

Fielding and Recruitment

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November 17, 2014

1 Pilot Testing

2 Recruitment

3 Response Rates

4 Fielding

5 Preview of Next Time

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Pilot Testing

- Has anyone tried pilot testing yet?
- What have been your experiences so far?

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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?

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Response Rates

- Why do we care?

Response Rates

- Why do we care?
- Survey Error
 - Variance
 - Bias

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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)
- Unknowns (U)
- Ineligibles

Response Rate 1¹

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

¹Note: Simplified slightly

Response Rate 2²

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

²Note: Simplified slightly

Response Rates 3 and 4³

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

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

- e is estimated proportion eligible among unknowns

³Note: 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., $REF1 = \frac{I}{(I+P)+(R+NC)+U}$

Complex Survey Designs

- Stratified Sampling
 - Sums of codes weighted by $\frac{1}{p}$
 - p is probability of selection

- 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

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Agenda for next class

- Data management and codebooks
- Missing data and imputation
- Weighting

