The Innovation Panel: A Resource for Survey Methods Research

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Innovation Panel - Objectives

To maximise the value of *Understanding Society* by informing decisions regarding methodology and design;

To contribute to developments in the methodology of longitudinal surveys.

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To contribute to developments in the methodology of longitudinal surveys.

By testing questions, procedures and methods in a context that is similar to the main Understanding Society survey

Innovation Panel - Design

Approx. 1,500 responding households at wave 1, in 120 PSUs (postal sectors) across GB

Same basic interview schedule as main survey (household interview + individual interviews + self-completion questionnaires)

Same follow-up rules and between-wave intervals as main survey

Similar questionnaire content and interview length

Wave 1 early 2008; Wave 2 Spring 2009; Wave 3 Spring 2010

Use of the Innovation Panel

Waves 1 and 2: Experiments, tests, content largely determined by UKHLS research team for UKHLS-specific purposes

Wave 3 onwards: Open competition for studies to be incorporated. Any researcher can propose a study. Proposals considered by a panel. No cost to the proposer for data collection.

[More details of priorities and process at http://www.understandingsociety.org.uk/design/]

Inclusion Criteria for Studies

The issue addressed should be specific to the longitudinal survey context. E.g. the phenomenon to be studied could be inherently longitudinal (e.g. measures of micro-level change, attrition, conditioning) or the proposed intervention might only be possible in a longitudinal context (e.g. using micro-level paradata from one wave to determine procedures at the next wave). The IP should not be used for studies that could equally well be mounted on a cross-sectional survey;

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Studies should draw strength from the household design. Experiments might take advantage of the fact that all members of a household are interviewed or might specifically address issues in attempting to maintain the co-operation of all members of a household or in constructing household-level measures from individual-level responses;

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Studies should not unreasonably endanger the future of the panel. The value to the research community of the continuing IP is considerable. Studies should not seriously put at risk either the future co-operation of sample members or the likelihood of respondents doing their best to provide accurate answers.

Range of Issues Addressed to Date

Fieldwork/ co-operation:

- Respondent incentives
- Advance materials
- Mixed modes

Measurement:

- Show cards vs. none
- 11-point vs. 7-point scales
- End-labelled vs. fully-labelled scales
- Branched vs. unbranched opinion questions
- Aggregation vs. itemisation
- CASI vs. paper self-completion
- Usual month vs. last month
- Dates vs. elapsed time

Range of Issues Addressed to Date, *ctd.*

Measurement, *continued*:

 Fieldwork/ co-Question context

 Ambiguity of question wording

 Panel conditioning

Measures:

 Consumption

 Wealth

 Satisfaction (job and life)

 Labour market status

 Unearned income

 Identity

Example 1: Respondent Incentives

Wave 1: 3 treatment groups; random assignment of households:

- £5 for each co-operating adult (A);

- £10 for each co-operating adult (B);

- £5 each, increasing to £10 each if <u>all</u> adults co-operate (C).

- Initial voucher unconditionally in advance; remainder promised and sent subsequently

At wave 2:

- Group A: Treatment unchanged

- Group B: Half treatment unchanged (B1); other half treatment A (B2).

- Group C: Half treatment unchanged (C1); other half treatment A (C2).

Example 1 *ctd*: Respondent Incentives

Wave 3:

- Group B1: Half treatment unchanged; other half treatment A.

- All others: treatment same as wave 2

Summary of design:

Group	Approx proportion of sample	IP1	IP2	IP3
A	1/3	£5	£5	£5
B1A	1/12	£10	£10	£10
B1B	1/12	£10	£10	£5
B2	1/6	£10	£5	£5
C1	1/6	£5-10	£5-10	£5-10
C2	1/6	£5-10	£5	£5

Example 1 *ctd*: Initial Results (wave 1)

	Treatment			
	£5 each	£10 each	£5 > £10	P
% households responding w1	55.7	61.4	60.7	< 0.05
n	*832*	*836*	*833*	
% hhds with all adults fully responding w1	72.7	78.6	79.7	< 0.05
n	*463*	*513*	*506*	

Example 2: Subjective Wellbeing

Job satisfaction and life satisfaction (health, income, leisure, overall) questions

Question design features:

CASI *vs*. CAPI

Full labels *vs*. end labels

1-stage *vs*. 2-stage

Early *vs*. late in interview

e.g: *How dissatisfied or satisfied are you with your health?*

7 Completely satisfied; 6 Mostly satisfied; 5 Somewhat satisfied; 4 Neither satisfied nor dissatisfied; 3 Somewhat dissatisfied; 2 Mostly dissatisfied; 1 Completely dissatisfied.

