

Willingness to take part in app-based surveys

Assessing the relative importance of 'mechanical' and 'relational' aspects of digital trust

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- Differences in survey design
 - Panel sample → more committed

	"Fresh" sample
Jäckle et al. (2019)	
Keusch et al. (2019)	
Meier et al. (2023)	x
Struminskaya et al. (2021)	x
Roberts et al. (2022)	x
Wenz et al. (2019)	
Elevelt et al. (2019)	

Motivations II

- Differences in outcomes
 - Hypothetical willingness vs. participation
 - Active vs. sensors data

	Hypothetical	Actual	Active	Passive
Jäckle et al. (2019)		x	x	
Keusch et al. (2019)	x			x
Meier et al. (2023)		x		x
Struminskaya et al. (2021)	x	x	x	x
Roberts et al. (2022)	x	x	x	x
Wenz et al. (2019)	x		x	x
Elevelt et al. (2019)		x	x	x

Motivations III

■ Differences in attitudinal predictors

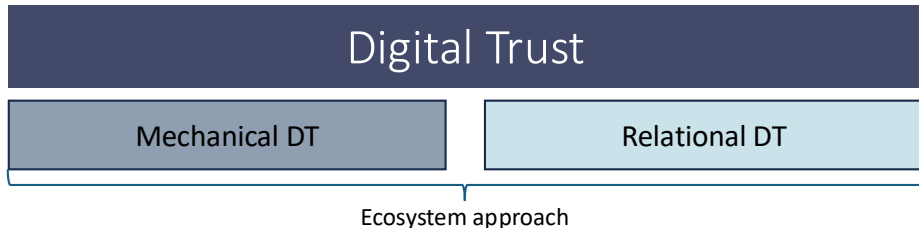
■ Trust and/or concerns

■ Survey attitude

■ General and/or specific

■ Researchers and/or technology

	Trust	Concerns	Survey	General	Specific	Ind.	Techno
Jäckle et al. (2019)		x			x		x
Keusch et al. (2019)	x	x	x	x	x	x	x
Meier et al. (2023)	x	x			x	x	x
Struminskaya et al. (2021)		x	x	x	x	x	x
Roberts et al. (2022)		x		x		x	x
Wenz et al. (2019)		x			x		x
Elevelt et al. (2019)	x	x	x	x		x	



- Security concerns when using a research app to answer a questionnaire
- General online privacy concerns
- Perceived control over data
- Trust in data regulations
- Trust in survey results
- Trust in univ. to protect data
- Trust in institution: univ. research centres

Chew, H.E., Tan, J. & Soon, C. (2023, July). Digital Trust and Why it Matters. (NUS-CTIC Working Paper Series).

Research questions

RQ1 How are different dimensions of DT associated with hypothetical willingness to download a survey research app?

RQ2 Do the associations between different DT components and hypothetical willingness to download a survey app persist when examining actual participation in an app-based survey?



- MOSAiCH-ISSP 2024: Digital Societies
- Two-waves cross-sectional survey
- Push-to-web (online + paper)
- Random probability-based sample + register data



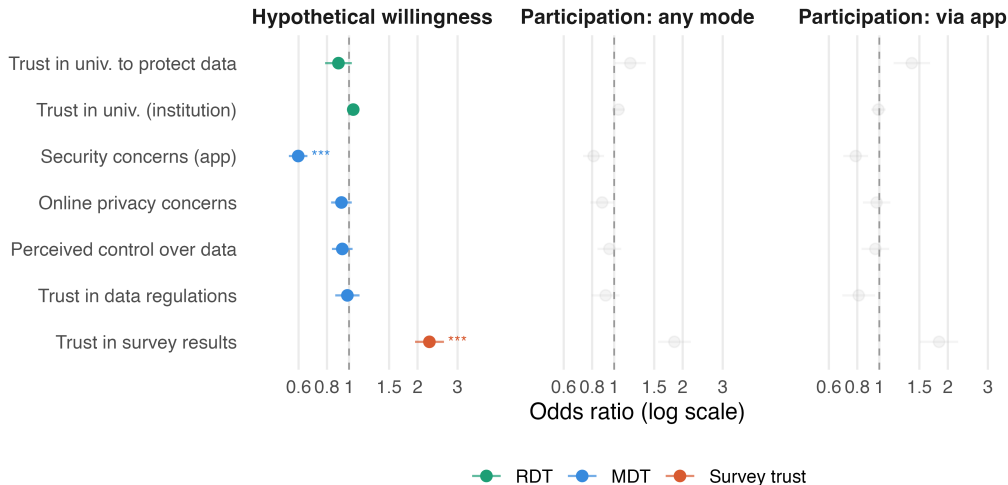
- Daily LIVES: Time Use Survey
- Push-to-app (app + online)
- Eligible MOSAiCH participants who agreed to be recontacted (n=675) alongside with other panel members (FORS-connect)

