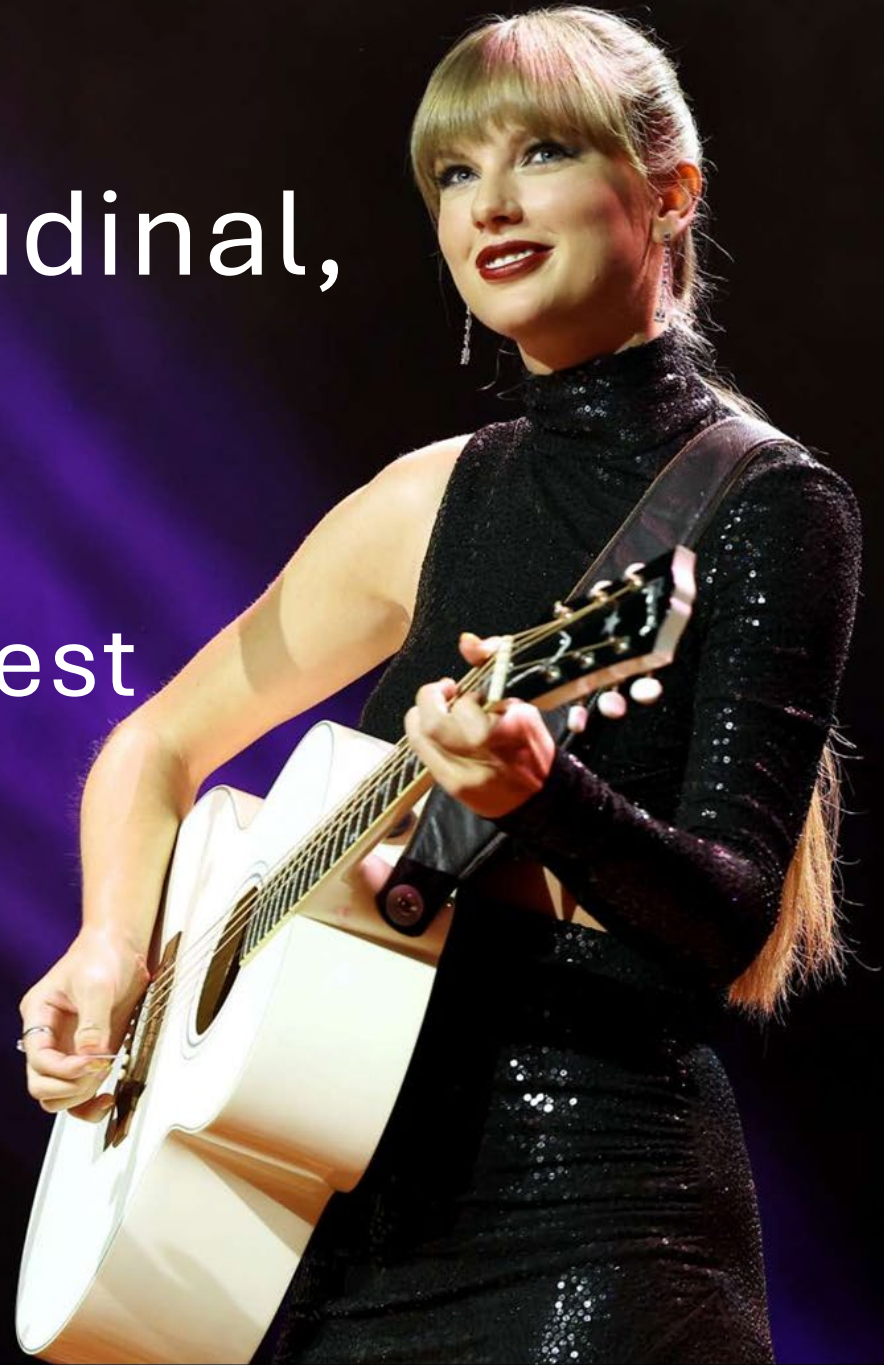


# Can Taylor Swift Boost Engagement in Longitudinal, Online Panels?

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# Survey Response Rates

- Maximize responses to survey invitations
  - Reduce bias that can occur due to non-response
    - (Groves & Peytcheva, 2008; Maitland et al., 2017)



