



A Panelists Scoring Model for an even allocation of surveys with different incidences

Abstract presentation for

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Christoph Bender


- *Director Panel Management* -
ODC Services GmbH

quality. reliability. results.



Assumptions

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An Online Access Panel is depending on the participation willingness of its members who have agreed to take part in online surveys regularly.

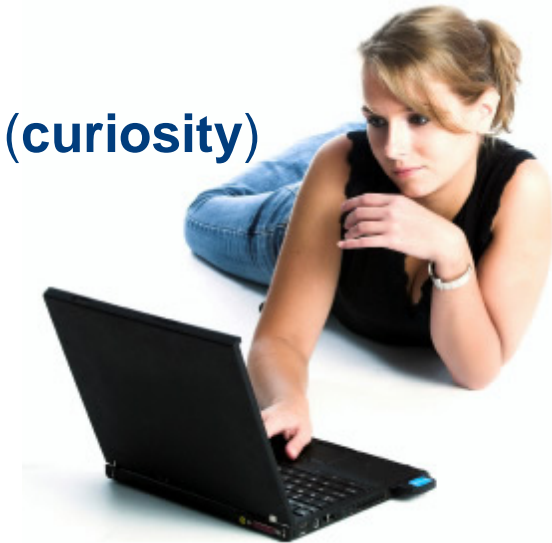
A central task is to keep the panelists **motivation** on a high level.

Assumptions

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Motivation to do online surveys:

- to have an influence on current developments and the future creation of consumer goods and services by the expressed opinion (**influence**)
- an effective channel to manufacturers to criticize products and services (**criticism**)
- a chance to see sneak previews of future products (**curiosity**)
- payment for the completion of surveys and participation in prize draws (**monetary incentives**)



Problem: Low incidence studies

- very specified target groups -> no exact pre-selection
- quotas on certain criteria -> lowers incidence additionally
- many invited panelists are told that they don't fit into the target group and can't complete the survey



All motivation reasons mentioned before are thereby lost. This leads to frustration instead of motivation.



Central Assumption:

If panel participants do not belong to the target groups of surveys several times consecutively, this may have a negative effect on the **willingness to participate** and on the **quality of answers** in surveys.

Possible negative consequences

- lower response rate → **lower feasibility**
- shorter active membership → **higher recruiting costs**
- panelists tend to give untrue answers → **lower quality of results**

Thesis

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We need a value to display the **motivation level** of survey participants.
This motivation level should have an **influence on the selection** for studies with different incidences.

This way several consecutive screenouts shall be avoided.
Negative effects, as described before, shall be minimized.



motivated

frustrated

Motivation Scoring Modell:

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Initial value of the motivation level: 10

These values are added to a variable for every single panelist:

Status after Survey	Motivation- /Frustration-Score
Complete	+5
Screenout / Quotafull	-3
Dropout	-2

Selection for Surveys:

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Estimated Incidence of a study	Selection of Motivation-Levels
> 75 % Incidence	Low levels
between 25 % and 75 % Incidence	Mid levels
< 25 % Incidence	High levels

We avoided to assign absolute values of the motivation score as the average motivation levels may vary.

Method:

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One test group of Panelists is invited with the scoring model (Group 1). In a comparison group it is tested, how surveys with different incidences are allocated without the scoring model (Group 2).

