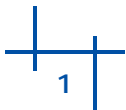

Mobile Web Survey Design: Scrolling versus Paging, SMS versus E-mail Invitations

General Online Research 2014

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Invitation mode

	SMS or e-mail	Response rate: mobile vs PC	% of PC respondents in a mobile mode
de Bruijne & Wijnant, 2013	E-mail	44% vs 62%	10%
Mavletova & Couper, 2013	SMS	30% vs 72%	9%

Invitation mode

Nonresponse reason	%
No mobile Internet access at that moment	26%
Not convenient	22%
No time	19%
Not clickable URL in SMS	17%

Paging Design

ü Higher breakoff rates in mobile web than PC web*: 2.6-12.0 times.

ü McGeeney & Marlar (2013): lower breakoff rate in the paging version (13% of mobile respondents)

ü Completion time*: 1.5-3 times longer in mobile web compared to PC web survey.

*Baker-Prewitt, 2013; Buskirk and Andrus, 2013; De Bruijne and Wijnant, 2013
Mavletova and Couper, 2013; Peterson et al., 2013; Wells, Bailey, and Link, 2013.

Hypotheses and Experimental Design

Scrolling vs Paging

	Hypotheses
Breakoff rate	Lower in the <i>paging</i> design

Scrolling vs Paging

	Hypotheses
Breakoff rate	Lower in the <i>paging</i> design
Completion time	Longer in the <i>paging</i> design

Scrolling vs Paging

	Hypotheses
Breakoff rate	Lower in the <i>paging</i> design
Completion time	Longer in the <i>paging</i> design
Item nonresponse	Lower in the <i>paging</i> design

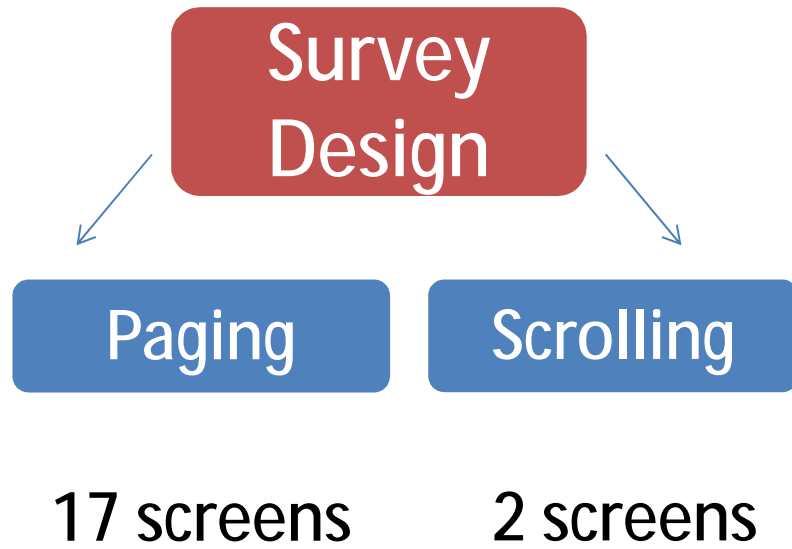
SMS vs E-mail

	Hypotheses
Invitation - reminder mode	Changing the mode of the reminder improves participation rates.

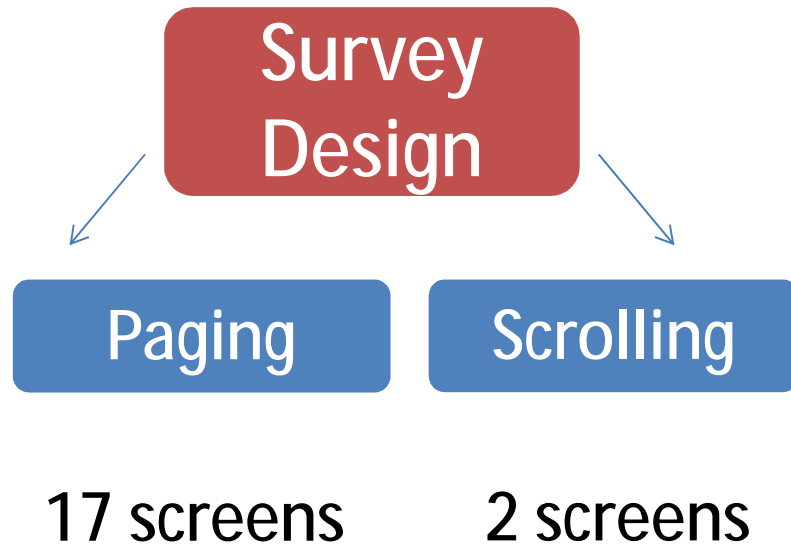
SMS vs E-mail

	Hypotheses
Invitation - reminder mode	Changing the mode of the reminder improves participation rates.
Efficient invitation	E-mail: higher participation rates + % of the PC respondents.

Experimental Design



Experimental Design



Invitation-Reminder

Invitation	Reminder		
	SMS	E-mail	E-mail without URL
SMS	+	+	+
E-mail	+	+	-

Data Collection

• Volunteer online access panel (Online Market Intelligence).

• 7 minutes survey.

• Respondents were encouraged to complete the survey via mobile devices.

• Fieldwork: 9-29th April, 2013, Russia.

• Software: Unipark.

