



Understanding Society

THE UK HOUSEHOLD LONGITUDINAL STUDY

Asking respondents in a household panel survey to do more than answer questions

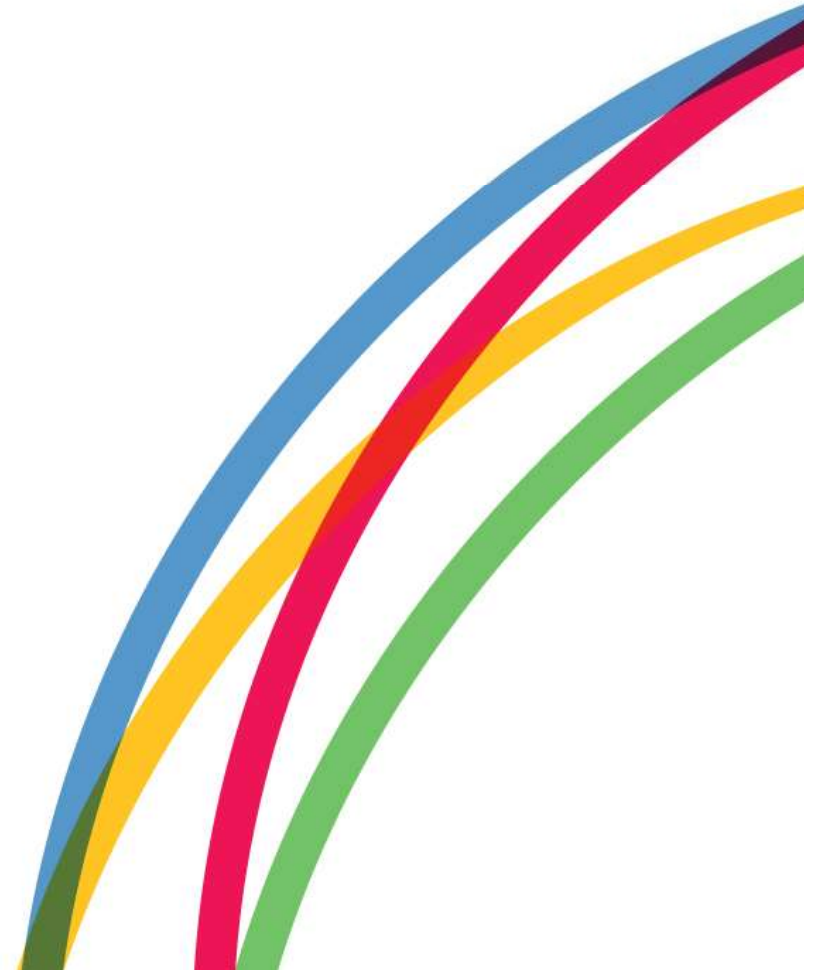
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SRC Seminar, University of Michigan

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Economic
and Social
Research Council



Understanding Society

UK Household Longitudinal Study (UKHLS)

- **National probability sample**
 - Socio-economic and health contents
 - Since 1991: 5,500 households
 - Since 2009: 40,000 households
- **Annual interviews, all adults 16+**
 - Household & individual questionnaires
 - Youth self-completion (age 10-15)
- **Mixed mode**
 - Face-to-face, web, (telephone)
- **Innovation Panel (IP)**
 - Separate survey with same design (1,500 households)
 - Methods testing and experiments

Ensure UKLHS remains a key resource

Social science & policy research



Secondary research

General purpose data collection

Economies of scale

Things individual researchers cannot do

- Large national sample
- Long-running
- Data linkages
- Specialist methods knowledge
- ...

