

gesis

Leibniz Institute
for the Social Sciences



GESIS Panel

**A Probability-Based Mixed-Mode Panel
for the Behavioral and Social Sciences**

Prof. Dr. Michael Bosnjak

Agenda

- Overview
- Methodological aspects
- Data collection
- Data access
- Cross-cultural research opportunities
- 'Representativeness' of the GESIS Panel
- Discussion

Overview

Deliverables: Roles/Target Groups

1

Providing **free data collection services** for social scientists within a probability-based mixed-mode access panel (offline & online).

Panelists

Primary Researchers

2

Providing **free access to the data collected** within the mixed-mode access panel to the social science community.

**Data Users:
Secondary
Researchers**

3

Enabling **knowledge transfer** on how to build and operate a representative panel.

**Academic Panel
Provider**

4

Generating **methodological findings** on access panel data quality issues (publications, guidelines, standards).

**Survey
Methodologists**

Basic Access: Panel Characteristics

- Probability-based access panel of individuals:
 - ▶ General population in Germany,
 - ▶ German-speaking,
 - ▶ 18-70 years
- Panelists recruited from population registers
- 7599 face-to-face recruitment interviews (CAPI)
- About 4,900 panelists (2014 starting sample)

Basic Access: Panel Characteristics

- Mixed-mode surveys:
 - ▶ Web-based surveys (approx. 65% of panelists)
 - ▶ Mail surveys (approx. 35% of panelists)
- Unified mode design: Alignment of the appearance, question structure and wording in both modes
- Bi-monthly data collection
- Prepaid incentive: 5 € sent with each invitation letter
- approx. 20 minutes of interviewing time each wave

