

gesis

Leibniz Institute
for the Social Sciences

European *Values* Study 



Conducting the European Values Study in self-administered mixed-mode design: Insights from Germany

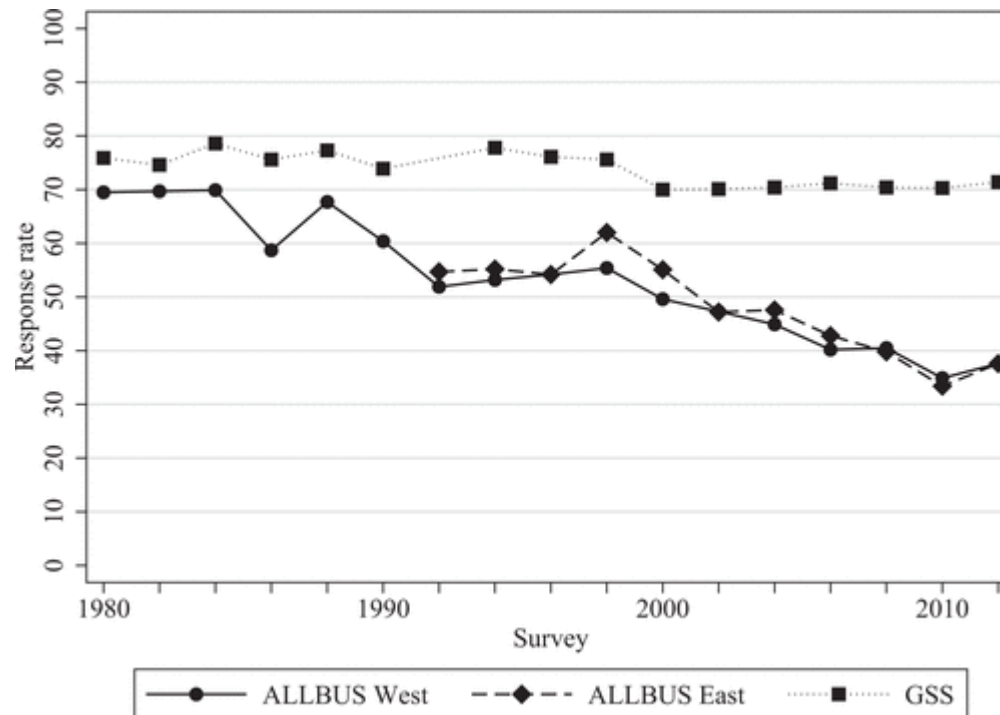
Tobias Gummer

 [@tobgummer](https://twitter.com/tobgummer)

May 26th, 2021

Why self-administered mixed-modes?

