



Understanding Society Innovation Panel Wave 8

Interviewer instructions

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1. Summary

Understanding Society, launched in January 2009, is the largest household panel study of its kind in the world. *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 may feed into future waves of this study and the wider social research community. Wave 8 of the Innovation Panel (IP8) will be launched in May 2015.

Unless specified, all processes and procedures should follow those adopted for the Wave 7 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 8: overview

2.1 Introduction

Innovation Panel Wave 8 (IP8) uses many of the same procedures as the main *Understanding Society* study with which all IP8 interviewers will be familiar. These instructions therefore focus on the procedures that are specific to the Innovation Panel. Please refer to your Combined Interviewer Instructions (covering Wave 6 and Wave 7) for general information about Understanding Society.

2.2 Sample

In IP8 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 since the refreshment samples at IP4 and IP7. All households have taken part in the study before.

2.2.1 IP7 Refreshment sample

A new refreshment sample was included last year at IP7. These households are the newest addition to the panel. Households from the IP7 refreshment sample are only included in the sample for IP8 if they took part in the study last year.

2.2.2 Mixed mode – F2F and WEB

Households issued at IP8 will be allocated to either Face-to-Face (F2F) or WEB. Of the 1,646 households that will be issued for IP8, 946 households will be allocated directly to F2F and 700 will be initially allocated to the WEB.

In general, households are allocated to the same sample type (F2F or WEB) as in previous waves. Therefore, there will be many households which completed the survey face-to-face last year, but will still be allocated to the WEB sample this year. However, a few households previously in the WEB sample have been identified as being very unlikely to complete the survey online. These households will be allocated to F2F for IP8. All of the households recruited to the panel through the IP7 refreshment sample were allocated to F2F at IP7, and will be allocated to F2F again for IP8.

2.3 Fieldwork overview

IP8 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).

Phase 1: CAWI only

Phase 1 is the initial period, starting in early May, in which only CAWI interviews can take place. No CAPI interviews are undertaken in this period.

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 WEB sample group for the first 3 weeks of this period and then closes for the remaining 8 weeks. During this 8 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 households.

Phase 3: CAWI reopens and CATI mop-up

Phase 3 is a 2 week mop-up where the CAWI reopens and you can use CATI if required (using the same procedure as for Wave 7). CAWI will be available for all remaining respondents during this phase – for both households originally allocated to F2F and those originally allocated to WEB.

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 IP8, 10 different experiments have been implemented. Some have been carried out on previous waves, and some are new for this wave. The experiments included in IP8 are as follows (please see Chapter 3 for further information):

2.4.1 Procedural experiments:

- Mixed mode: allocation to the F2F or WEB group and transfer between modes;

- Comparing the impact of different levels of financial incentives on response rates;
- Assessing whether there is a role in our fieldwork process for making first contact with respondents by telephone.

2.4.2 Questionnaire experiments

- Testing how the direction of response scales affects survey responses;
- Testing the impact of including a 'motivational message' at the beginning of the self-completion section;
- Exploring systematic measurement error (MTMM);
- Comparing different ways of measuring sexual identity;
- Exploring attitudes towards immigration;
- Understanding beliefs about the earning potential of graduates, and the impact on these beliefs on providing information about real earnings;
- Examining the value of interviewer assessments of respondent health.

2.5 Overview of IP8 questionnaire topic areas

The IP8 survey is made up of three instruments:

- Household Grid (c. 5 minutes, collecting basic information about who lives in the household);
- Household questionnaire (c. 10 minutes);
- Individual questionnaire (c. 40 minutes)

The main topic areas covered in the individual IP8 questionnaire are:

HOUSEHOLD QUESTIONNAIRE

- Structural characteristics;
- Tenure;
- Fuel type;
- Consumer durables
- Expenditure;
- Deprivation;
- Household vehicles.

INDIVIDUAL QUESTIONNAIRE

- Demographics;
- Educational aspirations (young adults);
- Family background, ethnicity and national identity, religion;
- General health, disability;
- **CASI**: Cognitive ability/item recall;
- Caring;
- Partnership, fertility and annual event history;
- Employment, job satisfaction;
- Childcare;
- Parental educational expectations;
- Unearned income, state benefits, household finances, savings, pensions;
- Political position;
- **CASI**: SF12, GHQ, satisfaction;
- **CASI**: Attitudes towards immigration;
- **CASI**: Sexuality;
- **CASI**: Young adults;
- Consent to link survey data with benefits records;
- Contact details, stable contact details;
- Interviewer observations.