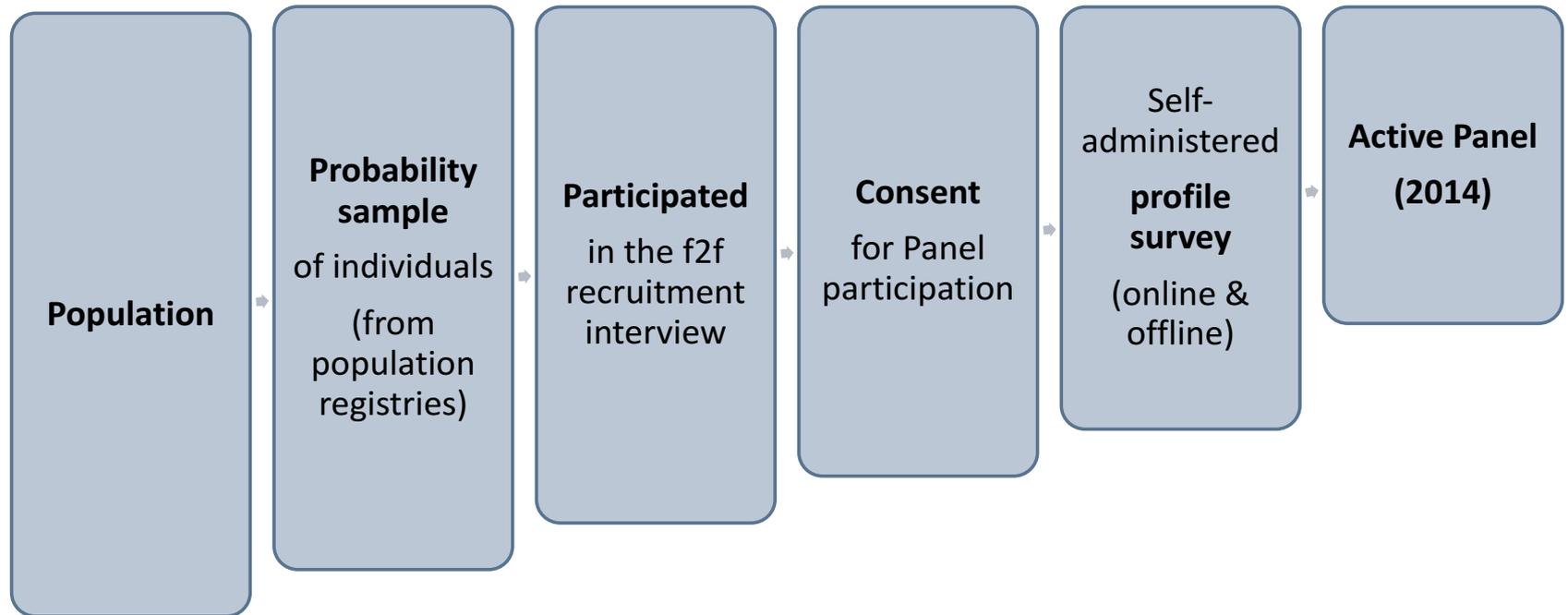
Longitudinal Core Study

1. Subjective Well-Being
2. Political and Social Participation
3. Environmental Attitudes and Behavior
4. Personality and Personal Values
5. Media/Communication Technology Usage
6. Socio-Demographic Update
7. Work and Leisure
8. Panel Survey Participation Evaluation
& Survey Mode Preferences