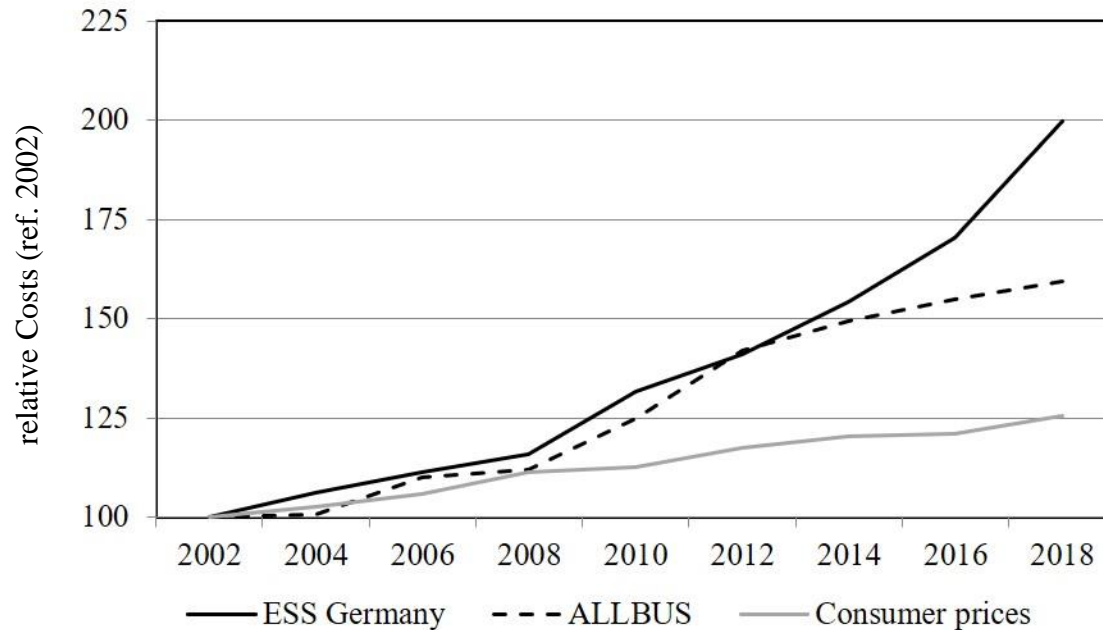
F2F: Decreasing Response Rates



ALLBUS 2018: 32.3%

Gummer (2019): Assessing Trends and Decomposing Change in Nonresponse Bias: The Case of Bias in Cohort Distributions. *Sociological Methods & Research*, 48(1):92-115.

F2F: Increasing Survey Costs



Wolf, Christmann, Gummer, Schnaudt, Verhoeven (forthcoming): Conducting General Social Surveys as Self-Administered Mixed-Mode Surveys. *Public Opinion Quarterly*.

How?

European Values Study 2017/2018

- EVS Methodology group sanctioned self-administered mixed-modes (mail, web) that
 - ▶ complemented a sample of face-to-face interviews
 - ▶ also used a probability-based sample
 - ▶ Participating countries in mixed-mode test:
 - Denmark, Finland, Germany, Iceland, the Netherlands, and Switzerland
 - for a detailed report see Luijkx et al. (2021)

- EVS Germany:
 - ▶ Comparison between face-to-face and self-administered mixed-mode
 - ▶ Evaluation of different design options for self-administered mixed-mode surveys:
 - incentive strategy
 - mode choice sequence
 - survey length

Design I

- Probability-based register sample was **randomly assigned** to different modes of data collection

