



ined

INSTITUT
NATIONAL
D'ÉTUDES
DÉMOGRA
PHIQUES

The use of an Internet panel to monitor sexual and reproductive health in the general population

Géraldine Charrance, Stéphane Legleye, Nicolas Razafindratsima

National institute for Demographic studies – Ined, France

ESRA Conference, Ljubljana, July 2013

Layout of the presentation



- Theoretical and practical knowledges of phone and Internet surveys
- Context
- Study's goals
- Description of FECOND surveys
- Results
- Perspectives

The telephone

theoretical advantages / practical drawbacks



Telephone has good theoretical properties :

- No coverage bias (in France: 99%)
- Possibility of random selection

In practice, these properties are questionable :

- No coverage bias but selection bias (social / health)
- No information on not-contacted / non-respondents

The internet : theoretical drawbacks/ practical advantages



Internet suffers from :

- Low coverage rate (75%), equipment inequalities (low SES)
- No sampling frame / no random selection
 - Solution : Use of Access panels

But access panels offer :

- information on their members
- Less expensive and faster data collection

General overview of surveys context



In parallel, three phenomena :

- General response decrease
- Increasing data collection costs / duration
- Increasing internet access

The access panels, a potential alternative



→ Already used for commercial or opinion surveys ...

... but, French public researchers remains skeptical because of their theoretical drawbacks.

→ Telephone has good theoretical properties but suffers from practical difficulties.

→ Despite access panels theoretical drawbacks, still important to compare the phone and the Internet IN PRACTICE.

Survey's objectives



→ To test (in practice) validity of online panels recruited by pollsters to conduct general population surveys :

**Replication of a national survey on sexual and reproductive health
made a year earlier by telephone on an access panel**

Inserm-Ined FECOND survey : Fertility, contraception and sexual dysfunction

Surveys presentation



	Telephone	Internet
Age rank	15-49	16-49
Sampling method	Random digital dialing (landline / mobile phones)	Stratified sampling in IPSOS panel
Length of fieldwork	145 days	34 days
Duration of questionnaire	41 minutes	40 minutes
Sample size	8645	8992
Efforts to improve response rate / quality	→ Call-backs to refusals → High number of call attempts	→ No other survey request during the 2 first weeks → Three reminder e-mails
Response rate	44,8 %	20,0 %

