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# Explaining item nonresponse in open questions with requests for voice answer

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6<sup>th</sup> Mobile Apps and Sensors in Survey Workshop in London (UK)

# Voice answers can be better than text answers

- More detailed
- Faster Completion
- Reduced burden
- Increased disclosure



# Item nonresponse is high

The existing literature focuses on improving instructions and technical aspects of voice item nonresponse. We study the characteristics of non-respondents.

## Research questions (RQs)

RQ1: Do voice skippers differ from the full sample with respect to socio-demographic characteristics, technological skills, and survey-related aspects?

RQ2: What socio-demographic characteristics, technological skills, and survey-related aspects drive item-nonresponse in open voice questions when it comes to voice engagers?

60%

item  
nonresponse

Revilla et al., 2020

40%

item  
nonresponse

Revilla & Couper, 2021

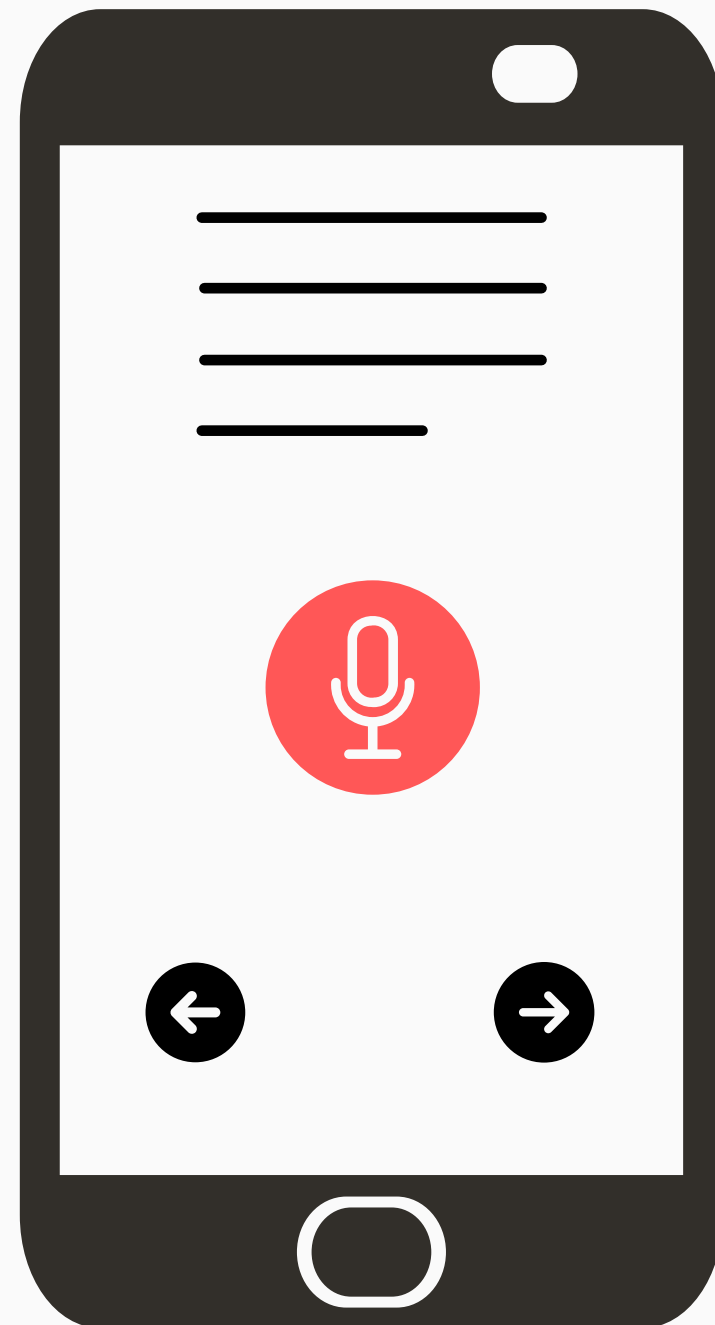
25%

item  
nonresponse

Gavras et al, 2022

# Data

## Example



## Characteristics

- Forsa Omninet Panel in Germany (2021)
- Cross-quota sample (age, gender, education)
- 501 respondents
- Eight open questions:
  - women at workplace
  - media reports
  - refugees
  - vaccine
  - emotion
  - probe questions etc.

