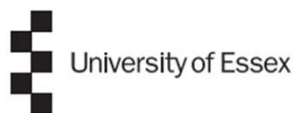




Participation of household panel members in daily burst measurement using a mobile app: Effects of position of the invitation, bonus incentives, and number of daily questions.

Annette Jäckle (University of Essex)
Jonathan Burton (University of Essex)
Mick Couper (University of Michigan)

MASS workshop (22/06/2023)

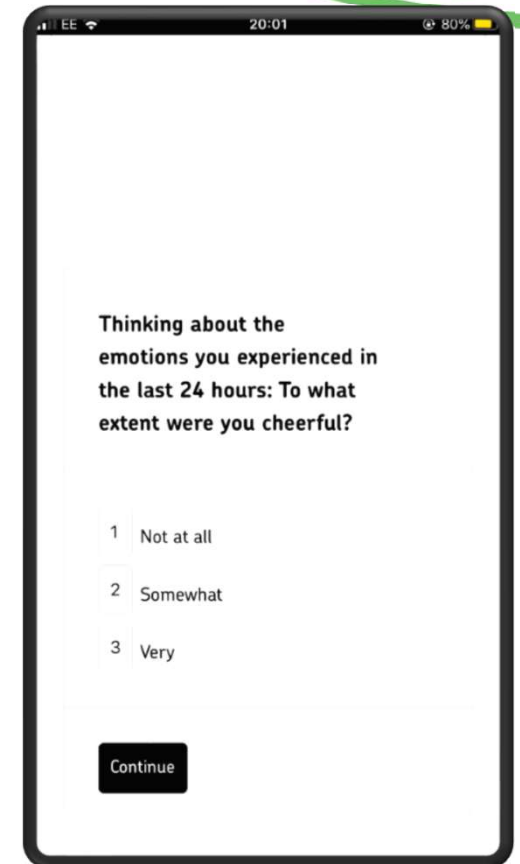
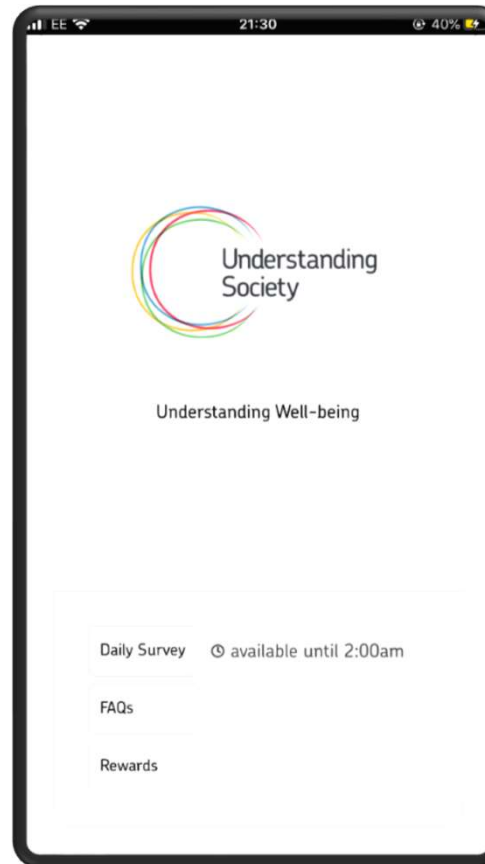


An initiative by the Economic and Social Research Council, with scientific leadership by the Institute for Social and Economic Research, University of Essex, and survey delivery by NatCen Social Research and Kantar Public

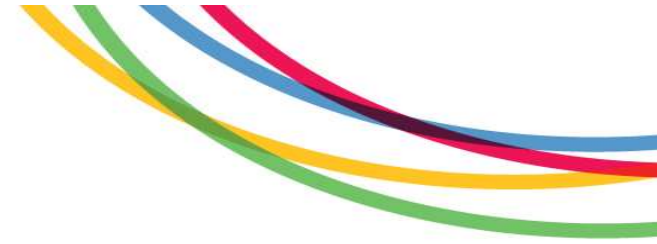


Wellbeing app study (2020)