There are two 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 section is very brief (Cognitive ability). This will not be included in all interviews. There is a more substantial CASI section later on towards the end of the interview, which is included in all CAPI and CAWI interviews.

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.

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.

The one exception is the interviewer assessed health question, which is asked at either the beginning or the end of the interview. This experiment works through the CAPI script, so it may be asked for some household members at the beginning and for others at the end.

3.1 Procedural experiments

IP8 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

This experiment has been ongoing since IP5 and 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.

3.1.2 Incentives experiment

The IP8 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, an advance letter is sent to every adult in the household containing their individual incentive.

For new entrants to the survey, if the household grid is completed face-to-face then the interviewer gives the new entrant their incentive upon completion of the interview. If the household grid is completed online, the new entrant's incentive is mailed to them. In both cases, the incentive amount is the same as given to other members of the household.

For IP8, F2F sample members will all receive £10 with the exception of individuals introduced to the panel in the IP7 refreshment sample. These are divided into three roughly equal groups receiving £10, £20 or £30 – they will receive the same amount as given at IP7. 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 each if everyone in the household participates online by a specified date.

3.1.3 Telephone first experiment

Previous guidance on *Understanding Society* has been that first contact with households should always be made in person. This is because it is easier to build up a rapport with respondents face-to-face and so reducing the chance of respondents refusing to take part.

However, this may be less of a concern now that the respondent panel is well established. It may therefore be appropriate for interviewers to make first contact with households by telephone when they can make appointments with respondents for completing the survey in person.

It is hoped that we may be able to make our fieldwork process more efficient through reducing the number of face-to-face contact attempts required to

complete households. Respondents may also find this method more convenient for arranging interviews for a time that suits them.

In order to test this, half of households will be allocated to the 'Telephone First' group. Households in the 'Telephone First' group can be identified in the Sample Information Sheet or in the additional information within the eReps grid (ff_telfirstw8 = 1 for households in the Telephone first group).

First contact with these households can be made by telephone. Please note, you do not have to make first contact by telephone but you may decide to do so for these households in the 'Telephone First' group where you think it will be helpful. Interviews should still be conducted in person.

For households in the 'Telephone First' group, you may make up to three initial contact attempts by telephone. These three attempts should be made over the course of no more than a week. The contact attempts should be made at different times of day to give the best chance of successfully contacting a respondent. If no contact has been made after these three attempts, you should then try to make contact face-to-face.

For all households which are not in the 'Telephone First' group, initial contact attempts **must** be made in person. Only if there has been no contact with these households after six contact attempts can you try to contact them by telephone. Again, interviews must still be conducted in person.

3.2 Questionnaire experiments

Some of the IP8 questionnaire content is also experimental in design; essentially we are trying out different ways of asking the questions. As an interviewer you should simply follow the CAPI interview which 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

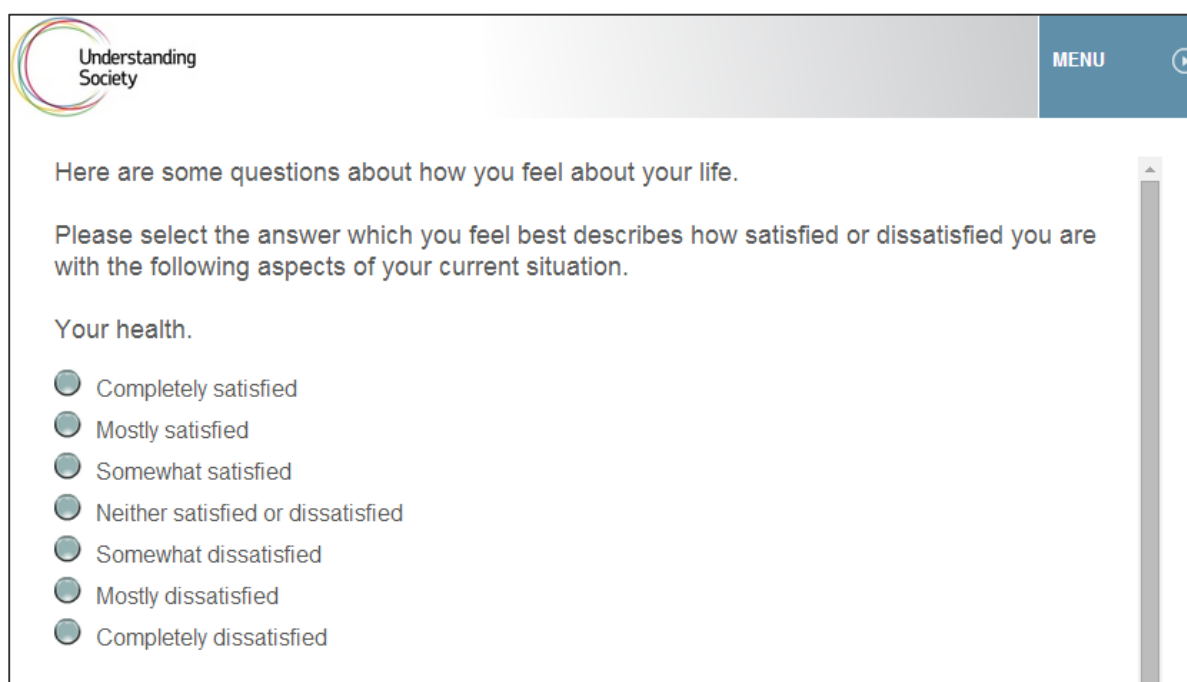
important to follow the best practice procedures on **standardised interviewing** covered in basic training. These are:

- 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 IP8.

3.2.2 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. Please take care when reading these questions and using showcards to make sure respondents get the correct scale. An example screen is shown below:



The screenshot shows a CAPI screen from the Understanding Society survey. At the top left is the Understanding Society logo. At the top right is a blue bar with the word 'MENU' and a right-pointing arrow. The main content area has a light gray background and 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.

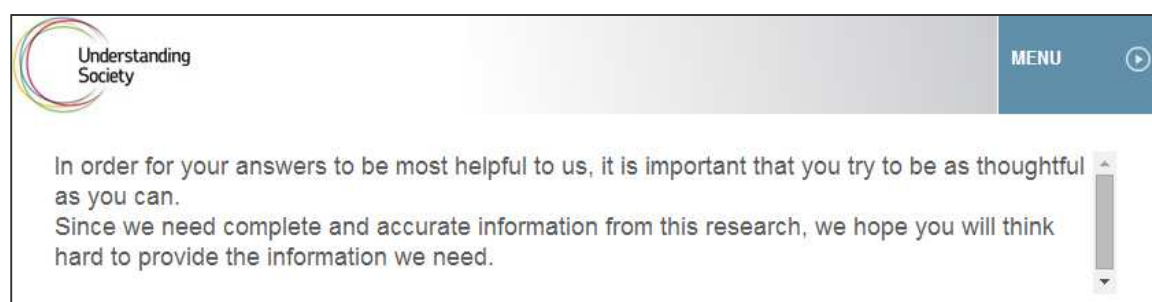
Below this text is a list of seven response options, each preceded by a radio button:

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

A vertical scrollbar is visible on the right side of the response options list.

3.2.3 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.

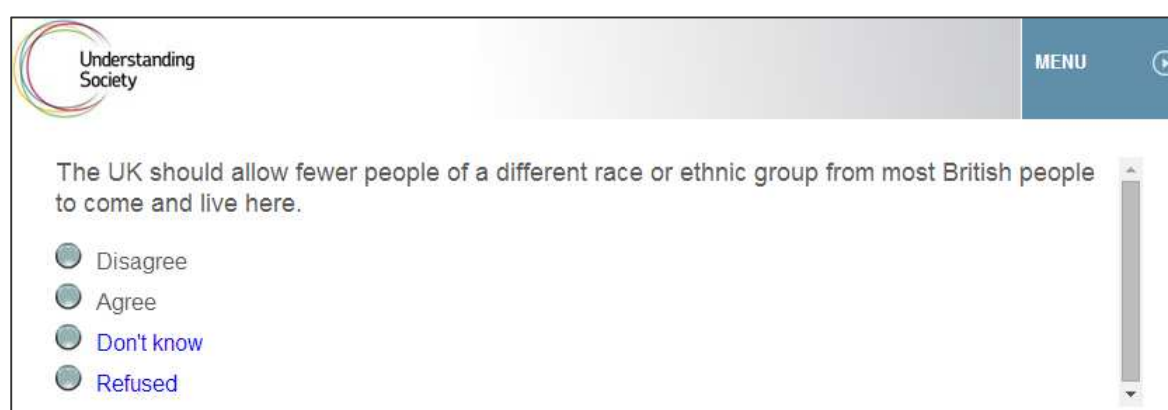


The screenshot shows a survey interface with a header bar. On the left is the 'Understanding Society' logo. On the right is a blue 'MENU' button with a play icon. Below the header, a text box contains the following message:

In order for your answers to be most helpful to us, it is important that you try to be as thoughtful as you can.
Since we need complete and accurate information from this research, we hope you will think hard to provide the information we need.