Assessment of samples' quality



→ Respondents' sociodemographic profiles

→ Prevalences of sexual and reproductive behaviours

Assessment of samples' quality



→ Respondents' sociodemographic profiles

→ Prevalences of sexual and reproductive behaviours

Comparison of respondents' profiles

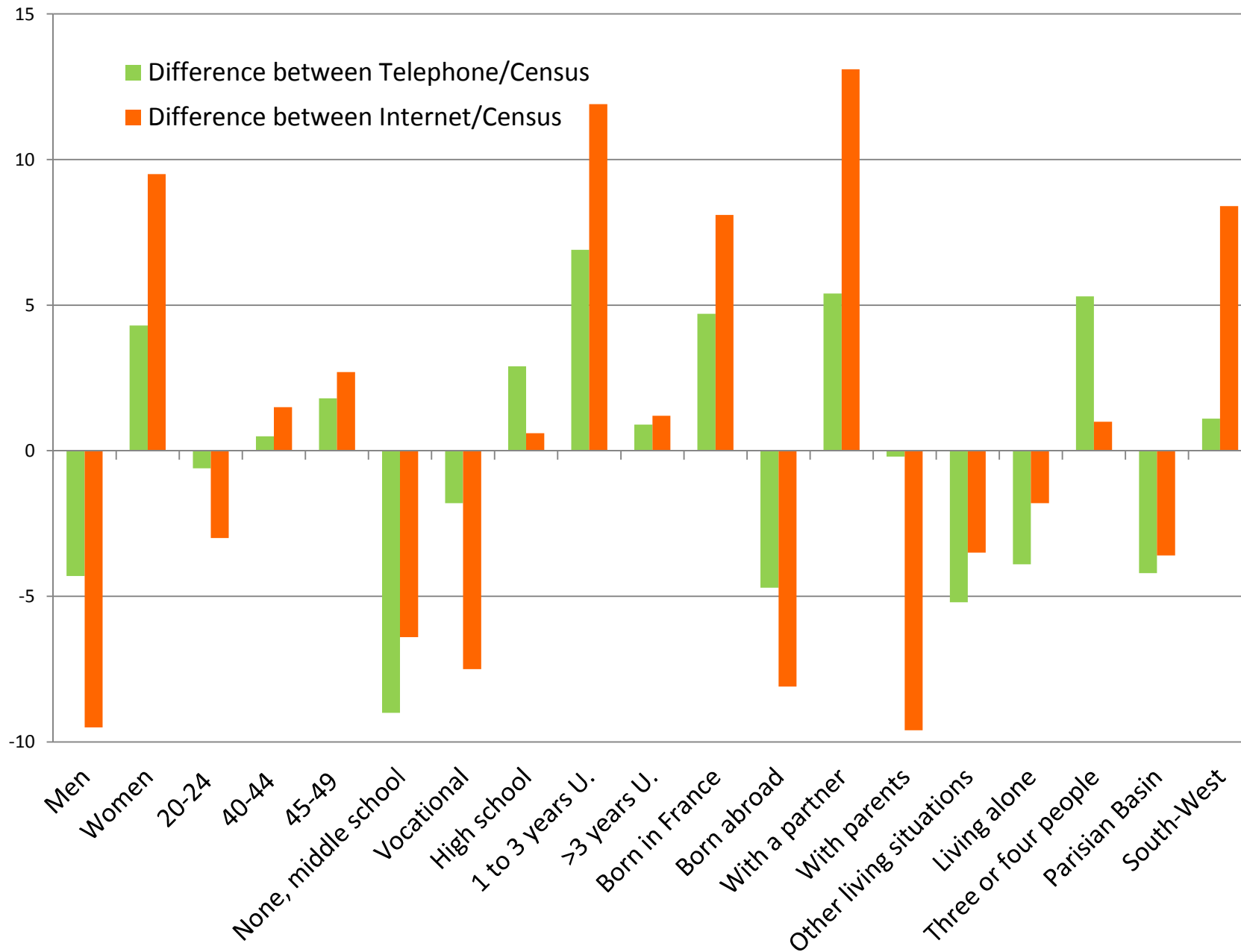


→ To identify bias and determine which sample is the most representative of the target population

