

ESSnet Project: Data Collection for Social Surveys using Multiple Modes (DCSS)

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Outline

- I. The ESSnet DCSS Project**
- II. Status quo: Mixed mode and web data collection in official statistics**
- III. Selected Findings: DK Option**
 - Measurement error
 - Questionnaire design phase
 - In existing mixed-mode environment

Background: Statistical Cooperation in Europe

European Statistical System (ESS)

- Partnership between Eurostat and national statistical institutes (NSIs)

ESSnet projects

- “A network of several ESS organisations aimed at providing results that will be beneficial to the whole ESS”
- Projects to “find synergies, harmonization and dissemination of best practices in the ESS”

ESSnet DCSS

- Data Collection for Social Surveys using Multiple Modes (DCSS)
- Initiated by Eurostat to stimulate early cooperation among European countries in the field of **mixed mode** and **web data collection**

ESSnet DCSS: Data Collection for Social Surveys using Multiple Modes

Consortium

- 5 partners: FI, NO, NL, UK, DE (coordinator)
- Support group members: SE, DK, IT

Duration

- 2-year project running from 09/2012 to 09/2014

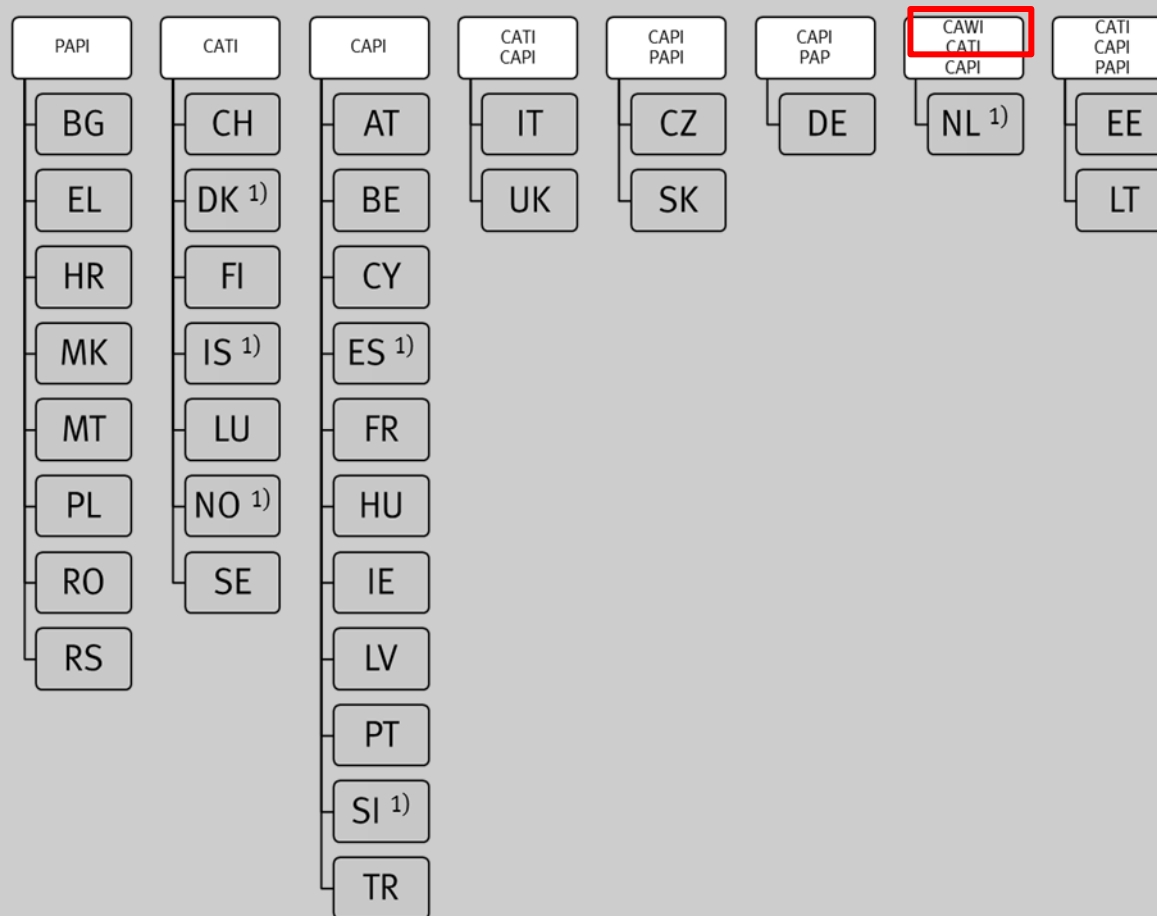
Approach

- Focus on social statistics, particularly the Labour Force Survey (LFS)
- Pretests, pilot studies, experiments

