



SURVEY FUTURES

SURVEY DATA COLLECTION
METHODS COLLABORATION

Introduction and Ideas for Phase 2

**Peter Lynn (Essex) &
Olga Maslovskaya (Southampton)**



SDCMC: Aims and Objectives

Overarching aim:

- To **ensure that it will remain possible in the UK to carry out high quality social surveys** of the kinds required by the public and academic sectors.

Specific objectives:

- To **assess the quality implications of the most important design choices** relevant to future UK surveys, with a focus on inclusivity and representativeness, and to disseminate and promote consequent good practice;
- To provide **understanding of capacity and skills needs** in the survey sector (both interviewers and research professionals) and to identify promising ways to improve both.

SDCMC: Additional Objectives

- To establish constructive **dialogue** and collaboration between all stakeholders in the survey landscape;
- To produce timely **good practice guides** for survey design and survey implementation and practical training materials;
- To embed findings, where appropriate, in **institutional practice** in a timely manner;
- To organise activities to ensure that the lessons are **disseminated** to all relevant stakeholders;

Cross-Cutting Themes

- Inclusivity and accessibility
- Data quality
- Discontinuity

Activities

- Research Strands (Phase 1)
- Training and Capacity-Building Stream
- Survey Practice Forum and TCB Forum: Online and in-person
- Good Practice Workshops, International Conference, ECR mini-conferences
- Research (Phase 2) – Main focus today

Training and capacity building needs workshop



- 15th November, 1-3pm (online)
- This workshop will involve participants in:
 1. Providing a steer to the Survey Futures research projects on the kinds of best practice guidance that will be useful;
 2. Identifying and prioritising what training and capacity building provision is needed, the kinds of provision (e.g. training, networks) and in what topic areas; and
 3. Generating ideas about ways to improve capacity and the skillsets of survey researchers.

Phase 1 Research Strands

Research Strand 1: Enhanced Sampling Frames and Procedures (*Paul Smith, Southampton*)

- Using administrative data sources to enhance PAF;
- Use of respondent-driven sampling;
- Combining probability and non-probability samples

Research Strand 2: Post-Pandemic Role of Field Interviewers (*Debbie Collins, NatCen*)

- Understanding the changing role of the face-to-face fieldworker;
- Identifying skills and attributes needed by fieldworkers today and in future;
- Identifying implications for sourcing and retaining skilled fieldworkers.

Research Strand 3: Video Interviewing (*Mr Matt Brown, UCL*)

- Assessing practical aspects of implementation;
- Assessing impact on data quality and measurement.

Phase 1 Research Strands (2)

Research Strand 4: Methods for Surveys without Field Interviewers (*Olga Maslovskaya, Southampton*)

- Recruitment strategies, including targeted procedures;
- Inclusion of those with low literacy skills or other special needs;
- Effects of knock-to-nudge on data quality and sample inclusiveness;
- Within-household selection methods.

Research Strand 5: Complex Measurement in Self-completion Surveys (*Lisa Calderwood, UCL*)

- Measurement of industry and occupation;
- Achieving consent to data linkage, bio samples and re-contact;
- Collecting event history data;
- Assessment of cognitive function.

Phase 1 Research Strands (3)

Research Strand 6: Reducing and Evaluating Mode Effects (Jo d'Ardenne, NatCen and Annette Jäckle, Essex)

- Updated framework and guidance for evaluating and mitigating risk of mode measurement effects through design;
- Guidance on identifying and estimating mode measurement effects in survey data.

Research Strand 7: Data Integration (Joe Sakshaug, Warwick)

- Review of the properties of data sources available for integration;
- Guidance on data integration options and quality implications;
- Case studies of integration for a) evaluating and correcting nonresponse bias, and b) monitoring and intervening in data collection

Today – Your Input!

What other activities/research should be a priority to meet the SDCMC aims and objectives?

