**WERA 1010 – Thursday, February 18, 2016**

Attendees:

Steve Swinford – Montana State

Ginny Lesser – Oregon State

Bunny Willits - Penn State

Hua Qin – Missouri

Gerald Kyle – Texas A&M

Carena van Riper - Illinois

Jason McKibben – University of West Virginia

Ashley Yopp – Texas A&M

Billy McKim – Texas A&M

Glenn Israel – University of Florida

Don Dillman – Washington State

Lou Swanson – Administrative Advisor. Not in Tucson this year due to a conflict.

Marilyn Smith will be retiring in 2016 and will not be attending future meetings

Brief history of group was provided for new attendees. Started as a methodology research project, W-183, in rural social sciences. Joint publications of replications of experiments was the primary motivation initially behind organization.

The committee began the meeting by discussing the impact of smartphones and survey procedures on data quality. Glenn Israel reported that Qualtrics collects metadata on platform used by respondent; he reported finding 20% of respondents were using a smartphone and 10% were using a tablet to access the 2015 Florida Cooperative Extension customer satisfaction survey on the web. Smartphone respondents were significantly younger that those using other devices. Of the 294 respondents using a mobile device, the most common browsers were Safari iPhone (42.5%), Safari iPad (30.3%) and Chrome (19.4%). Microsoft Internet Explorer (42.1%) and Chrome (31.0%) dominated laptop and desktop browsers (n=703). The question was raised, “Are we designing instruments with this in mind?” The discussion focused around concerns about error in multi-mode data sets. Additional questions included, “Where are respondents when they are using a mobile device?” and, “Are they focused on task of completing instrument or distracted by other things?” Respondents’ age breakdown as another issue to consider with regard to how the device/mode might be tied into motivation. Browser and device type data from the 2015 FCES Consumer Satisfaction Survey showed younger respondents were more likely to use smart phones and more females overall, even more with tablet and smartphone. Some clues might be found by looking at dropout rates by age, along with data on speed of response.

Discussed an example of Qualtrics survey about the Zombie Apocalypse as a vehicle to understand how Millennials respond to online instruments. The payoff (motivating factor for respondent) was a rating of the respondent’s survivability. Questions about what can be learned from this type of instrument and delivery to apply to other contexts.

We have always had difficulty obtaining responses from young people. Data lacking in producing representative data using “gamification” techniques. Discussion of the motivations of younger people to respond to instruments.

Is there an opportunity to adjust the framing of surveys to increase buy-in? Address potential legitimacy issues (if it were too game-like). Providing feedback on responses of others in course of online completion – biasing of responses. Same concern found when pictures are used on questionnaires.

This as a new way of discussing personalization of questionnaires possibly.

Discussion of problem with people sharing their access ID to an online questionnaire with others. Creates situation where one respondent turns into many, particularly when topic is “politically charged” and a stuffing the ballot box situation occurs.

**State Reports**

Glenn Israel – Florida

Israel reported on two studies. The first examined how clarifying instructions can improve item response quality for numerical open-ended questions. Compared to face-to-face and telephone interviews, respondents make meaning of questions on their own in self-administered surveys. Evidence of effect of clarifying instructions on item response rate and response quality is limited. Data for 2015 were collected from a web/mail mixed-mode annual customer satisfaction survey of Florida Cooperative Extension Service (FCES). Two numerical open-ended questions asked respondents information about number of times they contacted FCES in past 12 months and years using Extension services. The clarifying instructions used with two questions were “include 1 for the time that this survey asked about” and “write ‘1’ if only this year” respectively. The addition of clarifying instructions significantly reduced the percent of missing and incorrectly formatted responses for both questions (from 16.1% to 11.4% for the number of times CES was used; from 16.8% to 9.4% for the number of years using CES). For response mode, main effect of response mode (paper, web response with laptop and desktop, and web response with mobile devices) was also significant.