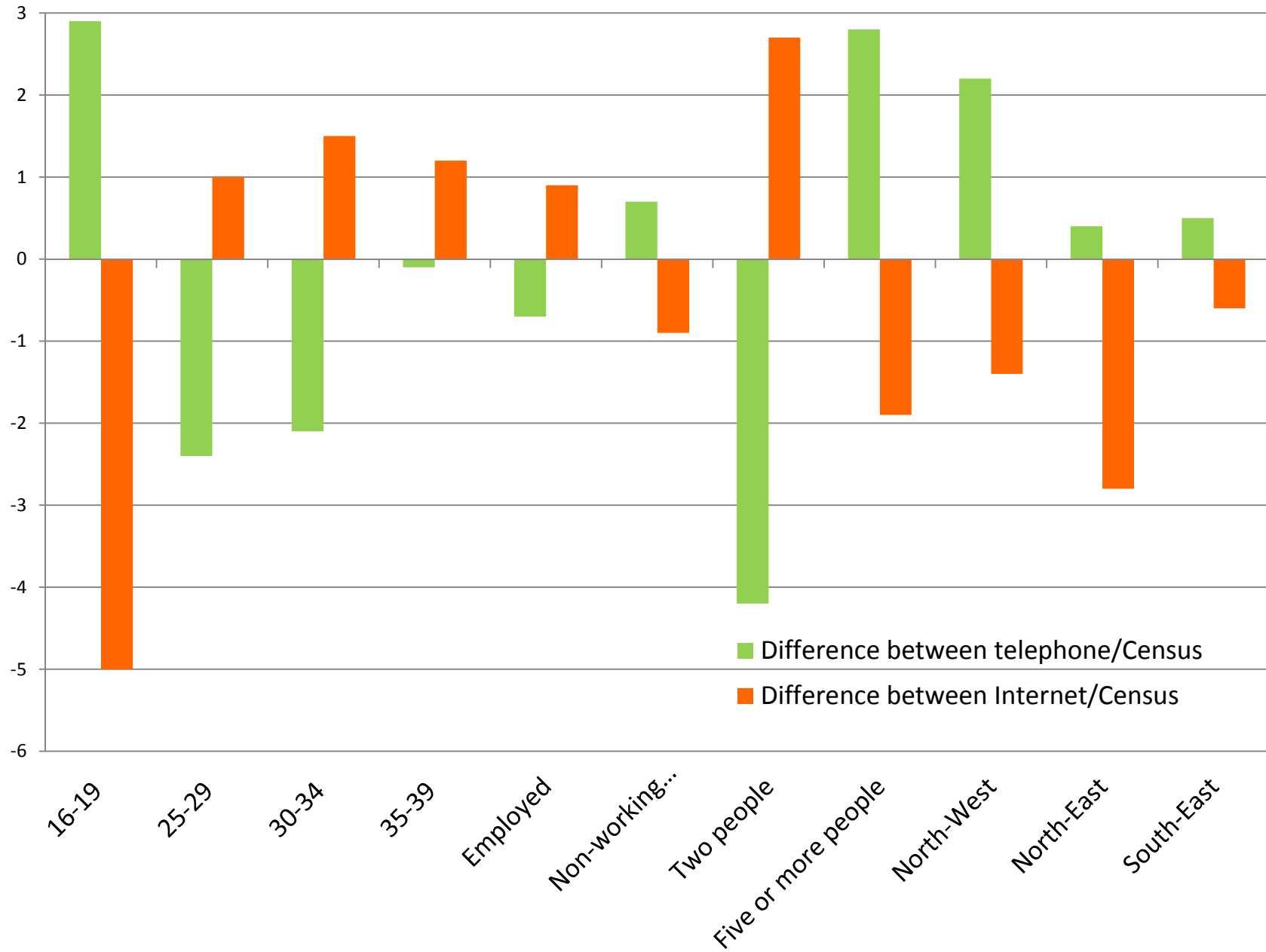
Which sociodemographics ?

- Gender
- Age
- Educational level
- Employment status
- Birthplace
- Living situation
- Place of residence
- Household size

Common over- or under-representation samples



Differences between both samples (percentage points)



Comparison of respondents' profiles



For all sociodemographics except household size,
telephone sample is closer to target population
than internet sample.