Eligibility: (1) having a smartphone, (2) valid participation both waves MOSAiCH, (3) answered MOSAiCH online, (4) French- and German-speaking regions

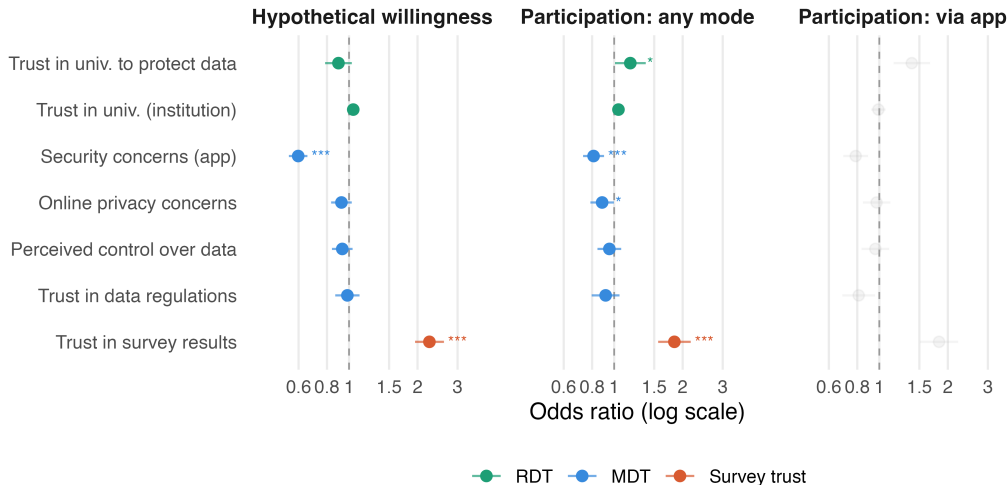
⇒ **Analytic sample: n = 1,220**

- Logistic regressions
- 3 outcomes: focus on questionnaire-based app
 - Hypothetical willingness
 - Actual participation via any mode and only via the app
- Sequential approach with blocks
 - Controls → Mechanical trust → Relational trust → Attitude toward surveys
- Weighted and non-weighted analyses
 - To control for nonresponse bias in MOSAiCH

Odds ratios – weighted analysis

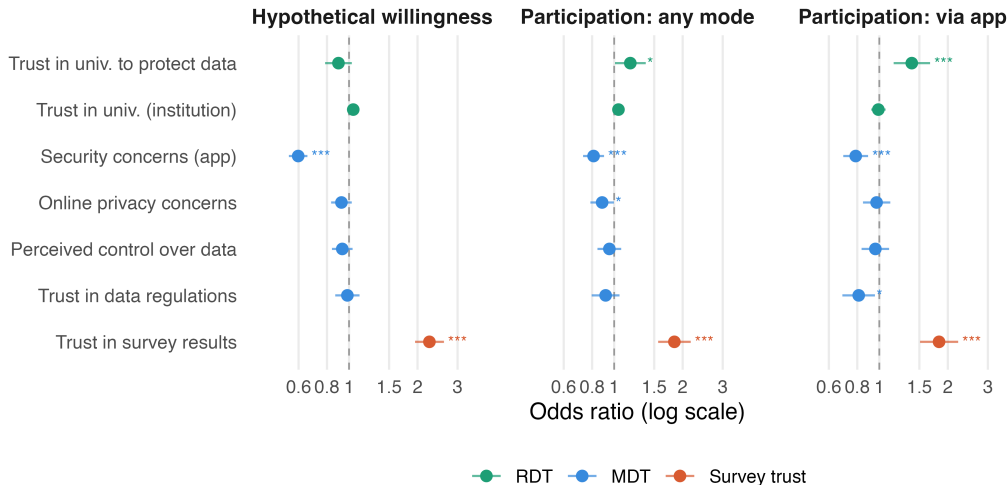


Odds ratios – weighted analysis



Main results

Odds ratios – weighted analysis



Conclusion

- Contextual items appeared to be more important predictors
- For actual participation, both mechanical and relational aspect appeared to be important
- Next steps:
 - Untangle mechanisms at work between variables
 - Sequential approach
 - Mediation?
 - Analyse predictors of actual participation only for "invited" sample

Thank you for your attention!

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