The second study explored the interaction of stem and response order effects on satisfaction rating questions. Although there are many design factors that affect rating scales responses, relatively few studies have examined response order effects. Israel suggested another explanation for order effects is that respondent heuristics influence the communication process between survey designers and respondents. We also think that a typical heuristic among US residents assumes that positive response categories will begin at the left for horizontal scales and at the top for vertical scales. When the question design is consistent with the heuristic, the response distribution will elicit more positive ratings than when the question design is inconsistent. Data from a question about satisfaction with the Florida Master Naturalist Program (n=1983) and two experiments in the 2015 FCES survey (n=1618, a 4-item grid and a single item) explored this issue. Experimental factors are the order of the response categories (‘Very satisfied’ first versus ‘Very dissatisfied’ first) and the order of the options in the question stem (‘satisfied’ first versus ‘dissatisfied’ first, resulting in a 2-by-2 design. Israel reported there was clear evidence of response order effects consistent with theories of satisficing and respondent heuristics but inconclusive evidence of stem order moderating these effects.

Hua Qin – Missouri

Hua Qin (Missouri-Columbia) studied the applicability of using partially correlated longitudinal data to examine community change. Community surveys have been widely used to investigate local residents’ perceptions and behaviors related to natural resource issues. These include residents’ attitudes about rapid growth induced by energy development or amenity migration (e.g., Krannich et al. 2011; Selfa et al. 2011), public perspectives of wildfire and fuel management (e.g., Shindler et al. 2009), and Community risk perception and response to forest insect disturbance (Flint and Luloff 2007; Parkins and Mackendrick 2007). Although community can be conceived as a dynamic process of interaction and collective action, most existing community survey research relies on cross-sectional data and is thus unable to capture the temporal dynamics of community processes. Longitudinal analysis has received increasing interest in recent natural resource social science literature. Trend and panel studies are two typical approaches in longitudinal community survey research. Due to limited sampling frames, research design, and respondent attrition, longitudinal community surveys often involve both matched (paired) and uncorrelated (independent) observations across different waves. Using previous re-survey data on community response to forest insect disturbance in Alaska as an example, this research note shows that the corrected *z*-test is a more appropriate approach to compare partially correlated samples than conventional statistical techniques such as the paired and independent *t*-tests.

Ginny Lesser - Oregon State

ODOT Multi mode studies. Comparison of modes 2006-2014. Unit response rates, percentage moving to web, demographics. Several sub-studies of design components. Fourth contact in 2012 and 2014 reminds respondent of web response option.

Year by year – 2010 – statement of saving the state money (lots of discussions of effects)

Comparisons with American community survey – percentage of males, income (web group higher), degree (web higher education)

Record of Response Rates

Monthly customer satisfaction survey since 1994 for DMV

Declining response rates since 1994 – changes did occur to instrument and design.

Still better than phone surveys. Analyzed with a cubic model.

2014 Off-Highway Vehicle Survey

mail response was 31% and web was 29%. Overall, 56% of total respondents were Web. 17% of them by tablet, 8% by smartphone.

Don Dillman – Washington State

Dillman discussed the work he is doing on address-based sampling. He is at a phase of his career that he is trying to communicate the results of his previous research on using mail to request responses over the web from household samples.

He sees these methods expanding because of telephone going into rapid decline, the result of it no longer fitting with the culture. People don’t answer phone calls from unknown numbers and parties, and if they do it once, they won’t do it again for follow-ups. And, the only good household frame we now have for general public surveys is postal service address based samples. He has just completed his contribution to an AAPOR task force on evaluating the use of U.S. Postal Service address-based samples. That report is now being published, and a follow-up journal manuscript is ready for submission to the Journal of Survey Statistics and Methodology.

He is working on three papers that will be finished this year. Two of them are book chapters. The first one is a general paper on the need for mixed-mode surveys, and ways of conducting them. The second is a discussion of nine principles for improving the effectiveness of online surveys. Working on how to help people who do surveys conduct better ones.

Public policy surveys that inform decisions is where he is focusing his attention.

He is making a major effort to help improve the communications used to request survey responses in the U.S. Decennial Census as well as the American Community Survey. In October, 2015, he discussed current issues and challenged at a National Academies of Science seminar on the roll-out of 2020 Decennial Census methods, and will be making a similar presentation to a National Academies Committee in May 2016, on those procedures.

