



Arhiv družboslovnih podatkov

Gradivo vezano na raziskavo

Usage of online panels in survey methodology field, 2016: A systematic review

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Definicije spremenljivk/Definitions of variables

Definitions of variables used to answer the research questions

RQ1 – Variables applied to describe the types of online panels used in survey methodology

- “Membership composition” refers to the types of respondents’ populations included in the panel.
- “Recruitment strategy” deals with the methodology adopted to select the panel’s members from the target population.
- “Size of the panel” refers to the number of members included in the panel.
- “Field of establishment” deals with the market or research field where the panel is established.
- “Geographical coverage” refers to the geographical area to which the panel’s members belong.

RQ2 – Variables related to the quality of online panels as addressed by survey methodologists

- “Comparison of point estimates with the gold standard” deals with any type of analysis that compares online panel-survey data with other data from a reference national survey or from official national statistics.
- “Comparison of point estimates with another mode of data collection/study design” deals with any type of analysis that compares online panel-survey data with other data collected while conducting random digit-dialing phone surveys, mail surveys, opt-in surveys, face-to-face surveys, and other online panel surveys, which, however, are not considered a gold standard.
- “Weighting techniques” refer to discussions and/or research on weighting adjustments used to correct for different sources of survey errors and, therefore, to improve data quality from online panel surveys.
- “Professional respondents” refer to discussions and/or research on “well-trained or experienced survey-takers who seek out large numbers of surveys, typically for the cash and incentives offered” (Backer *et al.* 2010, pp. 756-757).
- “Speeders” refer to discussions and/or research on respondents who do “not thoroughly read the questions and use(s) minimal cognitive effort to provide answers that satisfy the question (to collect their incentive with as little time spent as possible)” (Smith *et al.* 2016).
- “Fraudulent or inattentive respondents” refer to discussion and/or research on panel members who “create multiple profiles to access more surveys or falsely answer screening questions to attempt to qualify for surveys” (Jones *et al.* 2015) and “provide incorrect responses to questions inserted into the survey flow that require specific responses [...] or respondents who do not have knowledge that would be typically expected for the respondent group” (Smith *et al.* 2016).
- “Panel-conditioning effect” refers to discussions and/or research on effects that occur when respondents “become more knowledgeable over the course of subsequent waves and (may) change their attitudes or even their behavior” (Binswanger *et al.* 2013).

- “Recruitment strategies for setting up the panel” deal with the study of methods, which include tools and questionnaire-design features used to contact people and invite them to become panelists.
- “Retention strategies for maintaining the panel” deal with methods, which include tools and survey-design features used to motivate panelists to stay on the panel and complete questionnaires.
- “Participants’ loyalty to the panel and membership tenure” refer to the study of participants’ cooperativeness and the duration of their membership.
- “Nonresponse issues” refer to the study of nonresponse error as a component of Total Survey Error, occurring when the number of individuals who are not contacted or refuse to participate in the survey is high and when they differ from sample members on some variables of interest (Groves et al. 2009, p. 59). In addition, we included in this category some indicators (e.g., various definitions of response rate) that assess the nonresponse process in panel surveys without necessarily measuring nonresponse error.
- “Measurement error” refers to the study of another component of the Total Survey Error. It occurs when an answer given by a respondent does not accurately represent his or her attitudes or behavior. This error is measured by the difference between the observed value, given a certain operational definition, and the “true” value (Groves et al. 2009, p. 52). We adopted this category to refer to references dealing with the quality of answers given by the panel members that result from a measurement error (e.g., satisficing behavior and social-desirability bias).
- “Questionnaire design” refers to studies in which some aspects of questionnaire design usually used by the online panel were discussed/researched.

RQ3 – Variables used to describe the characteristics of online panel studies

- “Sampling method” deals with the method used to select a sample of panel members who are invited to fill out a web questionnaire (to participate in an individual panel study).
- “Size of the study sample” refers to the number of panel members invited to participate in an individual panel study.
- “Questionnaire length” is measured as the number of questions included in the questionnaire and/or the estimated time to fill out the web questionnaire of the individual panel study.

RQ4 – Variables applied to address the purposes for the use of online panels as a sample source for research on survey methodology

- “Questionnaire design”: In this case, the purpose of the study is to examine some questionnaire features, e.g., in experimental designs, to test for specific question options (e.g., question layout, question-order effect, a visual feature) and thereby improve the effectiveness of the web questionnaire.

- “Response process”: Here, measures to increase response rate and indicators of nonresponse are coded as purposes when a study deals with strategies that can boost survey participation. Indicators of nonresponse are the variables used by scholars to study nonresponse processes. The focus here is on the issue of nonresponse as a research question, not on the nonresponse error as an indicator of panel-data quality.
- “Measurement error,” as mentioned above, is addressed here as a general issue in the field of survey methodology, not as a specific component of panel-data quality.