European Values Study (EVS) gross sample

Randomization

Face-to-Face
(Full Length)
Interviews = 1,494

length ~60min

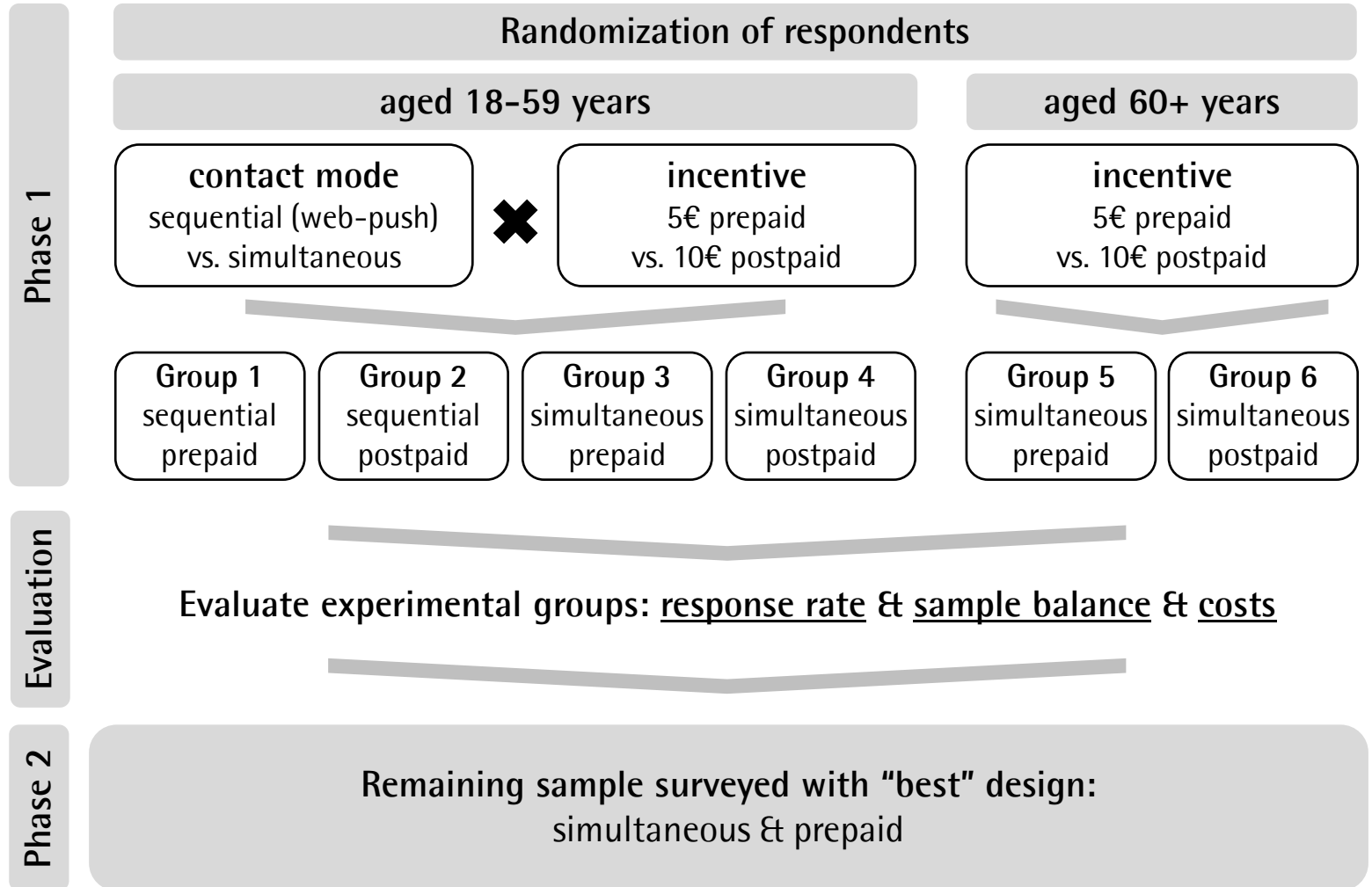
Self-administered
Mixed-Mode
(Matrix Design)
Interviews = 3,274