A third major effort being undertaken in 2016 is to write an article for Survey Methodology, published by Statistics Canada. The topic is: “The Promises and Perils of Pushing Respondents to the web in mixed-mode surveys.” It summarize the research now going on worldwide to facilitate the heavy use of web-push methods (mail contact with request for web response). These methods were initially developed by his research team as a WERA supported effort beginning in 2006, and in addition to extensive use in the U.S. it is being used to conduct population censuses in Japan, Australia, Canada, and a number of European surveys. This paper will also be presented in a plenary address at a Statistics Canada symposium to be held in Ottawa in fall 2016.

Dillman expects that during 2016 he will begin conceptualizing and researching ways to improve the effectiveness of communications request survey responses, which he sees as critical to improving response rates in surveys, regardless of survey mode.

Steve Swinford – Montana State

Continuing work on Transportation research as well as applying cultural models to adolescent behavior and child abuse prevention studies.

Cannabis study will investigate perceptions of user and non-users on impairment to drive a motor vehicle after use. Also a project in Utah on seatbelt safety. Collecting local information to inform local policy changes. Also conducted two small-scale community needs assessment surveys for Dillon and Valier (Montana cities).

Gerald Kyle – Texas A&M

He discussed four treatments on normative appeals in cover letters for a study he will be conducting. Texas boaters will be the target audience of the study. Discussed reordering; does the treatment get lost in the format? Committee members made suggestions on wording.

Billy McKim - Texas A&M

Heuristics Matrix Effects – a study of TX Extension agents. This study measured perceived ability on a task and importance of the ask to job as two dimensions. Having the responses side by side (as opposed to on separate pages) made a difference. They used one answer (first one) to answer second factor.

Rodeo Austin Study – economic impact and customer satisfaction surveys. A total of 2,173 contacts were made and 1,473 usable completed questionnaires were obtained with an iPad intercept methodology. He used offline Qualtrics – an add-on function. Note: randomization of entrants was difficult due to entry procedures. Interviewers rotated gates and times of day to attempt quasi-randomization. An incentive – a token for concessions was offered (received $10,000 in tokens for the survey) Note: $6 was the incentive recommendation based on response rates. Those at the $8 and $6 incentive also spent more time answering questions.

McKim reported on a third study: Reaching the Public – Personas for Marketing Agricultural Organization to Target Audiences. He discussed how one size fits all does not work with incentives – and same thing happens with messaging. Use of a “persona” in the marketing to increase response. The personas have a life cycle as well. The topic in the study was addressing animal treatment. They created a number of statements reflecting the values of the organization. The Q-sort method – a set number of statements are placed along a continuum by the respondent to reflect values, was used.

**Appendix 1: 2015 Publications & Presentation**

***Refereed Journal Publications***

1. Landon, A.C., **van Riper, C.J.**, Angeli, N.F., Fitzgerald, D.B., & Neam, K.D. (2015). Growing transdisciplinary roots in the Peruvian Amazon: Lessons from the field. *The* *Journal of Transdisciplinary Environmental Studies, 14*(1), 2-12.
2. **Qin, H**. and T. F. Liao. 2015. The association between rural-urban migration flows and urban air quality in China. *Regional Environmental Change* (in press). doi:10.1007/s10113-015-0865-3
3. **Qin, H.**, P. Romero-Lankao, J. Hardoy, and A. Rosas-Huerta. 2015. Household responses to climate-related hazards in four Latin American cities: A conceptual framework and exploratory analysis. *Urban Climate* 14(Part 1): 94-110.
4. **Qin, H.** 2015. Comparing newer and long-time residents’ perceptions and actions in response to forest insect disturbance on Alaska’s Kenai Peninsula: A longitudinal perspective. *Journal of Rural Studies* 39: 51-62.
5. **Qin, H.**, C. G. Flint, and A.E. Luloff. 2015. Tracing temporal changes in the human dimensions of forest insect disturbance on the Kenai Peninsula, Alaska. *Human Ecology* 43(1): 43-59.
6. Wallen, K., **Kyle, G.**, & **van Riper, C.J.** (2015). Carrying capacity and commercial services in the Southern Sierra Nevada. (Prepared for the U.S.D.A. Forest Service.) College Station, TX: Texas Agrilife Research.
7. Schuett, M.A., **Kyle, G.T.**, Dudensing, R., Ding, C., **van Riper, C.**, & Park, J. (2015). Attitudes, behavior, and management preferences of Texas artificial reef users. (Prepared for the Artificial Reef Program, Texas Parks and Wildlife Department.) College Station, TX: Texas AgriLife Research.

