



The Framework of Survey Behaviour

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Colours



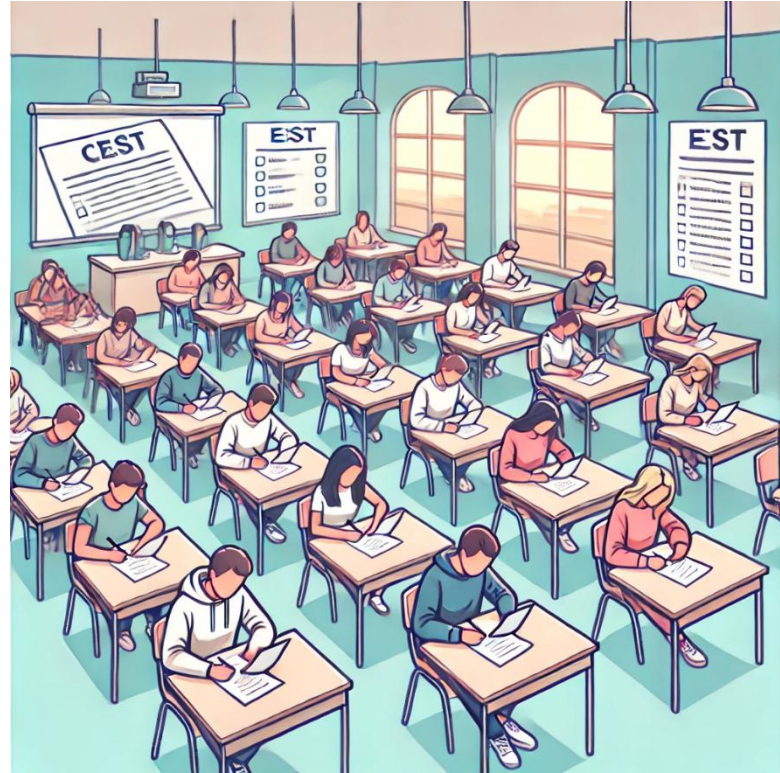
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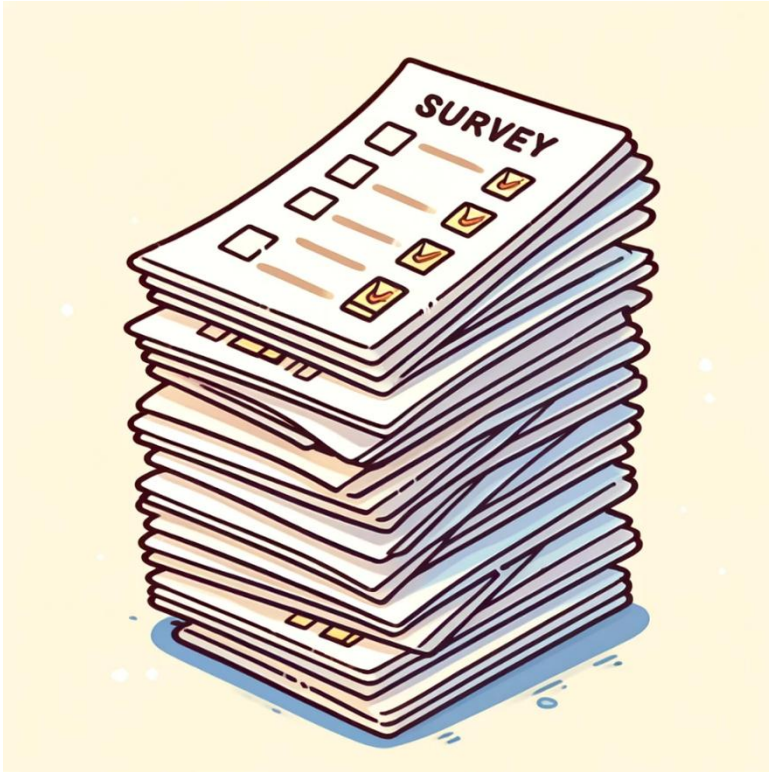
Questions



Start



Completed



Correct



Groups

Environment

Respondent

Interviewer

Survey

Factors

Environmental Factors

- Legal and Privacy Regulations
- Survey Fatigue
- Political and Social Climate
- Technological Infrastructure
- Cultural Norms and Expectations
- Organisational and Household Structure
- Economic Climate
- Temporal and Environmental Conditions

Respondent Factors

- Socio-Demographics
- Motivation & Relevance
- Attitudes & Perceptions
- Privacy & Risk Aversion
- Cognitive & Digital Literacy
- Personality Traits
- Survey Experience & Familiarity
- Mode Preference & Accessibility
- Time Constraints & Life Circumstances