Example 2 *ctd*: Subjective Wellbeing

Distributions of responses:

|	Health		Income		Leisure		Life overall		Job	
	Women	Men	Women	Men	Women	Men	Women	Men	Women	Men
All	0.03	0.19	0.11	0.37	0.03	0.11	0.00	0.01	0.00	0.04
CASI	0.12	0.35	0.25	0.39	0.01	0.12	0.00	0.02	0.00	0.52
Labels	0.02	0.29	0.03	0.80	0.01	0.57	0.00	0.11	0.00	0.17
Stages	0.01	0.71	0.14	0.96	0.00	0.27	0.00	0.13	0.00	0.03
Early	0.70	0.17	0.65	0.07	0.46	0.56	0.64	0.14	-	-
CATI	0.17	0.17	0.38	0.84	0.04	0.27	0.00	0.91	0.04	0.14

Kruskal-Wallis tests for equality of response distributions (unadjusted P-values)

Source: Pudney 2010, forthcoming

Example 2 *ctd*: Subjective Wellbeing

Nature of effect on distributions: example of overall life satisfaction;
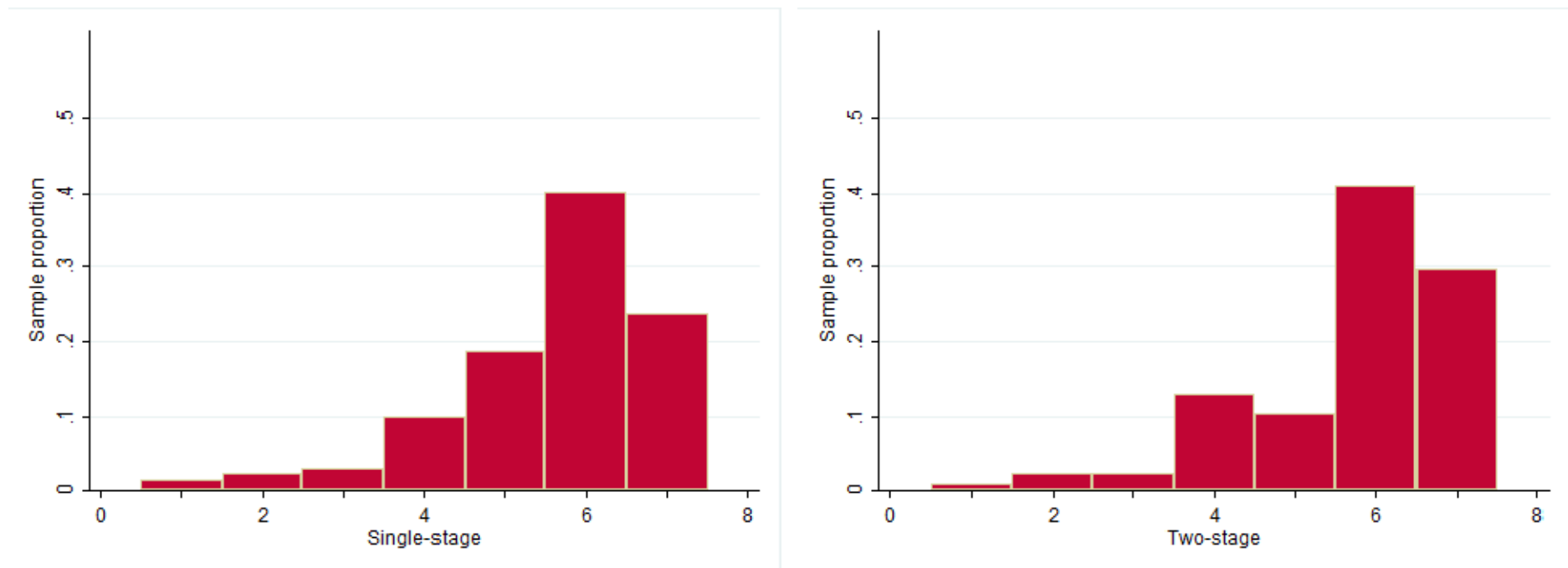Full *vs*. polar labels
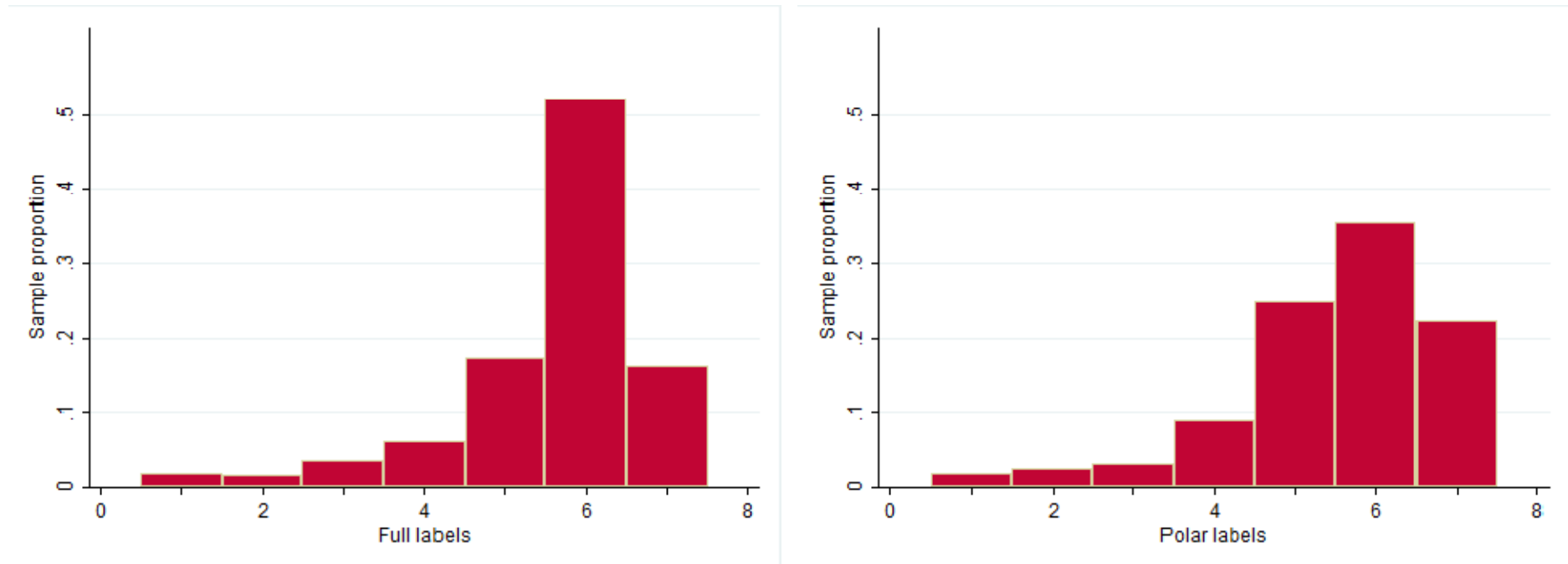
Example 2 *ctd*: Subjective Wellbeing

