



**General Online Research Conference  
GOR 19**

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Almut Schumann, Federal Institute for Population Research (BiB); Detlev Lück, Federal Institute for Population Research (BiB); Robert Naderi, Federal Institute for Population Research (BiB); Martin Bujard, Federal Institute for Population Research (BiB); Norbert Schneider, Federal Institute for Population Research (BiB); Susana Cabaço, Netherlands Interdisciplinary Demographic Institute (NIDI) ; Tom Emery, Netherlands Interdisciplinary Demographic Institute (NIDI); Peter Lugtig, Utrecht University; Vera Toepoel, Utrecht University

## **Online, Face-to-Face or Mixed-Mode?**

**Findings from a Methodological Experiment in the GGP Context**

Contact: [Almut.Schumann@bib.bund.de](mailto:Almut.Schumann@bib.bund.de), [Detlev.Lueck@bib.bund.de](mailto:Detlev.Lueck@bib.bund.de)

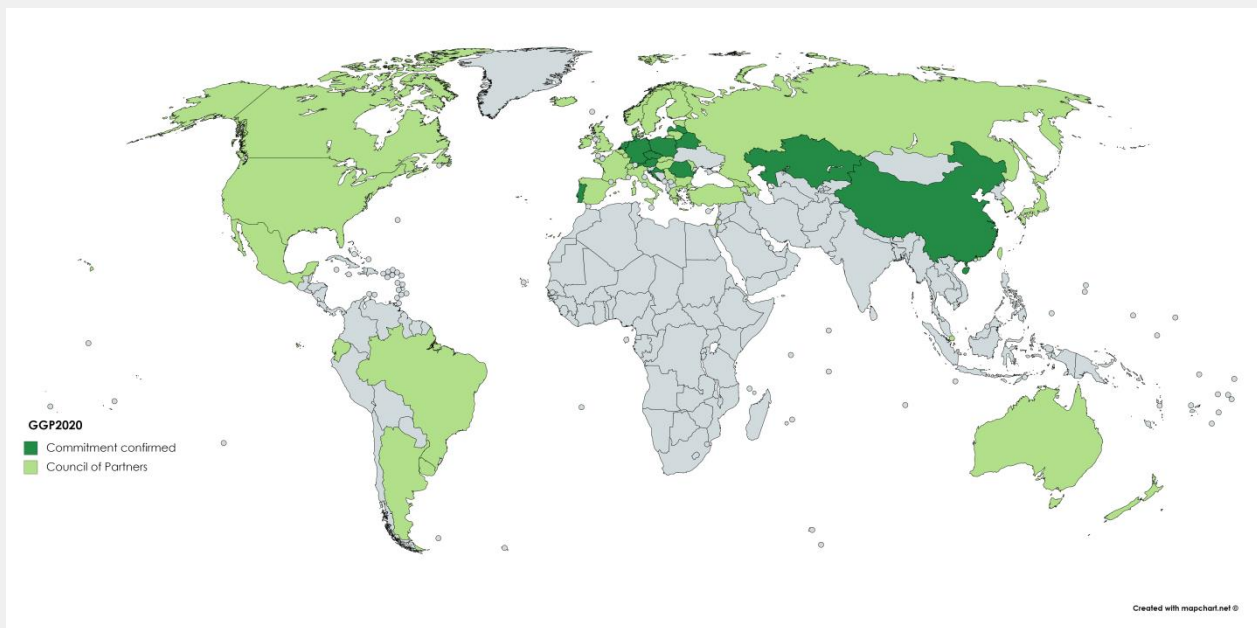


## Outline

- Background: Generations and Gender Programme (GGP)
- Experimental design
- Findings from the experiment in Germany
- Conclusions

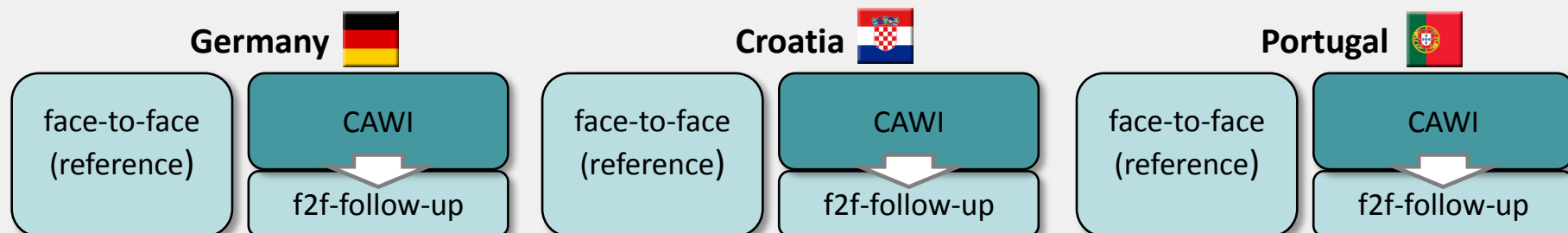
## Background

- The **Generations and Gender Survey (GGS)** has been conducted in CAPI, so far.
- **Idea:** moving from face-to-face only (CAPI) to an (optional) push-to-web design (in order to reduce survey costs and make financing possible for as many countries as possible).
- **Challenge:** long questionnaire (appr. 60 min.), complex routing and repetitive as well as sensitive questions.



## Experimental design

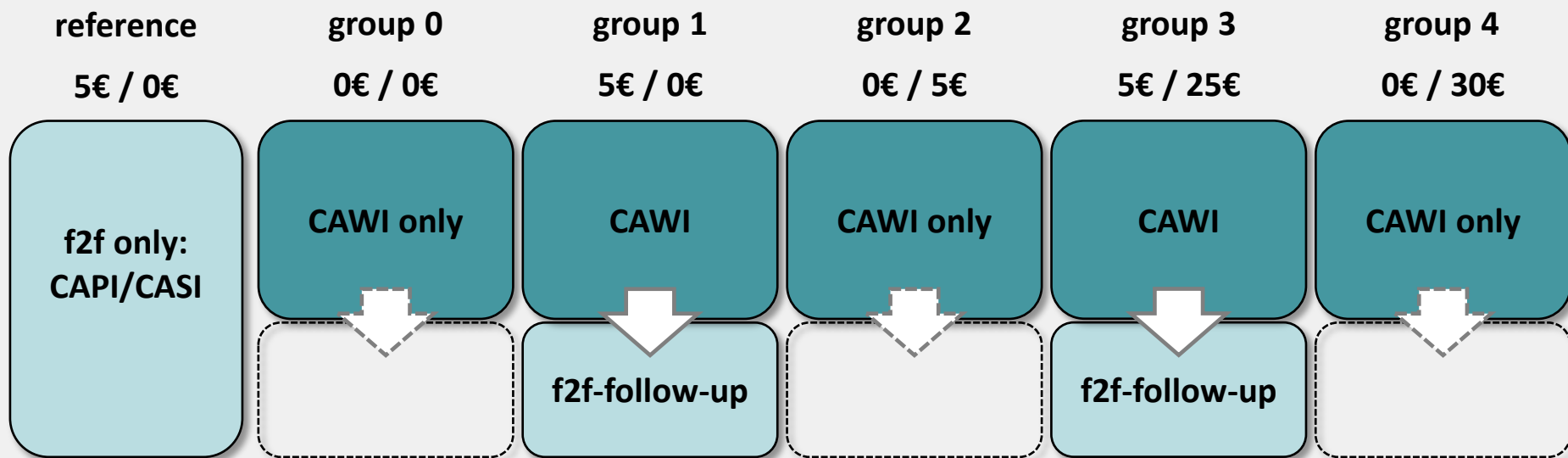
- A **reference group** is interviewed in **face-to-face only mode (CAPI/CASI)** - as it was the case in the previous GGS.
- An **experimental group** is interviewed in a **push-to-web design (CAWI and CAPI/CASI)**: a sequential mixed-mode design consisting of a CAWI survey and a face-to-face follow-up.
- **Both groups** will first receive a letter of invitation with **an unconditional 5 Euro incentive**.
- **The P2W group** receives **two reminders**, each with an interval of 14 days. The second reminder announces the **visit of an interviewer**.
- The experiment is conducted in **three countries** where in each country an **additional experiment** is carried out.



