1. Data

The EVS is a cross-national longitudinal survey research program examining the general population’s public opinion on topics of the environment, national identity, perception of life, politics and society, religion and morale, and work. The EVS was first conducted in 1981 with subsequent cross-sectional survey being fielded every nine years. In the most recent data collection, the EVS allowed participating countries to test the use of self-administered modes (for more details, see Luijkx et al., 2020). For the purpose of our study, we drew on the data collected in Germany (EVS, 2020a, 2020b). The EVS 2017/18 in Germany featured an interviewer-administered face-to-face survey (CAPI) and two additional self-administered mixed-mode (web and mail) surveys (see Wolf, Christmann, Gummer, Verhoeven, & Schnaudt, 2020). To allow for an experimental comparison of the data collection modes, we have randomly split addresses of the same probabilistic register sample into three experimental groups.

The face-to-face survey uses the full EVS-questionnaire with an average length of 59 minutes necessary for completion. Second, we conducted a mixed-mode survey with a split questionnaire design , implemented to reduce the overall response burden (Peytchev & Peytcheva, 2017; Raghunathan & Grizzle, 1995). The use of this matrix design reduced the average questionnaire length for the self-administered mixed-mode survey to 38 minutes (for the web interview). Finally, we conducted an additional mixed-mode survey using the full EVS questionnaire which – compared to the face-to-face survey – again yielded a slightly shorter average interview duration of 55 minutes (for the web interview).

The fieldwork of the face-to-face survey took place between October 2017 and April 2018. Participation in the face-to-face survey was comparatively low as well with a AAPOR response rate 6 (AAPOR, 2016) of 28 per cent, even though respondents have been offered monetary incentives. Despite some efforts to increase participation, the completion of the fieldwork was slow and took 6 months.

The fieldwork of the mixed-mode matrix survey was conducted between November 2017 and March 2018. The mixed-mode matrix survey was implemented in a responsive design with two phases (for more details, see Gummer, Christmann, Verhoeven, & Wolf, 2020). In January 2018 the second phase of the matrix survey started for which we provided respondents with a 5 Euro prepaid incentive in a concurrent mode choice sequence (i.e., offering both the mail questionnaire and the web questionnaire right from the beginning). The response rate of the 38-min long matrix survey has been unexpectedly high with 36.1%. On average, 73% of the respondents participated via mail mode (27% via web).

Encouraged by this promising outcome, we decided to also field the full-length EVS-questionnaire in a self-administered mixed-mode survey with a 5€ prepaid incentive and concurrent mode choice sequence. The fieldwork period for the full mixed-mode sur-vey was between September 20 and November 28, 2018 and resulted in a response rate of 35.3%. In this survey, 83% of the respondents participated via mail mode (17% via mail).

1.1. Data Quality Measures

To assess data quality in each sample, we computed several indicators. These indicators capture response behavior that can be the result of not completing every step of the cognitive response process (Tourangeau, Rips, & Rasinski, 2000) to reduce the perceived response burden (Krosnick, 1991, 1999).

Brief description of all data quality measures with 1-2 relevant references.

2. References

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