# Survey Response Rates

- 80%
  - Federal benchmark for surveys by federal agencies (U.S. Office of Management & Budget, 2006)
- 44%
  - Average response rate—meta-analysis of online surveys (Wu et al., 2022)

# Factors shown to boost survey response rates



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- Monetary incentives (Göritz & Neumann, 2016)
- Familiarity with survey sponsor (Edwards et al., 2014)
- Older age (Revilla & Hohne, 2020)
- Interest in survey topic (Groves et al., 2006)

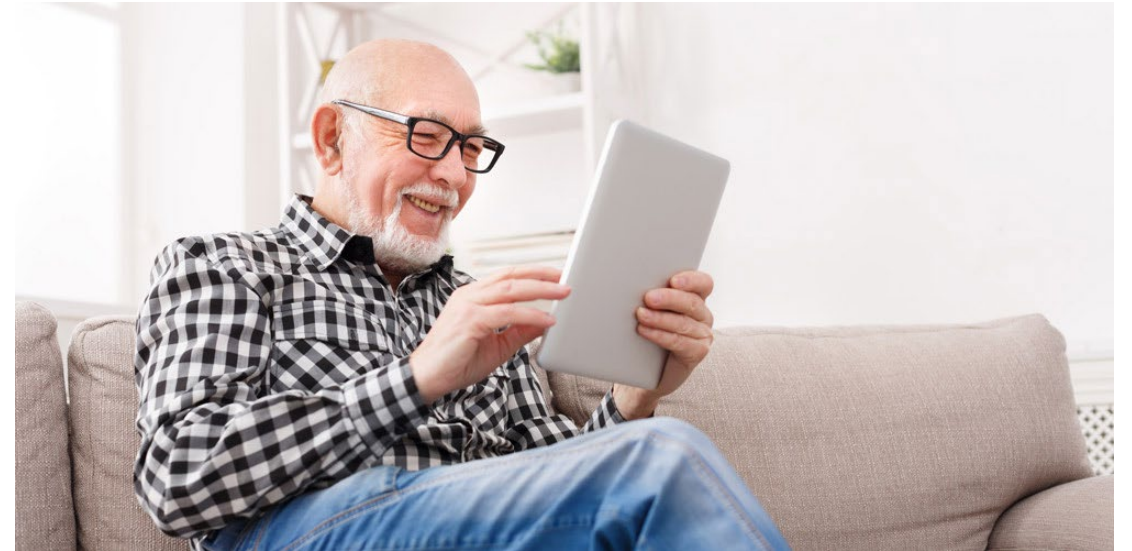
# Longitudinal Panels

- Experience with prior surveys
  - Interest in prior surveys
    - Prior research has not addressed relation to response rate



# Survey Interest and Aging

- With aging, cognitive effort becomes more costly
  - Conserve cognitive resources for tasks that are personally meaningful (Hess, 2014)
- Any effect of survey interest would be expected to increase with age



Are post-survey interest ratings related to the likelihood of completing the next survey? If so, does this vary by age?

Research Question 1

# Methods: Sample

Secondary data analysis: **Understanding America Study**

- All surveys (2014-2024)
- 2,903,482 invitations sent to 23,240 panel members
  - 2,294,860 completed surveys
    - 1,643,026 matched pairs of surveys
      - Survey A and next invited survey, Survey B

