



# **Foundations of Quality 2.0**

**ARF Re:Think 2013 – Insights Zone  
Preliminary Learning Panel Discussion**

**March 19, 2013**

# To date supported by...

- » FOQ 2 would remain an unfulfilled basket of needs without:
- » 12 research buyers
- » 23 research suppliers
- » 50 Volunteers
- » 75,000 completes

You are most welcome to join us...  
as a Sponsor...as a Volunteer

# FOQ 2 IS ABOUT DOING

- » Today we discuss our initial progress in studying drivers of online research quality
- » Moving forward we will affirm our goals to...
  - » Propose and implement actionable solutions
  - » Recommend policies to identify and use on-line sample sources
  - » Educate the industry and promote best practices

# FOQ2

## Fielding, Sampling, Respondent Behavior, and Weighting

John Bremer

Chief Research Officer, Toluna

Variability Across  
Panels

Consistency  
Within Each Panel



# Sampling Methods



Method A  
Age, Gender, Region

Method B  
Age, Gender, Region,  
Race/Ethnicity

Method C  
Age, Gender, Region,  
Race/Ethnicity, Education

Method D – Advanced  
Sample Selection / Sample  
Blending Methods

# FOQ2 - Fielding

- **Final questionnaire construction was finished by November 30, 2012.**
- **Finished programming and testing by Jan. 8, 2013.**
- **Field Period**
  - **Online Survey – Jan. 9, 2013 to Jan. 24, 2013**
  - **Telephone – January 10, 2013 to January 24, 2013**
- **Questionnaire length –**
  - **Online median 23.6 minutes; mean 25.7 minutes**
  - **Phone mean 22.7 minutes with about half the number of questions**

# FOQ2 – Fielding (Non-Router Study)

## Number of Qualified Completes by Mode and Sample Method

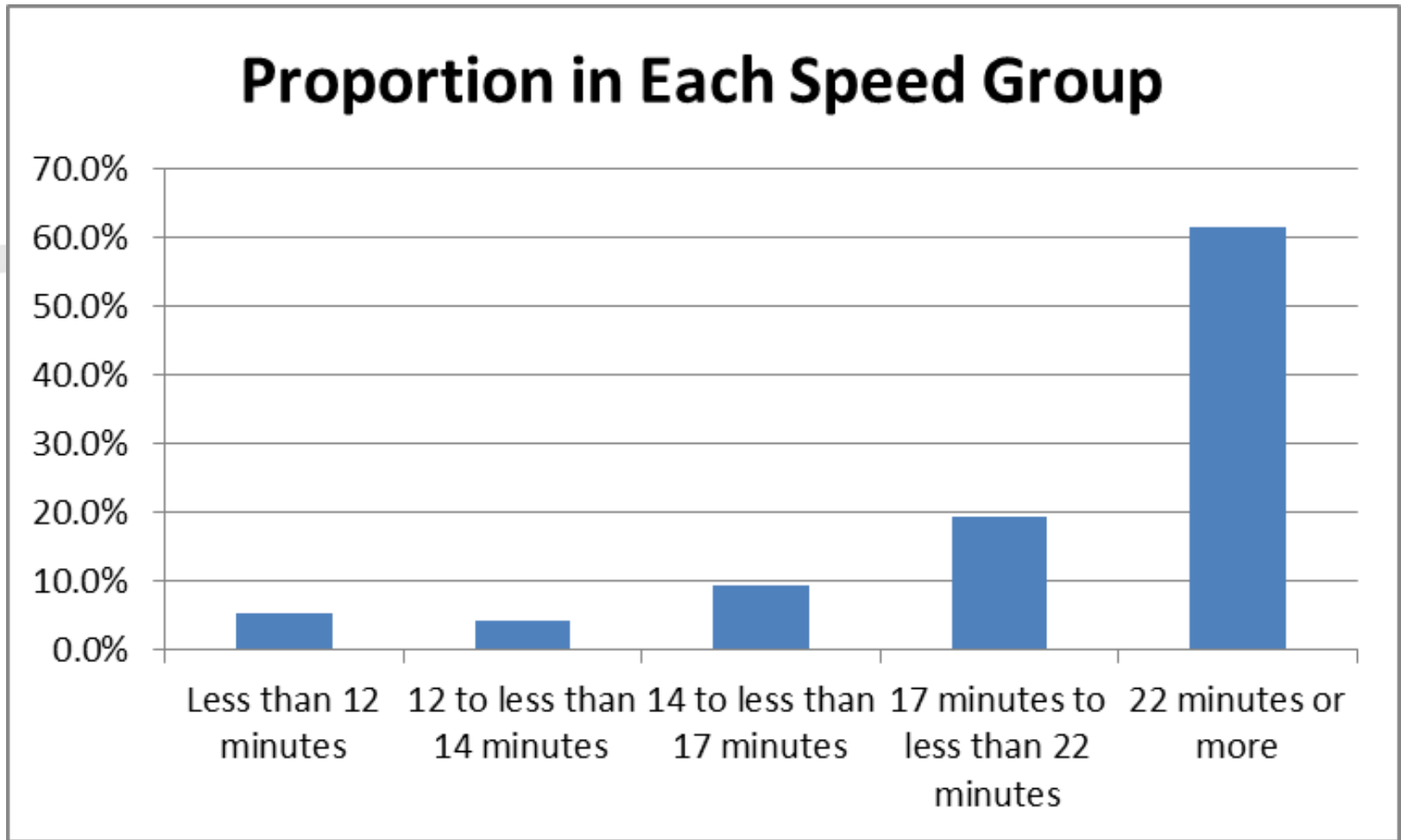
Sample Method	Panel	Non-panel	Telephone	Total N
A	11979	6252	0	18231
B	19048	0	0	19048
C	19825	0	0	19825
D	6959	6314	0	13273
F	0	0	1008	1008
Total	57811	12566	1008	71385

For the online mode, respondents were deduplicated within-provider based on unique machine fingerprint while in field.



