



Understanding Society Innovation Panel Wave 7

Interviewer instructions

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1. Summary

Understanding Society is the largest household panel study of its kind in the world. The study launched in January 2009 and Wave 6 began in January 2014. Understanding Society focuses on all aspects of an individual's life such as health, relationships, finances, employment status and well-being; measuring the impact of social and economic change on the household.

Understanding Society is an initiative of the Economic and Social Research Council (ESRC), with scientific leadership from the Institute for Social and Economic Research (ISER) at the University of Essex. TNS BMRB has been commissioned to deliver waves six to eight of the study.

Main fieldwork is complemented by an Innovation Panel which tests significant innovations in types and methods of data collection and study delivery (e.g. multi-mode interviewing, differential incentives, layout and wording experiments etc). The results from these panels will feed into future waves of this study and the wider social research community. Wave 7 of the Innovation Panel (IP7) will be launched in May 2014.

Unless specified, all processes and procedures should follow those adopted for the Wave 6 of the mainstage. If in doubt, please contact your Regional Manager, the CAPI Helpdesk (0800 0152103) or the IP research team in TNS BMRB (0800 015 2908) as appropriate.

2. Innovation Panel 7: overview

2.1 Introduction

Innovation Panel Wave 7 (IP7) uses many of the same procedures as the main Understanding Society study with which all IP7 interviewers will be familiar. These instructions therefore focus on the procedures that are specific to the Innovation Panel. Please refer to your Wave 6 instructions for general information about Understanding Society.

2.2 Sample

In IP7 we will be re-visiting households in the established IP sample, including both productive and unproductive households from previous Innovation Panels. These households have been part of the *Understanding Society* sample since IP1 or the IP4 refreshment sample.

2.2.1 IP7 Refreshment sample

There will be a new refreshment sample at IP7; these households will be new to the survey and thus will require 'starting from scratch' with completing the household grid, establishing eligibility and so on.

2.2.2 Mixed mode – F2F and WEB

Households issued at IP7 will be allocated to either Face-to-Face (F2F) or WEB. This allocation is the same as was first assigned at IP5 and then repeated at IP6. Therefore, households that completed IP5/6 F2F will still be allocated to the CAWI sample if they were in the original CAWI sample at IP5. Of the 1,349 **longitudinal** households that will be issued for IP7, 472 households will be allocated directly to F2F and 877 will be initially allocated to the WEB. All refreshment sample (1,080) households are allocated to F2F.

2.3 Fieldwork overview

IP7 data collection runs from May to September and is split into three phases: Phase 1 - Computer Assisted Web Interviewing (CAWI) only; Phase 2 – CAPI (with CAWI also remaining open for a short period); and Phase 3 - CATI and CAWI mop-up stage. The modes in which households are included will depend on their sample group (F2F or WEB).

The sample moving through these phases has been divided in two tranches. Tranche 1 (TR1) consists of 10 assignments and acts as a 'soft' launch to allow detailed checking of the many complex systems in advance of Tranche 2 (TR2) which follows three weeks later and consists of the remaining 132 assignments.

Tranche	Phase	Mode	Sample group	Duration	Start date	End date
TR1	1	CAWI only	WEB	3 weeks	21 May	10 Jun
	2	CAWI or CAPI	WEB	4 weeks	11 Jun	9 Jul*
		CAPI only	F2F	7 weeks	10 Jul	31 Aug
	3	CATI or CAWI mop-up	F2F & WEB	2 weeks	1 Sep	14 Sep
TR2	1	CAWI only	WEB	4 weeks	21 May	17 Jun
	2	CAWI or CAPI	WEB	4 weeks	18 Jun	16 Jul*
		CAPI only	F2F	7 weeks	17 Jul	7 Sep
	3	CATI or CAWI mop-up	F2F & WEB	2 weeks	8 Sep	21 Sep

*CAWI closes after a 7-8 week fieldwork period and reopens for the 2 week mop up stage 7 weeks later.

Phase 1: CAWI only

Phase 1 is the 3-4 week period in which only CAWI interviews can take place with no CAPI interviews possible.

Phase 2: CAWI and/or CAPI interviewing

Phase 2 is the following 11 week period where CAPI interviews take place. The CAWI survey remains open for the first 4 weeks of this period and then closes for the remaining 7 weeks. During this 7 week period only CAPI interviews can be completed. At the beginning of Phase 2, all F2F-allocated households and any WEB-allocated households that have not been fully completed in CAWI will be allocated to an interviewer. Each assignment will consist of both WEB and F2F respondents.

Phase 3: CAWI reopens and CATI mop-up

Phase 3 is a 2 week mop-up where the CAWI reopens (for households originally allocated to WEB) and you can use CATI if required (using the same procedure as for Wave 6). You can also complete any outstanding calls via CAPI during this period.

2.4 Experiments

The Innovation Panel is experimental in nature and aims to investigate the impact of a variety of questionnaire and procedural innovations. For IP7, 12 different experiments have been implemented, falling within 2 categories. Some have been carried out on previous waves, and some are new for this wave. They are as follows:

2.4.1 Procedural experiments:

- Mixed mode: allocation to the F2F or WEB group and transfer between modes;
- Comparing the impact of financial incentives;
- Keeping in contact: effectiveness of between wave mailings

2.4.2 Questionnaire experiments

- Testing the order of response categories
- Testing the direction of response scales
- Including or excluding a 'motivational message'
- The effect of dependent interviewing on amount of change
- Improving the data quality of disability measures
- Testing different versions of Environmental Tax question wording
- Including or excluding tailored interesting questions
- Exploring systematic measurement error (MTMM)
- Time and Risk preference: perceptions of risk and future benefits

2.5 Audio recordings via CAPI

Some parts of the CAPI interview will be audio recorded. This also happened at IP5, so some respondents will already be familiar with this process. A consent question will be included towards the beginning of both the household questionnaire and each individual questionnaire and, if the respondent agrees, the laptop will work as a sophisticated tape recorder, switching on and off automatically at the relevant questions.

The main questions that will be audio recorded are a block of questions using dependent interviewing. More information is included on these questions and on the practicalities of audio recording in section 3.2.5 and 7.1.

2.6 Finger length measurement

Measuring finger length was included in IP6 for the first time and is repeated at IP7. Those participants who had their fingers measured last time will not be asked to do so again. Measurements will only be taken from new participants (rising-16 year olds, new entrant adults, refreshment sample adults and non-responders at IP6 who are taking part this time). Young people (10-15) will be asked to take measurements of their own fingers as part of their self-completion youth questionnaire. More detail is included on this in section 7.3.

2.7 Time Diary

A time diary is included in IP7 for the first time and will collect data on exactly how respondents spend their time. Researchers are interested in the dynamics of the division of domestic labour, work/leisure balances and differences in parenting time. All adults will be asked to complete two diaries: one covering a week day and the other a weekend day. All household members will complete a diary for the same days of the week. Households will be randomly allocated to a day of the week and a weekend day. More information on this can be found in section 7.4.1.

2.8 Overview of IP7 questionnaire topic areas

The main topic areas covered in the individual IP7 questionnaire are:

HOUSEHOLD QUESTIONNAIRE

- Structural characteristics;
- Tenure;
- Fuel type and expenditure;
- Environmental behaviour;
- Taxation;
- Financial strain;
- Consumer durables.

INDIVIDUAL QUESTIONNAIRE

- Demographics
- Educational aspirations (young adults);
- Family background, ethnicity and national identity, religion;
- General health, disability;
- **CASI**: Cognitive ability/item recall;
- Measurement of finger length;
- Caring;
- **CASI**: Time/Risk experiment;
- Partnership, fertility and annual event history;
- Employment, job satisfaction;
- Unearned income, state benefits, household finances, savings, pensions;
- Housework;
- Politics, Environmental Behaviour and attitudes;
- **CASI**: SF12, GHQ, satisfaction;
- **CASI**: Time and risk control
- Contact details, stable contact details
- Administration of time/risk preference payout;
- Time diary administration and handover;
- Interviewer observations.

There are three places in the individual questionnaire where the CAPI screen will instruct you to pass the laptop to the respondent to complete a CASI section. The first two sections are fairly brief (Cognitive ability/item recall and Time/Risk experiment) with a more substantial CASI section later on towards the end of the interview.

3. Experiments

A key feature of the Innovation Panel is experimentation. The study is designed to improve the way that social surveys are run and the quality of data collected. It does this by incorporating into its design some experimental variation between different groups of participants. Analysing the data from the interviews with these different groups will allow us to assess the effect and relative merits of the different approaches.

IP7 involves 13 interlaced experiments, which fall into two types:

1. Procedural
2. Questionnaire.

A number of the experiments are continuing from previous waves (e.g. Mixed mode, incentive experiment, question wording experiments), to allow longitudinal assessment of effects.

The allocation into most experimental groups is done at the household level, through the sample. All eligible adults in a household will receive the same treatment for any given experiment. This also includes any new entrants or re-joiners to issued households. Similarly respondents in split households will be allocated to the same treatment groups as those in the originating household. For one experiment (“Response options”) the randomisation will work through the CAPI script – so different household members may get different versions of the question.

3.1 Procedural experiments

IP7 includes a number of experiments which will help us improve our understanding of how different survey processes and contact methods can improve our ways of getting – and keeping – in touch with participants, collecting self-completion data and securing participant co-operation. These experiments are described below:

3.1.1 Mixed modes experiment

The experiment involves offering and encouraging a proportion of the households the possibility of completing the questionnaire online before F2F fieldwork commences. The rest of the sample will be approached F2F in the first instance. This will allow estimating of the take-up of the WEB instrument and the

impact of this mode on response rates and costs of the survey. The following chapter on fieldwork covers the practicalities of this experiment in more detail. Households will be allocated to the same group as in IP5/6, so there is interest for IP7 in understanding how a mixed mode methodology works over time.

3.1.2 Incentives experiment

Those who participated at IP6

The IP7 incentives experiment has been running since IP1. The experiment assesses the impact of incentives on response rates, efficiency of fieldwork and costs. Incentives, in the form of a Love2Shop High Street gift voucher, are sent in the advance mailing and are given **per adult** rather than per household. For existing sample members that participated at IP6 an advance letter is sent to every adult in the household, this containing their individual incentive. For refreshment sample members an advance letter is sent to the household, containing one incentive; interviewers are then required to give incentives to remaining household members.

For IP7, F2F members will all receive £10 with the exception of the refreshment sample members. These will be divided into three roughly equal groups receiving £10, £20 or £30. WEB members are also divided into three roughly equal groups. Two groups will receive £10 and £30 respectively. The third group will receive £10, plus an additional £20 if everyone in the household participates online by a specified date. For some of the households this is the same level of incentive as in previous years, for others it is a different amount; the participants may or may not comment on what they received this year in comparison with previous years.

Non-responders at IP6

A second experiment relating to incentives will be carried out for those panel members who **did not participate at IP6**. These households will be randomly allocated into two groups: every adult at households in the first group will receive an unconditional incentive in the advance letter as usual. Adults in the second group who did not respond at IP6 receive a **conditional incentive**; that is they will receive a gift voucher (that you will need to hand over) **but only if they complete the survey**.

It is important to note that 'rising-16 year olds' (children in the household who are taking part as adults for the first time) will **always receive an**

unconditional incentive; whatever their and other members of their household's previous response behaviour has been.

3.1.3 Keeping in contact: the effect of multiple contacts

Understanding Society has recently moved from one between-wave mailing per year to 3-4 mailings. This experiment attempts to determine the effect this measure has had on response at IP7 by allocating households at random to two groups. The first group will have received one mailing between IP6 and IP7. The second group will have received three mailings. This experiment has no impact on interviewers.

3.2 Questionnaire experiments

Some of the IP7 questionnaire content is also experimental in design; essentially we are trying out different ways of asking the questions. As an interviewer you don't need to do anything in particular regarding these questionnaire experiments: the CAPI interview automatically routes you (or the participant in the CASI section) to the correct questions, but it may be useful to be aware of the experiments and the rationale behind them.

3.2.1 Question-asking protocol

Some experiments test how question wording affects measurements, to find out which approach yields the most accurate/complete/reliable answers. The different versions of wording are allocated across the sample and interviews and, in order to ensure the experimental design is followed as intended, it is very important to follow the best practice procedures on **standardised interviewing procedures** covered in basic training. These are:

- you must read the questions from the CAPI screen carefully and **exactly as scripted**;
- use only **neutral probes** to identify the intended response option;
- say "whatever it means to you?" or repeat the question where the respondent is unsure about question meaning, words in the question etc.;
- retain a **professional rapport** at all times.