Interviewer Factors

- Communication & Rapport
- Interviewer Bias & Effects
- Professionalism & Ethics
- Experience & Training
- Tech Skills & Adaptability
- AI/Avatar Interface Quality
- Interviewer Demographics
- Follow-Up & Persistence
- Workload & Fatigue
- Incentives & Motivation

Survey Design Factors

- Topic & Relevance
- Sponsor & Trust
- Contact & Communication
- Modes, Devices & Apps
- Sampling
- Survey Type
- Survey Burden
- Incentives
- Accessibility & Inclusivity
- Adaptive & Tailored Design

Questionnaire Factors

- Question Text & Clarity
- Format & Response Options
- Sensitive Topics
- Questionnaire Burden
- Order & Context Effects
- Visual Design & Layout
- Navigation & Interactivity
- Accessibility & Inclusivity
- Technical Implementation
- Instructions & Help

Decisions

Decision to Participate

Decision to Continue/Complete

Decision How to Respond

Process & Behaviours

Participation Process & Behaviours

- 1. Receiving the Request**
 - Opening the Email/Letter/SMS
 - Answering the Phone/Door
- 2. Comprehension**
 - Reading/Listening to the Request
 - Asking Questions About the Survey
- 3. Cost-Benefit Analysis**
 - Express Interest or Concerns
 - Revisiting the Request Information
- 4. Decision to Participate**
 - Verbally Agree or Refuse to Participate
 - Go to the Survey
- 5. Repeat Steps 1-4 as Often as Needed**

Completion Process & Behaviours

- 1. Accessing the Survey**
 - Attempting Access
 - *Pitfall: Pre-Questionnaire Break-Off*
- 2. Introduction**
 - Viewing Introductory Content
 - *Pitfall: Introduction Break-Off*
- 3. Answering & Ongoing Cost-Benefit**
 - Progressing Through Questions
 - Continuous Decision to Continue
 - *Pitfall: General Break-Off*
- 4. Finishing & Returning the Survey**
 - Send it Back / Hand it Over to Others
- 5. Repeat Steps 1-4 as Often as Needed**

Responding Process

- 1. Comprehension**
 - 2. Retrieval**
 - 3. Judgement**
 - 4. Response**
- Suboptimal Responding Behaviours**
- Satisficing & Straightlining
 - Speeding, Skimming & Navigation
 - Social Desirability & Acquiescence
 - Item Nonresponse*
 - Response Burden
 - Proxy Responding
 - Compliance & Conformity
 - Data Entry Errors

