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We're only in it for the money: are incentives enough to compensate poor motivation?

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General Online Research 2020:

We're only in it for the money: are incentives enough to compensate poor motivation?

Valentin Brunel
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11 -13 March 2020 - HTW Berlin – University of Applied Sciences, Berlin

Introduction

A brief outline of our presentation.

- 1 - What predicts best panel survival when functioning rules change?
- 2 - Four moments of participation
- 3 - Long-lasting attitudes have the more impact

Introduction

- Motivation is known as an important factor in panel survival (Bosnjak et al., 2005)
- But seldom used.
- Here, in the context of panel functioning change!

===

Bosnjak, M., Tuten, T., & Wittmann, W. W. (2005). Unit (Non)Response in Web-Based Access Panel Surveys: An Extended Planned-Behavior Approach. *Psychology & Marketing*, 22(6), 489–505.

Literature

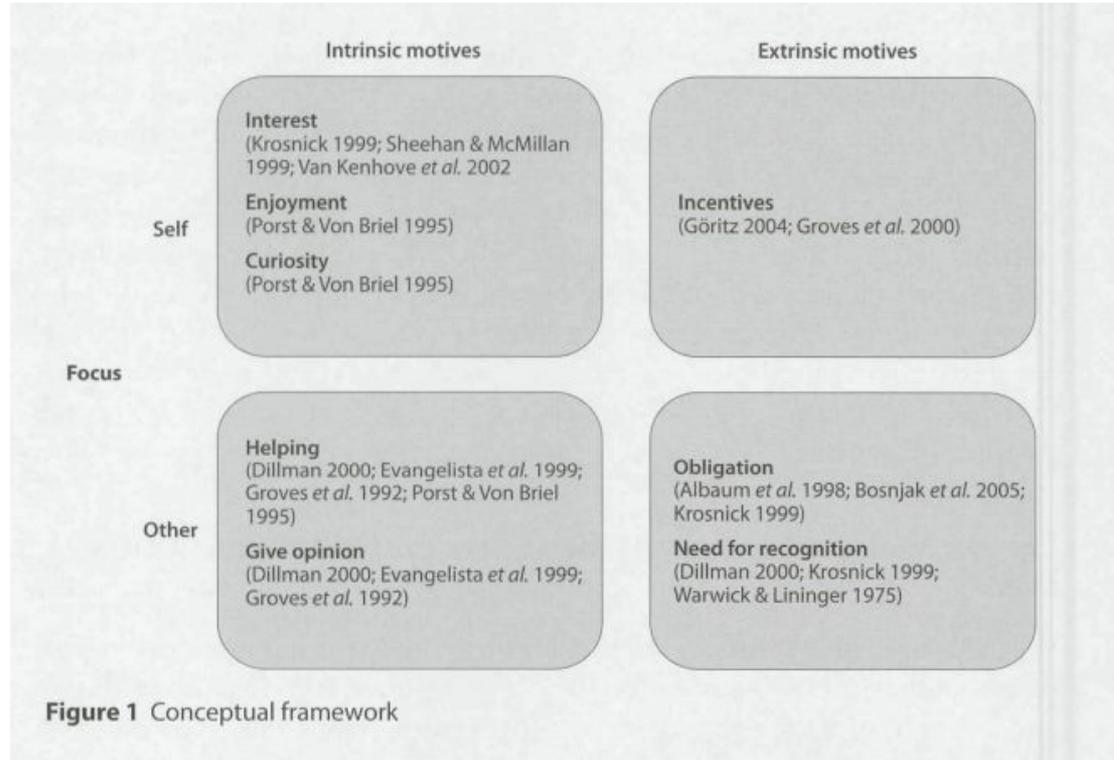


Figure 1 Conceptual framework

Bruggen 2011

Literature

Few examples of research on panel rules change.

Data and methods

Our data

ELIPSS Panel, two waves :

1. pilot study (2012, 1,000 panelists)
2. refreshment (2016, 2,500 panelists)

5 years of data: longitudinal vision, commentaries, paradata, full-text, etc.



Variables we used

- Sociodemographic and other self-reported characteristics
- Motivation
- Paradata reflecting response behavior
- Incentive experiment

4 moments in survey participation

The incentive experiment

Groups	Left	Stayed
1	295 38.0%	481 62.0%
2	318 42.0%	439 58.0%
3	292 38.3%	471 61.7%
Total	905 39.4%	1,391 60.6%

- 1 - Money two times
- 2 - Money + non monetary incentive
- 3 - Money one time

Results

Model 1: socio-demographic only
 Model 2: adding initial motivation
 Model 3: adding participation through time
 Model 4: adding incentives' experiment

	Model 1: $\chi^2 = 39.49, p < .0006$		Model 2: $\chi^2 = 34.38, p < .0004$		Model 3: $\chi^2 = 88.12, p < .0001$		Model 4: $\chi^2 = 22.9, p < .82$	
	OR	95% CI	OR	95% CI	OR	95% CI	OR	95% CI
55-65 vs. the Other Age Groups	1.35**	[1.07, 1.71]	1.34**	[1.06, 1.7]	1.28†	[1, 1.63]	1.28†	[1, 1.64]
Motivation Score			1.11***	[1.06, 1.16]	1.11***	[1.05, 1.16]	1.1***	[1.05, 1.16]
Aggregate Index of Completion Time					11.61	[0.56, 256.69]	26.35*	[1.05, 724.76]
Not Having Skipped Any Survey					1.44***	[1.31, 1.58]	1.43***	[1.3, 1.58]
Not Having Left Any Surveys Unfinished					1.17**	[1.04, 1.31]	1.17**	[1.05, 1.32]

† < .1 * < .05 ** < .01 *** < .001 /// N: 2296

Results

- Socio-demographic factors have a light effect which disappears when introducing paradata
- Motivation when entering the panel has a robust effect
- Our aggregate index of completion time has an effect when taking into account other dimensions
- Finally incentives have a poor effect

Discussion

Longstanding attitudes towards panel membership have more important effects than short-term incentives.

Panelists may stay in the panel without completing the surveys that well. Taking response quality into account is crucial.

Finally the experiment needs to include a control group in order to gain further significance.

Conclusion

More research is needed on the topic!

We have not explored the influence of panel monitoring... which will soon be investigated

Thank you

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