Survey A

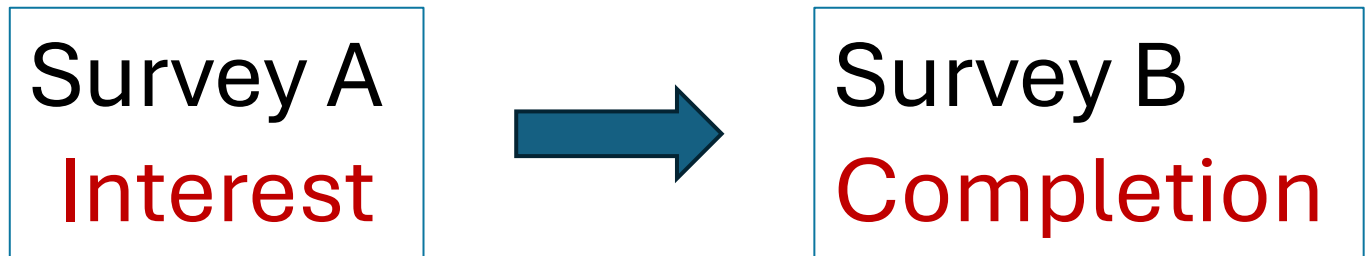


Survey B



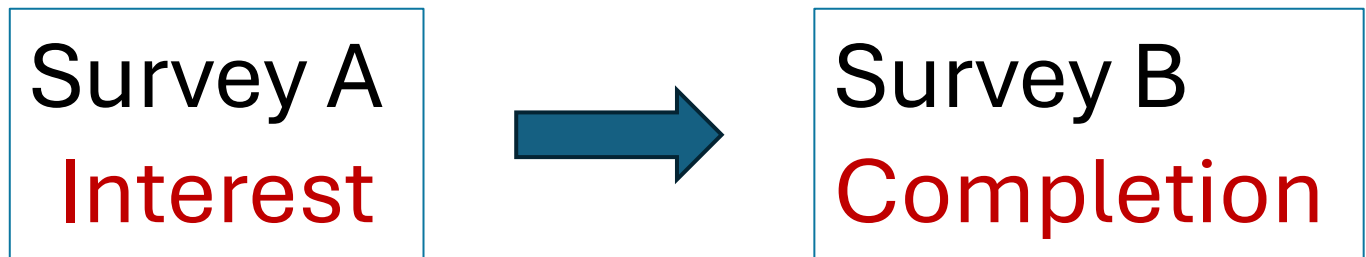
# Methods: Measures

- **Post-Survey Interest Rating**
  - Could you tell us how interesting or uninteresting you found the questions in this survey?
    - 1= “Very interesting” to 5 = “Very uninteresting”
    - Reverse scored for analysis
- **Completion of Next Invited Survey**
  - Yes or No