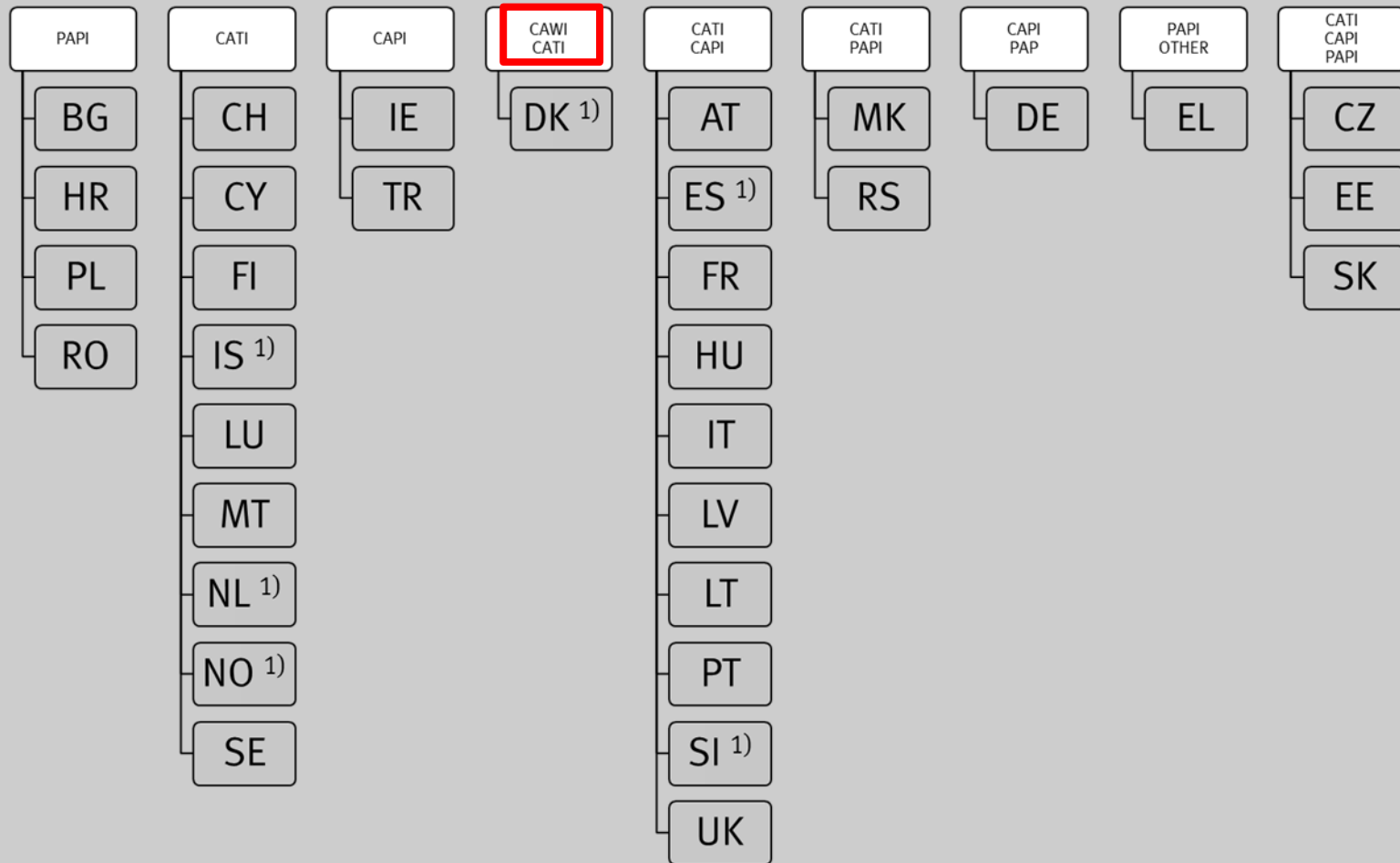
Research interests

- Status quo of mixed mode and web data collection in ESS
- Design and implementation of web questionnaires
- Mixed mode data collection (organisation; measurement and adjustment for mode effects)