Methodological aspects

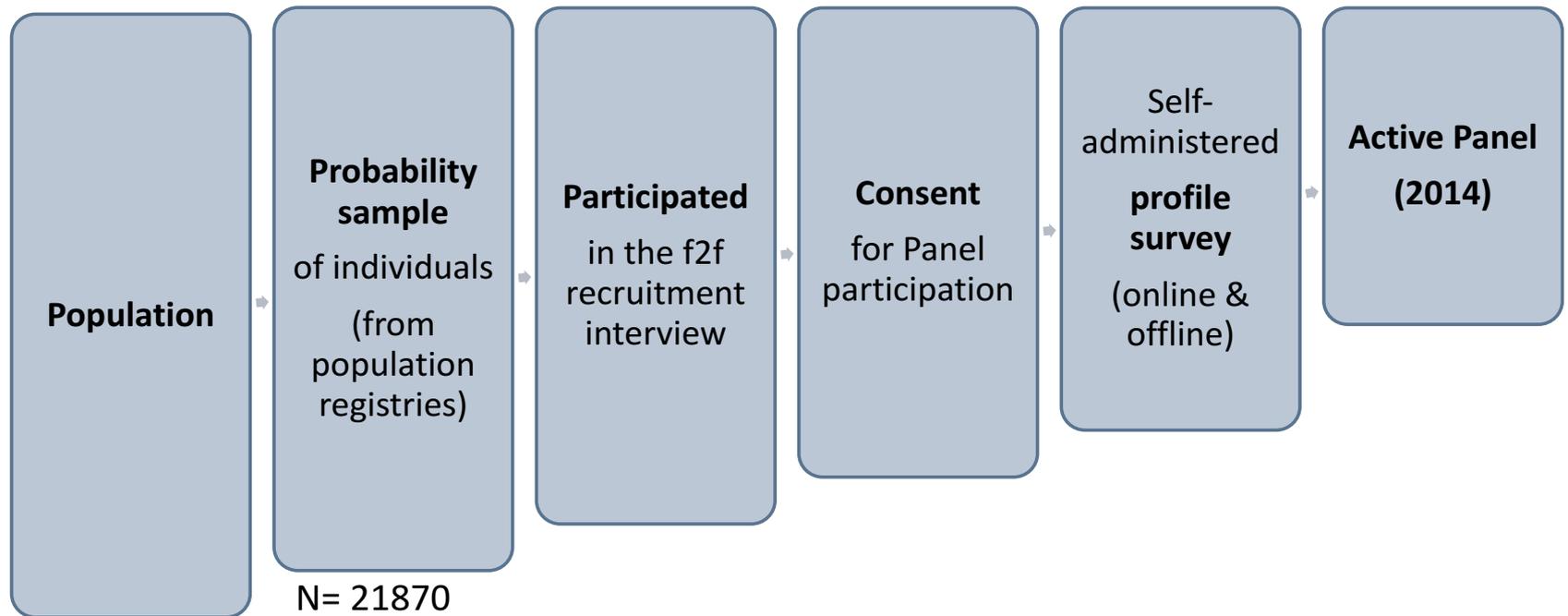
Recruitment

Stages of the recruitment process



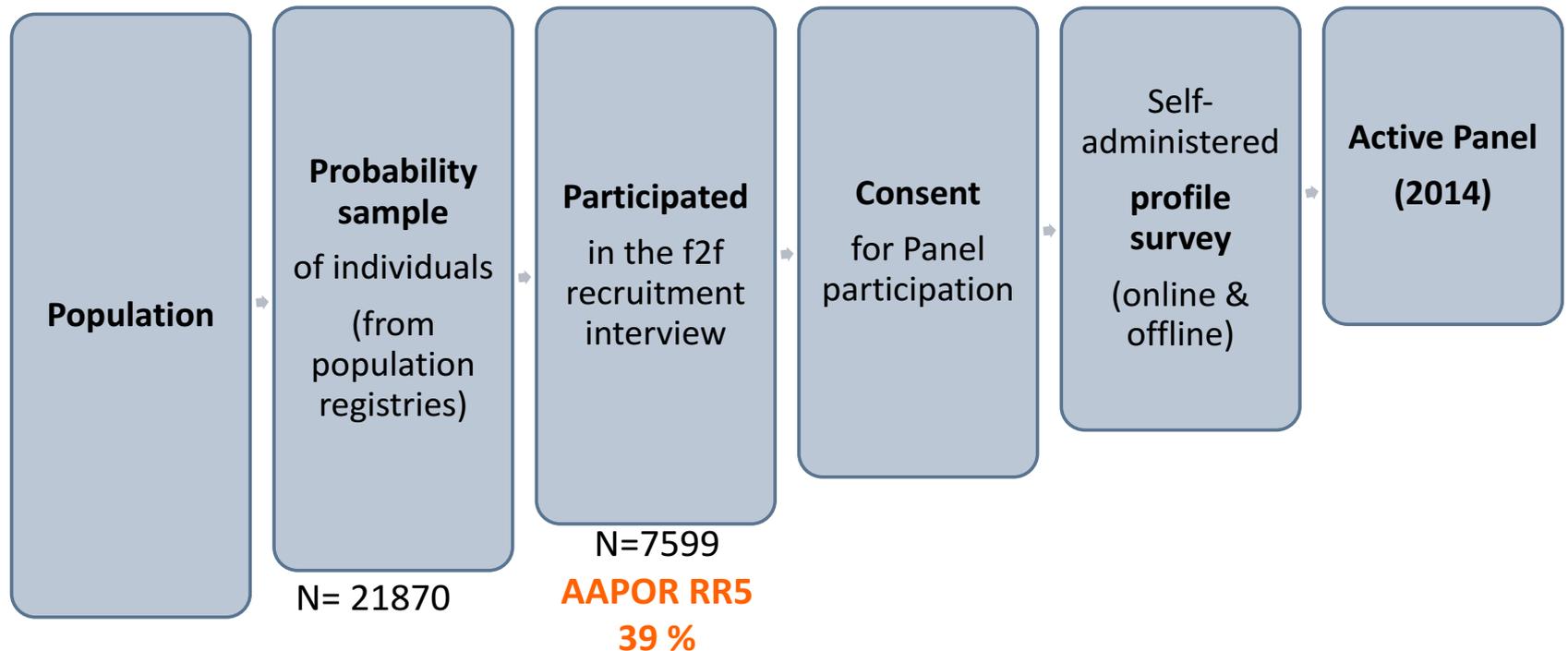
