



CentERdata  
Institute for data collection and research

# Experiences from a probability-based Internet panel:

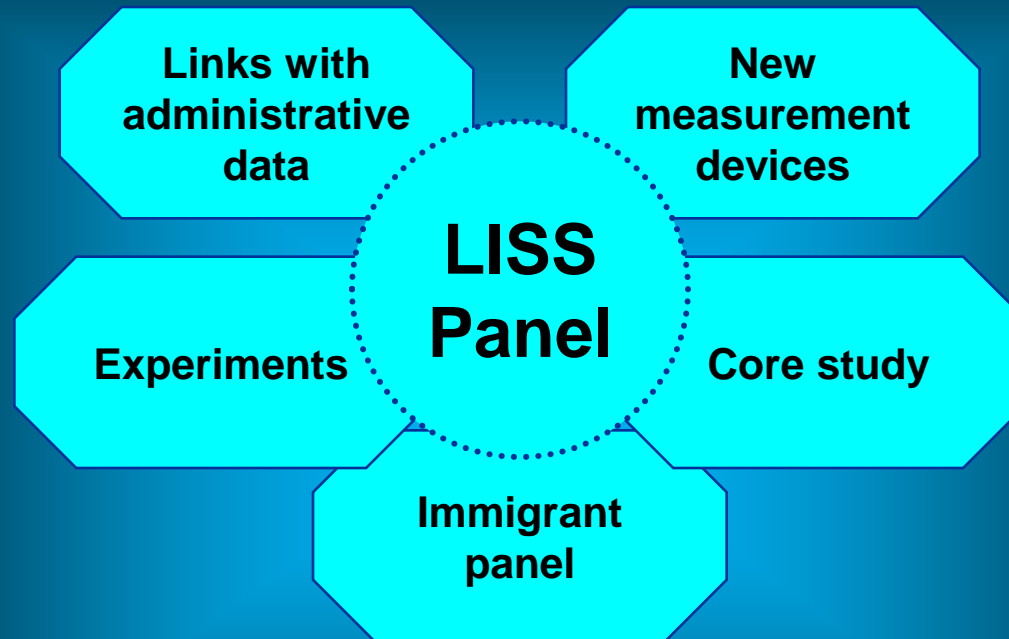
Sample, recruitment and participation



**CentERdata**  
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# MESS is a highly advanced research infrastructure for the social sciences

## The MESS Project



**Open to scientists  
worldwide, free of charge**



# LISS panel (MESS project)

- 5000 households, 8000 persons
- Online interviews as method, but:
- **Probability sample** drawn from address sampling frame of SN
- Contacted by CATI/CAPI interview
- Includes household **without internet** access (less than 15%): Equipment



## Immigrant panel

- Since 2010, with Cross-cultural Psychology Tilburg and Statistics Netherlands
- 2400 panel members, 1700 of which are of non-Dutch origin



# Use of the panels

- Academic researchers, irrespective of nationality, can use the LISS panel **at no cost**
- Proposals can be submitted throughout the year
- All data are disseminated through website [www.lissdata.nl](http://www.lissdata.nl)



# Longitudinal Core Study

Questions were designed in close collaboration with experts in the relevant fields

Core study borrows from various national and international surveys

Topics: Household and family, Economic situation and housing, Work and schooling, Social integration and leisure, Health, Personality, Religion and ethnicity, Politics and values

**LISS wave 6: Nov 2012 to June 2013**

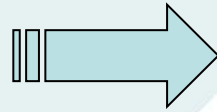


# Recruitment and Response





Letter and brochure



Cati / Capi interview

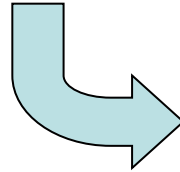
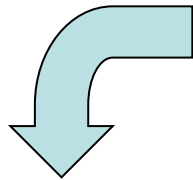