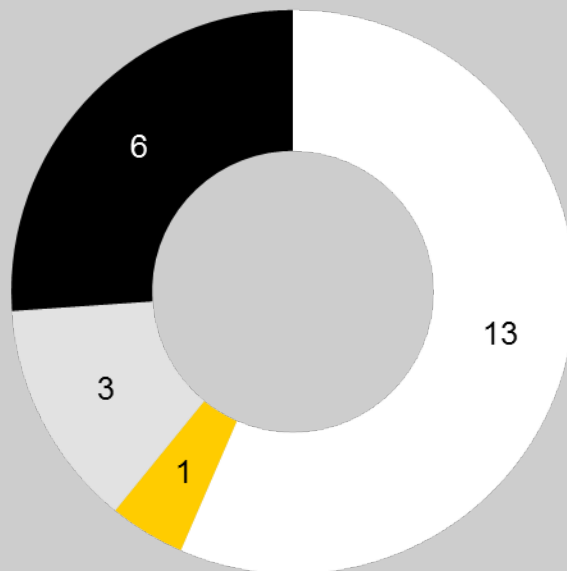
The Status Quo: Modes in the LFS 1st wave



The Status Quo: Modes in the LFS 2nd wave



Does your organisation follow a policy towards the implementation of web data collection for social statistics?



- Yes, within the next 5 years
- Yes, but NOT within the next 5 years
- Not yet decided
- No policy so far

→ *More than half of NSI have concrete CAWI plans for the near future*

Designing and Pretesting Web Questionnaires for Mixed Mode Data Collection

Test Objectives

- Identifying LFS concepts/variables that are difficult to realise in web questionnaires
- Login/welcome page; instructions; navigation; household approach; **don't know option**; error checks; question formats; questionnaire length; visual design
- Different devices (esp. smart phones and tablets)

Approach

- Design and pretests of web questionnaires for LFS in 5 countries
- Results from
 - qualitative pretests
 - pilot studies

Challenges in Official Statistics

Designing web questionnaires in existing mixed-mode environment

- Best possible measurement in web questionnaire mode?
- Measurement that is consistent with other/existing modes?
- Consistent time series measurements?

Replacing the interviewer

- Self-administration/lack of interviewer is a characteristic that may impact measurement error in web questionnaires (Tourangeau/Conrad/Couper 2013)
 - Negative interviewer effects: Social desirability bias
 - Positive interviewer effects
 - Clarifying questions
 - Probing for answers
 - Motivation
- Challenge: How to provide individual respondents with the information necessary for them?

Recreating the Dialogue of Interviewer-led Surveys

- Conrad et al 2007: **Bringing Features of Human Dialogue to Web Surveys**
 - “enabling web survey respondents to engage in the equivalent of clarification dialogue can improve respondents’ comprehension of questions”
 - Prompting for answers

- Example: Use of the don’t know option (DK) in Norwegian and Finish web test questionnaires

Using DK for Questionnaire Dialogue (NO)

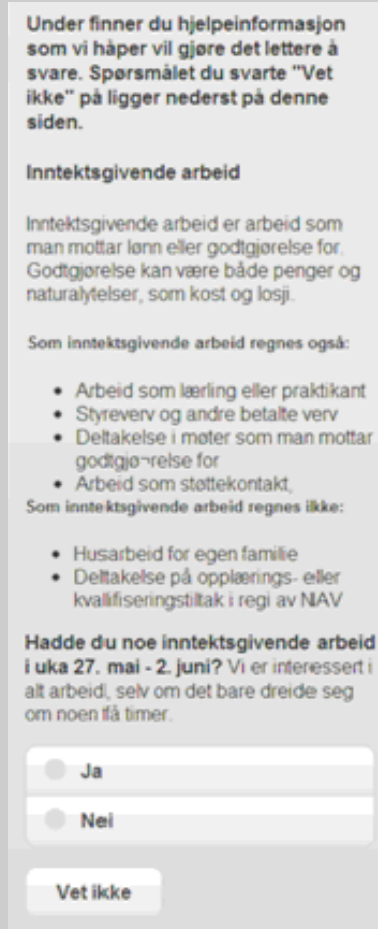


Translation:

You responded 'Don't know' on the previous question.