Assessment of samples' quality



→ Respondents' sociodemographic profiles

→ Prevalences of sexual and reproductive behaviours

Assessment of samples' quality



→ Respondents' sociodemographic profiles

→ **Prevalences of sexual and reproductive behaviours**

Comparison of the prevalences of some sexual and reproductive behaviours

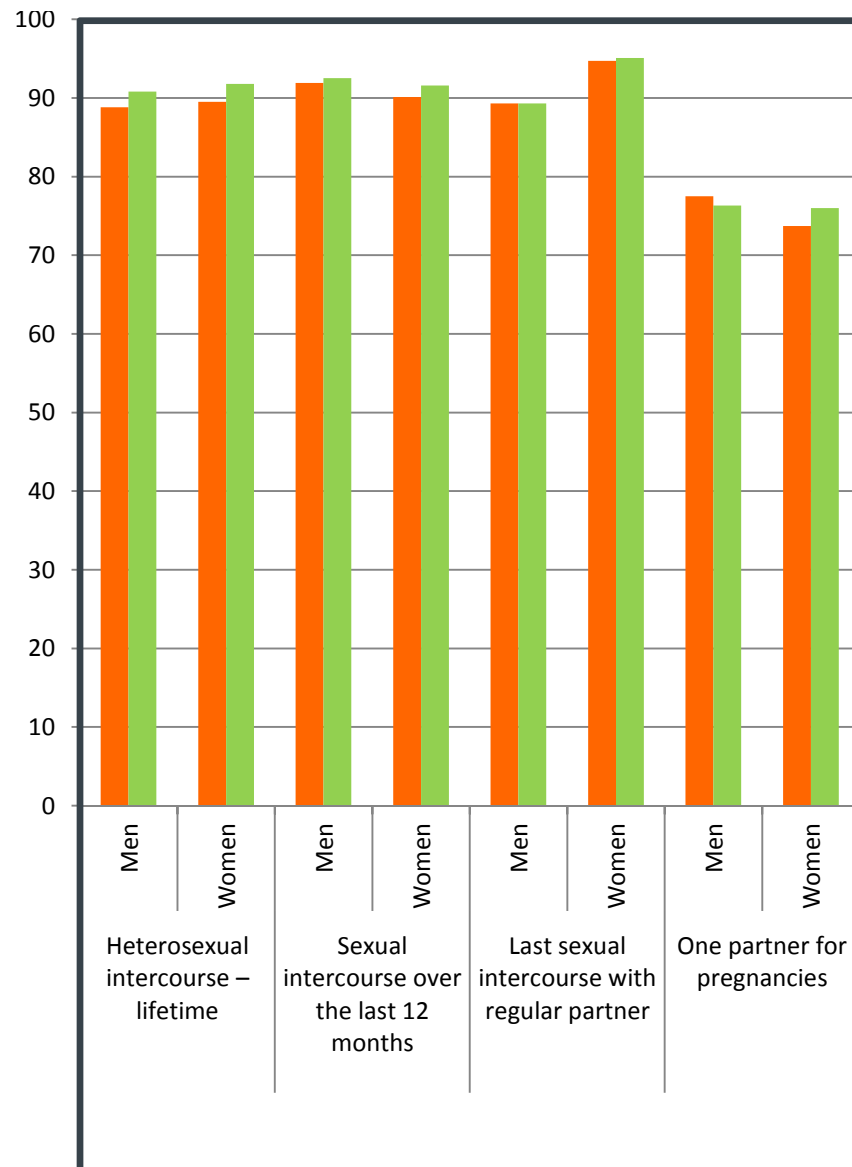


→ To identify behaviours differences between both samples

Which sexual and reproductive behaviours ?

- Heterosexual and homosexual intercourse – lifetime
- Five or more sexual partners of the same sex / the opposite sex
- Sexual intercourse over the last 12 months
- Last sexual intercourse with regular partner
- One partner for pregnancies
- Forcing sexual relations over the last 12 months
- Abortion