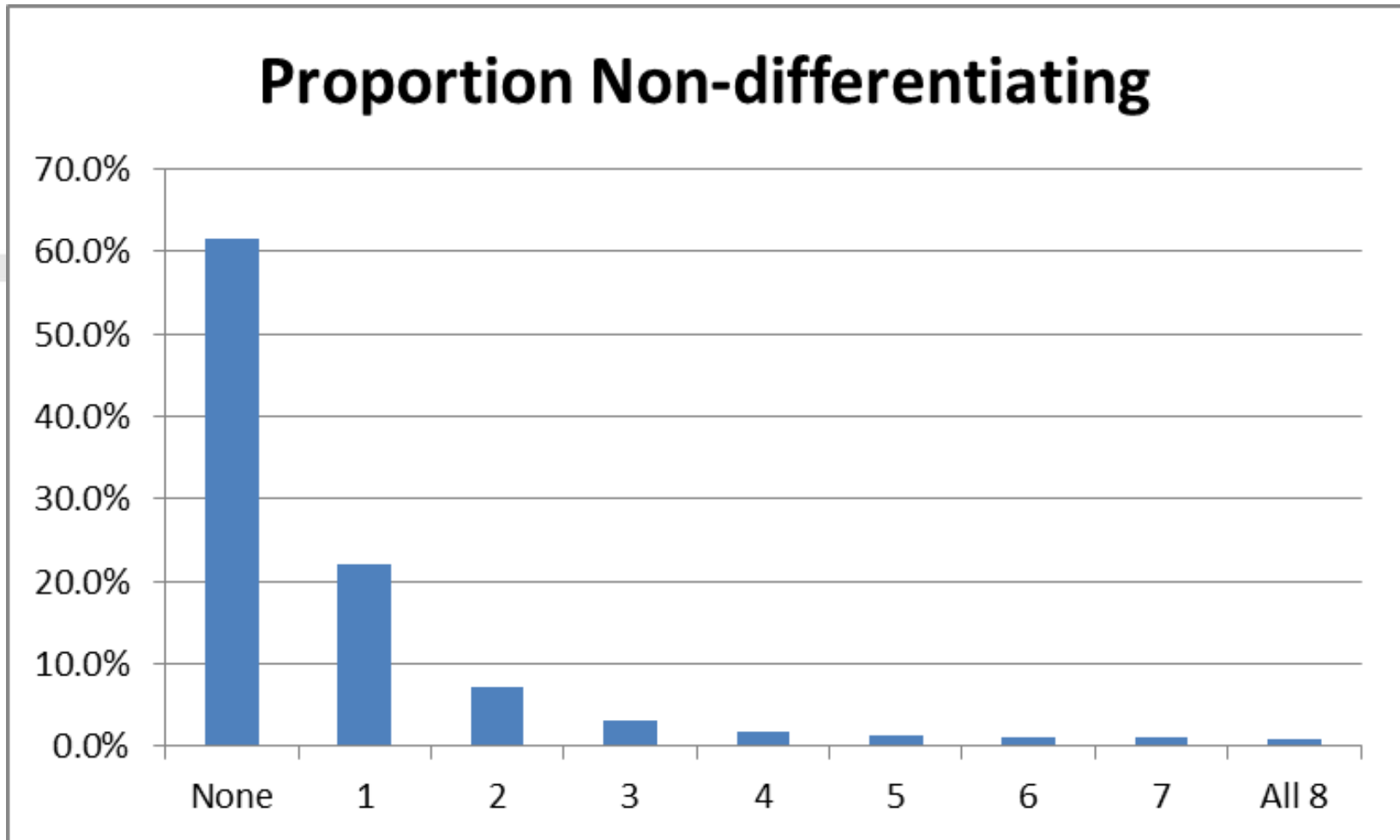
# Respondent Behavior - Speed

**5 Speed Groups (based on length of time to complete survey)**



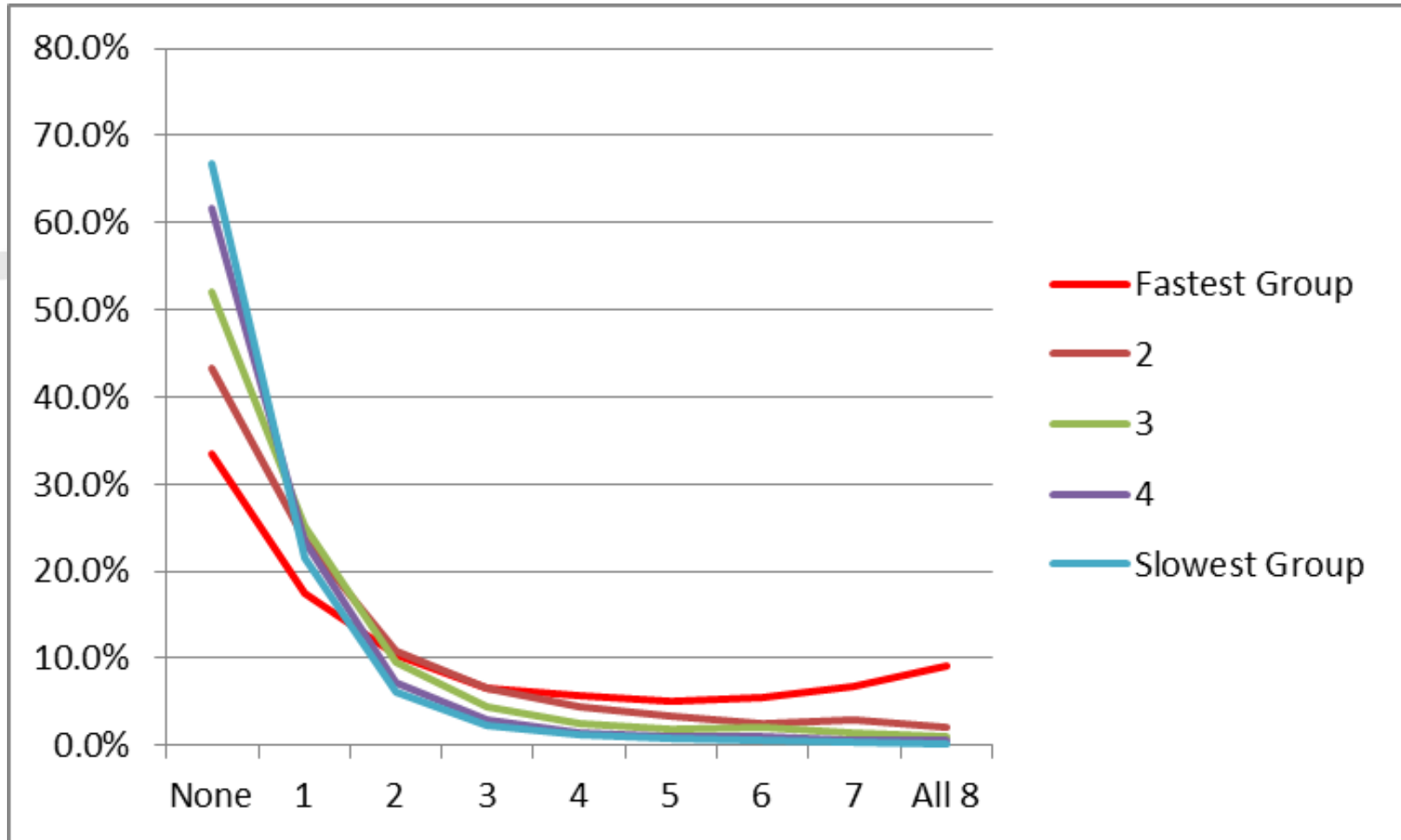
# Respondent Behavior – Non-differentiation

» Computed non-differentiation score based on 8 grids.



