

MIND THE INTERVIEWER: PUSH-TO-WEB TEXT MESSAGES WITHIN A SEQUENTIAL MIXED-MODE SURVEY

Pedro Silva

pedro.silva@ine.pt

Tânia Correia

tania.correia@ine.pt

Filipa Lidónio

filipa.lidonio@ine.pt

COMMUNICATION WITH RESPONDENTS

MULTIMODE CONTACT STRATEGY AT SP

- **'Push-to-web'** mode organization (partly sequential and partly concurrent) in which **CAWI is initially presented** (advance letter/email, leaflet, reminders) **without any reference to other modes (CATI and/or CAPI)**
- After large scale transitions to CATI/CAPI communications also focus on those modes
- Having an **adaptive and responsive design with segmented mode transitions and communications** (e.g., longer CAWI exclusive phase for respondents with higher likelihood of answering CAWI)
- **Pre-CATI/CAPI reminder – first mention of interviewers:**


Email: Includes close deadline for mode change and suggestions of interviewer contact avoidance by answering online

SMS: Either focused on W or T, serves double purpose by identifying invalid numbers (see also Steeh, Buskirk & Callegaro, 2007) before planned transitions and allowing alternative treatment

COMMUNICATION WITH RESPONDENTS

MULTIMODE CONTACT STRATEGY AT SP

In this presentation we focus on testing 2 issues:

- Using an SMS reminder for CAWI promotion at an earlier stage of data collection (see also Cabrera-Alvarez & Lynn, 2022)
- Anticipating reference to interviewers (other modes) – Why? 

Not stating sequential mode organization may:

- Maximize CAWI answers and earlier responses
- Avoid possible unintended consequences of confronting respondents with the need for mode choice (e.g., Medway & Fulton, 2012)

However, early awareness of subsequent modes may:

- Greater adjustment to respondents' preferences
- Limiting negative views of the survey and promoting institution, for pushing nonviable mode for some respondents;
- Increase the timeliness/proportion of CAWI answers - avoid interviewers... (e.g., Lynn, 2020)

Text message early CAWI reminder

Design Overview

- **Experimental test** at an early stage of data collection of the 2022 **Adult Education Survey**
- Included all HH with mobile phone that had not initiated online answer by the 10th day of data collection (n=15436: 88% of sample)
- **Controlled for number of mobile numbers for each HH, region, and email address availability** (blocking) before random allocation to groups

No
SMS

Pre-CATI
SMS

*You will soon receive a telephone contact for an official survey - IEFA. Confirm the origin of the call by asking for the code 263SNW.
+information: apoio.respondente@ine.pt*

CAWI
SMS

*Respond to official INE survey at iefa.ine.pt using your code 263SNW
before contacts by interviewers
+information: apoio.respondente@ine.pt*

