



Web-push Experiment in a Mixed-Mode Probability-Based Panel Survey

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General Online Research Conf. 2019
Köln, March 7, 2019

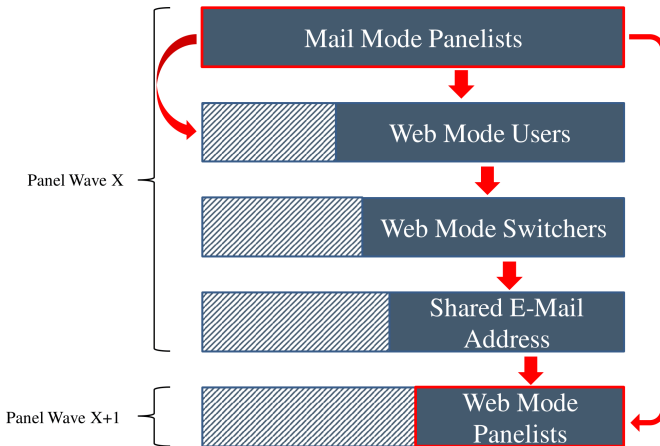
Background

- Design features of web-push methods in mixed-mode surveys
 - Order of presenting survey modes (e.g. Dillman, Smyth, & Christian 2014)
 - Use of Incentives (e.g. Singer & Ye 2012; Millar & Dillman 2011)
- Little knowledge of how web-push methods work in longitudinal studies

Research Questions

- Under which conditions do mail mode panelists permanently switch to the web mode?
- What is an effective strategy to push mail mode panelists to the web mode in a single wave?

Multi-Step Web-Push Process



Hypotheses

- Hypothesis 1: A sequential approach results in a higher web response rate than a concurrent approach.
- Hypothesis 2: Offering a prepaid incentive leads to a higher web response rate than offering a postpaid incentive.

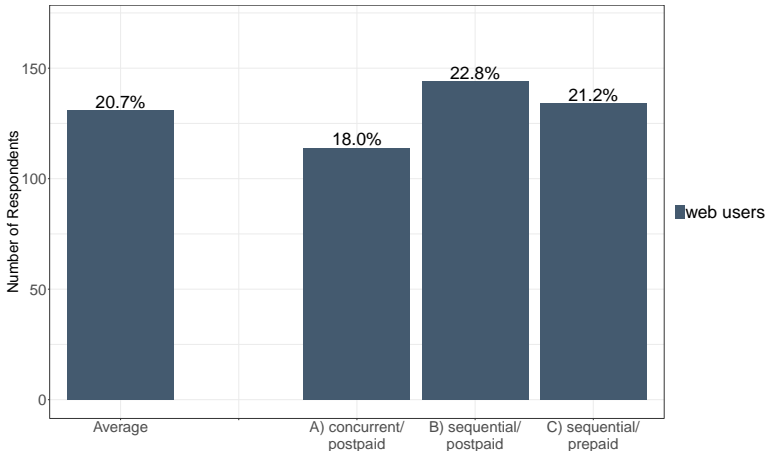
Data: The GESIS Panel

- Probability-based mixed-mode access panel
- Around 5700 panelists from three cohorts (October 2018)
 - Web-based surveys (approx. 65% of panelists)
 - Mail surveys (approx. 35% of panelists)
- Bi-monthly data collection
- Prepaid incentive: 5 EUR sent with each invitation letter

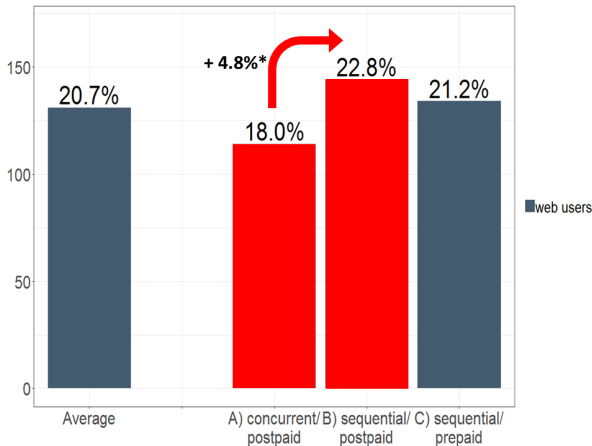
Experimental Design

| Treatment group (n) | Oct 5 Early Invitation | Oct 19 Regular Invitation | Nov 2 Reminder |
|------------------------------|--|--|--|
| A) concurrent/postpaid (632) | | <ul style="list-style-type: none"> • <input checked="" type="checkbox"/> web option + €10 postpaid • mail questionnaire • €5 regular incentive | <ul style="list-style-type: none"> • <input checked="" type="checkbox"/> web option + €10 postpaid |
| B) sequential/postpaid (631) | <ul style="list-style-type: none"> • <input checked="" type="checkbox"/> web option + €10 postpaid | <ul style="list-style-type: none"> • <input checked="" type="checkbox"/> web option + €10 postpaid • mail questionnaire • €5 regular incentive | |
| C) sequential/prepaid (633) | <ul style="list-style-type: none"> • <input checked="" type="checkbox"/> web option + €10 prepaid | <ul style="list-style-type: none"> • <input checked="" type="checkbox"/> web option • mail questionnaire • €5 regular incentive | |
| N = 1896 | <p>H1: seq > con H2: pre > post</p> | | |