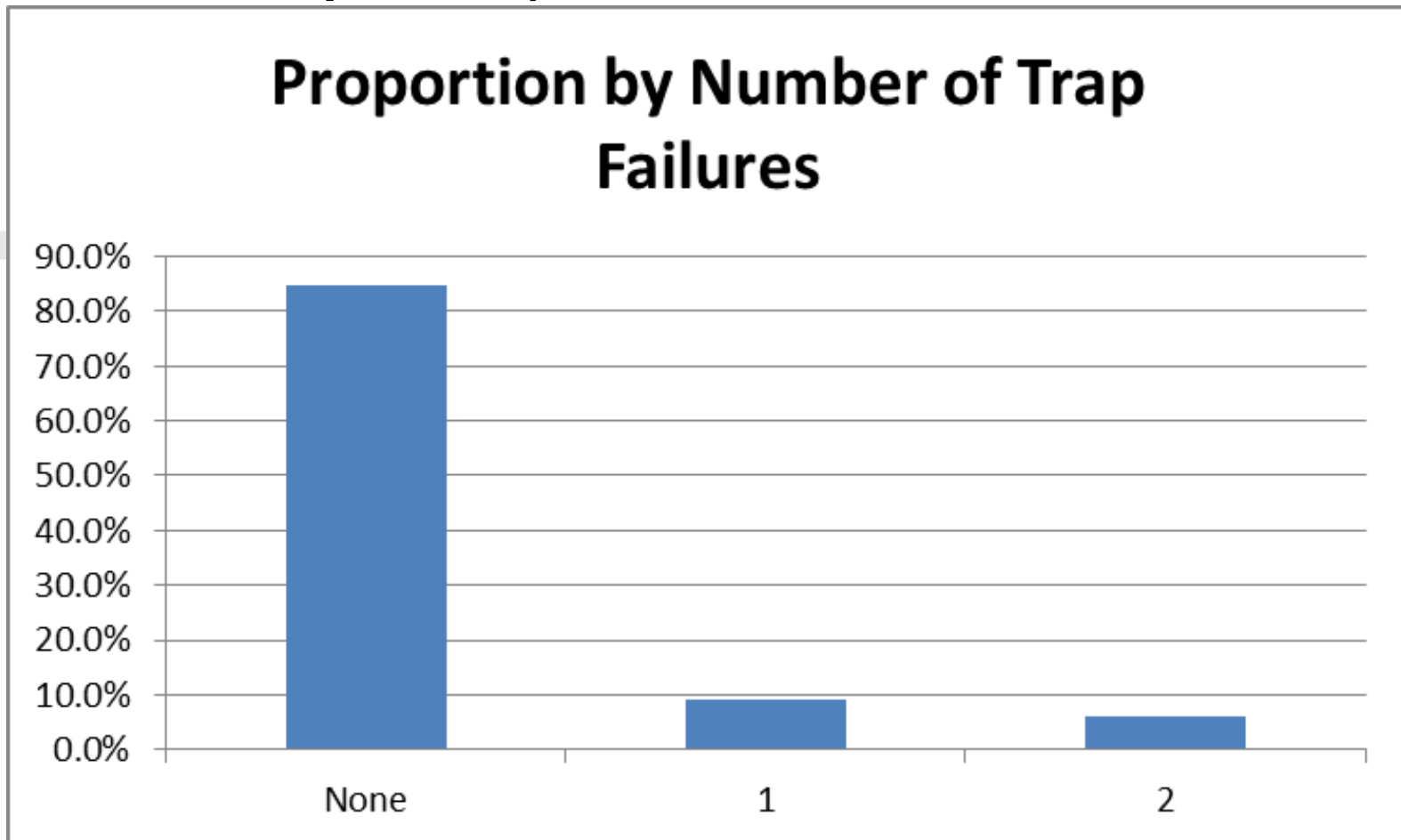
# Correspondence of Speed with Non-differentiation

» The fastest group showed more non-differentiation.



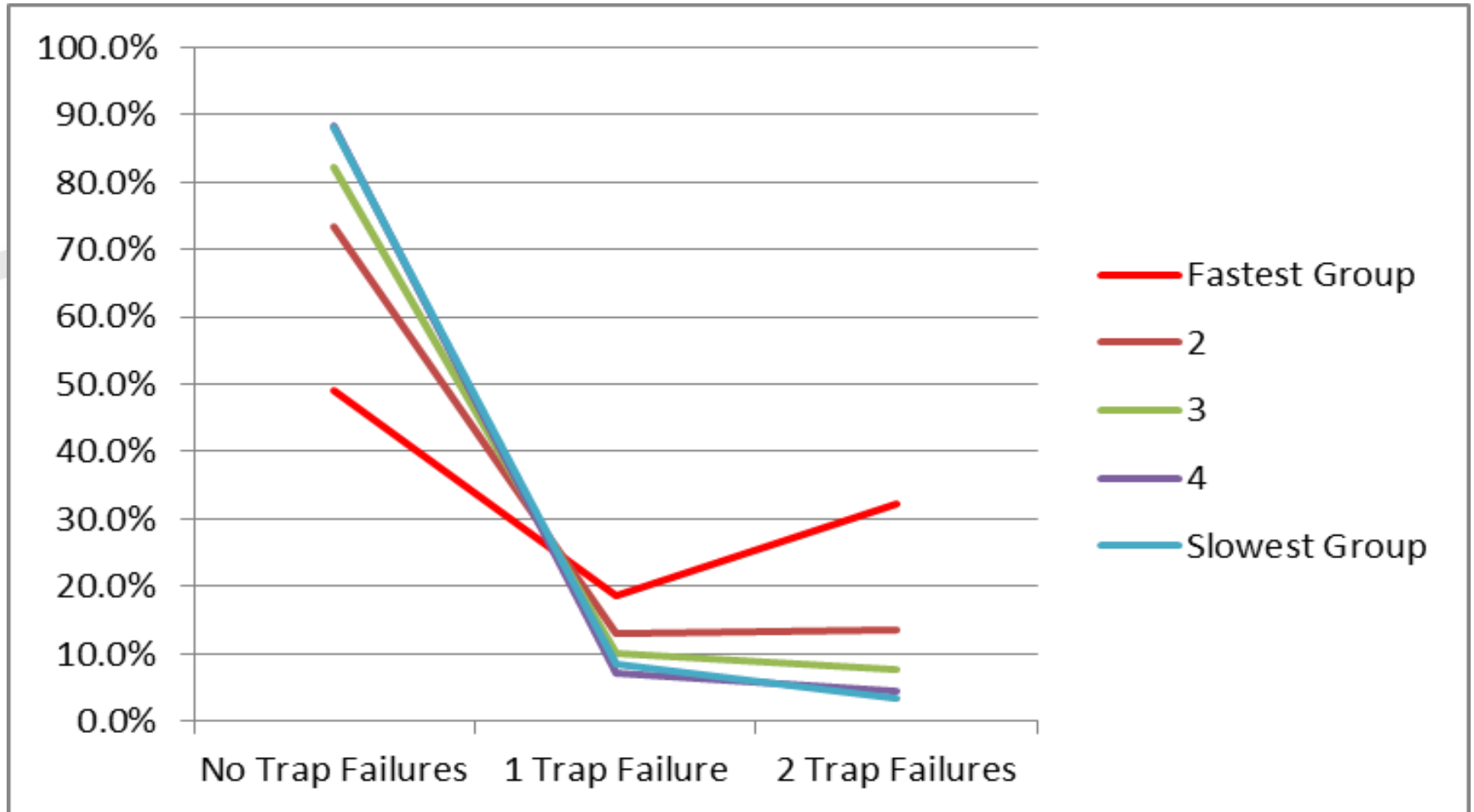
# Respondent Behavior - Traps

- » Had 2 items that were traps (e.g. “Open item – please click “Not at all important”)