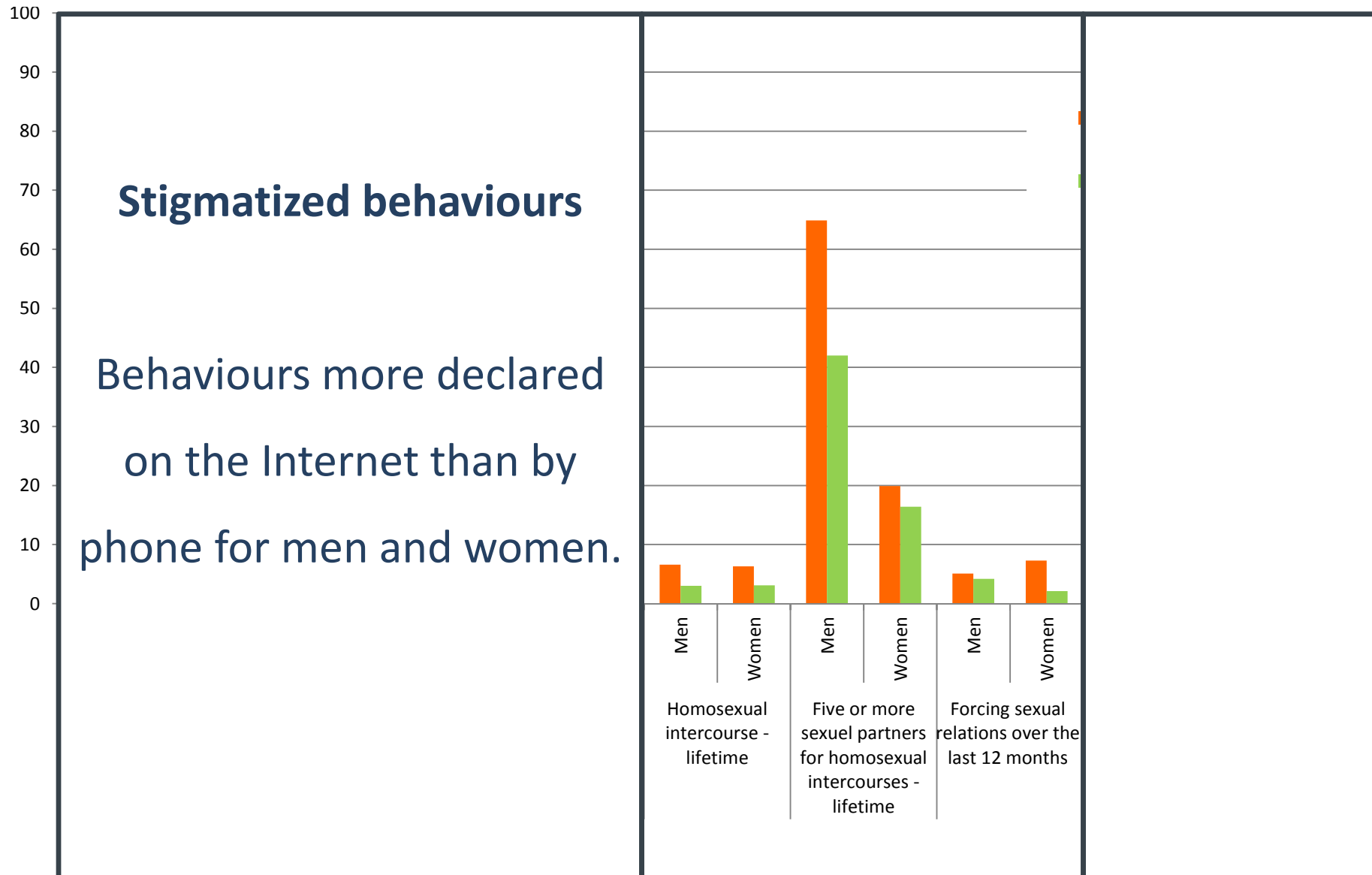
Prevalences of some sexual behaviours in both samples