- Participants to Understanding Society Innovation Panel Wave 13 (IP13) invited to download app
- iOS/Android, phone/tablet
- Take part in daily questionnaires for 14 days
- 5pm – 2am
- Notifications at 5pm / 9pm
- £1/day

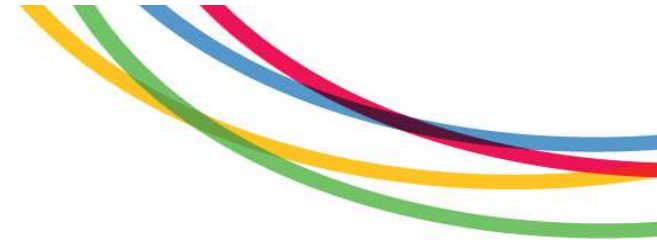


Experimental design and Research Questions



- Position of invite in annual survey
 - Early
 - End
 - Bonus incentive for full completion
 - None
 - £10
 - 4 x £2.50
 - Length of daily questionnaire
 - 2 minutes
 - 10 minutes
 - RQ1: Overall rates of participation/compliance?
 - RQ2: Which features increase participation?
 - RQ3: What are the barriers to participation?
 - RQ4: What selection biases are introduced?
-

Overall rates of participation and compliance

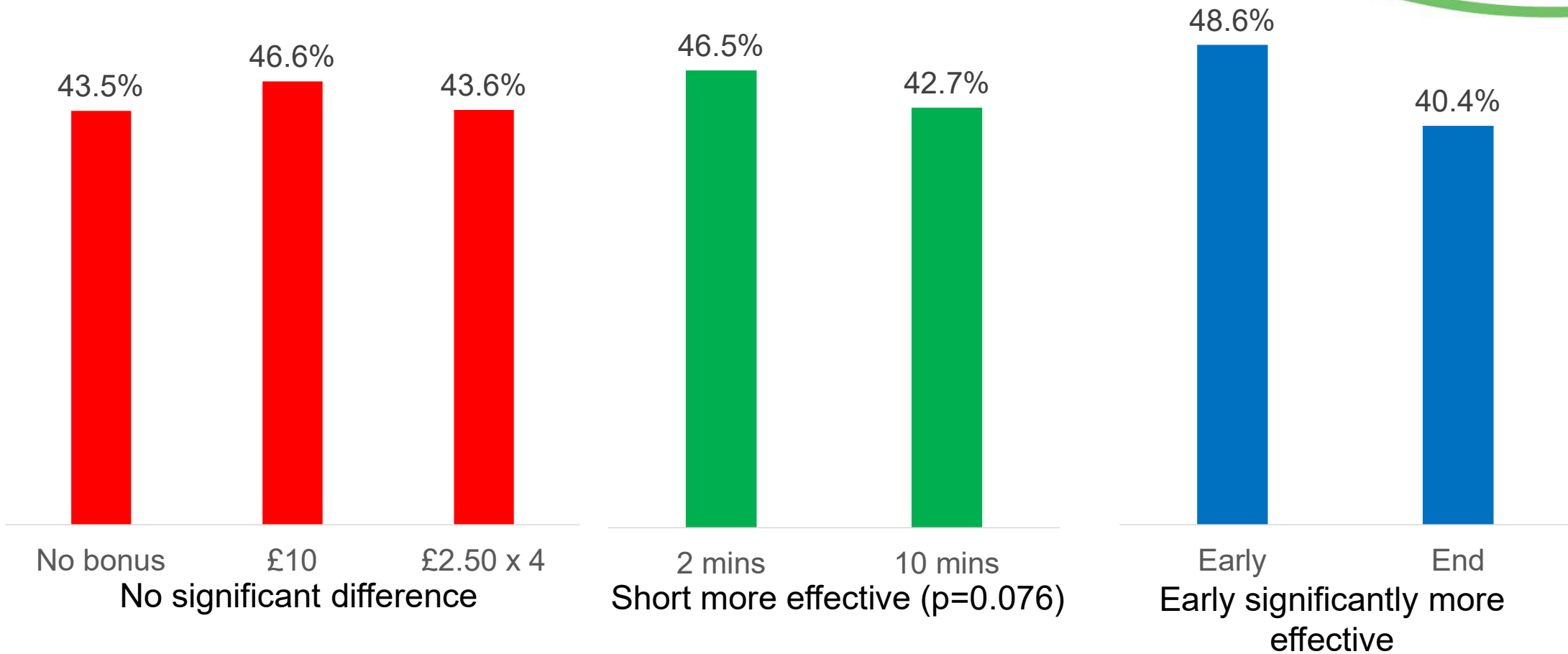


- 2,152 eligible respondents
- 815 (37.9%) report downloading/logging into app during interview
 - But only 760 returned data
- Email reminder post-interview
 - Additional 200 users
- 960 users = 44.6%

Of app users:

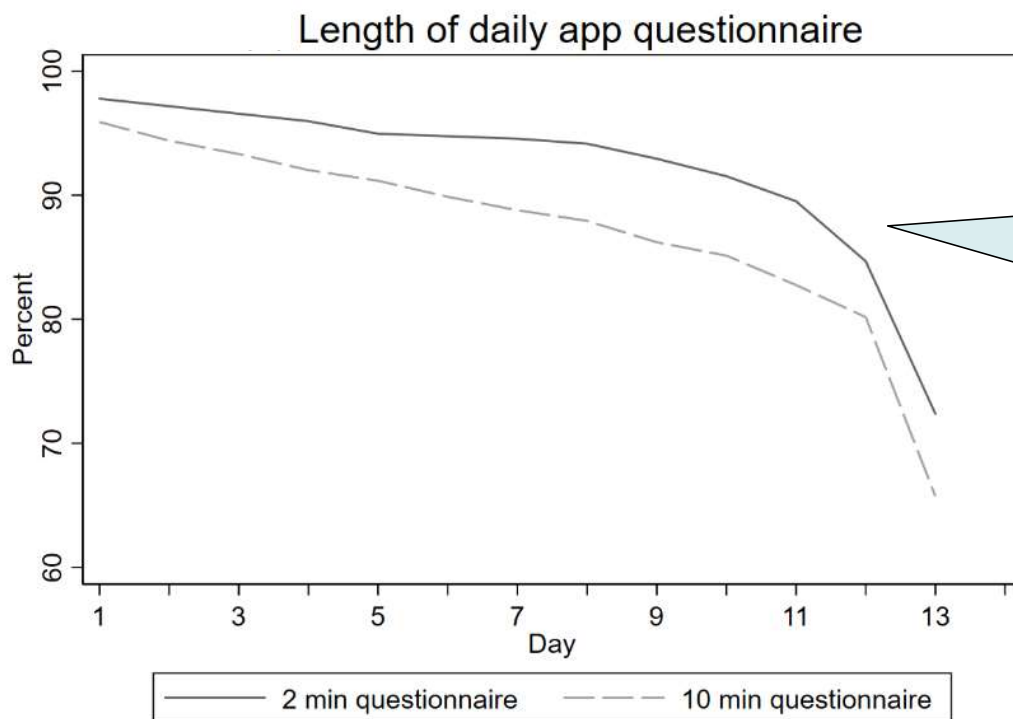
- 24.8% complete all days
- 20.0% miss just one day
- 23.4% have one-day gaps
 - 68.2% good level of compliance