Panel question

*Households without internet*



SimPC and adsl



Confirmation



Internet interviews

*Households with internet*





15 tries

Letter and brochure



Cati / Capi interview



Panel question

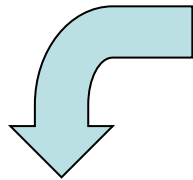


Confirmation

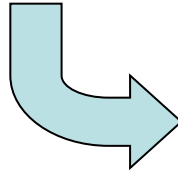


Internet interviews

*Households without internet*



SimPC and adsl



*Households with internet*



Mode switch  
Central questions  
PAPI follow up

Letter and brochure



Cati / Capi interview



Panel question



Confirmation

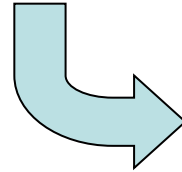


Internet interviews

*Households without internet*



SimPC and adsl



*Households with internet*



Extra information  
Demo-video  
PAPI follow up

Letter and  
brochure



Cati / Capi  
interview



Panel  
question



Confirmation

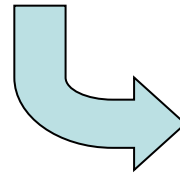


Internet  
interviews

*Households without  
internet*



SimPC and  
adsl



*Households with internet*



Letter and brochure



Cati / Capi interview



Panel question



Confirmation

*Households without internet*

*Households with internet*

0 weeks

2 weeks

4 weeks

6 weeks

8 weeks

Login e-mail/letter

Reminder e-mail/card

CATI

Reminder letter

CAPI



# Extra for Immigrant panel

- Summary in English, French, Turkish, and Moroccan-Arabic at the back of the advance letter
- Reply card to give telephone number
- 8 week procedure: CAPI interviewers help respondents registering



# Response in recruitment

<b>Recruitment stage (households)</b>	<b>% of total gross sample</b>
	LISS panel
Reached	90
Completed interview or central questions	75
Willing to participate in panel	63
Registered as panel member	48
Total gross sample*	9844

\*excluding not usable addresses, 308 in LISS panel, 116 in immigrant panel



# Response in recruitment

Recruitment stage (households)	% of total gross sample	
	LISS panel	Immigrant panel
Reached	90	79
Completed interview or central questions	75	51
Willing to participate in panel	63	34
Registered as panel member	48	28
Total gross sample*	9844	6733

