



The effect of incentives on the willingness to participate in a gamified app study.

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Understanding Society: The UK Household Longitudinal Study

- Launched 2009, but incorporates British Household Panel Survey (BHPS) from 1991
 - Annual interviews
 - Mixed-mode: Primarily web-first, with face-to-face/telephone follow-up
 - **Additional “Innovation Panel” (IP)**
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Trying to get respondents to do additional tasks

- Increase in demand in collecting new / different data
 - **App studies**
 - Consents to linkage
 - Take bio-measures
 - Between-wave surveys
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Steps respondent has to go through to participate	Potential reasons for drop-out	Fieldwork protocols to increase participation
Have a compatible device	No device Wrong OS OS version too old	Loan devices to participants Compatibility: OS/OS version/tablet and phone
Willing and able to participate (sometimes: explicit consent)	Does not know how to Not interested Too busy Privacy concerns/too sensitive Data security concerns Survey asking too much	Incentives* Feedback* Length of task (number of days/daily time*) Wording: purpose/privacy/data security Instructions for installing and using app Mode of invitation: letter/in interview* Placement of invitation in interview*
Find app	Mis-type app name Do not recognise app Link broken	Search/link/QR code Name and logo of app
Install app	Lack of storage space Limited data plan	App size
Log in to app	Typo Login not working	User name and/or password Password usability
Set relevant permissions in app/device (e.g. notifications, camera, location tracking)	Not willing Misunderstanding why permissions required	Wording: justification Incentives
Use app once	Not willing Indefinite delay before using Forgets to use app	App design and instructions Reminders
Adhere to study protocol	Not willing Forgets Weak internet signal	Reminders Bonus incentives*

Jäckle, Burton & Couper (2023) *Fiscal Studies*.





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Incentives

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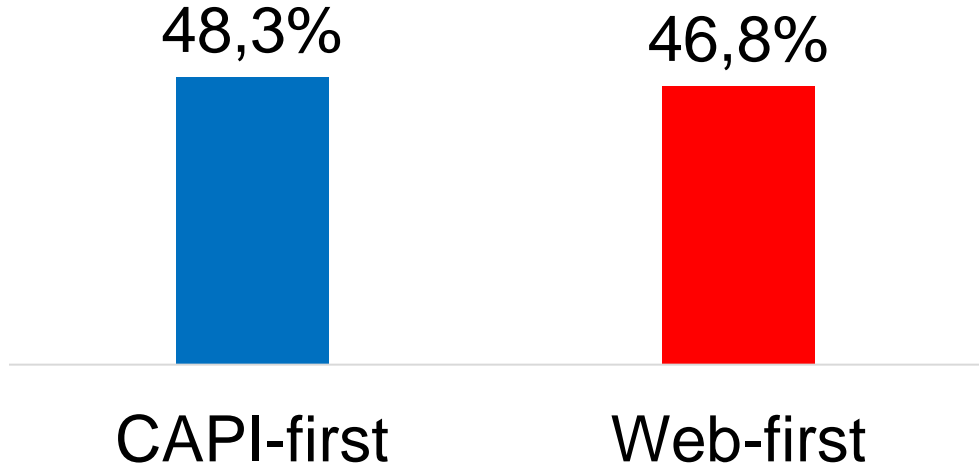
IP16: Sea Hero Quest

