

SSI POV: Online



Contacting Participants to Take Part in Surveys

- The manner in which participants are contacted to take part in a survey is very important in ensuring a satisfactory participant experience (making it more likely that someone will come back and take another survey next time) and in ensuring high-quality data.
- SSI contacts participants via e-mail invitations or web invitations—but generally does not reveal specific survey details.

Minimizing Bias and Improving Quality In Participant Contacts

Once people show up within SSI's Dynamix™ system, the system identifies a survey for them to take. At that stage, the participants are shown all the survey details, including length and reward. There are many advantages to this when compared to the old one-invite/one-survey method:

1. It removes selection bias which may occur if some has several invitations in their inbox and can choose the one that sounds the most fun, or with the largest reward.
2. This method is very effective for projects with short turnarounds since it provides immediate access to the entire available eligible universe.
3. Participants avoid the frustrating experience of seeing that the survey they want to take is closed—and researchers get a more diverse sample because the “fast responders” don't crowd out the rest.
4. The number of screenouts participants have to endure is reduced. This is the biggest participant complaint: having to type in demographic information multiple times and never qualifying for a study. With profiling built in every time someone visits, participants are much more likely to be able to successfully complete a survey—and thus be willing to return to take another.
5. Profiling is done in a methodologically sound way, to minimize bias. For example, instead of asking yes/no questions, which may give away the characteristics of the population targets, questions are designed in a neutral way which disguises the survey topic.
6. Instead of having to build quality control questions into every survey, which increases questionnaire length and fatigue, one set of quality controls can be built in at the front door of Dynamix, to ensure that participants are ready and willing to provide careful, accurate responses before they reach a client's survey.
7. Multiple stages of randomization ensure that the sample maximizes representation of the population under study.

