

***Workshop des DZHW-Forschungsclusters
„Empirische Methoden der Hochschul- und Wissenschaftsforschung“:***

**“Survey Attitude Scale (SAS) und Survey Participation Evaluation (SPE)
in Online Surveys”**

27./28.06.2019, DZHW Hannover, G13a (FDZ)

Organisiert von: Ulrike Schwabe, Nadin Kastirke, Swetlana Sudheimer, Isabelle Fiedler

Beschreibung, Vorgehen & Ziel

Vor dem Hintergrund sinkender Rücklaufquoten, auch in Online-Surveys, stellt die Rekrutierung von Befragungspersonen eine zunehmend komplexe Herausforderung dar, die eine Auseinandersetzung mit den Determinanten für die Befragungsteilnahme notwendig erscheinen lässt (Konradt & Fary 2006, Krieger 2018, Meyer et al. 2015, Stoop et al. 2010). Diese Teilnahmebereitschaft hängt sowohl von situativen Faktoren, wie der Themensalienz, als auch von individuellen Dispositionen, wie der allgemeinen Einstellung gegenüber Befragungen (de Leeuw et al. 2017; Jungermann & Stocké 2017; Stocké 2006), ab. Die Survey Attitude Scale (SAS/ATS; de Leeuw et al. 2010) könnte ein geeignetes Messinstrument sein, um diese Befragungseinstellung zu erfassen. Zusätzlich zu solchen eher stabilen Dispositionen könnten sowohl die Verbundenheit mit der konkreten Panelstudie (Survey Evaluation, SE / Survey Participation Evaluation, SPE; Panel Study Commitment, PSC; Struminskaya et al. 2015) als auch die Bewertung einer konkreten Befragung/vorherigen Befragungswelle (Survey Evaluation, SEval/Survey Assessment, SA; Struminskaya et al. 2015) weitere wichtige Determinanten für die Teilnahme an Folgebefragungen im Rahmen von Paneldesigns sein.

Im ersten Teil des Workshops werden zunächst die Entstehungsgeschichte der Skala zu Umfrageeinstellungen (SAS) sowie den Items für die Teilnahme an der konkreten Längsschnittstudie (SPE) und zur Bewertung eines Surveys (SEval) fokussiert. Gleichsam werden methodische Aspekte der Messäquivalenz über verschiedene Stichproben hinweg thematisiert. Verschiedene inhaltliche Fragen zum Zusammenhang zwischen SAS und SEval mit Unit- wie Item-Nonresponse werden anschließend im zweiten Teil behandelt.

Ziel des Workshops ist es, sich über aktuelle Forschungsarbeiten zu SAS, SPE und SEval sowie deren Bedeutung für Nonresponse in Online-Surveys auszutauschen und mögliche Kollaborationen sowie gemeinsame Publikationen zu eruieren.

Programm

Donnerstag, 27.06.2019

12.00 – 13.00 *Willkommen und Mittagsimbiss*

13.00 – 13.15 Eröffnung
(Nadin Kastirke & Ulrike Schwabe, DZHW)

SAS & SPE: Developing Instruments & Measurement Equivalence

13.15 – 14.15 Keynote: "Measuring Attitudes toward Surveys: Development and Validation of the Survey Attitude Scale"
(Henning Silber; GESIS)

14.15 – 15.00 Paper Presentation: "Survey Attitude Scale (SAS): Are Measurements Comparable Among Different Samples of Students from German Higher Education Institutions?"
(Isabelle Fiedler, Ulrike Schwabe, Swetlana Sudheimer, Nadin Kastirke, Gritt Fehring; DZHW)

15.00 – 15.15 *Kaffeepause*

15.15 – 15.45 Impulsvortrag: "Survey Attitude Scale (SAS): Further Evidence for Measurement Equivalence and Empirical Insights"
(Niklas Jungermann, Ulrike Schwabe & Swetlana Sudheimer; Universität Kassel & DZHW)

15.45 – 16.30 Impulsvortrag: "Applying Latent Trait Theory for Defining Empirical Thresholds of Survey Attitudes"
(Nadin Kastirke; DZHW)

16.30 – 16.45 *Kaffeepause*

16.45 – 17.45 Keynote: "Survey Evaluation: Development, Use, and Potential"
(Bella Struminskaya; Universität Utrecht)

17.45 – 18.00 Zusammenfassung Teil I
(Nadin Kastirke & Ulrike Schwabe; DZHW)

ab 18.30 *Gemeinsames Abendessen (Selbstzahler)*
im Restaurant Stadtmauer (Burgstraße 14a, in der Nähe des Veranstaltungsortes,
ca. 10 Minuten zu Fuß, Tisch reserviert auf DZHW)