Primary research

Hypothesis driven

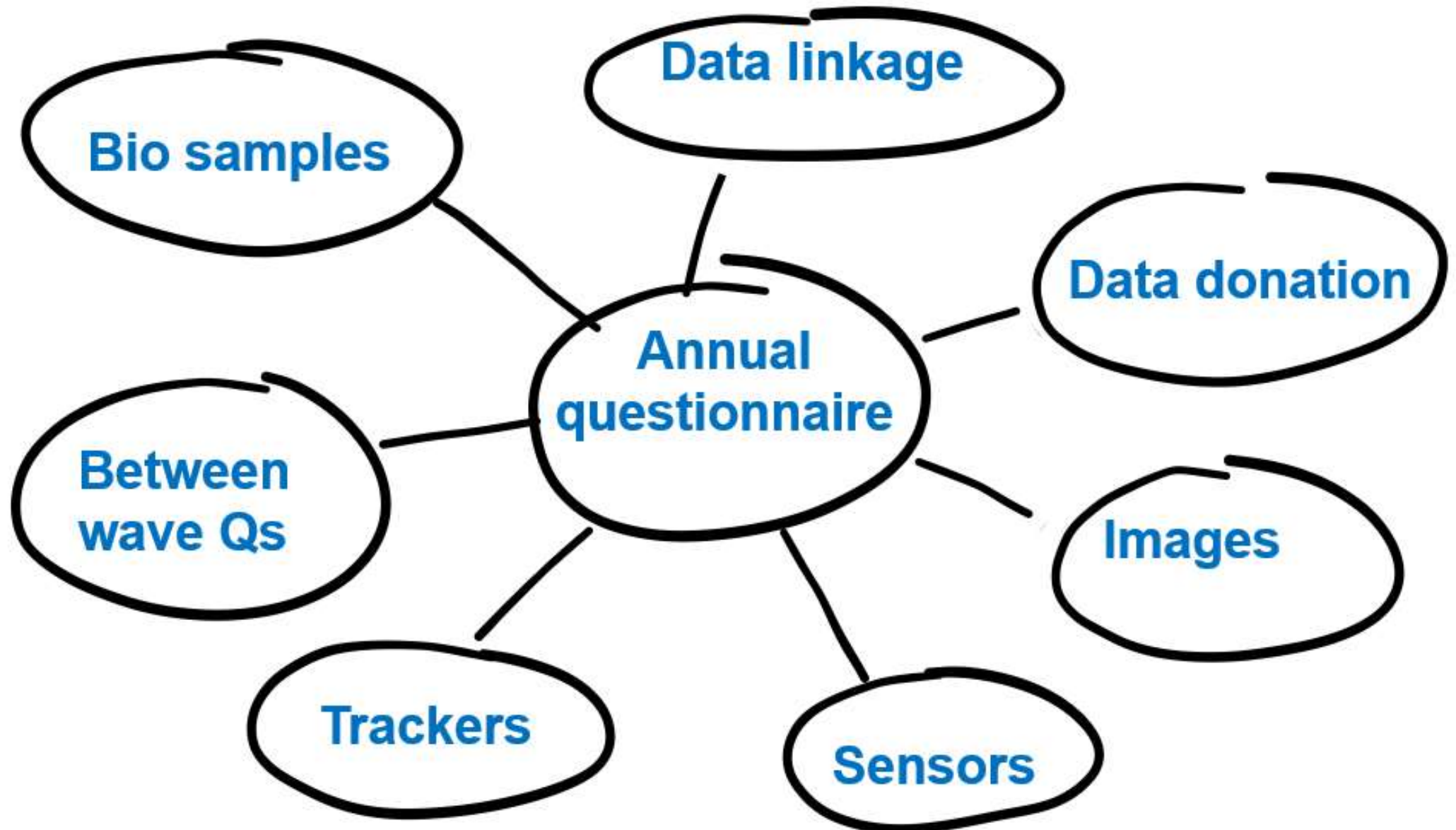
Bespoke data collection

- Field experiments
- Online surveys
- ...


Need innovations in content

Innovations in data collection methods

Multi modal data collection



How to design & implement additional data collection tasks?



- **Aims**

- Max participation

- Min non-participation biases

- Ensure quality & usability of data

- **Research to understand**

- Barriers to participation

- How respondents decide to participate

- ➔ **Fieldwork protocols to make**

- Tasks easy & acceptable for respondents

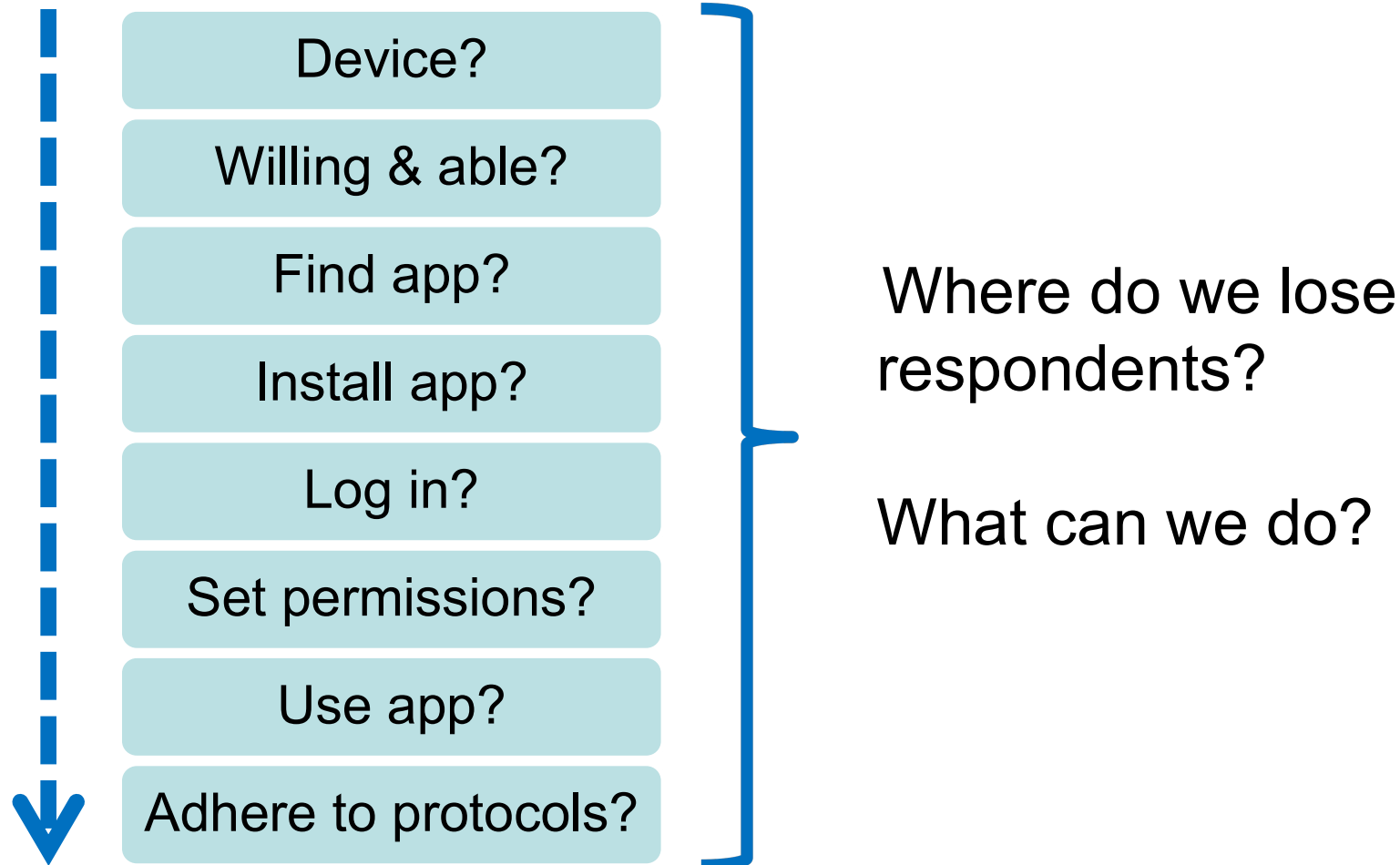
- Data fit for purpose for users



Today
(mostly)

Participation in data collection using apps

Invited sample



App data

Acknowledgements



Collaborators

Jonathan Burton, Mick Couper, Tom Crossley, Carli Lessof, Brienna Perelli-Harris, Brendan Read, Paulo Serodio, Jim Vine, Alexander Wenz