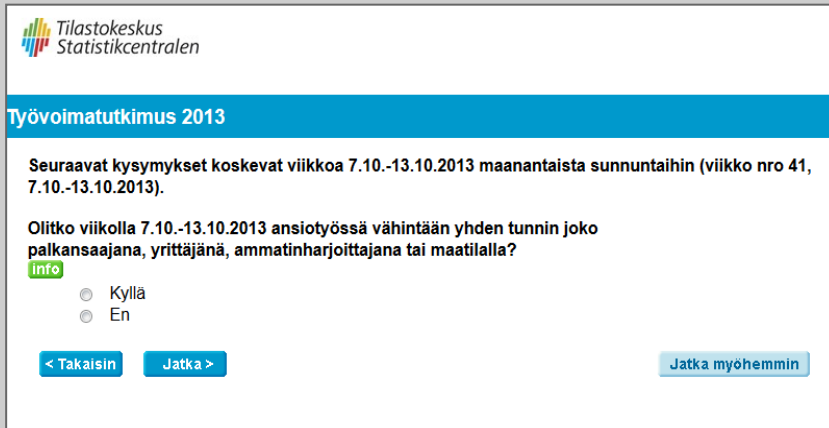
What made it difficult for you to respond to the question?

- Difficult or unclear terms in the question
- Question not clearly formulated
- Do not have the information requested
- Difficult to remember
- Response categories do not fit
- Other



- Conversational style in CATI interviews
- Clarifying information after DK, then question asked again
- 22/223 respondents in pilot study exposed to clarifying information
- 11 of those converted into substantial responses

The Don't Know Option Across Different Modes: Hidden DK in the Finish LFS Test Web Questionnaire



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Statistikcentralen

Työvoimatutkimus 2013

Seuraavat kysymykset koskevat viikkoa 7.10.-13.10.2013 maanantaista sunnuntaihin (viikko nro 41, 7.10.-13.10.2013).

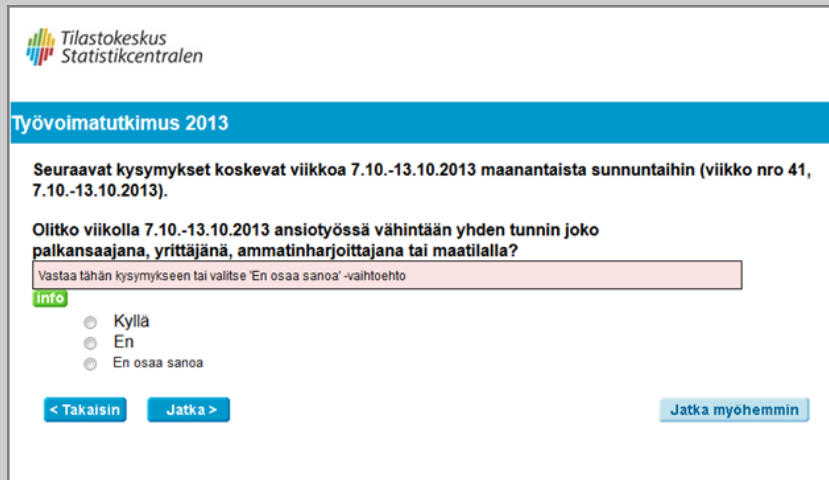
Olitko viikolla 7.10.-13.10.2013 ansiotyössä vähintään yhden tunnin joko palkansaajana, yrittäjänä, ammatinharjoittajana tai maatilalla?

info

Kyllä
 En

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Jatka myöhemmin



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Vastaa tähän kysymykseen tai valitse 'En osaa sanoa' -vaihtoehto

info

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 En osaa sanoa

< Takaisin Jatka >

Jatka myöhemmin

- DK not offered in CATI but interviewer can code answer as “don't know” or “refuses to answer”
 - Hidden DK: if respondent skips question without answer an error message appears reminding to please respond or choose DK
 - Established finding that openly offering DK increases amount of DK answers confirmed by Finnish pilot study
- **Recommendation to use hidden DK in the context of the mixed mode design in Finland**

Thank you for your attention!

Project reports are available at the CROS Portal:

<http://www.cros-portal.eu/content/data-collection>

Workshop 4-5 September, Wiesbaden

- Presentation from NSIs within and outside the project
- Guest speaker: Mick Couper

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