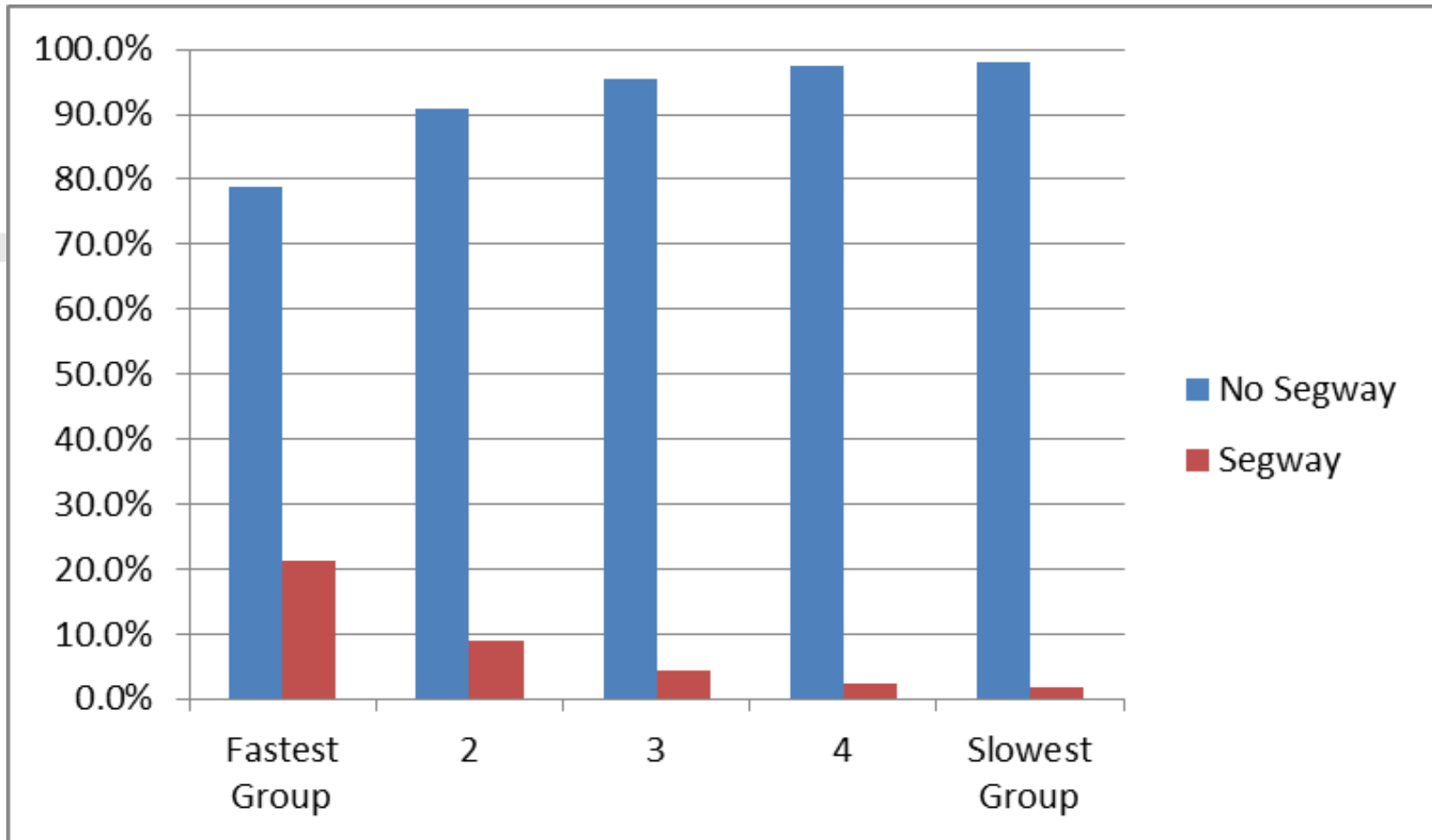
# Correspondence of Speed and Trap Failures

» The fastest group showed the highest rate of trap failures.



# Correspondence of Speed with Rare Behavior

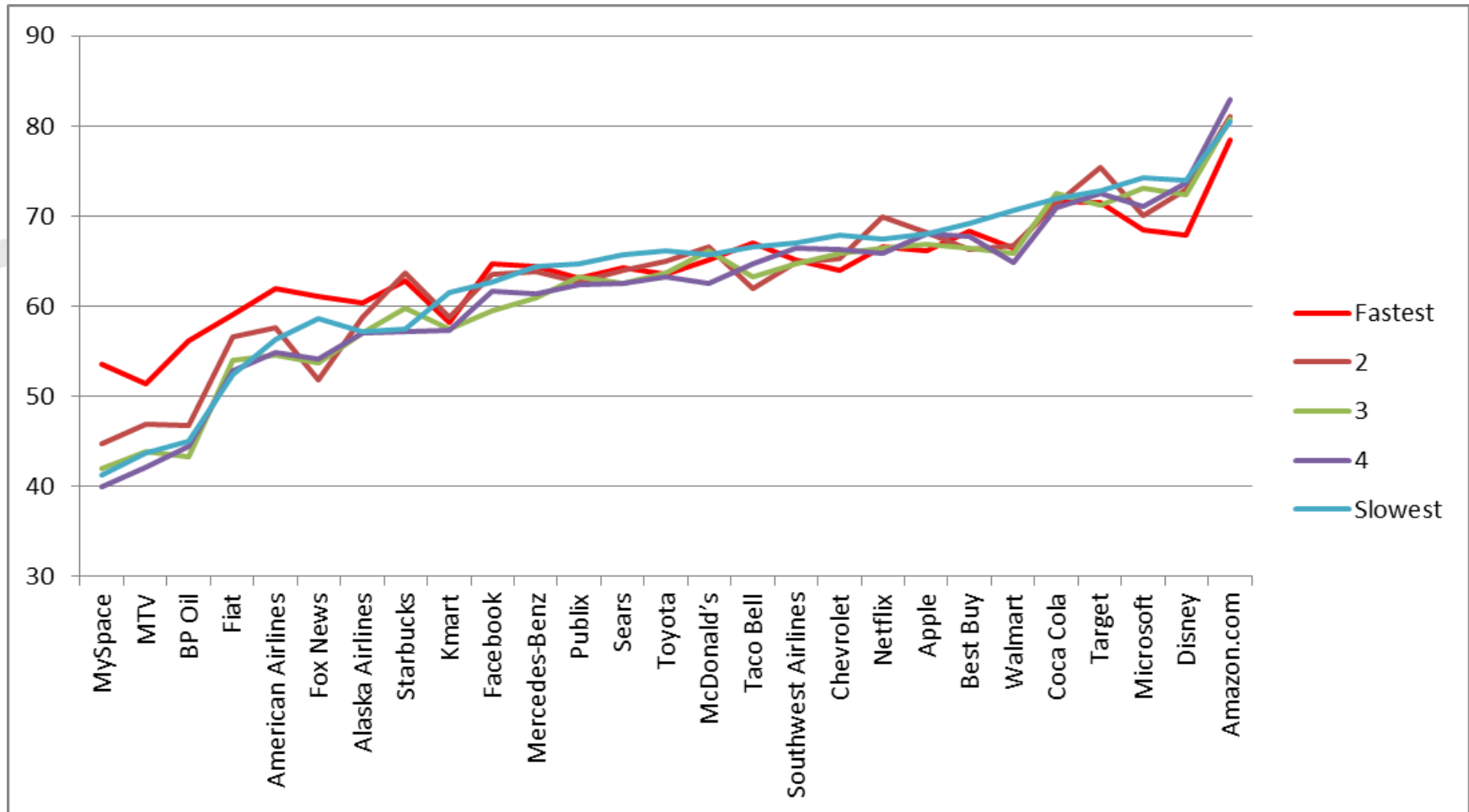
- » The fastest group showed the highest occurrence of rare behavior (purchase of Segway past 6 months).