• 2,110 respondents: 4, 000 invitations,

participation rate=52.8% (1 invitation, 1 reminder)

Questionnaire

ü 17 questions:

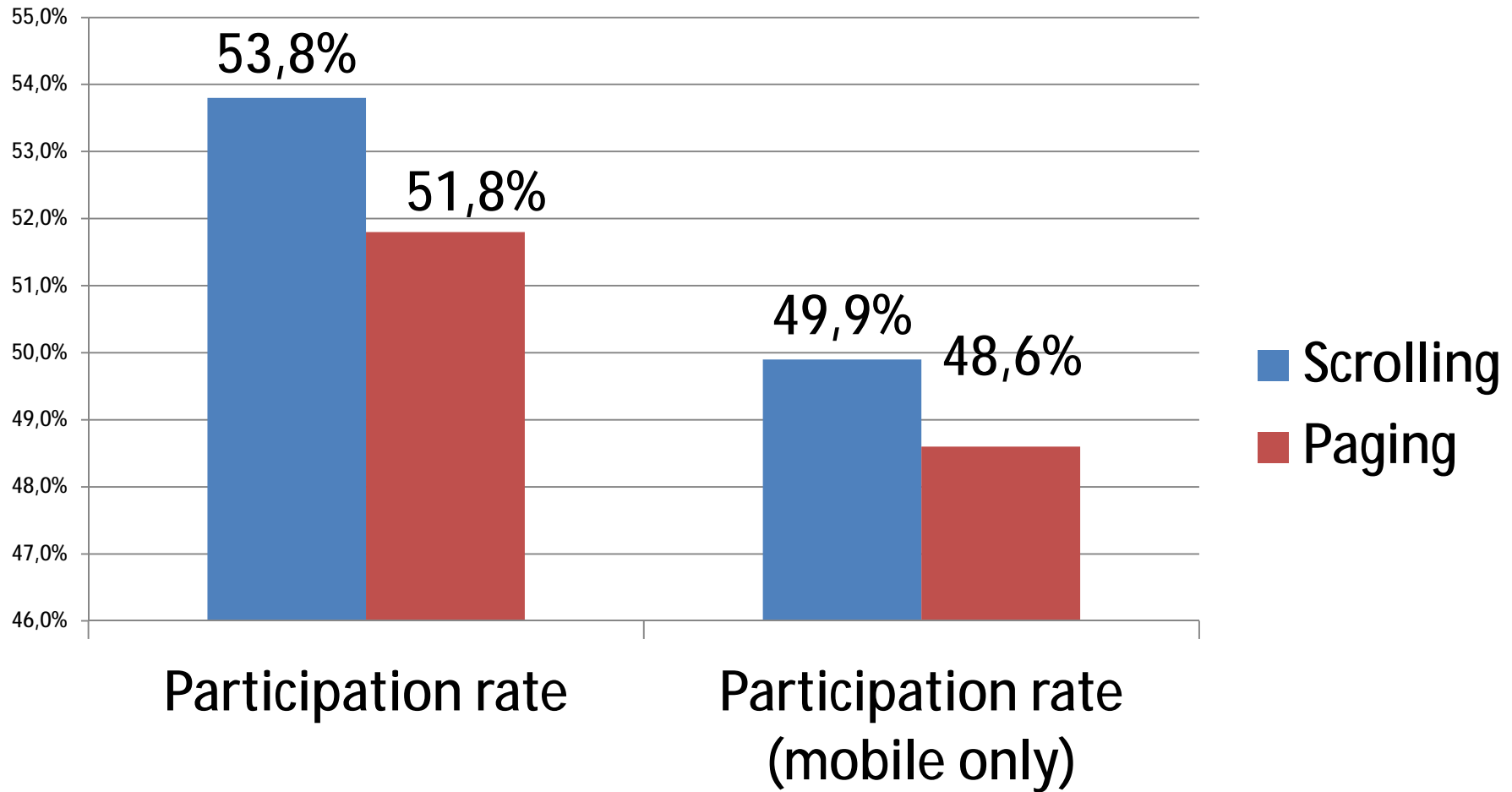
volunteer activities, practices of helping other people, mobile web usage patterns, evaluation of the survey.

ü No screening questions, quotas, and skipping logic.

ü All questions were not obligatory.

