

Willingness to Participate in Passive Mobile Data Collection – Methods Report

The data for this project come from a two-wave web survey among German smartphone users 18 years and older. Respondents were recruited from the German nonprobability online panel mingle operated by Respondi.

Wave 1

In December 2016, 9,000 email invitations were sent to panel members by the online panel provider. 3,144 people started the survey. Quotas for gender and age were used based on the known smartphone penetration in Germany; only smartphone owners were able to proceed to the main questionnaire: 404 panel members who started the survey were screened out because of the quotas and 32 were screened out because they reported not owning a smartphone. Out of the 2,708 remaining respondents, 61 broke off the survey (2.2%). 24 respondents had duplicated IDs and were dropped from the data set. The remaining 2,623 respondents completed the Wave 1 online survey between December 12 and 14, 2016; their responses are stored in the data file. The questionnaire included items on smartphone use and skills, privacy and security concerns, and general attitudes towards survey research and research institutions. The questionnaire was programmed in EFS Survey. Respondents could complete the questionnaire on a PC, tablet or smartphone; 15 percent of the respondents completed the Wave 1 questionnaire on a smartphone. The median time for completing the questionnaire was 5 minutes and 56 seconds.

Wave 2

In January 2017, all respondents from Wave 1 were invited to participate in a second web survey. Out of the 2,333 respondents who started the Wave 2 survey, 354 broke-off (15.2%). An additional 22 respondents were dropped because of duplicated IDs and eight could not be matched because their IDs were not found in the Wave 1 data. A total of 1,957 or 74.3% (AAPOR RR1) completed the Wave 2 questionnaire between February 14 and 22, 2017. The Wave 2 questionnaire included a factorial survey design to investigate the effects of different study characteristics, as described in vignettes, on expressed willingness to participate in hypothetical studies involving passive mobile data collection. Respondents were free to complete the questionnaire on any device; about 14 percent of the respondents completed the Wave 2 questionnaire on a smartphone. The median response time for the Wave 2 questionnaire was 6 minutes and 7 seconds.

Merging data from the two waves

The two data sets can be merged using respondent IDs stored in variable “c_0001”. When merging the two data sets there is no match for eight IDs from the Wave 2 data set in the Wave 1 data set. Thus, the merged data set includes only 1,949 cases.