09.00 – 09.15 Eröffnung
(Nadin Kastirke & Ulrike Schwabe; DZHW)

SAS & SPE: Associations with (Item) and Unit Nonresponse

09.15 – 09.45 Impulsvortrag: “The Interplay Between Topic Interest and Generalized Attitudes Towards Surveys”
(Bettina Langfeldt; Universität Kassel)

09.45 – 10.30 Paper Presentation: “The Role of Survey Evaluation and Attitudes Towards Surveys in Predicting Unit Nonresponse in Online Panels”
(Niklas Jungermann, Bettina Langfeldt & Ulrike Schwabe; Universität Kassel & DZHW)

10.30 – 10.45 *Kaffeepause*

10.45 – 11.30 Paper Presentation: “What Drives a Positive Survey Evaluation? The Moderating Effect of Survey Attitudes and Incentives for the Evaluation of the Survey”
(Almuth Lietz, Uwe Russ & Jens Ambrasat; DZHW)

11.30 – 12.30 Offene Diskussion: Weitere Zusammenarbeit und mögliche Publikationen
(alle)

12.30 – 13.00 Zusammenfassung Teil II & Abschluss
(Nadin Kastirke & Ulrike Schwabe; DZHW)

13.00 – 14.00 *Mittagsimbiss und Verabschiedung*

Teilnehmende

Name	Einrichtung/Hochschule	E-Mail
Fiedler, Isabelle	DZHW	fiedler@dzhw.eu
Jungermann, Niklas	Universität Kassel	jungermann@uni-kassel.de
Kastirke, Nadin	DZHW	kastirke@dzhw.eu
Langfeldt, Bettina	Universität Kassel	b.langfeldt@uni-kassel.de
Lietz, Almuth	DZHW	lietz@dzhw.eu
Ruß, Uwe	DZHW	russ@dzhw.eu
Schwabe, Ulrike	DZHW	schwabe@dzhw.eu
Silber, Henning	GESIS	henning.silber@gesis.org
Stephan, Karsten	DZHW	stephan@dzhw.eu
Struminskaya, Bella	Universität Utrecht	b.struminskaya@uu.nl
Sudheimer, Swetlana	DZHW	sudheimer@dzhw.eu

Abstracts (für Paper Presentations)

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

Isabelle Fiedler, Ulrike Schwabe, Swetlana Sudheimer, Nadin Kastirke & Gritt Fehring

Besides others, 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; Jungermann/Stocké 2017; Stocké 2006). Hence, the Survey Attitude Scale (SAS) as proposed by de Leeuw et al. (2010) differentiates between three dimensions: (i) survey enjoyment, (ii) survey value, and (iii) survey burden. Referring to de Leeuw et al. 2017, we investigate into the question whether the SAS measurements can be compared across different online survey samples of students from German Higher Education Institutions (HEI).

Therefore, 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: First, the HISBUS Online Access Panel – a periodic cross-sectional study of higher education students on current study specific issues (winter 2017/2018: n=4,895), second the seventh online survey of the National Educational Panel Study (NEPS) - Starting Cohort “First-Year Students” (winter 2018: n=4,939), and third, a quantitative pretest among PhD students within the National Academics Panel Study (Nacaps; spring 2018: n=2,424). To validate the original scale in each dataset we use confirmatory factor analysis (CFA).

Comparing the CFA results, our empirical findings indicate that the latent structure of the SAS is reproducible in all three samples. Factor loadings as well as reliability scores support the theoretical structure adequately. Therefore, our findings support the validity of the proposed nine item short form of the SAS, for new and repeated respondents as well.

By showing that the standardized short SAS instrument works for different samples, we contribute to existing literature. Since de Leeuw et al. 2017 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 to investigate into more sophisticated methods ensuring measurement equivalence (Chen 2007).

Keywords: survey burden, survey enjoyment, survey value, HISBUS, Nacaps, NEPS, CFA

“The Role of Survey Evaluation and Attitudes Towards Surveys in Predicting Unit Nonresponse in Online Panels”

Niklas Jungermann, Bettina Langfeldt & Ulrike Schwabe

Analyzing the determinants of systematic unit nonresponse as well as their interplay is one major challenge in research on survey data quality. In general, the decision on survey participation depends on situational influences (such as the experiences made in prior panel waves) as well as individual dispositions (such as respondents' generalized attitudes towards surveys). Theoretically referring to models of rational decision-making, we analyze the effects of prior survey experience and generalized attitudes towards surveys as well as their interplay on respondents' susceptibility to unit nonresponse in an online panel.