Recruitment

Stages of the recruitment process



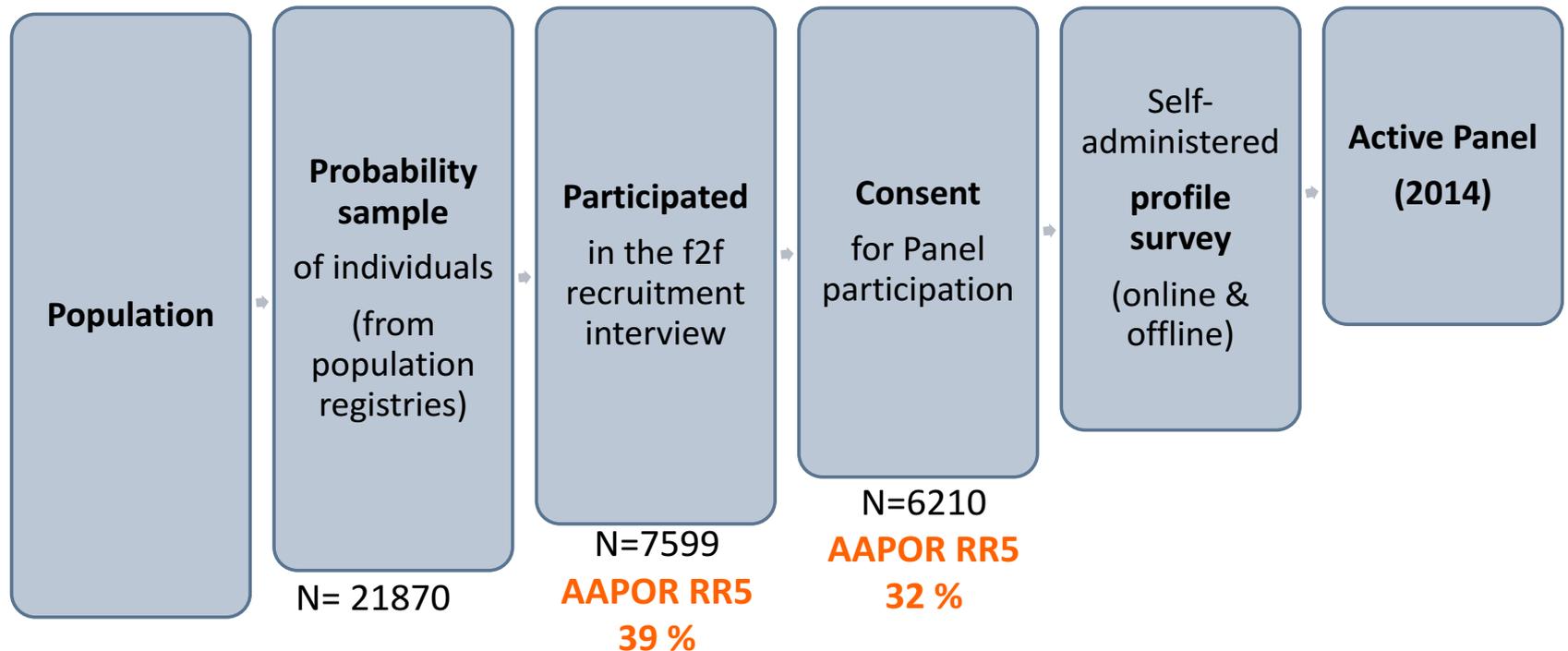
Recruitment

Stages of the recruitment process