App developers

Kantar Worldpanel, Qmob, Connect Internet Solutions, Select Research, Glitchers

Fieldwork organisations

Verian (Kantar Public), NatCen Social Research

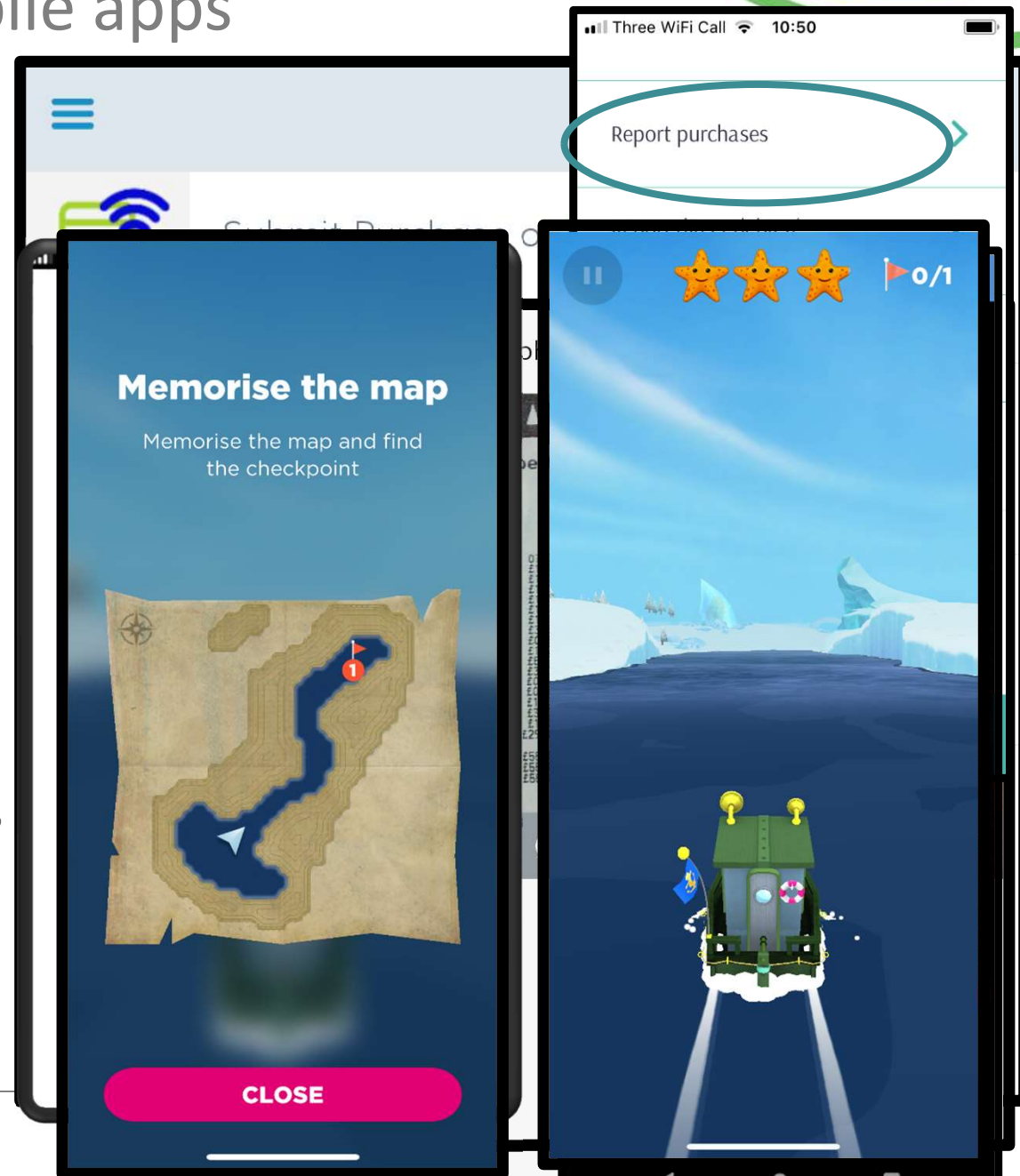
Funder

Economic and Social Research Council UK

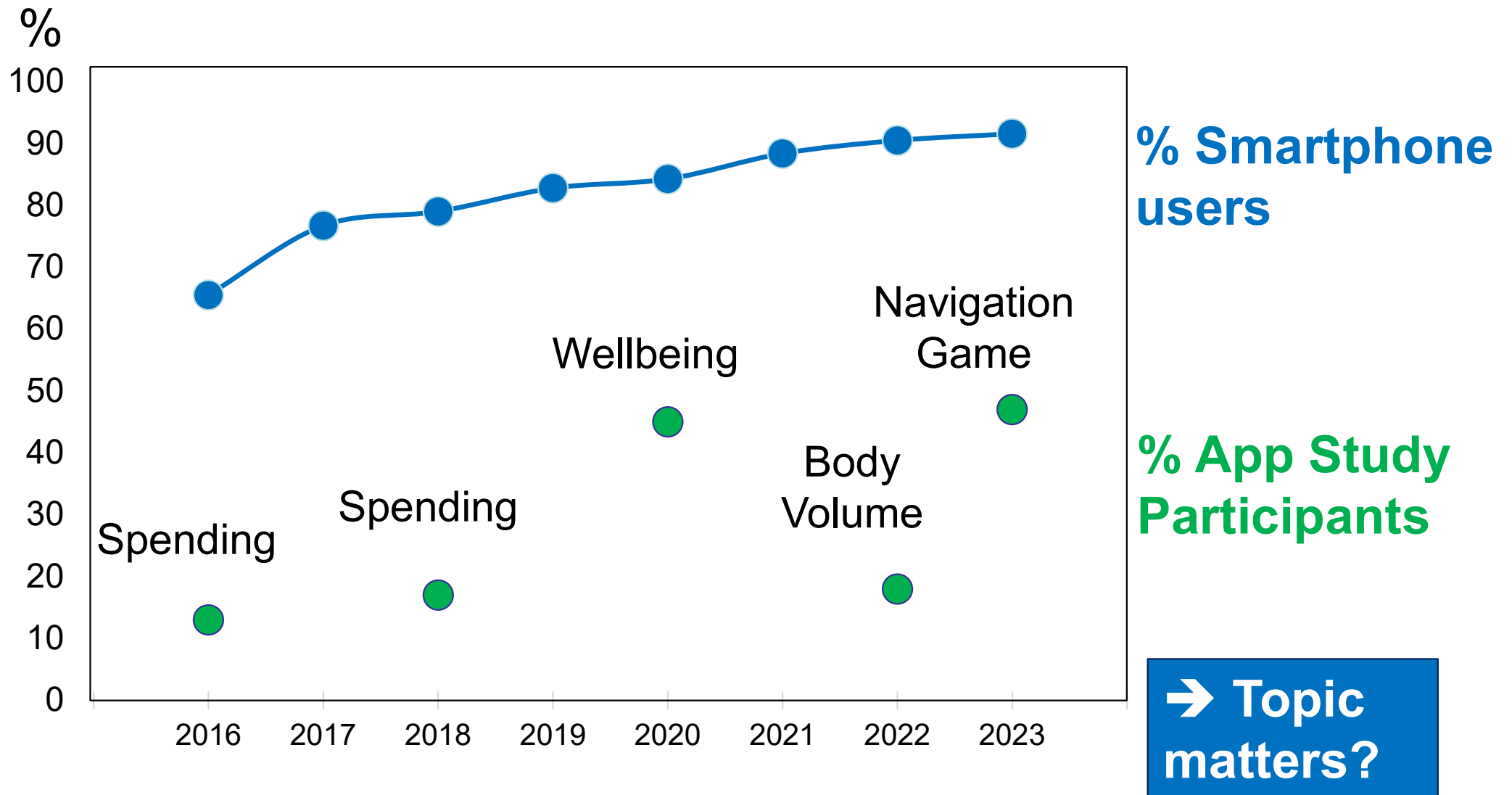
UKHLS Innovation Panel


Data collection using mobile apps