# Results I

Percentage of respondents who responded to a certain number of voice questions

Number of questions responded to	None	1	2	3	4	5	6	7	All
% of respondents	29.5	1.2	0.4	0.8	1.4	2.6	6.4	21.0	36.8

# Results II

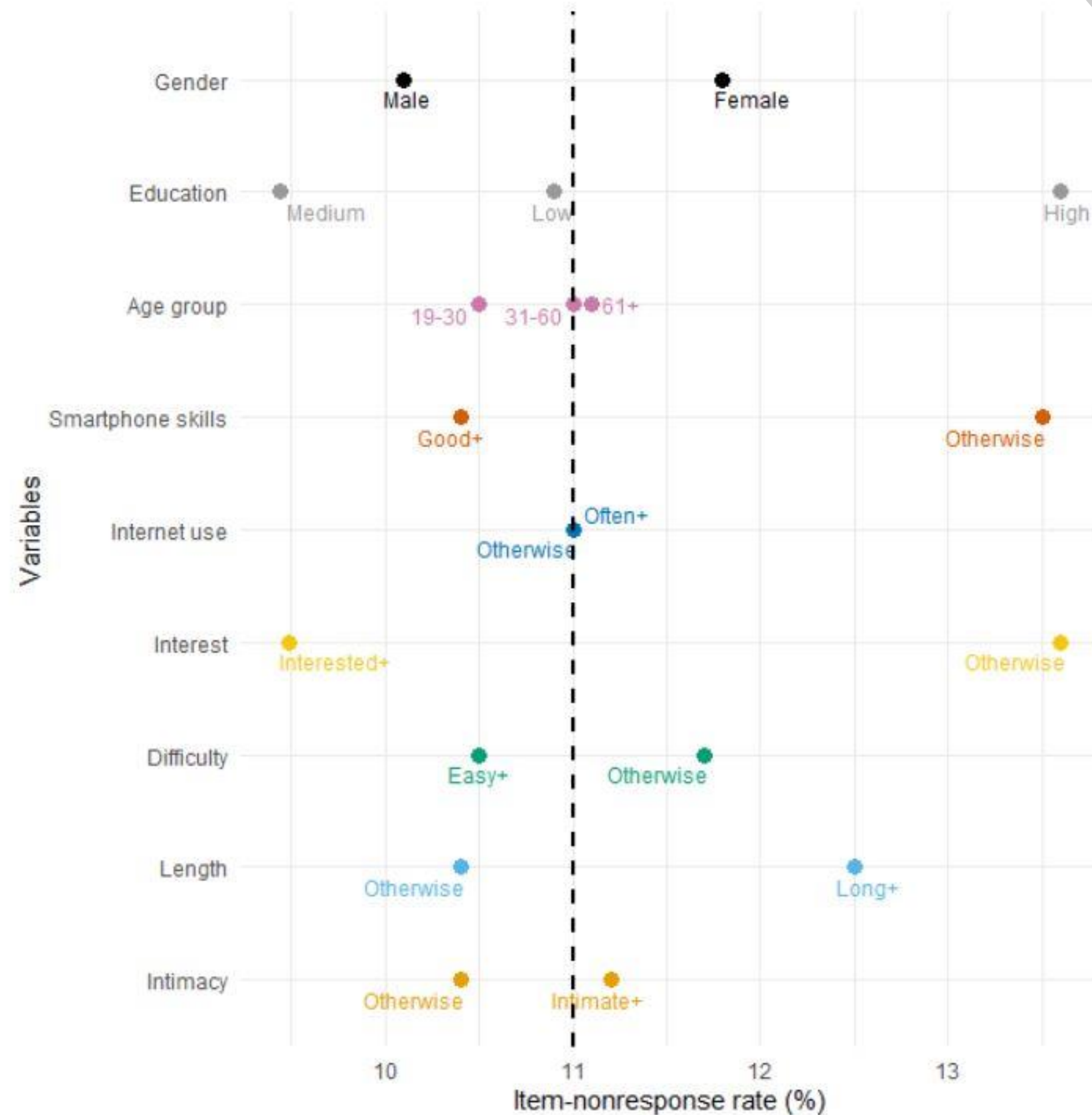
## Comparison of sample characteristics across respondent groups

Variables	Full sample	Voice skippers	Voice engagers
Age	48.7	47.1	49.3
Gender: Female	48.3	37.8	52.7
Education: Medium	42.5	41.6	42.8
Education: High	26.3	26.4	26.3
Smartphone skills	5.6	5.5	5.6
Internet use	6.0	6.0	6.0
Interest	5.4	4.6	5.7
Difficulty	3.1	3.3	3.0
Length	2.6	2.8	2.6
Intimacy	4.6	4.6	4.6
<i>N</i>	<i>501</i>	<i>148</i>	<i>353</i>