N = 1.000 per group

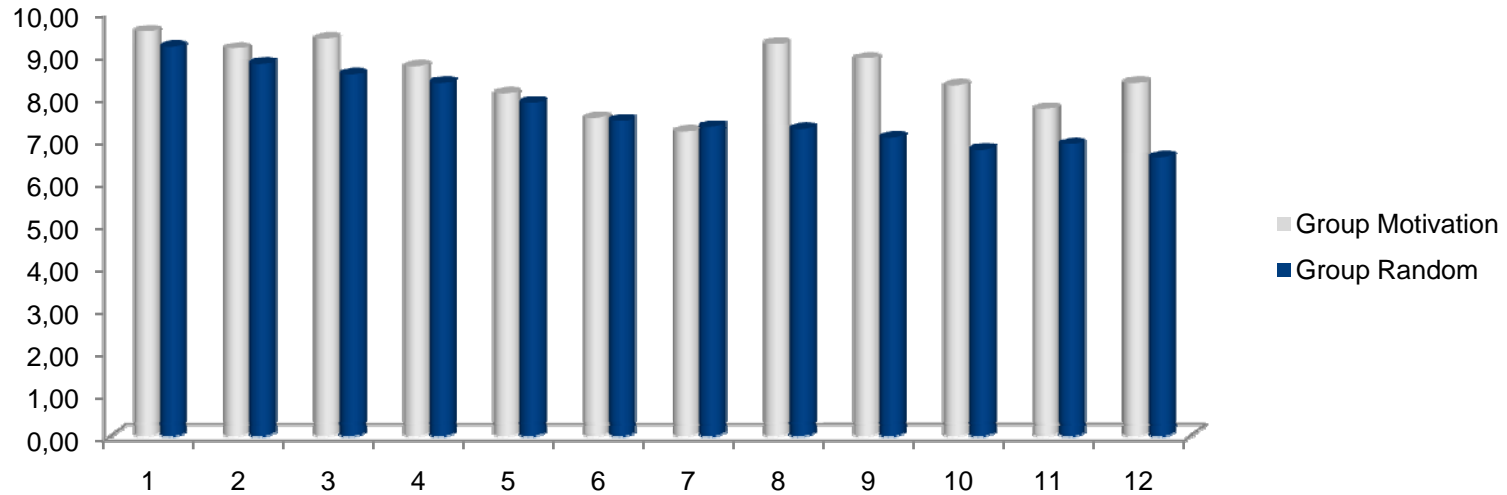
Investigation period = 3 months

Weekly measurements of:

- Motivationlevel
- Responserates
- Unsubscribers

Motivation levels

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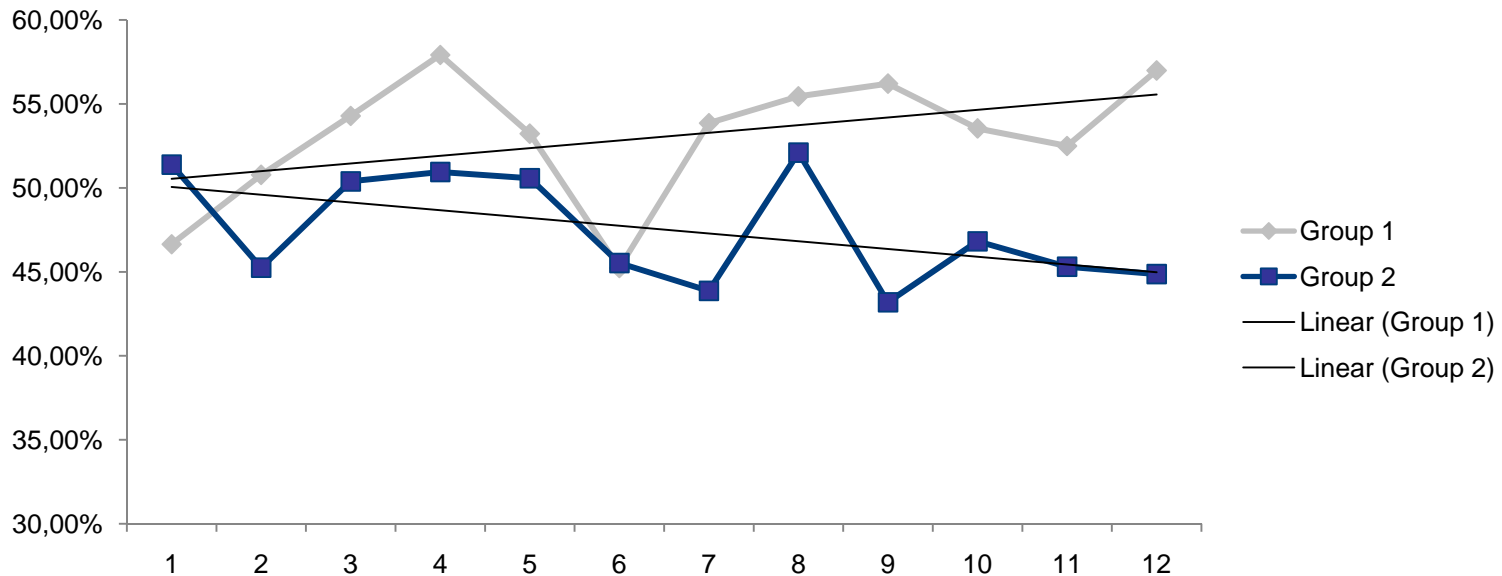
	median	Standard derivation (average)
Group 1	8,48	1,67
Group 2	7,64	2,13



Higher average motivation and less volatility could be a sign of a better allocation of incidences.

