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RELEVANCE OF MOBILE WEB SURVEYS IN INTERCULTURAL ONLINE RESEARCH

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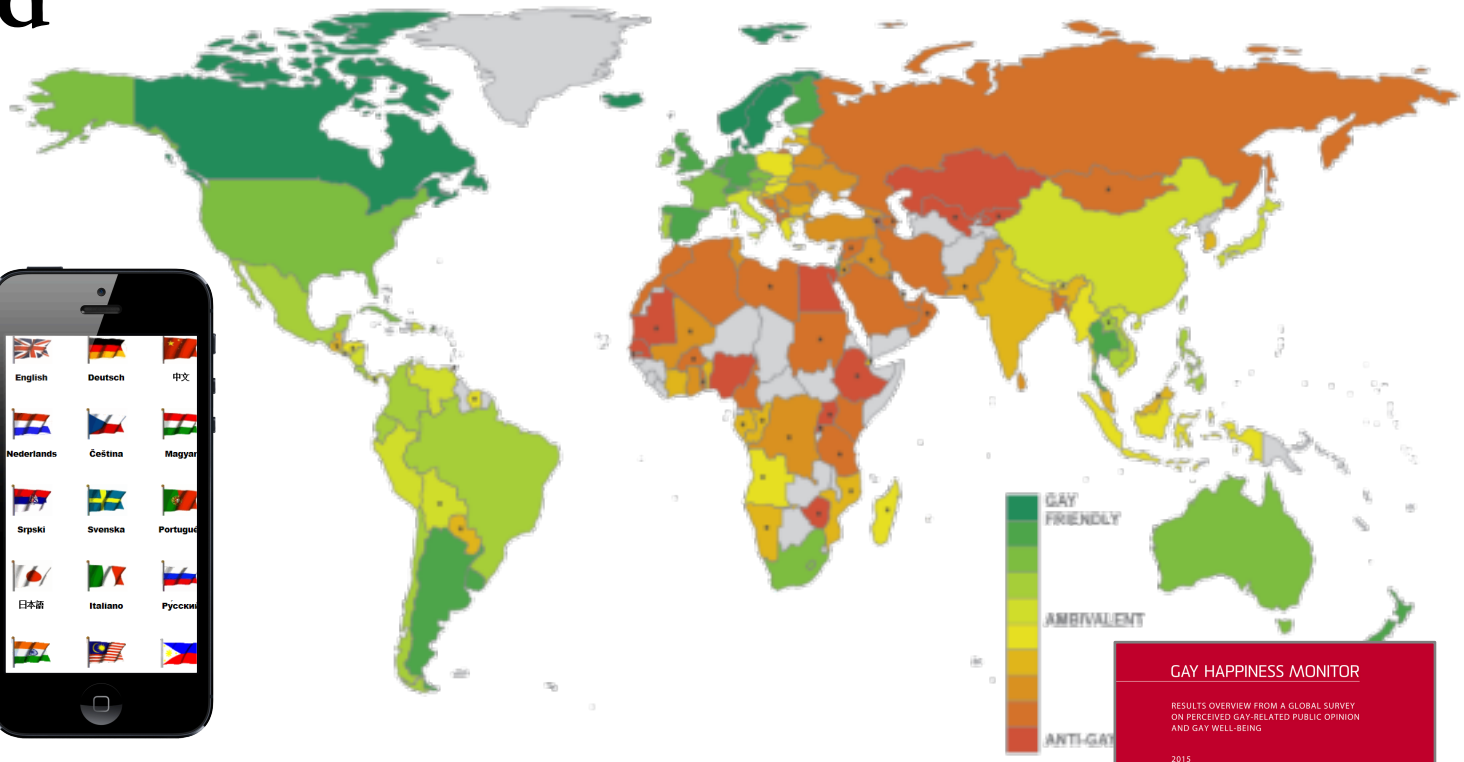
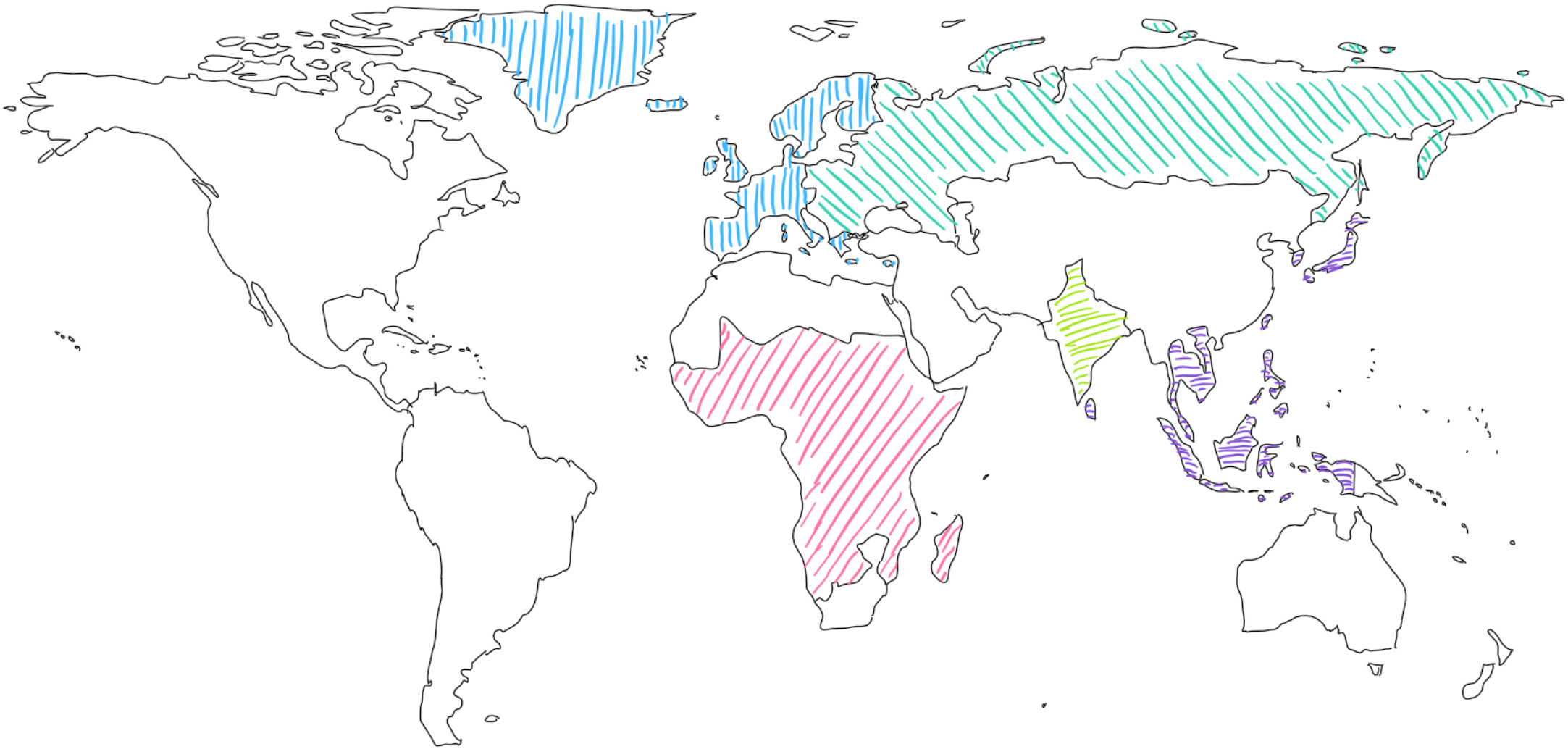
Background