The following sections give a brief overview of each questionnaire experiment included in IP7:

3.2.2 Testing the order of response categories

This experiment includes a number of questions originally used in 1981 and is part of IP7 in order to examine whether the experiments can be replicated decades later and across countries. Respondents will be asked 20 questions, each of which has between 2-4 versions. “Don’t know” and “Do not want to answer” procedures differ for this set of items as compared to elsewhere in the questionnaire. Moreover, three of these questions have a different non-response procedure to the other 17 items. For 17 items, you will see this interviewer instruction:

IF RESPONDENT SPONTANEOUSLY ANSWERS "DON'T KNOW", WAIT 5 FULL SECONDS IN SILENCE TO ALLOW THE RESPONDENT TO ANSWER AGAIN BEFORE SAYING: "Thanks. If you want to skip answering this question, that's ok, but we would really appreciate it if you would be willing to answer it, because your response will help our study a lot. Please feel free to either answer or go to the next question. Thank you"

The procedure is to count 5 seconds and then repeat the statement in the interviewer instruction. If the respondent still does not want to answer, then you code a “skip”.

For the remaining three of the 20 questions, the procedure is to accept the respondent’s “don’t know” or “do not want to answer” **without response, without encouraging them to pick an answer**. Note that in this instance, there will be no special code for the non-response either.

Two example screens are shown below, one for each of the two non-response probing procedures:

Special non-response probing procedure (used at 17 of 20 items)

RESPONSEOPTION_IP7_OILSUP_C; RESP: Tim
SHOWCARD 43A

VERSION C

Now a few general questions regarding our society in the United Kingdom. We would like to ask you for your personal opinion about these issues.

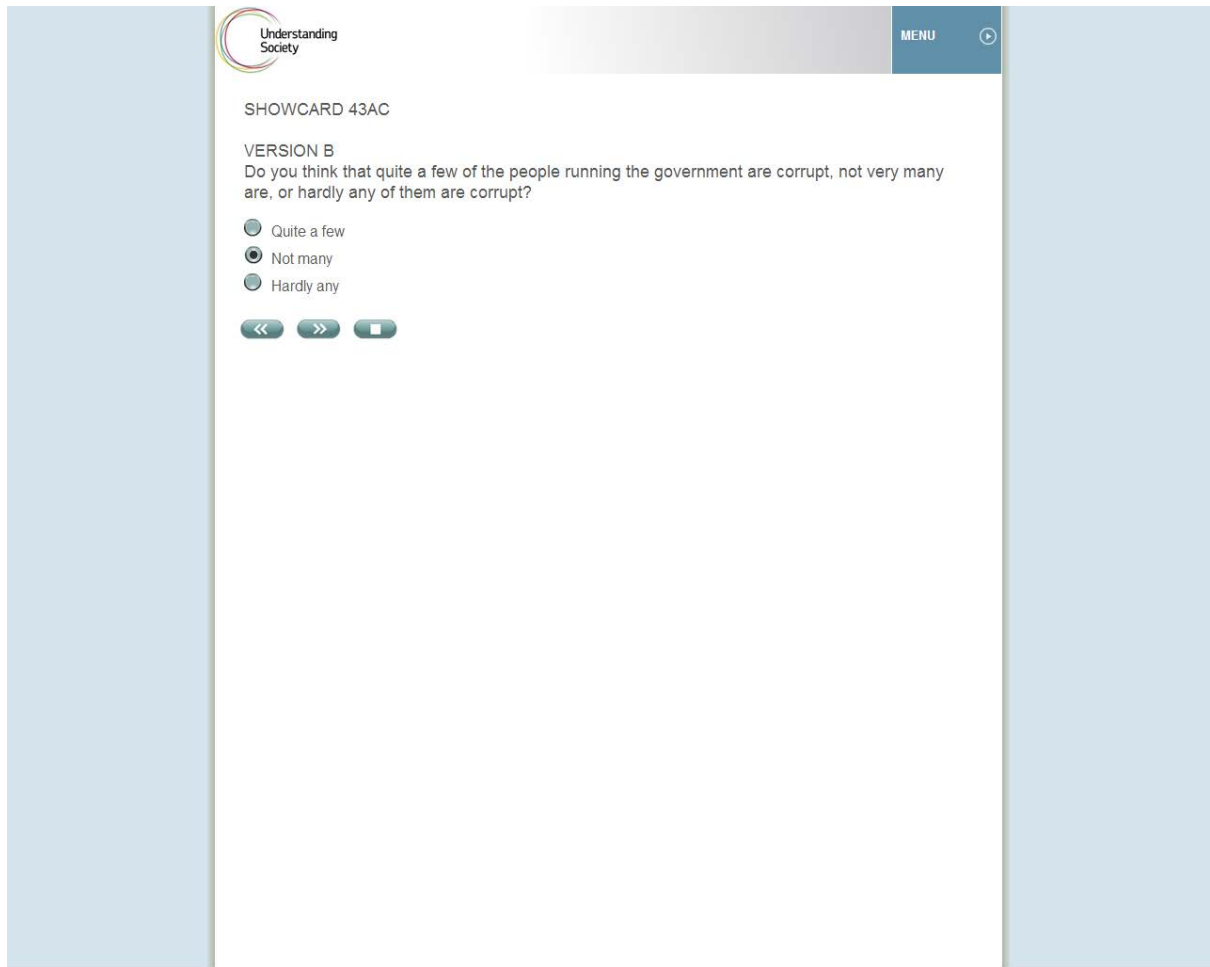
Which of these ideas would you guess is most nearly right? We will still have plenty of oil 25 years from now, or at the rate we are using our oil, it will be all used up in 15 years.

IF RESPONDENT SPONTANEOUSLY ANSWERS "DON'T KNOW", WAIT 5 FULL SECONDS IN SILENCE TO ALLOW THE RESPONDENT TO ANSWER AGAIN BEFORE SAYING: "THANKS. IF YOU WANT TO SKIP ANSWERING THIS QUESTION, THAT'S OK, BUT WE WOULD REALLY APPRECIATE IT IF YOU WOULD BE WILLING TO ANSWER IT, BECAUSE YOUR RESPONSE WILL HELP OUR STUDY A LOT. PLEASE FEEL FREE TO EITHER ANSWER OR GO TO THE NEXT QUESTION. THANK YOU"

- ☐ 1. There will be plenty of oil in 25 years
- ☐ 2. Oil will be used up in 15 years



No non-response probing procedure (used at 3 of 20 items)



The screenshot displays the 'Understanding Society' interface for IP7 Interviewer Instructions. At the top left is the 'Understanding Society' logo. To its right is a 'MENU' button with a right-pointing arrow. Below the logo, the text 'SHOWCARD 43AC' is visible. Underneath that, 'VERSION B' is displayed. The main question reads: 'Do you think that quite a few of the people running the government are corrupt, not very many are, or hardly any of them are corrupt?'. Below the question are three radio button options: 'Quite a few', 'Not many' (which is selected), and 'Hardly any'. At the bottom of the question area are three navigation buttons: a left arrow, a right arrow, and a square button.

Understanding Society

MENU

SHOWCARD 43AC

VERSION B

Do you think that quite a few of the people running the government are corrupt, not very many are, or hardly any of them are corrupt?

☐ Quite a few

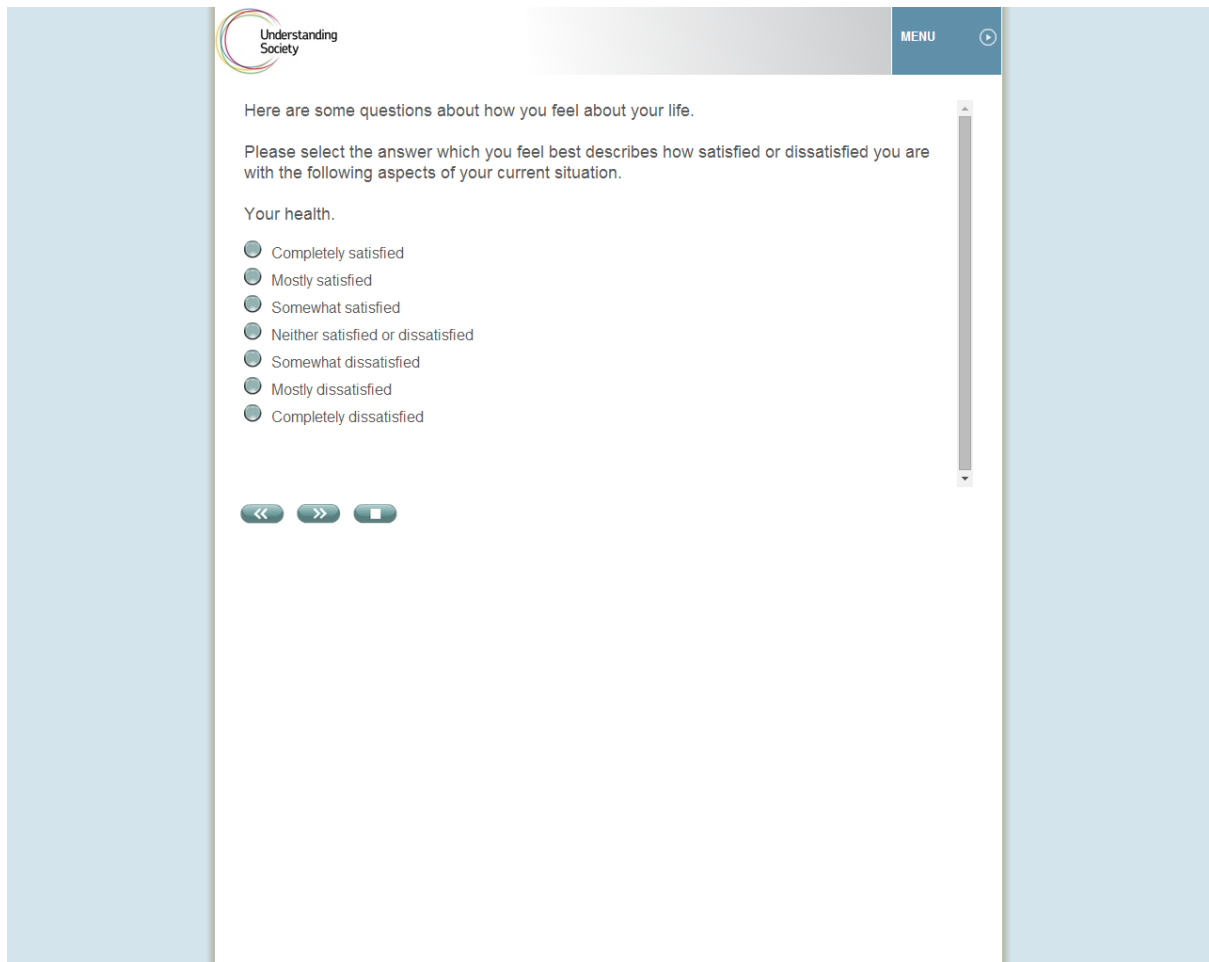
☒ Not many

☐ Hardly any

<< >> []

3.2.3 Testing the direction of response scales

This experiment seeks to find whether and how the direction of a response scale affects survey responses, that is whether it is ordered from positive to negative or negative to positive. At the questions of interest respondents will be split into two groups; those for whom the answer categories run from positive to negative and those for whom the scale is reversed. An example screen is shown below:



The screenshot displays a survey interface for 'Understanding Society'. At the top left is the logo, and at the top right is a 'MENU' button. The main content area contains the following text:

Here are some questions about how you feel about your life.

Please select the answer which you feel best describes how satisfied or dissatisfied you are with the following aspects of your current situation.

Your health.