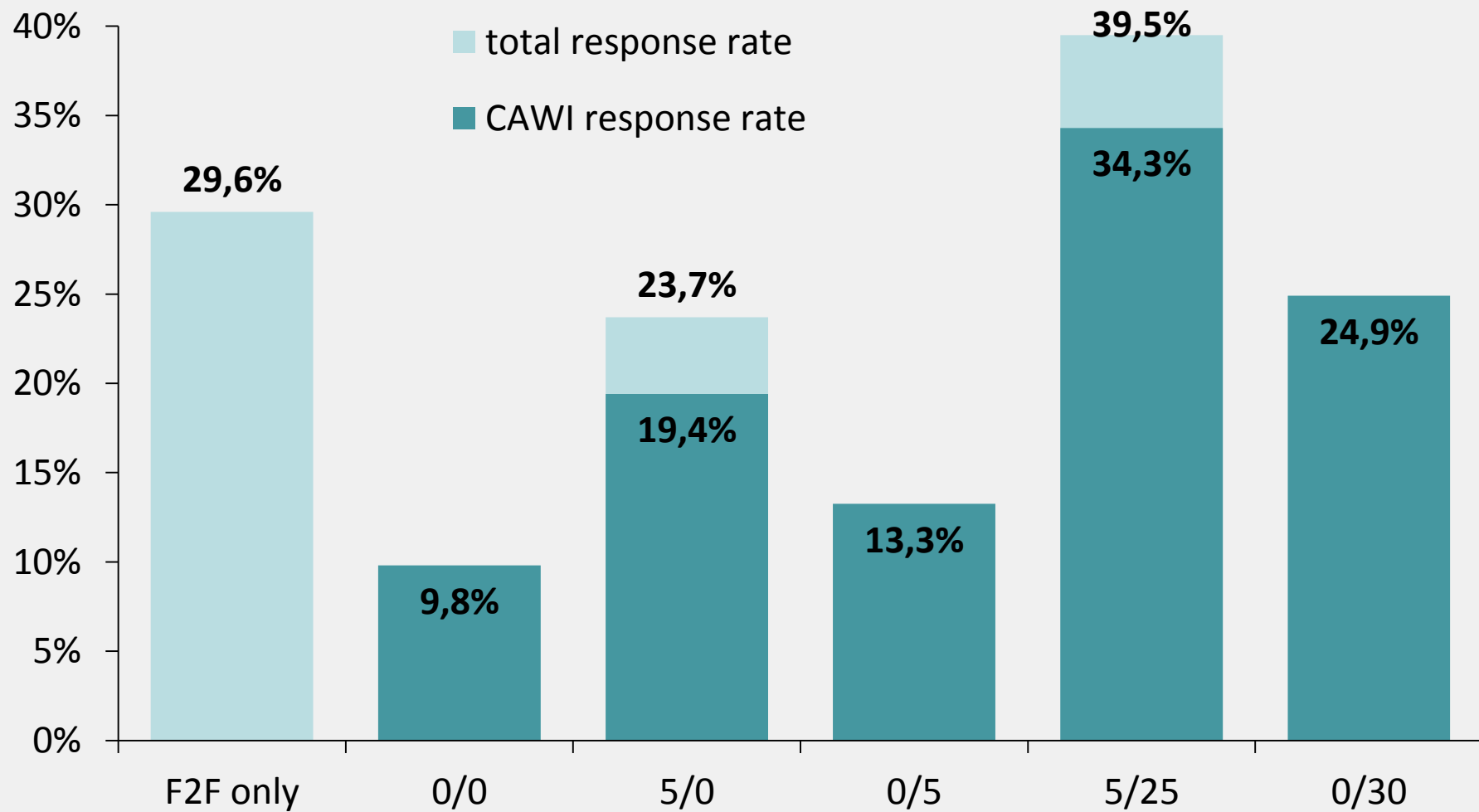


## Experimental Design in Germany

- Further experimental groups vary the incentive.
  - 0 Euro ↔ 5 Euro ↔ 30 Euro
  - unconditionally pre-paid ↔ conditionally post-paid
- Due to budget restrictions, we were only able to finance a CAPI follow-up in two groups.

