

Experimental Study on the Methodology of Online Surveys (ESMO)

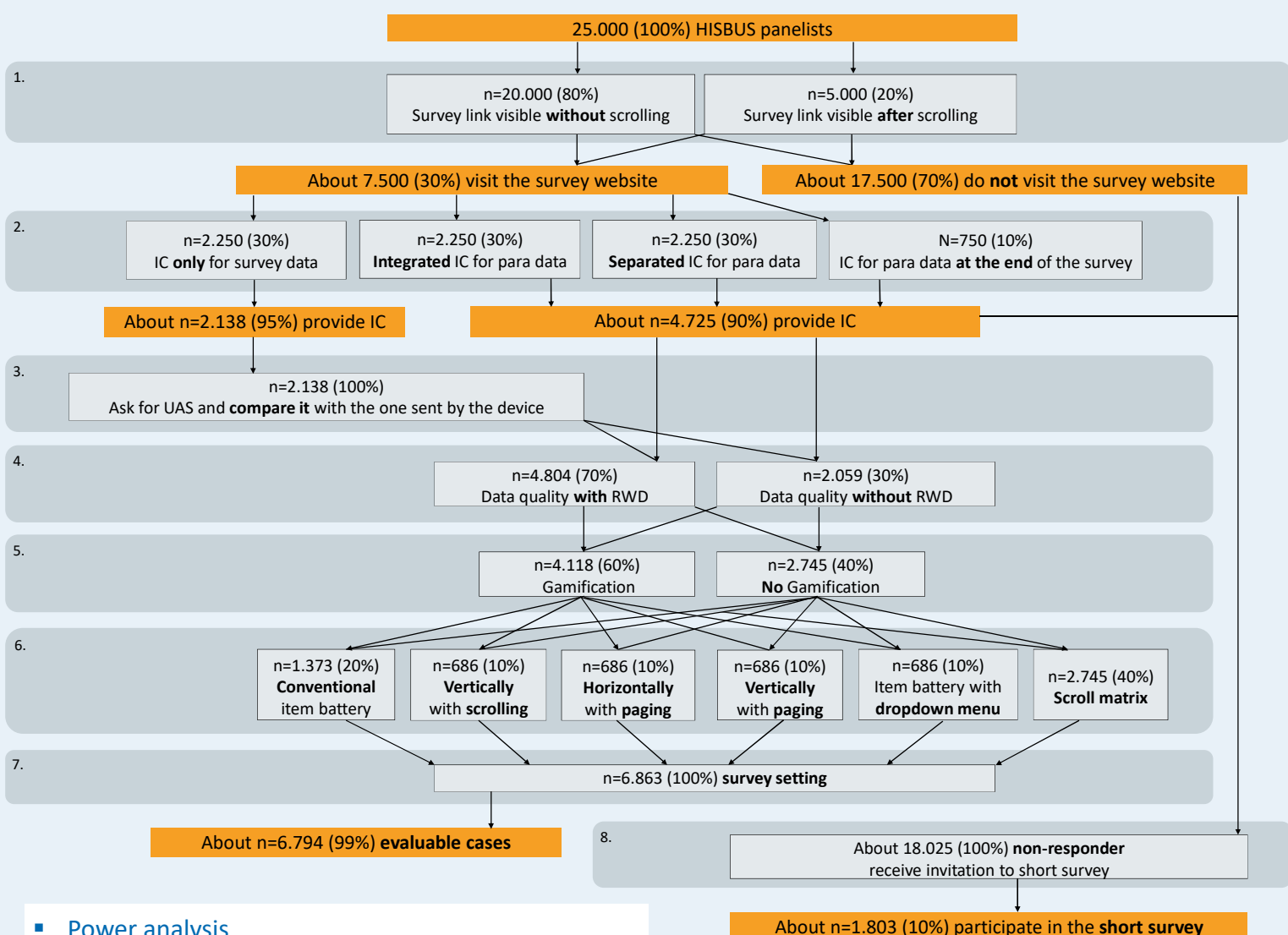
Design of a Randomized Controlled Trial Among Students in Germany

Switching from paper to online administered surveys leads to methodological issues regarding mode effects

1. Position of the survey link within the invitation letter
2. Obtain informed consent (IC) on paradata
3. Participants ability to give valid process information
4. Impact of responsive web design (RWD) on data quality
5. The use of gamification to increase participation
6. Administration of complex question types, e.g. grids
7. Impact of survey setting on mobile and non-mobile responders
8. Acceptance of a short survey for non-responders

RCT with HISBUS panelists and Zofar survey system

- Study design contains eight test scenarios and is conducted with the in-house online survey system Zofar
- 25,000 HISBUS online access panelists (randomly recruited students at German higher education institutions) are invited
- Study participants are randomly divided into experimental group (EG) and control group (CG)



Power analysis

calculated with G*Power 3.1.9.2
based on α error prob=.05 und power 1- β error prob=.90

Test scenario 1:

- We expect 30% of EG and 25% of CG visit the survey website.
- effect size $w=0.12$
- **required sample size: n=789**

Conclusion

Sample size is sufficient to detect (even small) existing effects and allows subgroup analyses

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