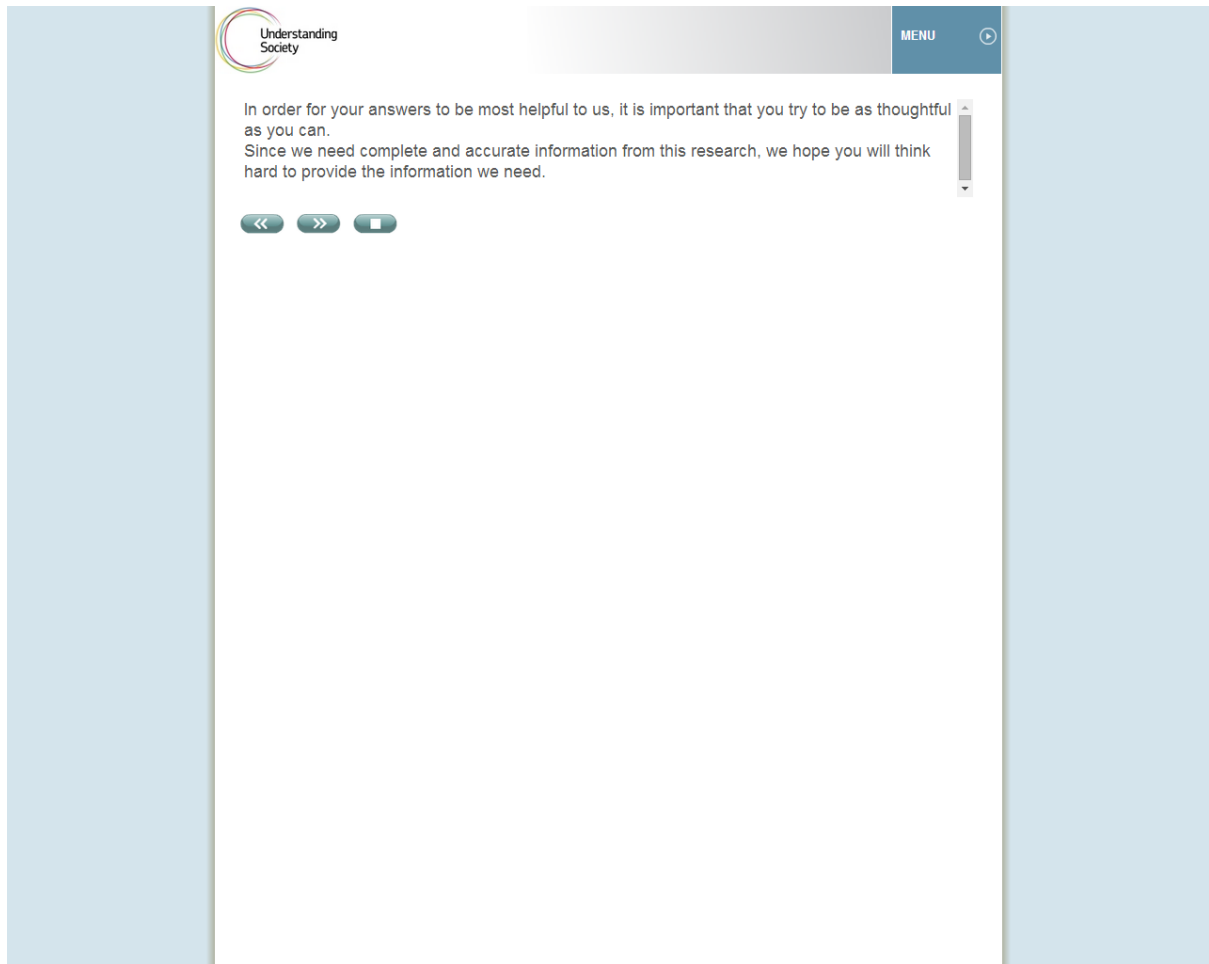
The response scale consists of seven radio button options:

- ☐ Completely satisfied
- ☐ Mostly satisfied
- ☐ Somewhat satisfied
- ☐ Neither satisfied or dissatisfied
- ☐ Somewhat dissatisfied
- ☐ Mostly dissatisfied
- ☐ Completely dissatisfied

At the bottom of the question area are three navigation buttons: '<<', '>>', and a square button.

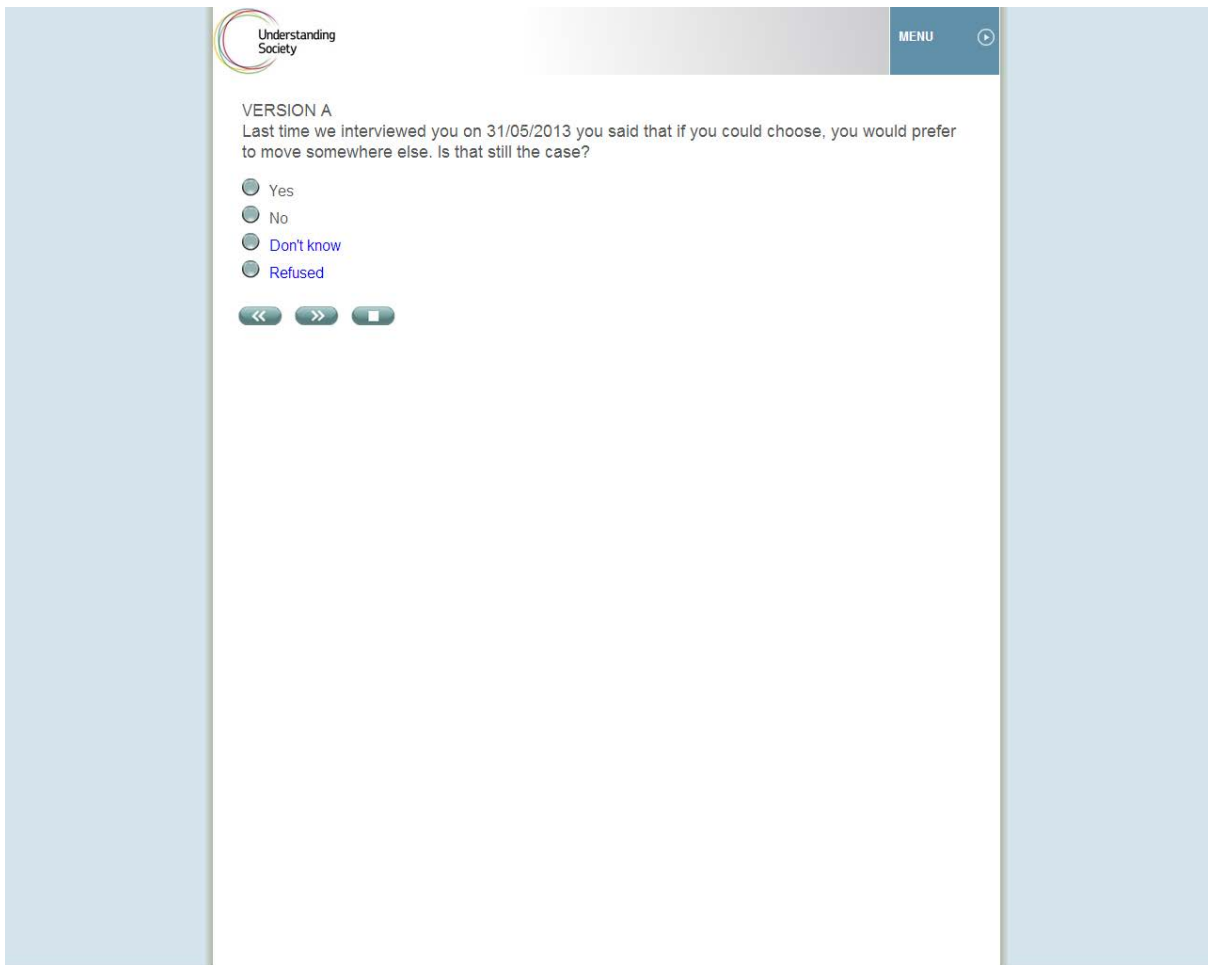
3.2.4 Including or excluding a 'motivational message'

The above experiment also wishes to find whether the inclusion of a 'motivational message' will have an impact on respondents' survey answers. The message below will be included for some respondents and left out for others.



3.2.5 The effect of dependent interviewing on amount of change

Dependent interviewing is a technique whereby a respondent's answers from previous waves are 'fed-forward' and verified by the respondent, for example 'Last time we interviewed you, you told us that you would like to move house. Is this still the case?'. This study investigates how best to word such questions to yield accurate answers regarding whether a situation has changed or remains the same. Respondents are randomly placed in four groups and asked different versions of the questions; an example question is shown below. **Importantly, this section of the interview will be audio recorded.**



Understanding Society

MENU

VERSION A

Last time we interviewed you on 31/05/2013 you said that if you could choose, you would prefer to move somewhere else. Is that still the case?

☐ Yes

☐ No

☐ Don't know

☐ Refused

<< >> []

3.2.6 Improving the data quality of disability measures

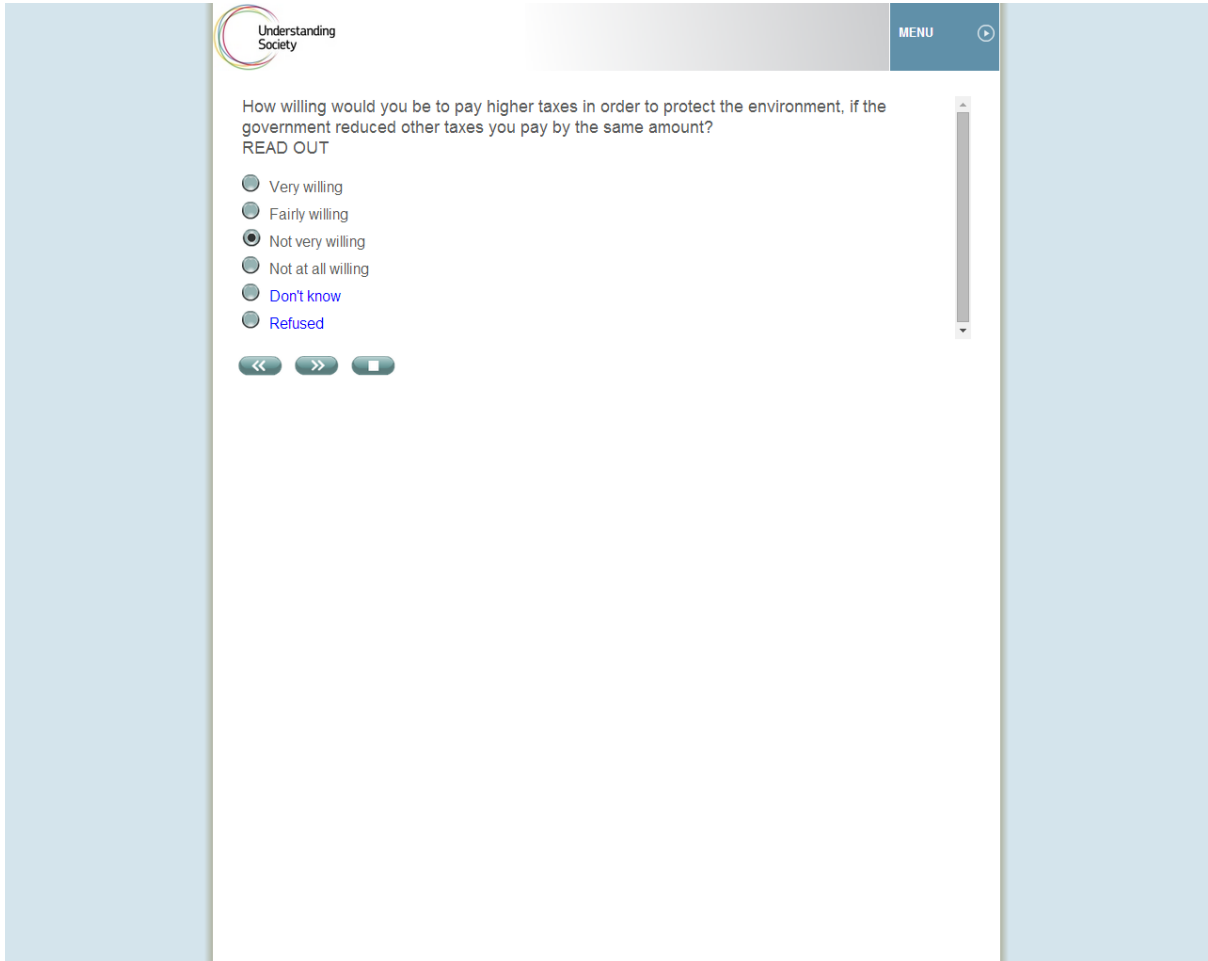
This experiment is a repeat of material carried out at IP6. The questionnaire includes measurements of participants' self-reported long-lasting illnesses.

Participants will be randomly allocated into three groups:

- Group A will be asked a set of follow-up questions on areas of everyday life where people may have difficulties if they say they have a long lasting illness. They will then be asked to explain the reason for every answer that is different to the previous wave;
- Group B will be asked the follow-up questions regardless of whether they report a long lasting illness;
- Group C will be asked the follow-up questions if they indicate they have a long lasting illness, but will not be asked to explain any differences from the last wave.

3.2.7 Testing different versions of Environmental Tax question wording

This experiment examines different wordings of questions on willingness to pay environmental taxes. Each respondent will answer one question; in total there are 10 different versions. An example is shown below.



Understanding Society

MENU

How willing would you be to pay higher taxes in order to protect the environment, if the government reduced other taxes you pay by the same amount?