Hence, our paper investigates the following four research questions: (i) Does the experience with the prior panel wave influence the chance of participation in the subsequent wave? (ii) Do generalized attitudes towards surveys substantially contribute to the prediction of unit nonresponse? (iii) Does the effect of survey experience vary depending on how strongly these generalized survey attitudes are internalized (moderating effect)? (iv) Are those effects artifacts of continuous participation in a panel or systematic dropout prior to the analysed period? Therefore, the results of experienced panelists are compared to those of a refreshment sample.

To answer our research questions empirically, we utilize data from the online version of the GESIS-Panel, a bimonthly probabilistic panel drawn from the adult German population. Generalized attitudes towards surveys are measured once a year, whereas respondents evaluate their survey experience at the end of each single survey.

Our empirical results indicate that (i) situational experience as well as (ii) generalized attitudes towards surveys influence unit nonresponse to varying degrees. Furthermore, (iii) we find evidence for the expected moderating effect of generalized attitudes as a frame. We close by giving recommendations to survey design by presenting (iv) varying effects for new and experienced panel participants.

Keywords: attitudes towards surveys, survey experience, nonresponse, online, panel,

**“What Drives a Positive Survey Evaluation?
The Moderating Effect of Survey Attitudes and Incentives for the Evaluation of the Survey”**

Jens Ambrasat, Almuth Lietz & Uwe Ruß

How a survey is perceived and evaluated by the respondents is most important not least for the motivation to participate in the future. We ask what determines this survey evaluation and by which tools it could be improved. According to prior research it should be expected that content and questionnaire length have the strongest impact. In our paper we examine the relations of questionnaire length and content to survey evaluations by looking deeper in the moderating effects of general survey attitudes of the respondents and a promised incentive.

We shed light on these interactional effects relying on recent data of 1.600 doctoral candidates from a web survey of 26 German universities. An implemented experiment randomly assigned participants to a long (55 minutes) or one of two short (35 minutes) versions of the questionnaire. The short versions were designed by split questionnaire design (SQD), thus we get some varying content between these versions. We measured survey evaluation with a multidimensional scale from the GESIS Panel and general survey attitudes with a nine item scale capturing enjoyment, value, and burden.

Results reveal that general survey attitudes have the most impact on survey evaluation and dominate aspects of questionnaire length as well as promised incentives. Remarkably, the longer version of the questionnaire is not rated worse than the shorter ones and even better than one of the shorter versions. We discuss these results in light of a tradeoff between content and questionnaire length.

Keywords: survey evaluation, general survey attitudes, questionnaire length, survey incentives, doctoral candidates

DZHW
Stiftstraße 3-4 | **EG**

► BERUFLICHE UND WISSENSCHAFTLICHE KARRIEREN (NEPS | Abt. 1)

DZHW
Stiftstraße 1-2 | **1. Etage**

►► Bei „Medienzentrum Hannover – Empfang –“ klingeln

► BERUFLICHE UND WISSENSCHAFTLICHE KARRIEREN (Abt. 1)

DZHW
Lange Laube 12 | **3. Etage**
(Eingang Lange Laube 12)

► GOVERNANCE WISSENSCHAFTLICHER WEITERBILDUNG (Abt. 3)

DZHW
Goseriede 13 a | **5. Etage**

► FORSCHUNGSDATEN-INFRASTRUKTUR (FDZ | Abt. 4)

► BESPRECHUNGSRaum G1

DZHW Lange Laube 12 | **1-4. Etage**

►► in der Langen Laube 12 klingeln, über den Hof zum Eingang Lange Laube 8-10 gehen, dort erneut klingeln

<p>1. Etage:</p> <p>► ZENTRALE DIENSTE UND VERWALTUNG</p> <p>► FORSCHUNGSPROZESS-INFRASTRUKTUR (Abt. 4)</p>	<p>4. Etage</p> <p>► GESCHÄFTSFÜHRUNG</p> <p>► ORGANISATIONSSTRUKTUR UND -DYNAMIK (Abt. 3)</p> <p>► BESPRECHUNGSRaum LL500</p> <p>► BESPRECHUNGSRaum LL410</p> <p>► BETRIEBSRAT</p>
<p>2. Etage</p> <p>► STUDIENENTSCHEIDUNG UND STUDIENVERLÄUFE (Abt. 1)</p>	
<p>3. Etage</p> <p>► ZENTRALE DIENSTE UND VERWALTUNG</p> <p>► KENNZAHLENSYSTEME (Abt. 3)</p>	