

# Survey Attitude Scale (SAS): Are Measurements Comparable Among Different Samples of Students from German Higher Education Institutions?

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## Relevance & Motivation

General attitudes towards surveys are part of respondent's motivation for survey participation. There is empirical evidence that these attitudes do predict participant's willingness to perform supportively during (online) surveys (de Leeuw et al. 2017; Stocké 2006; Stocké/Jungermann 2017). The Survey Attitude Scale (SAS) as proposed by de Leeuw et al. (2010) differentiates between three dimensions:

- **survey enjoyment (se),**
- **survey value (sv) and**
- **survey burden (sb).**

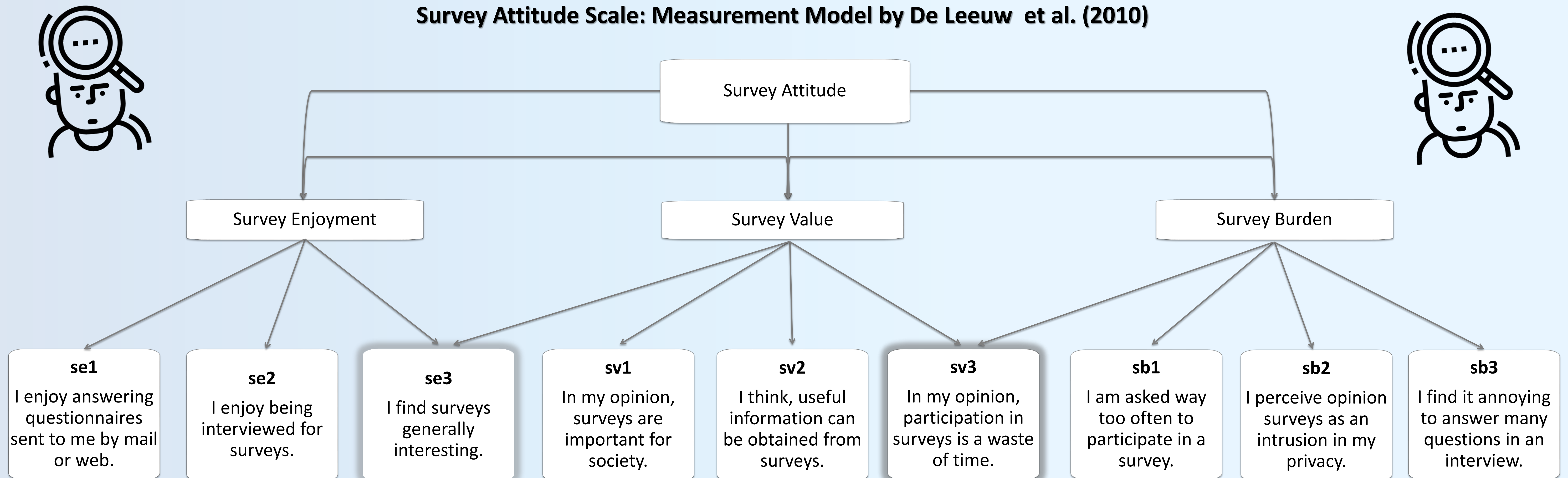
## Research Question & Methods

**Are the SAS measurements comparable across different online survey samples of students from German Higher Education Institutions (HEI)?**