- **Expenditure (2016)**
Photos of receipts – 1 month
- **Expenditure (2018)**
Daily diary – 1 month
- **Wellbeing (2020)**
Daily questionnaire – 14 days
- **Body measures (2022)**
Photos of respondent – 2 photos
- **Spatial cognition (2023)**
Navigation game – 17 levels



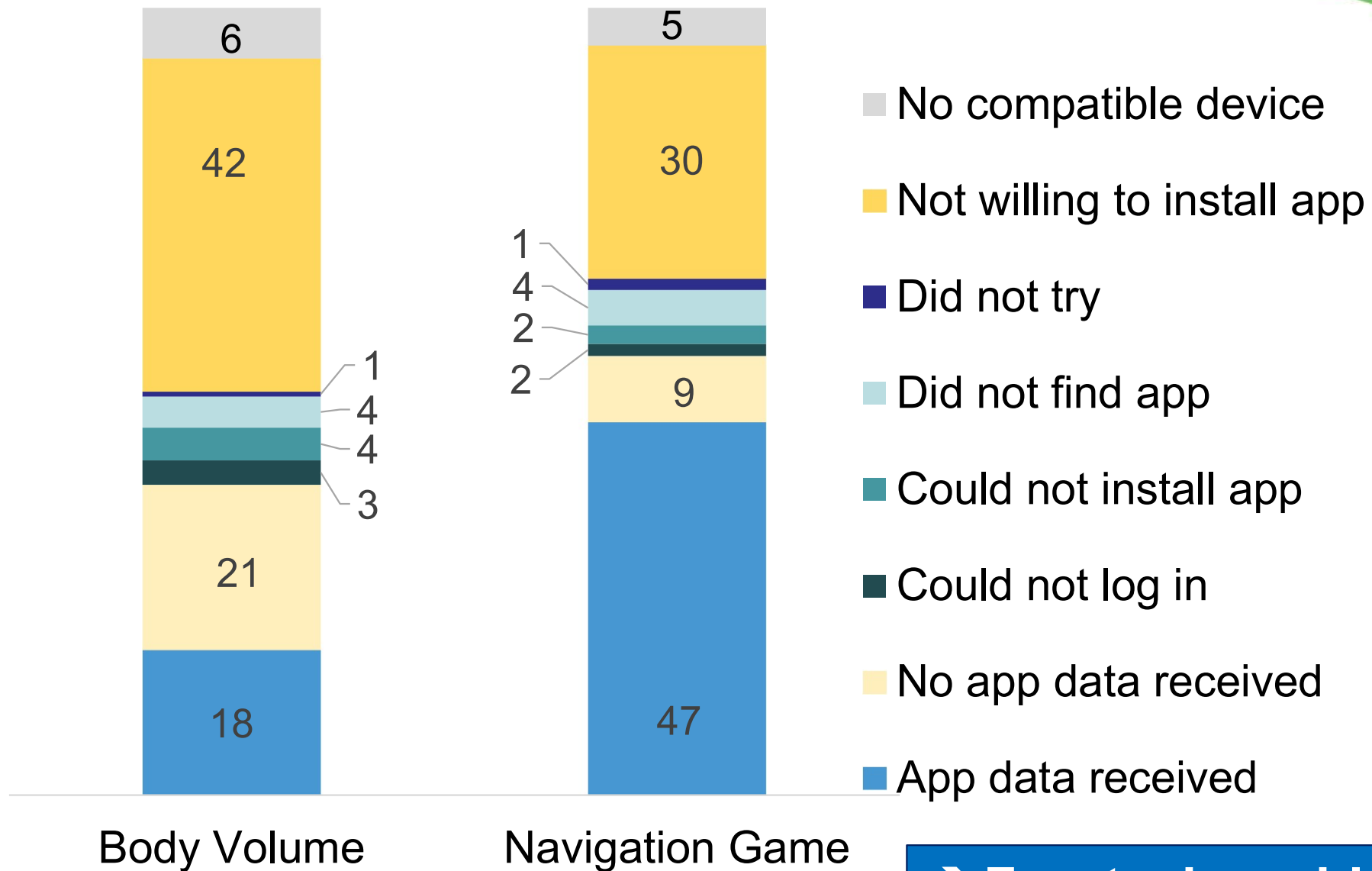
Innovation Panel respondents





Where do we lose
respondents?