Results: Scrolling vs Paging

Participation Rates

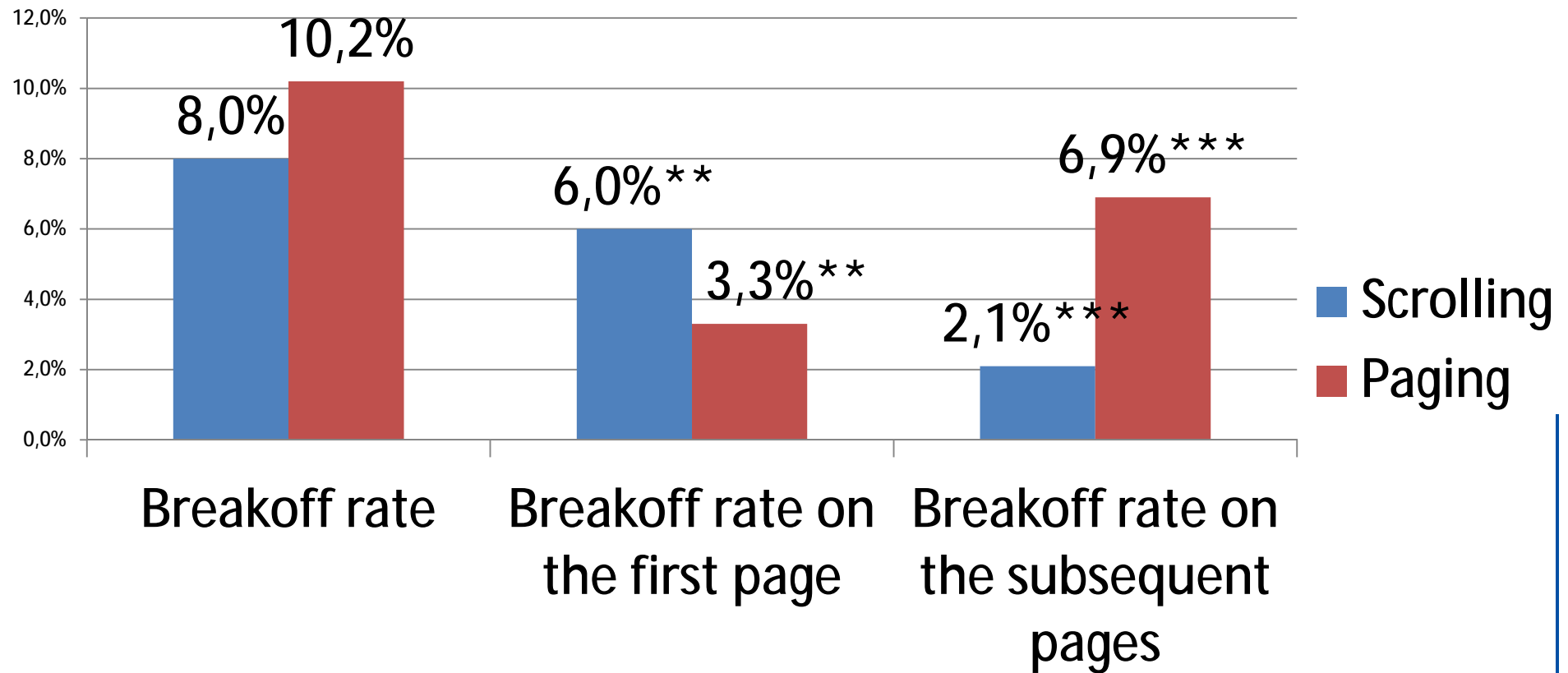


Sample Composition by Devices

Device	%
Smartphones	73.7%
Feature phones	9.1%
Tablets	3.3%
PC	13.8%
Total	2110

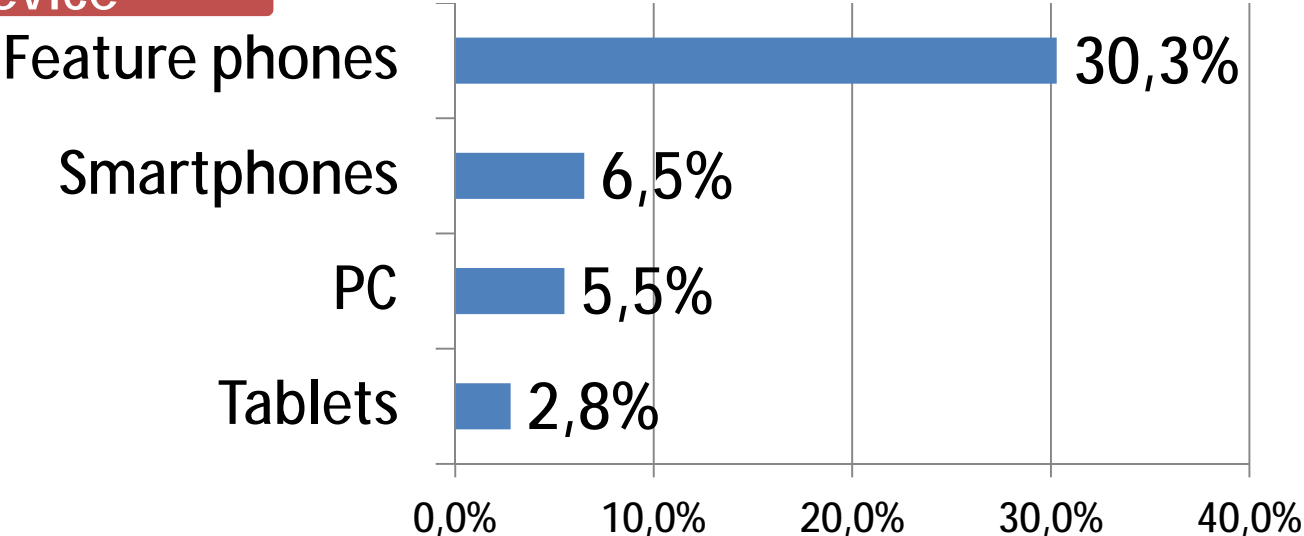
**No difference between
scrolling and paging design**

