Fielding and Recruitment

Department of Political Science and Government
Aarhus University

November 17, 2014

1 Pilot Testing

2 Recruitment

3 Response Rates

4 Fielding

5 Preview of Next Time

Pilot Testing

- Has anyone tried pilot testing yet?

- What have been your experiences so far?

Recruitment

- Often tied to mode

- Not always the same as mode

Methods of Recruitment

- Postal mail: Letter, postcard, etc.

- Telephone call

- Email

- Opt-in recruitment (ads, posters, etc.)

Think–Pair–Share: Recruitment

- How can we encourage participation?

- What are the advantages and disadvantages of different recruitment techniques and methods?

1 Pilot Testing

2 Recruitment

3 Response Rates

4 Fielding

5 Preview of Next Time

Response Rates

- Why do we care?

Response Rates

- Why do we care?

- Survey Error
  - Variance
  - Bias

Response Rates

- Why do we care?

- Survey Error
  - Variance
  - Bias

- Sample size calculations (and design effects) are based on completed interviews

Response Rates

- Why do we care?

- Survey Error
    - Variance
    - Bias

- Sample size calculations (and design effects) are based on completed interviews

- Cost, time, and effort

Response Rates

- Imagine we need $n = 1000$
- How many attempts to obtain that sample:

Response Rate	Needed Attempts
1.00	1000
0.75	1333
0.50	2000
0.25	4000
0.10	10,000

Response Rate

- Interviews divided by eligibles

- $RR = \frac{I}{E}$

- Challenges
    - Unknown eligibility
    - Partial interviews
    - Non-probability samples
    - Complex survey designs

- Cooperation Rate (I's divided by contacts)

Disposition Codes

■ Interviews

■ Refusals

■ Unknowns

■ Ineligibles

Disposition Codes

- Complete Interview (I)

- Partial Interview (P)

- Non-interviews
  - Refusal (R)
  - Non-contact (NC)
  - Other (O)

What is a refusal?

- How do categorize a respondent as a refusal?

What is a refusal?

- How do categorize a respondent as a refusal?

- When can we try to convert an apparent refusal?

What is a refusal?

- "I don't want to participate."

What is a refusal?

- "I don't want to participate."

- "I'm too busy to do this right now."

What is a refusal?

- "I don't want to participate."

- "I'm too busy to do this right now."

- "What do I get for my time?"

What is a refusal?

- "I don't want to participate."

- "I'm too busy to do this right now."

- "What do I get for my time?"

- (Hang-up phone without saying anything.)

What is a refusal?

- "I don't want to participate."

- "I'm too busy to do this right now."

- "What do I get for my time?"

- (Hang-up phone without saying anything.)

- "Okay, but I only have 5 minutes."

What is a refusal?

- "I don't want to participate."

- "I'm too busy to do this right now."

- "What do I get for my time?"

- (Hang-up phone without saying anything.)

- "Okay, but I only have 5 minutes."

- "My husband can do it if you call back."

What is a refusal?

- "I don't want to participate."

- "I'm too busy to do this right now."

- "What do I get for my time?"

- (Hang-up phone without saying anything.)

- "Okay, but I only have 5 minutes."

- "My husband can do it if you call back."

- "How did you get my number?"

What is a refusal?

- "I don't want to participate."

- "I'm too busy to do this right now."

- "What do I get for my time?"

- (Hang-up phone without saying anything.)

- "Okay, but I only have 5 minutes."

- "My husband can do it if you call back."

- "How did you get my number?"

- "Go f' yourself."

Disposition Codes

- Complete Interview (I)

- Partial Interview (P)

- Non-interviews
  - Refusal (R)
  - Non-contact (NC)
  - Other (O)

Disposition Codes

- Complete Interview (I)

- Partial Interview (P)

- Non-interviews
  - Refusal (R)
  - Non-contact (NC)
  - Other (O)

- Unknowns (U)

- Ineligibles

Eligibility

- Why would an ineligible unit be in our sample?

Eligibility

- Why would an ineligible unit be in our sample?

- How do we determine ineligibility?

Eligibility

- Why would an ineligible unit be in our sample?

- How do we determine ineligibility?

- What do we do with "unknowns"?

Response Rate 1[1]

- $RR1 = \frac{I}{(I+P)+(R+NC)+U}$

---

[1]Note: Simplified slightly

Response Rate 2[2]

$$RR2 = \frac{I+P}{(I+P)+(R+NC)+U}$$

---

[2]Note: Simplified slightly

Response Rates 3 and 4[3]

- $RR3 = \frac{I}{(I+P)+(R+NC)+(e*U)}$

- $RR4 = \frac{I+P}{(I+P)+(R+NC)+(e*U)}$

- *e* is estimated proportion eligible among unknowns

---

[3]Note: Simplified slightly

Cooperation Rates

- $COOP1 = \frac{I}{(I+P)+R}$

- $COOP2 = \frac{I+P}{(I+P)+R}$

Refusal Rates

- Related to response rate

- Numerator is refusals

- E.g., $REF1 = \frac{R}{(I+P)+(R+NC)+U}$

Complex Survey Designs

- Stratified Sampling (unequal allocation)
    - Sums of codes weighted by $\frac{1}{p}$
    - *p* is probability of selection
    - May want to report stratum-specific rates

- Multi-stage sampling (e.g., cluster sampling)
    - RR is product of cluster cooperation and within-cluster response rate

Internet Surveys

- For *probability-based samples*, RR is a product of:
  - Recruitment Rate (RR for panel enrollment)
  - Completion Rate (RR for specific survey)
  - Profile Rate (in some cases)
  - E.g., if Recruitment Rate is 30% and Completion Rate is 80%, $RR = 0.3 * 0.8 = 24\%$

- For *non-probability samples*, RR is undefined
  - No sampling involved (so no denominator)
  - If from panel, report Completion Rate
  - If fully opt-in, there's nothing you can do

Fielding

■ What can go wrong during fielding?

Fielding

- What can go wrong during fielding?

- How do you know if something goes wrong?

Fielding

- What can go wrong during fielding?

- How do you know if something goes wrong?

- What should you do about it?

Differential Response Rates

- Respondent subgroups may respond at different rates

- If known in advance, you can:
    - Oversample
    - Differential incentives
    - Mode differences

- If discovered in field, you can:
    - Add/modify incentives
    - Refusal conversion
    - Reallocate resources

Agenda for next class

- Data management and codebooks

- Missing data and imputation

- Weighting