- App developed for Alzheimer's Research
- Measure spatial navigation

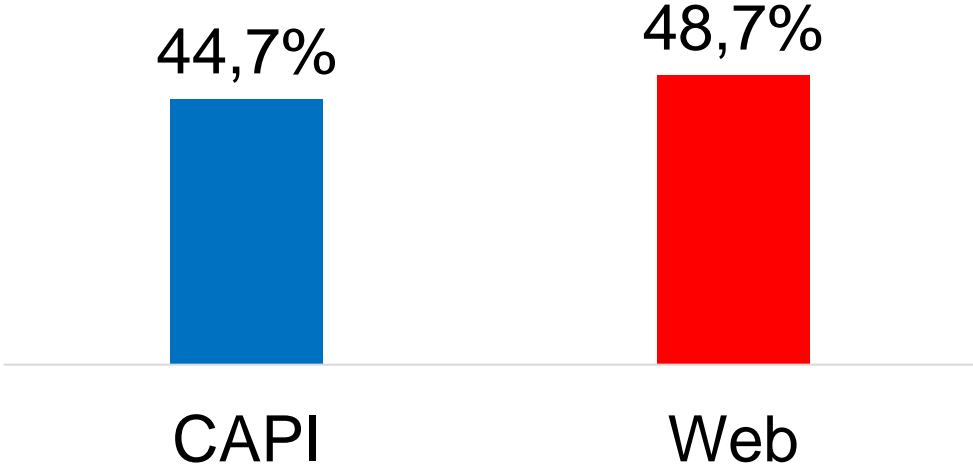


No mode difference between CAPI and Web on take-up

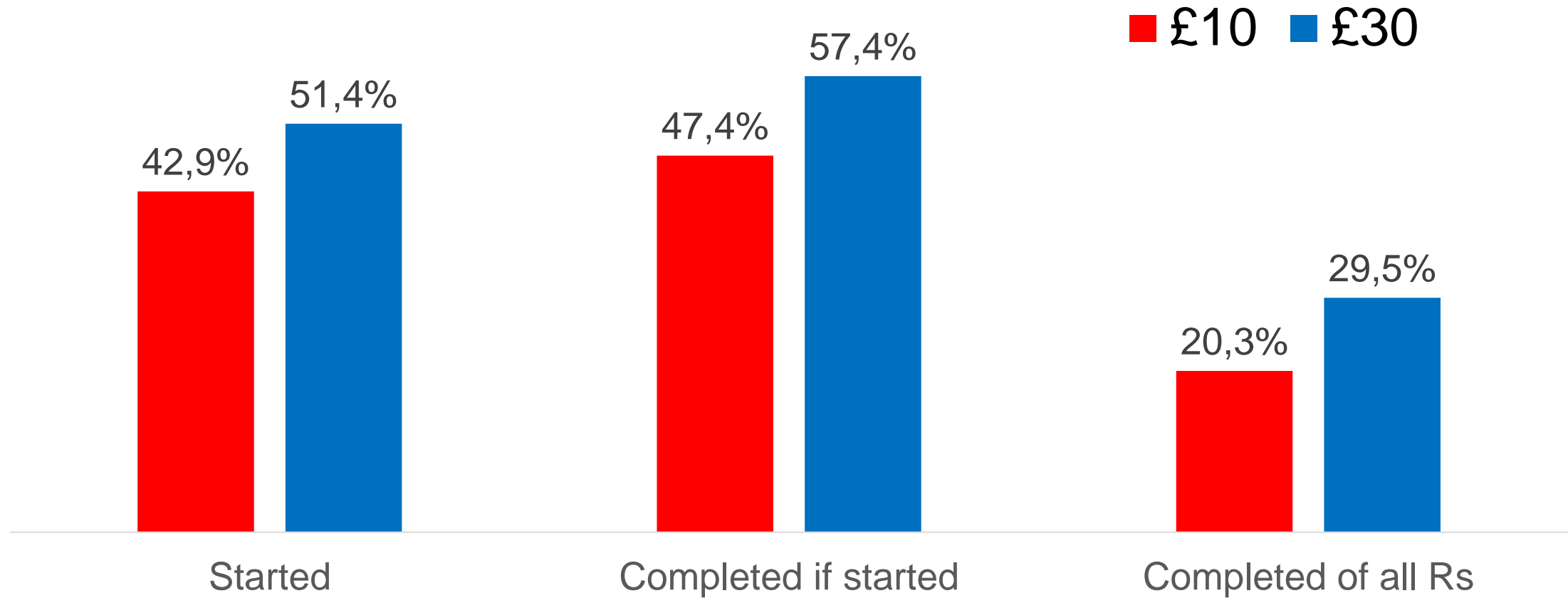
Mode of issue




Mode of interview



Higher incentives motivated people to use the app, and to complete the game

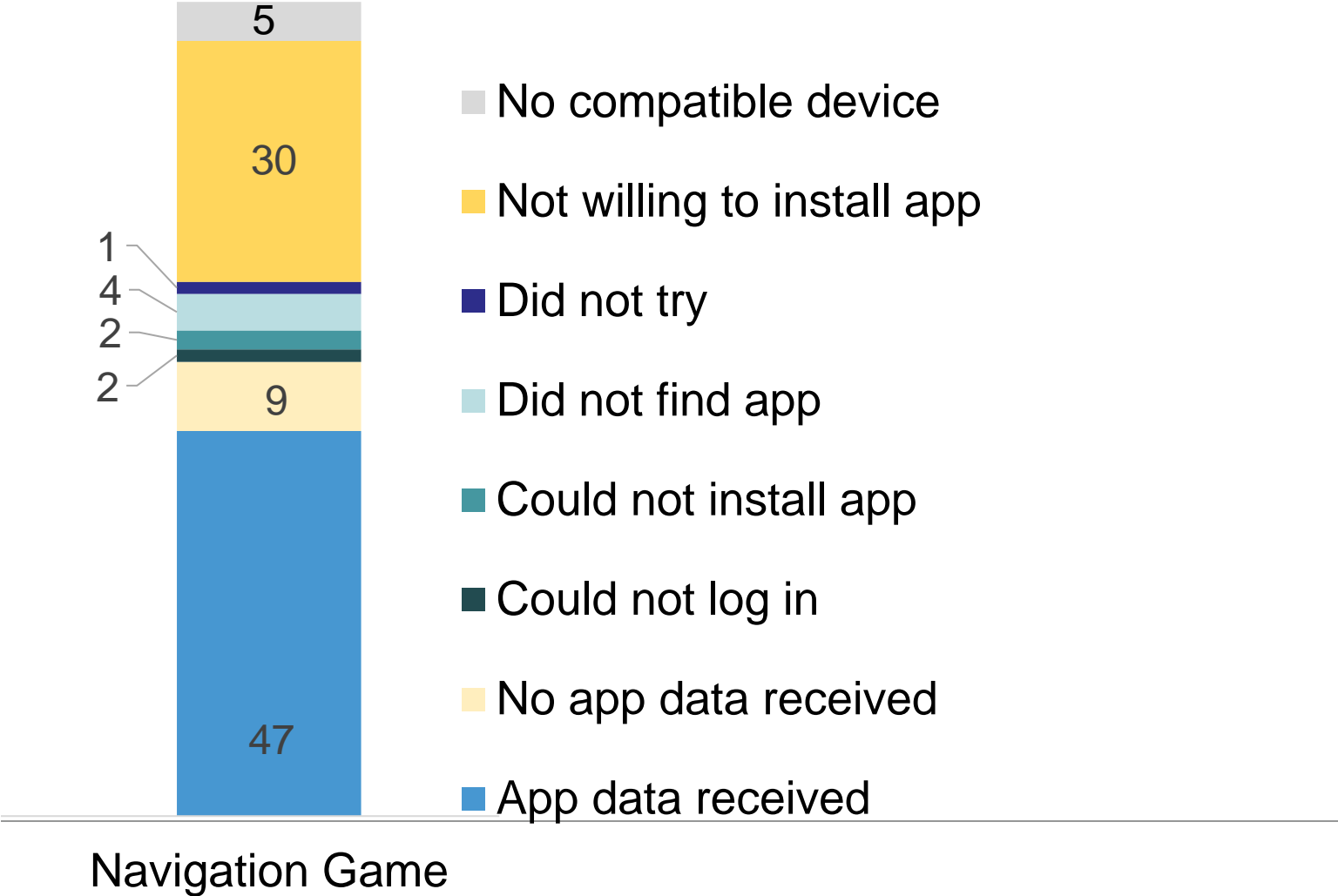




But higher incentive did not reduce the bias for sex, age, and gaming experience

- Over-represented
 - Aged <61
 - Regular/occasional gamers
 - Use smartphone for games
 - Women
-

The main obstacle to app study participation is **willingness**, rather than technical reasons



What can we do to encourage participation?



Levers?

- Incentives
 - Feedback
 - Length of task
 - Question wording – how an app is introduced
 - Mode of invite / reminders
 - Placement within interview
 - ...?
-

Thank you!

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 - Projects and publications:
 - <https://www.iser.essex.ac.uk/people/jburton>
 - Innovation Panel competition:
 - <https://www.understandingsociety.ac.uk/innovation-panel-competition>
 - Deadline 26th March
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