*</sup>, education, marriage status, nationality, household size, computer know-how<sup>\*\*\*</sup>, privacy attitudes

Do participants stop tracking if they (think they) qualified for the incentive?  
After 27-33 days

N = 484

# Abnormal behavior



Controls omitted from this figure: study number, age\*\*, sex, education, marriage status, nationality, household size, computer know-how, privacy attitudes

# Reminders

# Reminders



Installation  
Reminders

No prior activity



Activity  
Reminders

No activity 7 days before  
reminder

# Reminders

- Study 2:
  - No difference between activity and installation reminders
  - 2685 reminders sent to 730 people with possibility to have acted before
- Study 1:
  - Separate activity and installation reminders
  - Activity reminders sent if previously active
  - 118 reminders sent to 70 people with previous activity



# Summary

- Experimental outcome:
  - Unconditional incentive increases consent
  - Unconditional and high (40€) conditional incentive increase installation
  - No effect of the unconditional incentive on active days
- Installation reminders undisputed
- Observation: After activity reminders many participants become active again
- But do we introduce unnatural behavior this way?



# Discussion



What are your experiences using reminders?



Did you observe abnormal/obtrusive behavior by participants related to reminders or incentive conditions so far?



If so, (how) did you adapt your study design?