



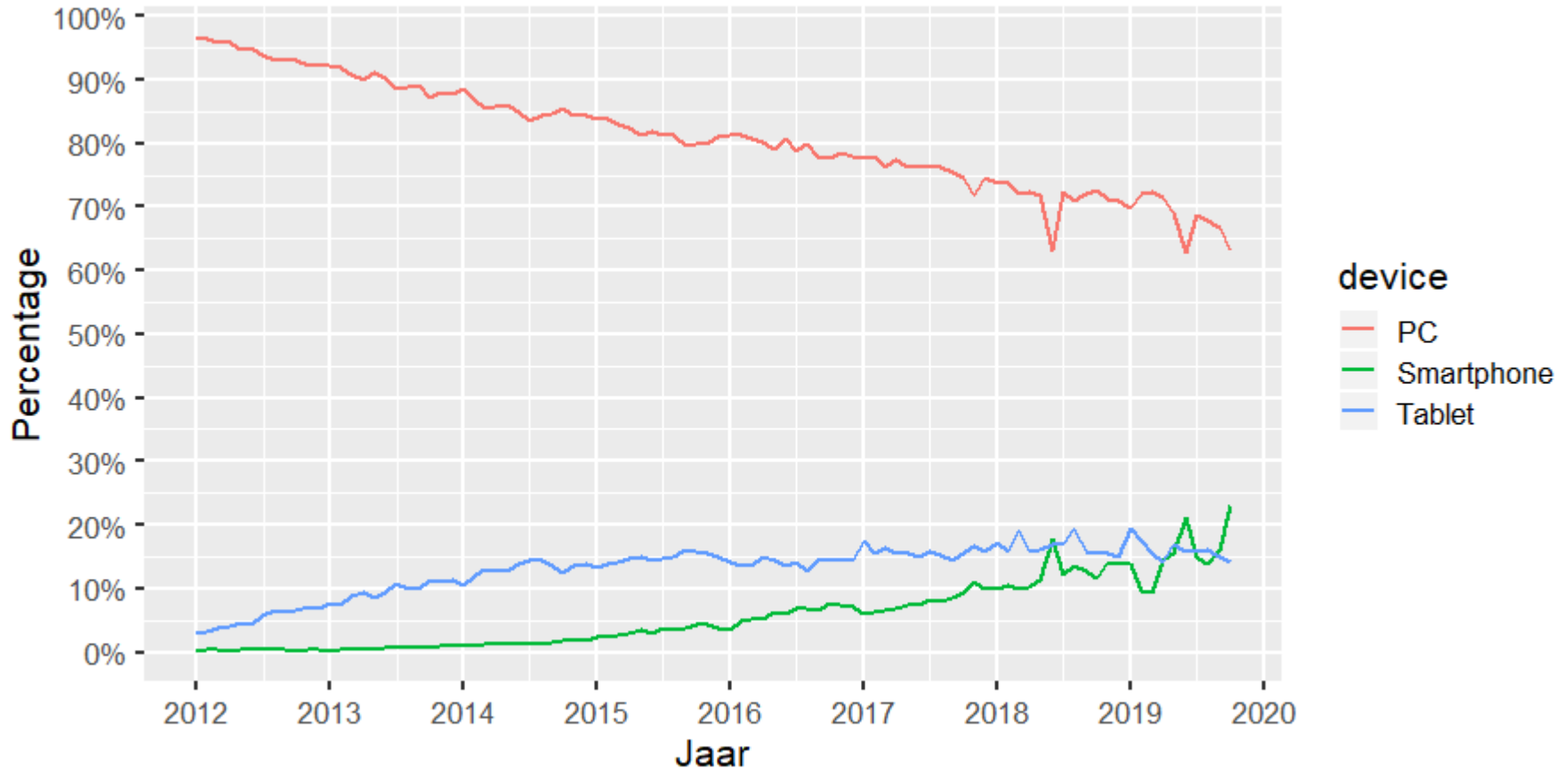
Future proof questionnaire design for social research

Challenges and opportunities of a smartphone first approach

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IBUC – 16th of September, 2020

Rise of the smart device and drop of the desktop



What to do with mobile devices?