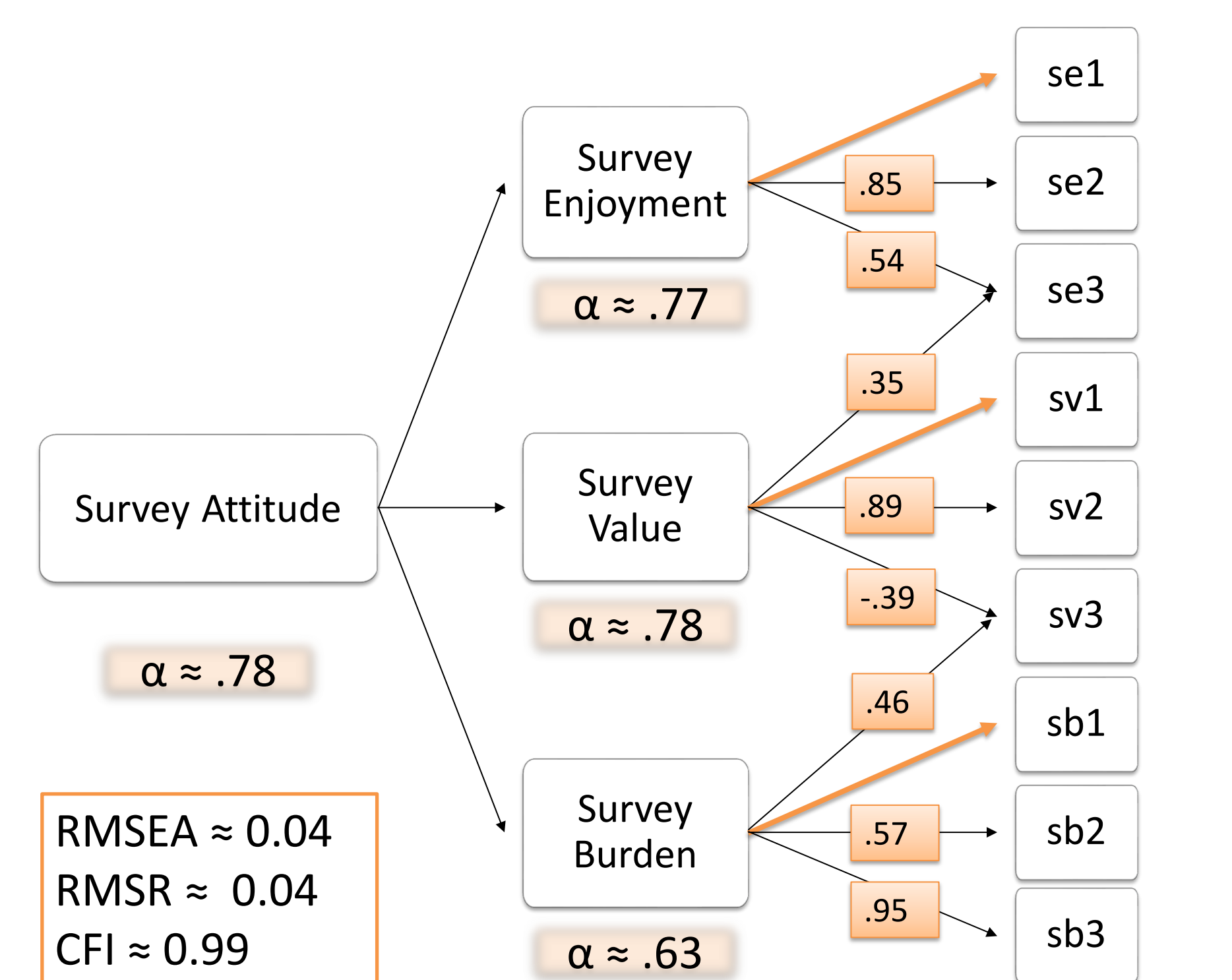


We implemented the nine item short form of the SAS, adopted from the GESIS Online Panel (Struminskaya et al. 2015) at the beginning of three different online surveys for German students and PhD students being conducted recently. To validate the original scale in each dataset we use confirmatory factor analysis (CFA) in a first step. We estimated **three independent models** with cross loadings for two dimensions to test the latent structure.

## Survey Attitude Scale: Measurement Model by De Leeuw et al. (2010)



Four independent CFA analyses conducted with CentER-panel, LISS-panel, WiSo-panel and PPSM-panel



