



SURVEY FUTURES

**SURVEY DATA COLLECTION
METHODS COLLABORATION**

Research Strand 5: Complex measurement in self- completion surveys Lisa Calderwood (UCL)



University of Essex



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Southampton



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and Social
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What will be addressed

- Focus on **four specific types** of complex measures which are important for many surveys and where there are distinct challenges to administer online without detriment to data quality and/or comparability.
- **Industry and occupation coding** – prone to mode-effects, data quality issues online (e.g. Peycheva et al, 2021)
- **Consent rates** for data linkages, bio-sample, re-contact – agreement rates tend to be substantially lower online (e.g. Jackle et al. 2021)
- **Event history data** – data quality issues online (e.g. Emery et al., 2018)
- **Cognitive function** – comparability issues across modes (e.g. Ofstedal et al., 2021)

Aims of the research

- Review of existing evidence on mode and measurement effects
- Investigate how best to collect these kinds of data in online surveys
- Conduct new analysis of existing data, designed to address key knowledge gaps identified by the review.
- Existing potential data sources:
 - NatCen panel (industry and occupation)
 - 2021 ONS Census-Link Study (industry and occupation)
 - Next Steps (industry and occupation, cognition, consent)
 - Generations and Gender Survey (industry and occupation, histories, consent)

The team

- Matt Brown, UCL Centre for Longitudinal Studies
- Lisa Calderwood, UCL Centre for Longitudinal Studies (work package lead)
- Joanne D'Ardenne, NatCen
- Curtis Jessop, NatCen
- Olga Maslovskaya, Southampton

The outputs

- Practical guidance on how to effectively implement high quality complex measurement online
- Research outputs using secondary analysis on high-priority topics

What you would find most useful?

- Your opportunity to feedback
- Suggestions for other data sources/surveys very welcome