



6th Conference of the
European Survey Research Association
Reykjavik, Iceland, July 13-17, 2015



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Reykjavik 2015

ESRA 2015, Reykjavik: Call for Session Proposals

The 6th Conference of the European Survey Research Association (ESRA) will take place 13th-17th July 2015 in Reykjavik, Iceland.

The scientific committee is now inviting researchers who are active in the field of survey research and survey methodology to submit proposals to organise sessions at the conference.

For your session to be considered, please submit **an abstract (max. 300 words)** together with **3-5 keywords** through the conference website by **15th September 2014**. To submit a proposal you must **login to your ESRA account** (or **create a new account** if you do not already have one) and then follow the instructions provided.

Session proposals are invited in any area of survey methodology, or in substantive areas of survey research. We encourage proposals from researchers with a variety of backgrounds, including academic research, national statistics and market research.

The following are examples of topics that are of particular interest:



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Can Response Latencies be used to Detect Survey Satisficing on Cognitively Demanding Questions?

Gosia Turner, Patrick Sturgis and David Martin
University of Southampton

Paper presented at the 'Paradata: from survey research to practice' seminar, London 26 June 2014

Survey Satisficing

- Respondents use sub-optimal cognitive strategies to produce an answer (cognitive misers)
- Satisficing response is 'minimally acceptable' rather than as accurate as it could possibly be (optimal)
- Weak satisficing = undertake all 4 stages of survey response but not exhaustively
- Strong satisficing = skip one or more stages entirely
- Implication = satisficing saves respondents (and interviewers) **time**

Satisficing indicators

- Weak satisficing: acquiescence, primacy, recency, **heaping**
- Strong satisficing: non-differentiation (flat-lining), middle alternatives, **Don't Know**; random responding

Standard analytical approach

- Take counts of satisficing indicator(s)
- Regress indicators on mooted causes of short-cutting:
 - Respondent motivation
 - Respondent ability
 - Task difficulty

Response Latencies

- Time taken to answer a question
- Longer time = more cognitive effort?
- Active and passive timers

Data and Analysis

- UK National Travel Survey 2011
- Multi-stage, stratified, CAPI (RR=60%)
- Linked to data from an interviewer survey and area level census data
- n=5429, interviewers=159, areas=971
- Cross-classified multi-level model
- Dependent variable = automatically generated time stamp data from CAPI trail (latent timer)

