Online Survey Methodology Workshop

1–2 April 2020

Marketing Department, University of Antwerp

PROGRAM

! Please note that the workshop takes place in different rooms each day (see map on next page)**!**
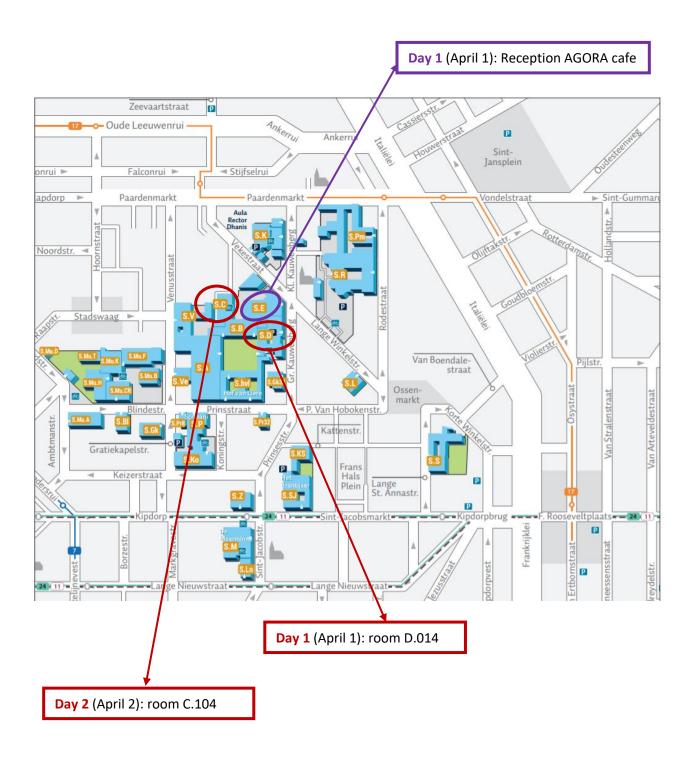
April 1 (room D.014)

12.00 – 12.30   Welcome and sandwich lunch

12.30 – 14.00   **Bert Weijters**: A respondent perspective on survey-based data collection / Analyzing rating-based conjoint data using Structural Equation Modeling for Within-Subject Experiments (SEMWISE)

14.00 – 14.15   Coffee break

14.15 – 15.45   **Jan Höhne**: Switching away from web surveys: What can we learn from JavaScript OnBlur functions about response behavior

15.45 – 16.00   Coffee break

16.00 – 17.30   **Gabriele Paolacci**: Open Sampling in Behavioral Research

17.30 – 18.00   Q&A

18.00 – 19.00   Networking reception at AGORA café

April 2 (room C.104)

09.00 – 09.30   Good morning and coffee

09.30 – 11.00   **Alena Kostyk**: Using Surveytainment in the online questionnaires to improve data quality

11.00 – 11.15   Coffee break

11.15 – 12.45   **Hannes Rosenbusch**: The Semantic Scale Network: An online tool to detect semantic overlap of psychological scales and prevent scale redundancies

12.45 – 13.30   Q&A and sandwich lunch

Map of the Stadscampus (City Campus) – University of Antwerp

Day 1 (April 1): Reception AGORA cafe

Day 1 (April 1): room D.014

Day 2 (April 2): room C.104

ABSTRACTS

Bert Weijters
Department of Personnel Management, Work and Organizational Psychology, Ghent University

1. **A respondent perspective on survey-based data collection**

Abstract: Online surveys rely on respondents' motivation and ability to provide truthful and accurate data, but in many instances respondents may be unwilling or unable to provide such data. This talk covers the main topics of section 3 of 'Measurement in Marketing' (Baumgartner & Weijters 2019) and delves into the mind of our respondents to formulate some hands-on recommendations on how to deal with issues like social desirability, careless responding and response styles (e.g., acquiescence response style) in survey research.