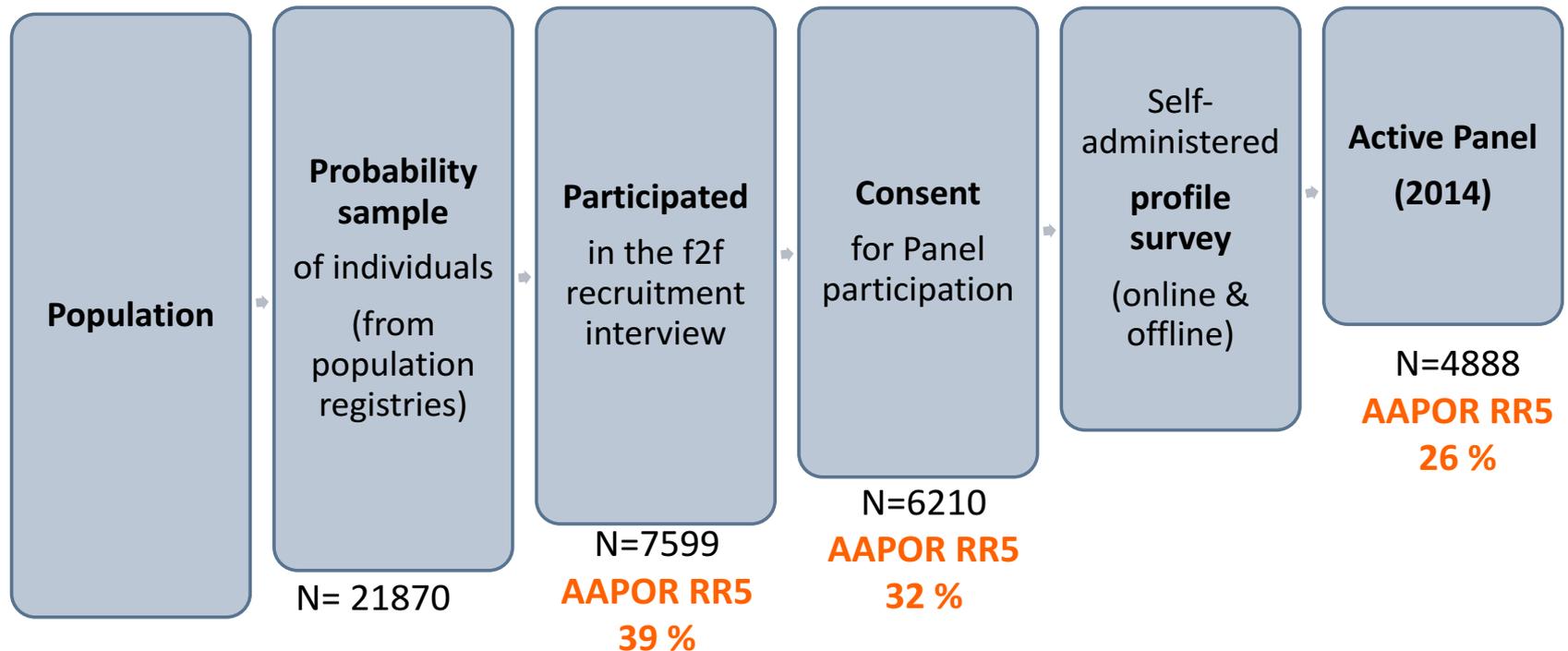
Recruitment

Stages of the recruitment process



Recruitment

Stages of the recruitment process