length ~40min

Self-administered
Mixed-Mode
(Full Length)
Interviews = 688

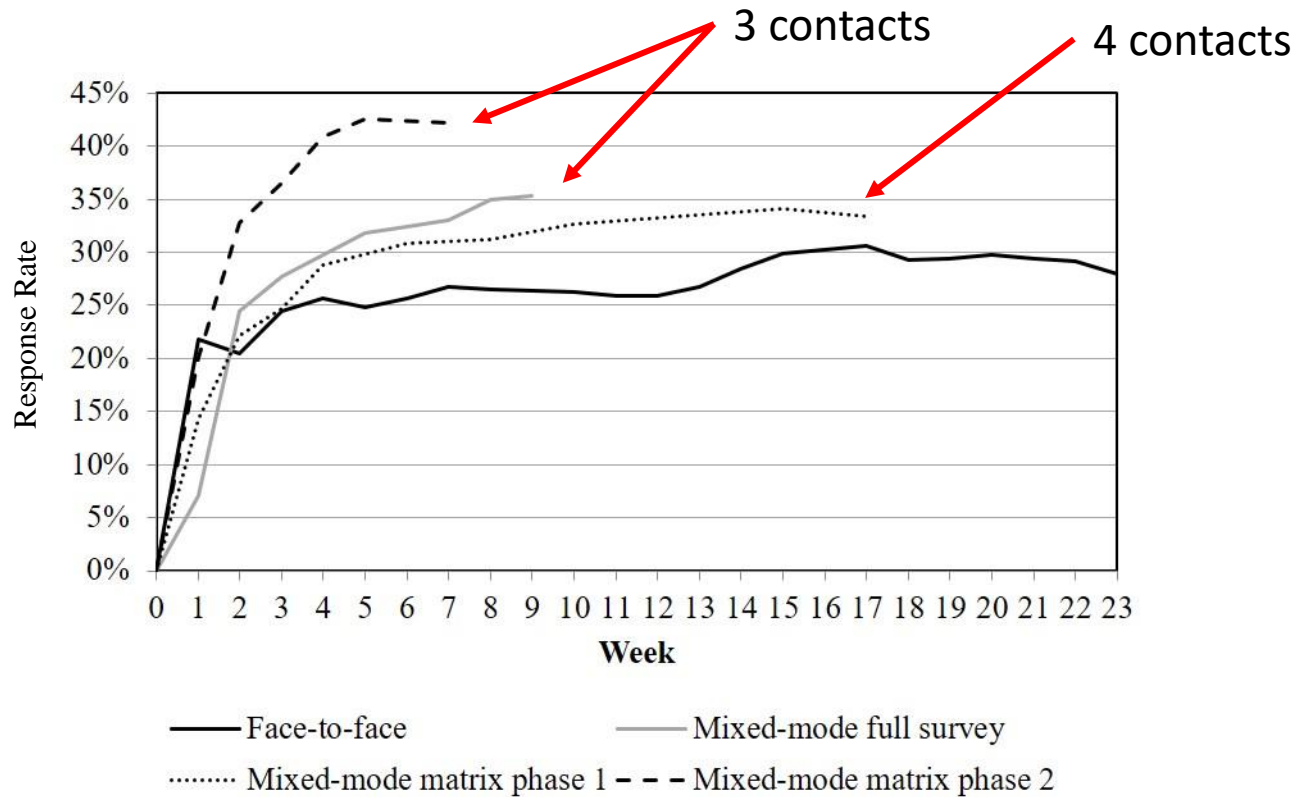
length ~60min

Design II



Selected Insights

Fieldwork Period



Wolf, Christmann, Gummer, Schnaudt, Verhoeven (forthcoming): Conducting General Social Surveys as Self-Administered Mixed-Mode Surveys. *Public Opinion Quarterly*.

Response Rate

Survey design	Total costs	Share of web respondents	Response rate
Face-to-face	ref	-	28.0%
Mixed-mode full survey (5€ prepaid, concurrent)	44.5%	16.1%	35.3%
Mixed-mode matrix (5€ prepaid, sequential) ^{+*}	37.9%	50.7%	36.0%
Mixed-mode matrix (10€ postpaid, sequential) ^{+*}	39.8%	46.3%	23.6%
Mixed-mode matrix (5€ prepaid, concurrent) ⁺	38.7%	18.7%	39.4%
Mixed-mode matrix (10€ postpaid, concurrent) ⁺	43.9%	23.4%	24.3%

Notes: Ref=reference category. Face-to-face incentives are described in section “Mixed-mode experiments in the European Values Study”. *Respondents aged 60 or older also receive a concurrent mode choice. All costs in percent, relative to the reference category. ⁺Estimates are based on survey experiments implemented in phase one of the responsive mixed-mode matrix survey.

Wolf, Christmann, Gummer, Schnaudt, Verhoeven (forthcoming): Conducting General Social Surveys as Self-Administered Mixed-Mode Surveys. *Public Opinion Quarterly*.

Share of web respondents

Survey design	Total costs	Share of web respondents	Response rate
Face-to-face	ref	-	28.0%
Mixed-mode full survey (5€ prepaid, concurrent)	44.5%	16.1%	35.3%
Mixed-mode matrix (5€ prepaid, sequential) ^{+*}	37.9%	50.7%	36.0%
Mixed-mode matrix (10€ postpaid, sequential) ^{+*}	39.8%	46.3%	23.6%
Mixed-mode matrix (5€ prepaid, concurrent) ⁺	38.7%	18.7%	39.4%
Mixed-mode matrix (10€ postpaid, concurrent) ⁺	43.9%	23.4%	24.3%

Notes: Ref=reference category. Face-to-face incentives are described in section “Mixed-mode experiments in the European Values Study”. *Respondents aged 60 or older also receive a concurrent mode choice. All costs in percent, relative to the reference category. ⁺Estimates are based on survey experiments implemented in phase one of the responsive mixed-mode matrix survey.

Wolf, Christmann, Gummer, Schnaudt, Verhoeven (forthcoming): Conducting General Social Surveys as Self-Administered Mixed-Mode Surveys. *Public Opinion Quarterly*.