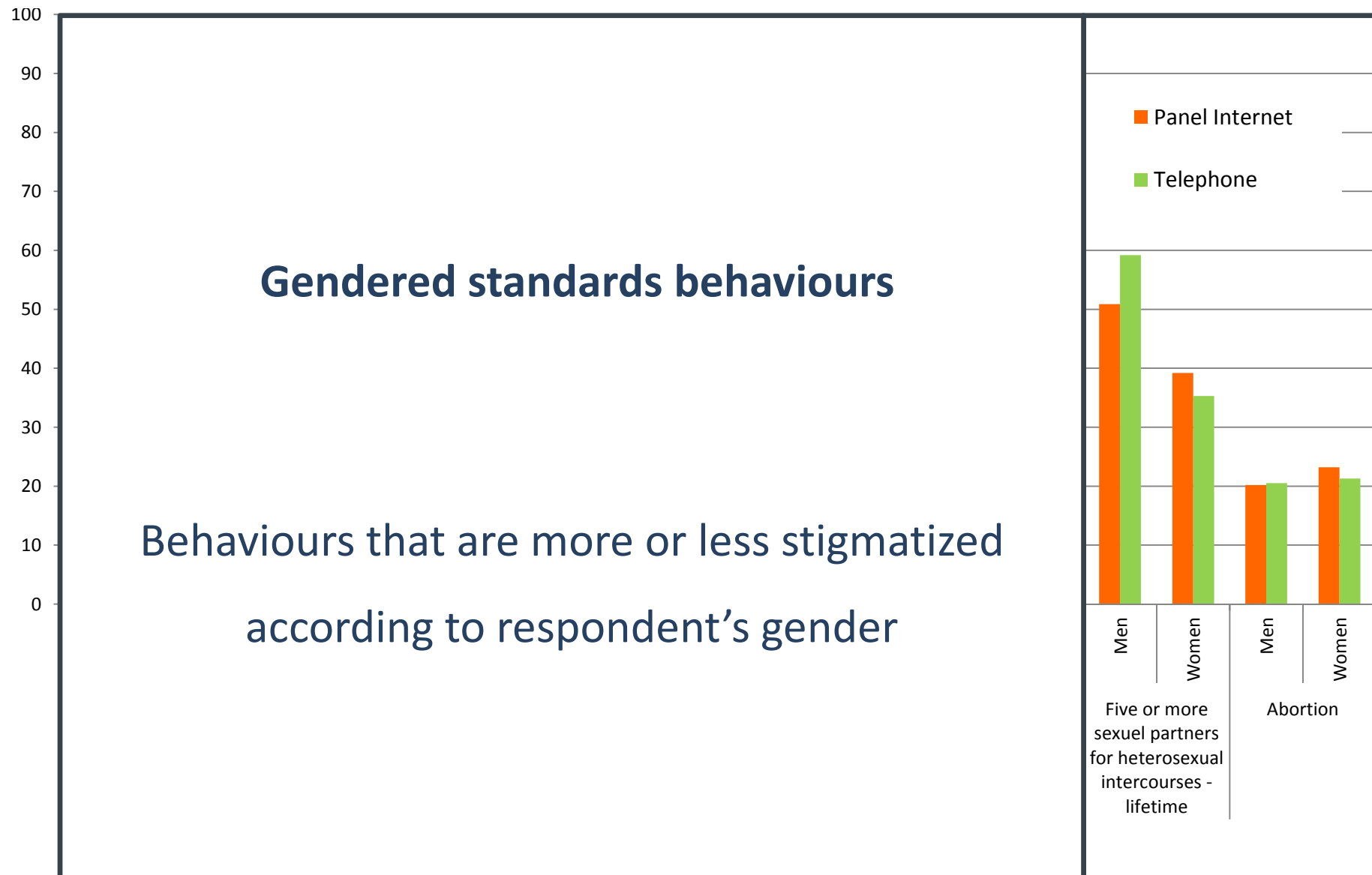
Common behaviours

Prevalences are close between both samples for men and women.

Prevalences of some sexual behaviours in both samples



Prevalences of some sexual behaviours in both samples



Conclusion

- ✓ Behind « Internet survey », two dimensions :
 - Data collection mode
 - Sampling sphere
- ✓ FECOND online : both dimensions

Results

- ✓ It is possible to conduct a long, complex and sensitive survey on a sample of panelists and to impose our rules to the pollster
- ✓ Internet respondents less close to target population than telephone respondents
- ✓ Common behaviours are close on two samples. More differences for behaviours subject to social desirability

Conclusion

- ✓ We are in favor of using panels :
 - ✓ to monitor health indicators (trends' study)
 - ✓ In an exploratory goal before surveys

- ✓ For prevalences, we have good arguments to think that real levels are closer to Internet than telephone's levels (but collection mode and volunteers population effects)

- ✓ We'll test the collection mode effect with the next FECOND survey

Thank you for your attention !

