



SURVEY FUTURES

SURVEY DATA COLLECTION
METHODS COLLABORATION

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Potential Themes for Research Programme Phase 2

The following suggestions for potential themes have come from a range of stakeholders including the SDCMC commissioning panel, the Phase 1 Research Strand leaders, and participants in both the first and second Survey Futures Survey Practice Forum events that took place in London in June and October 2023.

- **Mixed-mode data collection:** effects on measurement; statistical correction / analysis in presence of mode measurement effects; advice/tools for data analysts; causes of mode effects (respondent answer behaviours)
- **Undesirable respondent behaviours:** detection and prevention; prediction (based on survey and questionnaire features); methods and tools for handling fabricated data and data of low quality
- **AI/ Machine learning** for survey research – language and machine learning models – what is being used/ what are the possibilities; gamification, drawing on UX design insights
- **Complex survey weighting; Weighting and adjustment** solutions: for mixed-mode surveys, low response rate surveys, measurement differences; use of machine learning; use/replacement of interviewer observations
- Making use of **Human Centred Design/ Behavioural Insights** to improve response rates and to explore reasons for lack of response and inaccurate response
- **Data privacy** concerns of respondents to self-completion surveys
- Ways to **maximise response rates and/or minimise non-response bias** in a mixed-mode, public-resistant environment
- **Recruitment**
 - Mode and methods
- **Hard-to-reach groups**
 - Engagement of younger people – incentives, technology, civic attitudes...
 - Digital exclusion in rural and remote rural areas
 - Attrition of the most disadvantaged participants in longitudinal and birth cohort studies
 - Unpack the concept of “hard to reach” with regard to inclusivity as well as impact on representativeness
 - More visibility to religious and ethnic subgroups

- **Public engagement in surveys**
 - to identify attitudinal components of unwillingness to participate in surveys based on digital data collection methods (such as data privacy concerns, lack of digital trust, political disengagement, perceptions of burden, literacy aspects, etc.), with the aim of developing and testing concrete future strategies to mitigate their impact on participation decisions. Such strategies may include respondent-centred designs designed to reduce perceptions of burden; trust-building initiatives; improved communication about data protection and privacy (and privacy-enhanced designs).
- **Perspective of respondents:** how is survey taking climate change
 - Conduct community engagement: e.g. to ask people from marginalised and deprived communities what their understanding of participation in such surveys is and what would encourage their ongoing participation and engagement.
 - Theoretical thinking about why people do or do not respond to surveys and what that might suggest for designing the most effective data collection systems.
- **Commissioners**
 - Toolkit for practitioners to have dialogue with commissioners – what are the minimum standards that commissioners should look for in bids
 - How to convince commissioners without knowledge of survey methods that costs of survey are worth paying
 - Clearly present evidence for commissioners on the pros and cons of probability and non-probability samples
- When and how to use **non-probability sampling** for high quality surveys
- **Discontinuities**
- **Environmental impact** of survey design features
- Survey data **impact** – a method to demonstrate the impact of surveys
- Relative importance of and trade-offs between representativeness and measurement
- **Inclusivity** implications of moving towards self-completion
- 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 visual interactive voice recognition (IVR) technology
- Integration of methodological decisions with substantive policy concerns
- **Costs vs value**
- How should we define/discuss/measure the **value of surveys**
- Survey **costs**/true costs of surveys – to bring some financial/economic expertise into the work programme
 - Cost-efficiency – a cost model?
- Survey length
- Incentives
- International perspective