# Ratings of Brand Liking Based on Speed Similar Patterns



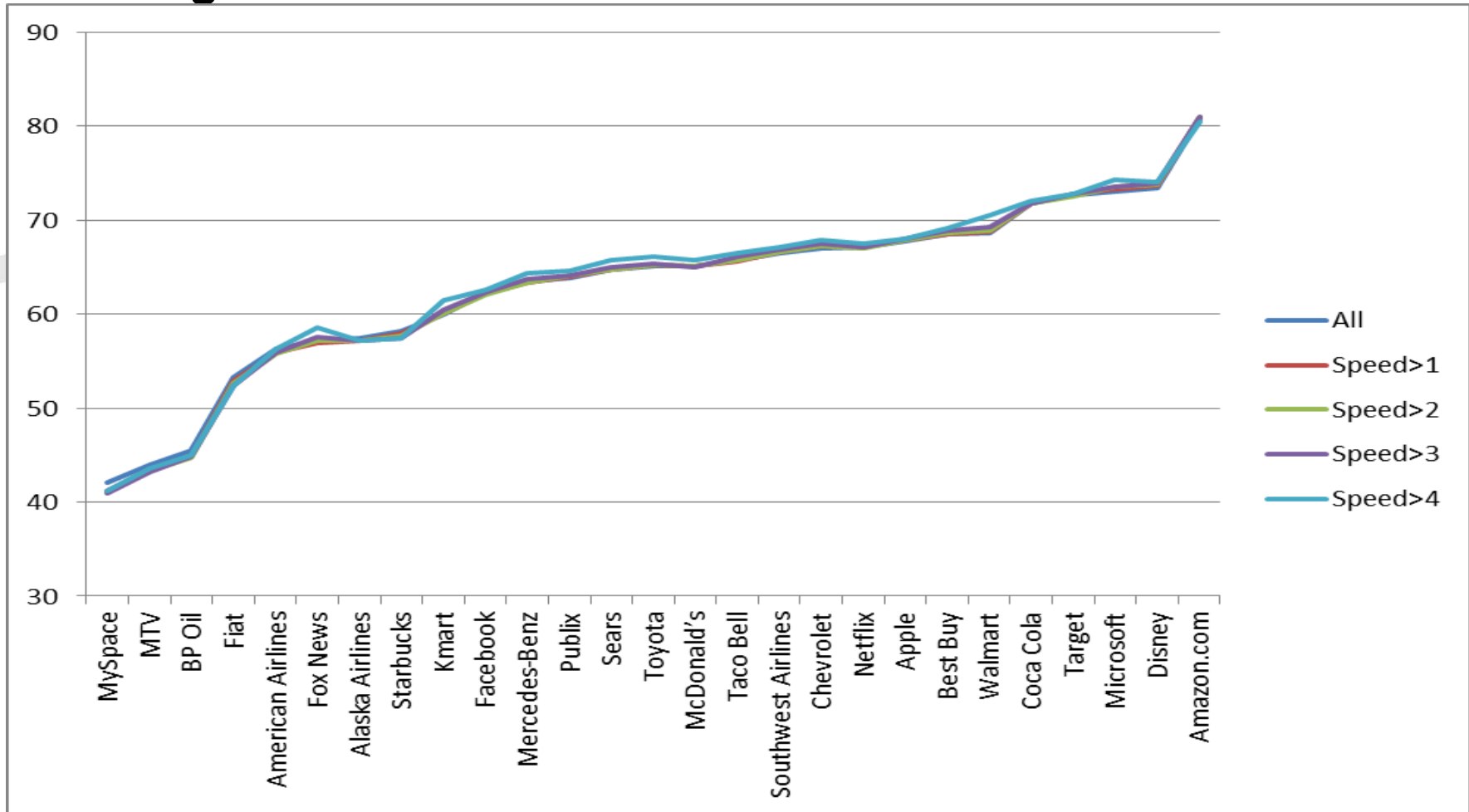
» Liking based on speed was most different for the fastest group, but still showed a general correspondence.



0 = Strongly Dislike; 100 = Strongly Like

# Ratings of Brand Liking Based on Speed Virtually No Difference When Removing

» Peeling the Onion - Deselecting those who speed didn't change overall results much across 27 different brands.

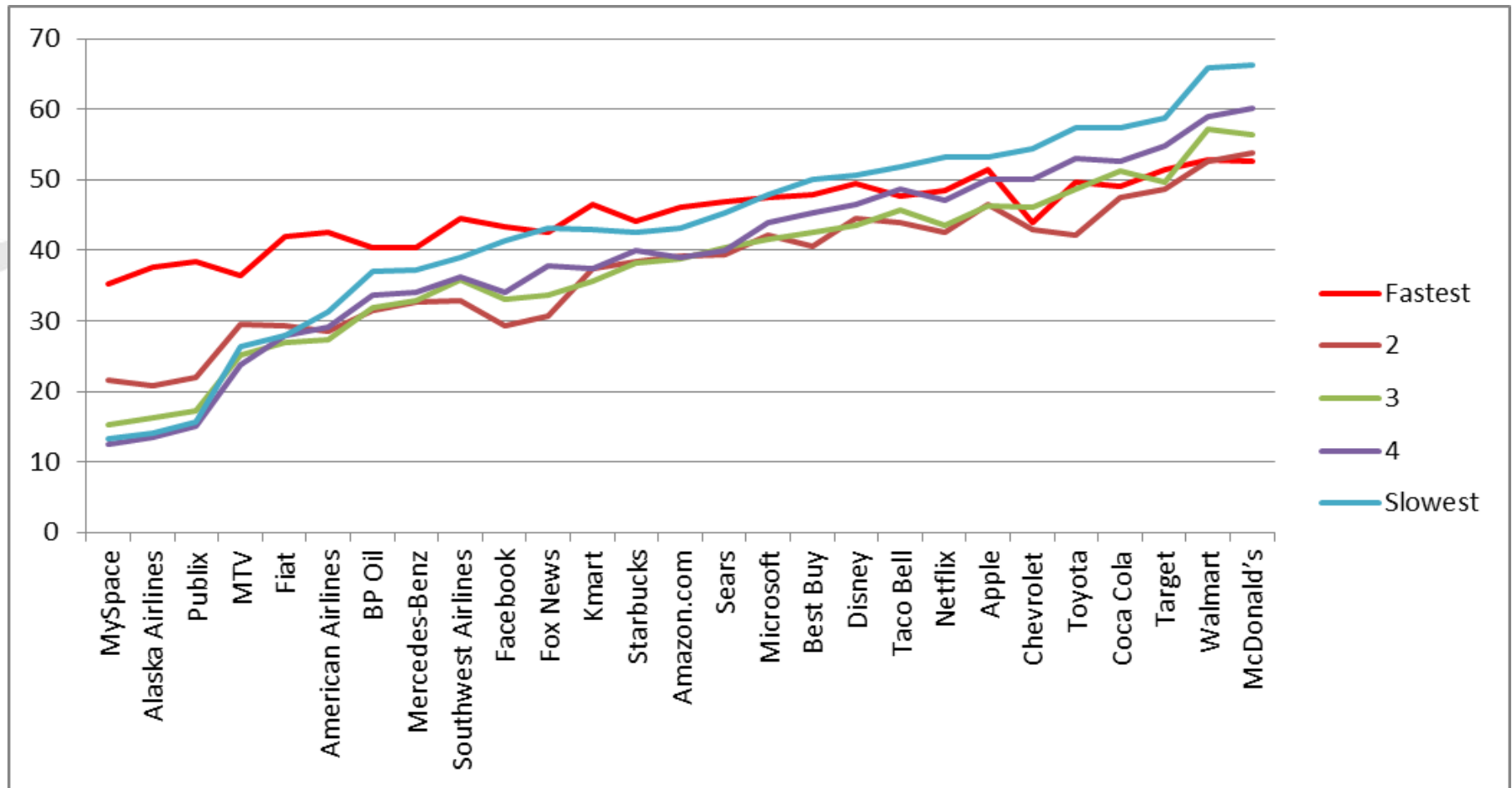


0 = Strongly Dislike; 100 = Strongly Like



# Ratings of Ad Exposure – Past Year Same Generic Patterns But Different

» Ad exposure based on speed was most different for the fastest group, but still showed a general correspondence.