2. **Analyzing rating-based conjoint data using Structural Equation Modeling for Within-Subject Experiments (SEMWISE)**

Abstract: Consumer researchers are often interested in individual differences in consumers' responsiveness to certain product attributes (i.e., variation in the tendency to respond more positively or strongly to certain attributes). For instance, price sensitivity refers to variation in responsiveness to the price attribute, while differences in ecological purchase behavior refer to variation in responsiveness to the environmental friendliness of products. Traditionally, self-report multi-item scales have been used for measuring such responsiveness variables (e.g., a scale with items such as 'When shopping, I take into account the environmental impact of my choices'). We propose rating-based conjoint data analyzed with Structural Equation Models as an interesting complement to this traditional approach. In particular, consumers rate stimuli consisting of experimentally manipulated attribute levels (e.g., coffees that are organic vs. regular, with a low vs. high price and a good vs. average taste), and the individually varying effect of a manipulated attribute on a consumer's ratings (e.g., the extent to which an organic label affects a consumer's liking of the product) can be modeled as a latent variable, which we call a weight factor. Weight factors can be integrated into a broader nomological network involving other observed or latent covariates. In this talk, I present some marketing applications of the recently proposed SEMWISE approach, extending the framework discussed in Weijters & Baumgartner 2019.

Jan Karem Höhne
Collaborative Research Center 884 Political Economy of Reforms, University of Mannheim; Research and Expertise Centre for Survey Methodology (RECSM), Pompeu Fabra University

Switching away from web surveys: What can we learn from JavaScript OnBlur functions about response behavior

Abstract: The increase in web surveys allows researchers to collect a variety of paradata alongside traditional survey responses. Some paradata, such as response times, enjoy a long tradition in survey research, but others, such as window/tab switching, are only rarely used in survey research. In this talk, I focus on the usefulness and usability of JavaScript OnBlur functions informing about how often and how long respondents switch away from web surveys. First, I explore the impact of on-device media multitasking, such as switching away to check social media notifications, on response behavior. Second, I focus on the consequences of looking up answers online for measuring (political) knowledge. The talk ends with a discussion of further fields of application for JavaScript OnBlur functions in survey research.

Gabriele Paolacci
Rotterdam School of Management, Erasmus University

Open Sampling in Behavioral Research

Abstract: A huge proportion of participants in behavioral science studies are recruited from "open sampling" services, such as MTurk and Prolific. These services can accelerate and democratize the production of scientific knowledge. They also allow researchers to collect larger samples compared to traditional samples in behavioral research (e.g., undergraduate students). However, open sampling also poses unique challenges to behavioral researchers. For example, participants have increasing research experience, which can affect experimental validity and replicability; researchers face a tradeoff between collecting larger samples and providing ethical payments to individuals who participate in research to earn a living wage. I will discuss the evidence underlying some of the issues underlying open sampling, and provide recommendations for researchers to improve their survey and experimental practices.

Alena Kostyk
Adam Smith Business School, University of Glasgow

Using Surveytainment in the online questionnaires to improve data quality

Abstract: One continuing problem for survey researchers is self-reports submitted by inattentive, disengaged, or mischievous respondents. In this workshop, I will discuss embedding entertainment-based interruptions—*surveytainment*—into an online questionnaire. I will demonstrate different types of surveytainment that our research team is working on. I will present converging evidence from several empirical studies suggesting that this technique improves data quality. I will also discuss and illustrate the analyses involved in the survey data quality assessment (various techniques and a composite index). In conclusion, I will outline the future research agenda and will briefly discuss our current projects that focus on assessing the efficiency of the surveytainment technique for diverse consumer groups.

Hannes Rosenbusch
Department of Social Psychology, Tilburg University

The Semantic Scale Network: An online tool to detect semantic overlap of psychological scales and prevent scale redundancies

Abstract: Psychological measurement and theory are afflicted with an ongoing proliferation of new constructs and scales. Given the often redundant nature of new scales, psychological science is struggling with arbitrary measurement, construct dilution, and disconnection between research groups. To address these issues, we introduce an easy-to-use online application: the Semantic Scale Network. The purpose of this application is to automatically detect semantic overlap between scales through Latent Semantic Analysis. Authors and reviewers can enter the items of a new scale into the application, and receive quantifications of semantic overlap with related scales in the application's corpus. Contrary to traditional assessments of scale overlap, the application can support expert judgements on scale redundancy without access to empirical data or awareness of every potentially related scale. After a brief introduction to measures of semantic similarity in texts, we introduce the Semantic Scale Network and provide best practices for interpreting its outputs.