Satisficing Measures

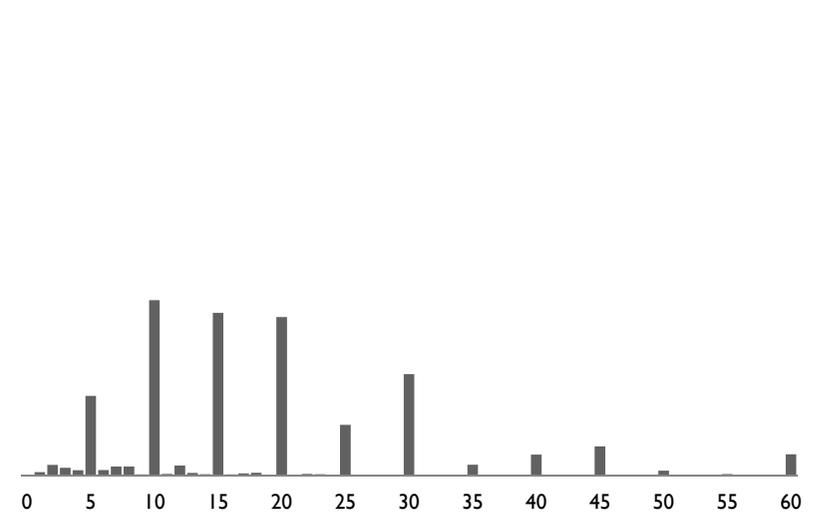
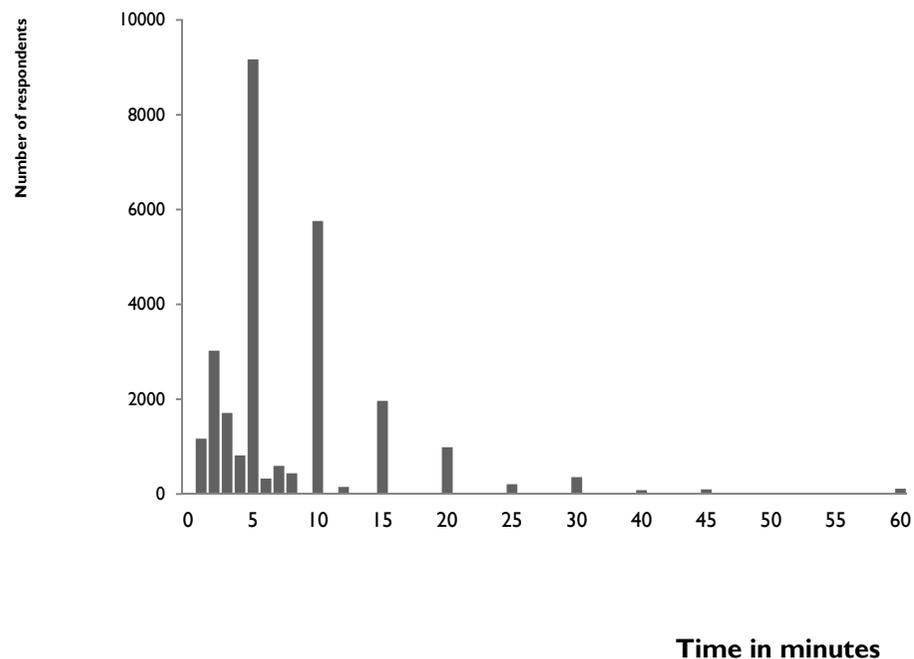
- 9 questions about time/distance to transport and amenities ('how long to get to...')
- Don't Know response= Strong satisficing?
- Weak satisficing = rounded/heaped response (multiple of 5)
- 'non-heaped' substantive response= optimizing

Variable name	Question wording
bus stop (<i>nearbus</i>)	About how long would it take (me) to walk from here to the nearest bus stop or place where I could get on a bus? I am interested in the nearest one even if it isn't the main one you use.
railway station (<i>nearsta</i>)	Now thinking of your local train service, how long would it take (me) to walk to your nearest railway (that is, National Rail) station? (Again I am interested in the NEAREST one, even if it is not the main one or the one you use).
station by bus (<i>bussta</i>)	How long would it take (me) to get to the railway station by bus? Please include any time spent walking but not waiting time.
shopping centre (<i>AccShc</i>)	How long would it take (me) to get to the nearest main shopping centre (even if it is not the one you use) on foot or by public transport using whichever is the quickest?

'Heaped' distributions of responses to:

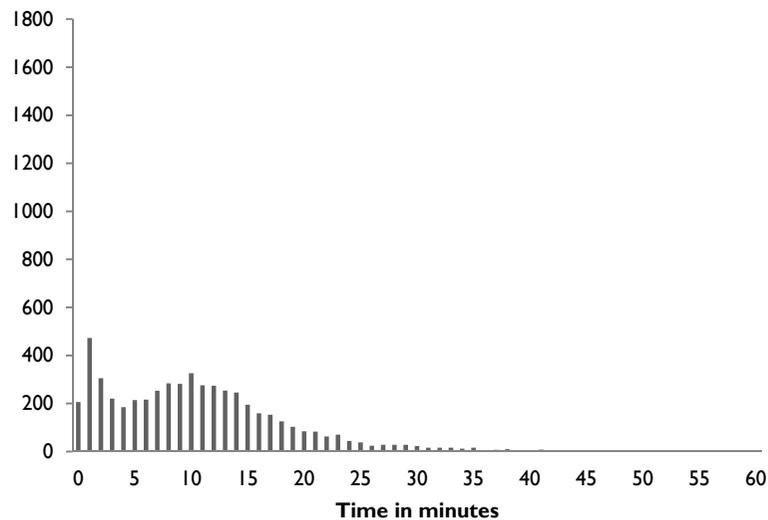
a) the 'nearest grocery store'

b) the 'nearest shopping centre'