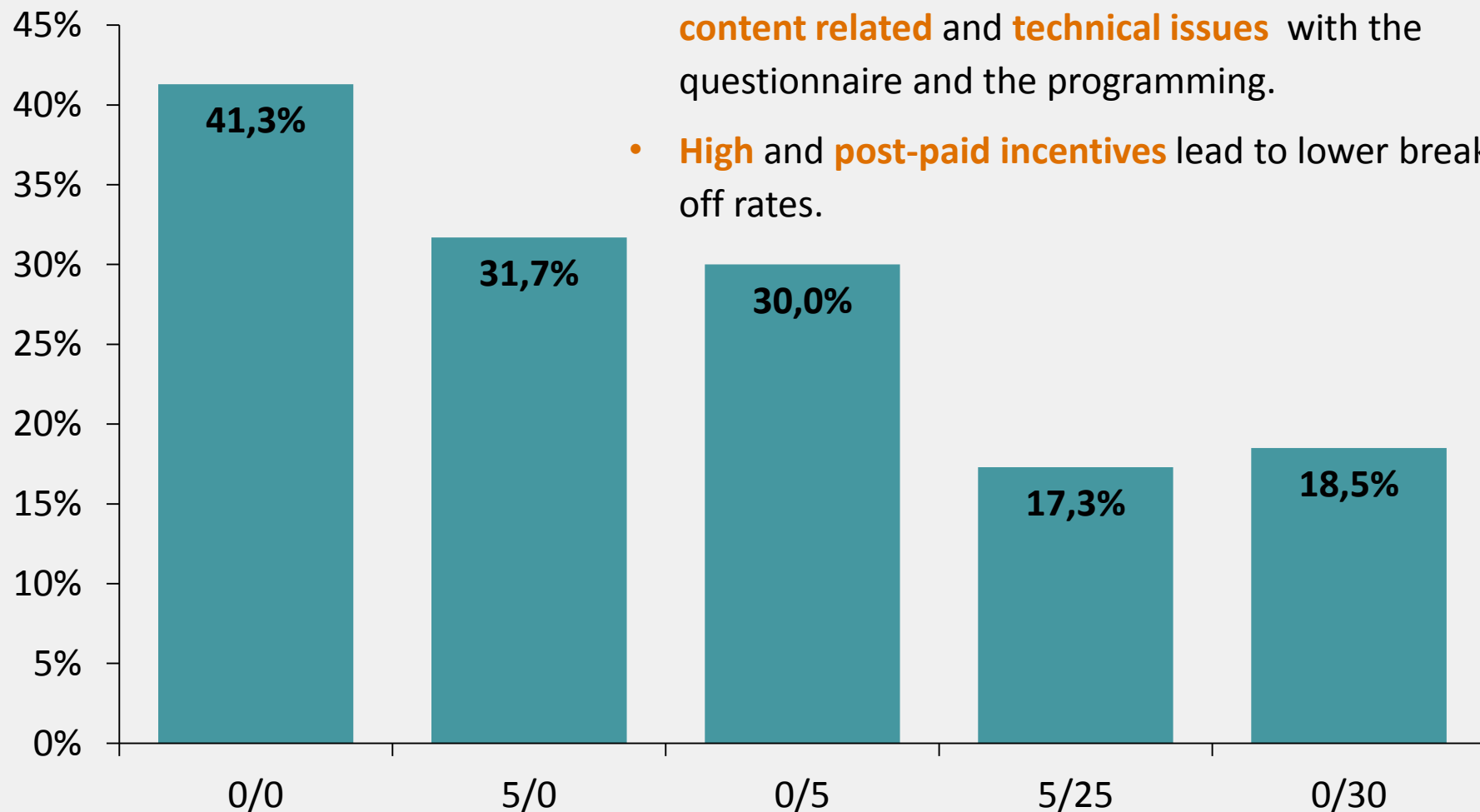


## Response Rates





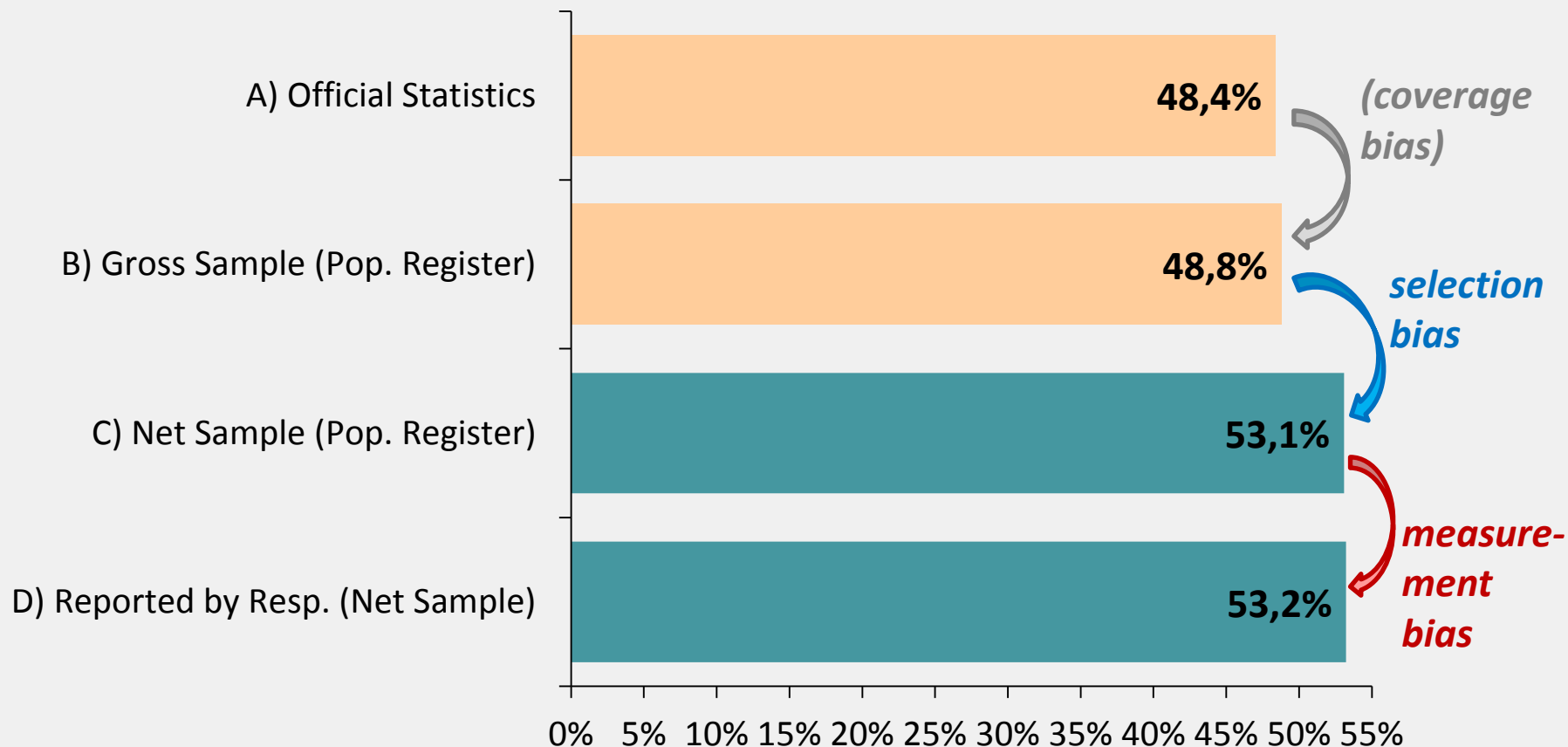
## CAWI Break-Off Rates



- High overall break-off rates because of several **content related** and **technical issues** with the questionnaire and the programming.
- **High** and **post-paid incentives** lead to lower break-off rates.

## Selection and Measurement Biases (explained for total sample)

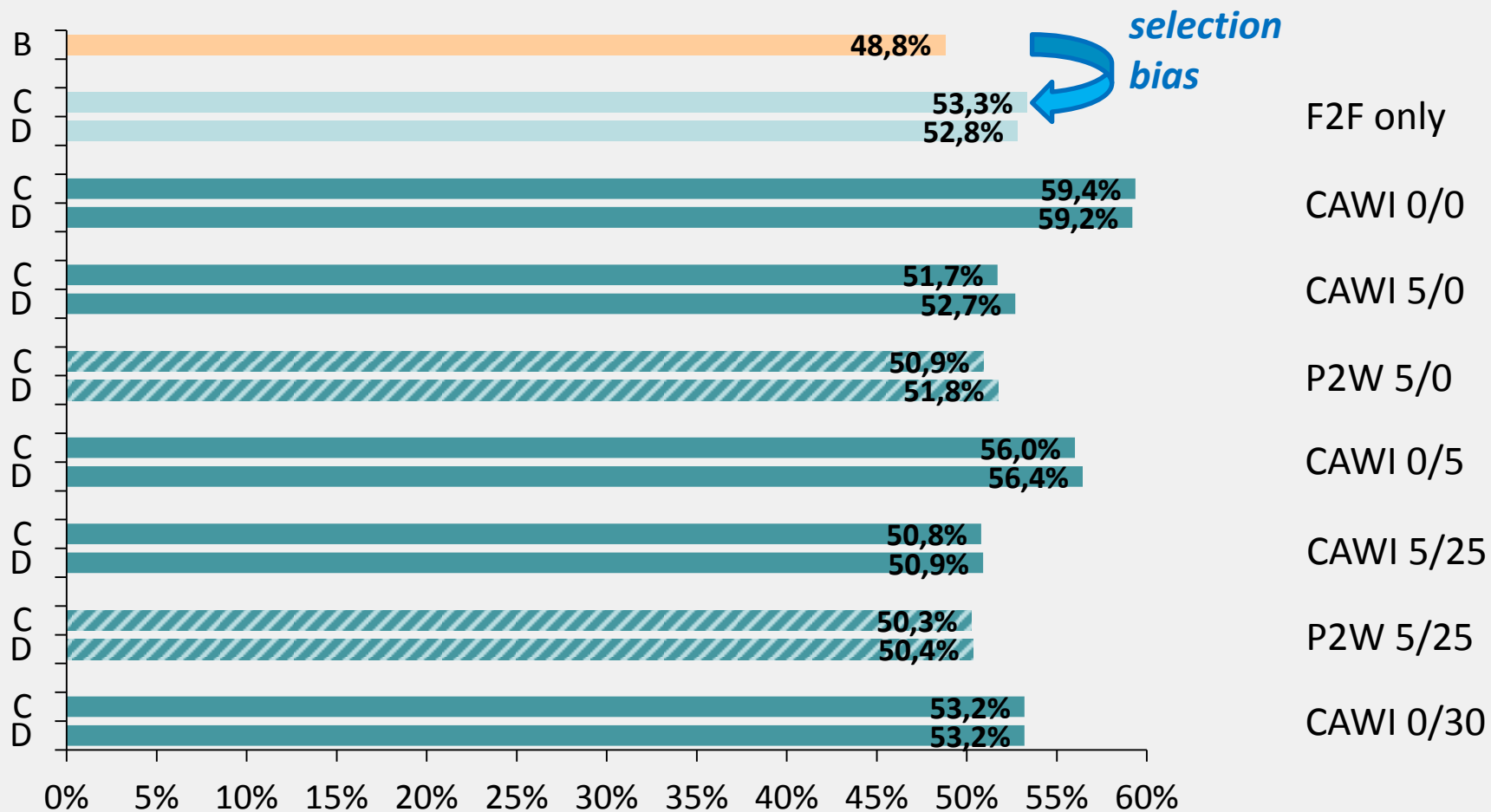
Ratios of **women** in population (A), gross sample (B), net sample (C) and reported by resp. (D)





