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What are the most effective strategies of web-push in a probability-based panel?

David Bretschi[1], Ines Schaurer[1] & Don Dillman[2]

[1] GESIS [2] Washington State University

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Background

- Design features of web-push methods in cross-sectional mixed-mode surveys
  - Sequential design > concurrent design (e.g. Dillman, Smyth, & Christian 2014; Dillman 2017)
  - Cash Incentives > higher web response (Messer & Dillman 2011; Biemer et al. 2017)
- Less attention has been paid to how web-push methods work in longitudinal studies

Research Questions

- What is an effective strategy to push respondents to *switch the survey mode* from mail to web?

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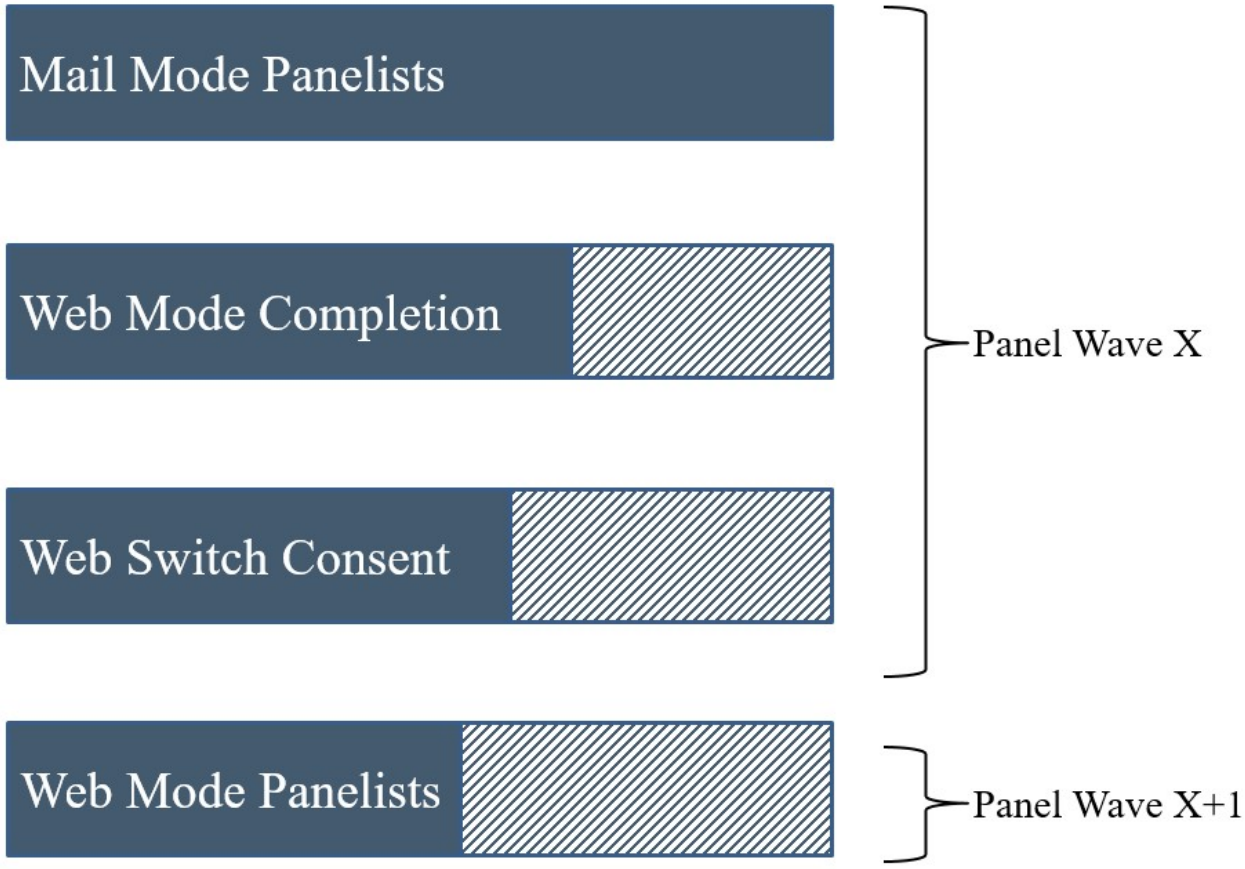
- What is an effective strategy to push mail mode respondents to *complete the web mode in a single wave*?

Multi-Step Web-Push Process



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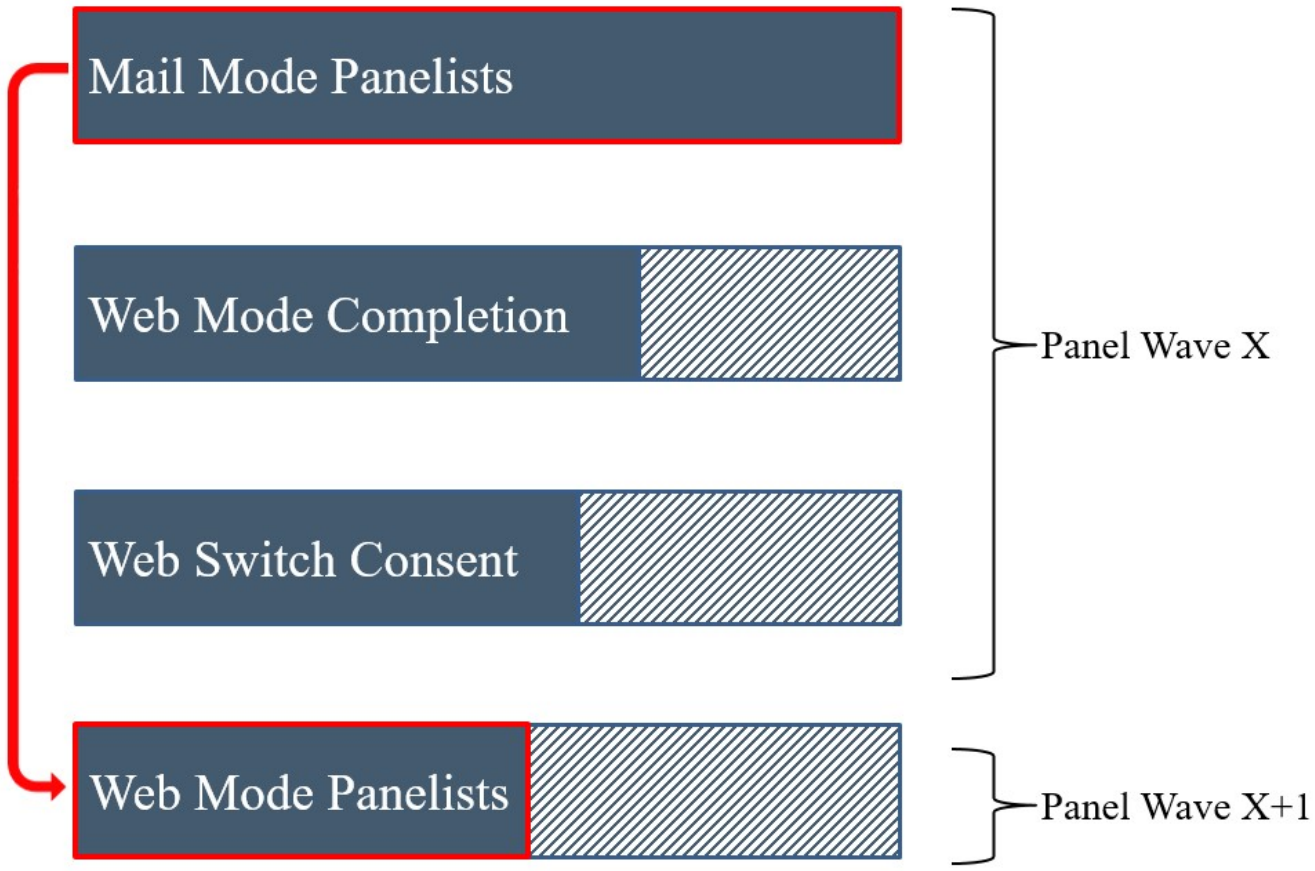