***Extension and Outreach Publications:***

1. **Dillman, Don A.** 2015. Future Surveys. *Bureau of Labor Statistics Monthly Labor Review*. November. [http://www.bls.gov/opub/mlr/2015/article/future-surveys.htm](https://urldefense.proofpoint.com/v2/url?u=http-3A__www.bls.gov_opub_mlr_2015_article_future-2Dsurveys.htm&d=CwMFAg&c=C3yme8gMkxg_ihJNXS06ZyWk4EJm8LdrrvxQb-Je7sw&r=35rW85vjCuB2co5s1Tgxxg&m=wnq3O5FoUha-TguhTWzf5ibZiIeidUz5E50ZrGaxu_0&s=xlsITeN5QkOf4C_F3X_OZG09e10tcTsvLtHWfVb-tCU&e=)
2. Kumar Chaudhary, A., & **Israel, G. D.** 2015. The Savvy Survey #8: Pilot Testing and Pretesting Questionnaires. AEC402, 6 pp. Gainesville: UF/IFAS. Available at: <http://edis.ifas.ufl.edu/pd072>.
3. Gouldthorpe, J. L., & **Israel, G. D.** 2015. The Savvy Survey #7: Formatting Questionnaires. AEC401, 7 pp. Gainesville: UF/IFAS. Available at: <http://edis.ifas.ufl.edu/pd071>.
4. **Israel, G. D.**, & Gouldthorpe, J. L. 2015. The Savvy Survey #10: In-Person-Administered Surveys. AEC404, 7 pp. Gainesville: UF/IFAS. Available at: <http://edis.ifas.ufl.edu/pd074>.
5. **Israel, G. D.**, & Gouldthorpe, J. L. 2015. The Savvy Survey #18: Group-Administered Surveys. AEC4112, 4 pp. Gainesville: UF/IFAS. Available at: <http://edis.ifas.ufl.edu/pd082>.
6. **Kumar Chaudhary, A.**, & Israel, G. D. 2015. The Savvy Survey #6d: Constructing Indices for a Questionnaire. AEC399, 6 pp. Gainesville: UF/IFAS. Available at: <http://edis.ifas.ufl.edu/pd069>.

Impact: Pamela Sigler at the University of Kentucky is using Savvy Survey Series publication for professional development of Extension agents.