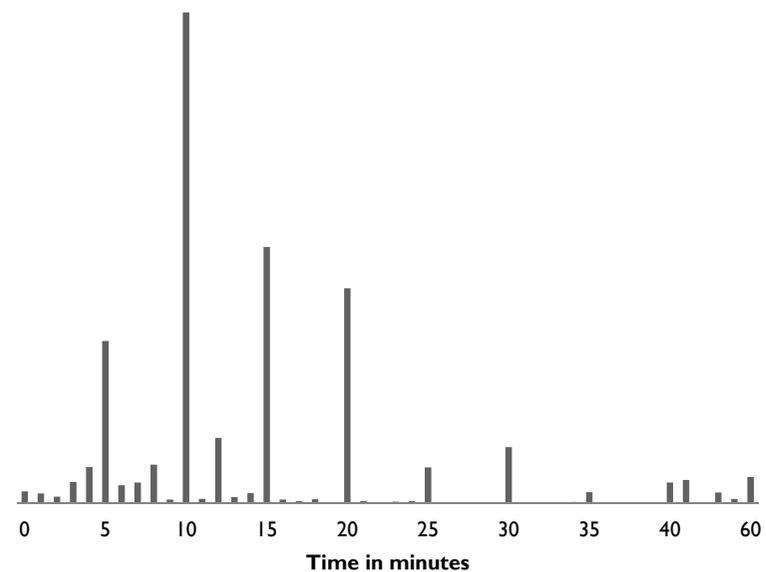


Minutes taken to place and explain the diary recorded in:

a) **CAPI Audit Trail**



b) **interviewer self-report**



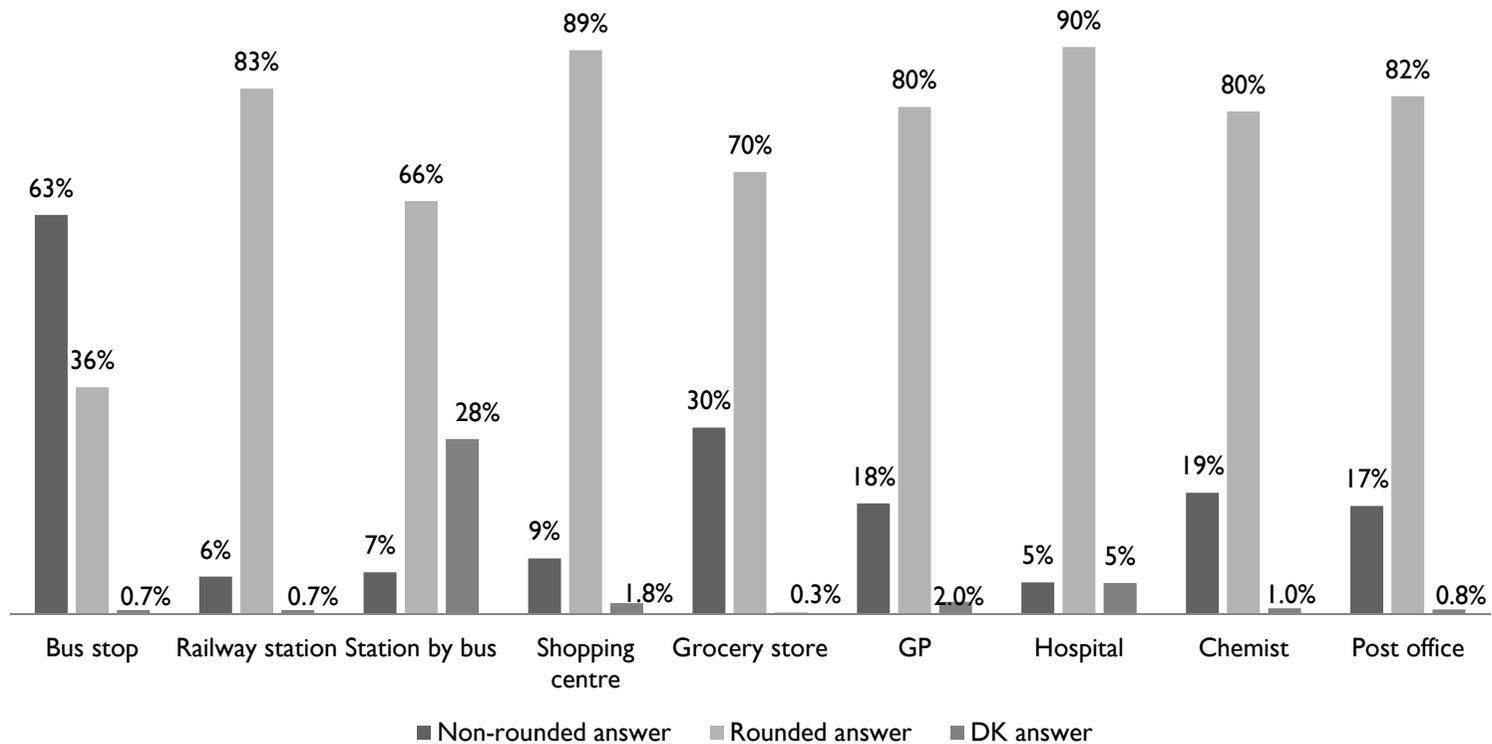
Hypotheses

- Hypothesis 1: Respondents who provide a ‘rounded’ response (multiple of 5) will take less time to answer a question than those who provide a non-rounded response.
- Hypothesis 2: Respondents who provide a ‘don’t know’ response will take less time to answer a question than those who use a rounded response.

Routing and instructions

- Interviewers needed to record answer as minute integer (no show card)
- If respondent said 'don't know' spontaneously they were provided with a banded range
- Not clear what interviewers were require to do if respondent offered an initial vague/banded range response
- All latencies here relate to the first response

Distributions of response types



Multi-level models – nearest bus stop item

	Model 1	Model 2	Model 3	Model 4
Nearest bus stop time	14.696 (0.354)	13.90 (0.365)	14.818 (4.959)	14.403 (5.116)
Response type (ref=non-rounded)				
Rounded answer		2.175 (0.308)	2.189 (0.308)	1.595 (0.306)
Don't know		7.312 (1.753)	7.471 (1.727)	6.664 (1.756)
Controls	NO	NO	NO	YES
Random effects				
Interviewer (σ_k^2)	16.029 (2.393)	15.812 (2.406)	15.808 (2.392)	15.398 (2.557)
Area (σ_j^2)	1.311 (1.168)	1.533 (0.907)	1.430 (1.015)	0.969 (0.836)
Respondent ($\sigma_{i(j,k)}^2$)	107.641 (2.331)	106.135 (2.22)	106.177 (2.243)	103.368 (2.142)

Model Summary Table

	Railway station	Station by bus	Shopping centre	Grocery store	GP	Post Office	Hospital	Chemist	Nearest bus stop
Response Type (ref=non- rounded)									
Rounded answer	2.147 (0.713)	-0.125 (0.623)	0.124 (0.926)	0.863 (1.973)	2.012 (0.491)	0.890 (0.335)	0.192 (1.076)	0.325 (1.337)	1.595 (0.306)
Don't know	-1.584 (1.040)	-4.235 (0.661)	3.367 (2.339)	-0.228 (3.723)	7.393 (1.427)	6.292 (1.569)	-0.997 (1.581)	3.145 (1.571)	6.664 (1.756)

Discussion

- Results in opposite direction to theoretical expectation
- Satisficing theory wrong?
- Indicators problematic?
 - Rounded responding
 - Don't Know responding
- Generality of findings to other short-cutting indicators?