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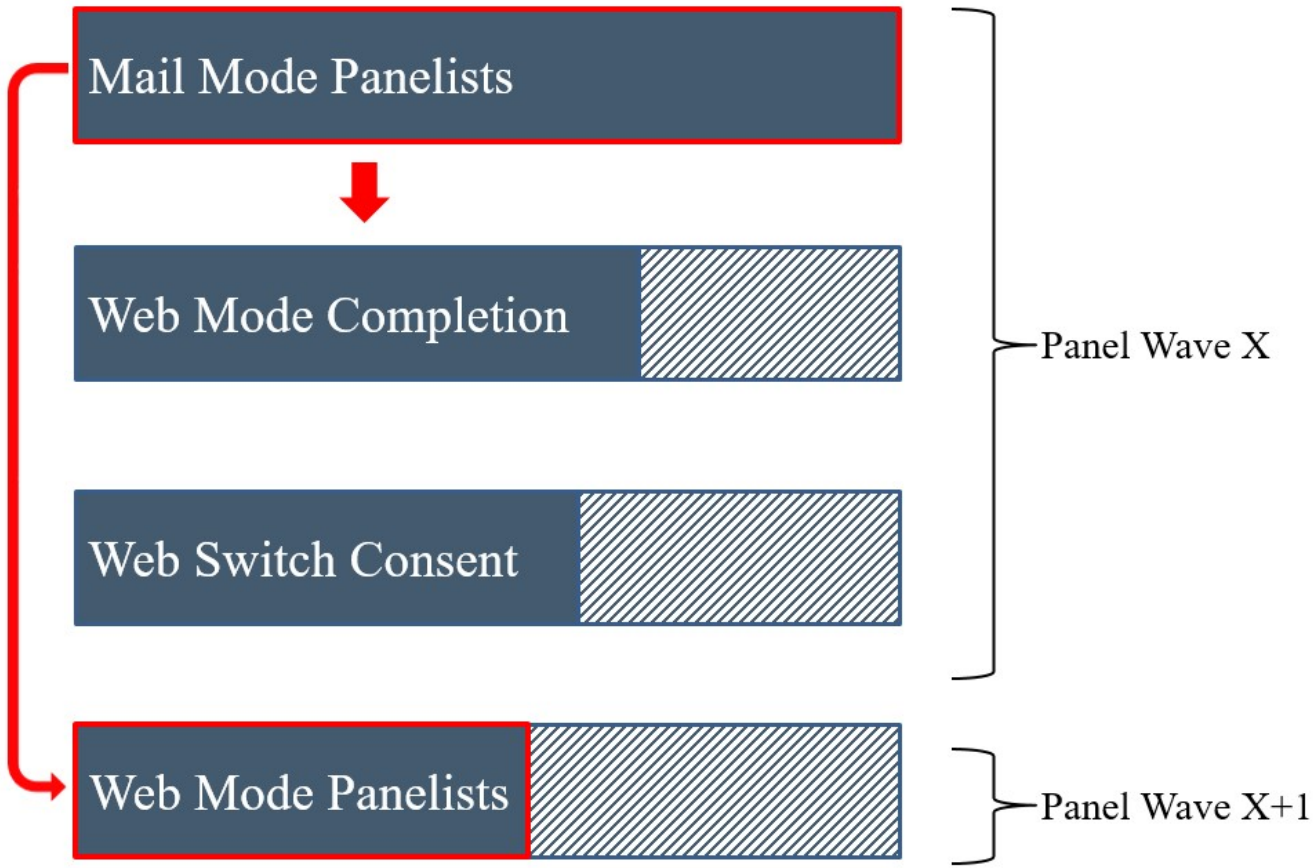