***Presentations***

1. **Dillman, Don A.** Keynote, WEBDATANET Conference for the European Union, Salamanca, Spain (2015). The importance of web-push methodologies for surveying the general public.
2. **Dillman, Don A.** Seminar for professional staff of the Gallup Organization J, Washington D.C. Headquarters (2015);
3. **Dillman, Don A.** National Academies Committee for National Statistics,Member seminar on emerging issues in survey research for surveying the general public. Washington D.C. (2015)
4. **Dillman, Don A.** National Academies Public Seminar; Invited Discussion on Plans for the 2020 Decennial Census, Washington D.C. (2015)
5. **Dillman, Don A.** ICF International, Shady Grove, Maryland, Recent developments in survey methods (2015).
6. **Dillman, Don A.** Visual Design Principles for designing mail and web surveys. Odum Institute, University of North Carolina—Chapel Hill (2015).
7. **Israel, G. D.** Can an Importance Prompt Reduce Item Non-response for Demographic Items Across Web and Mail Modes? Poster presented at the 70th annual conference of the American Association for Public Opinion Research, Hollywood, FL, May, 2015.
8. Kumar Chaudhary, A., & **Israel, G. D.** Assessing the Influence of Importance Prompt and Box Size on Response to Open-ended Questions in the Mixed Mode Surveys: Evidence on Response Rate and Response Quality. Poster presented at the 70th annual conference of the American Association for Public Opinion Research, Hollywood, FL, May, 2015.
9. **Qin, H.** Newcomers and oldtimers: Do classification methods matter in the study of amenity-migration impacts in rural America? Annual meeting of USDA Multistate Research Committee W3001: The Great Recession, Its Aftermath, and Patterns of Rural and Small Town Demographic Change, Boulder, CO, September 18-19, 2015.
10. **Qin, H.**, E. Bent, C. Brock, E. Achuff, Y. Dguidegue, M. Hatcher, T. Ojewola. Fifteen years after the Bellingham ISSRM: A systematic review and meta-analysis of environmental and natural resource sociology. Annual Meeting of the Rural Sociological Society, Madison, WI, August 6–9, 2015.
11. Gobster, P.H., Stewart, W.P., Williams, D.A., & **van Riper, C.J.** (2016). *Assessing the benefits of Chicago’s large lot program: Initial findings from the social and environmental assessments.* Paper presentation to the Local Initiatives Support Corporation, Chicago, IL.
12. Gobster, P.H., Stewart, W.P., Williams, D.A., & **van Riper, C.J.** (2016). *Measuring neighborhood landscape change: A first look at Chicago’s large lot program.* Paper presentation to the City of Chicago.
13. Kemp, C., **van Riper, C.J.**, Boufajreldin, L., Morris, E., Stewart, W., Schuenemann, J., & Hall, R. (2015). *Exploring the human dimensions of aquatic invasive species: An evaluation of educational outreach campaigns.* Paper presentation at the Campus Honor’s House seminar series, Urbana, IL.
14. Morris, E.,**van Riper, C.J., Kyle, G.T**., Wallen, K.E, & Absher, J. (2015). *Extending the motivation-involvement relationship with insights into the gendered aspects of outdoor recreation.* National Recreation and Park Association, Las Vegas, NV.
15. Kemp, C., **van Riper, C.J.**, Boufajreldin, L., Morris, E., Stewart, W., Schuenemann, J., & Hall, R. (2015). *Exploring the human dimensions of aquatic invasive species: An evaluation of educational outreach campaigns.* Paper presentation at the National Great Rivers Research and Education Center Student Internship Symposium, Alton, IL.
16. **van Riper, C.J.**, Smith, J., & Eisenhauer, B. (2015). *Curriculum vitae reviews for academic positions.* Panel discussion at the International Symposium on Society & Resource Management, Charleston, SC.
17. Wallen, K.E., **Kyle, G.T., van Riper, C.J.**, Landon, A.C., & Absher, J.D. (2015). *Effect of values, social norms, and personal norms on Leave-No-Trace (LNT) principles.* Paper presented at the International Symposium on Society and Resource Management, Charleston, SC.
18. Bowman, T., Brownlee, M., & **van Riper, C.J.** (2015). *Ethics of negotiating authorship.* Panel discussion at the International Symposium on Society and Resource Management, Charleston, SC.
19. **van Riper, C.J., Kyle, G.T.**, & Landon, A. (2015). *Bridging concepts of place and value in a study of social values for ecosystem services at Channel Islands National Park.* Paper presentation at the International Symposium on Society and Resource Management, Charleston, SC.
20. **van Riper, C.J.**, & Sharp, R. (2015). *Recreation, values and stewardship:  Rethinking why people engage in pro-environmental behaviors in parks and protected areas.* Panel discussion at the George Wright Society Conference on Parks, Protected Areas, and Cultural Sites, Oakland, CA.
21. Sharp, R., **van Riper, C.J., Kyle, G.T.**, Wallen, K., & Absher, J. (2015). *An investigation of value orientations and Leave No Trace Behaviors among white water rafters.* Paper presentation at the George Wright Society Conference on Parks, Protected Areas, and Cultural Sites, Oakland, CA.
22. **van Riper, C.J., Kyle, G.T.**, & Landon, A. (2015). *Connecting concepts of place and value: The case of Channel Islands National Park.* Paper presentation at the George Wright Society Conference on Parks, Protected Areas, and Cultural Sites, Oakland, CA.
23. Wallen, K., **Kyle, G., van Riper, C.**, Landon, A., & Absher, J. (2015). *Normative compliance, value orientation, and Leave-No-Trace Behaviors*. Paper presented at the Northeastern Recreation Research Symposium, Annapolis, MA.
24. Pechenik-Mausolf, A., **Kyle, G.**, Landon, A., Wallen, K., **van Riper, C.**, & Yoon, J.I., Leong, K. (2015). *Cultivating park stewardship through citizen science.* Paper presented at the Northeastern Recreation Research Symposium. Annapolis, MA.
25. Schuett, M.A., **Kyle, G.T.**, Dudensing, R., Ding, C., **van Riper, C.**, & Park, J. (2015). *Attitudes, behavior, and management preferences of Texas artificial reef users.* Paper presentation at the Texas Artificial Reef Conference, Corpus Christie, TX.