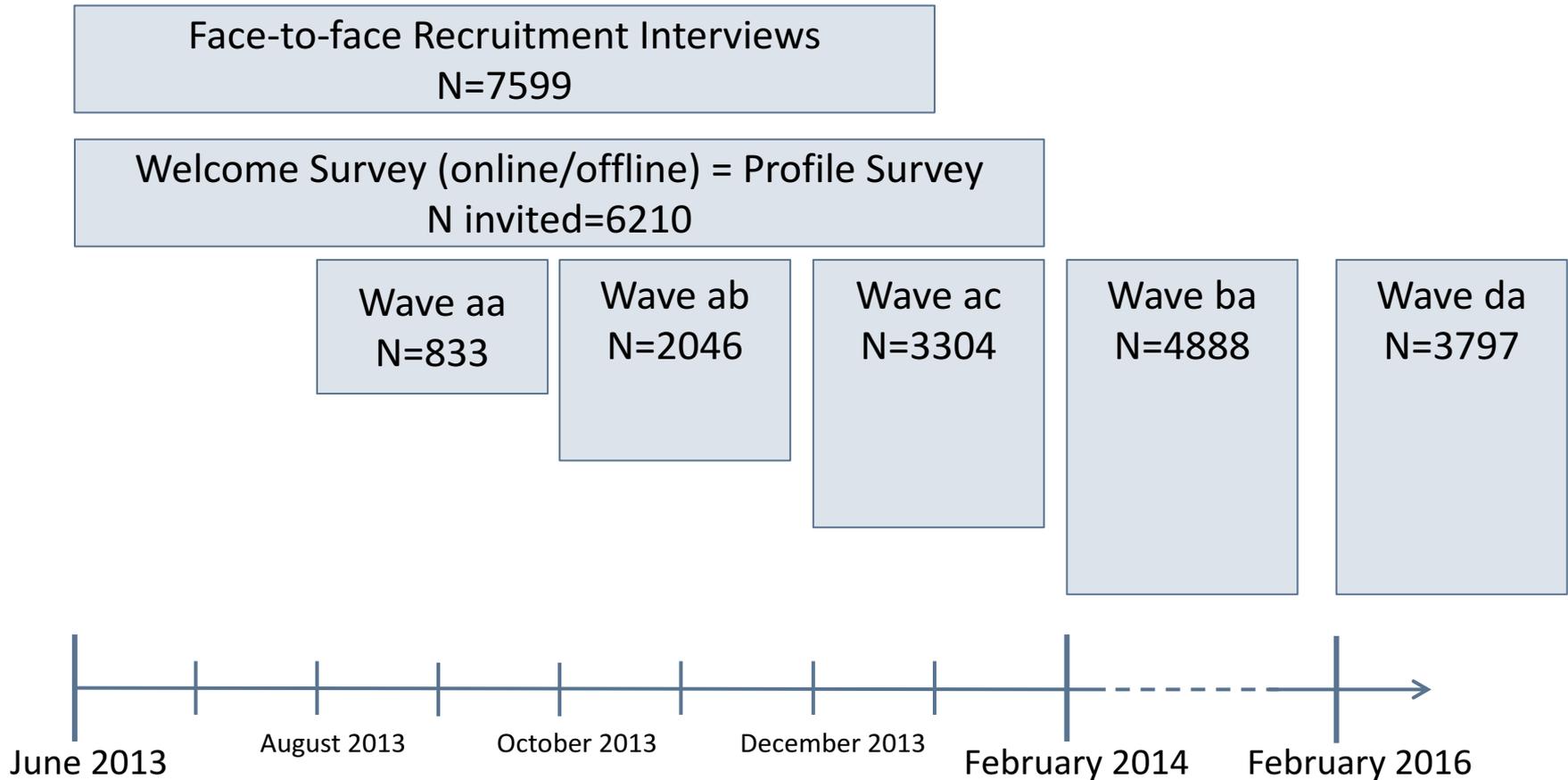


Recruitment

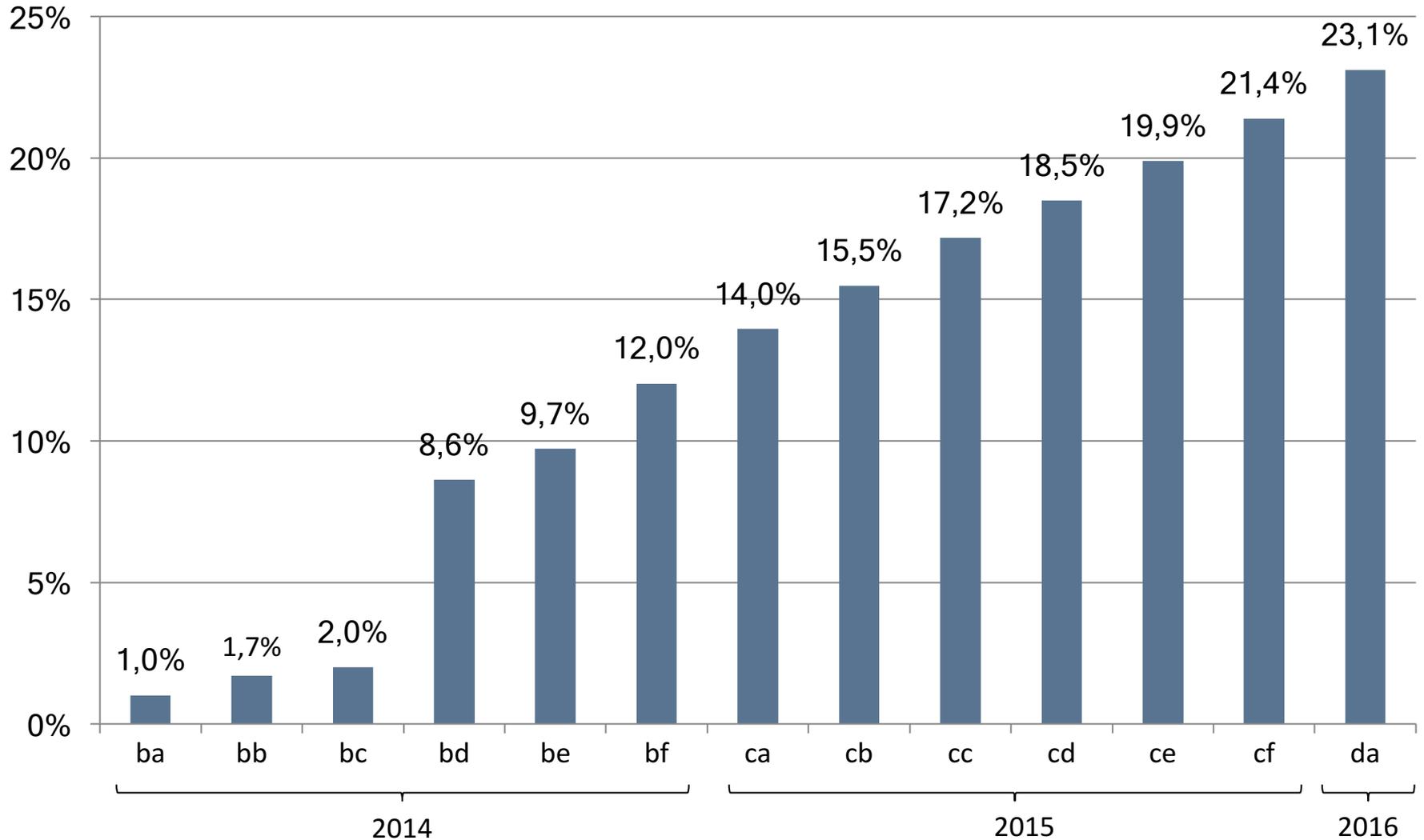
Characteristics of the face-to-face recruitment