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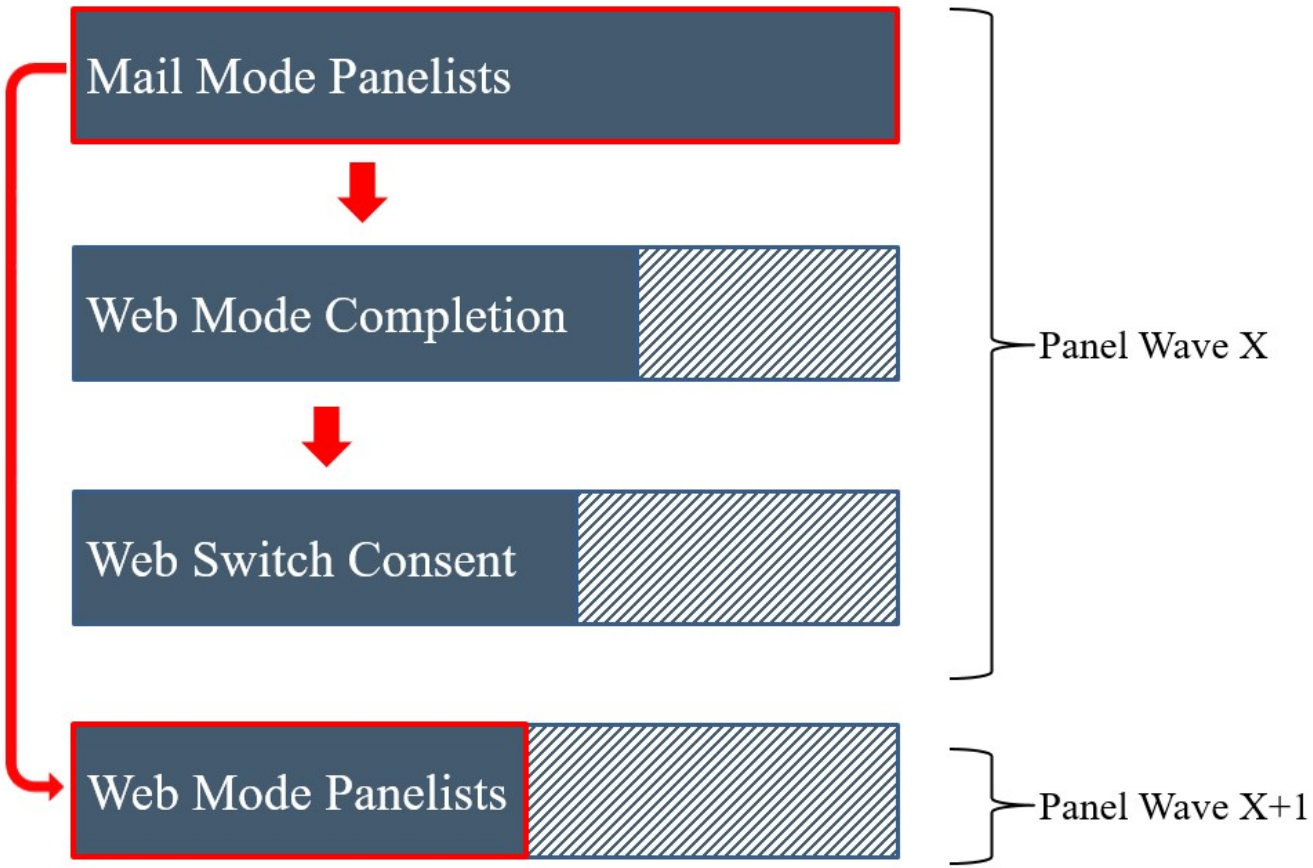

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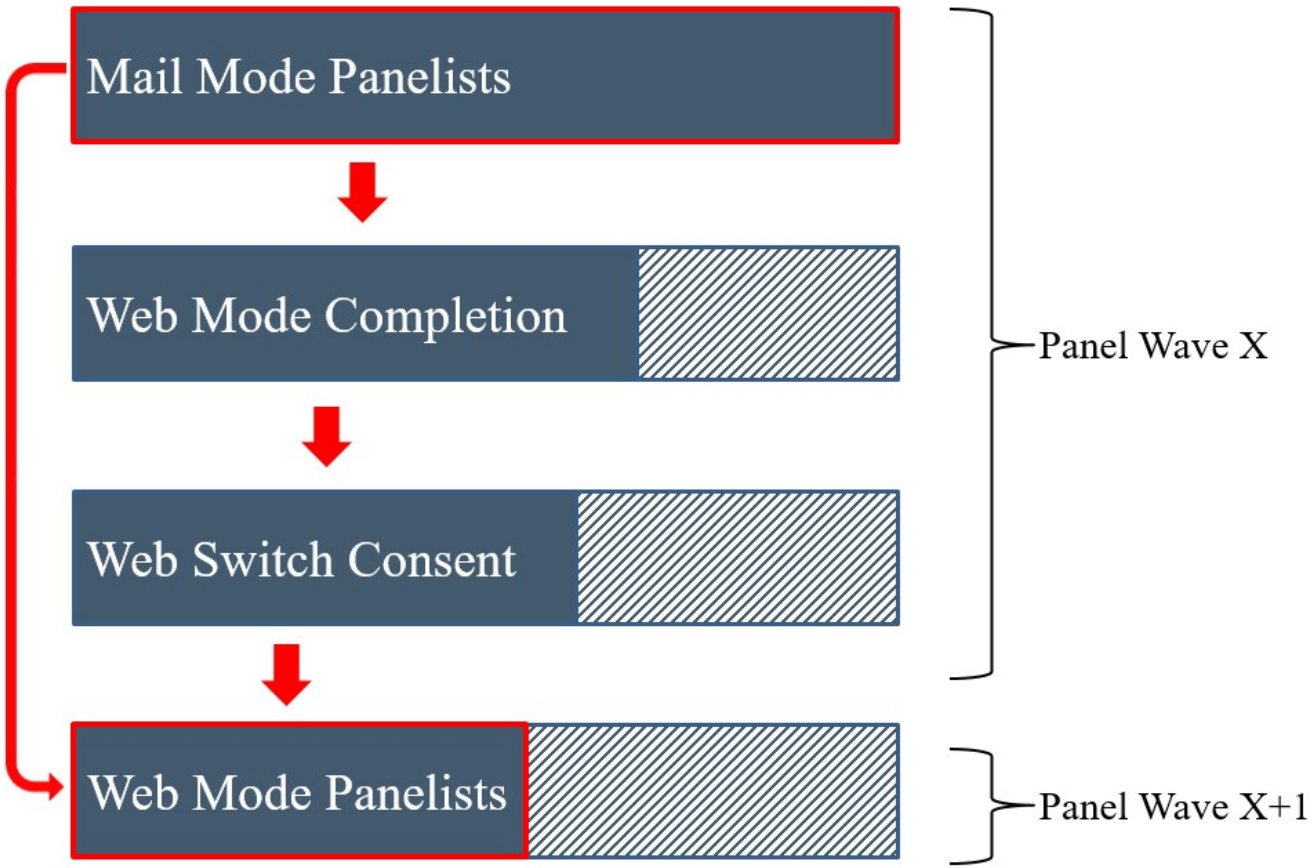