READ OUT

☐ Very willing

☐ Fairly willing

☒ Not very willing

☐ Not at all willing

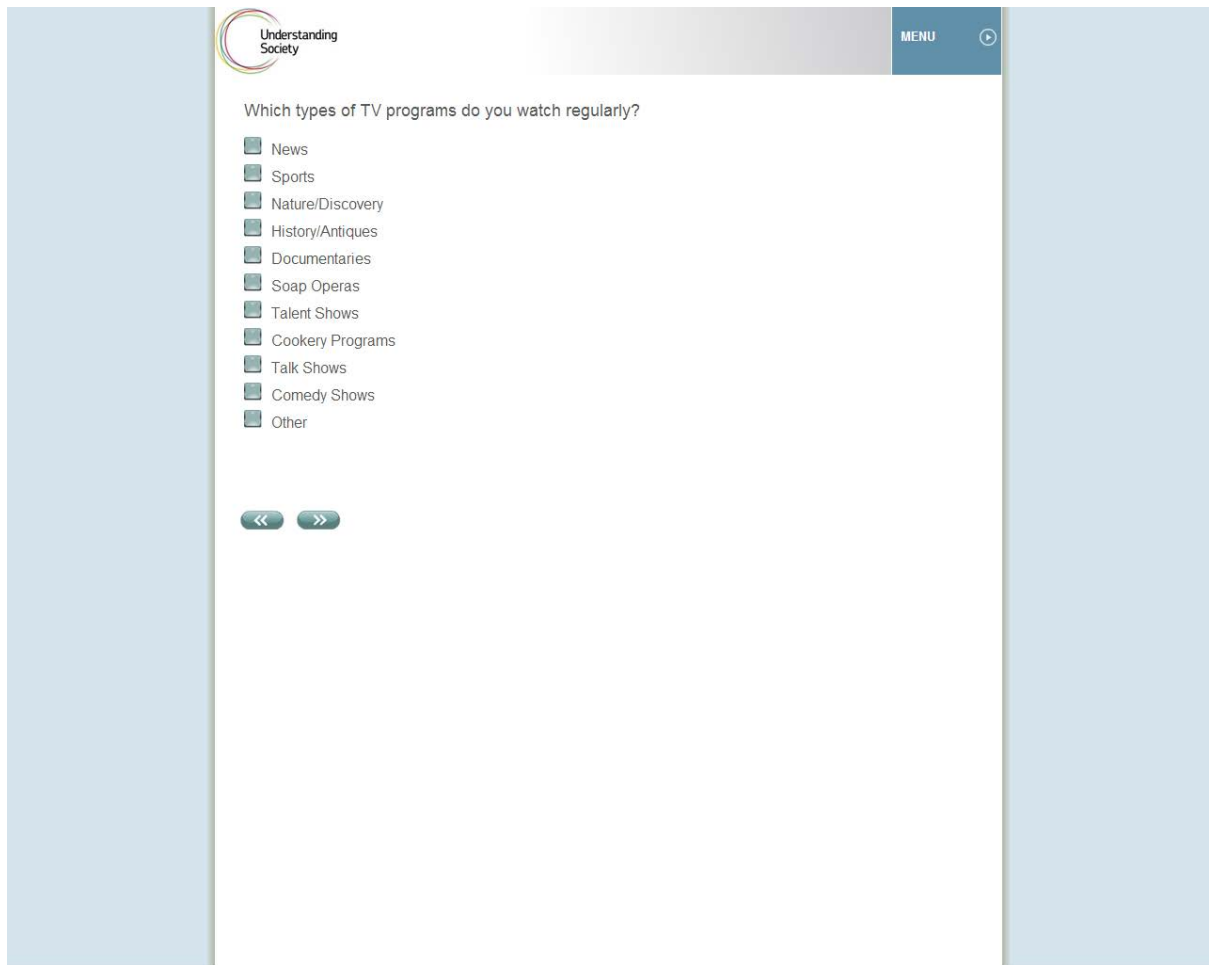
☐ Don't know

☐ Refused

<< >> []

3.2.8 Including or excluding tailored interesting questions

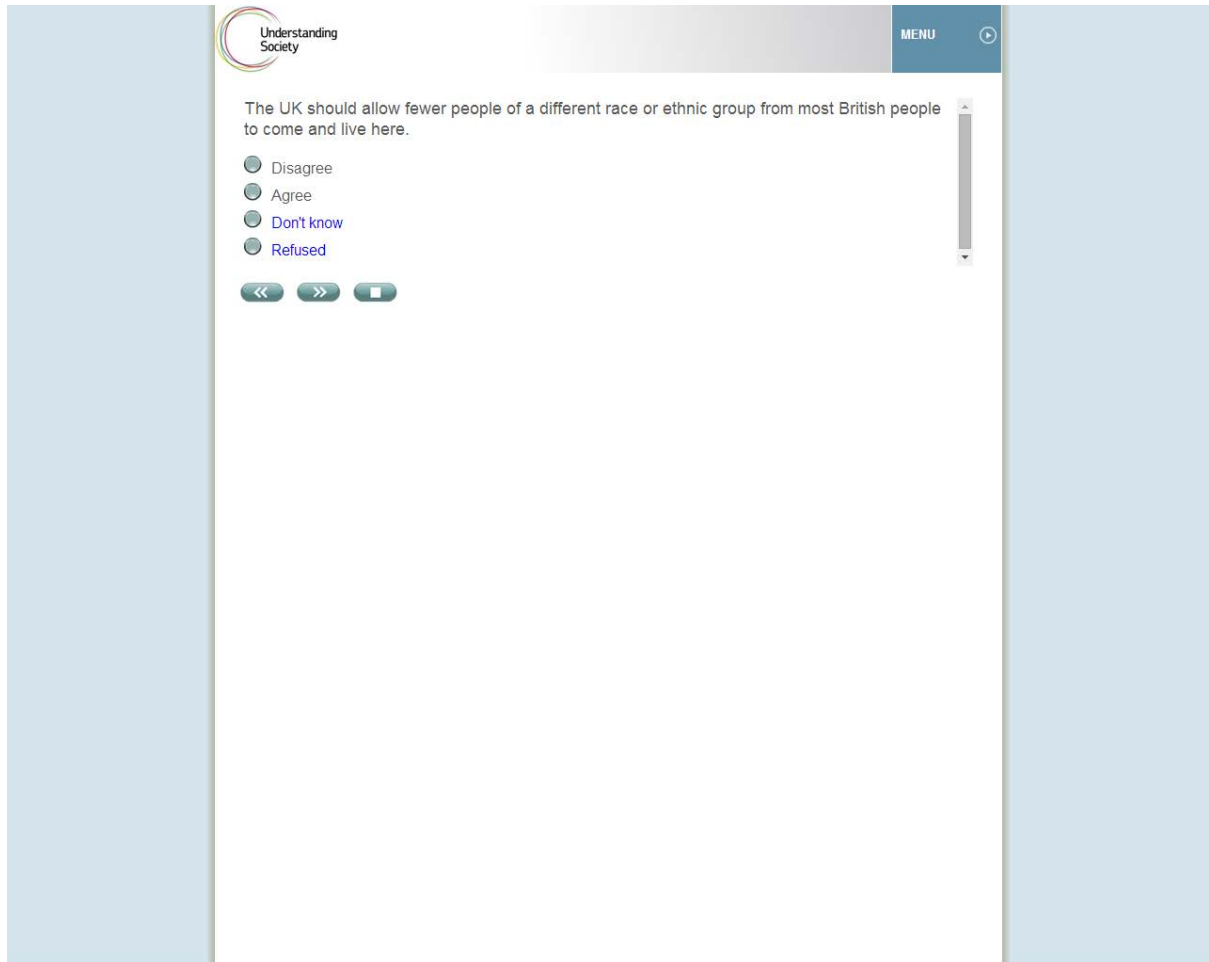
This experiment examines whether including extra questions that are of interest to the respondent improves their perception of the current survey, leading to participation at the following wave. Respondents will be asked different questions on topics they have previously indicated are of interest to them (e.g. sport, performing, attending events). Refreshment sample respondents will be asked questions about TV watching (see example below).



The screenshot displays a survey interface for 'Understanding Society'. At the top left is the 'Understanding Society' logo. At the top right is a 'MENU' button with a play icon. The main content area contains the question: 'Which types of TV programs do you watch regularly?'. Below the question is a list of TV program types, each preceded by a small square checkbox: News, Sports, Nature/Discovery, History/Antiques, Documentaries, Soap Operas, Talent Shows, Cookery Programs, Talk Shows, Comedy Shows, and Other. At the bottom of the list are two navigation buttons: a left arrow ('<<') and a right arrow ('>>').

3.2.9 Exploring systematic measurement error (MTMM)

This experiment looks at respondent opinions towards immigration. A set of 6 questions that differ slightly in wording are asked at two points in the questionnaire, one towards the beginning, the second towards the end (example shown below). Importantly, for the second set of questions to appear at least five minutes must have passed since the first set were asked. It may be that in a small number of cases this occurs but for the majority of cases the set of questions will appear twice.



The screenshot displays the Understanding Society survey interface. At the top left is the Understanding Society logo. At the top right is a 'MENU' button with a circular arrow icon. The main content area contains the following text: 'The UK should allow fewer people of a different race or ethnic group from most British people to come and live here.' Below this text are four radio button options: 'Disagree', 'Agree', 'Don't know', and 'Refused'. The 'Don't know' option is currently selected. At the bottom of the options are three navigation buttons: '<<', '>>', and a square button.

3.2.10 Time and Risk preference: perceptions of risk and future benefits

This experiment was carried out at IP6 and aims to collect data on risk and time preferences. Risk preference refers to attitudes towards taking a gamble. Time preference refers to the degree to which today is valued more highly than tomorrow. For a subset of households at IP6, one person was randomly selected to take part in this experiment. The same person will be asked the questions at IP7 allowing the comparison of responses at each wave. They will be given a set of questions which will assess their attitude to future risks and benefits, which is of interest in many areas of health and well-being, including diet and pension planning.

- The respondent has a random 1 in 10 chance of winning a sum of money of between £2 and £250. The payout of this money is handled at the end of the interview and is discussed later on in these instructions.
- A total of 91 quick questions will be put to the respondent using CASI. These cover decisions about preferring a smaller amount now or a larger amount in some months' time, and choices between different amounts of money with different risks of losing. It is important that respondents answer these questions relatively quickly based on their initial feelings.
- After completing the questions, animations are displayed of a rolling 10-sided die. A roll of '1' indicates the respondent has been randomly selected to win a sum of money.
- The amount won then depends on a random selection of one of the 91 questions. An animation of 91 balls in an urn is played and the randomly selected number is displayed.
- Where the question selected is one that described a lottery game, a further die roll animation is displayed and the randomly selected number displayed.

Choice 01

Between Option A and Option B, which option do you prefer?

- ☐ OPTION A: Receiving £100 in 1 month
- ☐ OPTION B: Receiving £100.42 in 2 months



Choice 73

Between Lottery A and Lottery B, which lottery do you prefer?

- ☐ LOTTERY A: Winning £40 with a 1 in 10 chance (i.e., die roll is 1), and £32 with a 9 in 10 chance (i.e., die roll is 2,3,4,5,6,7,8,9 or 10)
- ☐ LOTTERY B: Winning £77 with a 1 in 10 chance (i.e., die roll is 1), and £2 with a 9 in 10 chance (i.e., die roll is 2,3,4,5,6,7,8,9 or 10)



Choice 91

In this last choice, you will be asked to choose the lottery that you prefer among six different lotteries. The six different lotteries are presented below. You have to select one and only one of these lotteries.

Which outcome occurs for each of the six lotteries depends on the roll of a ten-sided die. Each outcome has a 50% chance of occurring depending on the roll. If the roll is 1,2,3,4 or 5 the outcome is 'Low'. If the roll is 6,7,8,9 or 10, the roll is 'High'.

Between Lotteries A, B, C, D, E and F, which lottery do you prefer?

- ☐ LOTTERY A: Winning £28 if the roll is 'low' (i.e., die roll is 1,2,3,4 or 5), or £28 if the roll is 'high' (i.e., die roll is 6,7,8,9 or 10)
- ☐ LOTTERY B: Winning £24 if the roll is 'low' (i.e., die roll is 1,2,3,4 or 5), or £36 if the roll is 'high' (i.e., die roll is 6,7,8,9 or 10)
- ☐ LOTTERY C: Winning £20 if the roll is 'low' (i.e., die roll is 1,2,3,4 or 5), or £44 if the roll is 'high' (i.e., die roll is 6,7,8,9 or 10)
- ☐ LOTTERY D: Winning £16 if the roll is 'low' (i.e., die roll is 1,2,3,4 or 5), or £52 if the roll is 'high' (i.e., die roll is 6,7,8,9 or 10)
- ☐ LOTTERY E: Winning £12 if the roll is 'low' (i.e., die roll is 1,2,3,4 or 5), or £60 if the roll is 'high' (i.e., die roll is 6,7,8,9 or 10)
- ☐ LOTTERY F: Winning £2 if the roll is 'low' (i.e., die roll is 1,2,3,4 or 5), or £70 if the roll is 'high' (i.e., die roll is 6,7,8,9 or 10)



Refreshment sample members will **not** be asked the questions on time and risk preference.

4. Your assignment

4.1 Face to Face and WEB households

Your assignment will consist of **both** F2F and WEB households and you will be responsible for managing and monitoring progress of each individual in these households through to the allocation of a final outcome.

Once the CAPI stage opens, all F2F households and any WEB households that have not been fully completed in CAWI will be allocated to an interviewer. You will need to distinguish between WEB households who have (and will continue to have) the opportunity to complete their interview in CAWI and those F2F households who are **only** eligible for a CAPI interview. The following three sections will explain how to do this using the Electronic Contact Sheet (ECS) and the Sample Information Sheet (SIS).

4.2 Electronic Contact Sheet (ECS)

As always, the management of your assignment is done through the Electronic Contact Sheet (ECS). The ECS sits at the beginning of the household interviewing script (accessed through Screen 0). This is where all information about your contact with the address should be entered. It is important that you record **every** contact made with an address on the ECS and send this information back to us electronically **at the end of each working day**. In cases where you are interviewing a large household you are very likely to have to make multiple trips to complete all interviews and collect youth self-completion booklets. Please keep track of these trips in ECS (using Screen 0).