App study outcomes



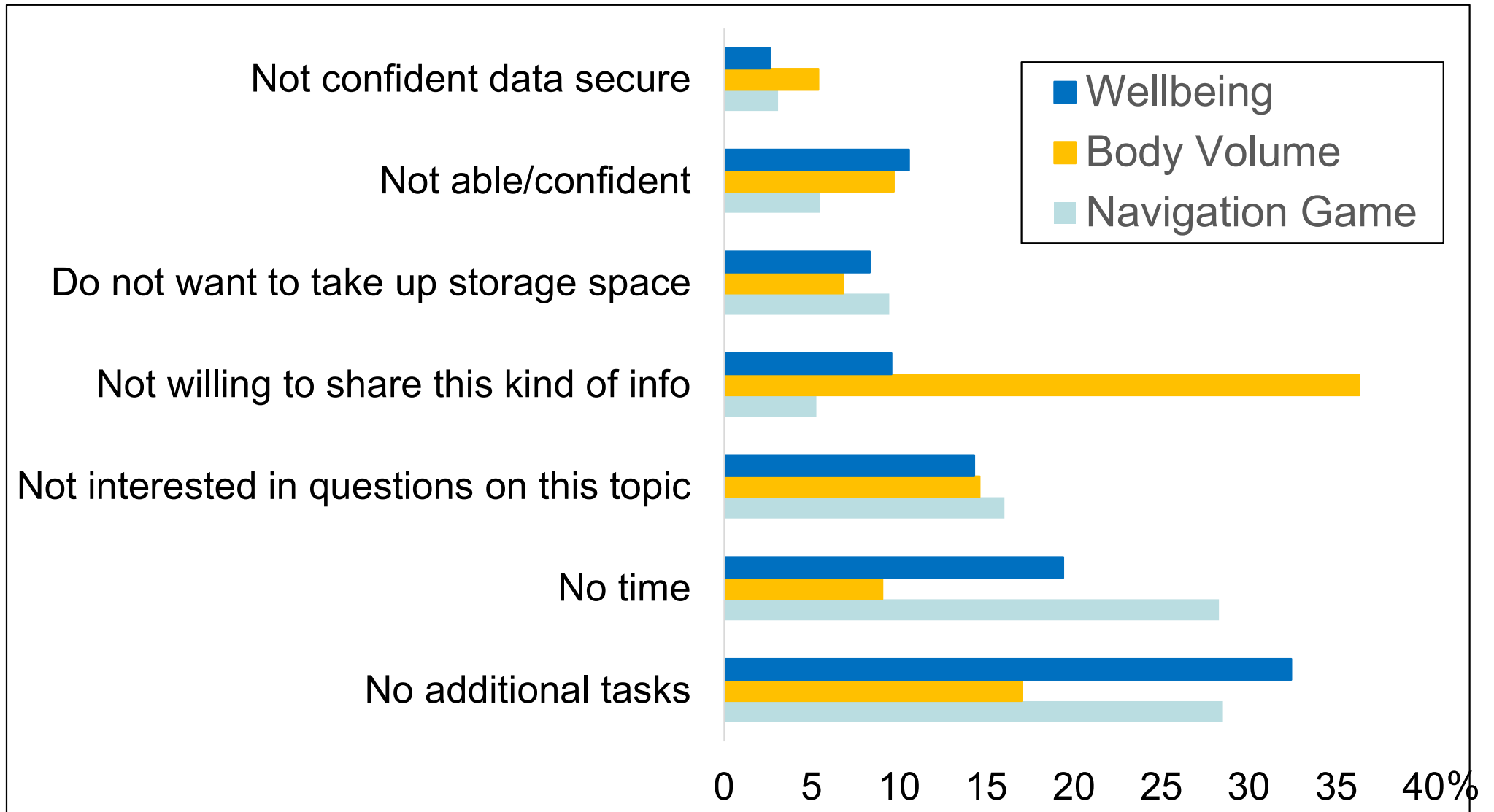
→ Few tech problems
→ Willingness !



Why do respondents
not want to install
our apps?



Why not willing to install app?