1. Do nothing
2. Explicitly discourage the use of a mobile device
3. Make the survey mobile friendly
4. Optimize surveys for mobile devices
5. Build something specific for mobile devices

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3. Make the survey mobile friendly¹

The Design Heuristics for Smartphone Questionnaires²:

1. Readability
2. Ease of selection
3. Visibility across the page
4. Simplicity of design features³
5. Predictability across devices

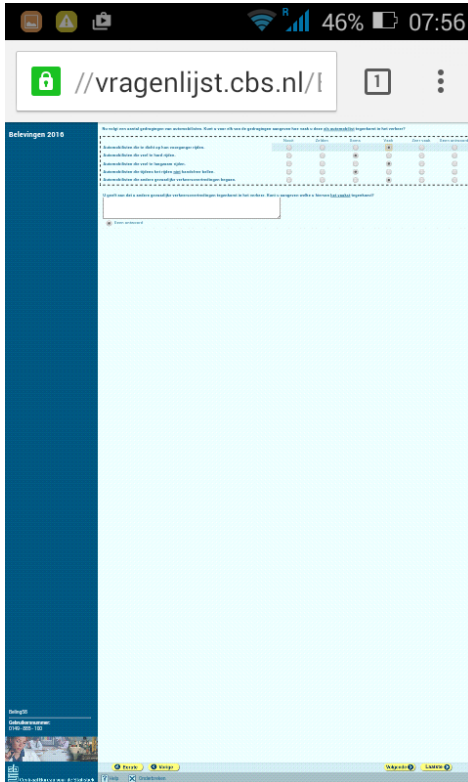
1. Lorch, J., Mitchell, N. (2014). Why you need to make your surveys mobile friendly now.
2. Antoun, C., Katz, J., Argueta, J. & Wang, L. (2017). Design Heuristics for Effective Smartphone Questionnaires.
3. Krug, S. (2013). Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability.



