

Willingness to participate in a metered online panel

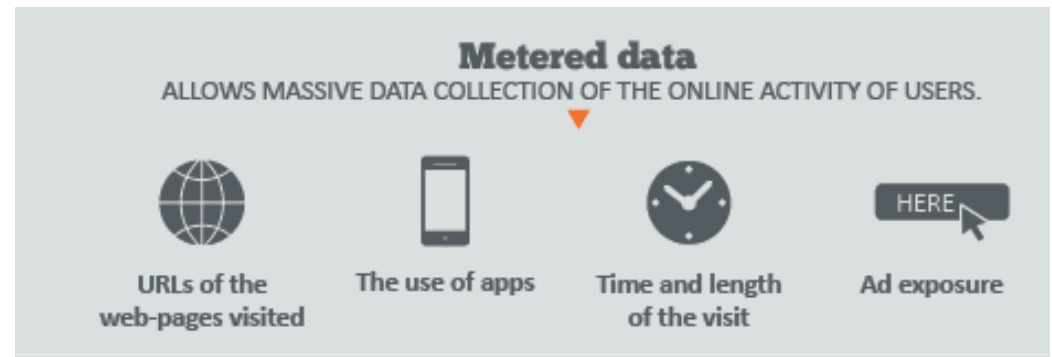
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BigSurv2018, Barcelona

Introduction

What is a metered online panel?

Metered data = passive data coming from a tracking application (called a "meter") installed by the participants on their devices to record their online activities



Metered online panel = group of people who 1) actively answer web surveys, 2) have accepted installation of a meter on at least one of their devices, and 3) send (passively) information through the meter

Introduction

Why is it attractive to have such a panel?

1. Avoid problems of memory limitations and/or satisficing
2. Decrease respondent burden by reducing number of survey questions
3. Almost no effort (setting up) for the participants (passive data collection)
4. Data collected continuously once installed: can be used for different projects
5. Collect new kinds of data
6. Link between different kinds of data for the same panelists

Introduction

What are the issues?

1. Selection bias in who provides meter data

→ Participation depends on willingness of people to install the meter

Our focus

2. Observation of only part of the activity

3. Shared devices

4. Limited information available

5. Difficulties in analyzing the data

Introduction

Previous research on willingness

Study	Stated willingness	Observed willingness
de Reuver & Bouwman (2015)	31%	14%
Van Duivenvoorde & Dillon (2015)	4%	2%
Kissau & Fischer (2016)	23% main sample	10% main sample
	8% boost sample	3% boost sample
Revilla, Couper & Ochoa (2018)	18% on smartphone	
	17% on PC	

Main reasons unwillingness: privacy/trust



More research needed

Goals of this presentation

Three main research questions

***RQ1.* To what extent are people willing to install a meter?**

How many panelists were invited to install the meter, accepted, sent data at least once, still sending data 3 and 6 months later

Acceptance & participation rates

***RQ2.* On which devices did they install the meter?**

Proportions of each device combination out of all meters installed
Number of devices on which the panelists have installed the meter

***RQ3.* To what extent do panelists who installed the meter differ from those who were invited but did not install it?**

In terms of socio-demographic characteristics

In terms of panel loyalty

Netquest metered panels

Netquest online panels

Started in 2006
In 23 countries



Netquest metered panels

Started in 2014
In 11 countries

wakopa



Data for 9 countries

Argentina, Brazil, Chile, Colombia, Mexico, Peru, Portugal, Spain & USA

Look at panelists invited in 2017

Maximize number of countries with data allowing to have information for all panelists 6 months after they installed the meter

Data analysed

Meter invitation process

Usual invitation process to the meter:

1. Identify the need for more panelists with a meter
2. Select panelists with more than 10 surveys completed
3. Run a machine learning algorithm that returns a probability of installing the meter for each of the selected panelists
4. Invite all panelists above a given threshold depending on the need and on quotas



For USA, different invitation process:

Need to quickly create the metered panel so invited anyone who has completed at least one survey

Data analysed

Meter invitation process

1. At the end of a survey, panelists are asked if they would like to become “Premium” panelists
2. If they click on “Become Premium”, they get details about what this is
3. If they say “yes”, they have to install the meter on at least one device

Installation for PCs

Click “Download” + click “Add extension.”