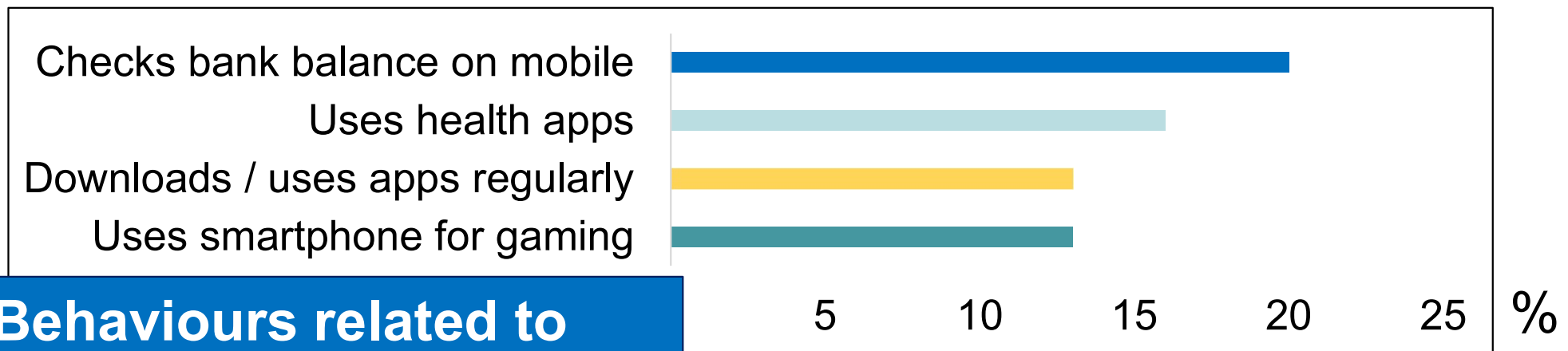
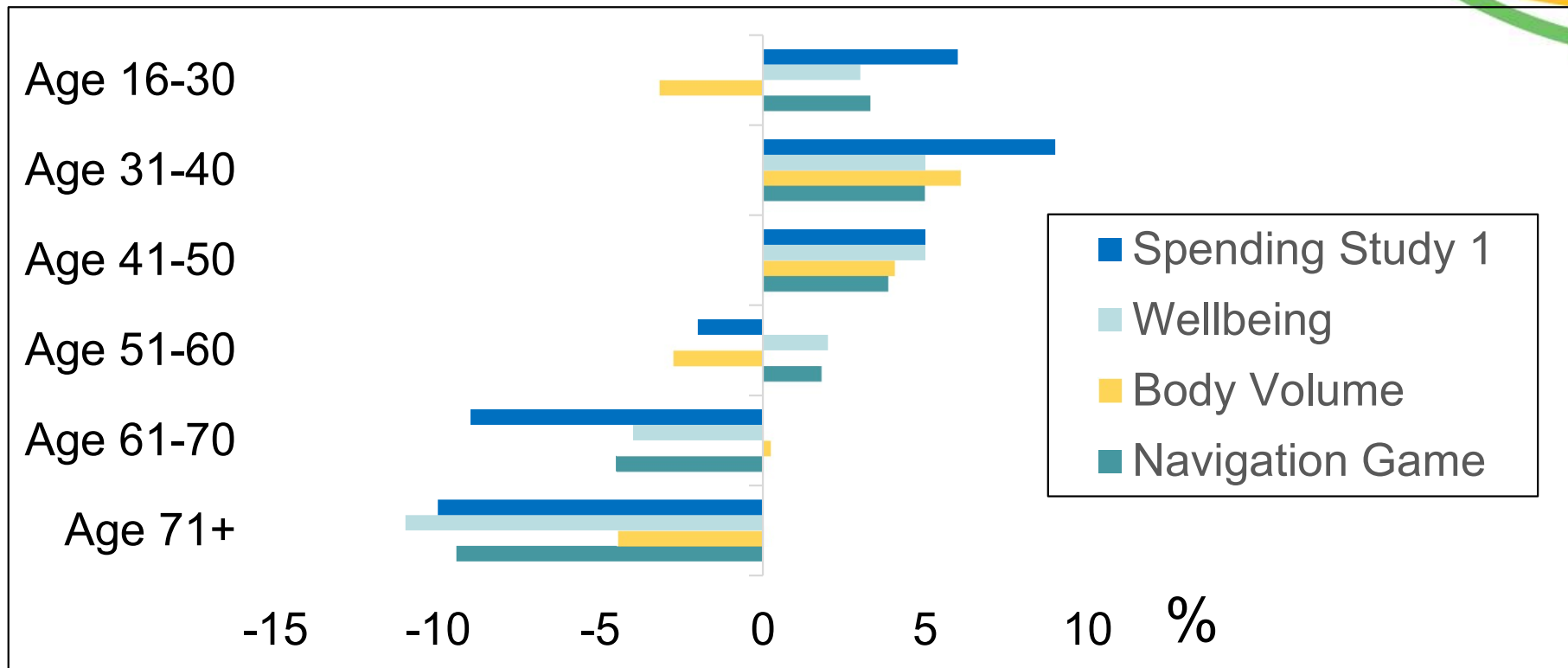




**What types of respondents
participate?**



Bias = App participants – Full sample



→ Behaviours related to task predict participation

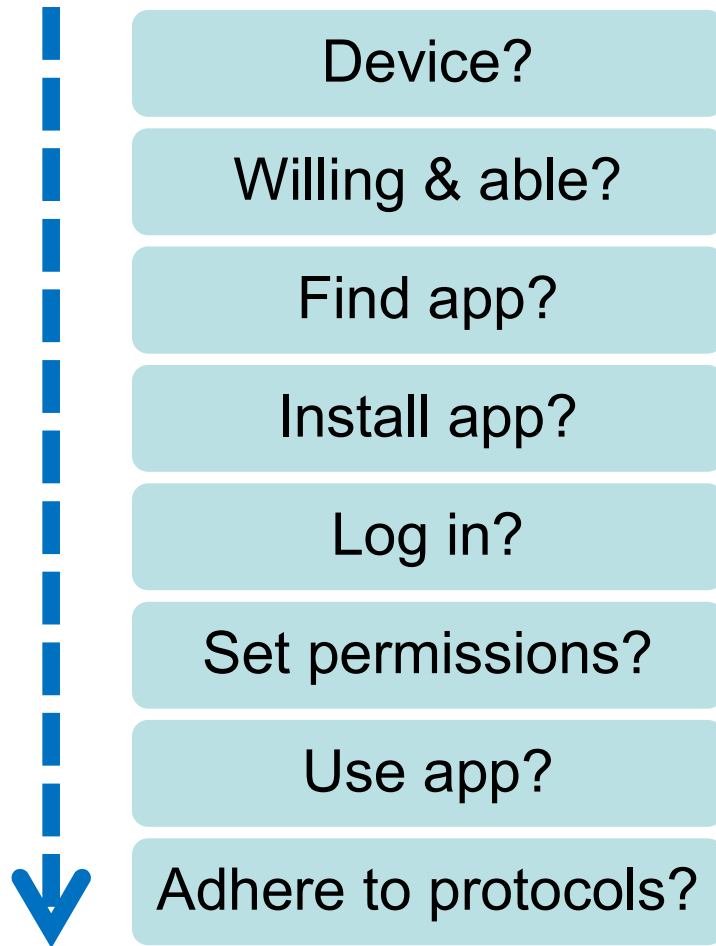


So, what can we do?



Participation in data collection using apps

Invited sample



App data

What can we do to reduce barriers?