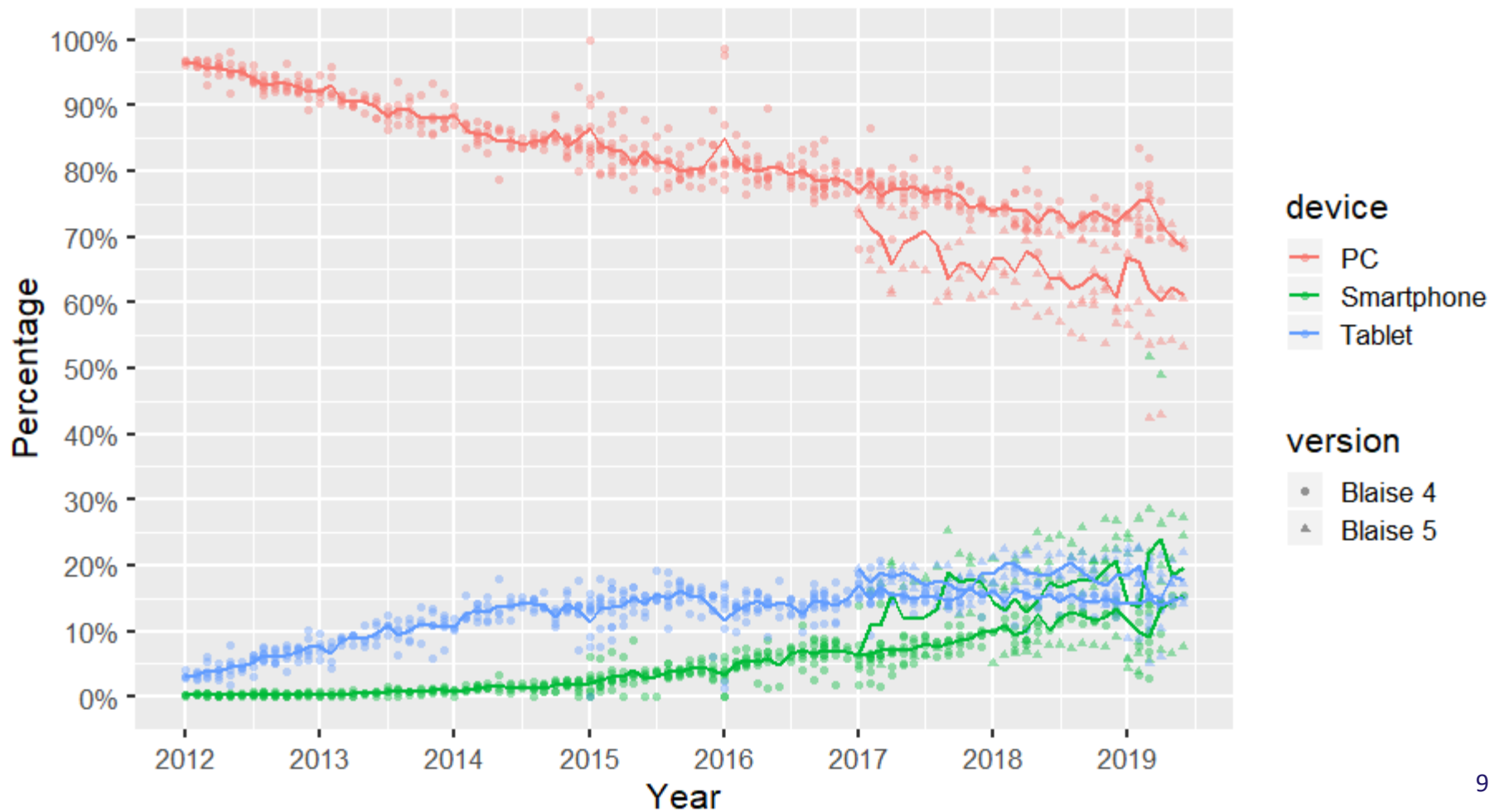
Blaise 4

vs.

Blaise 5



Device used at last login



What to do with mobile devices?

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Which mode/device is most limited?

CAPI

- Interviewer physically present
- Interviewer can provide aid

CATI

- Interviewer can provide aid

PC & laptop

- Big screen
- Keyboard & mouse



CAWI

Tablet

- Smaller screen
- Touchscreen navigation

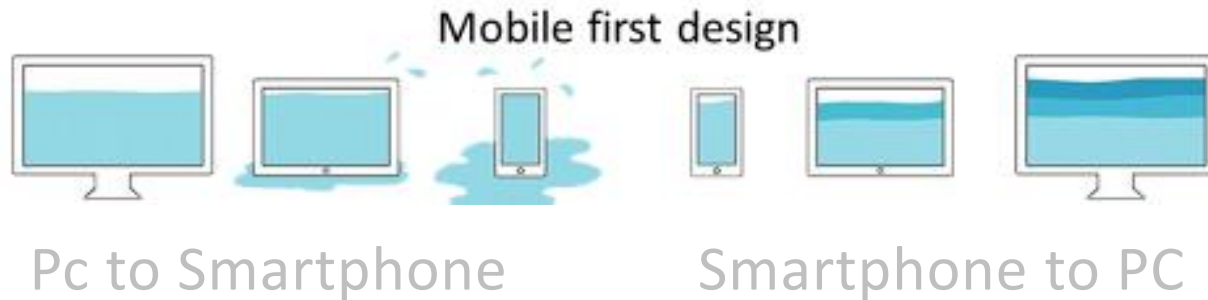


Smartphone

- Smallest screen
- Touchscreen navigation



Smartphone first design principle



- Make use of the omnimode principle
- Make use of the extra space on the screen to gradually improve experience and content