- phase 2 research programme;
- future activities (outside or beyond this grant)

Research Priority Areas



“Community-owned objectives” from SDC-net:

1. Future of **face-to-face** survey data collection
2. Investigating survey **data quality**
3. **Innovations** in survey data collection
4. Adjustment for **mode effects**
5. **Improved sampling frames** for general population surveys
6. Changing role of survey **interviewers**
7. **Complex measurements** in online surveys
8. **Discontinuity/time series** in repeat cross-sectional and longitudinal measurements
9. Development of an **inclusive data system** across the whole data lifecycle
10. Exploration of innovative methods to achieving this inclusive data system, including **respondent-centred design**

Phase 2 Research Programme

Additional Research. Should reflect opportunities and priorities identified:

- In the course (early stages) of phase 1 projects
- Through the Survey Practice Forum (both meetings and online)
- By all stakeholders

Budget approx. £1.3M (fec) (cf. £2.8M total for initial grant)

Phase 2: Process

Solicitation and discussion of ideas (until Dec 2023)

SLT draft specification of research questions (Jan 2024)

Open consultation on the specification (Feb 2024)

Open call for proposals (Mar 2024; early May submission deadline)

Assessment by an independent panel (May-Jun 2024)

Final funding decisions (Jul 2024)

Projects start (Sep 2024)

(Dates are indicative and approximate)

What we have done so far

- Included comments from reviewers of the proposal
- Included themes from discussion at SPF1
- Included themes identified by ONS, NatCen, Ipsos and Kantar Public
- Included themes identified by Phase 1 RSs – what is missing from their programme but important

- Today we will hear from our advisers
- Do we still miss anything? - please contribute during the discussion!

Important Themes Identified (not priority order!) 1

- **Mixed-mode data collection**
 - Effects on measurement
 - Statistical correlation/analysis in presence of mode measurement effects
 - Advice/tools for data analysts
 - Causes of mode effects (respondent behaviours)

- **Undesirable respondent behaviours**
 - Detection and prevention
 - Prediction
 - Methods and tools for handling fabricated data and data of low quality

Important Themes Identified 2

- **Human Centred Design/ Behavioural Insights**
 - To improve response rates and to explore reasons for lack of response and inaccurate response
- **AI/Machine learning for survey research**
 - Language and machine learning models
 - Gamification, drawing on UX design insights
- **Complex survey weighting:** weighting and adjustment solutions for mixed-mode surveys, low response rate surveys, measurement different; use of machine learning

Important Themes Identified 3

- **Hard-to-reach groups**

- Unpack the concept of “hard-to-reach” with regard to inclusivity as well as impact on representativeness
- Engagement of younger people (incentives, technology, civic attitudes)
- Digital exclusion in rural and remote rural areas
- Including the “oldest-old” group
- Attrition of the most disadvantaged participants in longitudinal and cohort studies

- **Public engagement in surveys**

- Theoretical thinking on why people do not respond
- To identify attitudinal components of unwillingness to participate
- Perception of burden, trust-building initiatives, improved communication about data protection and privacy
- Perspective of respondents (change in survey climate) – community engagement (ask people what their understanding of participation in surveys is and what would encourage them to participate)

Important Themes Identified 4

- **Commissioners**

- Toolkit for dialogue between practitioners and commissioners (e.g. guidance on minimum standards that commissioners should accept)
 - How to evaluate whether the costs of a survey are worth paying
 - How to evaluate the pros and cons of prob and non-prob samples
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- Integration of methodological decisions with substantive concerns
 - Survey data **impact** – a method to demonstrate the impact of surveys
 - Survey **costs** – true costs of surveys – to bring financial/economic expertise into the work programme
 - **International** perspective

Important Themes Identified 5

- Ways to maximise response rates and/or minimise nonresponse bias in mixed-mode public resistant environment
- **Data privacy** concerns for self-completion surveys
- **Non-probability-based sampling** – when and how to use it
- **Developing panels** – prob and non-prob
- Optimisation of online questionnaires for **accessibility** (e.g., hidden “do not know” option)
- **Device use** and recruitment – smartphone dependent populations, SMS recruitment
- **Audio-recording** of open questions
- Use of **interactive voice recognition** (IVR) technology

Is anything important missing?

- Comments from the audience
- Ideas from our advisers
- Discussion