Breakoff Rates



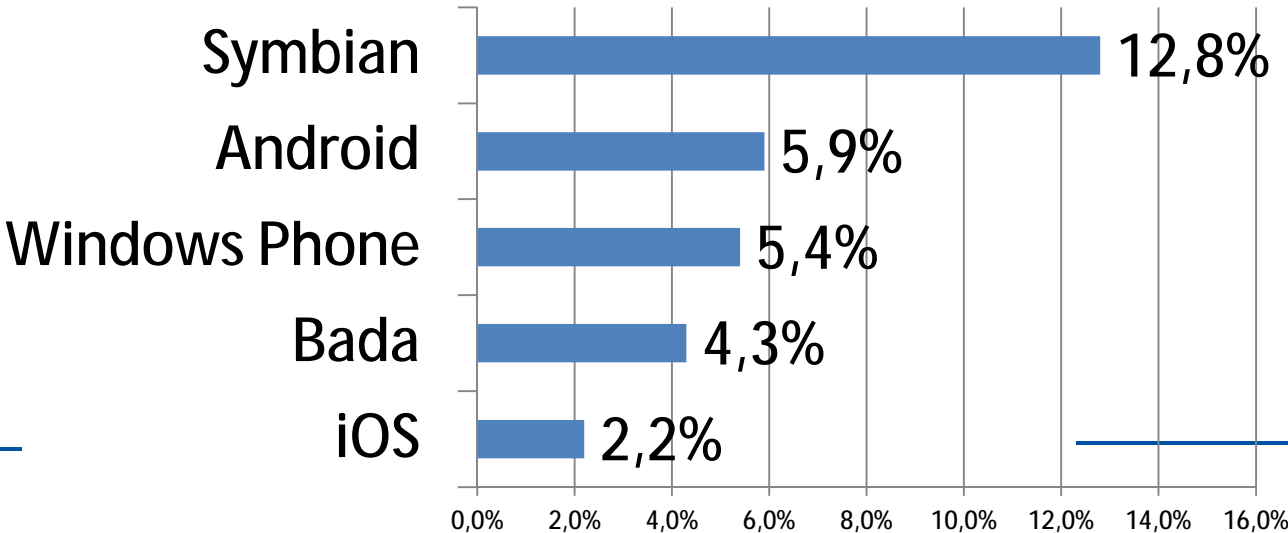
Breakoff Rate by Devices and Operating Systems

Device***



Chi-square=
171.694***
(df=3)

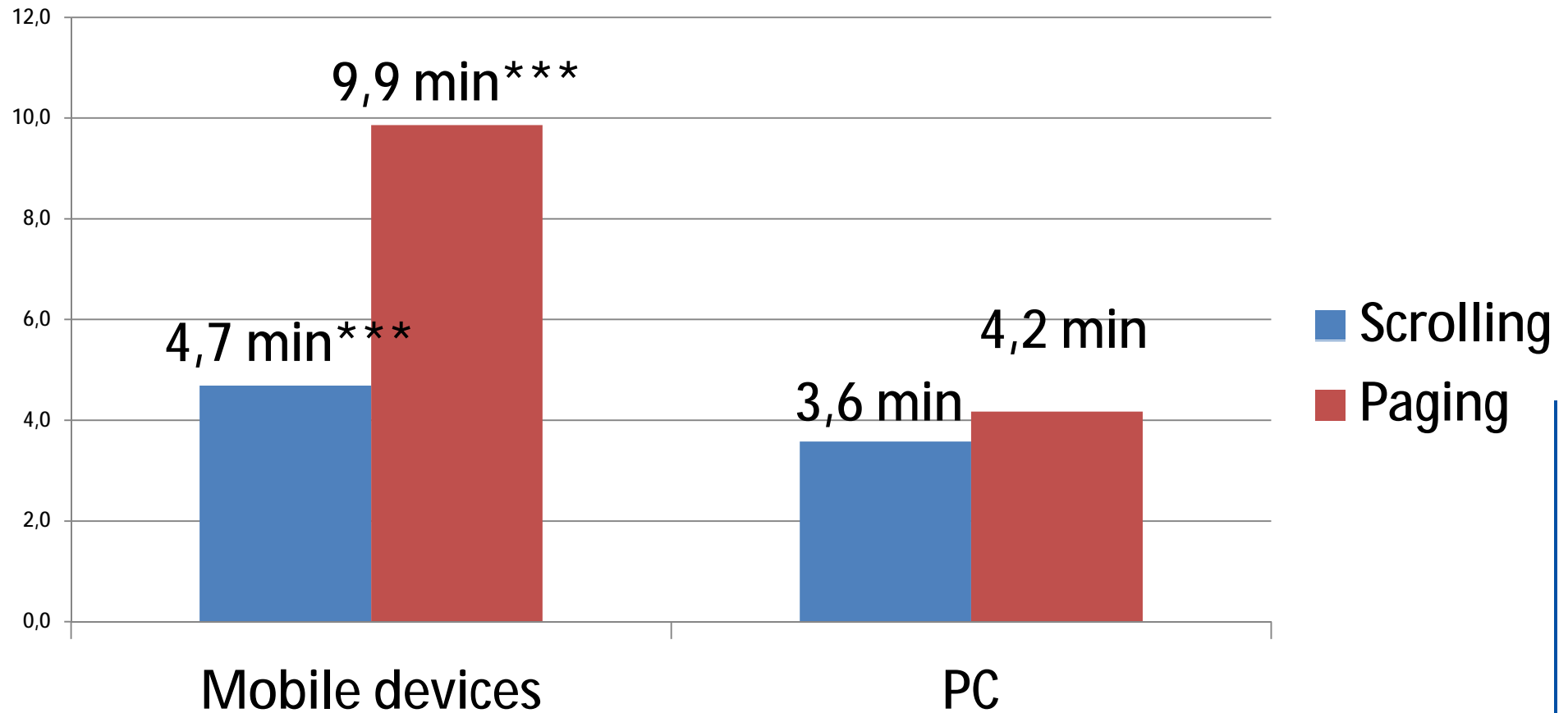
Operating systems***



Chi-square =
21.352***
(df=4)