Errors

Representation Error*

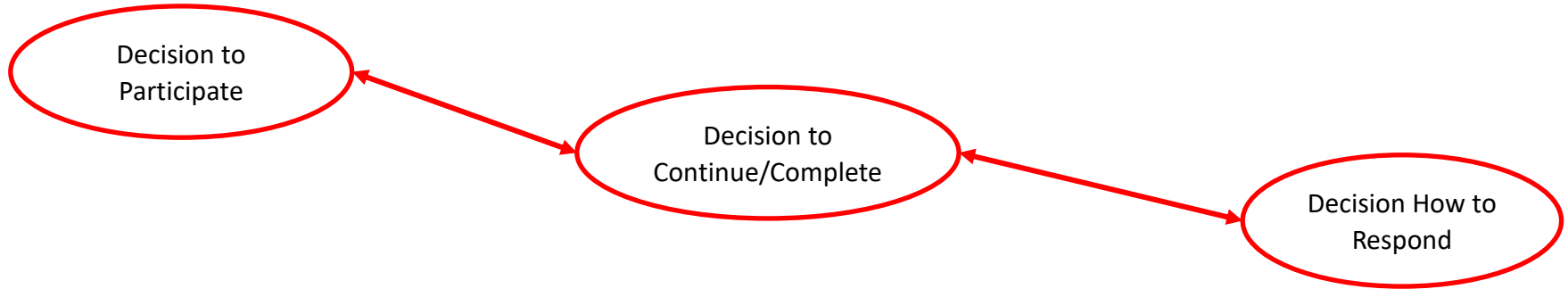
Measurement Error



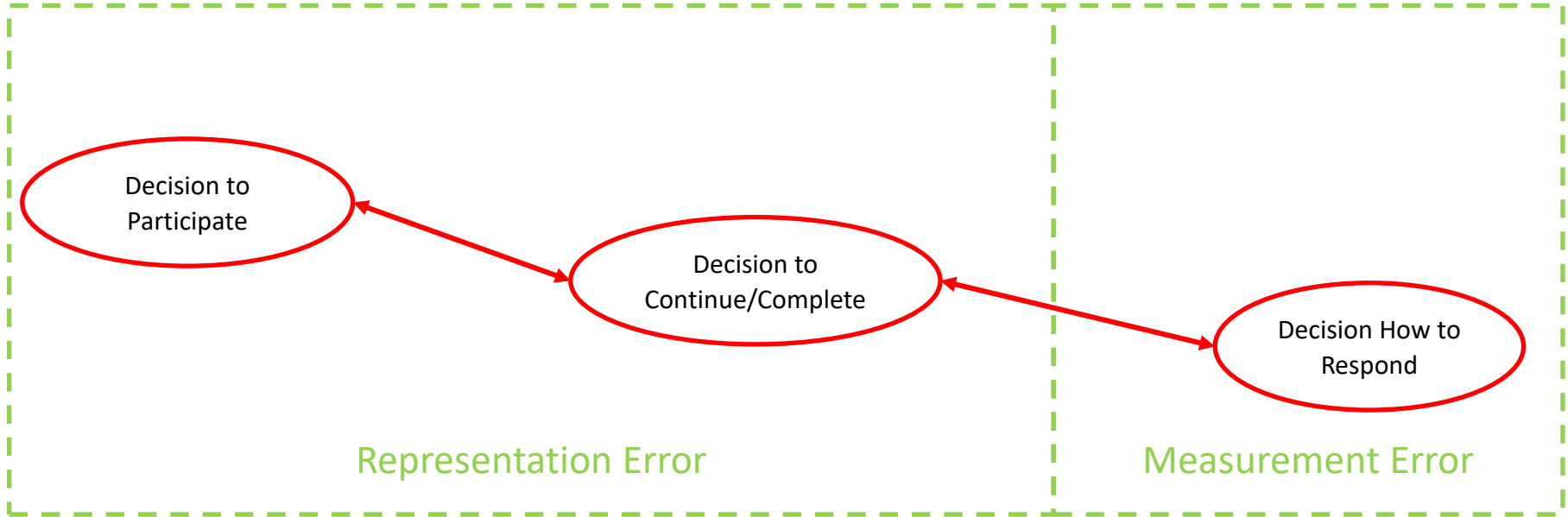
The Three Core Survey Behaviours



The Three Core Decisions of Survey Behaviour



Adding Total Survey Error



The Decision to Participate

<u>Participation Process</u>	<u>Participation Behaviours</u>
1. Receiving the Request	<ul style="list-style-type: none">- Opening the Email/Letter/SMS- Answering the Phone/Door
2. Comprehension	<ul style="list-style-type: none">- Reading/Listening to the Request- Asking Questions About the Survey
3. Cost-Benefit Analysis	<ul style="list-style-type: none">- Express Interest or Concerns- Revisiting the Request Information
4. Decision to Participate	<ul style="list-style-type: none">- Verbally Agree or Refuse to Participate- Go to the Survey
5. Repeat Steps 1-4 as Often as Needed	



The Decision to Continue and Complete

<u>Completion Process</u>	<u>Completion Behaviours</u>
1. Accessing the Survey	<ul style="list-style-type: none">- Attempting Access- <i>Pitfall: Pre-Questionnaire Break-Off</i>
2. Introduction	<ul style="list-style-type: none">- Viewing Introductory Content- <i>Pitfall: Introduction Break-Off</i>
3. Answering & Ongoing Cost-Benefit	<ul style="list-style-type: none">- Progressing Through Questions- Continuous Decision to Continue- <i>Pitfall: General Break-Off</i>
4. Finishing & Returning the Survey	<ul style="list-style-type: none">- Send it Back / Hand it Over to Others
5. Repeat Steps 1-4 as Often as Needed	



The Decision How to Respond

<u>Responding Process</u>	<u>Suboptimal Responding Behaviours</u>
1. Comprehension	- <i>Satisficing & Straightlining</i>
2. Retrieval	- <i>Speeding, Skimming & Navigation</i>
3. Judgement	- <i>Social Desirability & Acquiescence</i>
4. Response	- <i>Item Nonresponse*</i>
	- <i>Response Burden</i>
	- <i>Proxy Responding</i>
	- <i>Compliance & Conformity</i>
	- <i>Data Entry Errors</i>

