

JPSM/MPSM

Survey Methodology Seminar Series

"Item nonresponse conversion in open-ended questions in web surveys"

LARS KACZMIREK

Presenter

Researcher at GESIS – Leibniz Institute for the Social Sciences, Mannheim, Germany

Monday, March 30, 2015
12:00-1:00pm

Speaker will be at the University of Michigan
Video Room 368 - ISR South Basement
Room 1208 LeFrak Hall– Maryland

Abstract

Open-ended questions in web surveys suffer from substantial item nonresponse. For example in a recent survey on a sensitive topic in Germany nonresponse reached up to 56%. Our method for nonresponse conversion relies on a set of regular expressions and automatically classifies different types of item nonresponse. This allows us to automatically ask tailored follow-up questions during a web survey and thus to reduce final item nonresponse rates substantially. The classification is currently available for English, German and Spanish and can also be applied to already collected data. For every 100 nonresponses this approach results on average in 20 to 40 more useful answers with exceptions of up to 74% conversions per question.