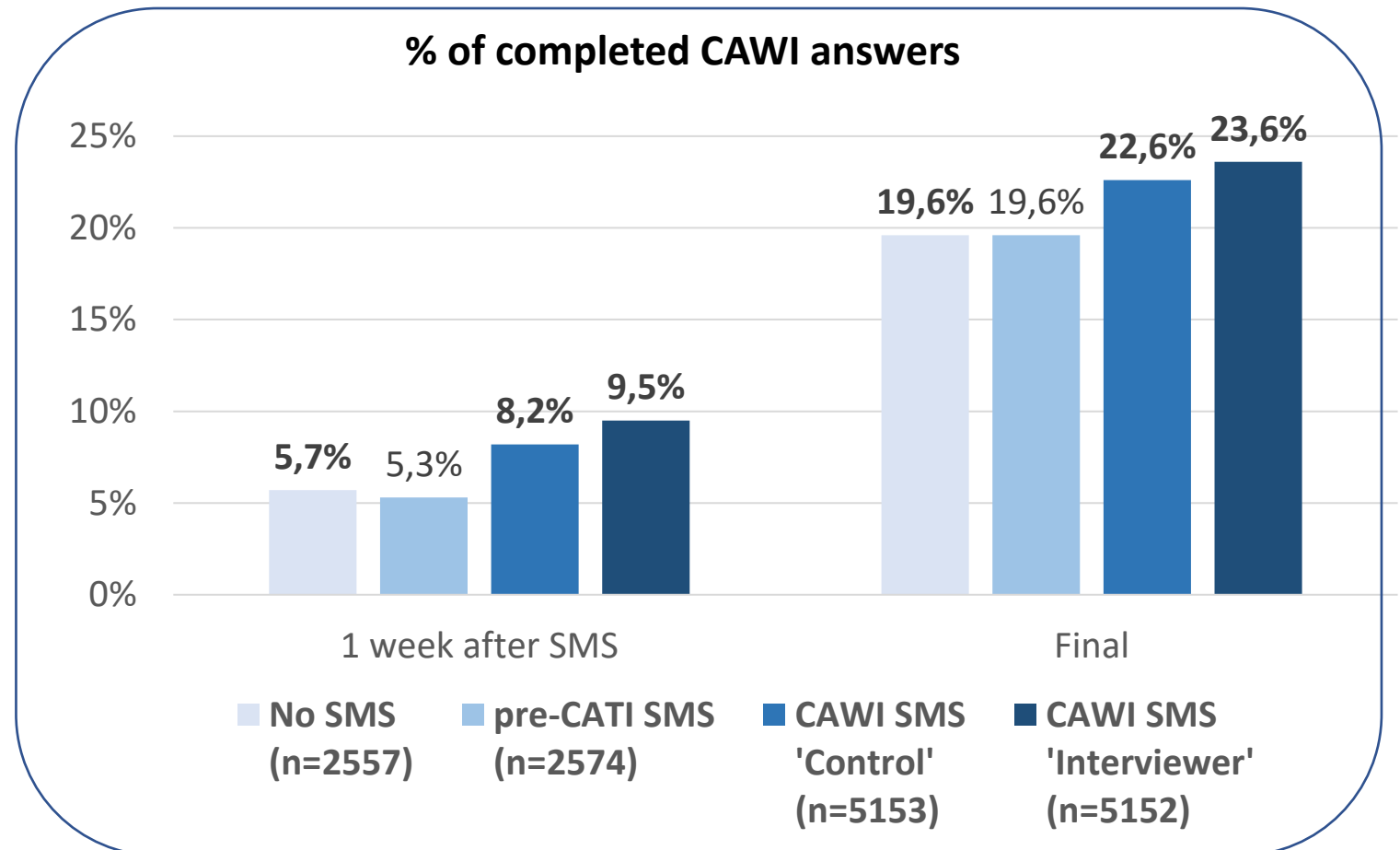
'Control'

'Interviewer'

