Open Forum: QC Techniques for Web Surveys

Survey Process Forum + QC Implementation Team

November 15, 2024

Question

What QC measures might projects with an increased reliance on self-administered web interviewing take to help ensure that the web iws are of high quality, e.g.

- Completed by the intended respondent?
- Completed with care and accuracy?

Web QC Matrix

	Pre-emptive **Note:** Tradeoffs between these measures and ease of participation & perception of social presence	Diagnostic
Identity of participant	- Authentication measures - Identity screening questions - Reminder calling/confirmation of contact info	- Comparison of data across waves - Verification
Quality of data provided	- Pledges to answer carefully - Pop-up warnings on: Speeding, Nexting, Straightlining, etc. - Trap questions - Kicking Rs out if persistent in problematic behavior	- Comparison of data from questions asked multiple times or in different ways - Review of data post-iw to detect: Speeding, Nexting, Straightlining

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Context for identity of R Concerns

- SRO surveys require authentication; bot completions aren't typically an issue.
- Contact info for R may be wrong/outdated.
- Some studies rely on one member of the family to pass a URL on to another member.
- Some Rs share email accounts and/or phones with family members who might receive our invitations and complete the survey.
- QR codes for instruments are sometimes shared in ways the project did not anticipate.

Lit Review Observations for SRO

- Link between survey length, complexity, and repetitive structure and lower-quality data. Later questions, Grids→lower quality responses.

- Instrument interventions can be effective to catch and correct problematic R behavior

- Availability of tech solutions SRO rarely uses: e.g. IP Address monitoring, time zone restrictions (possibly all too restrictive)

- Literature on volunteer participants and unauthenticated surveys is irrelevant to most SRO work

Link to Lit Review

Discussion