Installation for Android

Install an app

Installation for iOS

Configure a Private Virtual Network



The meter sends data until the panelists cancel the installation

Data analysed

Incentives

Incentives received:

+ 100 points for installing

+ 5 points extra for each survey answered per device with the meter (maximum of 15 points)

Same number of points across countries

The goal is that panelists can get the same with the same effort in all countries

Still the value of the points is slightly different

Example: number of points needed for a cinema ticket

	Argentina	Brazil	Chile	Colombia	Mexico	Peru	Portugal	Spain	USA
Points	100	120	90	80	80	100	115	140	170

Willingness to install a meter

From invitation to participation

Number of...	Argentina	Brazil	Chile	Colombia	Mexico	Peru	Portugal	Spain	USA
Loyal panelists	79,376	104,340	85,557	58,317	106,583	28,139	17,296	126,961	20,727
Invited	7,335	7,980	4,346	7,448	12,542	1,800	2,436	7,764	59,936

Loyal panelists = participated in at least 10 surveys

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Accepted	3,594	4,116	2,182	4,001	6,204	769	1,148	3,113	16,828

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Sent data at least once	2,835	3,309	1,611	3,133	4,758	535	827	2,277	12,207
Still sent data 3 months later	1,586	1,652	887	1,887	2,481	301	504	1,182	2,631
Still sent data 6 months later	1,320	1,273	686	1,563	1,873	254	402	961	1,824

Loyal panelists = participated in at least 10 surveys

Willingness to install a meter

From invitation to participation

$$\text{Acceptance rate} = \frac{\text{number accepted} \times 100}{\text{number invited}}$$

$$\text{Participation rate} = \frac{\text{number sent data at least once} \times 100}{\text{number invited}}$$

$$\text{Participation 3 (or 6) months} = \frac{\text{number still send data} \times 100}{\text{number invited}}$$