Goal

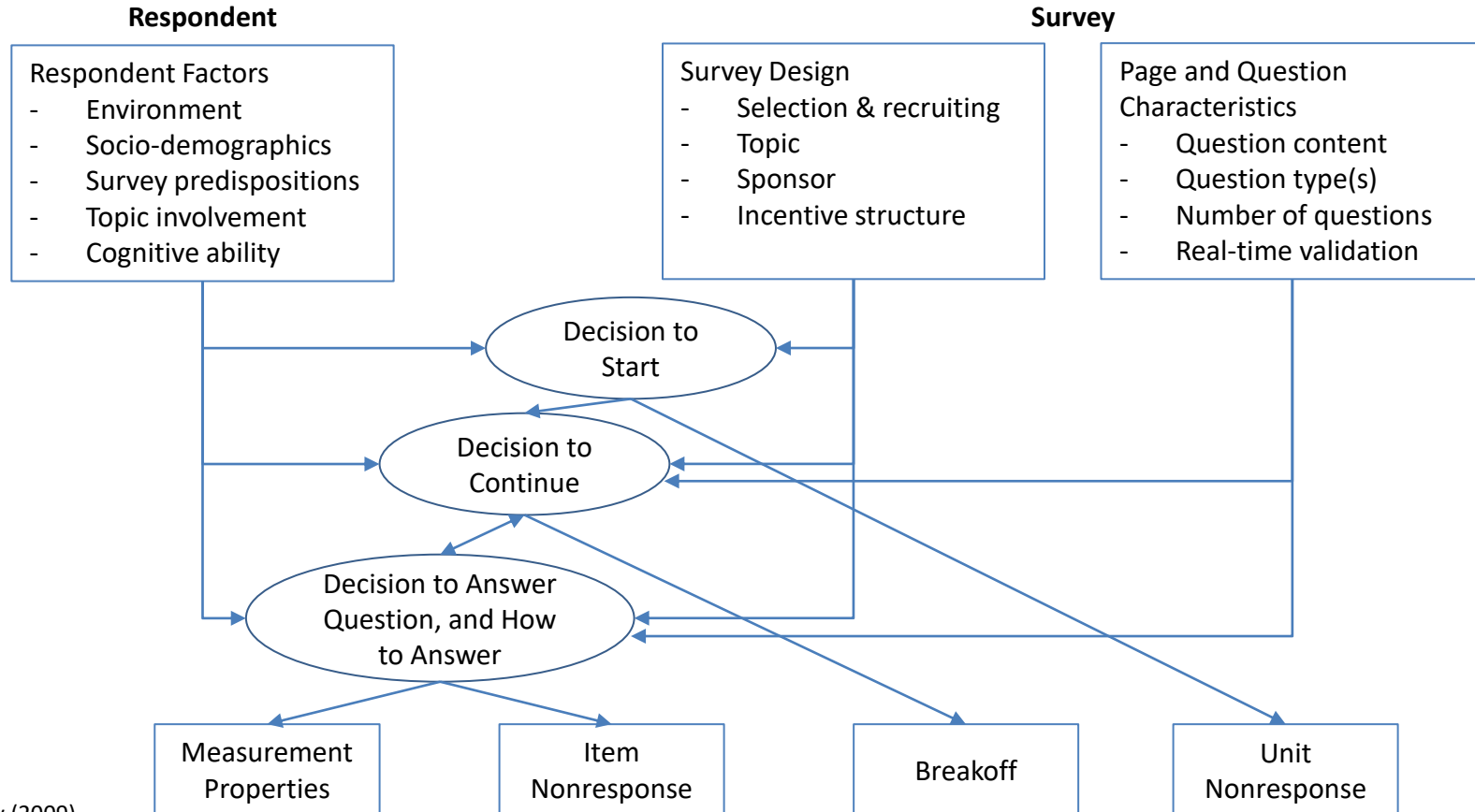
Get the best possible data whilst keeping respondents as happy as possible.

How?

1. Get people to start the survey
2. Keep people in the survey



Framework for Web Survey Participation



Smartphone first design in the education survey

Target population	Response 2018	Response 2019 pilot no smartphone	Response 2019 pilot Smartphone first	Response 2019 Regular with smartphone first	Δ Regular 2019 SF compared to Regular 2018
Lower tertiary level	19,4	20,0	24,5	25,0	Δ 28,9% (5,6% point)
Lower secondary level	29,7	26,8	31,7	36,8	Δ 23,9% (7,1% point)
Higher secondary level	43,3	41,6	45,3	48,5	Δ 12,0 % (5,2% point)
School drop-outs	12,6	10,2	16,5	17,4	Δ 38,01% (4,8% point)

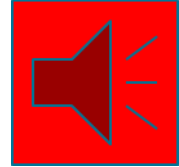


How to get people to start the survey?