***p<0.001

Completion Time



Technical Difficulties (Mobile Only)

Device	Scrolling	Paging	Chi-square (<i>df</i> =1)
Any technical problems while completing the survey	19.4% (178)	27.5% (248)	16.464***

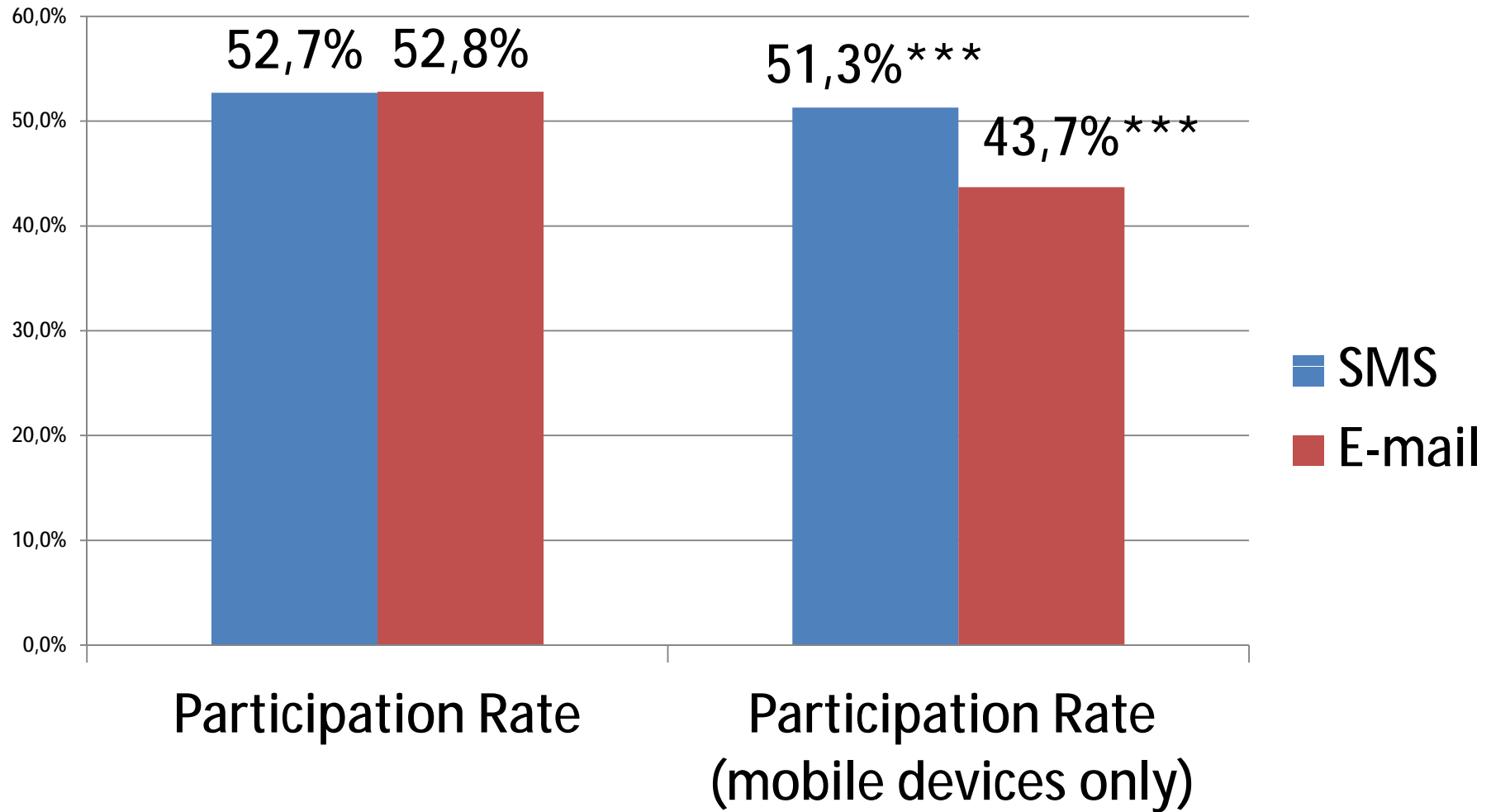
*** $p < 0.001$

Item Nonresponse (Mobile Only)