Experimental results: % complete at least 1 day



Experimental results: effect on compliance

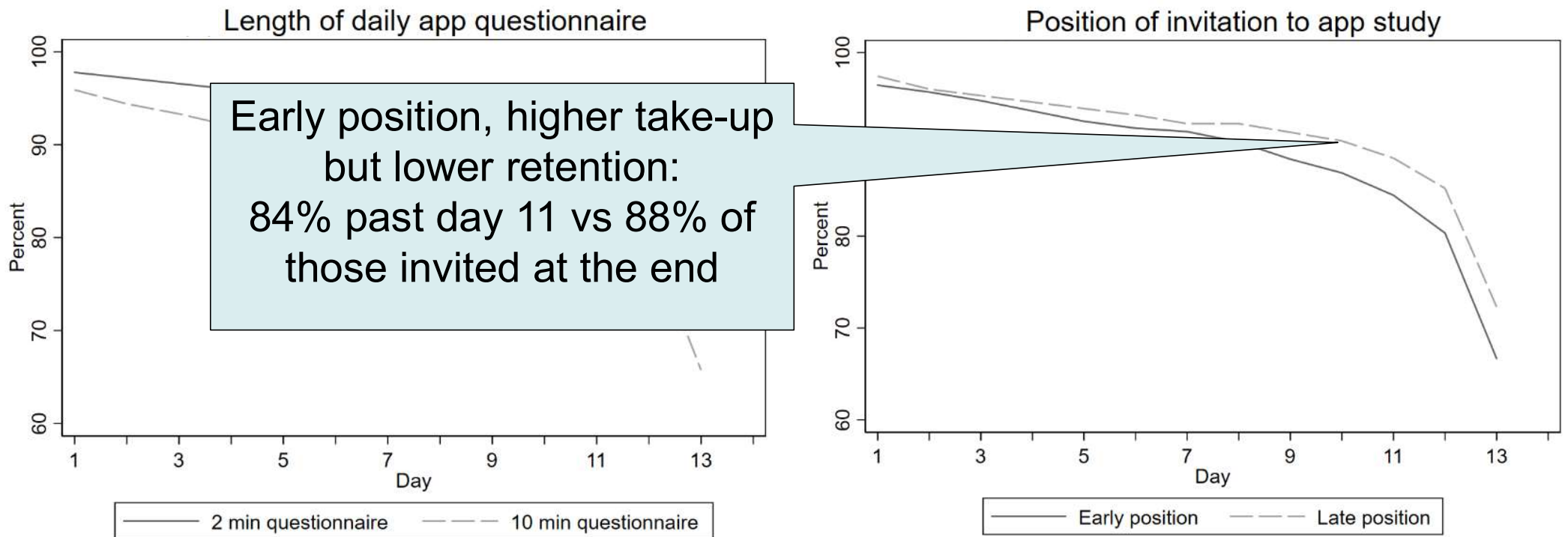
The percentage of participants who continued in the study and used the app on at least one later day



2-minute questionnaire,
higher take-up – and
significantly higher retention:
90% vs 83% continued past
day 11

Experimental results: effect on compliance

The percentage of participants who continued in the study and used the app on at least one later day



Summary



- Fewer than half used the app at least once
 - Only 11% of IP13 participants used it for the full 14 days (but 'good' compliance for 68% of app users)
 - Incentives had little effect
 - Shorter daily questionnaire had slight increase on take-up and were less likely to drop out
 - Inviting earlier in survey increased take-up, but reduced compliance
 - Substantial bias for technology use
- We need to find ways to make it more inviting to take part; easier to find/log into app; encourage continuing participation; reach out to the under-represented; design to make incomplete data useful.
-

Thank you



Data:

<https://beta.ukdataservice.ac.uk/datacatalogue/studies/study?id=9065>

Working Paper:

Participation of household panel members in daily burst measurement using a mobile app

Annette Jäckle, Jonathan Burton, Mick P. Couper and Brienna Perelli-Harris

<https://www.understandingsociety.ac.uk/research/publications/547673>