\*excluding not usable addresses, 308 in LISS panel, 116 in immigrant panel





# Participation in the panel



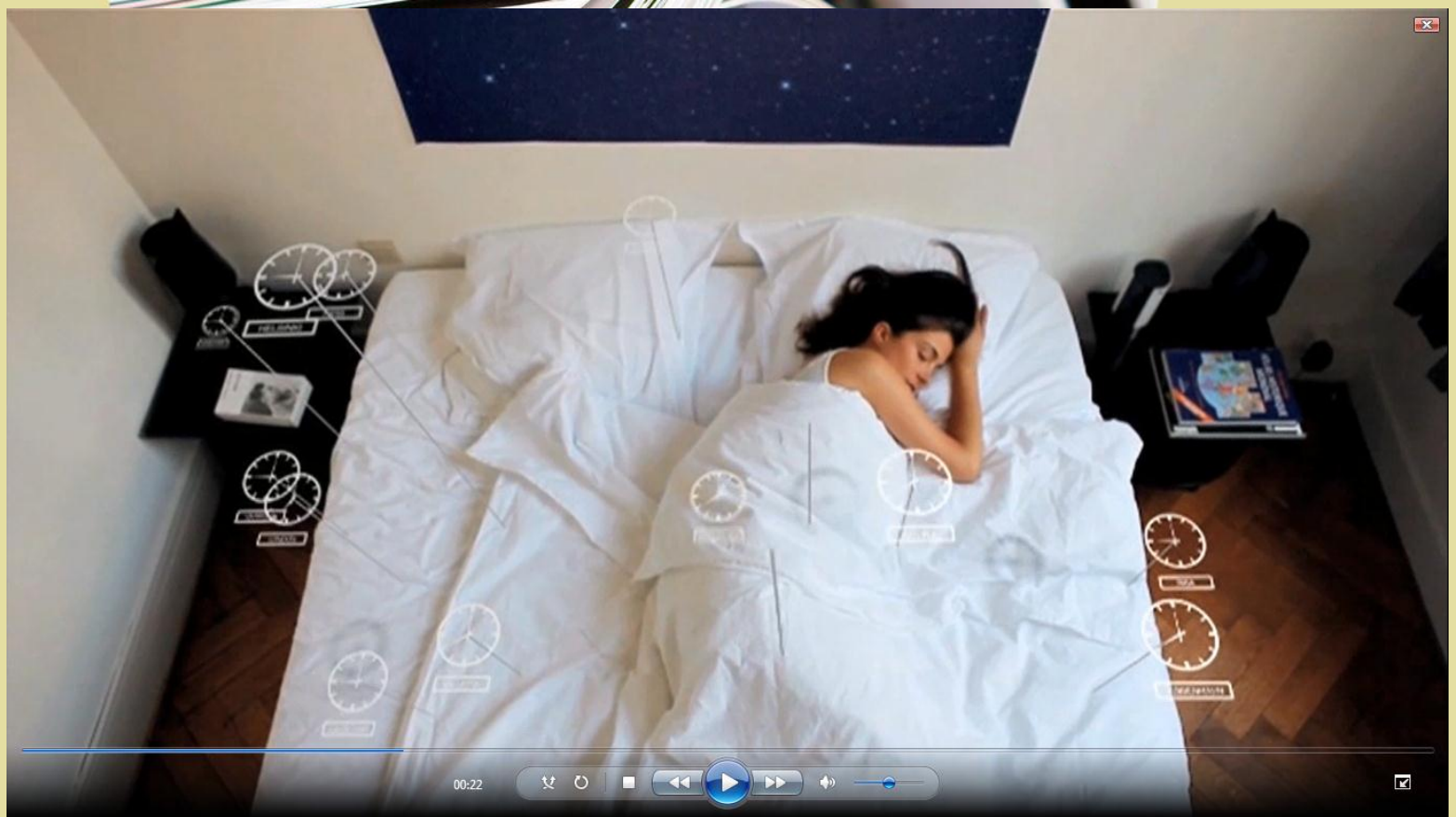
# Panel respondents

- About 15-30 minutes of questionnaires **every month**
- **Paid** for every completed questionnaire (€15 /hour)
- Get email invitation and reminders
- Can complete questionnaire at any time during the month



# Monthly response rates

- LISS panel 2008-2013:  
66% to 87%, average 76% (sd=5%)
- Immigrant panel 2010-2013:  
66% to 85%, average 76% (sd=4%)



# Sleeping and attrition



# LISS panel 2008-2012

- Households:
  - About 10% attrition per year
  - 2012: 61% retention of original sample
- Persons:
  - About 12% attrition per year
  - 2012: 49% retention of original sample members



# Sleeper problem

- Sleeper = Not completed questionnaires  
>3 months

*Sleeping leads to attrition!*

- Studies:
  - Who are they and why do they sleep?
  - How can we reactivate sleepers?
  - How can we prevent sleeping?



## LISS Panel - listening to people

Obtaining data for your research can be easy. This is what the LISS panel is here for, to do away with the obstacles of expensive data collection.

The LISS panel is the core element of the MESS project (Measurement and Experimentation in the Social Sciences). This project is devoted to enabling researchers to benefit from existing data, to carry out their own survey or to design a special experiment.

All LISS data published on the website are freely available to academic researchers.

# www.lissdata.nl

### News - [view all](#)

New Data Release:  
Threatening Identities,  
Interaction and Conflict in  
the Multicultural  
Netherlands  
07-09-2009

New Data Release:  
Heuristics  
14-08-2009  
Klaar





# Present procedure

- Attention to repetitions of questions
- Prevent long term sleeping:
  - Personal contact after 2 months
  - Conditional 10 euro for restart
- Electronic newsletters
- Videos for special occasions





# More experiments

- Replication of experiment on interesting questions (different questionnaires, different panel)
- Long-term experiment with higher payment per questionnaire
- Smartphone questionnaires (fill in anywhere anytime)