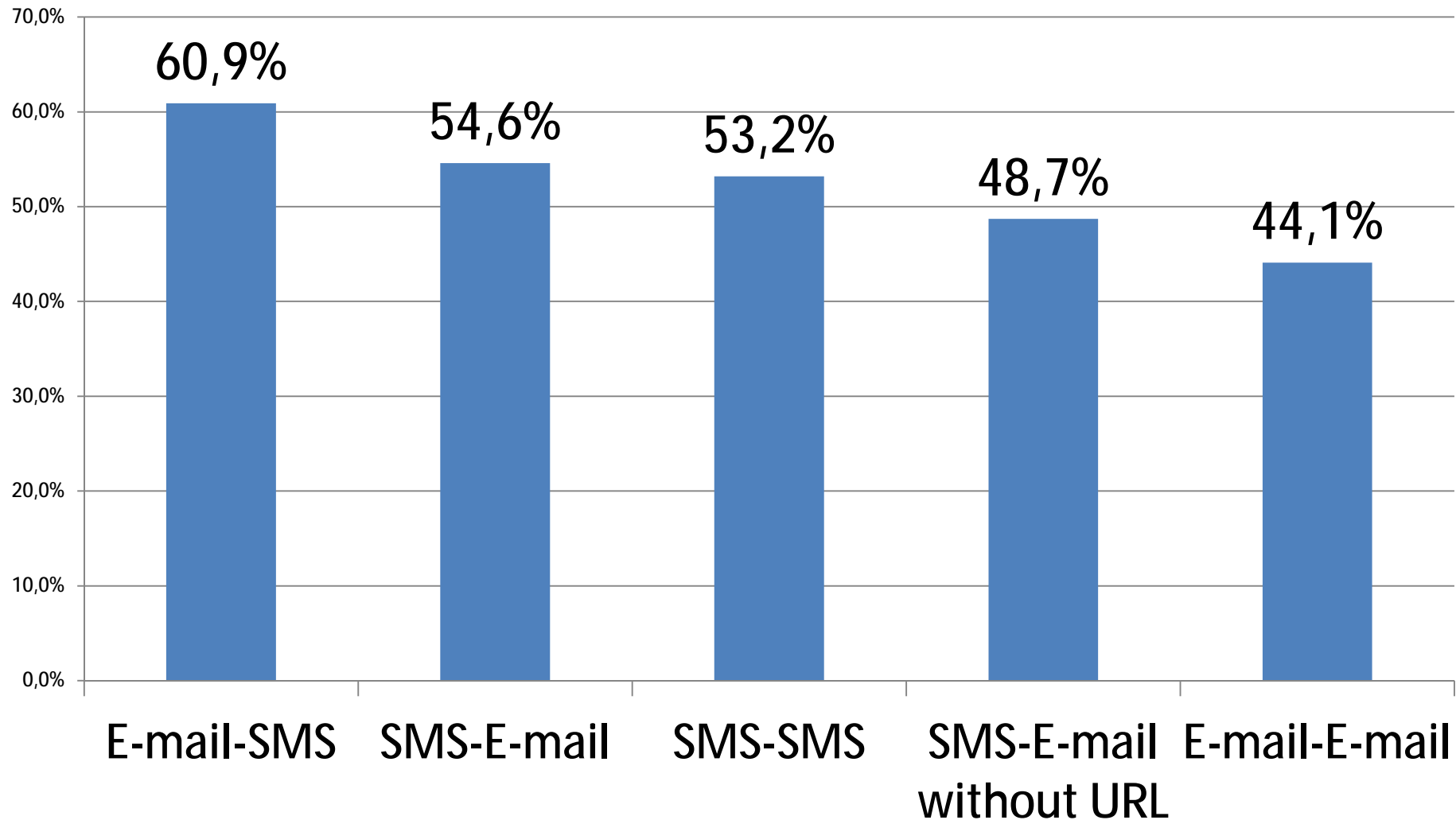
Device	Scrolling	Paging	Statistics
At least one item nonresponse (nonrespondents)	8.7% (80)	10.3% (93)	Chi-square =1.312 (df=1)
Overall item nonresponse	2.09%	1.58%	t=1.248 (df=1,816)