Device

- Loan device
- Compatibility: OS / OS version / tablet & phone

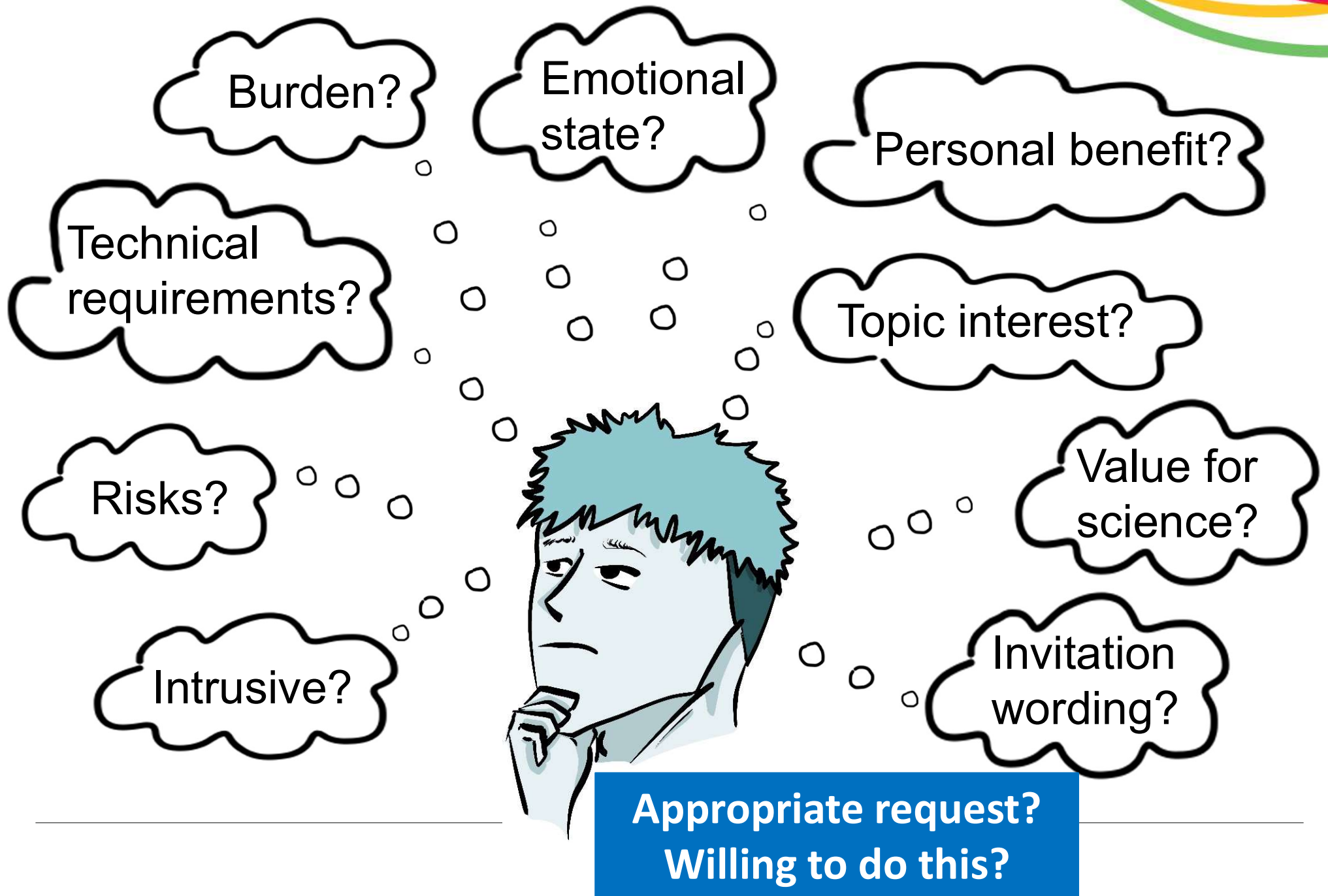
Willing & able



How do respondents
decide?



How do respondents decide?



What can we do to reduce barriers?

Device	<ul style="list-style-type: none">• Loan device• Compatibility: OS / OS version / tablet & phone
Willing & able	<ul style="list-style-type: none">• Incentives• Feedback• Length of task (# days / daily time)• Wording: purpose / privacy / data security...• Mode of invitation: letter / in interview• Placement of invitation in interview
Find app	<ul style="list-style-type: none">• Search / link / QR code• Name and logo of app
Install app	<ul style="list-style-type: none">• App size
Log in	<ul style="list-style-type: none">• Username and/or password• Password usability
Set permissions	<ul style="list-style-type: none">• Wording: justification• Incentives
Use app	<ul style="list-style-type: none">• App design & instructions
Adhere to protocols	<ul style="list-style-type: none">• Reminders• Bonus incentives



Experiments: Fieldwork protocols to increase willingness



Respondent incentives

- Spending Study 1

£2 vs.

£6 to install app

n.s.

- Wellbeing

£10 bonus for completing 14 days vs.

£2.50 on 4 random days vs.

No bonus

n.s.

- Body Volume

+7pp

£5 conditional on using app vs.

+£5 unconditional for the survey

- Navigation game

£10 vs.

£30 for using app

+9pp

Other authors:

- Haas et al (2020)

€20 vs. €10 (IAB-SMART)

+3pp

- Keusch et al (2021)

€30 vs. €0 (refugees)

n.s.

- McCool et al (2021)

Bonus if app active 7 days (travel)

€5 vs. €10 vs. €20

+6pp

+10pp

→ Barriers that incentives do not compensate

For references, see Jäckle, Burton & Couper (2023) *Fiscal Studies*.

Personalised feedback

- **Spending Study 2**

Feedback in app vs.
No feedback

n.s.

- **Body Volume**

Body fat vs.
Visceral body fat vs.
No feedback

n.s.

Other authors:

- **Rodenburg et al (2023)**

(Household Budget Survey)

Feedback in app vs.
Delayed at end of study

n.s.

- **Benzeval et al (2023)**

Feedback on blood analytes
increased return
of samples

+8pp

→ **Feedback does not compensate barriers**

Length of the task

- Wellbeing (14 days)

2 mins / day vs.

10 mins / day

n.s.

→ Time not the biggest barrier?

Invitation to the app study

- Spending Study 2

Letter vs.
In interview

Web: n.s.
CAPI: +20pp

- Body Volume

CAPI vs.
Web survey

n.s.

- Navigation game

CAPI vs.
Web survey

n.s.

- Wellbeing

Early in survey vs.
At end of survey

+9pp

Other authors:

- Rodenburg et al (2023)

(Household Budget Survey)

Interviewer vs.

+13pp

Letter

- Lawes et al (2022)

(Job seekers)

Letter vs.

Email vs.

Letter + email

+2pp

→ In interview / interviewer

→ Early in interview

Effects of fieldwork protocols

Selectivity of participant sample

- **Spending Study 2**

Letter vs. in interview invite

Bring in different types of participants?

n.s.

