Device effects: How different screen sizes affect answers in web surveys

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Who are we?

› LINK Institute – Full-service Market research institute

› Leading in Online research
   › LINK Internet-Panel in Switzerland: 130’000 active participants
   › LINK Mobile Research-Panel in Switzerland: 25’000 active participants
   › LINK Internet-Panel in Germany: 40’000 active participants

› High quality approach
   › Representativeness
   › Data collection quality
   › New insights
Mobile Respondents in Web Surveys
Smartphone penetration in Switzerland

- 2010: 24%
- 2012: 59%
- 2015: 82%

Source: Do you have a smartphone?
Base: n=1820 im Q2 2015 | closed question
On which device do you fill in this questionnaire?
Source: LINK Visual Bus, Base 2015: 1026 Interviews

28% respondents with smartphone or tablet
Challenges with mobile respondents

Compatibility

Higher drop out rate

Mode effects

i.e. 50% less characters in open ended question
i.e. strong effects in not adapted grid questions
LINK Responsive Questionnaire Layout

› Compatibility
LINK Responsive Questionnaire Layout

› Compatibility
› Responsive web design (adaption to screen size)
LINK Responsive Questionnaire Layout

› Compatibility
› Responsive web design (adaption to screen size)
› Gridsplit on small screen devices
LINK Responsive Questionnaire Layout

› Compatibility
› Responsive web design (adaptation to screen size)
› Gridsplit on small screen devices
› Touch-friendly
Methodical research on device effects
Methodical research on device effects

Study design

Members in both LINK Internet-Panel and LINK Mobile Research-Panel

Participants in web-surveys with large and small screen devices

Group 1: Large Screen

Participation only possible with:

Invitations by:

Group 2: Small Screen

Participation only possible with:

Invitations by:
Closed questions: Unproblematic
Tested: closed questions, one or multiple answers, long/short answer lists
Device effects
Example: Closed questions, long list with multiple answers
Device effects
Example: closed question to mobile media usage

Top 7 media usage with smartphone last 3 months (Browser or App)

- 20 Minuten: 74% Large Screen, 75% Small Screen
- Blick: 38% Large Screen, 35% Small Screen
- TA Mobile: 20% Large Screen, 21% Small Screen
- NZZ: 15% Large Screen, 18% Small Screen
- BZ: 10% Large Screen, 10% Small Screen
- M: 11% Large Screen, 8% Small Screen
- coop zeitung: 6% Large Screen, 6% Small Screen

Questions: On which news platforms did you read news with your smartphone within the last 3 months (browser or app)?
Base: Only G-CH, Small Screen n = 324 / Large Screen n = 434, closed question with multiple answers, only Top7
Overview: different question types

Closed questions: Unproblematic
Tested: closed questions, one or multiple answers, long/short answer lists

Open questions: No or small effect
Tested: Simple and complex open questions, one or multiple response fields
Device effects
Example: open question, multiple response fields
Device effects
Example open questions: Unaided awareness cellphone companies

**Used response fields**

- **Field 1**: 100% (Large Screen) 100% (Small Screen)
- **Field 2**: 97% (Large Screen) 97% (Small Screen)
- **Field 3**: 90% (Large Screen) 88% (Small Screen)
- **Field 4**: 51% (Large Screen) 47% (Small Screen)
- **Field 5**: 26% (Large Screen) 24% (Small Screen)
- **Field 6**: 13% (Large Screen) 10% (Small Screen)
- **Field 7**: 7% (Large Screen) 4% (Small Screen)

**Top 5 unaided awareness cellphone companies**

- **swisscom**: 98% (Large Screen) 99% (Small Screen)
- **Salt.**: 94% (Large Screen) 95% (Small Screen)
- **Sunrise**: 85% (Large Screen) 83% (Small Screen)
- **Budget MOBILE**: 29% (Large Screen) 26% (Small Screen)
- **upc cablecom**: 24% (Large Screen) 20% (Small Screen)

Which Swiss cellphone companies do you know?
Base n=[ ] | | closed question

### Overview different question types

<table>
<thead>
<tr>
<th>Question Type</th>
<th>Effect</th>
<th>Tested</th>
</tr>
</thead>
<tbody>
<tr>
<td>Closed questions</td>
<td>Unproblematic</td>
<td>Closed questions, one or multiple answers, long/short answer lists</td>
</tr>
<tr>
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<td>No or small effect</td>
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## Device effects

### Overview different question types

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<td>Grid questions</td>
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<td>Tested: Many/few statements, scales 1-5, 1-7 and 0-10, different direction of the scale</td>
</tr>
</tbody>
</table>
Device effects

Example: Grid question

<table>
<thead>
<tr>
<th>Eigenschaften auf das Unternehmen Swisscom zutreffen?</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>Trifft voll und ganz zu 10</th>
<th>Weise nicht/keine Angabe</th>
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</thead>
<tbody>
<tr>
<td>Modern</td>
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Example:

Bitte denken Sie jetzt an den Mobilfunkanbieter Swisscom.

Inwiefern finden Sie persönlich, dass die folgenden Eigenschaften auf das Unternehmen Swisscom zutreffen?

Bitte geben Sie für jede Zeile eine Antwort.

(1/7)

Kundenfreundlich

0 Trifft gar nicht zu
1
2
3
4
5
Device effects
Example: Brand Image Swisscom (grid question)

Question: How do the following characteristics fit to Swisscom?
Base: n= | Filter: knows Swisscom at least by its name | scale 0-10

- client-friendly
- trustworthy
- reputable
- modern
- innovative
- low-priced
- sympathetic

Large Screen [544]  Small Screen [417]  small significant effect
Device effects
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<td>No difference between small and large screen</td>
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<td>Tested: 10-minute questionnaire (17% drop outs in both groups)</td>
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Learnings to take home
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1. Be aware of increasing number of smartphone respondents within traditional online surveys.

2. Methodical research shows there are no or only small effects on closed, open or half open questions. Small effects are often found within grid questions.

3. A professional adaptive questionnaire layout for different question types ensures consistent results independent of the participation device.