Factors Influencing Survey Behaviour

1. Environmental Factors
2. Respondent Factors
3. Interviewer Factors
4. Survey Design Factors
5. Questionnaire Factors



Environmental Factors

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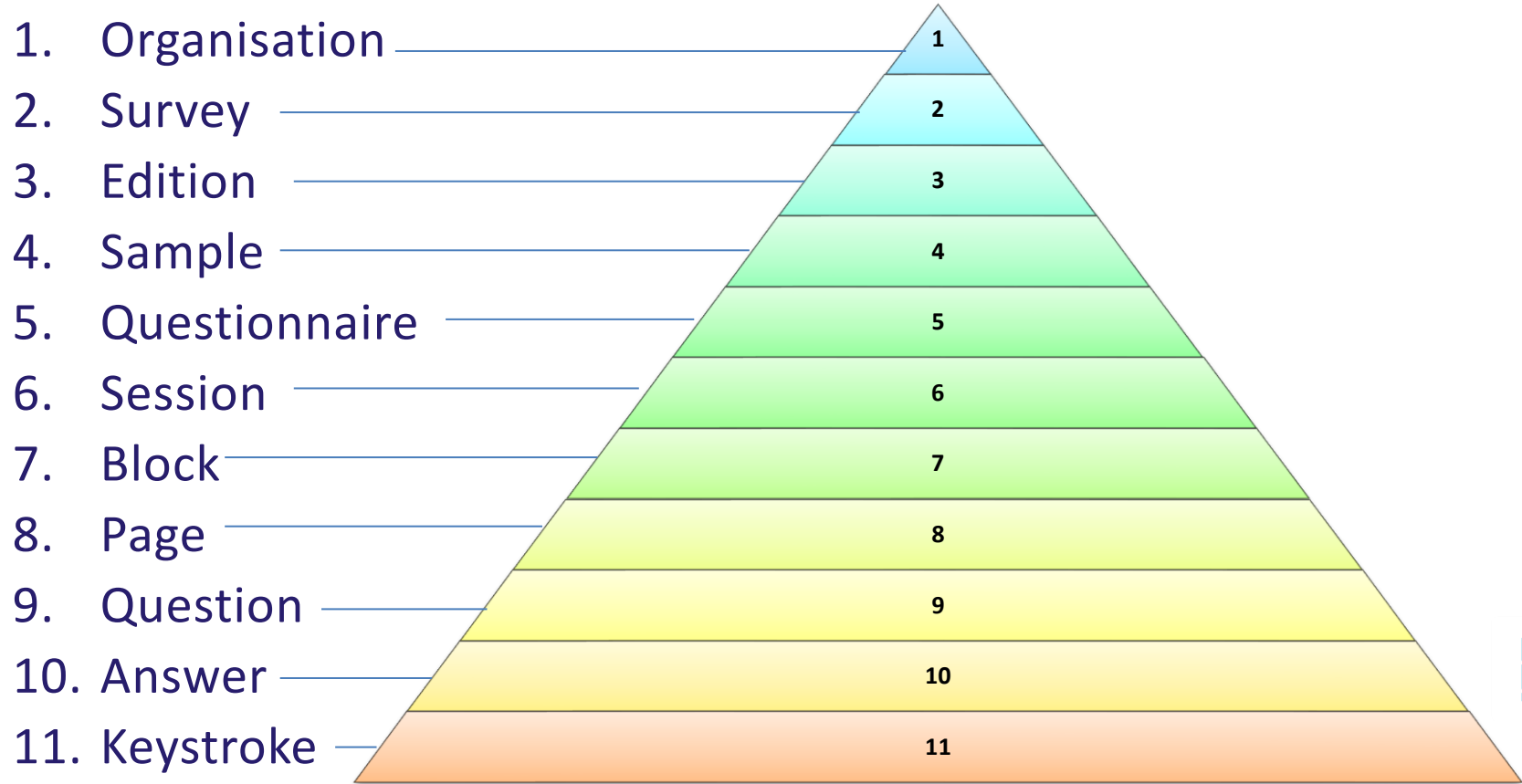
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Representation Error*

Measurement Error



Hierarchy of Survey Behaviour



What can we measure with Paradata?

Decision to Participate

- Request Delivered
- Request Opened
- Number of Times Request Opened
- Time Spent on Request
- Click/Link Access Rate
- Bounce/Return-to-Sender Rate
- Number of (Successful) Contact Attempts
- Time to First Action

Decision to Continue and Complete

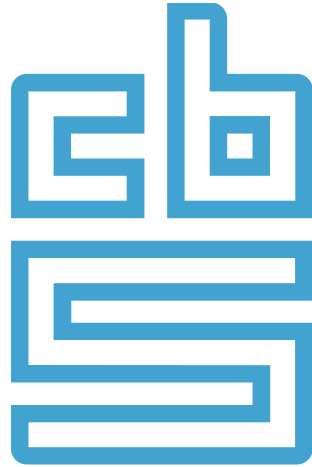
- Survey Start Timestamp
- Progress Through Pages/Sections
- Time Spent per Page/Section
- Total Survey Duration
- Number of Log-ins/Sessions
- Breakoff Rate
- Point of Breakoff
- Time to Breakoff
- Partial Completes
- Navigation Actions (Backtracking, Skips)
- Number of Help/FAQ Visits

Decision on How to Respond

- Item Nonresponse Rate (detected as missing data)
- Satisficing Indicators (e.g., straightlining)
- Time Spent per Question
- Quick Clicking/Speeding
- Revisits or Change of Responses
- Abandoned Items/Partial Answers
- Adaptive Question/Skip Usage
- ...







Facts that matter