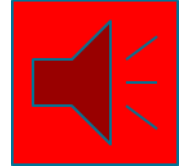
Approach: soft or hard smartphone motivation:

- Don't block the survey for the smartphone
- Use a **QR code** (as long as the survey is not too long)
- Mention that it is possible to complete the survey on a smartphone
- Tailor the surveys for different groups (e.g. different invitations)
- Mention the survey completion time both subjective and objective: "It is a short survey that takes approximately 5 minutes".
- Use a good survey name:

School leavers survey → Education survey



How to keep people in the survey?



- Shorten question and answer texts
- Shorten/replace introduction and instruction texts
- Replace/remove problematic/irrelevant questions
- Replace questions by register information or other sources
- Create optimal usability, look-and-feel, lay-out. → see previous presentations at IBUC in Baltimore
- Limit/redesign grid questions
- Reduce length of the survey; Split questionnaire design/Modular approach

Example shortening question and answer texts of ICT survey

~~Comm-IntActivit1 {B3}~~

~~Nu volgt een aantal activiteiten waarvoor internet gebruikt kan worden. Kunt u hierbij telkens aangeven of u internet hiervoor in de afgelopen 3 maanden heeft gebruikt?~~

~~(\$W: >>)Het gaat hierbij om het gebruik voor privé doeleinden.(\$W:<<)~~

~~Heeft u internet in de afgelopen 3 maanden privé gebruikt:~~

~~(\$T: >>Meerdere antwoorden mogelijk.<<)~~

Heeft u voor de volgende activiteiten in de afgelopen 3 maanden internet gebruikt?

>>Het gaat om het gebruik voor privé doeleinden.<<

~~Comm_a Email {B3_a}~~

~~Om e-mail te versturen of te ontvangen~~

E-mail versturen of ontvangen

~~Comm_b Posten~~

~~Om berichten te plaatsen op een chatsite, nieuwsgroep of online discussieforum~~