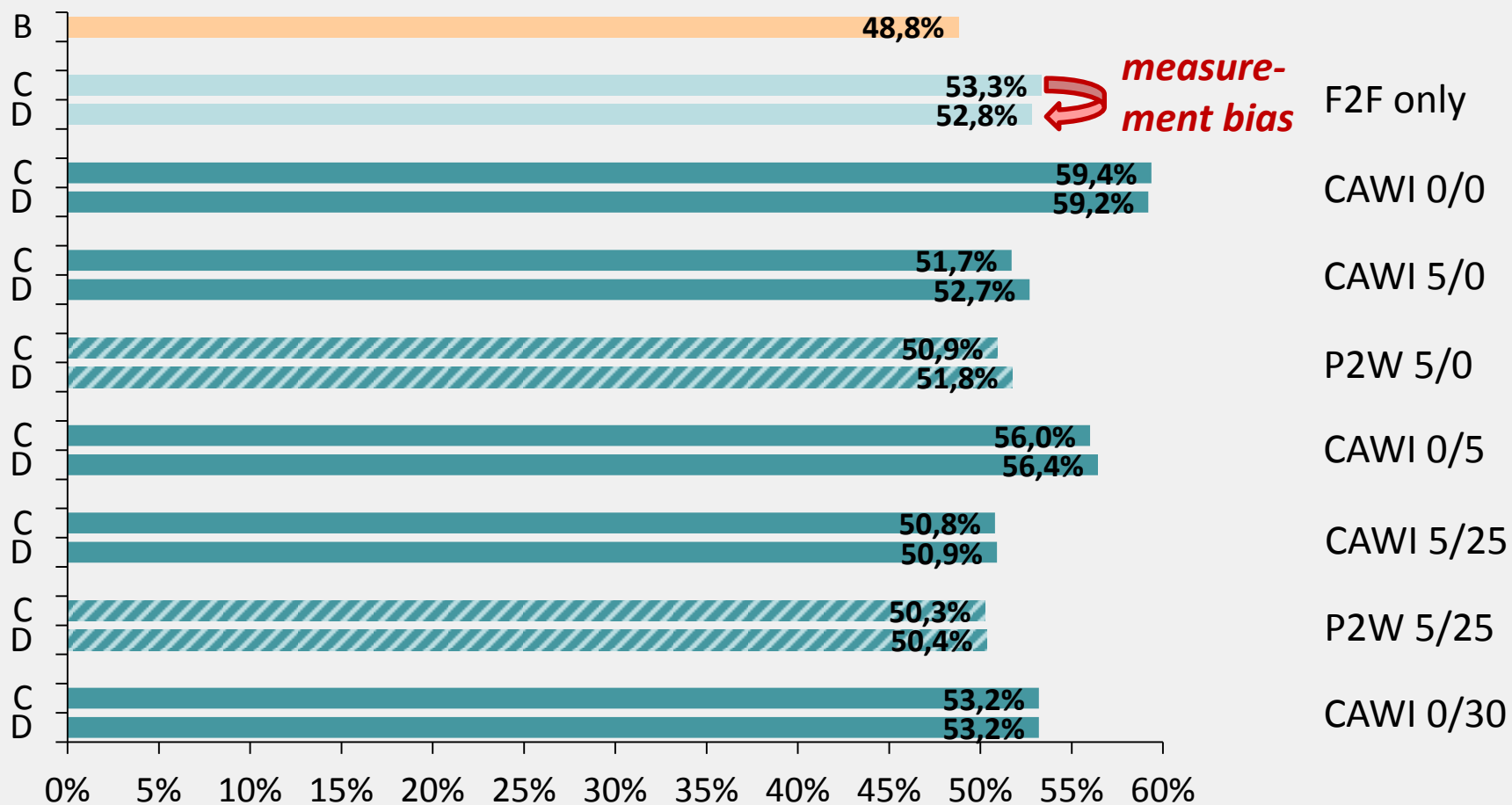
## Mode Selection and Mode Measurement Biases – for Sex

Ratios of **women** gross sample (B), net sample (C) and reported by respondent (D)



## Mode Selection and Mode Measurement Biases – for Sex

Ratios of **women** gross sample (B), net sample (C) and reported by respondent (D)