When completing the ECS you should follow the standard Wave 6 procedures. The main difference at IP7 is the inclusion of the Refreshment sample where you will be visiting addresses for the first time. Here you simply need to record information as prompted in the ECS and the follow-on screen instructions.

4.3 Sample Information Sheet (SIS)

A Sample Information Sheet will be provided to you which contains extra information that may prove helpful when contacting the household and planning the interview. You have been given one SIS for each household in your issued sample. The SIS is based on the information from the sample member's last interview. However, as circumstances change, this information may be out of

date by the time the case is issued to you. The SIS also shows information on: the incentive amount for each member of the household and whether it was conditional or unconditional; whether the household was originally allocated to WEB or F2F; login information for WEB households; and whether household members are eligible for digit length measurement.

4.4 Keeping up to date with CAWI WEB completions

As stated, at the start of the F2F fieldwork period, all known households and individuals eligible for interview in the F2F sample and households in the WEB group that are not yet fully complete will be transferred to interviewers' laptops. These are 'your sample' which you will be responsible for even though you may not need to conduct interviews with everyone in your sample. Where the entire household completes their interviews online the case will not be transferred. In these cases you may receive a SIS for WEB completed households which would have formed part of your assignment; you can disregard these SISs.

To identify the status of WEB households in your assignment before starting work you will need to access **the 'status summary' screen at Screen 0**. Screen 0 will show the status of all individuals in the household (e.g. whether not yet started, complete or partially complete). When you return to the eRep grid from the ECS outcomes will be updated for any newly completed cases. Outcomes for both CAWI and CAPI individuals will be shown.

It is vital that before setting out to interview any WEB respondents you check the 'summary 'status' screen in Address 0 for any updates.

Because the web survey remains available for the first 4 weeks of the Phase 2 fieldwork period participants in the Web sample may complete their survey at any point during that time. It is equally important that you send your ECS information back to us electronically **at the end of each working day**.

Field will handle CAWI sample updates in the same way as opt outs/appointment requests; they will be picked up and relayed by phone/email to interviewers each day. Text message updates will be sent to anyone not directly spoken to via the normal opt out method

If you call at a household where you believed there are interviews outstanding yet the respondent(s) say they have completed in CAWI you can phone the IP research team at TNS BMRB on 0800 015 2908 to confirm the household interview status.

4.5 Your responsibilities

Throughout Phase 2 you will be responsible for:

4.5.1 Sample members allocated to F2F sample:

- Contacting households and individuals and conducting CAPI interviews

4.5.2 Sample members allocated to WEB sample:

- Monitoring CAWI completions in your assignments by viewing the 'status summary' screen by accessing Screen 0. You will not need to conduct interviews with individuals or households that have completed their CAWI interviews online;
- Contacting households and individuals and conducting CAPI interviews with those members of the WEB sample who haven't completed their interviews online;
- Picking up and completing any interviews that have been started in CAWI but are incomplete;
- Reminding WEB sample members that they can complete their interview in CAWI (for a set period);
- Enabling CAWI where this is a stated preference, by reminding individuals of their CAWI username and password and providing support;
- Making reminder phone calls to individuals who are planning to complete in CAWI but have yet to do so.

4.5.3 Additional survey components

In addition to administering the CAPI interview you will be required to:

- Display showcards where prompted in CAPI (the cover for IP7 is green);
- Hand over and collect youth self completion booklets;
- Hand over adult time diaries;
- Take digit length measurements from rising-16 year olds, new entrants, refreshment sample members and participants who did not take part at IP6;
- Set up microphone for audio recording;
- Hand over vouchers to respondents who did not receive their incentive gift voucher; and
- Hand over gift cards or promissory notes for any winners in the time and risk preference experiment.

4.6 The interview process and instruments

The data collection instruments are:

- CAPI household questionnaire (including the enumeration of the household i.e. the household grid);
- Individual Adult CAPI questionnaire for all aged 16+
- Adult CASI self-completion questionnaire;
- Two Time Diaries for each adult;
- CAPI proxy questionnaire; and
- Youth paper self-completion questionnaire for all aged 10-15.

The CAPI will guide you through the instruments seamlessly and will prompt you concerning the youth self-completion.

You should attempt to get a full individual interview with all eligible participants. Proxy interviews are acceptable only if you are certain that you cannot get a productive interview.

4.6.1 Help screens

Information about individual questions can be found in the CAPI help screens rather than in these Project Instructions. There are many more help screens than you would find in a usual CAPI programme, and you can access them by clicking on the links when prompted by CAPI at specific questions.

4.7 Outcome codes

Outcome codes will be consistent with those used at USoc W6. There will be extra household level outcome codes for the refreshment sample (e.g. deadwood), to be used in the standard way. New codes are also included for the WEB cases that form part of your assignment; these are shown below:

HOUSEHOLD or INDIVIDUAL	Description	Code Number	INTERIM or FINAL
HH	Household intends to complete on the web	803	I
I	Individual intends to complete on the web	893	I
I	Usable Partial Individual Interview IN PROGRESS	875	I
HH	Fully completed via CAWI	907	F
I	Fully completed via CAWI	970	F

You **must** report a **Final Outcome Code** for each of the addresses that have been issued to you – whether or not you have actually achieved an interview. A Final Outcome Code should only be completed after you have made ALL your calls at an address. You would, for example, only code a non-contact as a final outcome after you have made a minimum of 6 calls at the address. You would not report a non-contact as a final outcome after your first or second call.

If you do not manage to get an interview, we want as much information as possible about why. Therefore, if you get a refusal, please also give as much information as possible on reasons for refusal on the notes page of the ECS.

As well as the final outcome codes there are also a number of **Interim Outcome Codes** you will be using to record the outcome of each visit before the ‘final outcome’ has been achieved. In these cases you will need to continue making calls until a final outcome is achieved. Every call at an address must be recorded with either an interim or a final outcome code depending on which is appropriate.

4.8 First contact and on the doorstep

Advance mailings will have been posted to each adult potential sample member by the office prior to the start of fieldwork. Respondents allocated to CAWI will also have been sent reminder letters and emails from the office if they have not completed or partially completed their interviews during the initial WEB-only fieldwork period.

Your first contact with all households in your assignment **must** be in person as it is easier to establish rapport this way and to avoid refusal; subsequent contacts can be made by telephone, if the household members are happy for you to contact them in this way. Your role will also include reminder phone calls to respondents who tell you they will do their interview in CAWI but are still showing as outstanding in the 'status summary' screen.

In some cases, a participant may have contacted ISER and requested an interviewer phones them in advance. If this is the case, the comment will be printed on the Sample Information Sheet. In these cases, please make first contact by phone to arrange an appointment only. Please do not interview by telephone.

However, if there is no contact with a respondent after 6 visits to the household, you can attempt telephone contact if you have a telephone number for the household. This should be used as a last resort, but would be useful in order to avoid returning as a non-contact before all methods have been tried.

4.9 Tracing

It is very important that we re-contact and interview as many sample members as possible so that the study can continue.

Any sample member who has moved address since the previous wave will be followed to their new address for interview with the exception of those who have moved outside Great Britain and those who are in prison. You are expected to make reasonable attempts to contact and/or trace the sample members; this may require more than one visit. You will also try to locate the untraced movers from IP6. Tracing is to be conducted in the same way as for mainstage Wave 6.

4.10 Selection of dwelling units at addresses with multiple units (Refreshment sample)

The usual process for dealing with multiple dwelling units at an address is for one to be selected at random (through ECS). For IP the procedure differs; we actually want to attempt to interview up to 3 dwelling units. The ECS will still select one at random. You should proceed as usual with this household and your grid will then be updated with any additional households within 2-3 days.

5. Fieldwork targets, monitoring and maximising response rates

5.1 Targets: Fieldwork and response rates

Targets for both fieldwork coverage and response rates for IP7 are outlined below.

5.1.1 Fieldwork coverage milestones/targets

Your targets for fieldwork coverage are:

Milestone	Week	Tranche 1	Tranche 2
F2F start date		11 th June	18 th June
All addresses to be visited	2	24 th June	1 st July
50% of addresses to be covered	4	8 th July	15 th July
80% of addresses to be covered	6	22 nd July	29 th July
100% of addresses to be covered	8	5 th August	12 th August
Reissues	9-11	6 th – 31 st Aug	13 th Aug – 7 th Sept
Mop up (CAPI)	12-14	1 st – 14 th Sept	7 th – 21 st Sept

5.1.2 Response rate targets

Household response (full or partial) targets:

- Productive last wave: 90%
- Unproductive last wave: 25% (this is a blanket figure across all elements of Understanding Society)
- Refreshment sample: 55%

In addition, there is an individual re-interview rate target of 94% (i.e. of people (16+) interviewed last time & still eligible this time, what % do we re-interview):

It is important to note that the calculation of your assignment response rate will **include** cases that were completed via the Web survey. You will be credited for productive outcomes whatever the mode, which is in line with the aim of the interviewer role being to enable and manage Web survey completion in the field.

5.2 Maximising response

A very high response rate is expected for Understanding Society, and the work that has gone into understanding the issues for the main study apply equally to IP7, for instance the need to give clear messages to sample members about the impact of Understanding Society on public policy and the importance of their participation within it.

The mixed mode aspect of IP7 brings some additional considerations. There was good take-up of the Web survey option at IP6, but the primary mode of data collection remains F2F, even among the WEB sample cases. There are some additional points to consider for WEB sample cases, which are discussed below.

5.2.1 Higher refusal rates for CAPI for the mixed mode sample

At IP6 the response rate for the CAPI-only sample was a little higher than for the sample initially allocated to CAWI. Further, there was a higher household refusal rate for CAPI among the mixed mode sample.

Although the overall difference is not substantial, there are processes specific to the mixed mode approach that will have a bearing on response. A qualitative study with IP5 sample members was carried out to better understand reasons for refusing the CAPI.

- **Wavering commitment** to the study in general was sometimes tipped into non-response. Thinking about completion of the Web survey may have led to some respondents making a firmer decision not to participate than might otherwise have been the case;
- **‘Missed opportunity’**. Some preferred the idea of carrying out the survey online, but hit technical problems and were then unwilling to carry out in CAPI, regarding the Web to be a missed opportunity;
- **Preference for face to face**. Among some whose preference was to see the interviewer again, there was a sense that the option of CAWI devalued their contribution through a face to face interview;
- There were **household** effects as well. Difficulties encountered by another member of the household led another household member to decide not to try, and not to agree to the CAPI interview either.

5.2.2 Ways to maximise response to mixed mode

Some considerations for countering some of the issues relating to the mixed mode sample:

- **Ensure you have the latest information** about Web completions in the household before setting out. If you have any questions call the IP research team in TNS BMRB (0800 015 2908).
- **Push for a F2F interview**: Be clear yourself and with sample members that the face to face approach is the **primary** means of interviewing on Understanding Society. This will be the case for the foreseeable future and is essential to ensuring the survey represents the widest possible population.
- In line with this, you should be **prepared to counter** suggestions from sample members that they will carry out the survey on the Web. Consider what you might say to encourage a face to face interview ‘while I’m here’. Individuals may genuinely intend to carry out the survey online, but there is a risk that an opportunity never presents itself. In all cases, it is very important to keep your approach positive, be enthusiastic about the survey and highlight the importance of taking part especially since this is a panel survey and we want to hear from everyone who is on the panel to maintain the quality of the research.
- **Enable the Web survey where it is a clear preference**. However, where individuals clearly state a preference for CAWI, or where it seems to you likely that others in the household may be more likely to complete

the interview this way this should be encouraged and **enabled**. Please make sure that all household members have their **username and password** (included in the SIS) and understand how to access the Web survey (see below for a description of how respondents enter the Web survey). If they do not have the necessary login information, telephone the research team at TNS BMRB to obtain it (0800 015 2908).

- **Support those who are adamant they want to complete online.** You also need to manage this process of Web survey completion:
 - 1) Make room for yourself to maintain contact by telling sample members that you will telephone them in a couple of days “to make sure you haven’t had any problems with completing the survey online” and
 - 2) Monitoring the Erep grid to check for WEB completions
 - 3) Following up with a phone call two days later to chase where the Web survey has not been completed. If it isn’t complete, phone again if this is appropriate or re-start the personal visits.

5.3 Things we hear from sample members

The following are examples of common reasons participants give for not taking part in studies such as *Understanding Society*. Underneath each reason are possible responses that you can give:

“I’ve done my share”

- By taking part this year they are making the information even more valuable because we can measure how things change over time.
- Without them the study would be less representative – they cannot be replaced with anyone else.

They are one of only a large number of addresses/households selected for the study in their area (postcode sector).

“I can never get everyone together at the same time”

- The household does not have to all participate at the same time. You can make appointments to suit the availability of all household members where appropriate.

“Nothing has changed in my life”

- The only way we can find out about change is by talking to people on more than one occasion – and to really understand change we have to talk to everyone; we want to look at change **and** stability.