Single Wave Web Participation

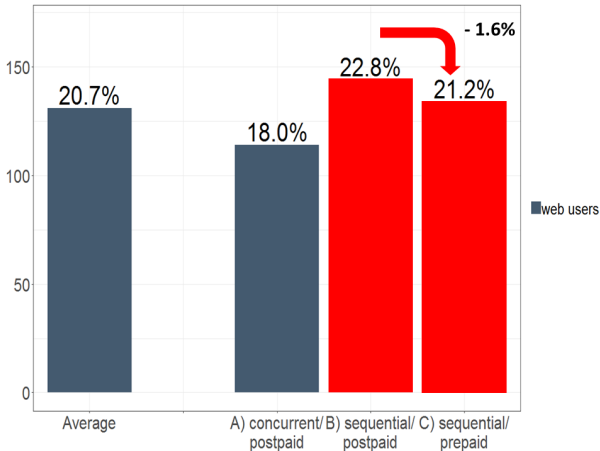


Hypothesis 1: Sequential > Concurrent

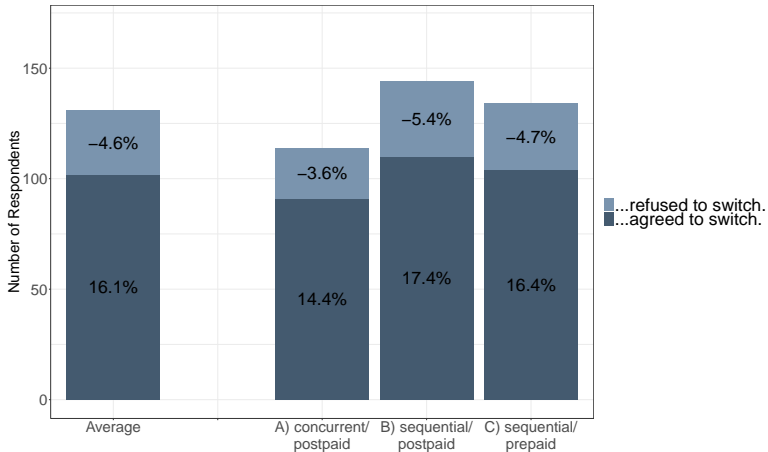


*p-value for a one-tailed test: 0.018; Dunnet's test correction for multiple comparisons: 0.033

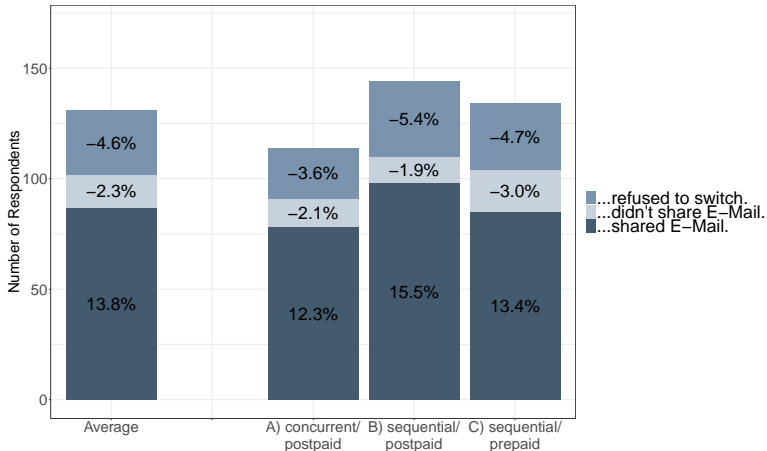
Hypothesis 2: Prepaid > Postpaid



Proportion of Mail-Mode Panelists who...



Proportion of Mail-Mode Panelists who...



Conclusions

- 1 A considerable number of mail mode panelists is willing to change the mode.
- 2 Prepaid incentives do not push more respondents into the web than postpaid incentives.
- 3 A sequential approach pushes more respondents into the web for a single wave than a concurrent approach.
- 4 The positive effect of the sequential approach decreases for the final number of mode switchers.
- 5 Even a small effect of a web-push can lead to considerable cost-savings.

Thank you for your attention!

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References

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