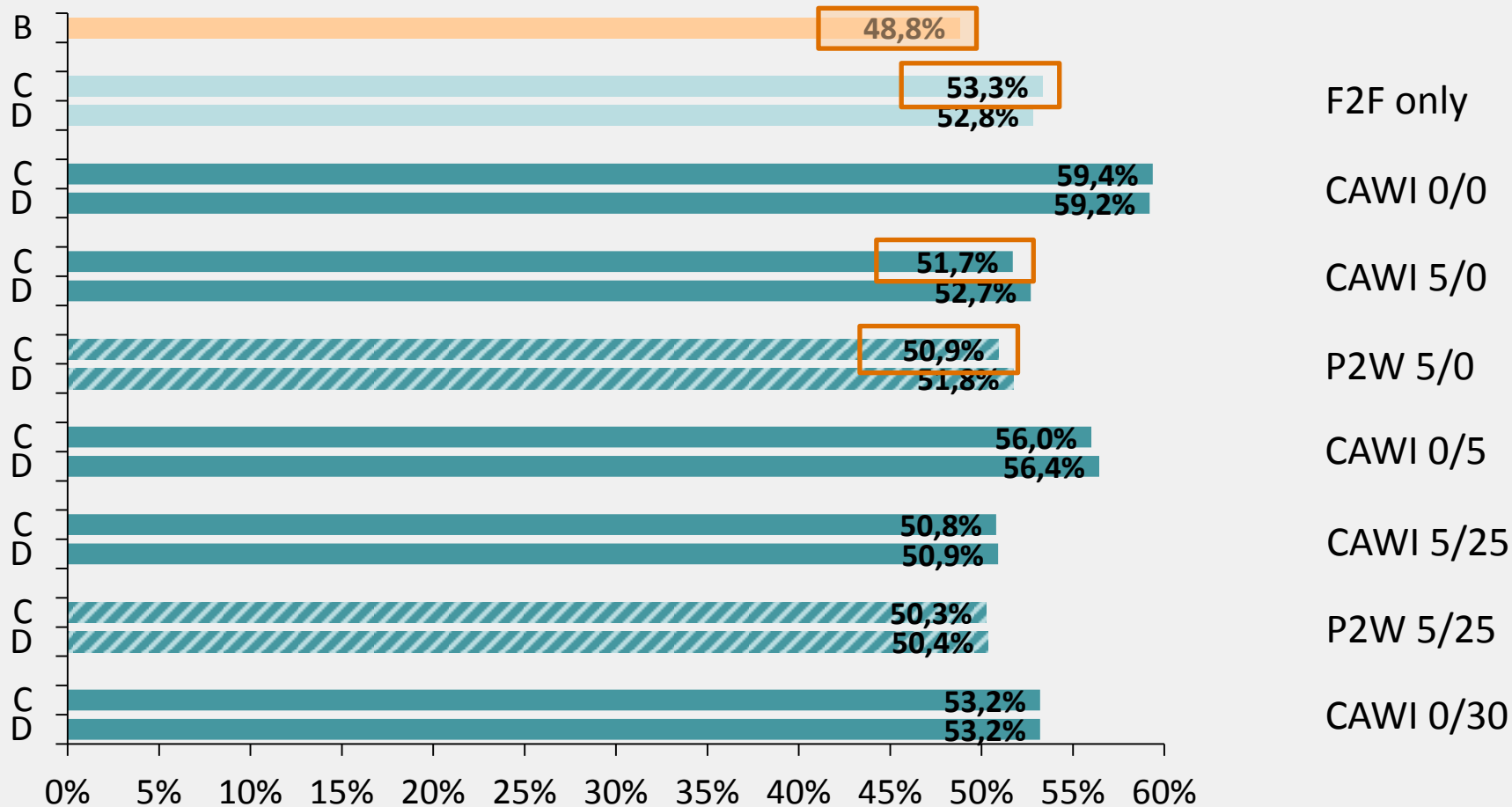


*all modes have a certain selection bias (more women in the sample)*

# Mode Selection and Mode Measurement Bias

*F2F only has the largest, P2W the smallest selection bias (at a low level)*

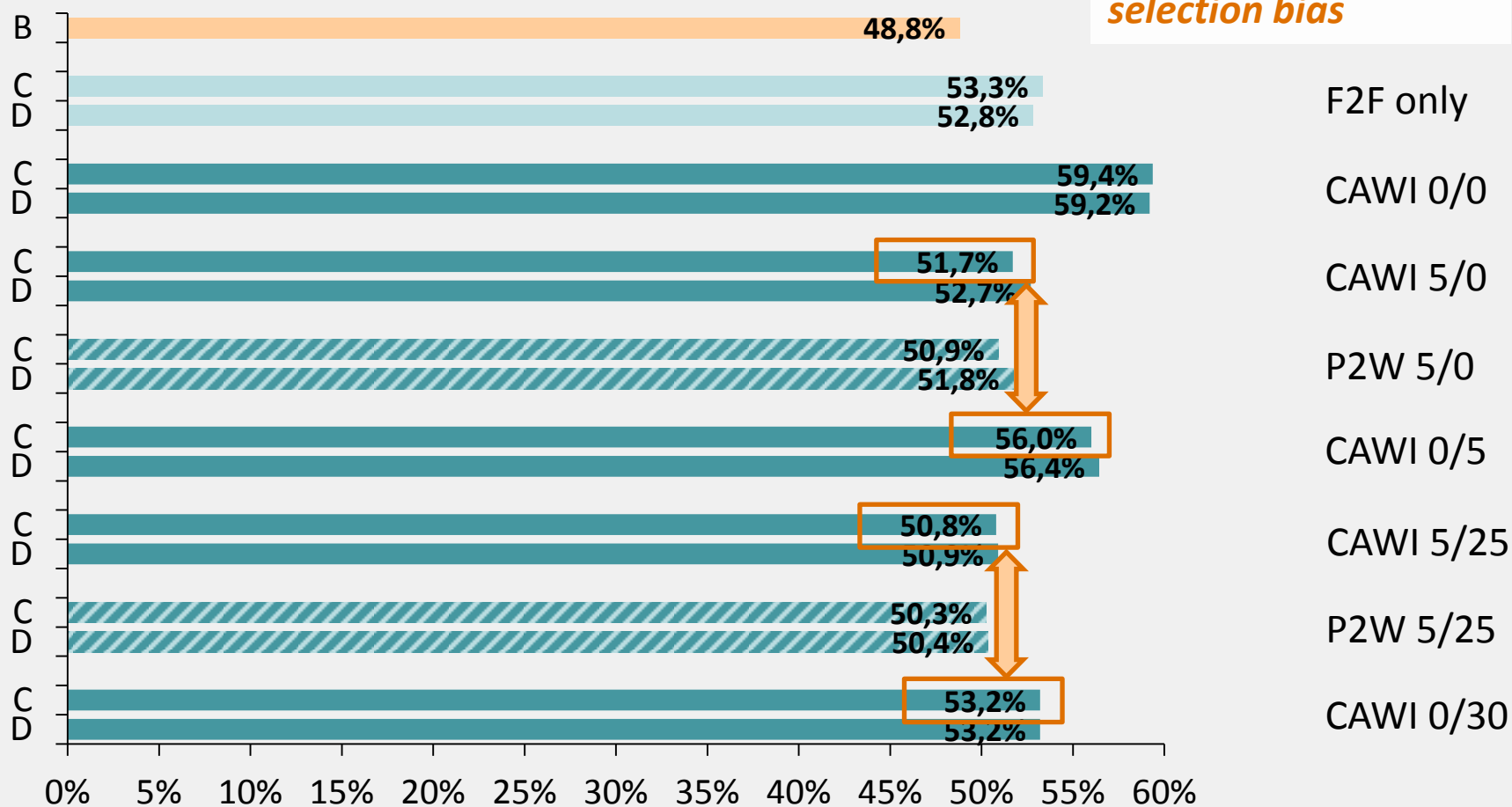
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## Mode Selection and Mode Measurement Biases – for Sex

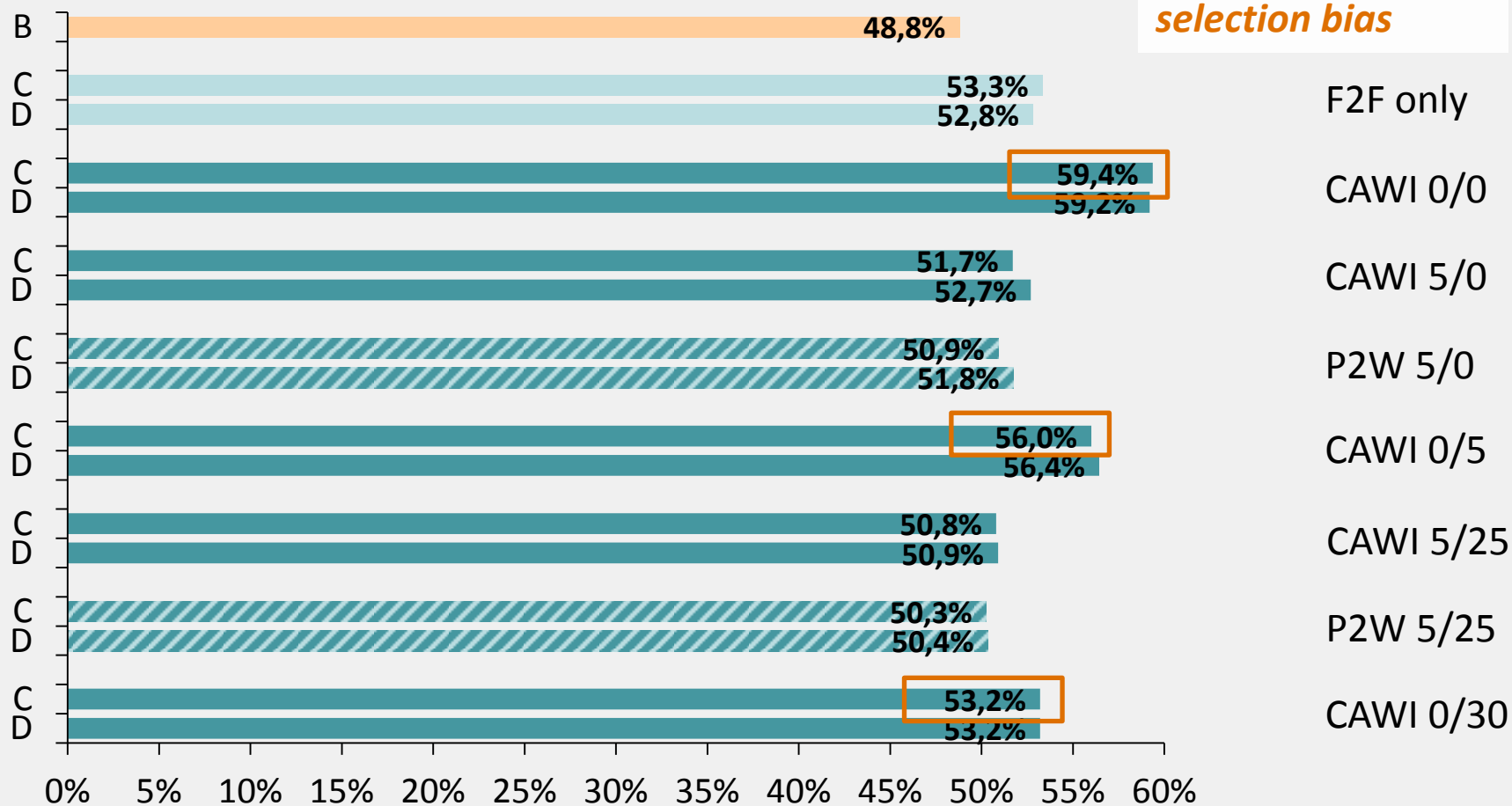
Ratios of **women** gross sample (B), net sample (C) and reported by respondent (D)

*a pre-paid incentive decreases the selection bias*



## Mode Selection and Mode Measurement Biases – for Sex

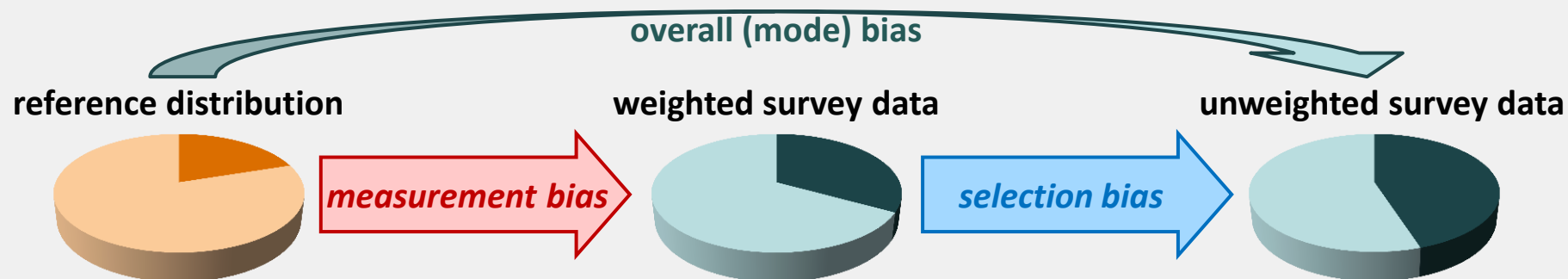
Ratios of **women** gross sample (B), net sample (C) and reported by **a high incentive decreases the selection bias**