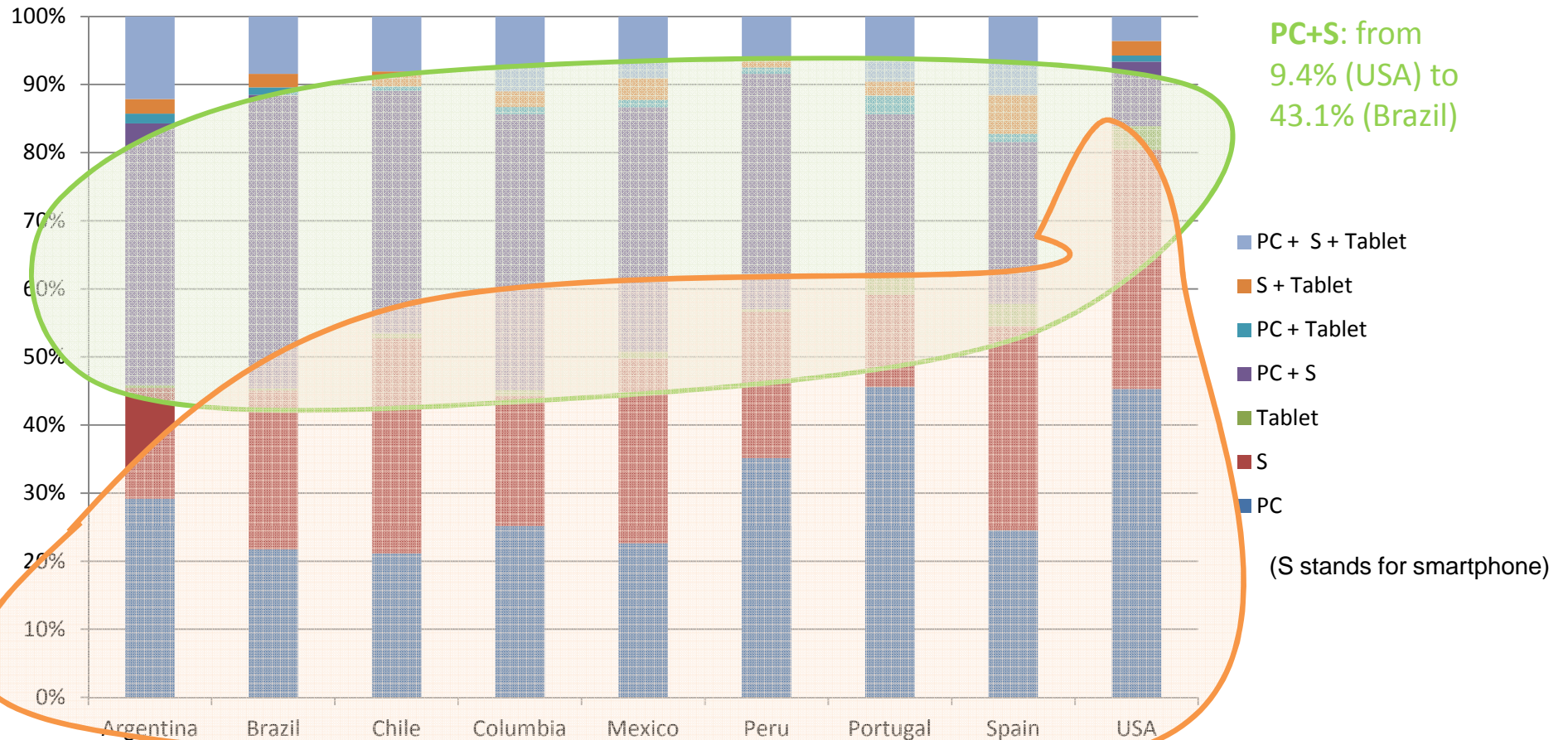
Willingness to install a meter

From invitation to participation

	Argentina	Brazil	Chile	Colombia	Mexico	Peru	Portugal	Spain	USA
Acceptance rate	49.0	51.6	50.2	53.7	49.5	42.7	47.1	40.1	28.1
Participation rate	38.6	41.5	37.1	42.1	37.9	29.7	33.9	29.3	20.4
Participation 3 months	21.6	20.7	20.4	25.3	19.8	16.7	20.7	15.2	4.4
Participation 6 months	18.0	16.0	15.8	21.0	14.9	14.1	16.5	12.4	3.0

Devices on which they install the meter

Proportions of each device out of all meter installed



Only PC: from 21.2% (Chile) to 45.6% (Portugal)

Only S: from 13.5% (Portugal) to 35.2% (USA)

Devices on which they install the meter

Number of devices on which panelists installed the meter

Installed on	Argentina	Brazil	Chile	Colombia	Mexico	Peru	Portugal	Spain	USA
1 device (%)	42.0	41.3	50.8	41.7	46.8	51.0	54.5	53.9	81.1
2 devices (%)	33.8	37.8	30.1	32.7	32.1	33.5	26.5	27.8	12.5
≥3 devices (%)	24.2	20.9	19.1	25.6	21.0	15.5	19.0	18.3	6.3

Note: we do not know how many devices the panelists have, only on how many they installed the meter

Panelists who installed the meter vs were invited but did not install it

Socio-demographic characteristics

		Argentina	Brazil	Chile	Colombia	Mexico	Peru	Portugal	Spain	USA
Installed	% men	52.2	60.8	59.1	48.1	47.1	57.8	45.3	51.0	49.7
Not Installed	%men	50.5	61.2	54.6	44.7	45.1	57.4	42.0	47.1	45.1
Installed	% univ.	23.3	38.3	3.1	69.0	1.9	46.5	59.3	25.5	33.4
Not Installed	%univ	23.4	34.3	3.4	62.8	2.6	34.7	50.1	24.6	22.4
Installed	Median age	31	29	28	28	26	27	44	42	34
Not Installed	Median age	36	28	31	30	25	27	53	44	40
Installed	Median cat. income	33-40.9								
Not Installed	Median cat. income	41-49	2-8.6	480 -830	2,000 – 4,000	5.5 -11	2.5 - 5	1.5-1.8	2 -2.5	35 – 45

Note: income expressed in thousands

Installed (compared to non installed): higher percentage of men (in 8 countries) and of people with university degree (in 6 countries); median age lower (in 6 countries); and median income similar (except for one country).

Panelists who installed the meter vs were invited but did not install it

Panel loyalty

Median		Argentina	Brazil	Chile	Colombia	Mexico	Peru	Portugal	Spain	USA
No. days in panel	Installed	1,094	906	892	1,192	790	1,126	1,571	1,233	388
	Not Installed	1,042	1,033	775	1,192	671	976	1,566	1,177	450
Survey participation rate	Installed	0.86	0.80	0.76	0.85	0.80	0.76	0.88	0.87	0.50
	Not Installed	0.70	0.62	0.52	0.68	0.48	0.55	0.83	0.75	0.13

Really different:
could explain the
other differences

Installed: more days in the panel (median) in 6 countries; and higher survey participation rates in all countries.