# Finding 1: Variance Across Panels Still Exists

<b>All Providers</b>	
Method A	0.0410
Method B	0.0362
Method C	0.0330

Sample Control Mitigates Variation To Some Degree

# Finding 2: The Sample Sources Cluster Together – Further Analysis Needed

Cluster 1

- A, B, C, D, E, F, G, H

Cluster 2

- I, J, K, L, M, N

Cluster 3

- O, P

“Cluster 4”

- Q

# Variation is Reduced Within Cluster – Consistency is Possible

	All Providers	Cluster 1	Cluster 2
Method A	0.0410	0.0287	0.0260
Method B	0.0362	0.0242	0.0255
Method C	0.0330	0.0241	0.0243



# Weighting Aspects Being Investigated

- Various Demographic Components/Configurations
- Adding Attitudinal And/Or Behavioral Components
- Sample Selection Bias Modeling
- “Probability” of Selection
- Rim Versus Cell Versus Hybrid Methodologies
- Methodologies of Calculation
- Capping of Weights

# Respondent Engagement & Motivation: A First Look

Bob Walker, Principal & Founder / Surveys & Forecasts, LLC  
Deb Santus, VP / Sample Strategy & Standards, TNS

**ARF Re:Think 2013**



# Motivations: Exploratory Areas

- » What motivates a respondent to become (or remain) a panel member or river sample respondent?
  - Are survey experiences different across providers – if so, why? Is it just an incentives game... more is better?
  - How does monetary value, or incentive type affect surveys completed, panel membership, or extent of sub-optimal behavior (data quality)?
  - How do so-called “intrinsic” or non-monetary factors affect the survey-taking experience?
  - Do routed respondents have a happier experience?

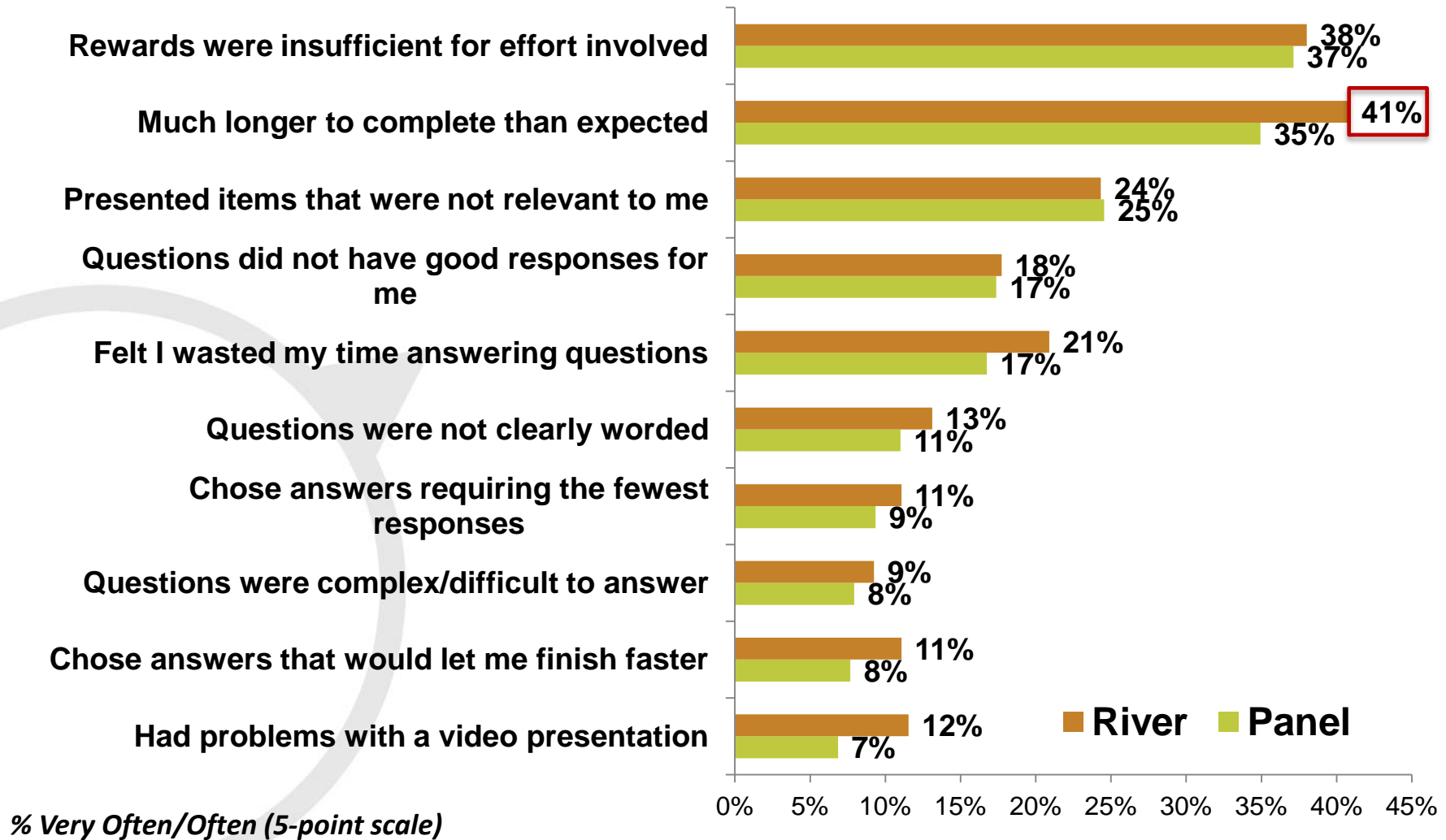
# Motivations: A First Look

- » FOQ 2 included a number of questions to provide insight into respondent motivations for taking surveys:
  - Motivating factors & problems experienced
  - Interest in surveys on specific topics
  - Self-reported optimal survey length
  - General experience with online surveys
  
- » Today's analysis uses aggregated panel + river data plus key comparisons made between them.
  - Weighted, de-duped
  - No adjustment (yet) for sub-optimal behavior



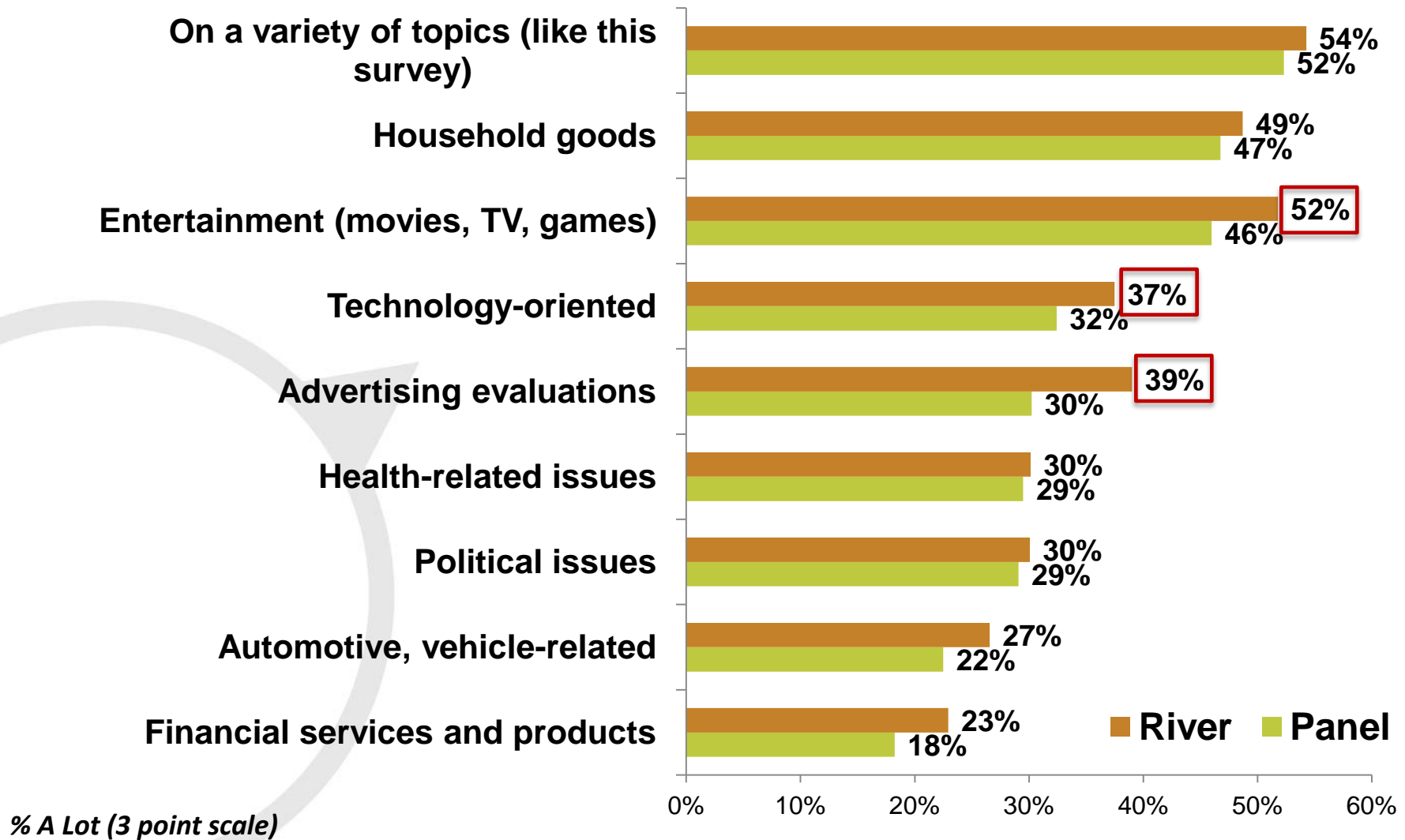
# Survey Motivation – Mitigating Factors