Berichten plaatsen op een chatsite, nieuwsgroep of discussieforum

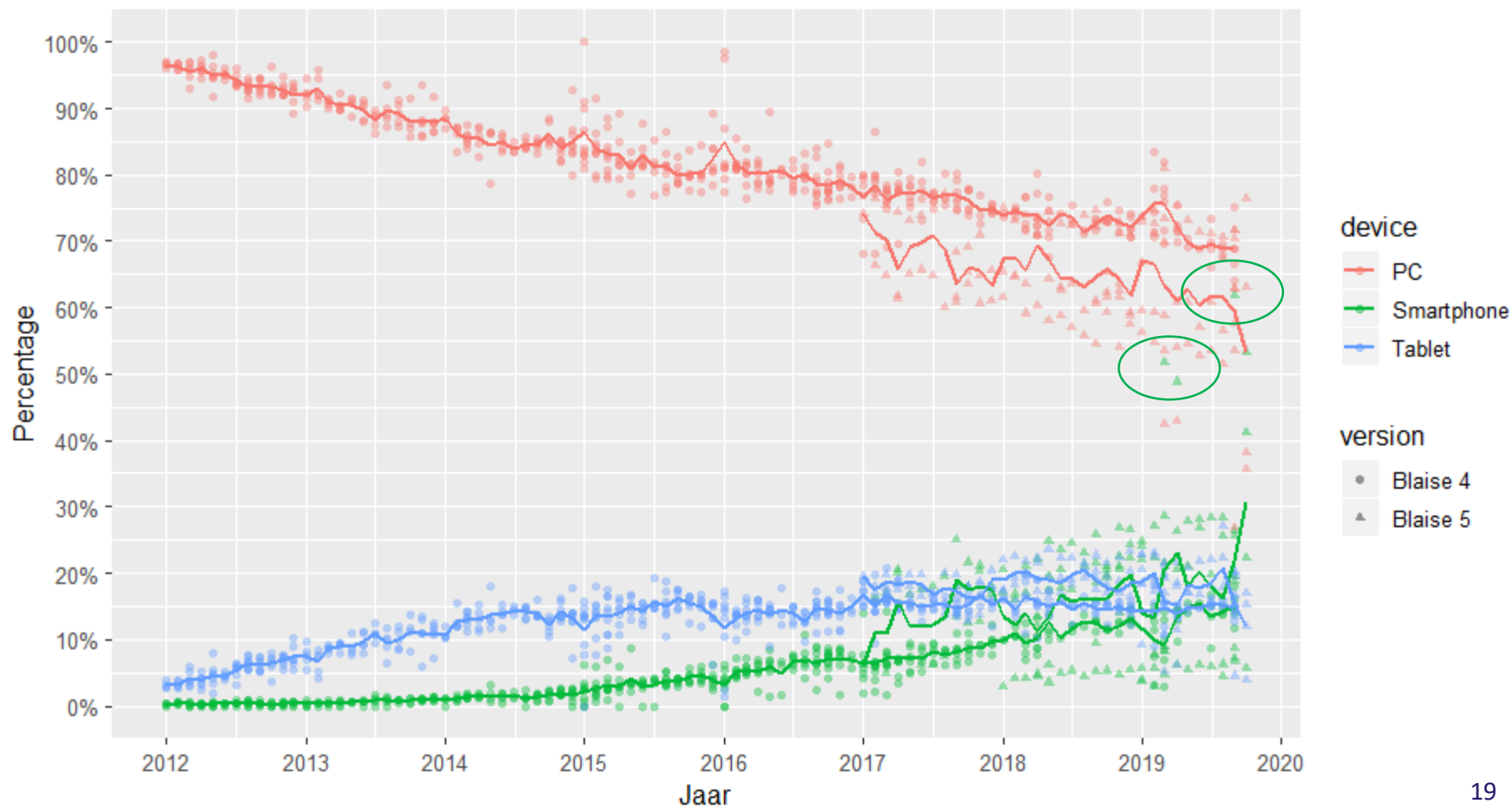
~~Comm_c TekstBer {B3_d}~~

~~Om direct tekstberichtjes uit te wisselen met anderen, bijvoorbeeld met Skype Messenger of WhatsApp~~