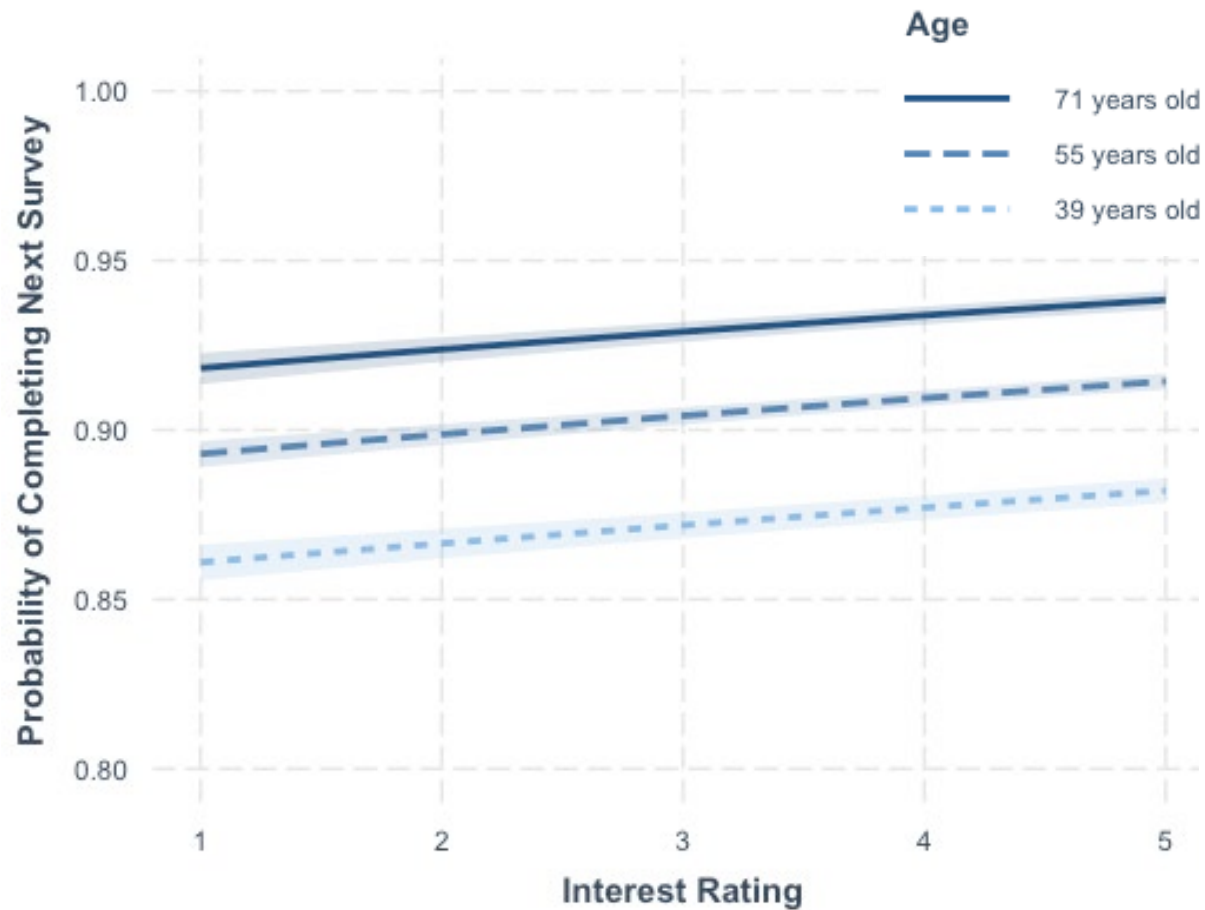


# Methods: Analysis

- Mixed effects logistic regression
  - Random intercepts and slopes
- Demographic Covariates
  - Gender
  - Race
  - Education
  - Income



# Are post-survey interest ratings related to the likelihood of completing future surveys? If so, does this vary by age?



- Interest (simple model)
  - $\text{logit} = .055, z = 11.71, p < .001$
  - Each unit increase in Interest Rating increased the likelihood of completing next survey by 5.7%
- Interest\*Age model
  - $\text{Logit} = .001, z = 3.17, p = .002$
  - Age and Interest positively predicted likelihood of completing next survey
    - Association between interest and next survey completion increased with age
    - Small, but significant, interaction

Can survey interest be  
increased?

Research Question 2

# Understanding America Study

## “Fun” Survey Question

- For each type of music (blues, folk, classical, gospel, rap, salsa, reggae, country....) please select the statement that best describes how you feel.
  - UAS 2022 end-of-year survey