SMS vs E-mail

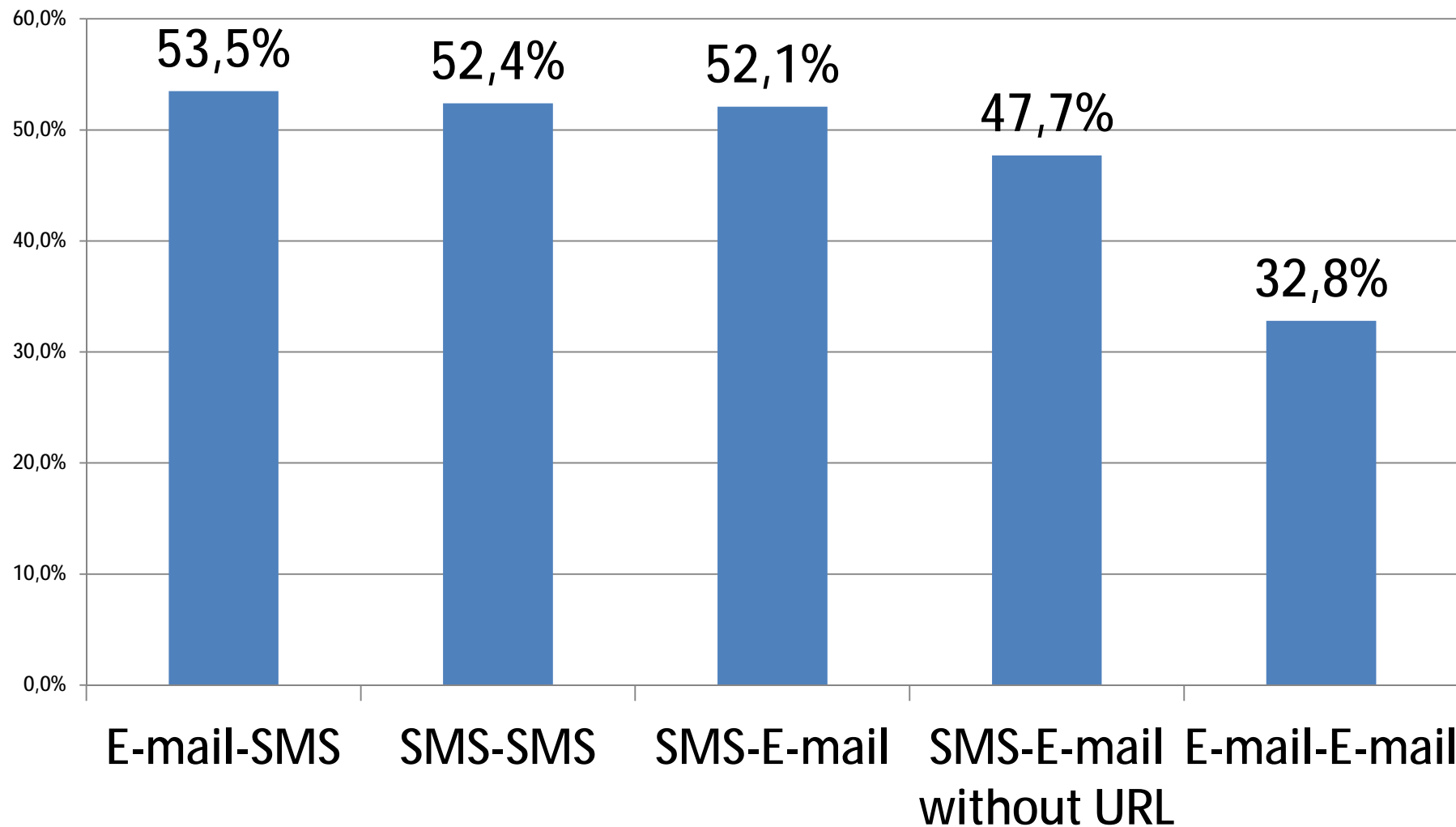
Participation Rates



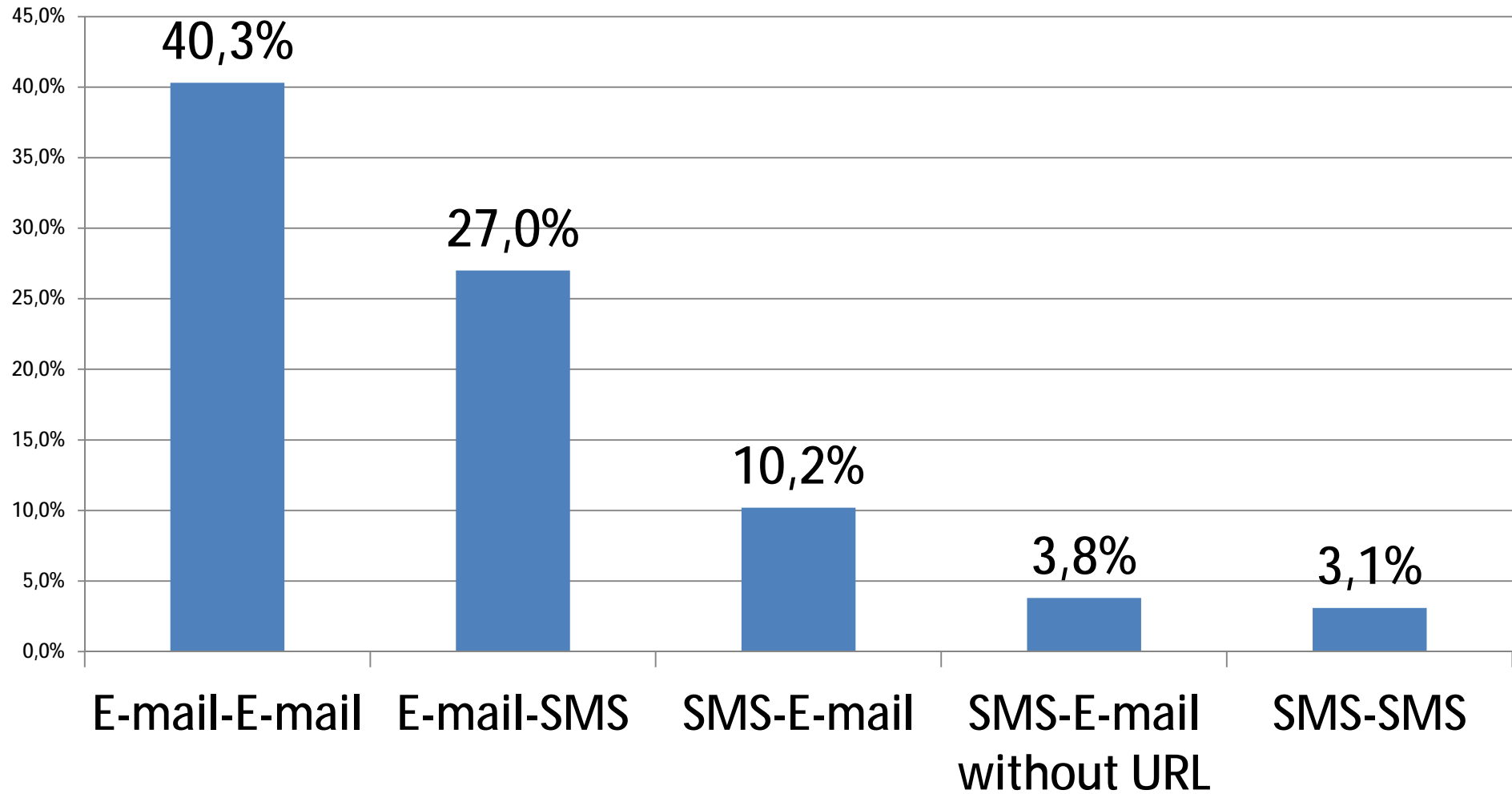
Participation Rates



Participation Rate (Mobile Only)

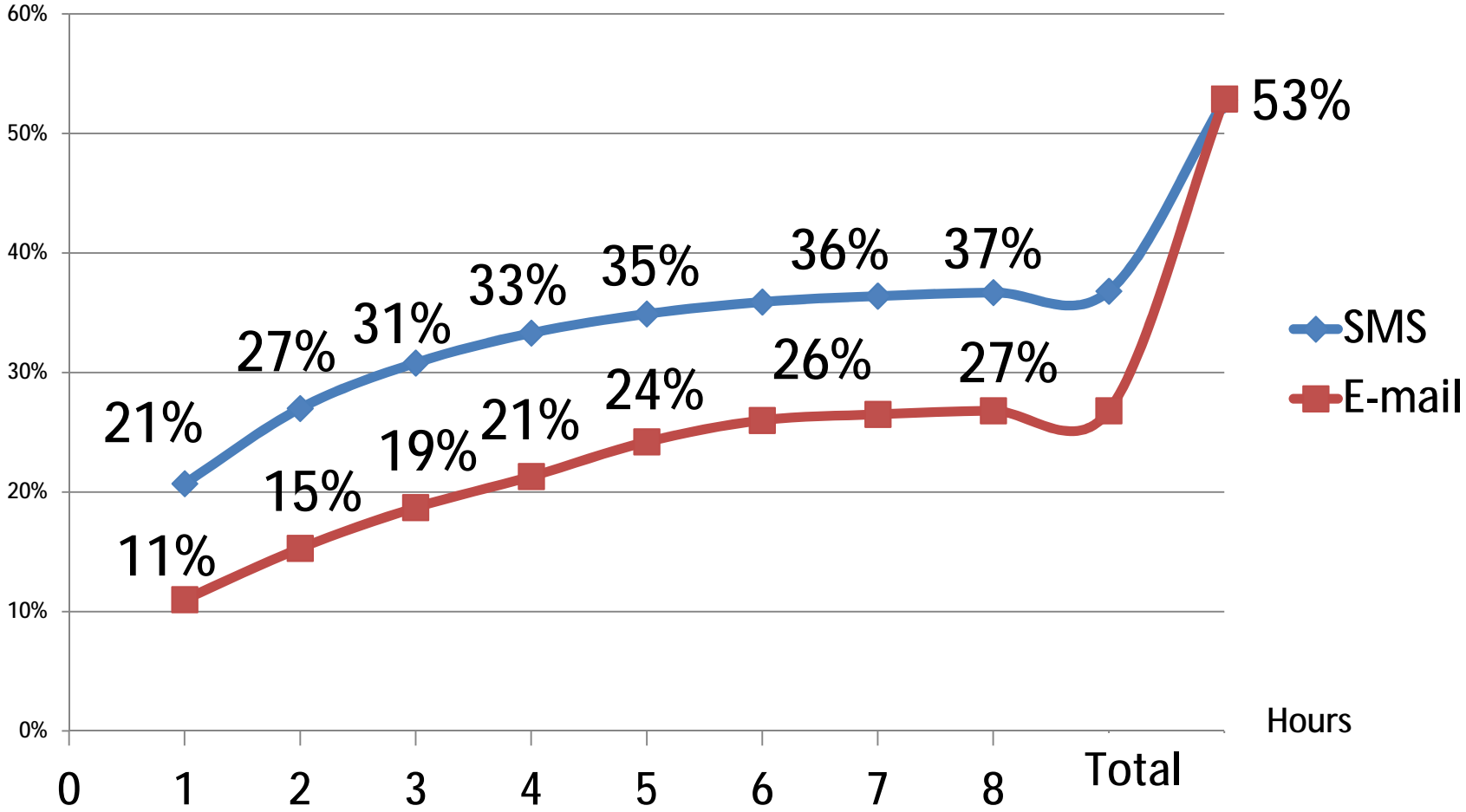


PC Respondents



Progress of Participation Rate

Participation Rate



Main Findings

(1) *Scrolling design* makes the process of completing the survey easier.

(2) *SMS invitation* is more efficient compared to *e-mail* in encouraging respondents to complete the survey via mobile device.