“Questions are too personal”

- Respondents don’t have to answer every question, they can refuse to answer any question they want – the questions they do answer are still important to us.

“I’m too busy with work”

- This is the most important group in the study, because of the numbers of people that are retired, unemployed or looking after the home or family, we need all the information that only full-time workers can give us to have an accurate view of working life in Britain.

“I’m worried about the confidentiality of my answers”

- We are governed by the Data Protection Act and guarantee that no information you give can be linked back to you.
- Only specific people have access to the computer with your details.
- The files are encrypted and protected by high-level security.
- Your personal details are never put onto CDs or sent through the post.
- Results using the information will be in the form of percentages in tables, so individuals or households will never be identified.

6. Advance mailings and incentives

6.1 Advance mailings (letters and emails)

All respondents in the continuing sample in both F2F and WEB modes will have been sent an advance letter. Dates for sending email and letters are shown below:

TR1 WEB:	Email 1, Email 2 and Letter	28 May, 4 June, 6 June
TR1 F2F:	Letter	6 June
TR2 WEB:	Email 1, Email 2 and Letter	4 June, 11 June, 13 June
TR2 F2F:	Letter	13 Jun

For the F2F group the advance letter will follow standard procedures and will be sent to arrive around a week prior to the start of CAPI fieldwork. The letters will be posted by the office. Each adult, including participants who have turned 16 since the previous wave, will receive a letter – regardless of whether they have previously completed an individual interview. The advance letter will include the unconditional incentive (either £10, £20 or £30). The refreshment sample will be sent one letter per household containing an unconditional incentive.

The WEB group will be sent advance letters **and** advance emails (if we have an email address for them) which will arrive prior for the start of the WEB phase.

6.1.1 Types of advance letter

On IP7 there are a number of different versions of the advance letter which take into consideration: mode of completion, incentive group and whether the individual participated at the previous wave. New entrants will receive a standard form of the advance. If a new entrant is identified at Phase 1 (WEB), the office will send out the incentive. However, if a new entrant is identified at Phase 2 (F2F), you will be required to issue an incentive. More detail is included on this in section 6.2.1.

For the Web sample members where email addresses are available we also send **tailored emails**. These also take into consideration the different elements of experimental conditions and personal circumstances of each case. In addition, they contain a unique link that includes the username and password and means

that they go straight into the questionnaire if they click on the link. This is an important advantage over typing in the Web address and then the username and password. It is another reason why it is **very important to prompt for email addresses and ensure that they are recorded correctly during the interview.**

6.1.2 Other mailings

Letters and emails for new entrants

New (adult) entrants identified in CAWI will be sent an advance letter (and email) containing their username and password.

If you identify a new entrant in a household assigned to the WEB group please go ahead and conduct the interview in CAPI. These respondents are eligible for a CAWI interview and if they insist they would prefer to complete the interview online please contact the office to send out an advance letter with a username and password for the new entrant. You will need to have completed the Household Grid first. In these cases there will be a delay of a few days before the respondent receives their login details so it may be advantageous to encourage a CAPI interview.

6.2 Incentives

6.2.1 Adult incentives

The majority of adult participants will receive their incentive as part of their advance mailing. For others you will be required to hand out the incentive and will be provided with a supply as part of your fieldwork kit. Those who you will need to provide vouchers to include:

- Non-responders from IP6 that were allocated to the conditional incentive experiment (flagged in your SIS);
- New entrants/re-joiners (though note that if they have been identified during the CAWI stage they should have received an incentive in advance);
- Respondents in refreshment sample households who did not receive the unconditional voucher (as only one voucher is sent to refreshment sample households).

Where other respondents did not receive a voucher in their advance letter please give a replacement. The amount will be indicated on your SIS and will be flagged at the end of the CAPI interview. Adults who do not wish to take part at IP7 do not need to return their voucher, the incentives are unconditional.

6.2.2 Youth self-completions

All respondents aged 10-15 will receive an unconditional £5 gift voucher. Please attach the voucher to the front of the booklet when giving it to the young person. Wherever possible please encourage respondents to fill in their booklets during your visit(s) whilst you are interviewing other household members. Alternatively if you are returning to the household/area please let respondents know that you will call back to collect them. Where it is not possible to take the completed booklet with you request that it is posted back to the office and provide a Freepost envelope.

6.2.3 Time diaries

All adults who complete the survey will receive two time diaries which should be accompanied by one £5 unconditional voucher per respondent. You will be prompted to do this in the CAPI script.

6.2.4 Proxy interviews

There are no incentives for proxy interviews.

6.2.5 How to redeem the voucher

The incentives are Love2Shop High Street vouchers. They can be used as payment in a number of High Street stores (a full list can be found at www.highstreetvouchers.com)

7. Specialist components for IP7

This chapter provides more detail on the components of IP7 that are particularly complex or require more explanation than already covered in earlier sections.

7.1 Mixed modes: CAWI questionnaire

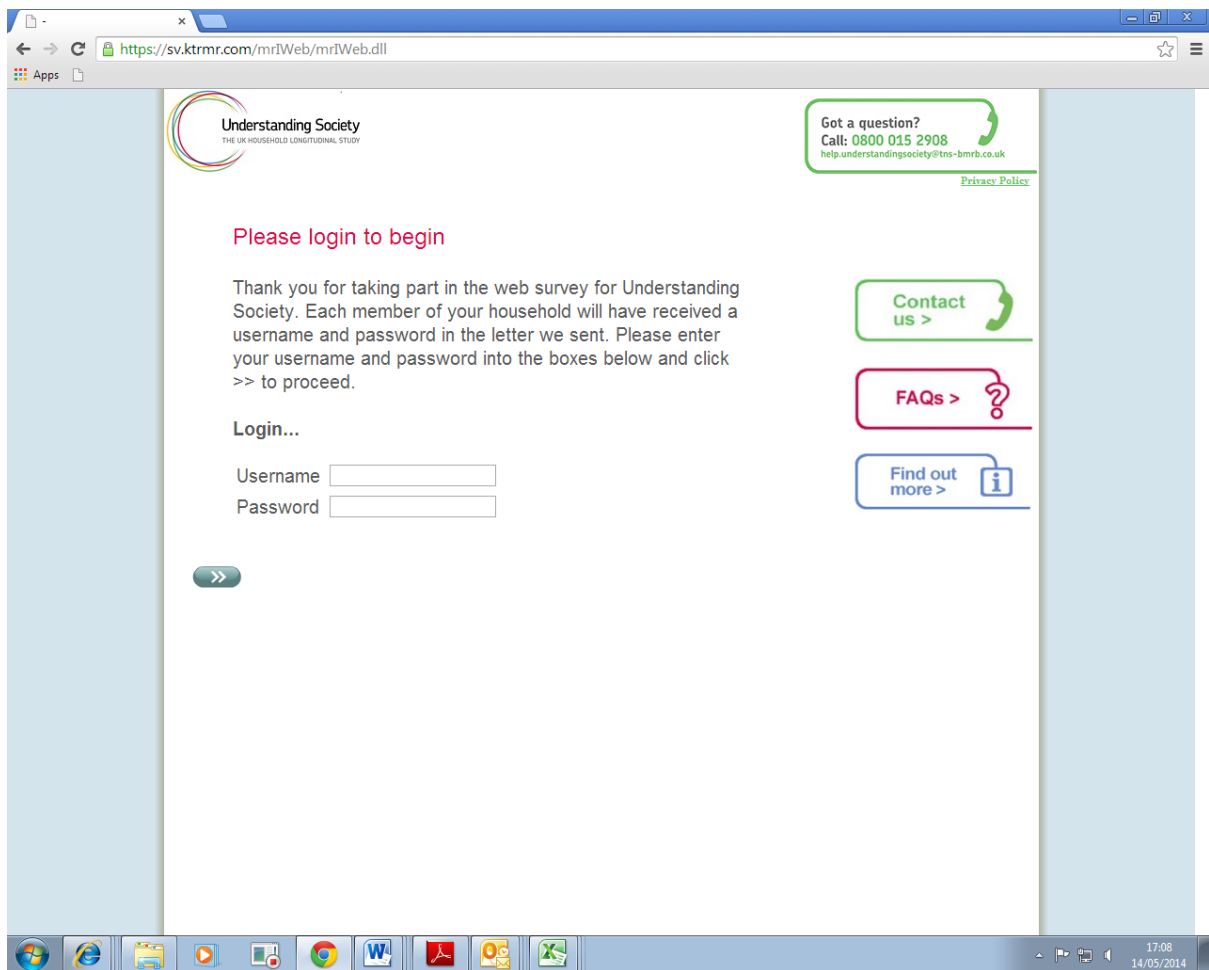
Occasionally you may be required to assist CAWI respondents in accessing the Web survey. The Web address for the survey is:

www.understandingsociety.ac.uk/survey

Each individual in the household will have been sent their own personal username and password. After entering the link above in the address window at the top of their browser, respondents will be taken to the login screen shown below. Where you are helping participants to log on please ensure they type the address in the correct place and not, for example, into the 'Search' box.

At this screen, respondents enter their code and click the 'Next' button (>>) to continue. They are then asked to confirm their name before they continue into the Web survey. At this and the first login screens, respondents can also get further help and information by clicking on the links to the right of the login box. Note that the Helpline number and email address are visible on every screen in the questionnaire.

If you are unsure how to guide the respondents on technical issues they may raise, please get in touch with the Helpline.



7.2 Audio Recordings

As earlier stated, some questions within the interview will be audio recorded. A question is included within the CAPI asking respondents for their consent to be recorded:

REQUESTTORECORD_IP7_AUDREC; RESP: John
We'd like to record some parts of this interview to help us improve the questions we ask in future surveys. Is that alright with you?

ONLY IF RESPONDENT ASKS WHAT WILL BE RECORDED, EXPLAIN IT IS LIMITED TO QUESTIONS SPECIFICALLY ABOUT LIFE EVENTS HAPPENING IN THE PAST YEAR.

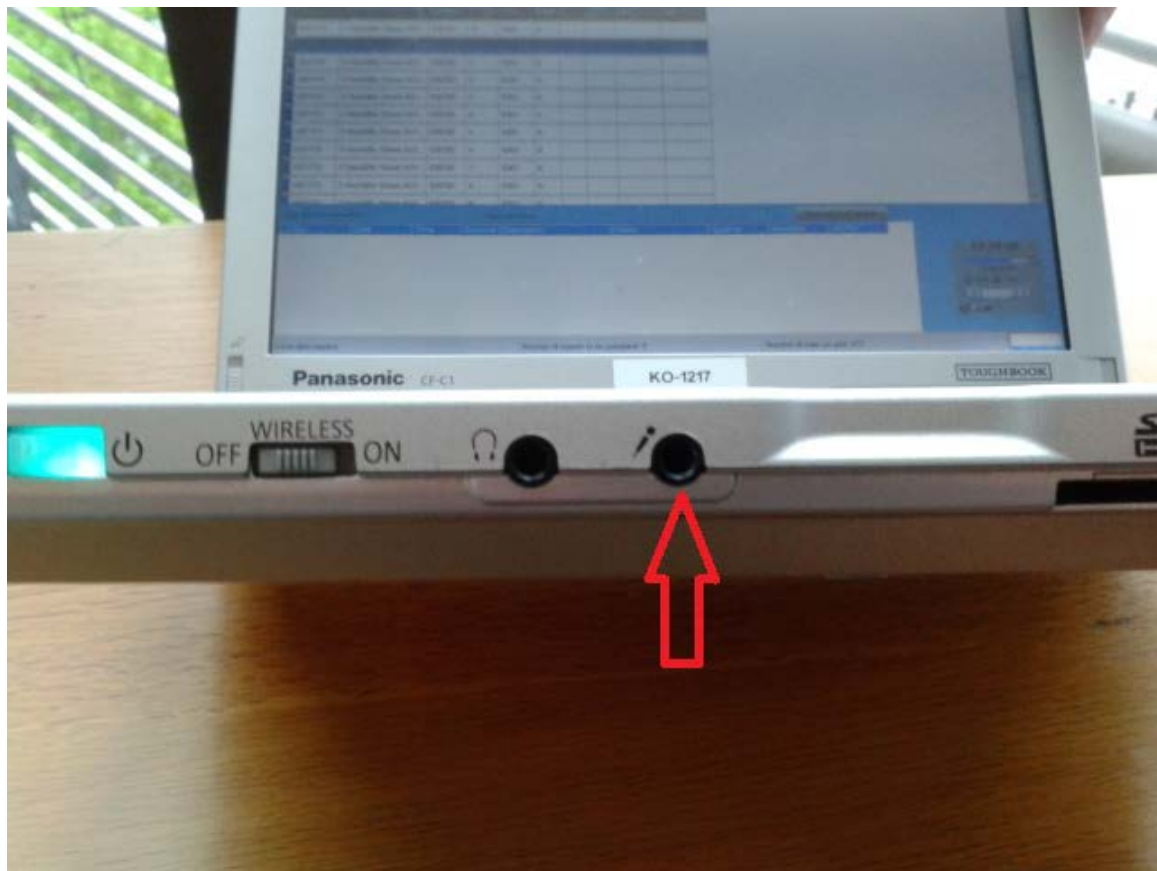
IF RESPONDENT WORRIED ABOUT CONFIDENTIALITY, SAY THAT THE RECORDINGS WILL NOT IDENTIFY THEM AND THAT EVERYTHING THEY SAY WILL BE STRICTLY CONFIDENTIAL.