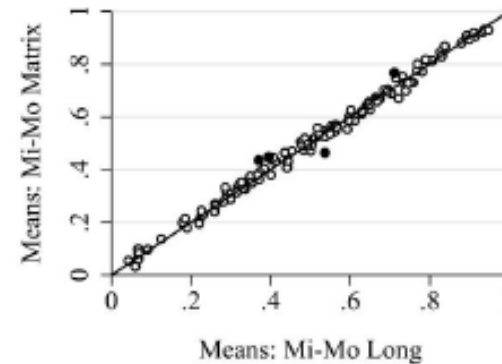
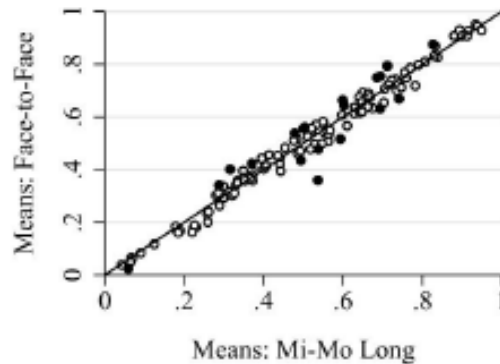
Costs

Survey design	Total costs	Share of web respondents	Response rate
Face-to-face	ref	-	28.0%
Mixed-mode full survey (5€ prepaid, concurrent)	44.5%	16.1%	35.3%
Mixed-mode matrix (5€ prepaid, sequential) ^{+*}	37.9%	50.7%	36.0%
Mixed-mode matrix (10€ postpaid, sequential) ^{+*}	39.8%	46.3%	23.6%
Mixed-mode matrix (5€ prepaid, concurrent) ⁺	38.7%	18.7%	39.4%
Mixed-mode matrix (10€ postpaid, concurrent) ⁺	43.9%	23.4%	24.3%

Notes: Ref=reference category. Face-to-face incentives are described in section “Mixed-mode experiments in the European Values Study”. *Respondents aged 60 or older also receive a concurrent mode choice. All costs in percent, relative to the reference category. ⁺Estimates are based on survey experiments implemented in phase one of the responsive mixed-mode matrix survey.

Wolf, Christmann, Gummer, Schnaudt, Verhoeven (forthcoming): Conducting General Social Surveys as Self-Administered Mixed-Mode Surveys. *Public Opinion Quarterly*.

Comparison between surveys



132 EVS items, rescaled to [0, 1], comparison between face-to-face survey and self-administered mixed-mode design (long, short)

Cernat, Sakshaug, Christmann, Gummer (2021): The Impact of Survey Mode Design and Questionnaire Length on Measurement Quality. *Unpublished Manuscript*.

Conclusion

Lessons learned (for Germany)

- More rapid data collection in self-administered modes compared to face-to-face
 - ▶ shorter field periods
- Cost savings are possible but
 - ▶ might be lower as expected and will vary between designs
 - ▶ hidden costs for transition from current mode to self-administered / mixed-mode need to be considered
- Mail mode will be used, if offered
 - ▶ implications for costs
 - ▶ questionnaire design (routing)

References

Cernat, Sakshaug, Christmann, Gummer (2021): The Impact of Survey Mode Design and Questionnaire Length on Measurement Quality. *Unpublished Manuscript*.

Gummer (2019): Assessing Trends and Decomposing Change in Nonresponse Bias: The Case of Bias in Cohort Distributions. *Sociological Methods & Research*, 48(1):92-115.

Luijkx et al. (2021): The European Values Study 2017: On the way to the future using mixed-modes. *European Sociological Review*, 37(2):330-346.

Wolf, Christmann, Gummer, Schnaudt, Verhoeven (forthcoming): Conducting General Social Surveys as Self-Administered Mixed-Mode Surveys. *Public Opinion Quarterly*.

Tobias Gummer

GESIS - Leibniz Institute for the Social Sciences | Family Surveys

tobias.gummer@gesis.org

 @tobgummer

Thank you!

gesis

Leibniz Institute
for the Social Sciences

Member of

Leibniz
Association