Text message early CAWI reminder

Main results

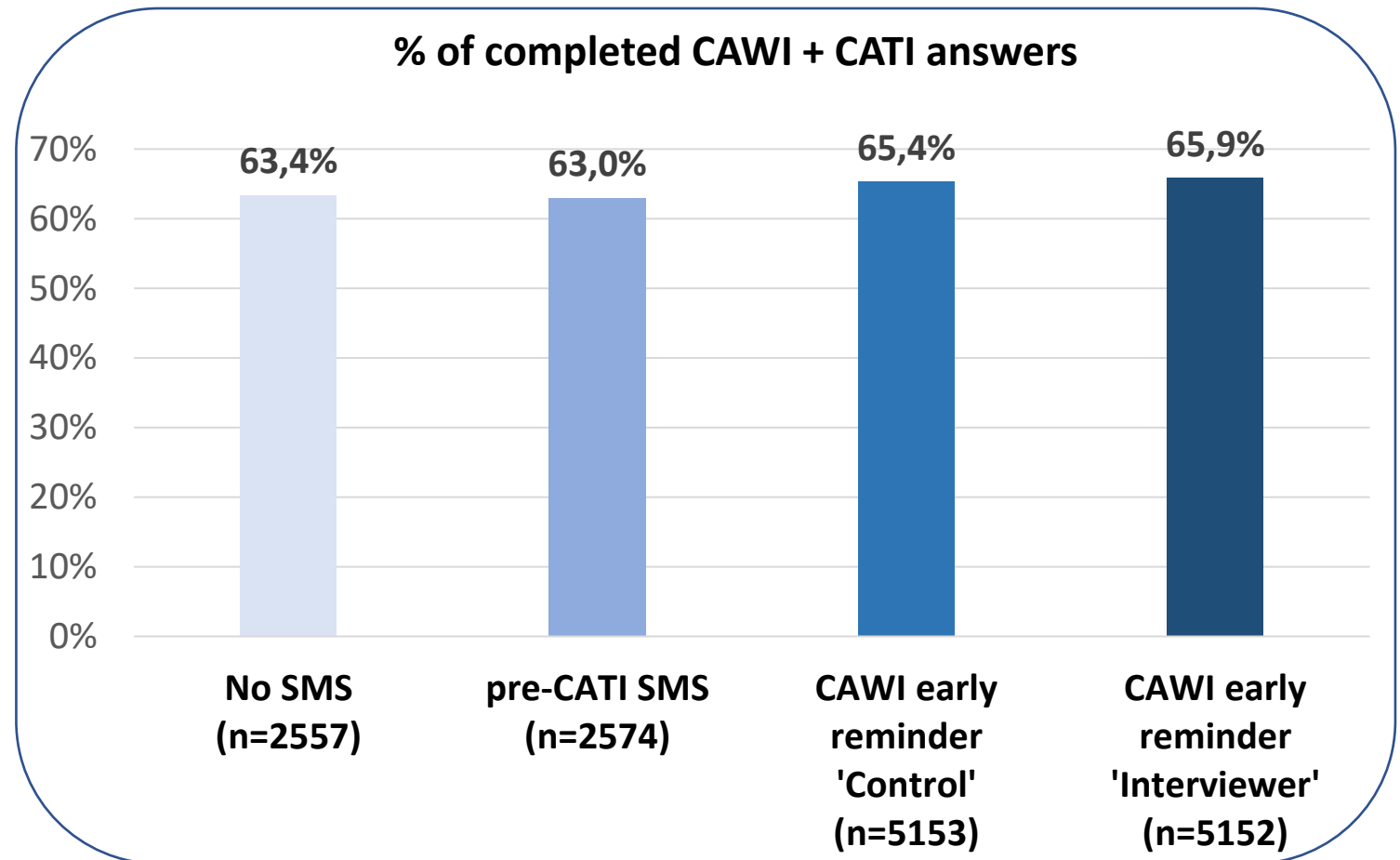
- **Significant impact of SMS CAWI early reminder for online answers**
- **Mentioning interviewer contacts increased early CAWI answers, but difference was attenuated by the end of data collection**



Text message early CAWI reminder

Main results

- Even though it was reduced, a **significant impact of sending an early SMS CAWI reminder remained significant** even after considering the impact of CATI
- **By the end of data collection, no impact of mentioning interviewers in initial SMS for overall answers**



DISCUSSION

- SMS confirmed as a useful additional contact mode in promoting timeliness of CAWI responses as well as improving final response rates
- Positive impacts of early mentions of interviewers (within short communications such as text messages), although its impact is likely to be attenuated with data collection progress
- The framing of alternative mode presentation may be crucial to its positive/negative impacts (e.g., “mode choice” vs “awareness of sequential modes”; “USCB 2019 ACS Due Dates Test Report”);
- Direction and magnitude of impact may also depend on alternative modes available and respondents' characteristics/profile -> adaptive and responsive design with tailored procedures and messages;
- Longitudinal surveys may reveal different patterns as awareness of different modes is also highly influenced (from the start of data collection) by knowledge from previous waves

Ongoing replication within 2023 ICT survey, and extension to longitudinal settings...



*ESRA 2023 Conference
17-21 July, Milan*



INSTITUTO NACIONAL DE ESTATÍSTICA
STATISTICS PORTUGAL

THANK YOU!

Pedro Silva

pedro.silva@ine.pt

Tânia Correia

tania.correia@ine.pt

Filipa Lidónio

filipa.lidonio@ine.pt