Conclusions

Main results

RQ1: willingness

Participation rate: from 20 to 42% → higher than expected from previous literature
In most countries, participation after 3 months is around 20-25%
The decline between 3 and 6 months is not that high (around 5%)
However, the number of metered panelists still present after 6 months is overall quite small

RQ2: which devices

Quite similar proportions of participants installed the meter on PC+Smartphone, and on only PC or only smartphone
Independent of the device type, 20-25% of participants have installed the meter in 3 or more devices in a majority of countries

RQ3: differences those who installed vs. did not install

Group who installed: higher percentage of men and people with university degree; median age lower; median income similar; higher panel loyalty

Overall

Clear differences across countries, mainly USA vs. the rest
Most probably due to differences in the invitation process + cultural differences too

Conclusions

Limits / further research

- Difficult to compare countries
 - Panels started at different points in time
 - Different needs for panelists with a meter
 - Different invitation process
- No information about the number or type of devices the participants have
- Limited background variables to be compared
- Strategies to improve participation?
- Strategies to correct for selection bias?

Thank you for your attention!

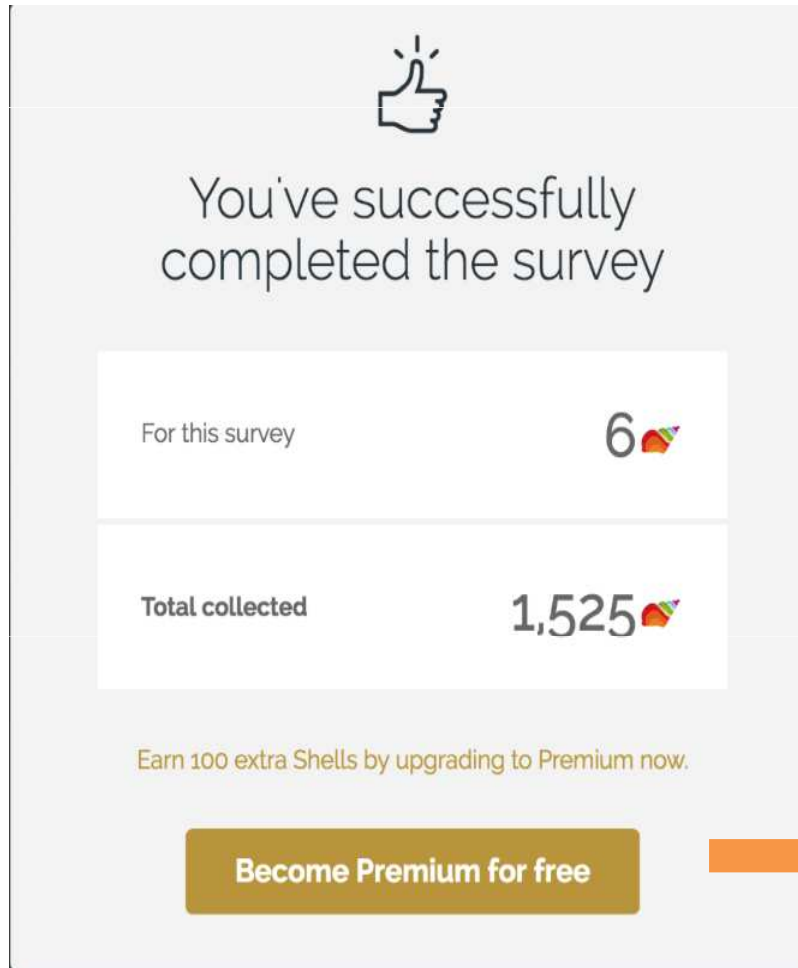
Questions?

References

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- Kissau, K., & Fischer, D. (2016). Pitfalls and opportunities of research using passive metering software. Paper presented at the General Online Research conference, Dresden, March.
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- Revilla, M., Ochoa, C., & Loewe, G. (2017). Using passive data from a meter to complement survey data in order to study online behavior. *Social Science Computer Review*, 35(4), 521-536.
- Van Duivenvoorde, S., & Dillon, A. (2015). The best of both worlds? Combining passive data with survey data, its opportunities, challenges and upside. Paper presented at the CASRO Digital Research Conference, February 11-12, Nashville, TN.

