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Challenges and Lessons of Fielding an ISSP Module using a Mixed-Mode Web and Telephone Probability-Based Panel In Chile

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Acknowledgements

What is LEAS?

The Laboratory of Surveys and Social Analysis, hosted by the **School of Communications and Journalism at Universidad Adolfo Ibáñez** in Chile, is a **survey research center** founded in March 2020, focused on measuring social change in Chile using **innovative methods**.







We thank Datavoz

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

Motivation



What if we wanted to field an ISSP survey using a mixed-mode probability panel?





ISSP

- (1) Probability samples.
- (2) Most ISSP modules are conducted face-toface across countries
 - (a) Some countries use alternative modes due to the availability of adequate sampling frames and technology.
- (3) Long questionnaires.
 - (a) 60 items on substantive topics and a similar number of background variables.
 - (b) Designed for self-completion mode, but PIs adapt it for CAPI.

Mixed-mode probability panel

- (1) Probability-based samples
- (2) Mixed-modes
 - (a) CAWI, provided that respondents have access, skills and willingness to respond using the Internet.
 - (b) CATI, otherwise.
- (3) Shorter questionnaires.
 - (a) Break up into two parts: substantive topics in a stand alone survey and background variables during the profiling.

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(b) No visual stimuli for CATI.

Recruitment of a

probability-based sample

Recruitment

- 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.
 - \circ $\,$ Why not F2F? Why not ABS?
- **Mixed-mode**: online for those having Internet access and phone interviews for those who do not.
 - Internet penetration in Chile es 87.4%, lower than the Netherlands (95.5%), but similar to Germany (88.4%) and the USA (87.9%) (source: http://www.internetworldstats.com, 2015).



Incentives for responding each survey

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
- 1600 individuals were asked to join the panel and promised to receive 2000 points that can be redeemed for a gift card.

	Gift card	Loyalty points
Coverage rate	92 percent of	adult population
AAPOR's RR 3	11.4	10.5
Agreement to join	71.3	50.0

Panel composition: two incentive schemes







				Gift Card	Loyalty Points
	Census	F2F	CATI	Mixed mode	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
<mark>55+.</mark>	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)

Items that work:



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Opinion of income inequality (ISSP 2019)

Fo what extent do you agree or disagree with the following statements? Differences in income in Chile are too large.				
	F2F	MM		
Strongly Agree	55.0%	49.5%		
Agree	30.8%	35.3%		
Neither Agree nor Disagree	6.9%	4.4%		
Disagree	2.9%	6.4%		
Strongly Disagree	3.6%	2.8%		
Don't know	0.7%	1.6%		
No answer	0.2%	-		

*Weighted figures. F2F: CEP survey (December 2019); Mixed Mode: Monitor of Social Change Pilot Study (October 2020)







Perceived corruption (ISSP 2016)

In your opinion, about how many [politicians / public officials] in Chile are involved in corruption?

	Politicians		Public Officials	
	F2F	MM	F2F	MM
Almost none	0.5%	0.5%	0.5%	0.3%
A few	4.4%	5.4%	5.8%	10.3%
Some	11.5%	14.3%	18.3%	24.1%
Quite a lot	30.4%	30.2%	35.2%	34.2%
Almost all	50.0%	46.9%	35.5%	28.0%
Don't know	2.1%	2.8%	3.4%	3.1%
No answer	1.1%	-	1.3%	-

*Weighted figures. F2F: ISSP survey (Jul-Aug 2016); Mixed Mode: Monitor of Social Change Pilot Study (October 2020)

Items that might not work

2018 ISSP Religion module

24. About how often do you pray?

Never	1
Less than once a year	2
About once or twice a year	3
Several times a year	4
About once a month	5
2-3 times a month	6
Nearly every week	7
Every week	8
Several times a week	9
Once a day 1	0
Several times a day 1	.1





2010 ISSP Environment module

<NEW>

1a. Which of these issues is the most important for [COUNTRY] today?

PLEASE TICK ONE BOX ONLY



Items that might not work





2019 ISSP Social Inequality module



Final remarks



Is it possible to conduct ISSP surveys using a mixed-mode probability-based panel?

- Probability-based samples look similar to Census data.
- Mode effects do not seem to be large, for the most frequent type of questions.
- Incentives matter for both representativeness and cost-effectiveness.

Some lessons for developing countries

(1) This probability-based panel works even when Internet access is not universal.

• That happens everywhere! Find the right mix of web-phone. Beware of mode effects.

(2) Careful with incentives: they might reduce the cost effectiveness of the panel.

			Gift card		Loyalty points	
	F2F	CATI	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

(3) Mixed-mode helps dealing with respondents lacking literacy skills for web mode.

 Low-educated respondents can be reached by phone. Mixing modes can be cost effective. Beware of mode effects.
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