

Setting up a mixed-mode probability-based panel over the COVID-19 pandemic

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Acknowledgments



ESCUELA DE
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Y PERIODISMO



Datavoz

Medium-sized company working in the sampling design with LEAS and in charge of fielding the CATI and CAWI surveys and managing the panel for LEAS.

Motivation 1

18 October 2019 - Social crisis in Chile

Massive protests against inequalities of all sorts and a widespread perception of a lack of fairness.

An explosive escalation of violence ensued, leading to chaos on the streets of Santiago and major cities across the country for several months.

More info: González and Le Foulon (2020). “The 2019–2020 Chilean protests: A first look at their causes and participants” *International Journal of Sociology* , 50:3, 227-235, DOI: <https://www.tandfonline.com/doi/full/10.1080/00207659.2020.1752499>

Impossible to field F2F surveys when the information to understand the ongoing events was critical!



Motivation 2



COVID-19 in Chile

First positive case in March 3rd.

School closures and stay-at-home orders since mid-March.

Night-time curfews and targeted dynamic lockdowns applied at the municipality (comuna) level. Some municipalities had very long lockdowns (> 150 days).

In July 2020, roughly 60% of the population was on lockdown. In January 2021, roughly a third!

In August 2020, Chile was top 5 in terms of COVID-19 cases per million across the globe.

Again, impossible to field F2F surveys when the information to understand the ongoing events was critical!

Initial plan

Presented at the RISCAPÉ workshop “Mapping the global on-line probability-based panel landscape” that took place in Amsterdam 11-12 December 2019.

5-year project

- One big recruitment stage in year 1 (on the back of a F2F survey). 2500 households initially selected by a multi-stage probability sampling. Recruit all household members older than 15 years ($N \approx 4000$ or 6000).
- 4 mixed-mode waves per year (incentives for responding each survey: CLP 4,000 \approx USD 5,5 gift card; the cheapest gift card available). 1000 individuals per wave.
- Web surveys for on-liners. CATI surveys for off-liners.
- One refreshment sample per year (500 households, F2F interviews). Oversampling hard-to-reach groups.

New plan

Changes after COVID-19

- Impossible to field F2F surveys in 2020.
- Less resources for this project.

5-year project

- ~~• One big recruitment stage in year 1 (on the back of a F2F survey). 2500 households initially selected by a multi-stage probability sampling. Recruit all household members older than 15 years ($N \approx 4000$ or 6000).~~
- Respondents are selected through probability sampling by random-digit dialing (RDD) of cellphone numbers across all regions and are asked to join the panel at the end of the interview.
- ~~• 4 mixed-mode waves per year (incentives for responding each survey: CLP 4,000 \approx USD 5,5 gift card; the cheapest gift card available). 1000 individuals per wave.~~
- Experiment on incentives
 - 1600 individuals were asked to join the panel at the end of the interview and promised to receive a gift card of CLP 4,000 after responding each survey
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- Web surveys for on-liners. CATI surveys for off-liners.
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| | Gift card | Loyalty points |
|-------------------|--------------------------------|----------------|
| Coverage rate | 92 percent of adult population | |
| AAPOR's RR 1 | 11.1 | 9.3 |
| Agreement to join | 71.3 | 50.0 |

Panel composition: two incentive schemes

| | Census | F2F | CATI | Gift Card Mixed mode | Loyalty Points Mixed mode |
|---------------------------|--------|-------|-------|-------------------------|---------------------------------|
| Sex | | | | | |
| Men | 48.3 | 39.17 | 44.39 | 44.14 | 42.7 |
| Women | 51.7 | 60.83 | 55.61 | 55.86 | 57.3 |
| Age brackets | | | | | |
| 18-34 | 35.47 | 27.67 | 34.66 | 37.94 | 40.95 |
| 35-54 | 36.08 | 32.29 | 40.52 | 39.95 | 38.84 |
| 55+. | 28.45 | 40.04 | 24.81 | 22.12 | 20.21 |
| Education | | | | | |
| Primary education or less | 23.09 | 25.62 | 19.70 | 18.36 | 11.99 |
| Secondary education | 45.95 | 44.59 | 34.73 | 34.18 | 30.84 |
| Vocational training | 9.29 | 14.26 | 15.02 | 15.47 | 21.35 |
| Tertiary education | 19.68 | 13.11 | 27.62 | 28.93 | 32.21 |
| Posgraduate degree | 1.99 | 2.42 | 2.93 | 3.06 | 3.62 |

* Unweighted figures. Census: Population Census (2017); F2F: CEP survey (December 2019); CATI: Recruiting stage (August 2020)

Panel composition: the relevance of mixed-modes

| | Census | F2F | CATI | Gift card | | Loyalty points | |
|---------------------------|--------|-------|-------|-----------|------------|----------------|------------|
| | | | | Web only | Mixed mode | Web only | Mixed mode |
| Sex | | | | | | | |
| Men | 48.3 | 39.17 | 44.39 | 44.33 | 44.14 | 43.14 | 42.7 |
| Women | 51.7 | 60.83 | 55.61 | 55.67 | 55.86 | 56.86 | 57.3 |
| Age brackets | | | | | | | |
| 18-34 | 35.47 | 27.67 | 34.66 | 44.21 | 37.94 | 44.36 | 40.95 |
| 35-54 | 36.08 | 32.29 | 40.52 | 40.35 | 39.95 | 39.76 | 38.84 |
| 55+. | 28.45 | 40.04 | 24.81 | 15.44 | 22.12 | 15.88 | 20.21 |
| Education | | | | | | | |
| Primary education or less | 23.09 | 25.62 | 19.70 | 12.98 | 18.36 | 8.96 | 11.99 |
| Secondary education | 45.95 | 44.59 | 34.73 | 34.27 | 34.18 | 29.13 | 30.84 |
| Vocational training | 9.29 | 14.26 | 15.02 | 16.84 | 15.47 | 22.97 | 21.35 |
| Tertiary education | 19.68 | 13.11 | 27.62 | 32.63 | 28.93 | 35.01 | 32.21 |
| Posgraduate degree | 1.99 | 2.42 | 2.93 | 3.27 | 3.06 | 3.92 | 3.62 |

* Unweighted figures. Census: Population Census (2017); F2F: CEP survey (December 2019); CATI: Recruiting stage (August 2020)

Some points for developing countries

Online or mixed-mode probability-based panels are not useful in developing countries because...

- (1) respondents in developing countries lack literacy skills for self-completion mode.**
 - Possible, but consider that panelists tend to be more educated than the general population.
- (2) incentives reduce the cost effectiveness of fielding cross-sectional studies.**
 - Yes, they might as the Chilean case illustrate.

| | F2F | CATI | Gift card | | Loyalty points | |
|--|-----|-------|-----------|------------|----------------|------------|
| | | | Web only | Mixed mode | Web only | Mixed mode |
| Costs (N = 1500) (as a fraction of F2F cost) | 100 | 19.91 | 16.20 | 20.13 | 10.20 | 14.13 |

What next?

Wave-level response rates?

- Ongoing studies

More recruitment

- We are aiming to get 4000 participants
 - More recruitment on the back of a survey?
 - Profiling surveys using IVR? Ongoing pilot.

Passive data collection

- We are developing an app collecting GPS locations to study the lives of platform workers (e.g. the number of trips, miles traveled, time required).
- Also, collecting data from pop-up questions sent at random times to know how they feel over the day.
- Integrate the app and the panel at the end of 2021.

Thank you!

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