- **METHOD**: Web & mobile optimized questionnaire in 25 languages
- **FIELD TIME**: December 2014 – February 2015
- **PARTICIPANTS**: n=165,260 MSM (before data cleaning), age: 37.1(12.5)

Background



H_1: Mobile participation is higher in cultures where having an own PC is less common, e.g. India, Far East and Central Africa.

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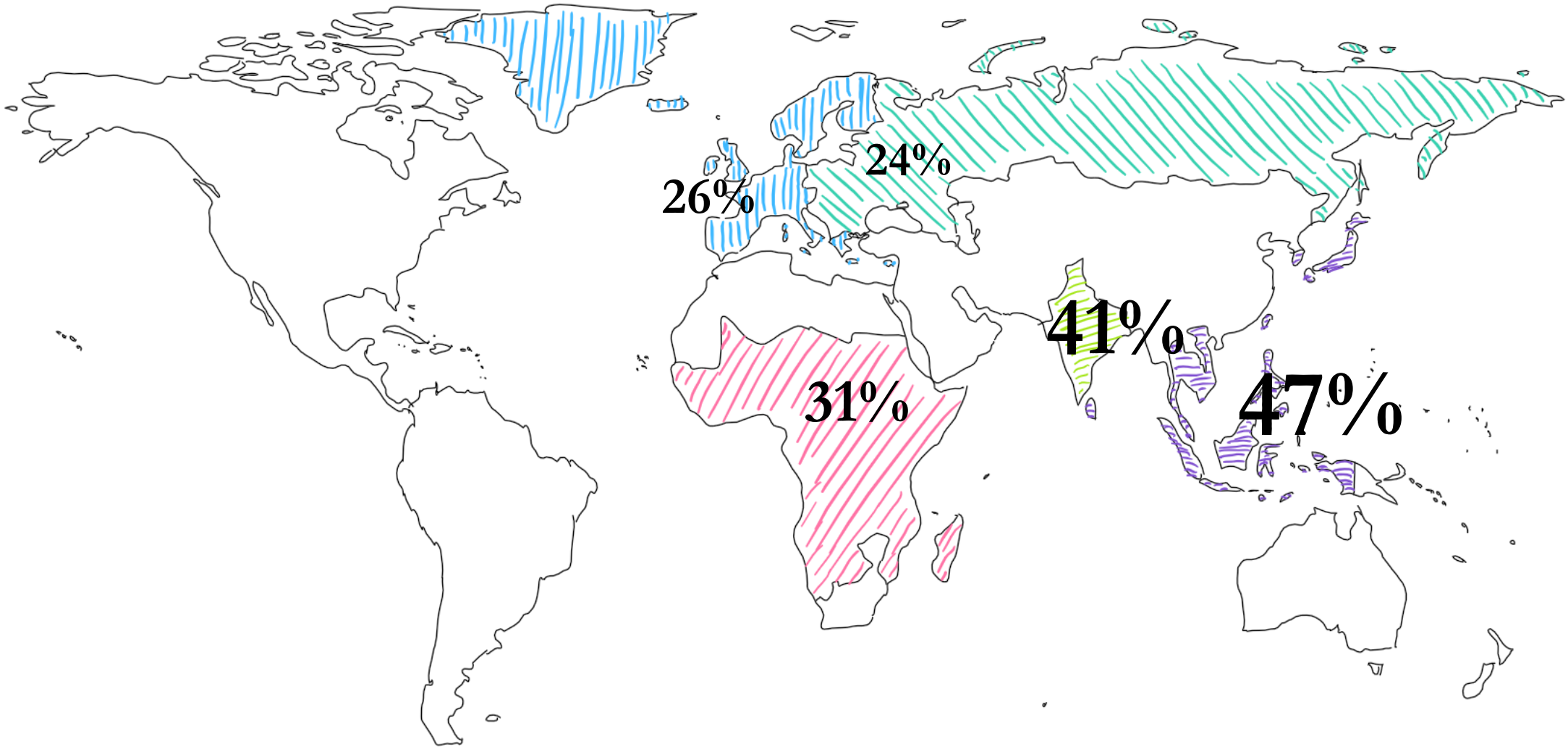

H_2: Participation in India, Far East and Central Africa via mobile device is less strongly associated with age compared to Western cultures.