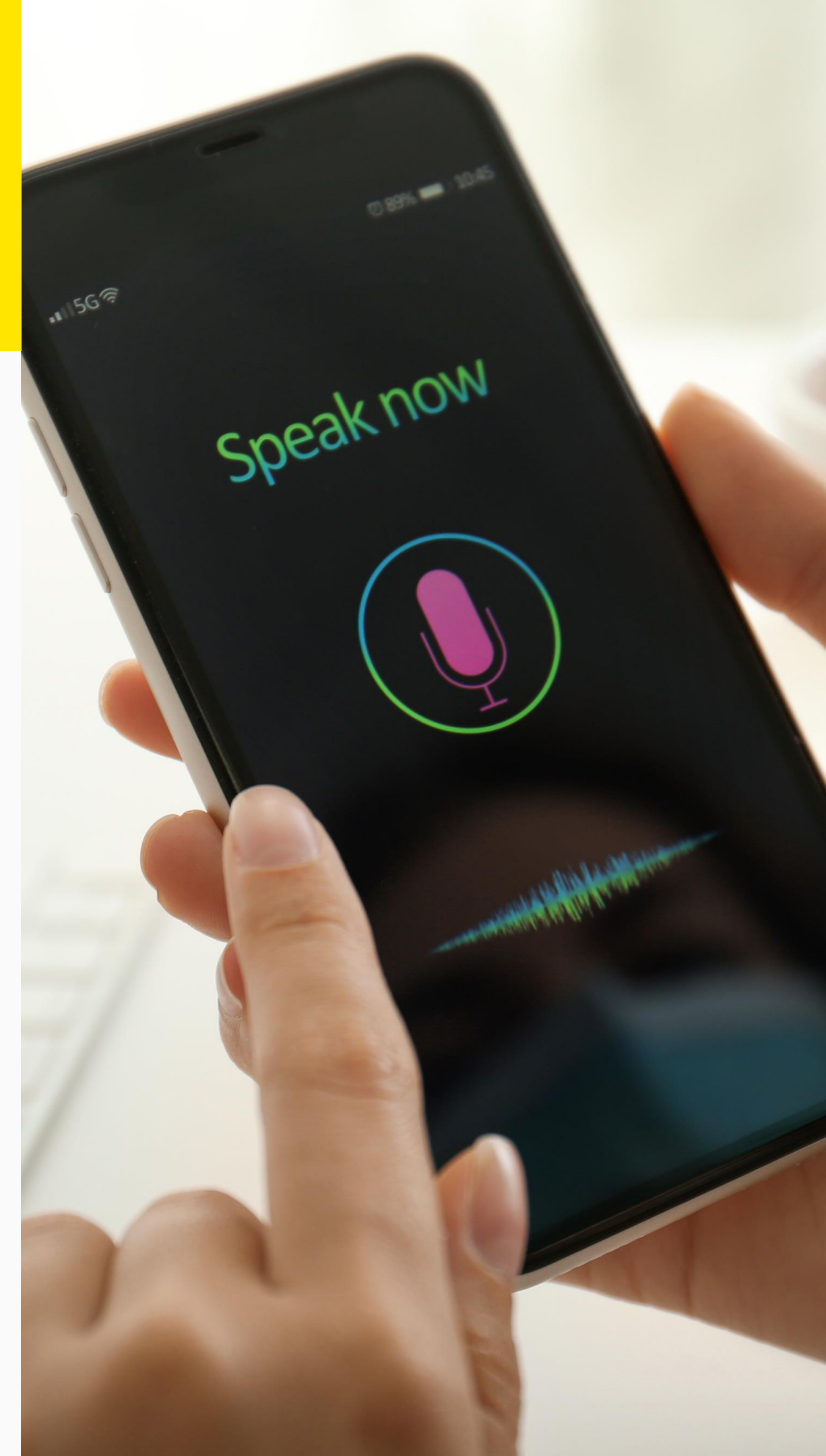
# Results III

Comparison of sample characteristics across respondent groups



# Conclusions

- Item nonresponse in voice questions is about 40%.
- Some respondents simply do not want to give voice answers → Skippers
- Some other respondents give answers sporadically → What are the reasons?
- Overall, there are only few differences between skipper and engager.





**Many thanks for your attention!**

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