☐ Yes, did not query it or ask questions
☐ Yes, but first queried it or asked questions
☐ No, having first queried it or asked questions
☐ No, did not query it or ask questions

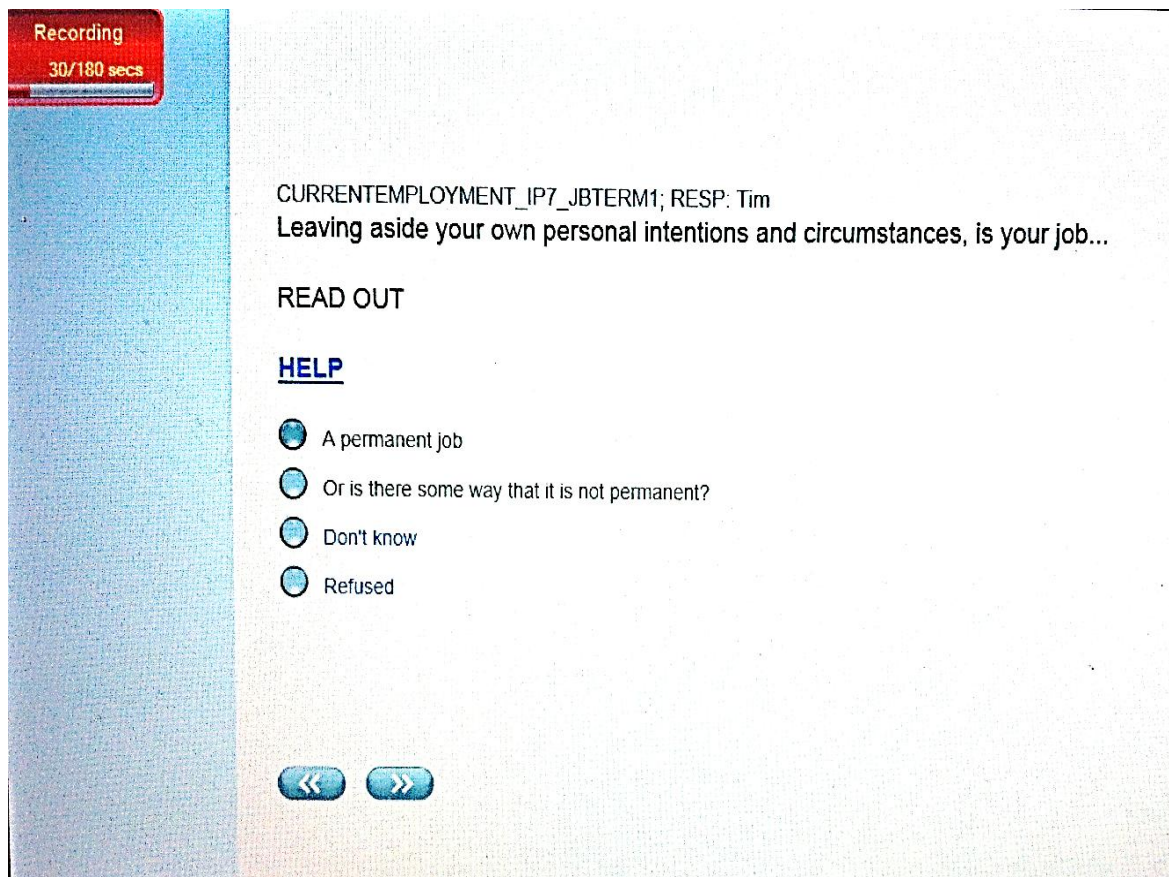
<< >> []

If the respondent gives consent the laptop will work as a sophisticated tape recording, switching the recording function on and off at the relevant questions of interest. The CAPI screen will instruct you to insert a handsfree microphone into the laptop and clip the mouthpiece to the respondents clothing, as close to their mouth as possible.

It is very important that you ensure you have inserted the microphone into the correct socket at the front of the laptop and not into the headphone socket. The image below shows clearly which socket you need to use.



A red box in the top left hand corner of the screen will appear at questions that are being recorded. An example is shown below:



Obtaining good quality recordings

We want to obtain the best possible quality in our audio recordings. Ways you can help achieve this are:

- Ensure the microphone is correctly inserted into the laptop and fully pushed in;
- Consider the logistics of recording when setting up the room (where interviewer and respondent sit);
- Speak clearly and not too quickly;
- Attach mouthpiece microphone securely to respondents clothing (ensuring it is not restricted in any way) and as close to the mouth as possible.

7.3 Finger length module

Measuring finger length was a new module in IP6 and is repeated at IP7 although taking measurements from new participants (rising-16 year olds, new entrant adults, refreshment sample adults and non-responders at IP6 who are taking part this time). As mentioned above, young people (10-15) will be asked to take measurements of their own fingers as part of their self-completion youth questionnaire. You may be required to support children with this task, either by answering their questions or assisting them with the measuring if needed. Those participants who had their fingers measured last time will not be asked to do so again.

7.3.1 Protocol for measuring finger length

During the interview you will be asked to measure the length of respondents' ring and index fingers on both the right and left hand. Most respondents will have provided these measurements at IP6; you will only need to take measurements for rising-16 year olds, new entrants, refreshment sample members and participants who did not take part at IP6 but have decided to take part this time.

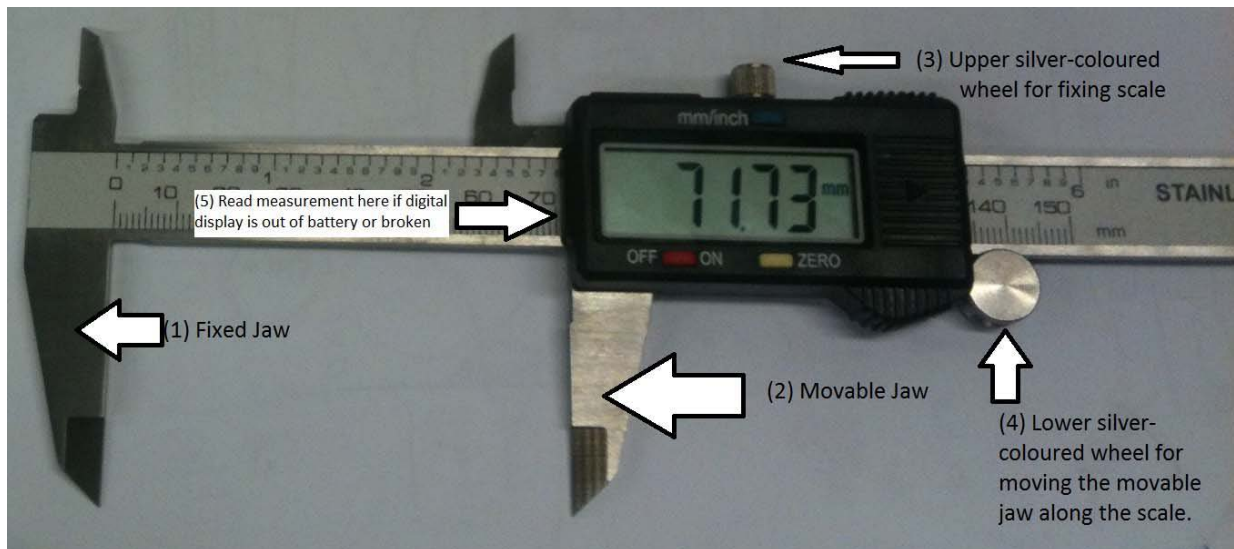
Why are we measuring finger lengths?

Finger length measures have been shown to indicate roughly the degree of hormones individuals were exposed to when their mother was pregnant with them. This ratio does not change over the life-course so a measure only needs to be taken once to indicate hormone levels. Having these measures will be very useful to better understand the links between social background, physical development and a range of social and personality outcomes.

How will you measure finger lengths?

You will be given a digital vernier calliper inside a black protective case. The box includes the calliper itself, operating instructions and a replacement battery.

You should only need the calliper itself. The battery is new and expected to last for the entire fieldwork period. If, unexpectedly, the battery should need replacing, use the spare battery provided in the black case and follow the instructions below. If for some reason the digital display is not functioning correctly and no replacement battery is available, you can use the scale without the digital display.



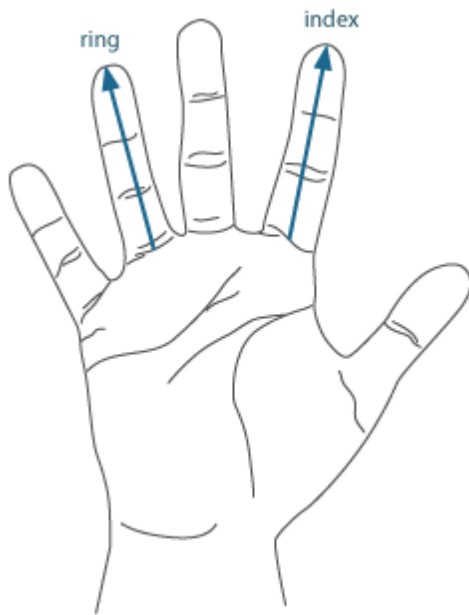
Setting up the calliper

The calliper has two silver-coloured metal wheels (see (3) and (4) above). The upper wheel (3) allows you to fix the scale at any point of measurement. Usually you should not need this wheel. The bottom wheel (4) allows you to move the jaw (2) along the scale. If the calliper won't slide, use the upper wheel to release the scale. To prepare the measurement, please take the following steps:

1. Close the jaws of the calliper (Careful! The jaws of the calliper are quite sharp)
2. If the digital display is not showing, press the red "on" button.
3. Press the yellow "zero" button to make sure that when the jaws are completed closed the display shows "0.00mm". If the reading is not set to '0.00' press the White button (ZERO) on the bottom right to set the digital reader to Zero. **Do not** start the measurement if the reader is not set to '0.00'.
4. Check that the measurement units are set to mm and not to inches. If it is correctly set to millimetres "mm" will be shown on the right side of the display. If, however, "in" is shown, push the blue "mm/inch" button above the display window to switch to measurement in millimetres. The display should now show "mm" on the right side of the display.

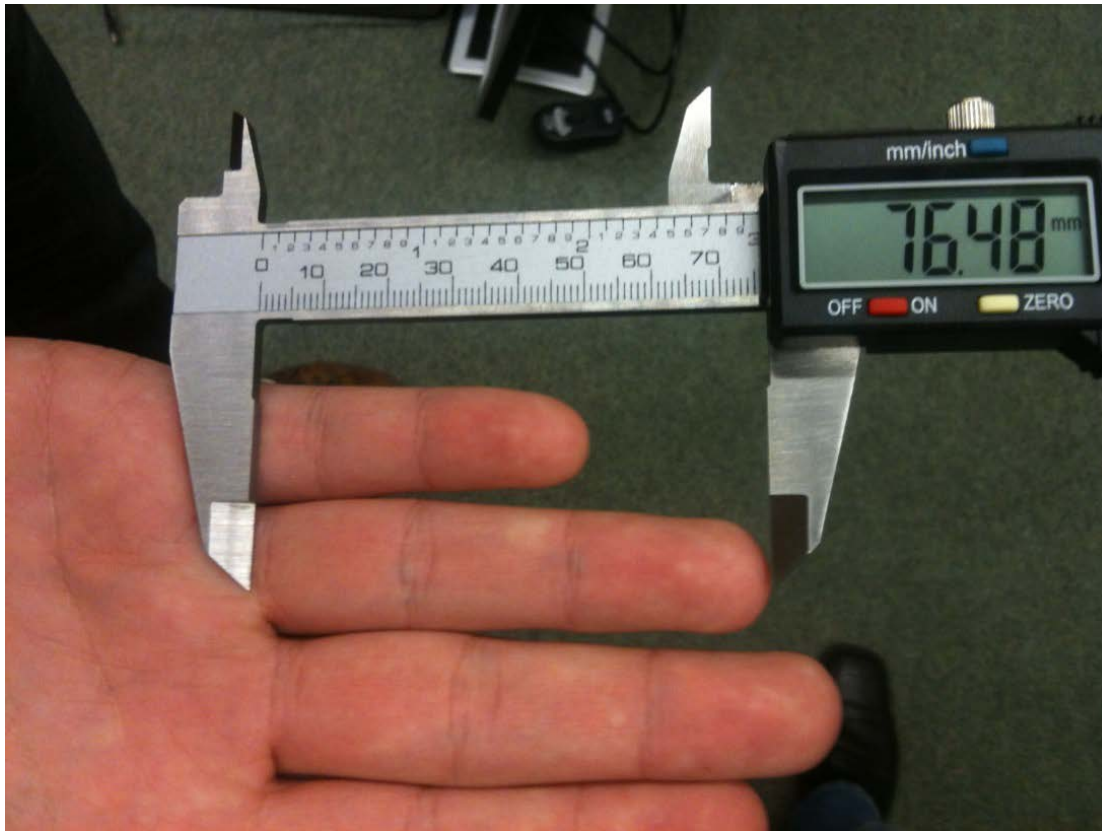
Taking the measurement

Repeat the following instructions for each finger you need to measure: the ring and index finger of both left and right hands.