Responserates

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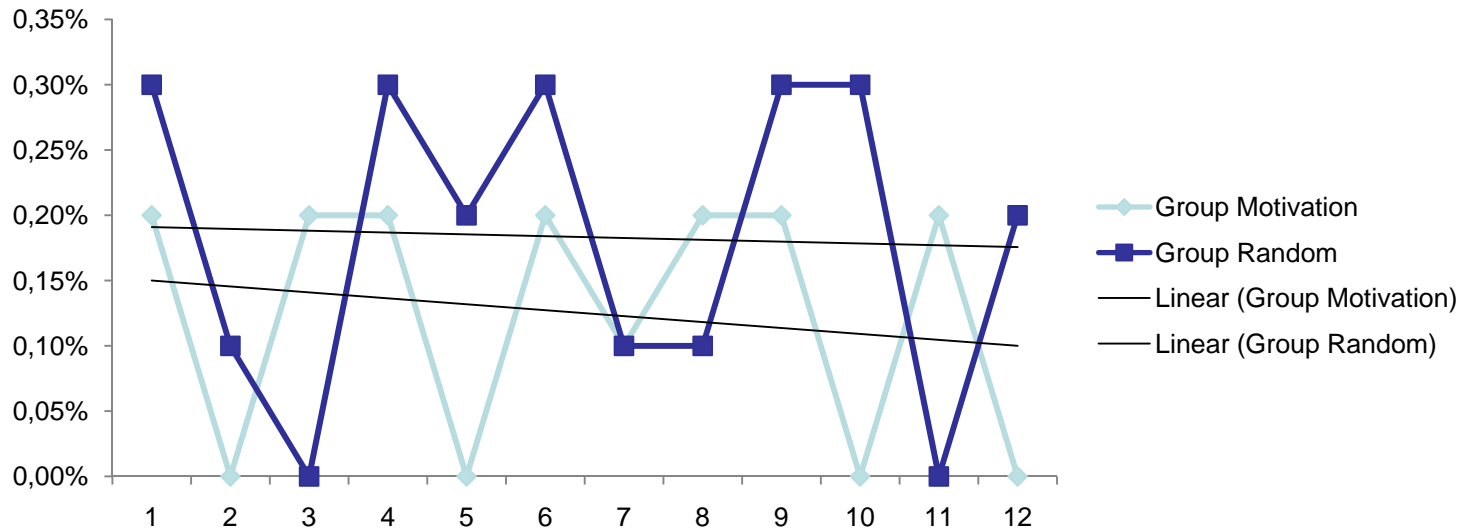


	median	trend
Group 1	53,1%	ascending
Group 2	47,5%	descending

Problem: seasonal fluctuations, series of measurement too short

Unsubscribers

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	median	trend
Group 1	0,13%	descending
Group 2	0,18%	constant

Problem: people are becoming inactive instead of unsubscribing, temporally shifted effects

Problems and Implications:

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Problems of measurement:

- Series of measurement too short
- Seasonal fluctuations
- Temporally shifted effects
- Special tests needed to measure tendencies to untrue answers and learning effects



Measured data may not be significant yet

Problems in practice:

- Interference with other restrictions
- Different ranges of motivation-levels
- Size of selection depends on study



Doesn't affect usefulness of scoring model

Problems and Implications:

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Implications:

- User feedback: frustration about consecutive screenouts

➔ Definition and measurement of motivation makes sense and is useful to improve response quality

- All measured effects so far are positive

➔ Long term measurement needed to get significant data

- Definition of optimal function and optimal scores for completes, screenouts and dropouts
- More variables have an influence on motivation: number of invitations, length of membership, accumulated points, prizes

➔ Improvement of motivation scoring model to take care of more possible influences

Thank you for your time!

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Christoph Bender

- *Director Panel Management-*
cb@odc-services.com

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