

The Power of Blaise Analytics: An example of Predicting Break-Off Behaviour

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Abstract

It has been a long standing dream to answer the big questions of survey research: "What is a good and what is a bad survey question?", "How good or bad are the answers from a respondent?", and "What is a good survey and what is a bad survey?". Due to various limitations, it has until now been difficult, if not impossible to answer these questions. We used a data driven approach to first find all data, which might be relevant. Secondly we defined over 100 different indicators, consisting of respondent characteristics, page & question characteristics, and survey characteristics, which should help answer most survey related questions. Finally we used these indicators to explain survey behaviour and try to answer the big questions. During this presentation we will show an example of what is possible with these methods to explain why people break-off in surveys. We explored the answers and the answer-behaviour of over 100.000 respondents across multiple surveys. For this, we analysed more than 35 million records of paradata, collected by the Blaise software, and combined this with survey data and metadata. Some of the results were in line with previous findings, but some findings were new and unexpected. At the end we will present our take on how to continue with these tools/methods.