Nature of effect on distributions: example of overall life satisfaction; 1-stage *vs*. 2-stage question

Example 2 *ctd*: Subjective Wellbeing

Shift in marginal effect on overall life satisfaction due to CATI vs. CAPI/CASI (ordered probit)

	Coefficient of interaction with mode	Standard error
Health excellent	0.025	0.162
Health fair	0.356**	0.160
Health poor	0.309	0.246
Female	0.249**	0.097
Unemployed	0.081	0.267
Joint *P*-value	0.030**	
Variance ratio	0.144	

Example 3: Unearned Income

Three treatments, randomised allocation:

A) BHPS protocol: 4 cards, "all that apply"

B) Adapted LFS protocol: series of binomial screener questions leading to specific question sets (no cards)

C) Two binomial screeners questions for *state benefits* and *other sources of payment or income* (no cards)

Example 3 *ctd*: Unearned Income

Some differences in rates of reporting of specific benefits:

Lower reporting without cards of

- Some disability-related benefits, viz. DLA, AA and SDA;
- Maintenance / alimony
- Payments from relations
- Rent from other property

But higher reporting of

- 'Other state benefit'

Effects on *amounts* of unearned income not yet analysed

The Future

Emerging findings, longitudinal data

First public release of Innovation Panel data

- Opportunities for research

- Opportunities for teaching data sets

Annual opportunities for new studies or extensions of existing studies

Likely refreshment sample at wave 4 or 5