## A Second Strategy for Disentangling Biases

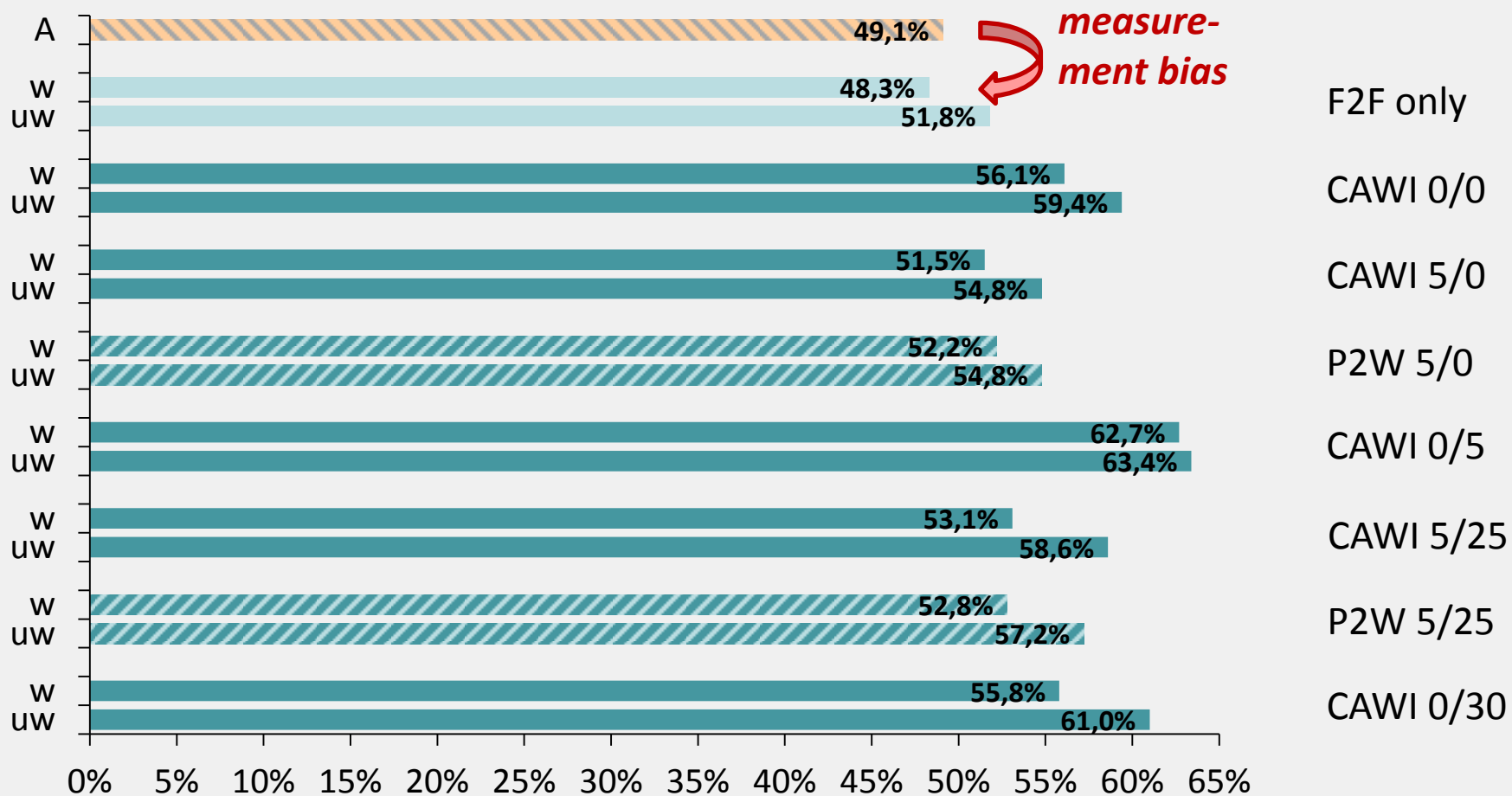
For indicators for which **no individual-level reference data** exist, but **reference distributions on the aggregate level** from official statistics, the strategy is:

- The four indicators **sex, age, citizenship** and **highest educational degree** are considered ...
  - ... to be **reported accurately** (without measurement biases) and ...
  - ... to fully **capture all selection biases**.
- **Weights** are calculated that correct these four indicators' distributions according to the reference.
- For other indicators, the accordingly **weighted reported values** are calculated.
- These are then compared to the **unweighted reported values** and the **reference distribution**.



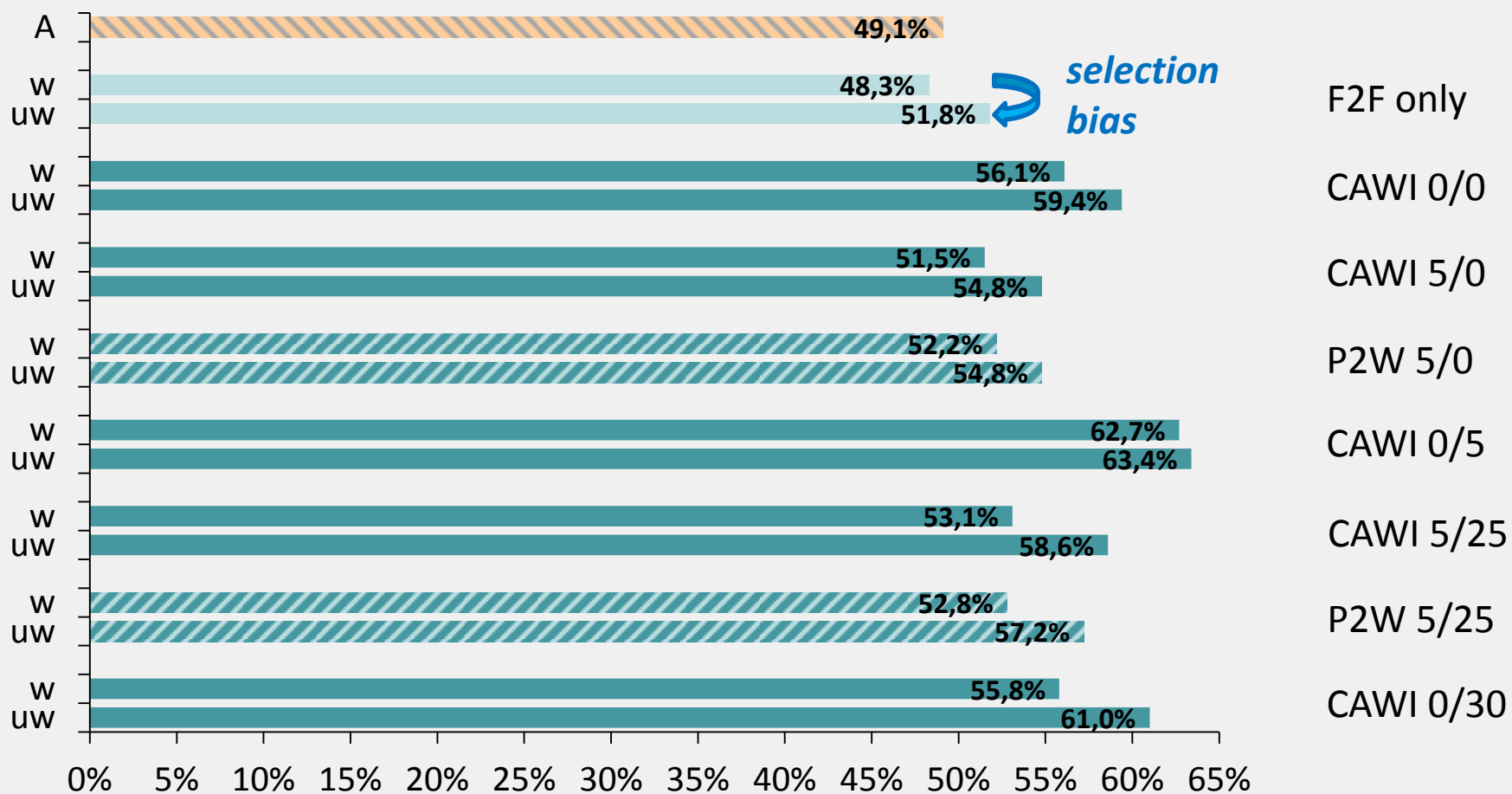
## Mode Selection and Measurement Biases for Childlessness

Ratios of **childless people** in population (A) and the weighted (w) and unweighted (uw) sample