3.2.4 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 there will be less than five minutes between the two sets of questions and in these cases the second set of questions will not appear. For the majority of cases, however, the set of questions will appear twice.



The screenshot shows a survey interface with a header bar. On the left is the 'Understanding Society' logo. On the right is a blue 'MENU' button with a play icon. Below the header, a text box contains the following question:

The UK should allow fewer people of a different race or ethnic group from most British people to come and live here.

Below the question are four radio button options:

- ☐ Disagree
- ☐ Agree
- ☐ Don't know
- ☐ Refused

3.2.5 Comparing different ways of measuring sexual identity

In this experiment, different respondents get asked different questions about sexual identity. The wording and structure of the questions are different, and the questions also come at different points in the questionnaire.

The intention is to compare the different approaches to asking respondents about their sexual orientation from other surveys as well as getting a more accurate measurement of sexual identity overall.

One of the techniques used in this experiment is an Item Count question design; this involves showing respondents a list of three to five statements and asking how many apply to them or how many they agree with. Respondents do not need to identify which statements they agree with, only answer how many apply. An example of one of these questions is given below:

I have at least once been sexually attracted to someone who ...

- is fit and muscular
- has a disability
- is ten or more years older than me
- grew up with me in my local area

How many statements are true for you?

- ☐ None are true
- ☐ One statement
- ☐ Two statements
- ☐ Three statements
- ☐ Four statements

3.2.6 Exploring different attitudes towards immigration

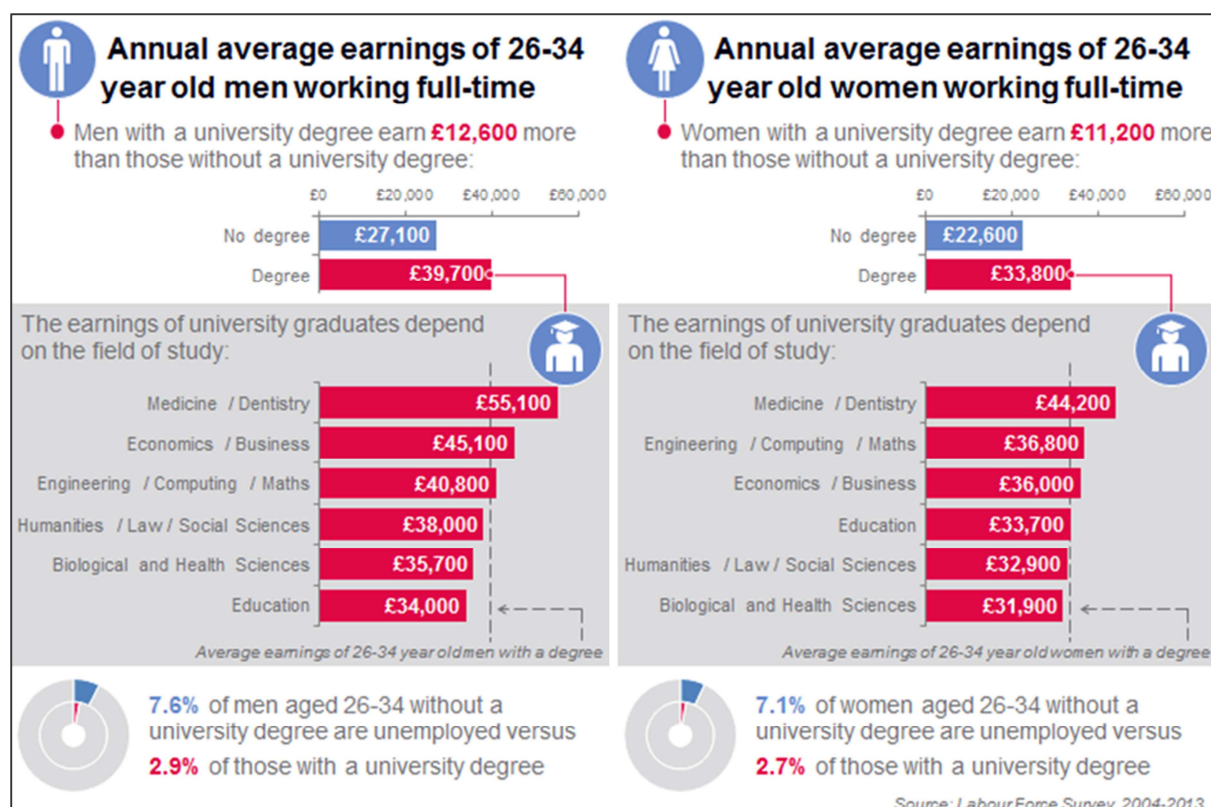
This is a different experiment to the investigation of systematic measurement error, described in Section 3.2.4. Attitudes towards immigration are often inaccurately reported in surveys due to a tendency for some respondents to give the answers they believe are most socially acceptable as opposed to the answers they believe are closest to their own beliefs. This may lead to opposition to immigration being under-reported.