**HISBUS Online Access Panel**

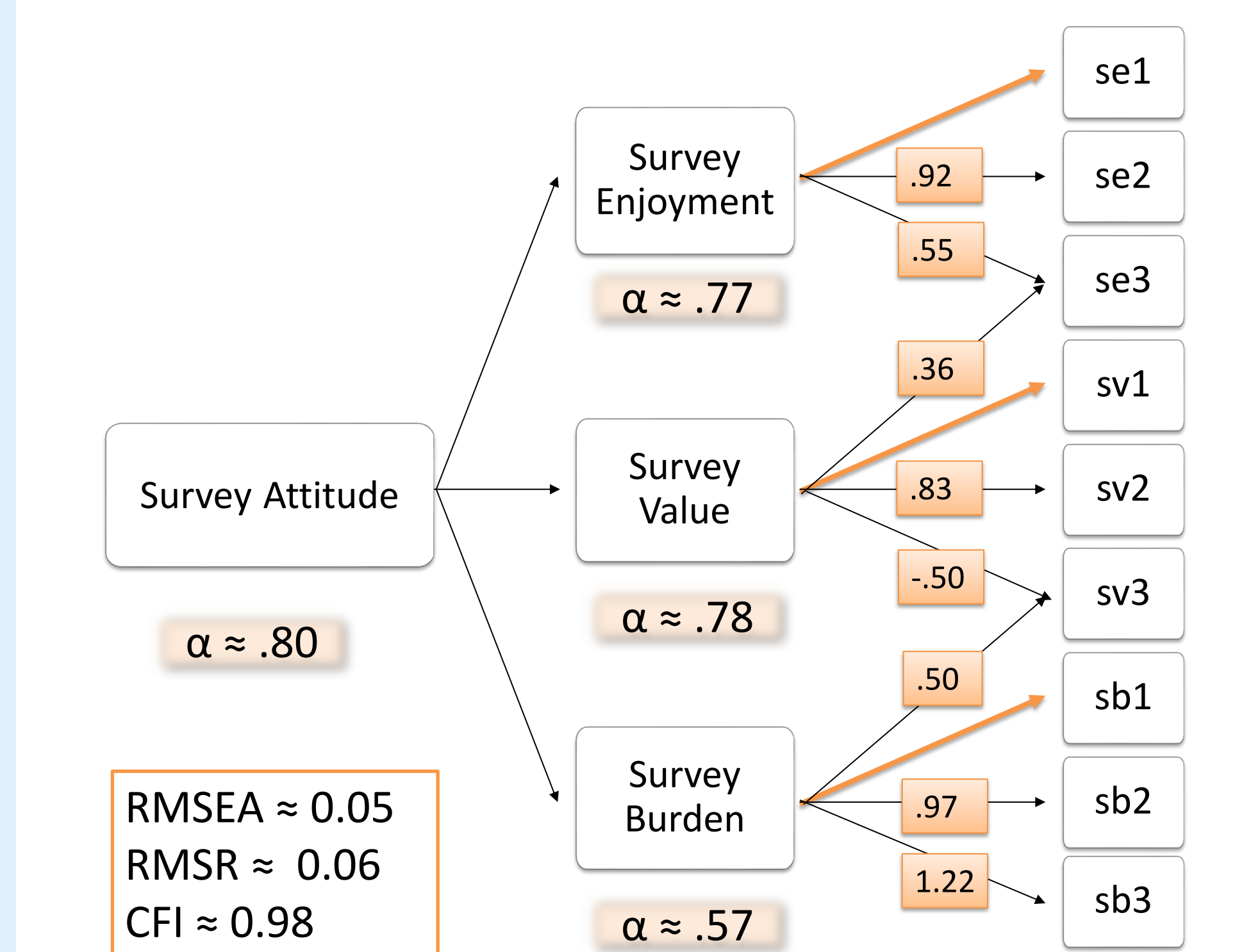
... online access panel of **students from German HEI**

... long-standing panel; established in 2000

... data collected in 2017/2018 as part of a survey that addressed panel maintenance and survey methods

... **netto sample n = 3,276**; response rate: 9.0 %

www.hisbus.de



**NEPS - Starting Cohort „First Year Students“**

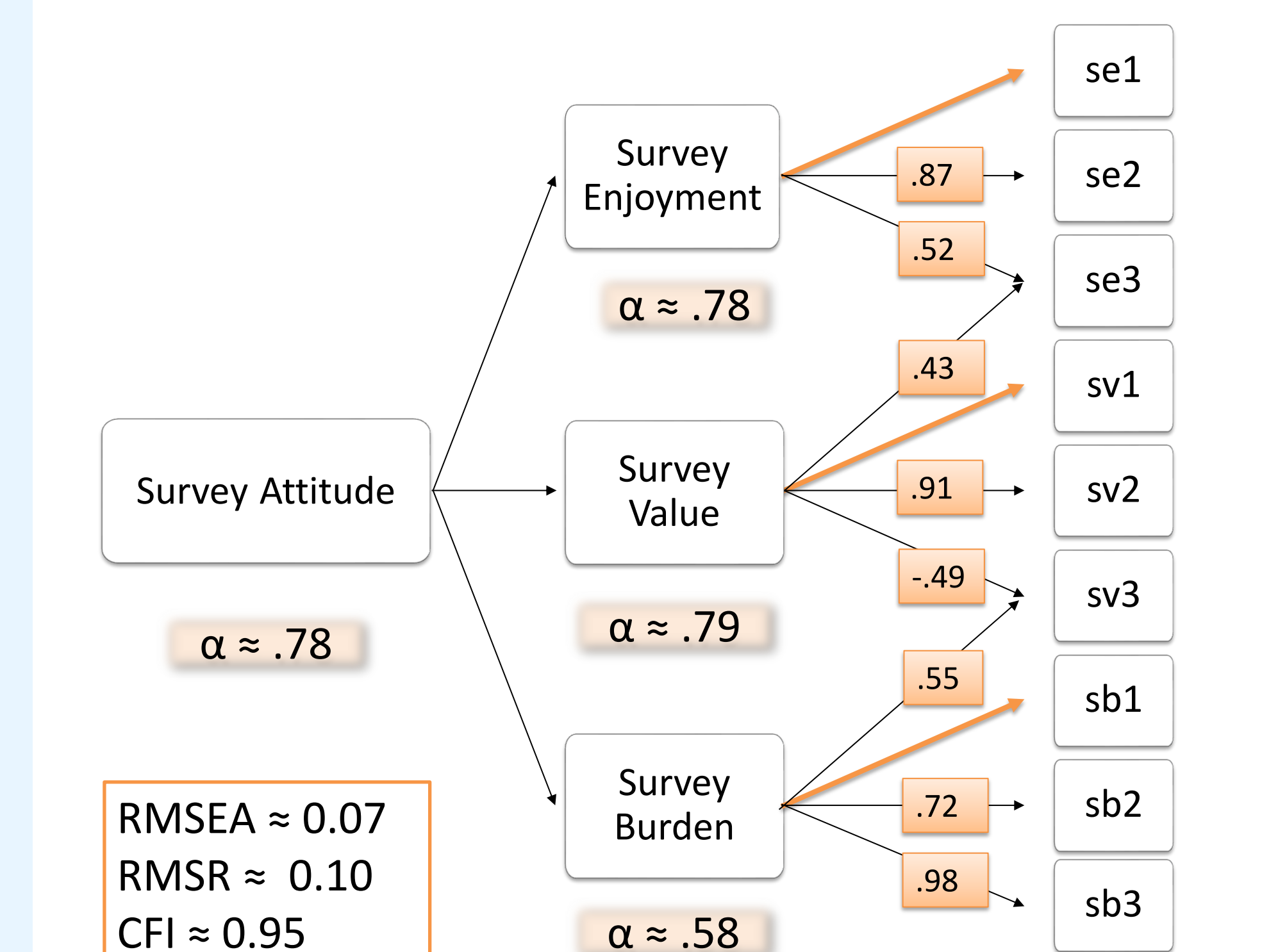
... longitudinal study of **first-year students from German HEI**