Appendix

Screenshots Meter invitation process



A screenshot of a survey completion screen. At the top, there is a thumbs-up icon. Below it, the text reads "You've successfully completed the survey". There are two summary boxes: one for "For this survey" showing 6 shells and another for "Total collected" showing 1,525 shells. At the bottom, there is a call to action: "Earn 100 extra Shells by upgrading to Premium now." and a prominent orange button labeled "Become Premium for free".

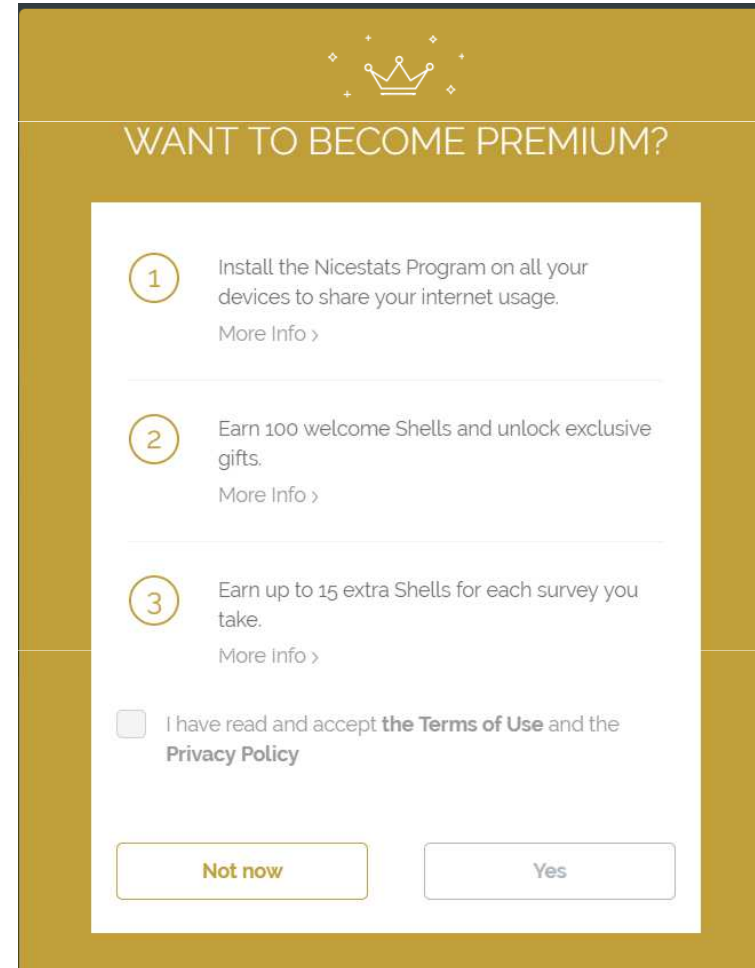
You've successfully completed the survey

For this survey 6

Total collected 1,525

Earn 100 extra Shells by upgrading to Premium now.

Become Premium for free



A screenshot of a premium invitation screen. At the top, there is a crown icon. Below it, the text reads "WANT TO BECOME PREMIUM?". There are three numbered steps: 1. Install the Nicestats Program on all your devices to share your internet usage. 2. Earn 100 welcome Shells and unlock exclusive gifts. 3. Earn up to 15 extra Shells for each survey you take. Below the steps is a checkbox for "I have read and accept the Terms of Use and the Privacy Policy". At the bottom, there are two buttons: "Not now" and "Yes".

WANT TO BECOME PREMIUM?

- 1 Install the Nicestats Program on all your devices to share your internet usage.
More Info >
- 2 Earn 100 welcome Shells and unlock exclusive gifts.
More Info >
- 3 Earn up to 15 extra Shells for each survey you take.
More Info >

I have read and accept the **Terms of Use** and the **Privacy Policy**

Not now **Yes**

Appendix

Screenshots Meter invitation process

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- 3 Earn up to 15 extra Shells for each survey you take.
[More Info >](#)

I have read and accept the **Terms of Use** and the **Privacy Policy**

[Not now](#) [Yes](#)

Install the Nicestats Program on your computer, smartphone and tablet, to share your internet usage with us. The information received will be strictly protected, and only used for research purposes. You will be able to pause the Program or deactivate it at any time.

Earn 100 Shells once your first device is sharing your internet usage. And be rewarded with exclusive gifts, accessible only to Premium members.

For every different device (computer, smartphone, and tablet) in which you install the Nicestats Program, and continue sharing your internet usage, you'll get 5 extra Shells per survey (up to 15 extra Shells per survey).