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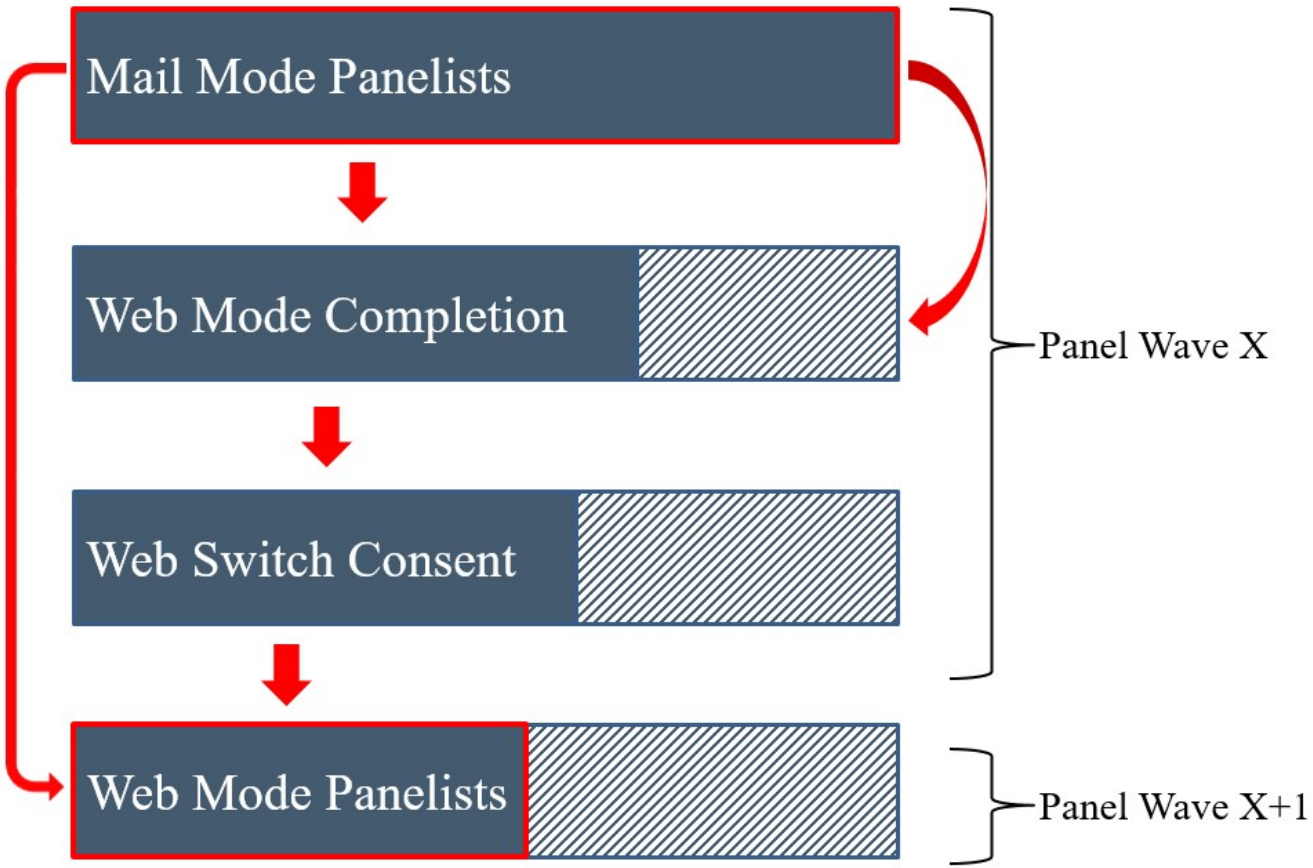

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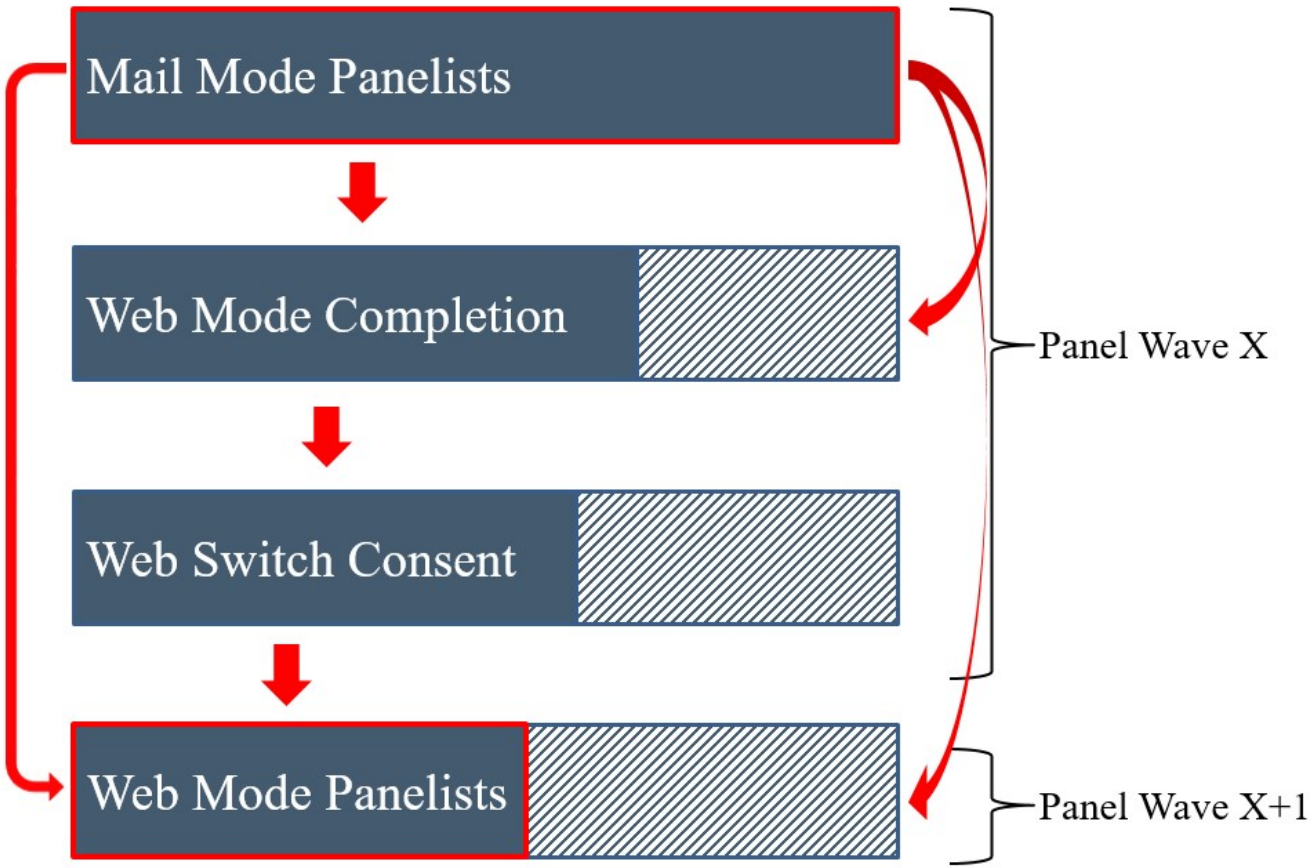

Hypotheses

Single wave web completion

- Hypothesis 1: Offering the web mode sequentially results in a higher *web completion* than offering the web mode concurrently.
- Hypothesis 2: Offering a prepaid web-push incentive results in a higher *web completion* than offering a promised web-push incentive.

