

# Abstract: The Framework of Survey Behaviour: An Extension of the Framework for Web Survey Participation

## **Title:**

The Framework of Survey Behaviour: An Extension of the Framework for Web Survey Participation

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## **Relevance & Research Question:**

Why do people behave the way they do in surveys? The answer to this fundamental question in survey research can help increase survey participation, decrease break-off and improve data quality. Underneath this seemingly simple question is a complex interplay of factors influencing survey behaviour (i.e., the behaviour of (potential) respondents). While current frameworks, theories and models provide valuable insights into this behaviour, they all have limitations in understanding survey behaviour as a whole. Furthermore, none are generically applicable across survey behaviours for all modes, devices, and target populations (i.e., person, household, establishment).

## **Methods & Data:**

We conducted an extensive literature review of both generic behavioural, and survey-specific frameworks, theories and models. Using the Framework for Web Survey Participation (Peytchev, 2009) as a starting point, we extended this framework into our generic Framework of Survey Behaviour.

## **Results:**

The resulting framework provides a holistic view of the factors affecting the key survey decisions and the underlying behaviours that shape those decisions. The key survey decisions reflect the three main goals in survey research: getting people to start the survey, complete the survey, and provide high-quality responses. These decisions are affected by five groups of factors: environmental factors, respondent factors, interviewer factors, survey design factors, and questionnaire factors. The underlying survey behaviours that shape those decisions are diverse and range from (proxy) responding, satisficing, breaking off, and straightlining, to speeding.

## **Added Value:**

By centralising behaviour in the framework, we offer a comprehensive approach that considers all human, organisational, and environmental elements involved in the survey process. The framework guides researchers in designing surveys and collecting high-quality data across diverse contexts. Understanding and being able to influence survey behaviour for the better is key in order to improve respondent engagement and data quality. Practical recommendations are provided, and future research areas are identified.

## **References:**

Peytchev, A. (2009). Survey breakoff. *Public Opinion Quarterly*, 73(1):74–97.

## **Keywords:**

Survey Behaviour, Survey Methodology, Total Survey Error, Mixed-Mode Surveys, Mixed-Device Surveys, Household Surveys, Establishment Surveys, Person Surveys, Survey Framework, Data Quality, Non-response, Response Rate.