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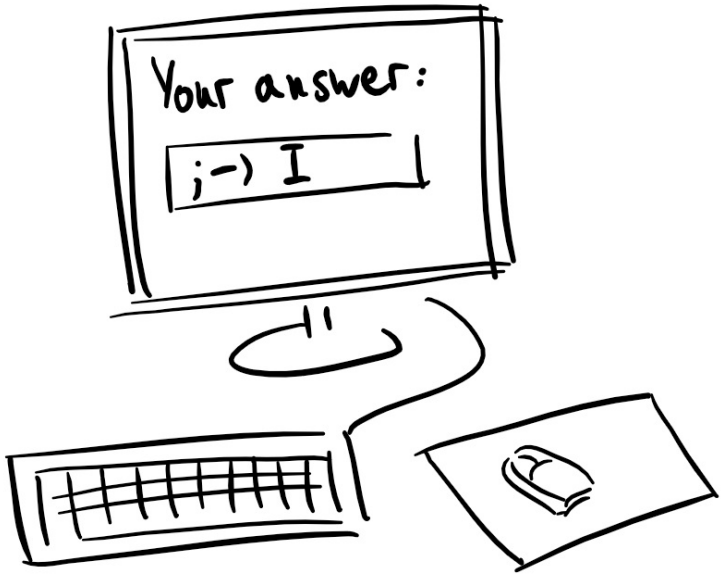
	Age (in years)	
	fix	mobile
Western Europe (n=83,056)	49.8	54.5
Eastern Europe & Russia (n=18,259)	40.1	55.3
India (n=10,359)	43.7	49.8
Far East (n=13,936)	40.3	29.8
Central Africa (n=2,106)	45.8	39.3
Total Sample (n=165,260)	47.5	50.9

H_2: Participation in India, Far East and Central Africa via mobile device is less strongly associated with age compared to Western cultures.

	Age (in years)		
	fix	mobile	*p*
Western Europe (n=83,056)	49.8	54.5	**<.01**
Eastern Europe & Russia (n=18,259)	40.1	55.3	**<.001**
India (n=10,359)	43.7	49.8	.28
Far East (n=13,936)	40.3	29.8	.08
Central Africa (n=2,106)	45.8	39.3	.69
Total Sample (n=165,260)	47.5	50.9	**<.05**

Data Quality?

- Prior findings: Mobile web surveys had…
  - **Higher break off rates**
    (Mavletova, 2013)
  - **Higher completion time**
    (Mavletova, 2013; de Bruijne & Wijnant, 2013)
  - **Shorter length of open answers**
    (Mavletova, 2013)
  - **(No Primacy effects**
    (Mavletova, 2013; de Bruijne & Wijnant, 2013))

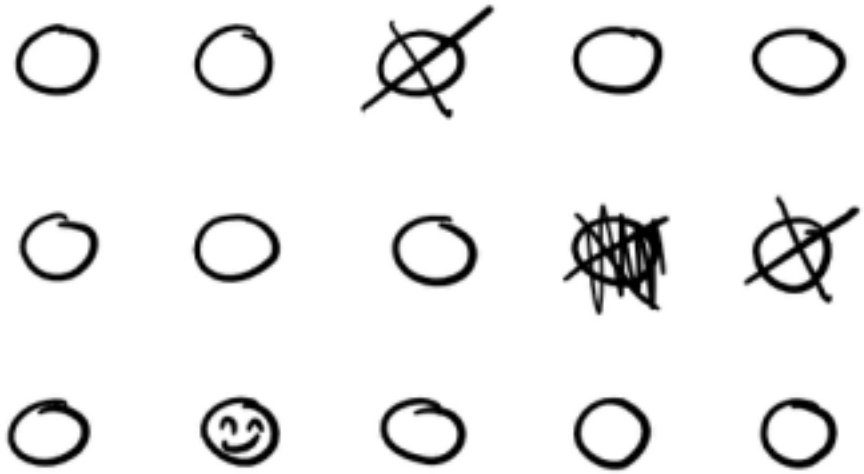


- **Response rate/beginning interview?**
- **Missing values?**

Data Quality?

			Total Sample (n=165,260)
Beginning interview[+]	mobile	%	**93.5*****
	fix		**92.2*****
Break off rate[++]	mobile	%	**24.1*****
	fix		**18.2*****
Completion time	mobile	*minutes*	**11.3*****
	fix		**10.4*****
Missing values	mobile	%	**3.6*****
	fix		**4.1*****

Note. ***p<.001 **p<.01 *p<.05
[+] Continued after seeing introduction page 1
[++]Only started interviews (> page 1).



