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# General Online Research 2020: We're only in it for the money: are incentives enough to compensate poor motivation?

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# 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

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# Introduction

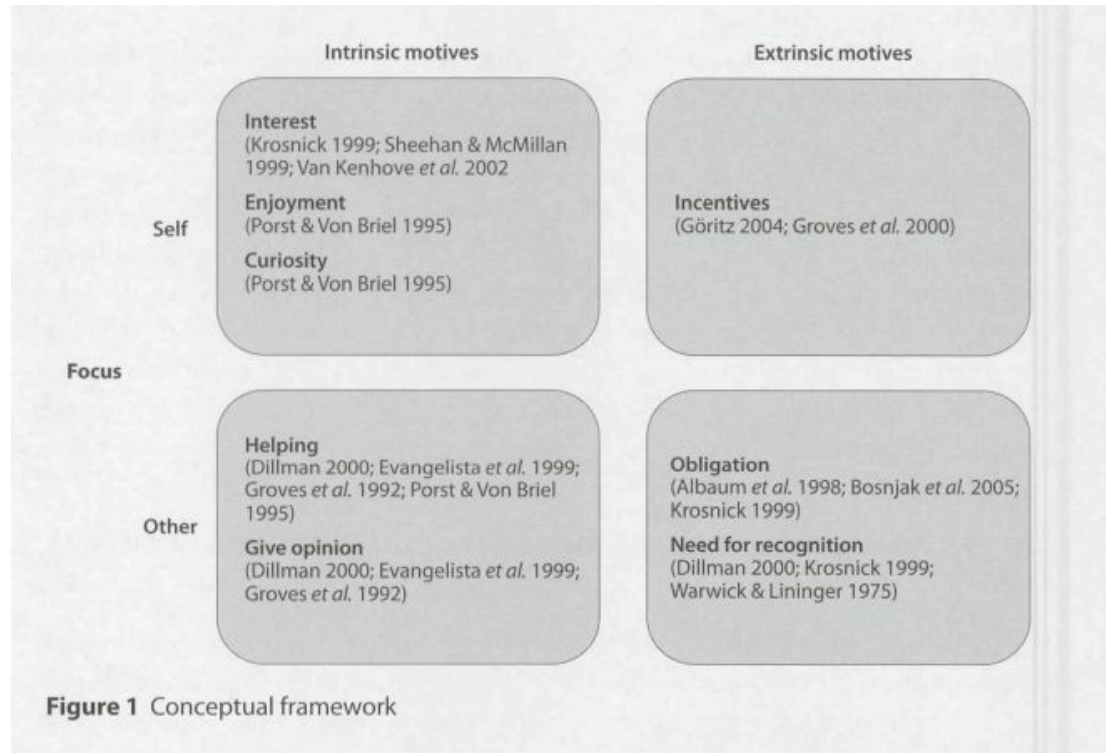
- Motivation is known as an important factor in panel survival (Bosnjak et al., 2005)
- But seldom used.
- Here, in the context of panel functioning change!

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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.

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# Literature



**Figure 1** Conceptual framework

Bruggen 2011

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# Literature

Few examples of research on panel rules change.

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## **Data and methods**

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# 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.



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## 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

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# 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

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# 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.

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# Conclusion

More research is needed on the topic!

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

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# Thank you

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