Tekstberichtjes versturen, bijvoorbeeld met WhatsApp

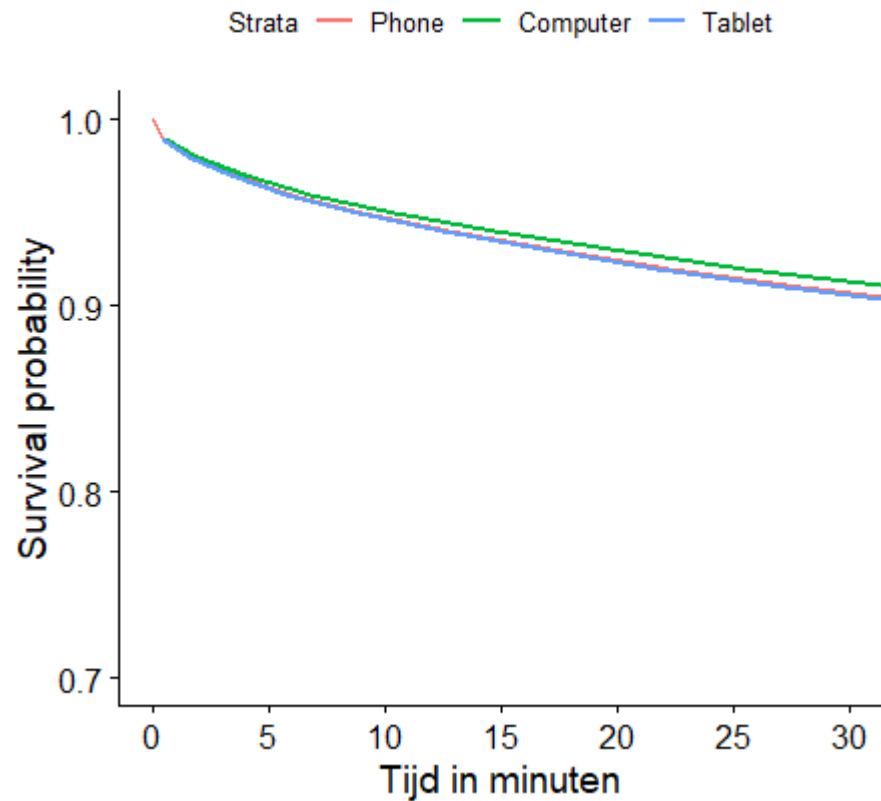


Device gebruikt bij laatste login

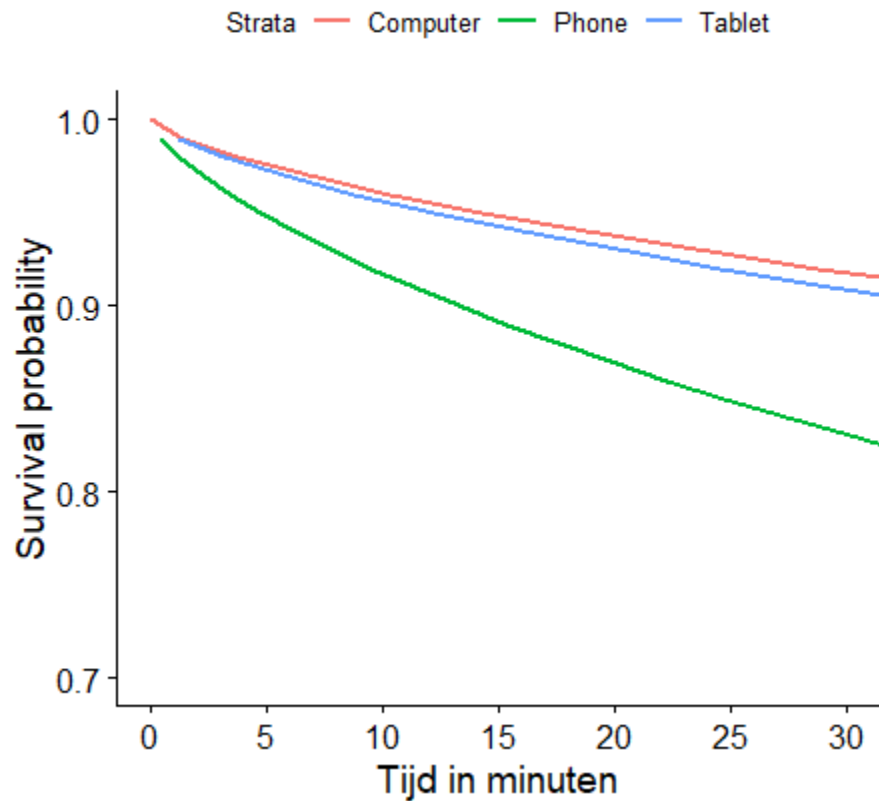


Results break-off

Survivalplot: SVO



Survivalplot: NEA



Smartphone fitness criteria

Dimension	Criterion	Operationalization
Screen size	Introductions	Number of items with introductions
	Grid questions	Number of grid questions Average number of items per grid
	Item length	Number of items with > 20 words (excluding introduction text)
	# answer cat's	Number of items with > 5 answer categories
	Filter questions	Number of (anticipated) filter questions with follow-up questions on the same screen
Navigation	Open questions	Number of open questions
	Many answers	Number of items with > 25 answer categories
Duration	# of items	Total number of items Average number of items asked per respondent
	Household	Is survey a household survey? Yes/no
	Database	Does survey require interaction with a database? Yes/no
	Complexity	Number of (anticipated) items that require calculations by a average respondent Number of (anticipated) items that require consultation of personal documentation by a average respondent
	Enj-Rel-Bur	Response rate to traditional online devices

Source: ESSnet WP5: ESS surveys and mobile device data collection)



What it takes to apply a smartphone first approach

- It is a complete redesign! → time consuming but worth it
- Extensive data analyse and evaluation/ assessment survey WP5
- Replace questions by registers
- Change the name of the survey
- Use an invitation letter with a QR code
- Replace/remove problematic/irrelevant questions
- Create optimal usability, look-and-feel, lay-out
- Reduce length of the survey; Split questionnaire design/Modular approach
- Pre-testing and Usability testing
- Pilot
- A lot of communication with all the stakeholders



Future research

- Further develop quick scan of fitness for smartphone
- Continue research on optimal smartphone design
- Make sense of the complex process of survey participation