Bibliography



D. de Leeuw Edith. 2012. « Counting and Measuring Online : The Quality of Internet Surveys », Bulletin de Méthodologie Sociologique 2012 114: 68

Hansen Kasper M., Pedersen Rasmus Tue. 2011. « Efficiency of different recruitment strategies for Web panels », International Journal of Public Opinion Research Advance Access published August 3, 2011

Nagelhout Gera E., Willemsen Marc C., Thompson Mary E., Fong Geoffrey T., Putte Bas van den, Vries Hein de. 2010. « Is Web interviewing a good alternative to telephone interviewing ? Findings from the International Tobacco Control (ITC) Netherlands Survey », Public Health 2010, 10:351

Bowling Ann. 2005. « Mode of questionnaire administration can have serious effects on data quality », Journal of Public Health, vol. 27, No. 3, pp. 281-291

Spijkerman Renske, Knibbe Ronald, Knoop Kim, Mheen Dike van de, Eijnden Regina van den. 2009. « The utility of online panel surveys versus computer-assisted interviews in obtaining substance-use prevalence estimates in the Netherlands », *Addiction*, **104**, 1641–1645

Turner Charles F. et al.. 2009. « Improving epidemiological surveys of sexual behaviour conducted by telephone », International Journal of Epidemiology, 2009; 38:1118-1127

Vannieuwenhuyze Jorre, Loosveldt Geert, Molenberghs Geert, 2010. « A method for evaluating mode effects in mixed-mode surveys », Public opinion quarterly, vol. 74, No. 5, pp. 1027-1045

Schillewaert Niels, Meulemeester Pascale. 2005. « Comparing response distributions of offline and online data collection methods », International Journal of Market Research, vol. 47 issue 2

Braunsberger Karin, Wybenga Hans, Gates Roger, « A comparison of reliability between telephone and web-based surveys »

Bibliography



Ross Michael W., Mansson Sven-Axel, Daneback Kristian, Cooper AI, Tikkanen Ronny, 2005. « Biases in internet sexual health samples : Comparison of an internet sexuality survey and a national sexual health survey in Sweden », *Social Science & Medicine*, 61, pp. 245-252

Duffy Bobby and Smith Kate. 2005. « Comparing data from online and face-to-face surveys », *International Journal of Market Research*, vol. 47, issue 6

Dennis J. Michael, Li Rick. 2007. « More honest answers to web surveys ? A study of data collection mode effects », *Journal of Online Research*

Chang Linchiat, Krosnick Jon A., « Comparing oral interviewing with self-administrated computerized questionnaire », *Public opinion quarterly*, vol. 74, No. 1, Spring 2010, pp. 154-167

Chang Linchiat, Krosnick Jon A. 2009. « National Surveys via RDD telephone interviewing versus the Internet : Comparing sample representativeness and response quality ». *Public Opinion Quarterly*, vol. 73, No. 4, Winter 2009, pp. 641-678

Schonlau et al. 2003. « A comparison between responses from a propensity-weight web survey and an Identical RDD survey », *Social Science Computer Review*, Vol. 21 No. X, Season 2003 1-11

Dayan Yehuda, Schofield Paine Carina, Johnson AJ . « Responding to sensitive questions in surveys : A comparison of results from online panels, face to face and self-completion interviews ».

Hines Denise A., Douglas Emily M., Mahmood Sehar. 2010. « The effects of survey administration on disclosure rates to sensitive item among men : A comparison of an internet panel sample with a RDD telephone sample », *Comput Human Behav.* 2010 November 1; 26(6): 1327–1335.

Frippiat Didier et Marquis Nicolas, 2010, « Les enquêtes par Internet en sciences sociales : un état des lieux », *Population*, 2010/2, vol. 65, pp. 309-338