Ask the respondent to fully open the hand to be measured with the palm facing up (see above). If possible, the hand should be rested on a stable surface (e.g. table, arm of a chair). If possible ask the participant to support the jaw on the bottom crease of their finger to help stabilise the callipers. Ensure all fingers are straight and neither bent nor overstretched. In cases where it's not possible for the respondent to do this (e.g. arthritis) then please make a note in the CAPI script.

Then align the '0' mark on the fixed jaw of the calliper (1, in Picture 1) with the middle of the bottom crease of the finger to be measured. Align the movable jaw of the calliper with the tip of the finger (not the finger nail). Now read the finger length measurement in millimetres from the display and enter the rounded measurement into the CAPI. For rounding, please round to the nearest whole millimetre. In the example below the display shows a measurement of 76.48mm. After rounding to the nearest millimetre you would enter "76" into the questionnaire.



In general, values after the decimal point ranging between .00 and .49 are rounded to the next lower millimetre. And values ranging from .50 to .99 are rounded to the next higher millimetre. For instance, 82.48 would be **rounded down** to 82 and 64.79 would be **rounded up** to 65.

Each time you conduct a measurement, please compare the digital measurement with the measure shown on the scale itself. They should correspond approximately (+/-1mm).

Reset the callipers to 0.00 and repeat the measurement on the next finger/hand until all four readings have been taken and recorded. Take the measurements in the same order as in CAPI: right index finger, right ring finger, left index finger and left ring finger. If the measurement is not possible use code 997 for finger or hand missing or injured; or use code 996 for other reason.

Care instructions

Always check the '0.00' display before leaving home on each interviewing day and notify the office immediately of any faults so a replacement can be sent out promptly.

The callipers are fragile and have sharp edges. Please take care not to prick participants or their furniture! Callipers must be kept in their box when not in use and kept away from children.

Replacing the battery

If the digital display shows values that deviate more from the value of the scale or if the numbers on the display are blinking, the battery might be empty. In this case, exchange the battery with the replacement battery. Press the red "on/off" button to turn the calliper off. Open the battery case on the right side of the display (see below). Slide the back cover to the right and exchange the battery (using the replacement battery provided in the black case of the calliper).

Once the battery is replaced, please repeat the four steps listed above under "Setting up the calliper" and repeat the measurement. If the problems persist, please read the measurements directly from the scale.



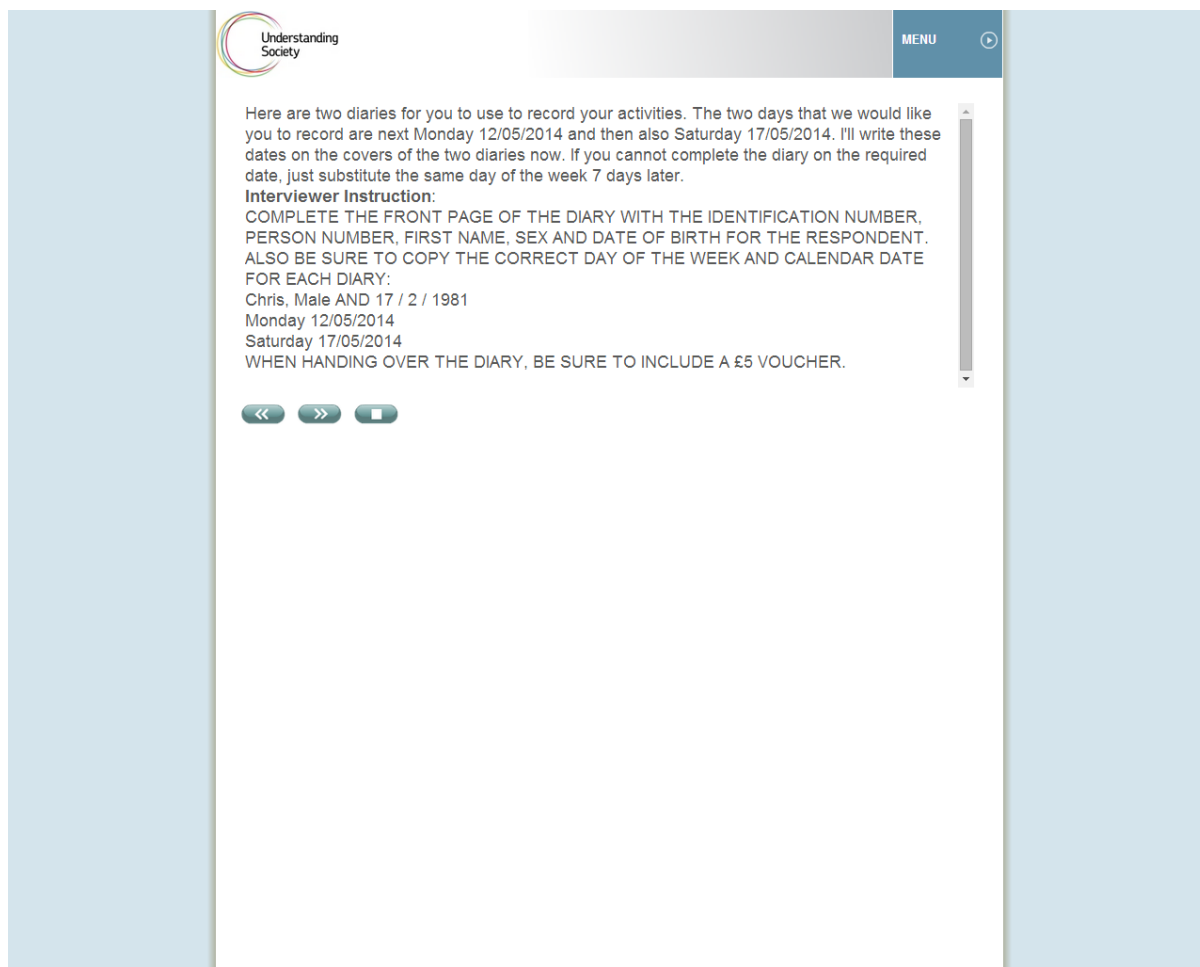
7.4 Self-completion questionnaires

There are two types of self completions – two Time Diaries for adults and a youth self completion for 10-15 year olds.

All self-completions should be given out when prompted with a plain envelope so that respondents can return the booklets to you in a sealed envelope to protect the confidentiality of their answers.

7.4.1 Time Diaries

Time diaries are included for adults in IP7; they will record two days (one green week day diary and one blue weekend day) selected at random by CAPI. Interviewers will be required to copy respondent information shown clearly on the CAPI screen to the front of the diary (see below). Interviewers will also be required to explain how to complete the diary and be available to answer any questions about this activity when the diaries are handed over to participants. Respondents will be asked to post their Time Diaries back to the office. You have been provided with Freepost envelopes for this purpose.



The screenshot displays the Understanding Society CAPI interface. At the top left is the Understanding Society logo. At the top right is a 'MENU' button with a play icon. The main content area contains the following text:

Here are two diaries for you to use to record your activities. The two days that we would like you to record are next Monday 12/05/2014 and then also Saturday 17/05/2014. I'll write these dates on the covers of the two diaries now. If you cannot complete the diary on the required date, just substitute the same day of the week 7 days later.

Interviewer Instruction:
COMPLETE THE FRONT PAGE OF THE DIARY WITH THE IDENTIFICATION NUMBER, PERSON NUMBER, FIRST NAME, SEX AND DATE OF BIRTH FOR THE RESPONDENT. ALSO BE SURE TO COPY THE CORRECT DAY OF THE WEEK AND CALENDAR DATE FOR EACH DIARY:
Chris, Male AND 17 / 2 / 1981
Monday 12/05/2014
Saturday 17/05/2014
WHEN HANDING OVER THE DIARY, BE SURE TO INCLUDE A £5 VOUCHER.

At the bottom of the text area are three navigation buttons: a double left arrow, a double right arrow, and a square stop button.

7.4.2 Youth self-completion

As at the mainstage, all children aged 10-15 are eligible for a green paper self completion booklet. The youth self-completion should take approximately 7-10 minutes to complete. The questions on the youth self-completion cover the following areas:

- TV / Computer / Internet use;
- Family;
- General happiness and wellbeing;
- Hobbies and free time;
- School and homework;
- Health and nutrition;
- Sports and exercise;
- Illegal and risk behaviours;
- Energy saving/wasting; and
- Future intentions;
- Finger length measurement.

Before handing out youth booklets please get verbal consent from the parent or responsible adult for the child(ren). We are not asking for written consent. If a parent asks to see the completed questionnaire of their child please, refuse politely. State that you have guaranteed confidentiality to the child and this promise cannot be broken. If you think it would be helpful, offer to show them a blank questionnaire, before the child completes it.

The youth self-completion booklet includes a section on digit length measurement for the first time. The child will measure their own fingers and record the information themselves using a printed ruler included within the booklet.

7.5 Payout procedure for Time /Risk experiment

One adult from each panel household will be selected at random to take part in the Time/Risk experiment. This will be same adult who was selected to take part in the experiment at IP6. Of these, approximately 10% will be randomly selected to receive a payment. Payments will vary in amount and will depend on the answer given by the participant to one of the questions in the module (also selected at random). The time of payment will also vary from payments being paid 'now' to payments being paid 13 months in the future.

For winners eligible for immediate payment you will be prompted in the CAPI to hand over a gift card at the end of the interview. You will need to note on the card the amount it is worth. Respondents will be able to use their vouchers in a range of high street stores. When you hand over the gift card please explain that it will take up to three working days for the card to be activated with the correct amount.

Winners eligible for **postponed payment** will be posted an activated gift card from the office at the appropriate time. For these respondents CAPI will prompt you to leave a promissory note with the participant.

7.5.1 Promissory note for Time /Risk experiment payment in the future

Promissory notes are used at the time/risk preference experiment where the respondent wins an amount of money to be issued at a future date. These promissory notes are included purely for this purpose and must **not** be used in place of paper incentive vouchers. Interviewers are responsible for maintaining their voucher stocks in the same way as with Wave 6 of the mainstage.

When prompted in CAPI please fill in and hand over a promissory note. Copy the serial number as it appears on the CAPI screen and fill in the boxes to correspond with the correct amount payable. Finally sign and date the note. The note should then be left with the participant as a record of our commitment to send them an incentive. The incentive will be sent by the office.

8. Workpack Kit List

You will be issued with a 'fieldwork kit' when you start work on IP7. It will include the following documents. If anything is missing or you need extra supplies, contact your specific regional team.

Document	Format	Quantity
Assignment materials		
Assignment Map		1 per area
Results Summary Sheet		1 per area
Assignment Sheet		1 per area
Sample Information Sheet (SIS)		1 Per HH
Police Form	TNS letterhead	2
Interviewer Pay Chart	White	1
Interviewer Feedback Form	White	1
Supporting materials/information		
Project Instructions		1
Showcards	A5 card, Green cover	1
Information Leaflet	Colour	5
'Understanding Society in the News' slide	Laminated	1
Advance Letter (generic)	Laminated	1
Self-completion questionnaires		
Youth questionnaire (self-completion)	Green A5 booklet	10
Adult Time Diary (weekdays)	Green A4 booklet	10
Adult Time Diary (weekend days)	Blue A4 booklet	10

Document	Format	Quantity
Special equipment		
Finger length measurement memo	White	1
Digital vernier callipers	-	1
Handsfree microphone	Black	1
Letters, cards and flyers		
Tracing Letter	White A4	10
Stable Contact Letter	White A4	10
Thank you flyer	Colour	20
MRS leaflet	Colour	20
Change of Address card	White card	10
Interviewer card	White A6 card	20
Envelopes		
ISER Freepost Envelope	White DL	15
'Private and Confidential' privacy brown envelopes for youth questionnaire	Brown C5	10
Freepost brown peel and seal envelopes addressed to High Wycombe (for returning youth questionnaires in their privacy envelopes and Adult Time Diaries)	Brown C4	35
Pre-stamped/Queen's Head 1 st Class Blank envelope (for sending Tracing and Stable Contact letters)	White DL	10
Gift voucher / Gift card materials		
Incentive book – standard 32 page receipt book – CAPI specific	-	1
Love2Shop Gift voucher £10	-	10
Love2Shop Gift voucher £5	-	15
Love2Shop Gift cards: Time/Risk experiment	-	2
Promissory notes book: Time/Risk experiment	White A6 card	10