## Mode Selection and Measurement Biases for Childlessness

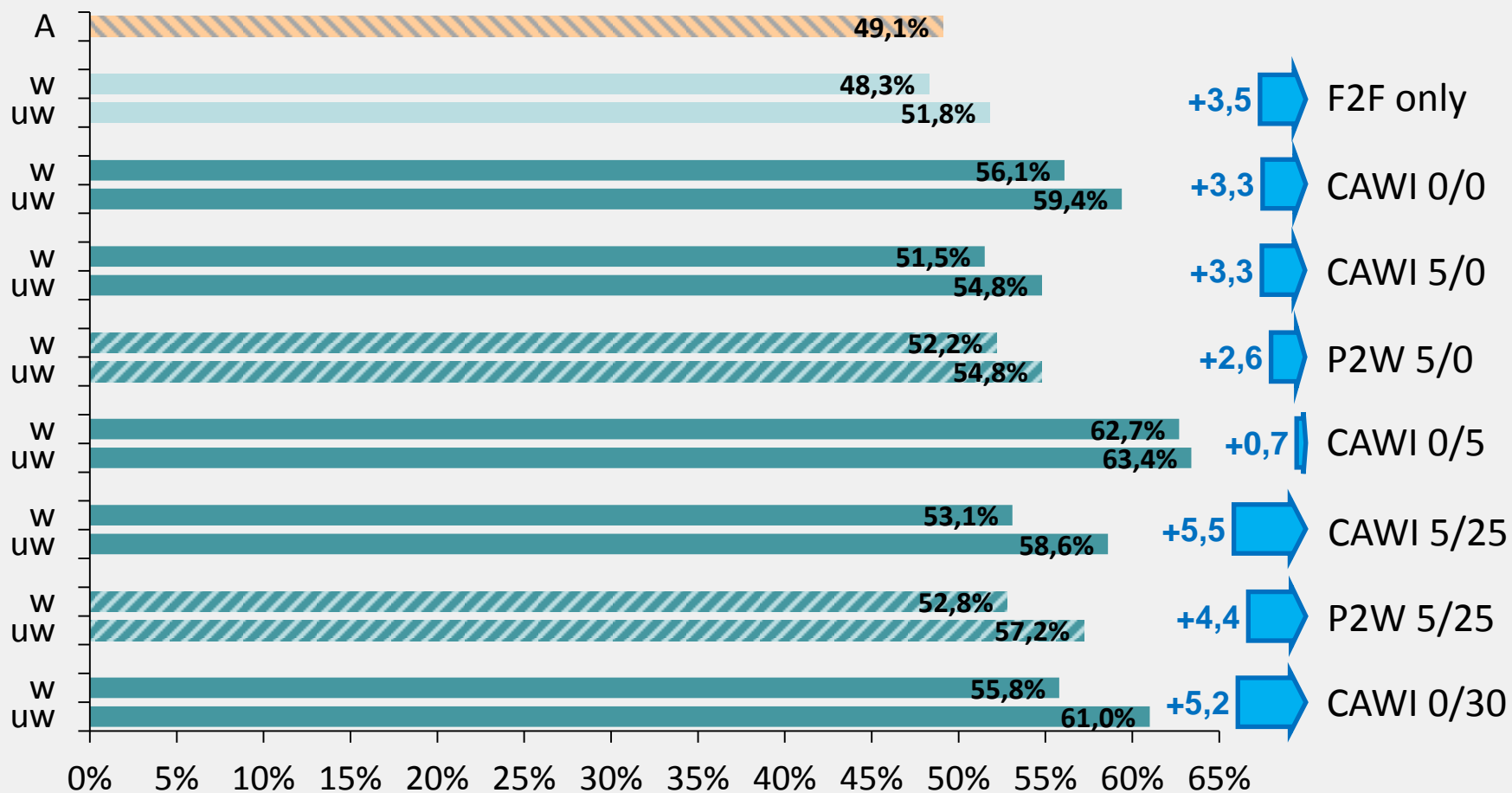
Ratios of **childless people** in population (A) and the weighted (w) and unweighted (uw) sample





## Mode Selection and Measurement Biases for Childlessness

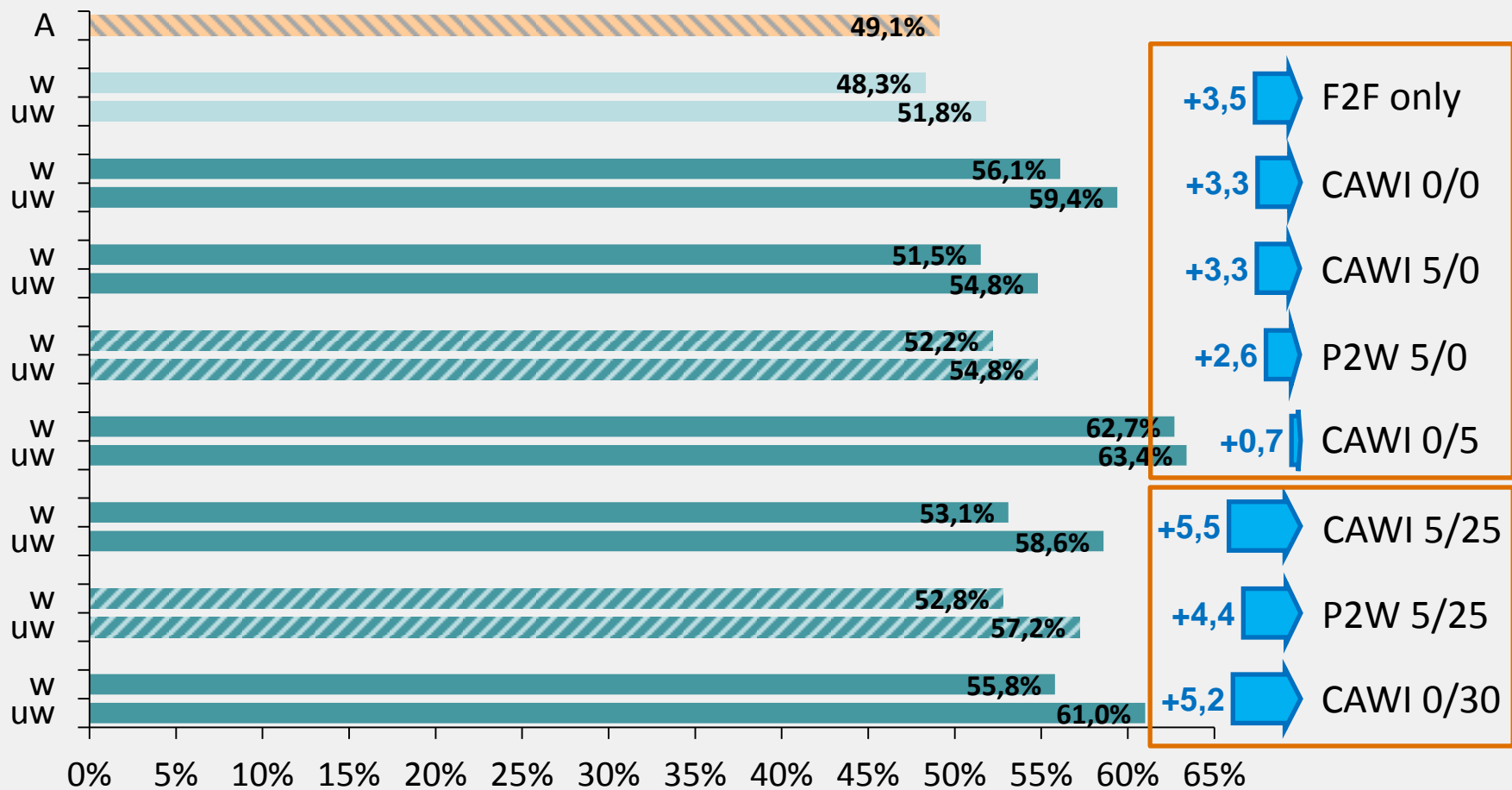
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# Mode Selection and Measurement Biases for Childlessness

