



Harmonized matrix layout for different devices

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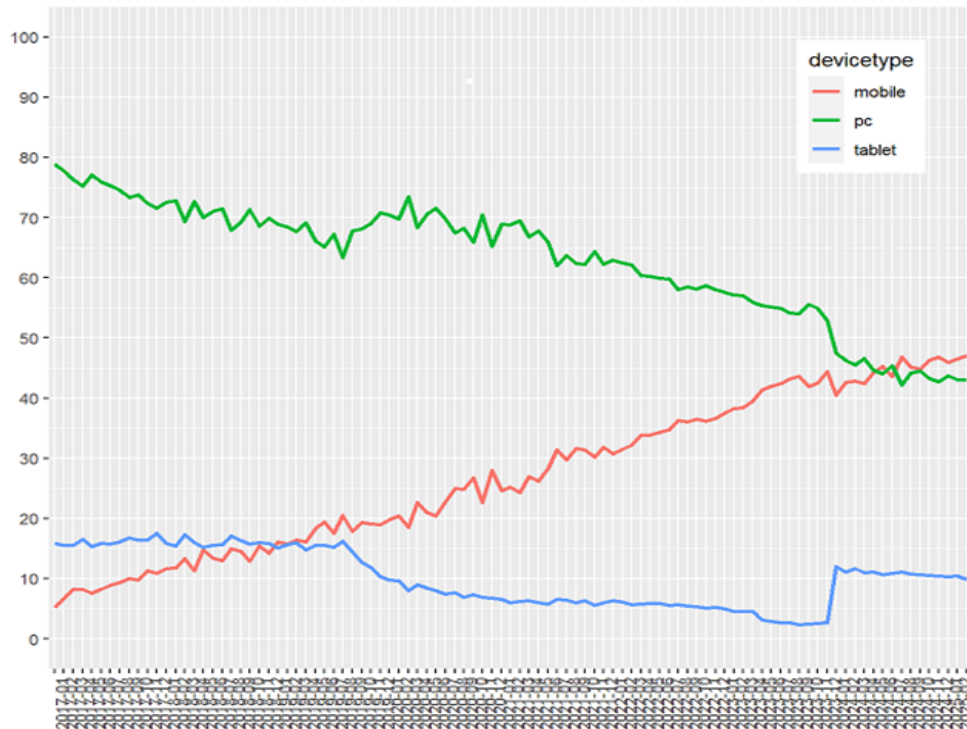
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Reasons for new design of matrix questions



Reasons for new design of matrix questions

Opslaan X Opslaan en sluiten Terug ? Help

Nederland Vandaag

Als u het nieuws volgt, in hoeverre bent u dan geïnteresseerd in:

	Heel erg geïnteresseerd	Erg geïnteresseerd	Redelijk geïnteresseerd	Een beetje geïnteresseerd	Niet geïnteresseerd	Geen antwoord
Binnenlands nieuws?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buitenlands nieuws?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nieuws over politiek?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Vorige Volgende

12:39 AA prepenquete2.cbs.nl X Opslaan en sluiten ? Help

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Niet geïnteresseerd

Geen antwoord

Vorige Volgende



Designs of matrix questions



Results

Variable	Operationalisation
Breakoff	logged in & broken off
No answer *	% no answer option chosen
Primacy*	% first answer option chosen
Recency *	% last answer option chosen
Midpoint reporting*	% middle option chosen
Straightlining*	% grid questions with zero answer variance
Acquiescence*	% completely agree or agree chosen
Duration	Questionnaire completion duration in minutes (cutoff at mean+2xSD)
Substantial results*	Mean or scores on satsoc, trust inst, BRS, TIPI, MHI
Satisfaction with questionnaire	Satisfaction with clearness questions/ ease of completion/ layout & willingness to be contacted again by CBS

* Different operationalizations, a.o. for short and long version questionnaire



Results

There were a total of 66 analyses.

Only three significant main effects and one significant interaction effect of the matrix design was found.

These effects were found in analyses of 'no answer', recency and straightlining.



Effect grid design on 'no answer'

- Significant effect on 'no answer' in grids applicable to all
- No effect on 'no answer' in grids long questionnaires only
- No interaction grid*device
- Classic grid scored worst and the accordion design scored best.



Effect grid design on recency

- No effect on recency in grids applicable to all
- Significant effect on recency in grids in long questionnaires only.
- No interaction grid*device
- The classic scored the worst and the accordion scored best.



Effect grid design on straightlining

- No effects of grid for strict definition of straightlining
- In 2 out of 10 grid effects for simple definition. These include grid*device effects.
- The carousel scored worst in effects and classic and accordion scored worst in device effects
- The stem fix scored best



Conclusion

- Hardly any differences between designs.
- Of the few differences found, the Accordion design scored best.

	No answer questions (matrix questions applicable to all)	Recency (matrix questions long qnr only)	Straightlining (question about device use)	Interaction matrix x device on straightlining (question about types of mobile phone use)
Classic	😞	😞	😊	😞
Stem fix	😞	😞	😊	😊
Carrousel	😞	😞	😞	😊
Accordion	😊	😊	😊	😞





Facts that matter