Long term web mode switch

- Hypothesis 3: Offering the web mode sequentially results in a higher *web mode switch* than offering the web mode concurrently.
- Hypothesis 4: Offering a prepaid web-push incentive results in a higher *web mode switch* than offering a promised web-push incentive.

Data: The GESIS Panel

- Open probability-based mixed-mode panel
- Around 5,700 panelists from three cohorts (October 2018)
  - Web-based surveys (approx. 67% of panelists)
  - Mail surveys (approx. 33% of panelists)
- Bi-monthly data collection
- Regular prepaid incentive: 5 EUR sent with each invitation letter

Experimental Design

Treatment group (n)	-2 Weeks Early Invitation	0 Weeks Regular Invitation	+2 Weeks Reminder
1) concurrent/promised (632)			
2) sequential/promised (631)			
3) sequential/prepaid (633)			

N = 1896

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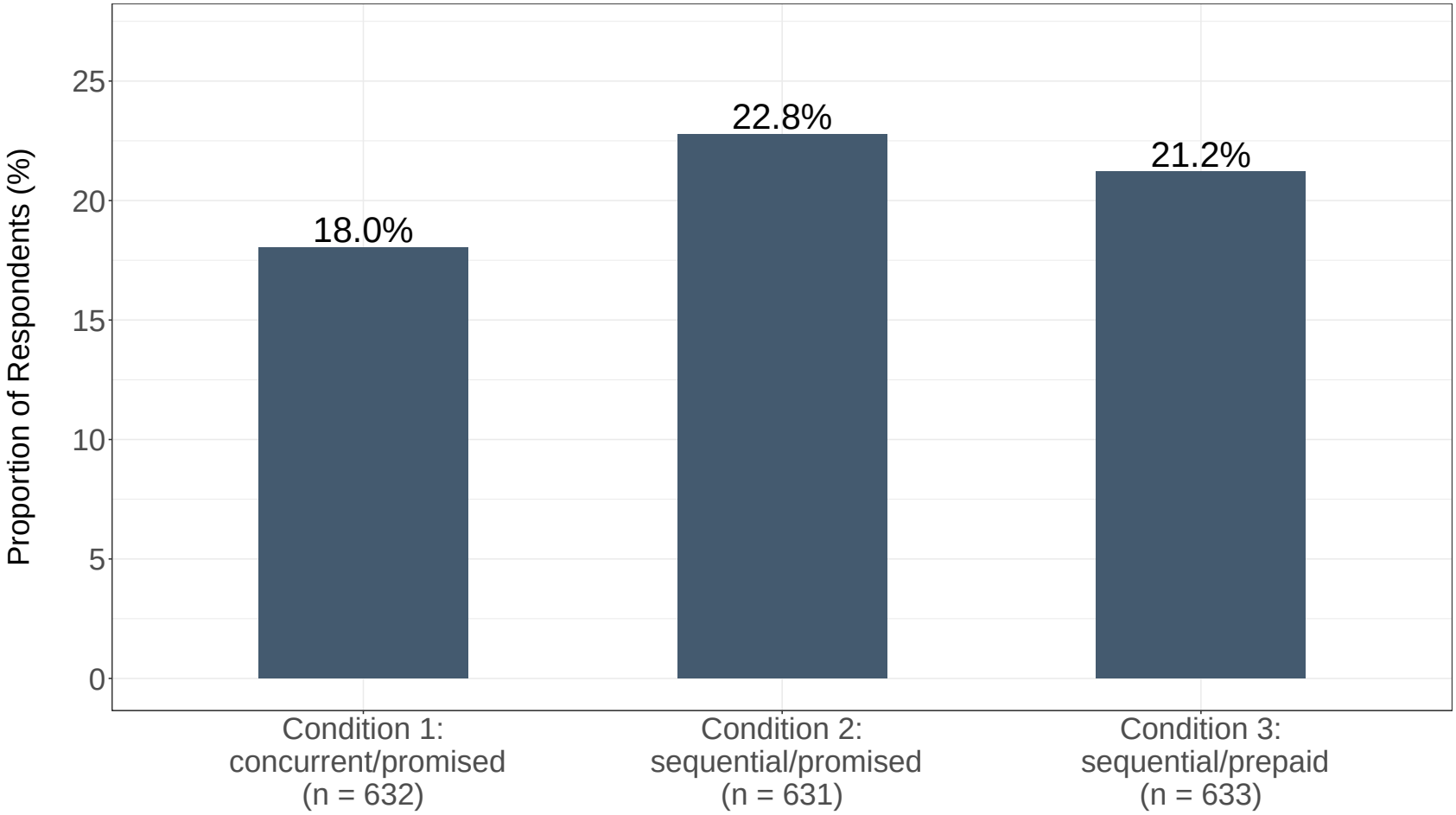
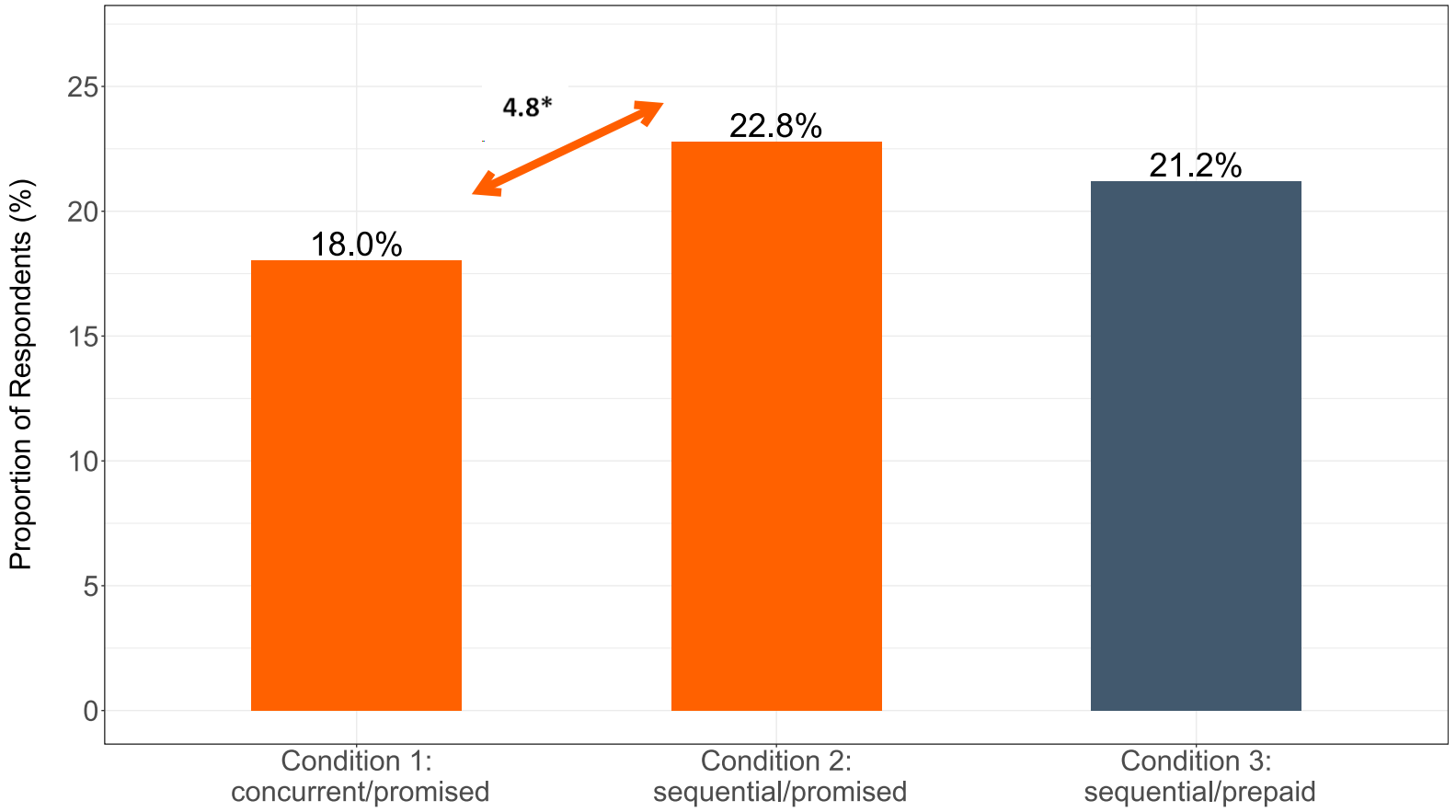
Single Wave Web Completion