- CAPI Interview at respondent's home
- Median interview duration: 15 min
- Fieldwork period: June 2013 - December 2013
- Fieldwork agency: TNS Infratest
- 267 interviewers

Sample: Recruitment phase and development



Attrition rates (cumulative)

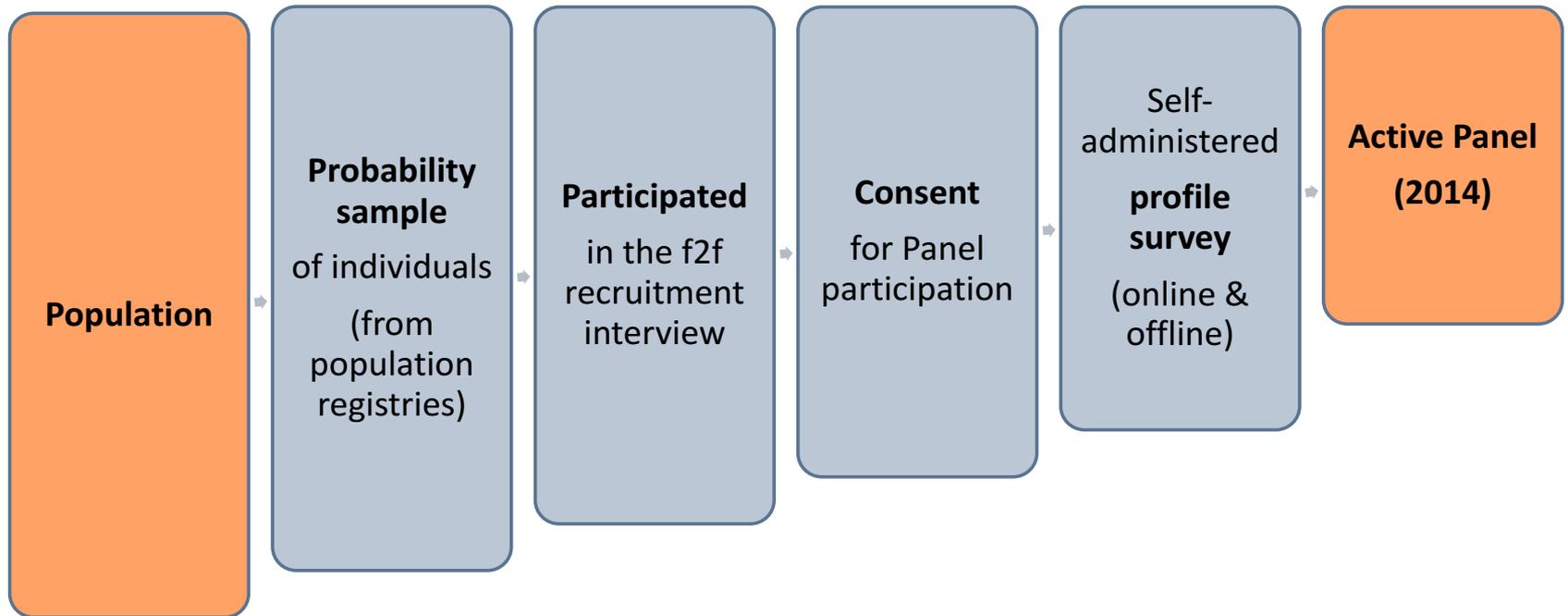


Sample Refreshment (Cohort 2)

