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ELIPSS : how to maintain participation in a probability based internet panel

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ELIPSS: how to maintain participation in a probability-based internet panel

CIPHER conference - February 21, 2019 - Washington

Elodie Pétorin, Sciences Po, Center for socio-political data (CDSP),
CNRS, Paris, France

Center for Socio-Political Data (CDSP - Sciences Po)

- Created in 2005
- Offers services around social sciences
- Develops methods
- Coordinates project (European Social Survey, ELIPSS)

ELIPSS : Longitudinal Study by Internet for the Social Sciences

- Probability-based online panel
- Device and internet access provided to panel members
- Monthly questionnaires designed by researchers
- Around 2500 panel members in January 2019

CDSP's involvement in Elipss

- Organize and follow-up the calls for projects
- Animate the scientific and technical committee
- Produce and program selected surveys
- Document and provision the data

A bit of history

- Panel management staff turnover
- Anticipated need for panel management processes
- In-house panel management application
- Methodological corpus

And some fact

- 70 surveys published to the panel members
- Response rate between 80 and 93%
- Attrition is less than 25% after 40 months
- 72% of panelist with response rate above 85%

The panel management application

- Tailor made by our IT team
- Enables to keep contact with panel members
- Manage the fleet and handle the incidents
- Follow-up non respondents

Get in touch Stay in touch

Données générales

Date naiss. 19 octobre 1983 - 35 ans

Sexe Femme

Address 84 rue de Grenelle
75007, PARIS

Coordonnées

Tél. fixe 01 45 49 59 59

Mobile 06 66 57 12 94

Tél. pro N.D.

Courriel elodie.petorin@sciencespo.fr

Convention 29 novembre 2012

Période préférée N.D.

Groupes	invi-enquête
Tx rép	54/70 (77%)
Dern enq	16 sep. 2018
Coord	Oui
Tickets	0 / 9
Relance	R2 ▶
IMEI	354438070100296
Identifiant Xenmobile	p2583
Dernière authentification	21 novembre 2018 01:12
Tél. tablette	0668840119
Jours d'absences	27
Femto	Non
Note de débit 📶	5/5 🐾
Lot n°	91
Taux rép 7 derniers jours	26%

HISTORIQUE

11/04/2018	en cours..	Utilisable	354438070100296	p2583	Panéliste	v.5.1.1-prod / WIFI (21/11/2018 01:12)
28/11/2016	11/04/2018	Cassée	354438070022292	p2990	CDSP	v.5.1.0-prod / WIFI (07/01/2018 15:37)
22/02/2016	28/11/2016	Utilisable	352373053908732	None	Panéliste	
02/02/1980	22/02/2016	Utilisable	352373055794189	None	Recyclage	
01/01/1970	02/02/1980	Cassée	352373053431420	None	CDSP	

Handling the incident

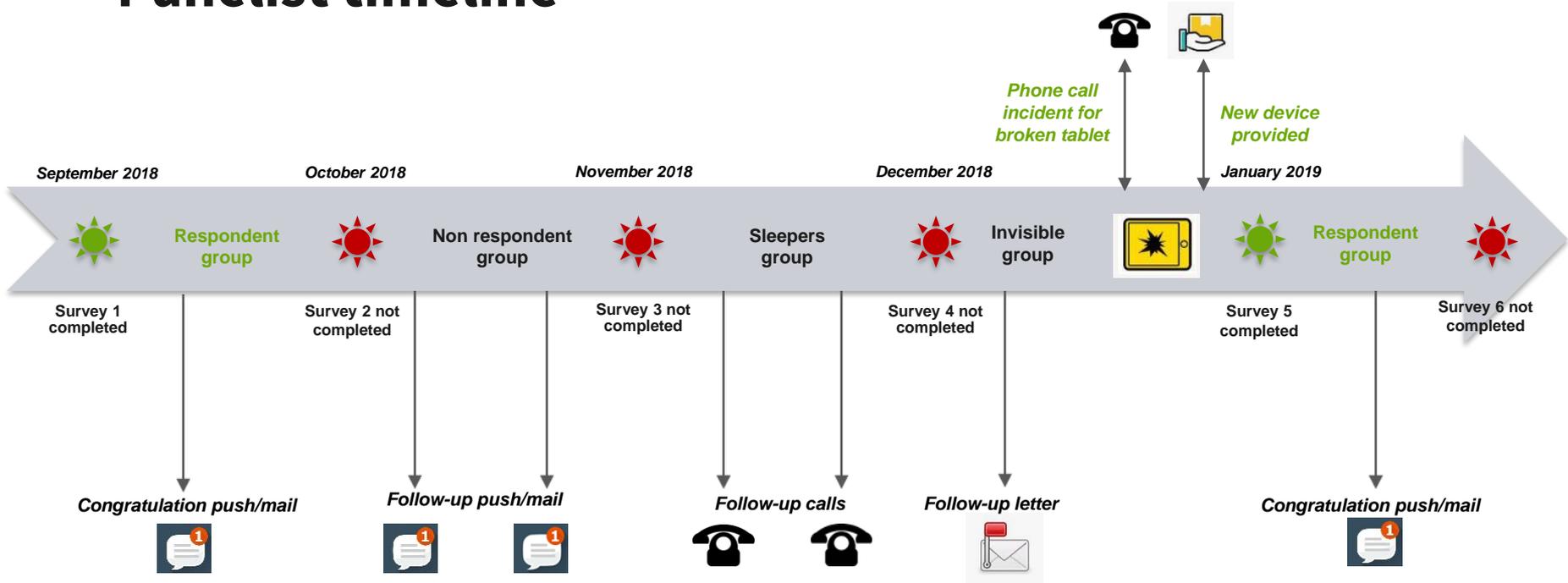
- Open ticket to record the incident
- Keep track of resolution steps
- Flag panelists with ongoing tickets
- Mark resolution and archive

Nudging non-respondents

Different level of non-response :

- Non-respondent
- Sleepers
- Invisible

Panelist timeline



As a conclusion

- Multichannel follow-up in a collaborative workflow
- Incident ticket tracking to minimize non-response
- Timeline of the panelist experience
- Real time indicators

Where to go from here?

- Rich para-data recording
- Produce a usable paradata set from raw interactions traces
- Useful indicators to inform real-time decision
- Development of a generalized panel management application (H2020 - SSHOC project)