# Understanding America Study

## “Fun” Survey Question



- How do you feel about Taylor Swift?
  - UAS 2023 end-of-year survey

# Methods: Sample & Design

## Secondary data analysis: **Understanding America Study**

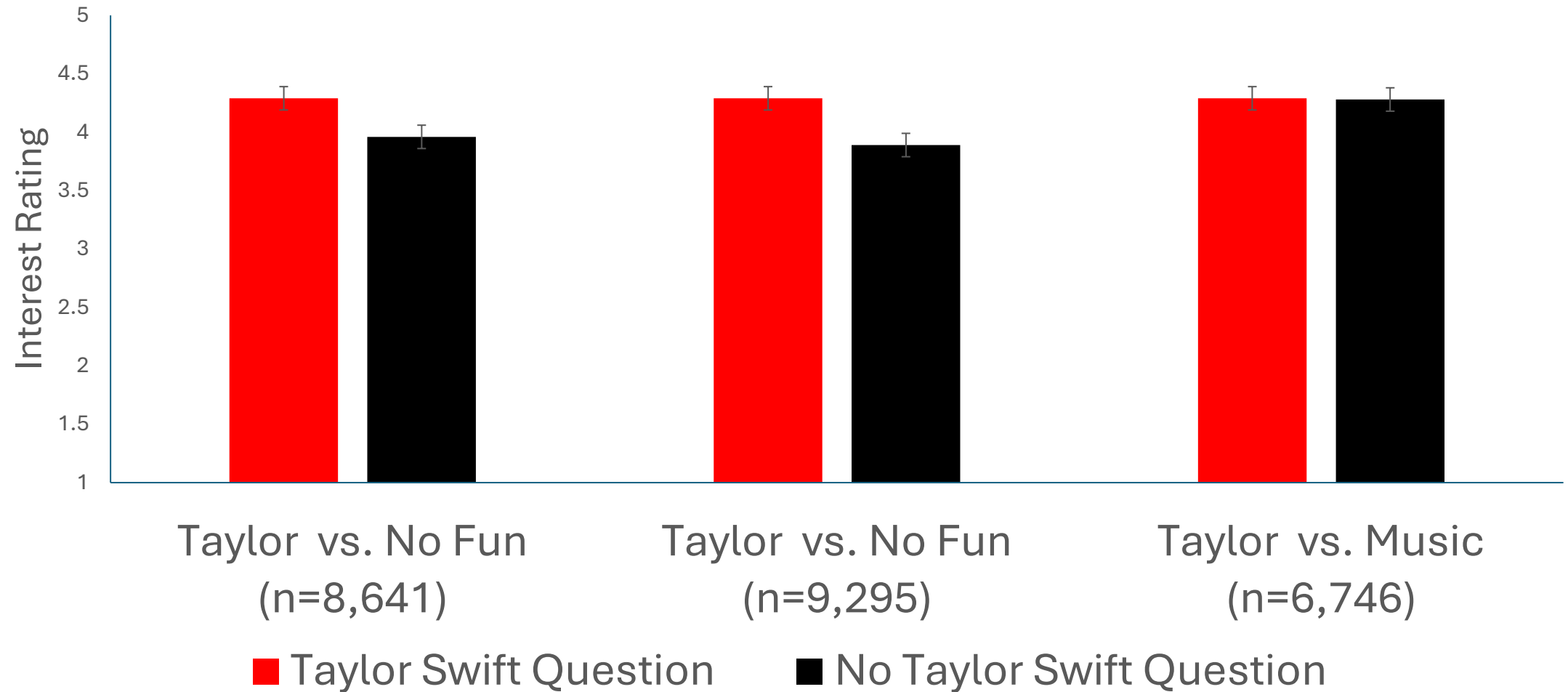
- Within-Subjects Design
  - Post-Survey Interest
  - Surveys with Fun Questions vs. No Fun Questions
- Four Surveys
  - 2022 End-of-Year Survey
    - Fun question about music preferences
  - 2023 End-of-Year Survey
    - Fun question about Taylor Swift
  - 2023 December Monthly Survey
    - No fun questions, in the field at the same time as 2023 end-of-year survey
  - 2024 January Monthly Survey
    - No fun questions, in the field at the same time as 2023 end-of-year survey

# Methods—Measure

- Post-Survey Interest Rating
  - Could you tell us how interesting or uninteresting you found the questions in this survey?
    - 1= “Very interesting” to 5 = “Very uninteresting”
    - Reverse scored for analysis



# Can survey interest be increased?



# Conclusions & Implications



- Including “fun” questions can boost survey interest
  - Greater interest in prior survey
    - Increased response rate
- Age
  - Similar to other longitudinal panels (Revilla & Höhne, 2020)
    - Role of interest

# Limitations & Future Directions

- Overall, likelihood of completing next survey was very high (90%)
  - Similar to national panel re-interview rates-- HRS, GSOEP, NLSY79 (Shoeni et al., 2013)
- Future Directions
  - Motivating younger people
  - Survey interest → Panel attrition

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