This experiment tests different questions about immigration. In particular, it uses questions which are designed to minimise the pressure on respondents to give the answer they think is most socially acceptable. This experiment also makes use of the Item Count technique, described above (Section 3.2.5).

3.2.7 Understanding beliefs about the earning potential of graduates

The first part of this experiment is simply to understand the attitudes of young adults and their parents towards going to university and their beliefs about the earning potential graduates have as compared to people without a degree. All adults will be asked about their perceptions of the financial costs and benefits of going to university; depending on the respondent's situation, they may be asked to think about themselves, their children or graduates in general.

The second part of the experiment is to see how providing information about real earnings of graduates and people without a degree affects their perceptions of earning potential. Some respondents will be given copies of graphs which show the average earnings of men and women aged 25-34 – both with a degree and without.



This information will also be mailed to these respondents before the next wave of the Innovation Panel (IP9). The rest of the respondents will not be given this information. The CAPI script will tell you to give these graphs to a respondent if they are supposed to receive them.

3.2.8 Examining the role of interviewer assessments of respondent health

The purpose of this experiment is to establish whether a simple interviewer assessment of a respondent's health can add to the other health measures currently in the questionnaire. Other research has shown that interviewer assessments of respondent health can provide quite an accurate picture of overall health and, if successful, this would be a relatively simple element that could be added to a wide range of surveys.

This question is asked to the interviewer at either the beginning or the end of the survey. You **must not** read out the question. You must give your own answer without input from the respondent.

Answers are given on a five-point scale from 'Excellent' to 'Poor'. This question does not require any expert knowledge. We only need your best judgement from what you can naturally see during the course of the interview and your contact with the respondent.

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 7 procedures.

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 will be 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; whether the household

was originally allocated to WEB or F2F; login information for WEB households; whether the household is allocated to the 'Telephone first' experimental group.

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 3 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**.

The Field Management team 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 The CAWI survey

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/society

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 address bar and not, for example, into the 'Search' box.

At this screen, respondents enter their username and password 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.

4.6 Your responsibilities

Throughout Phase 2 you will be responsible for:

4.6.1 Sample members allocated to F2F sample:

- Contacting households and individuals and conducting CAPI interviews

4.6.2 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 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.

4.6.3 Additional survey components

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

- Display showcards where prompted in CAPI (the cover for IP8 is green);
- Hand over and collect youth self completion booklets;
- Hand over vouchers to respondents who did not receive their incentive gift voucher.

4.7 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;
- Individual Adult CATI questionnaire;
- CAPI proxy questionnaire;
- 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.

4.7.1 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.

4.8 Outcome codes

Outcome codes will be consistent with those used at *Understanding Society* Wave 7. 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.

4.9 First contact

Advance mailings will have been posted to each adult potential sample member by the office prior to the start of fieldwork. Respondents allocated to WEB 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 CAWI-only fieldwork period.

Your first contact with a household **must** be in person, except in the following cases:

- The household is in the Telephone First experimental group;
- A participant has contacted ISER and requested that an interviewer phones them in advance.

In cases where a participant has requested to ISER that they be phoned in advance, this comment will be printed on the Sample Information Sheet. Please make first contact by phone to arrange an appointment only. Please do not interview by phone.

If first contact with a household in your assignment is made in person, 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.

If there is not contact with a respondent after six 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.

4.10 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 IP7. Tracing is to be conducted in the same way as for Wave 7.

5. Fieldwork targets, monitoring and maximising response rates

5.1 Targets: Fieldwork and response rates

Targets for both fieldwork coverage and response rates for IP8 are outlined below.

