

# Using break-offs in web interviews for predicting web response in mixed mode surveys

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# Content

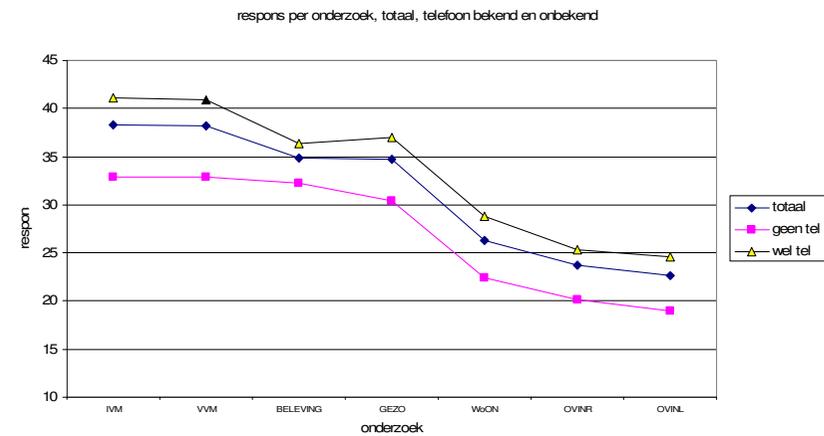
- Mixed mode: sequential, incl. web
- Problem: low and varying web response
- Data: paradata broken-off interviews
- Research strategy: localizing problems

# Mixed mode at Statistics Netherlands

- cost savings
- representativeness
- sequential and parallel design
- web and sometimes mail
- non-response cati or face to face

# The Problem

- Web response: low and unpredictable
- Planning: consequences for other modes



	<b>very high</b>	<b>high</b>	<b>average</b>	<b>low</b>	<b>very low</b>
<b>IVM first wave</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
<b>response web</b>	<b>21</b>	<b>26</b>	<b>28</b>	<b>27</b>	<b>25</b>
<b>demand mail</b>	<b>9</b>	<b>11</b>	<b>11</b>	<b>12</b>	<b>12</b>
<b>response web+mail</b>	<b>28</b>	<b>36</b>	<b>38</b>	<b>38</b>	<b>36</b>
<b>second wave</b>					
<b>approached cati or capi</b>					
<b>response CATI</b>	<b>35</b>	<b>39</b>	<b>47</b>	<b>43</b>	<b>43</b>
<b>response CAPI if no number found</b>	<b>29</b>	<b>33</b>	<b>40</b>	<b>38</b>	<b>38</b>
<b>Total incl. repair</b>	<b>52</b>	<b>60</b>	<b>66</b>	<b>64</b>	<b>63</b>

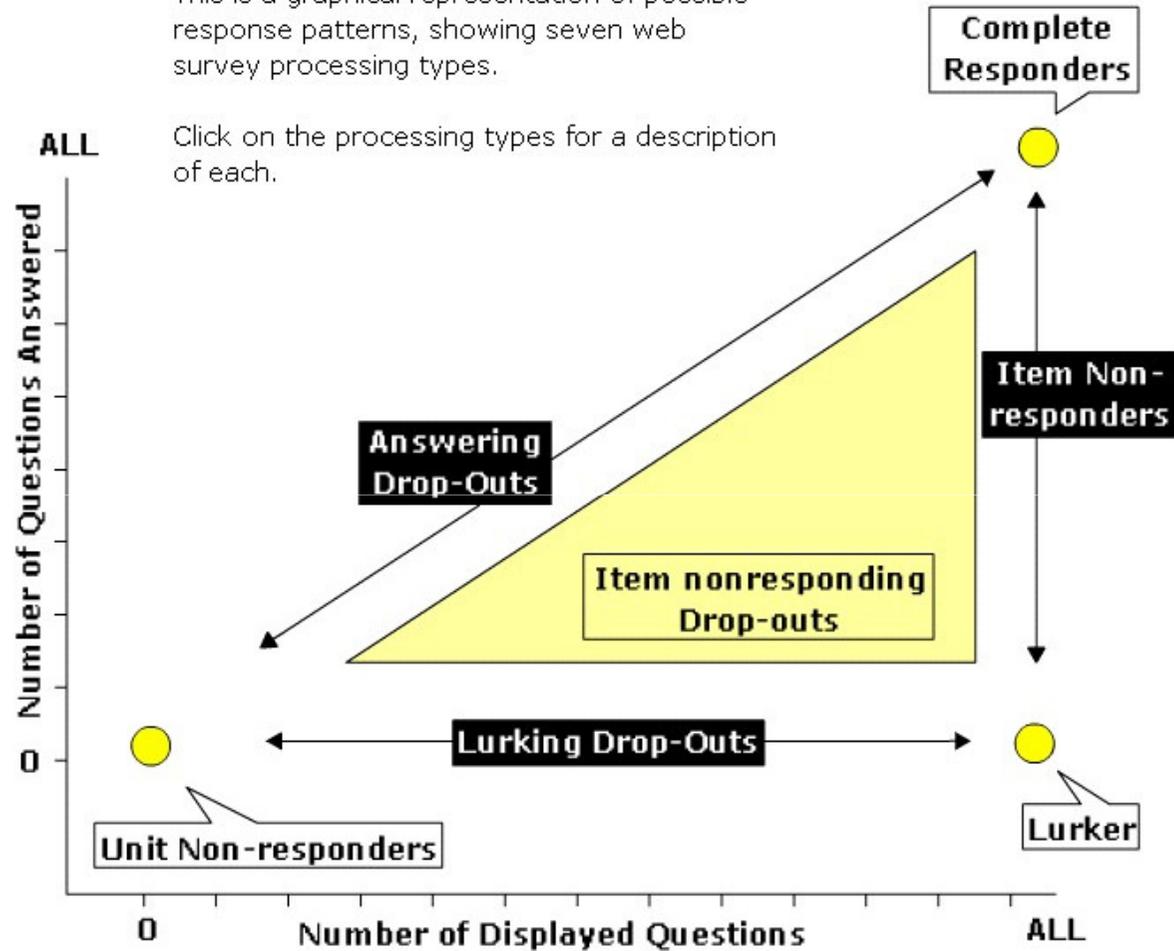
# Web non-response types

- Unit non-responders
- Lurkers
- Lurking drop-outs
- Item non-responding drop-outs
- Answering drop-outs
- Item non-respondents

## (Non-) Response Types in Web Surveys

This is a graphical representation of possible response patterns, showing seven web survey processing types.

Click on the processing types for a description of each.



Adapted from: Bosnjak, M., Tuten, T. L., Bandilla, W. (1991) Participation in Web Surveys - A Typology, *ZUMA Nachrichten* 48, 7-17.

# Web non-response

- interest
- motivation
- cognitive burden
- usability

# Paradata

- online survey
- server based
- pages
- sessions
- temporary files

# Ethics

- server side paradata
- client side paradata
- consent?
- Statistics Netherlands' policy

# Research Strategy

- Break-offs as heuristic
- Where
- Why
- Characteristics: question type etc.
- Motivation
- Interest
- Usability

# Techniques

- (existing knowlegde)
- Cognitive interviews
- Eye tracking
- Observation
- Experiments

# Summary

- low and variable web response
- explanation needed for planning
- different ways of non-responding
- research strategy based on break-offs
- techniques 'classical' ones
- research in start-up phase