-> substantial difference in break off rate

-> otherwise: significant, but no substantial differences

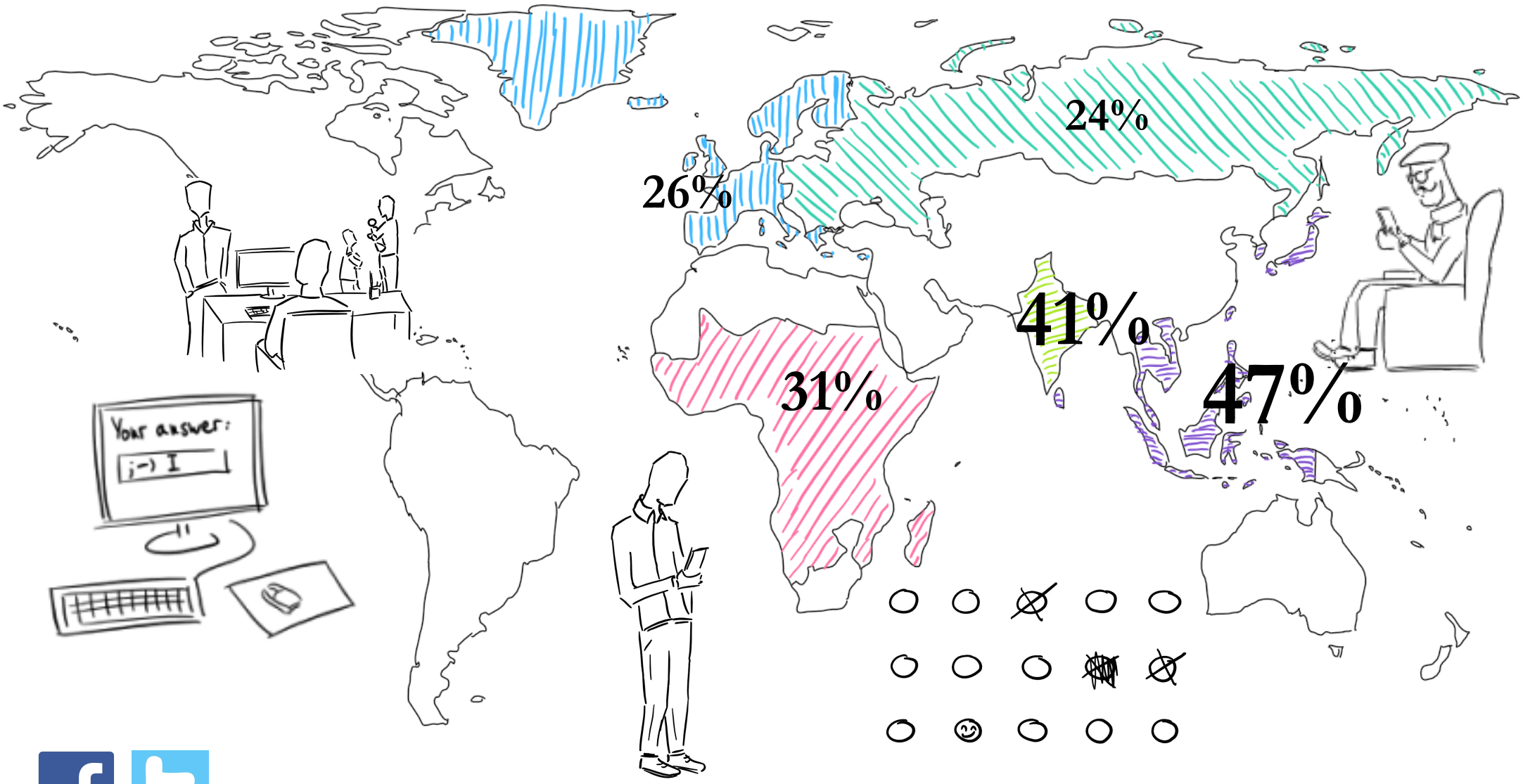
(no difference in completion time, although experiments found 3x higher times for mobile, Mavletova, 2013)

Data Quality?

			Total Sample (n=165,260)
Open answers	mobile	*%*	**19.8*****
	fix		**20.6*****
Length of open answers^{+}	mobile	*characters*	**151.4*****
	fix		**201.5*****

Note. $^{***}p<.001$ $^{**}p<.01$ $^{*}p<.05$
$^{+}$Base: open answer given.

-> not higher likelihood but longer open answers in desktop version



THANK YOU!

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