*Insufficient rewards, length, lack of relevance all detract*



# Interest in Topics

*River interest may be driven by referral sites*



# General Experience With Online Surveys

- » A key measure in FOQ 2 gathers respondents' overall experience with online surveys...
  - *Excluding political polls, what has been your general experience when participating in online surveys? (4-pt scale)*
  
- » “General experience” is a summary measure that reflects a respondent’s longer-term survey taking experience.
  - *Caveat: it also captures experiences outside the realm of online panel or river survey studies (e.g., DIY, customer satisfaction).*
  
- » We use “general experience” as a basic dependent measure (e.g., versus motivations, attitudes, or descriptive measures).

# Engagement

## Decline In Positive Experience



- » Survey enjoyment has declined since FOQ 2008.
- » Slight skew: enjoyment more likely to be age 50+.

<i>Panel Qualified Completes</i>	<u>FOQ 1</u> Q4 2008	<u>FOQ 2</u> Q1 2013	Point Change
<i>Weighted Bases:</i>	(50,088)	(45,537)	+ / -
	%	%	
<b><u>Always/Usually Enjoyable (Net)</u></b>	<b><u>71.1%</u></b>	<b><u>64.3%</u></b>	<b><u>-6.8%</u></b>
Always been enjoyable	17.8%	13.5%	-4.3%
Usually been enjoyable	53.3%	50.8%	-2.5%
<b><u>Sometimes/Rarely Enjoyable (Net)</u></b>	<b><u>28.9%</u></b>	<b><u>35.7%</u></b>	<b><u>+6.8%</u></b>
Sometimes been enjoyable	25.0%	30.2%	+5.2%
Rarely, if ever, been enjoyable	3.9%	5.5%	+1.6%

*Excluding political polls, what has been your general experience when participating in online surveys?  
Among "Always/Usually Enjoyable": 56% are < 49 / Among "Somewhat/Rarely Enjoyable": 66% < 49*

# Engagement

## *Not A Proxy For Satisficing*



» Self-reported survey enjoyment is **not** a satisficing response, as correlations are very low.

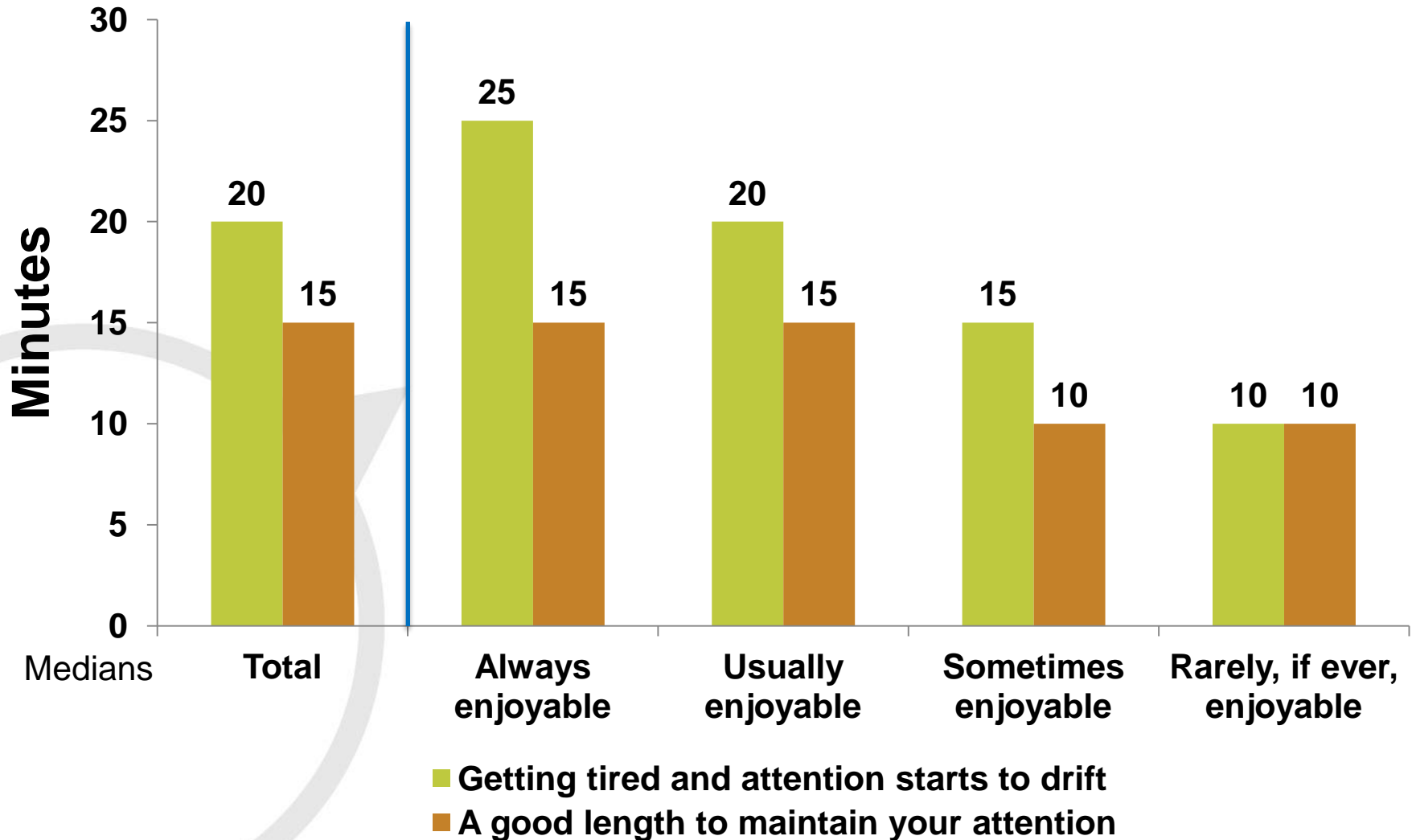
### *Correlations With Survey Enjoyment*