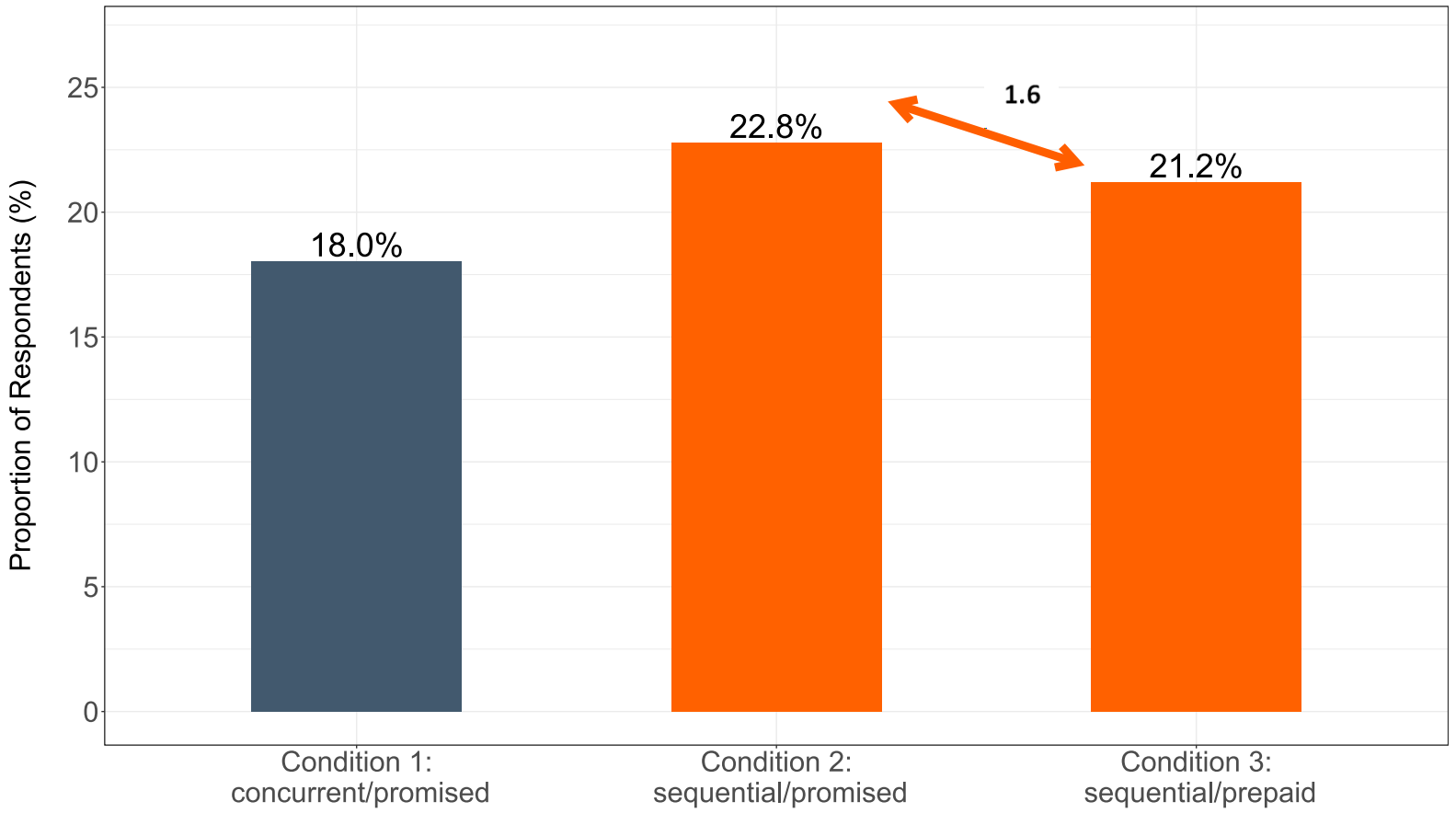


Hypothesis 1: Sequential > Concurrent



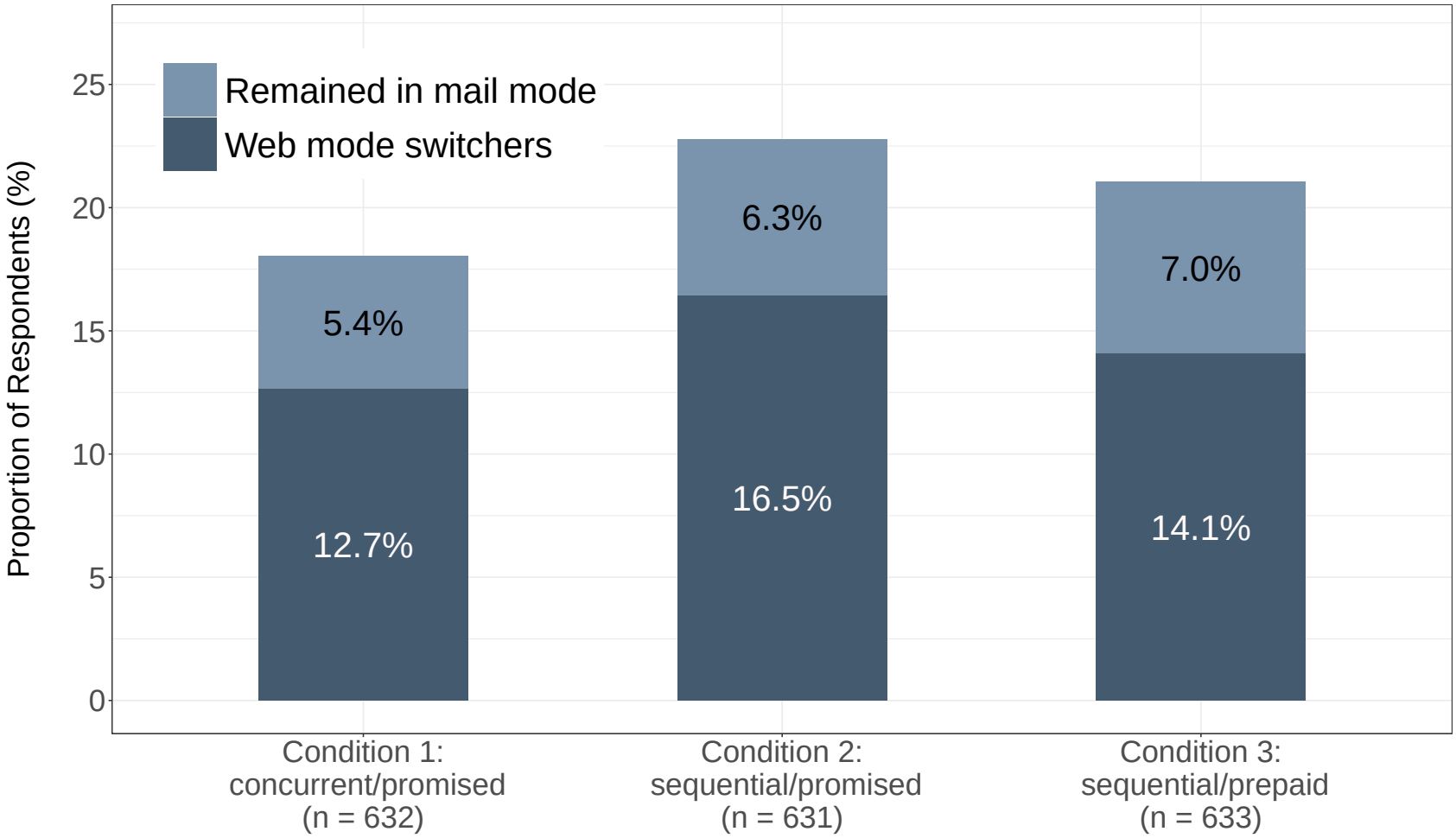
*p-value for a one-tailed test: $p = 0.02$; Holm-Bonferroni correction for multiple comparisions: $p = 0.04$