5.1.1 Fieldwork coverage milestones/targets

Your targets for fieldwork coverage are:

Milestone	Week	Date
F2F start date		2 nd June
All addresses to be visited	2	15 th June
50% of addresses to be covered	4	29 th June
80% of addresses to be covered	6	13 th July
100% of addresses to be covered	8	27 th July

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)

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

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 IP8, 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 IP8 brings some additional considerations. There was good take-up of the Web survey option at previous waves of the Innovation Panel, 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 IP7 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 online. 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:

WEB soft launch	Advance letter	5 th May
	Advance email	6 th May
	Reminder letter	22 nd May
WEB main launch	Advance letter	11 th May
	Advance email	12 th May
	Reminder letter	22 nd May
F2F	Advance letter	28 th May

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 (£10, £20 or £30).

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 IP8 there are a number of different versions of the advance letter which take into consideration mode of completion and the incentive amount received. New entrants will also receive an advance letter. 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. The CAPI script will guide you through this process and give you the correct incentive amount.

You will need to provide gift cards in the following situations:

- New entrants/re-joiners (however, please note that if they have been identified during the CAWI stage they should have received an incentive in advance);
- Continuing sample members who say they did not receive an incentive with their advance letter.

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 this wave do not need to return their voucher; the incentives are unconditional.

6.2.2 Youth self-completions

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. All children 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.

The questions on the youth self-completion cover the following areas:

- TV / Computer / Internet use;
- Family;
- General happiness and wellbeing;
- School and homework;
- Money
- Taking care of others
- Health and nutrition
- Illegal and risk behaviours;
- Demographic background and politics
- Future intentions

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.

All self-completion questionnaires 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. 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 Proxy interviews

There are no incentives for proxy interviews.

6.2.4 Gift cards

The incentives are Love2Shop High Street gift cards. They can be used as payment in a number of High Street stores (a full list can be found at www.highstreetvouchers.com). The processes for activating the gift cards are the same as on Wave 7 and Wave 6. The CAPI script will ask you to enter the serial number, and will also give you the correct amount for that incentive.

7. Workpack Kit List

You will be issued with a 'fieldwork kit' when you start work on IP8. It will include the following documents. If anything is missing or you need extra supplies, contact your specific regional team. In some cases (as noted below), the documents are the same as used on Wave 7. Other documents are different to those used on Wave 7 – please take care to make sure you are using the correct documents for IP8 interviews.

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		
IP8 Project Instructions (please also refer to the Combined Interviewer Instructions covering Wave 6 and Wave 7)	White	1
Showcards	A5 card, Green cover	1
Information Leaflet (<i>please note, this is the same as used for Wave 7</i>)	Laminated	1
Information Leaflet (<i>please note, this is the same as used for Wave 7</i>)	Colour	3
Generic advance letter	Laminated	1
Spare generic advance letters (<i>please note, this is the same as used for Wave 7</i>)	Colour	5
<i>Understanding Society</i> case studies	Laminated	1
Benefits consent information leaflet (<i>please note, this is the same as used for Wave 7</i>)	Colour	20

Consent flowchart	Laminated	1
Average earnings graphs	Colour	20
'Contact us' page (for CAWI respondents)	Laminated	1
FAQs for CAWI respondents	Laminated	1
Self-completion questionnaires		
Youth questionnaire (self-completion)	Green A5 booklet	10
Letters, cards and flyers		
Tracing Letter (<i>please note, these are the same as used for Wave 7</i>)	White A4	10
Stable Contact Letter (<i>please note, these are the same as used for Wave 7</i>)	White A4	10
Thank you flyer (<i>please note, these are the same as used for Wave 7</i>)	Colour	20
MRS leaflet (<i>please note, these are the same as used for Wave 7</i>)	Colour	20
Change of Address card (<i>please note, these are the same as used for Wave 7</i>)	White card	10
Interviewer card (<i>please note, these are the same as used for Wave 7</i>)	White A6 card	20
Envelopes		
ISER Freepost Envelope (<i>please note, these are the same as used for Wave 7</i>)	White DL	15
'Private and Confidential' privacy brown envelopes for youth questionnaire (<i>please note, these are the same as used for Wave 7</i>)	Brown C5	10
Freepost brown peel and seal envelopes addressed to High Wycombe – for returning youth questionnaires in their privacy envelopes) (<i>please note, these are the same as used for Wave 7</i>)	Brown C4	35
Pre-stamped/Queen's Head 1 st Class Blank envelope – for sending Tracing and Stable Contact letters (<i>please note, these are the same as used for Wave 7</i>)	White DL	10

Gift voucher/Gift card materials		
Love2Shop Gift cards (can use W7)	-	10

In addition, you should also make use of the Understanding Society A4 insights report following documents which you will already have from Wave 6 or Wave 7.