**Appendix 2: Additional State Report Information**

**Florida**

***Extension activities which incorporated WERA-1010 research:***

1. In August, 2015, I conducted a 4-hour workshop at Extension Professionals Association of Florida for 40+ FCES faculty with Laura Warner, Sebastian Galindo, and Diane Craig on using the Qualtrics survey software to conduct on-line surveys.

***Research Publications:***

1. Newberry, III, M. G., & Israel, G. D. Evaluating Effectiveness of Inclusion of a 5th Contact in Mixed-Mode vs. Uni-Mode Survey Methods. *Field Methods*. 2nd revision submitted.
2. Kumar Chaudhary, A., & Israel, G. D. Influence of Importance Prompt and Box Size on Response Rate and Response Quality of Open-ended Questions in Mixed Mode Surveys. *Social Science Computer Review.* Submitted.​

***Miscellaneous:***

1. Serving as Guest Editor, Special Issue on Advances in Survey and Data Analysis Methods for Rural Social Scientists, *Journal of Research in Rural Studies*, 2015-16. Six manuscripts have been submitted for review, with five involving authors who are members of WERA-1010.

**Illinois**

***Research support related to WERA-1010:***

1. The Illinois WERA-1010 member secured support from USDA National Institute of Food and Agriculture (NIFA) for a four-year project (2016-2020) entitled, “Building rural community resilience in the contexts of protected grasslands. The project will involve survey research in rural communities in the Midwest ($500,000).
2. Support was also secured from the USDA Forest Service for four year project (2016-2020) entitled, “Assessing the benefits of Chicago’s large lots.” This project will involve survey research in inner city communities in south Chicago ($35,010).

***Publications from past year:***

1. van Riper, C.J., Sutton, S.G., Kyle, G.T., Stewart, W. & Tobin, R.C. (in press). Bridging managers place meanings and environmental governance of the Great Barrier Reef Marine Park. *Society and Natural Resources.*
2. van Riper, C.J., Sharp, R., Bagstad, K., Vagais, W.M., Kwenye, J., Depper, G., & Freimund, W. (in press). Recreation, values and stewardship: Rethinking why people engage in environmental behaviors in parks and protected areas. *Protected Areas in a Changing World: Proceedings of the 2015 George Wright Society Conference on Parks, Protected Areas, & Cultural Sites*.
3. van Riper, C.J., Wallen, K.E., Landon, A.C., Petriello, M.A., Kyle, G.T, & Absher, J. (2016). Modeling the trust-risk relationship in a wildland recreation setting: A social exchange perspective. *Journal of Outdoor Recreation and Tourism, 14,* 1-11.
4. Healy, N., van Riper, C.J., & Boyd, S.W. (2016). Low versus high intensity approaches to interpretive tourism planning: The case of the Cliffs of Moher, Ireland. *Tourism Management, 52,* 574-583.