Building the panel

‘Piggy-backing’: ‘A ride on someone’s back with your arms round the person’s neck and your legs round their waist.’ - Cambridge Dictionary

Different types of panellists

**Online group**: CRONOS panellists who shared an e-mail address, and have an internet-enabled device. Correspondence via email.

**Postal group**: CRONOS panellists who can access the internet, but who did not provide a valid e-mail address during the recruitment interview. Correspondence via post until wave 2.

**Tablet group**: CRONOS panellists who were issued an internet-enabled device by the project. Correspondence via post and pre-installed e-mail app.

Participation so far..

<table>
<thead>
<tr>
<th></th>
<th>Estonia</th>
<th>Slovenia</th>
<th>United Kingdom</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Online Tablet</td>
<td>Online Tablet</td>
<td>Online Tablet</td>
</tr>
<tr>
<td>Wave 0 Group size</td>
<td>866</td>
<td>659</td>
<td>1084</td>
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<tr>
<td>Participation rate</td>
<td>68%</td>
<td>79%</td>
<td>38%</td>
</tr>
<tr>
<td>Wave 1 Group size</td>
<td>872</td>
<td>681</td>
<td>1115</td>
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<td>Participation rate</td>
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<td>68%</td>
<td>54%</td>
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<tr>
<td>Wave 2 Group size</td>
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<tr>
<td>Participation rate</td>
<td>70%</td>
<td>63%</td>
<td>55%</td>
</tr>
</tbody>
</table>

Surveying panellists

- Design source version of questions and invites/reminders and circulate to country teams
- Programme source documents in Questback
- Translate and programme country-specific documents. Four languages are covered in the pilot: English, Estonian, Russian and Slovenian
- Distribute survey invitations via email, and via shortened URLs distributed by post
- Distribute up to 3 reminders in 6-7 weeks

Data features

- Extensive collection of paradata
- Randomized experiments to test the effect of survey contents: phrasing, question order, etc.
- Pre-testing of questions for cross-national surveys (EVS, GGP, EVS)
- Recycled questions from established projects and instruments (EQLS, IPijP, MSQD, ISSP,...)
- Benchmark questions, allowing representativeness to be compared against a myriad of other data sources (records, large-scale surveys)

The road ahead

- Wave 3 Survey - 21/06/17
- Wave 4 Survey - 31/08/17
- Wave 5 Survey - 17/10/17
- Wave 6 Survey - 28/11/17
- Process and publish data - 2018
- Blueprint for cross-national web panels - 2019

Despite the incentive of being offered a modern Android device with pre-paid 4G internet connection, several potential panellists declined the tablets when the national teams arrived to deliver them.

Covering the Offline population

*Respondents who reported not having access to the internet for personal use were offered a free internet-enabled tablet and helpline support to facilitate their participation in the project.* [1]

**Data Processing**

- Transforming raw data into clean, well-documented datasets is especially daunting in cross-national surveys.
- Web panels can reduce this burden
- Automated processing → Less human error, faster
- Web-surveys can offer shorter gaps between fieldwork and data publication

You can access the data for free

...once published in 2018. Check [www.seriss.eu](http://www.seriss.eu) and [www.europeansocialsurvey.com](http://www.europeansocialsurvey.com) for updates.

Contact us

Are you interested in having your survey questions featured in one of the remaining waves? Do you want to be notified when the CRONOS data have been published? Contact us at esswebpanel@nsd.no

Acknowledgements

Web recruitment design plans and experimental testing. SERISS Work Package 7: A survey future online, 2017.
[2] Special thanks to our colleagues at NatCen, the University of Tartu, and the University of Ljubljana.
Artists: ‘pixel buddha’, and ‘freepik’.
[4] LaTeX template: Jacobs Landscape Poster.
CPGB - Jacobs University, & Nathaniel Johnston.