- **Wellbeing and Body Volume**

Some differences in participation bias between experimental treatment groups

But no consistent patterns

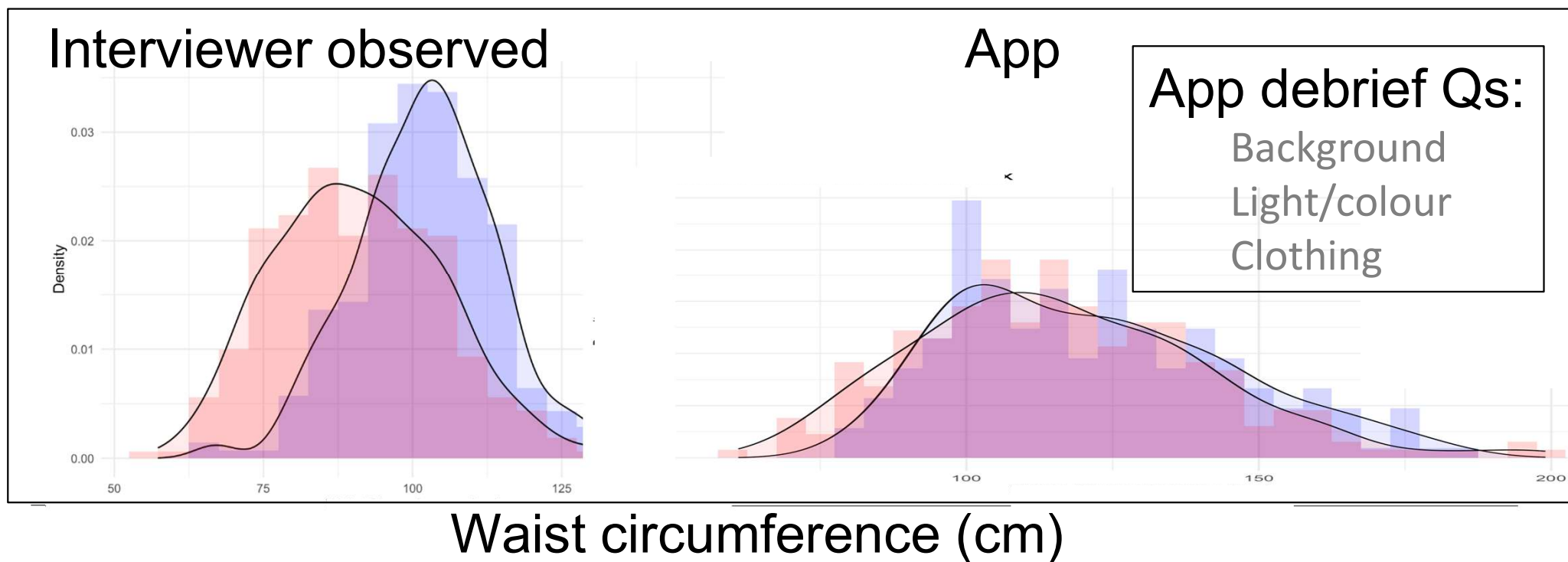
→ **Fieldwork protocols that reduce participation bias?**

Body Volume app

- Participation rate: 18%
“Not willing to share this type of information”
- Waist measurement also with:
Self-measurement: 52%
Interviewer-observed: 88% (FTF only)
- Measurement:

**Dislike of method not
information collected**

**App problems identifying
contours of person**



Work in progress

How do Rs react to multiple tasks over time?

- Innovation Panel (waves 6-16): 14 additional tasks

5,796 respondents eligible for at least one task

Variation due to panel dropout & refreshment samples

→ Rs participate in just under half of tasks

→ # prior tasks does not impact probability of

Participating in a task

Completing annual interview (wave 16)

**Rs make independent
decision for each task invite**

**Additional tasks don't
harm annual interviews**

Summary

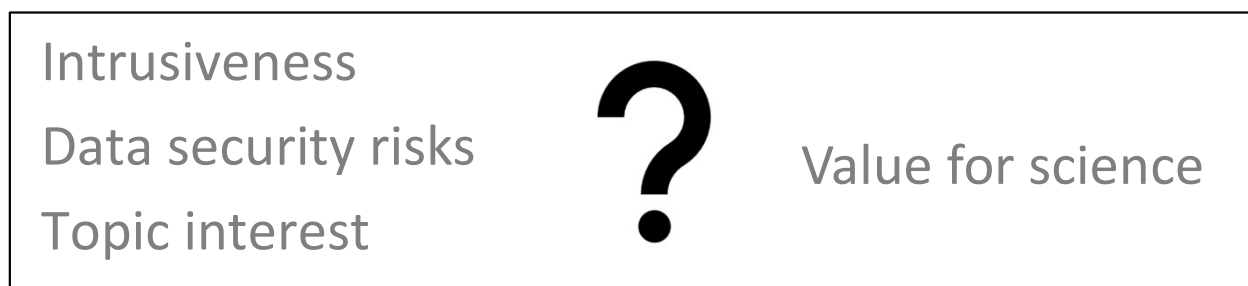


- Mobile device coverage now high
 - Few respondents have technical problems (find, install, log in)
 - Time required not main barrier
 - Incentives / feedback do not compensate for other barriers
 - Willingness is main problem
 - Topic of app study matters
 - Recruitment in interview / with interviewer more successful
 - Whether respondents already do similar tasks matters
 - Many & diverse requests for additional data collection tasks do not seem to harm the panel
-

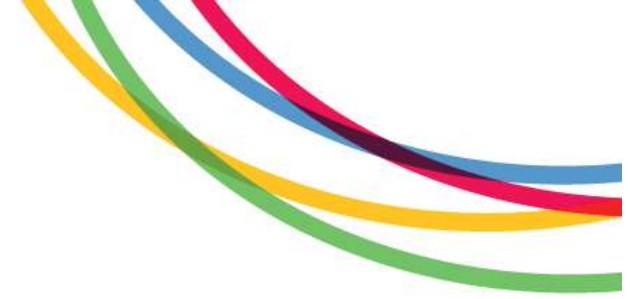


Outlook

- What can we do to increase willingness?
- Topic of app study



- Reasons for drop-out after app installed?
 - Fieldwork protocols we have not tested?
 - Protocols to include Rs who feel study is “not for them”?
 - Heterogeneous treatment effects?
 - Effects of app design and functionality?
 - Quality of data collected with apps? *Varies!*
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Thank you

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