Hypothesis 2: Prepaid > Promised

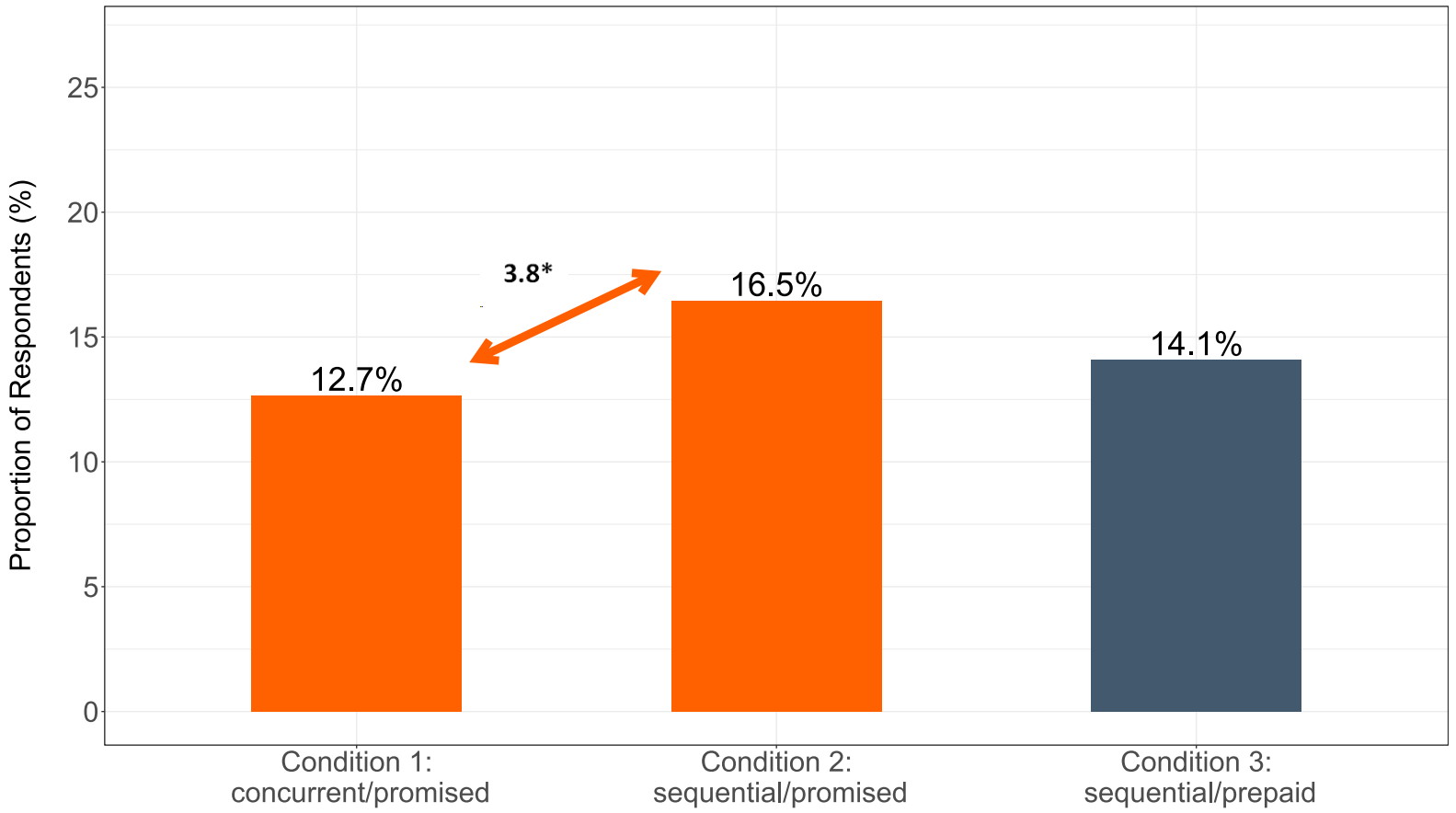


p-value for a one-tailed test: $p = 0.76$; Holm-Bonferroni correction for multiple comparisions: $p = 0.76$

Final Web Mode Switch

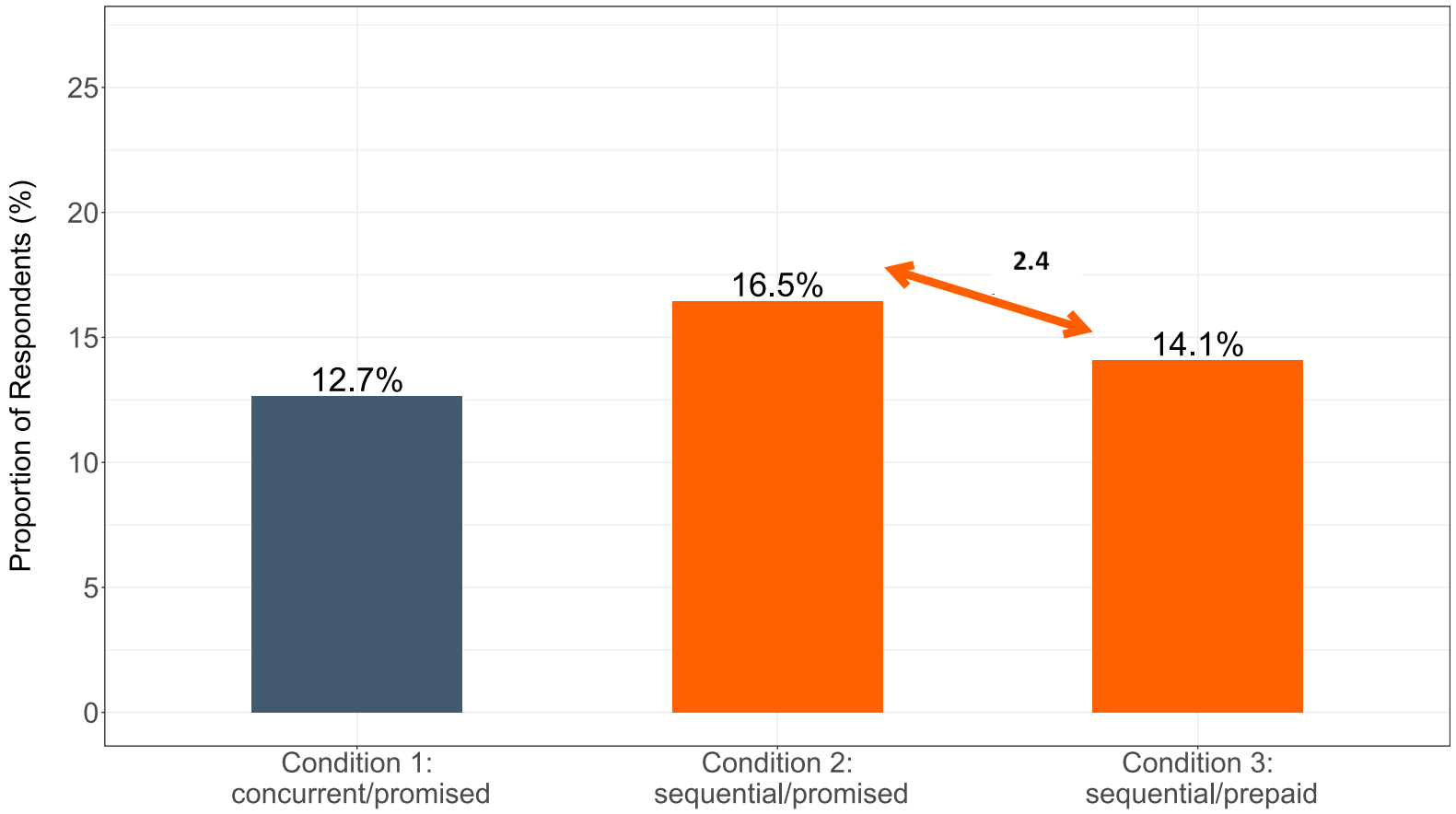


Hypothesis 3: Sequential > Concurrent



*p-value for a one-tailed test: $p = 0.03$; Holm-Bonferroni correction for multiple comparisions: $p = 0.05$

Hypothesis 4: Prepaid > Promised



p-value for a one-tailed test: $p = 0.88$; Holm-Bonferroni correction for multiple comparisions: $p = 0.88$

Conclusions

1. A considerable number of panel members who started in the mail mode was willing to switch to the web.
2. Prepaid incentives do not push more respondents into the web mode than promised incentives, neither for a single wave nor permantetly.
3. A sequential approach is more effective than a concurrent approach to push respondents to complete a single survey in the web mode and finally switch to the web mode.
4. The mail mode is still needed since many respondents do not have web access or prefer to participate in the mail mode.

Thank you for your attention!

David Bretschi (david.bretschi@gesis.org)
Ines Schaurer (ines.schaurer@gesis.org)
Don Dillman (Dillman@wsu.edu)

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