... well established panel; since 2010/2011

... data collected in autumn/winter 2018

... **netto sample n = 4,939<sup>1</sup>**; response rate: 49.9 %

www.neps-data.de



**Nacaps - National Academics Panel Study**

... large quantitative pretest among **doctoral candidates in German HEI**

... recently conducted large-scale panel survey

... data collected in spring 2018

... **netto sample n = 2,424**; response rate : 24.03 %

www.nacaps.de

<sup>1</sup> Respondents who aborted the survey are not yet included, therefore the sample might differ from prospectively published data.

## Literature:

- Chen (2007): Sensitivity of goodness of fit indexes to lack of measurement invariance. Structural Equation Modelling 14: 464-504.
- de Leeuw et al. (2017): Predicting Nonresponse and Attrition in a Probability-Based Online Panel. General Online Research (GOR) Conference: Berlin.
- de Leeuw et al. (2010) Measuring and Comparing Survey Attitude Among New and Repeat Respondents Cross-Culturally. AAPOR 63 Annual Conference: Chicago.
- Stocké (2006): Attitudes toward Surveys, Attitude Accessibility and the Effect on Respondents' Susceptibility to Nonresponse. Quality & Quantity 40: 259-288.
- Stocké & Jungermann (2017): Attitudes towards Surveys, Evaluation of Survey Experience and Respondents' Susceptibility to Nonresponse in Online Panels. 7th Conference of the European Social Research Association (ESRA): Lisbon.
- Struminskaya et al. (2015): GESIS Panel Core Study Module - Panel Survey Participation Evaluation & Mode 65 Preferences. In: GESIS (Hg.): GESIS Panel Study Descriptions. Related to ZA5664 and ZA5665. Version 10.0.0. 127-129. Mannheim.

## Results

Comparing the CFA results, our empirical findings indicate that **the latent structure of the SAS is reproducible in all three samples. Factor loadings, indices for model fit as well as reliability scores** support the theoretical structure adequately. Nonetheless, Cronbach's Alpha values for survey burden are fragile in all three samples. Overall, findings support the validity of the proposed nine item short form of the SAS, for new and repeated respondents as well.

## Added Value:

By showing that the standardized short SAS instrument works for different samples, we contribute to existing literature. Since de Leeuw et al. (2010) analyses are based on four general population surveys, **we complete the picture specifically for young highly educated respondents**. For further research, we aim to pool our data in the next step to investigate into more sophisticated methods ensuring measurement equivalence (Chen 2007: factor loadings, intercepts and residual variances).

Icon „Question“ by  
Gianluca Lanzetta and icon  
„attitude surveys“ by Nhor  
from the Noun Project