	R
Life is only meaningful if you provide the meaning yourself	.100
It is best to treat those who disagree with you with leniency and an open mind as they may be proven right	.100
It is important for me to be liked by others	.090
The people in Washington DC are out of touch with ordinary people	.023

*Online panel and river combined*

# Why Does A Positive Experience Matter?

*Positive experiences support longer surveys*



# Survey Experience: Correlates

- » **What factors are associated with positive survey-taking experiences?**
- » Correlations were run between the “general experience” measure and self-reported attributes.
  - Correlations are interesting and significant
  - Inter-item correlations within themes are even stronger
- » Given our design, subsets of attribute lists (e.g., 3 of 10 statements) had to be exposed.
  - However, even with these constraints, samples for any item pair is typically above 5K respondents

# Correlates of Positive Survey Experience

*Involvement, sense of community, relevant topics*

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**Stronger  
Correlates**



## FOSTERS ENGAGEMENT / INVOLVEMENT / COMMUNITY

Allows me to think more about a topic (.420)

Allows me to express my opinion (.404)

Makes me feel part of a community (.397)

Is about an interesting topic (.363)

Can find out how/what other people think/do (.355)

## INTERESTING TOPICS

Surveys that ask about a variety of different topics (.407)

Household goods (.381)

Advertising evaluations (.365)

Health-related issues (.342)

## TODAY'S SURVEY EXPERIENCE

I enjoyed filling out this survey (.510)

Felt my participation in this survey was valuable (.450)

Was satisfied with answer choices available (.368)



# Correlates of Negative Survey Experience

*Direct rewards/sweepstakes are weaker correlates*

ARF

Weaker/  
Neutral

## REWARDS/INCENTIVES

The survey has a sweepstakes (.190)

The survey has direct rewards (cash or points) (.143)

## ATTITUDES ABOUT PROBLEM SOLVING

I like being in situations that require thinking a lot (.130)

I prefer complex over simple problems (.119)

## POOR USE OF TIME / IRRELEVANCE

I felt I wasted my time answering questions (-.348)

Took much longer to complete than expected (-.245)

Presented items that were not relevant to me (-.200)

Questions did not have good responses for me (-.188)

Rewards were insufficient for the effort involved (-.181)

## TODAY'S SURVEY

Some questions seemed redundant (-.223)

The questions were not clearly worded (-.151)

I noticed some mistakes in this survey (-.136)

Negative  
Correlates

# Enjoyment: Stated vs. Correlated

*Self-expression, interesting topics, sense of community positively correlated*



Rating of Survey Experience

Insufficient reward

Cash/  
points

**DETRACTS**  
Irrelevant subjects  
Complexity  
Technical issues  
Unexpected length  
Feels like wasted time  
Higher admitted fraud

**SUPPORTS**  
Interesting topics  
Fosters community  
Self-expression  
Stimulates curiosity

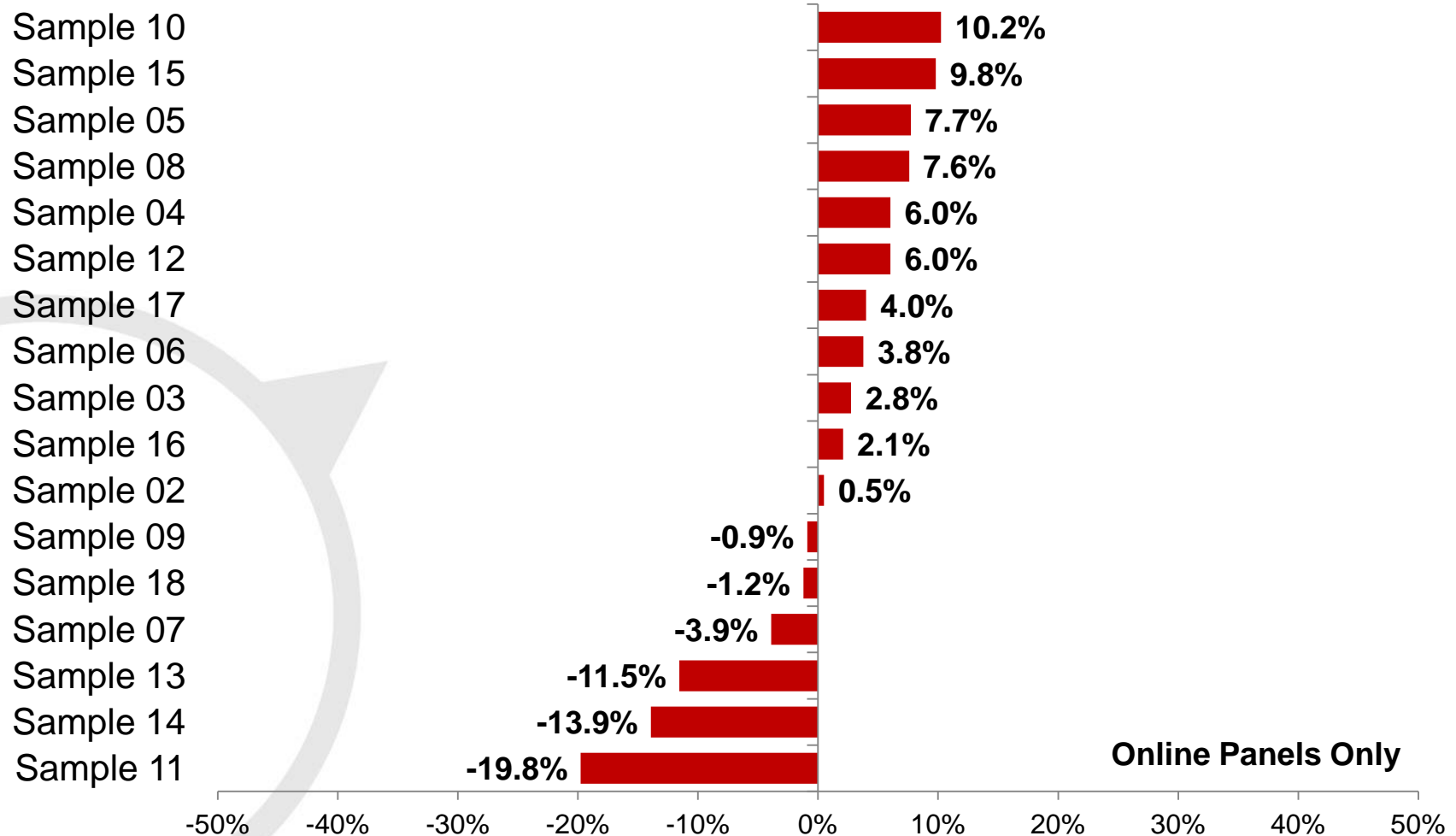
Correlates of Survey Experience

# Sample Differences: Why?

*Respondents have different survey-taking experiences*



## Samples vs. Average: % Always/Usually Enjoyable



*Excluding political polls, what has been your general experience when participating in online surveys?*

# Motivations: Summary & Next Steps

- » This aggregate-level analysis shows that engagement, relevance, sense of community, and topics of interest are strongly associated with positive survey experiences.
  - On nearly all “predictor” variables, few differences were seen between online panel and river sample.
  - Rewards, while important, appear alone to be insufficient.
    - A willingness to participate in longer surveys, with a greater attention span, is clearly seen with higher enjoyment.
- » More work ahead!
  - Within provider relationship between recruiting x incentives.
  - Historical data map variables (e.g., tenure, survey activity).
  - Sensitivity/relationship to duplication level.

# Thank you and...

» Be part of FOQ2....

- Be a Sponsor
- Provide analytic support