



Making the transition from face-to-face to online surveying:

A client's perspective

SRA conference, December 2018

About Wellcome

- Supports scientific researchers with the goal of improving human and animal health
- Global charitable foundation, politically and financially independent
- Involved in grant giving and direct activities
- As well as funding research, supports work of science teachers and engagement with the public

Plan of Talk

The 2009 Wellcome Trust Monitor

Splitting the adults and young persons components into separate surveys

The design of the Science Education Tracker (SET)

The design of the UK Adult Monitor

Reflections

Next steps



WELLCOME TRUST
MONITOR 1

TRACKING PUBLIC VIEWS
ON MEDICAL RESEARCH

wellcome trust



Young people's views on science education

Science Education Tracker
Research Report
February 2017

THE
ROYAL
SOCIETY

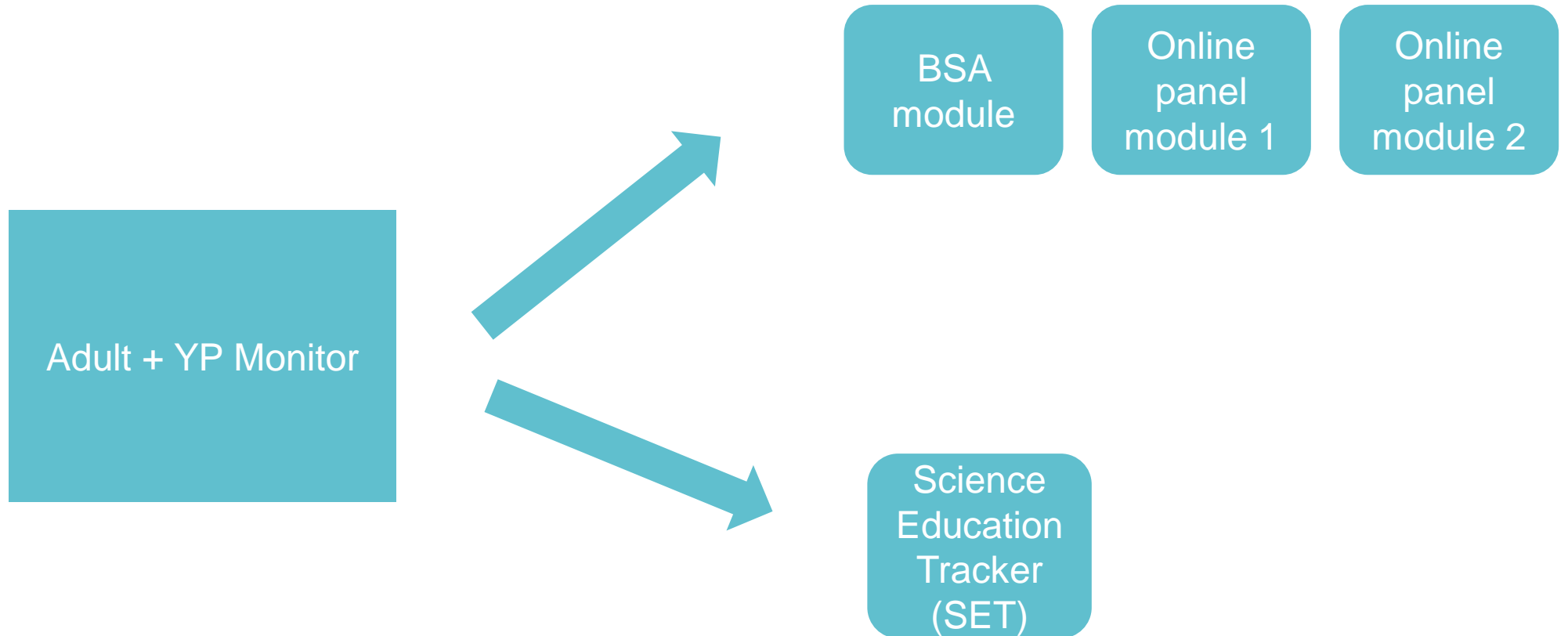

Department for
Business, Energy
& Industrial Strategy



Wave 1 Monitor (2009)

	The Adult Monitor	Young Person's Monitor
Mode	Face to Face	Face to Face
Sample design	Multi-stage stratified sample of households from PAF, random selection of 1 adult	Core sample 14-18 from adult households + Focused enumeration screening sample
Sample size	1179	374
Interview length - minutes	53	39
Response rate %	49	86
Incentive	£10	

Evolution of the Monitor – static face-to-face to modular online/mixed-mode





The Young Person's survey

Moving online - Options

- Sampling from Post Office Address File (PAF) ✘
- Sampling via schools ✘
- Sample via National Pupil Database and Individualised Learner Record ✔

The Science Education Tracker

- Letter to be sent to named respondent (parent/guardian for under 16s) & targeted follow-up of non-responders
- Years 10-13
- £10 conditional incentive
- 20 minute interview
- 50% response rate
- 4000 achieved interviews (1000/year group)
- 25% used smartphones and mobile devices

Limitations

- Shorter interview
- Only English state schools
- No measure of parental socio-economic status
- Data quality?

The Adult Monitor

Options considered for Monitor

- Telephone interviewing ✘
- Paper/online via PAF ✘
- Less intensive face to face fieldwork ✘
- Commission modules on online probability panel ✔
- Supplement with module on British Social Attitudes survey ✔

Benefits

- Flexibility
- Cost efficiency
- Relevance and visibility
- Sample size ~3000 BSA, 2500 panel

- BUT
- Lower response rate
- Mode effects

Mode effects

Table:1 How interested, if at all, would you say you are in medical research?

Base: GB adults 18+	NatCen panel Nov/Dec 2016 %	Wellcome Trust Monitor – Wave 3 (2015) %	Face-to-Face BSA (2017)
Very interested	32	22	33
Fairly interested	53	55	48
Not very interested	12	16	15
Not at all interested	2	7	4
Don't know	-	*	
Refused	-	-	
Unweighted base (n)	1,214	1,524	3,988

Reflections

- Changes in Monitor design reflect broader changes in survey landscape
- 'challenges and opportunities'
- Constraints force good practice
- Improved Wellcome's survey evidence base
- Trust substantial survey portfolio – 6000 yp, 5000 adults, WGM – Over 140,000

Next steps

- BSA module currently now completed fieldwork
- First NatCen online panel module in the field
- SET 2019 currently out to tender
- Wellcome Global Monitor



Thank you