Higher incentives tend to increase selection bias

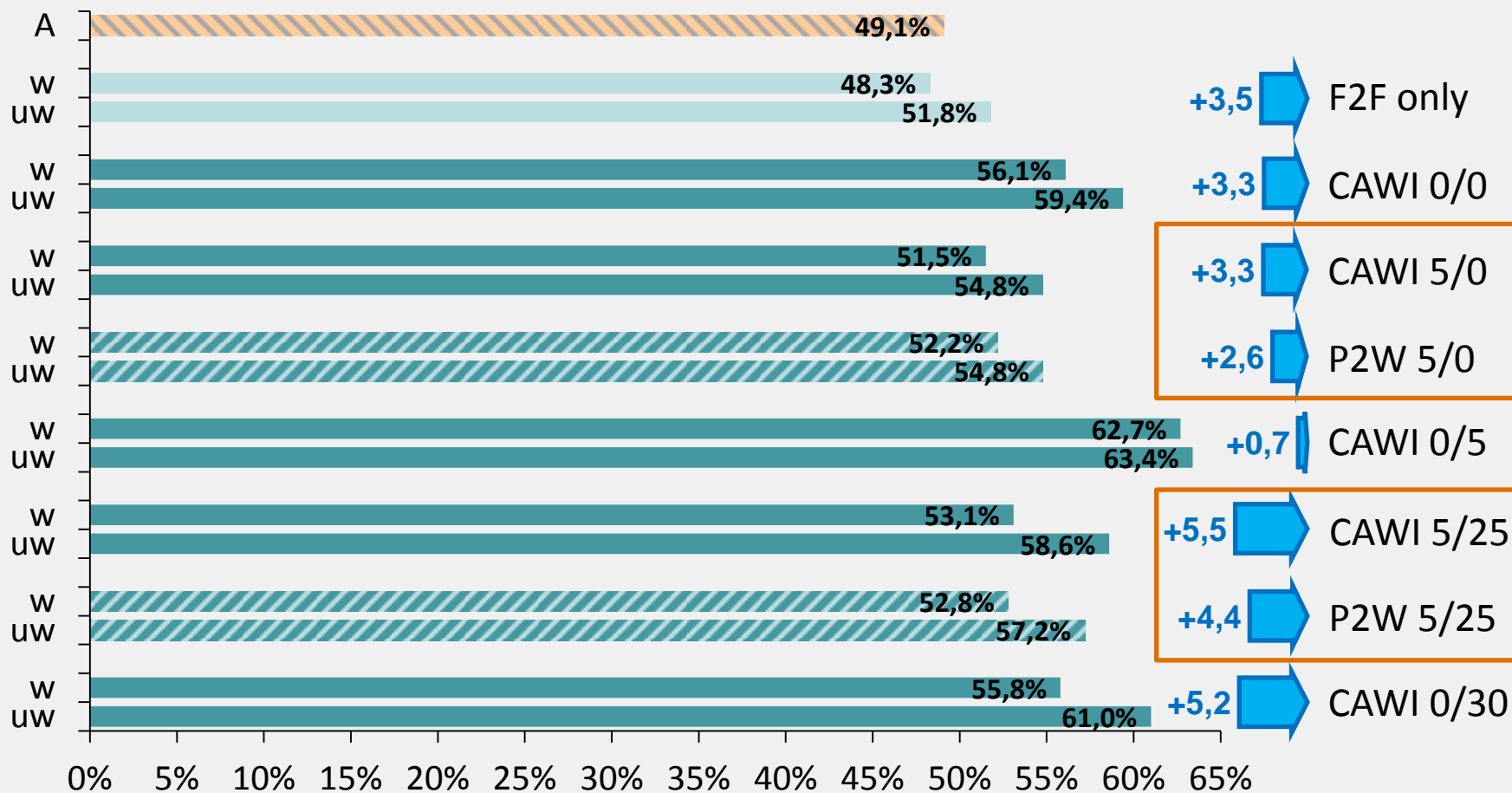
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# Mode Selection and Measurement Biases for Childlessness

*P2W reduces selection bias compared to CAWI*

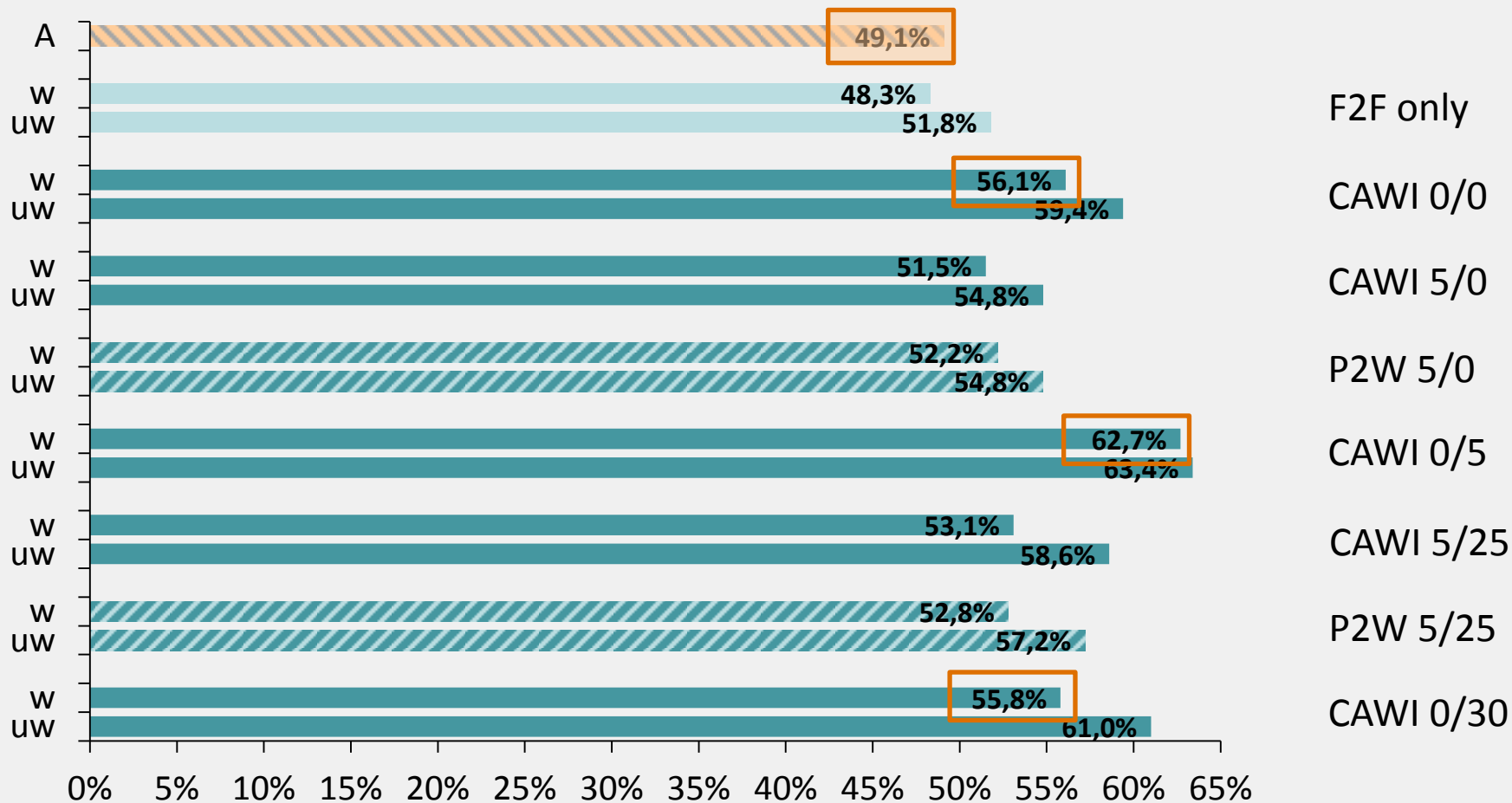
Ratios of **childless people** in population (A) and the weighted (w) and unweighted (uw) sample



# Mode Selection and Measurement Biases for Childless people

*CAWI groups without a pre-paid incentive have measurement biases*

Ratios of **childless people** in population (A) and the weighted (w) and unweighted (uw) sample





## Conclusions

- **Response rates ...**
  - ...can be higher in P2W and even in CAWI than in CAPI mode – with the right incentive.
  - A high incentive with a combination of 5 pre-paid and 25 post-paid works best.
- **Break-off rates ...**
  - ..., even when extraordinarily high, can be significantly reduced with the right incentive.
- **Selection biases ...**
  - ... appear in every mode and experimental group.
  - The pre-paid incentivized F2F only and P2W-groups show the smallest deviations from the population regarding sex (and citizenship).
- **Measurement biases ...**
  - ... in reporting sex (age and citizenship) do not appear in any mode and experimental group.
  - Concerning childlessness, CAWI only groups without pre-paid incentive show measurement errors in terms of under-reporting children.

**Thank you for your attention!**

Contact: [Almut.Schumann@bib.bund.de](mailto:Almut.Schumann@bib.bund.de), [Detlev.Lueck@bib.bund.de](mailto:Detlev.Lueck@bib.bund.de)