- Recruitment question following the German General Social Survey interview (ALLBUS 2016)
- Same recruitment procedure as for the initial sample 2013
- about 3500 face-to-face interviews
- about 1700 new panelists
- Data of the new panelists will be included in the data set in mid-2017

Recruitment

Stages of the recruitment process



Representativeness (Cohort 1)

GESIS Panel & German Microcensus (%)

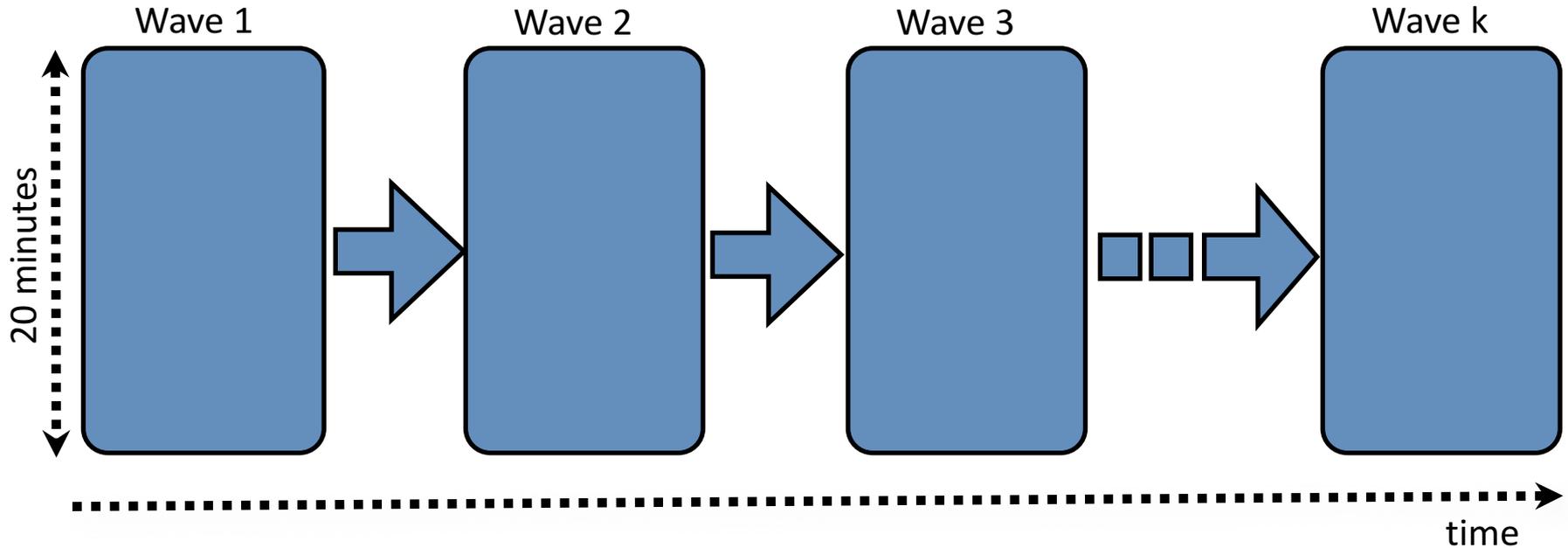
Group	Population (Microcensus 2013)	GESIS Panel (Starting sample 2014)	Bias
Age ≥ 65	8.1	9.3 [8.5; 10.1]	+1.2
Gender: Male	50.0	48.1 [46.7; 49.5]	-1.9
Urban area (≥ 100,000)	32.0	24.9 [23.6; 26.1]	-7.1
Education: upper secondary (Abitur)	26.0	32.1 [30.8; 33.5]	+6.1
One-person household	20.4	16.1 [15.1; 17.1]	-4.3
German citizen	89.8	94.7 [94.1; 95.4]	+4.9
Marital status: single	34.5	30.3 [29.0; 31.5]	-4.2

Data collection & preparation

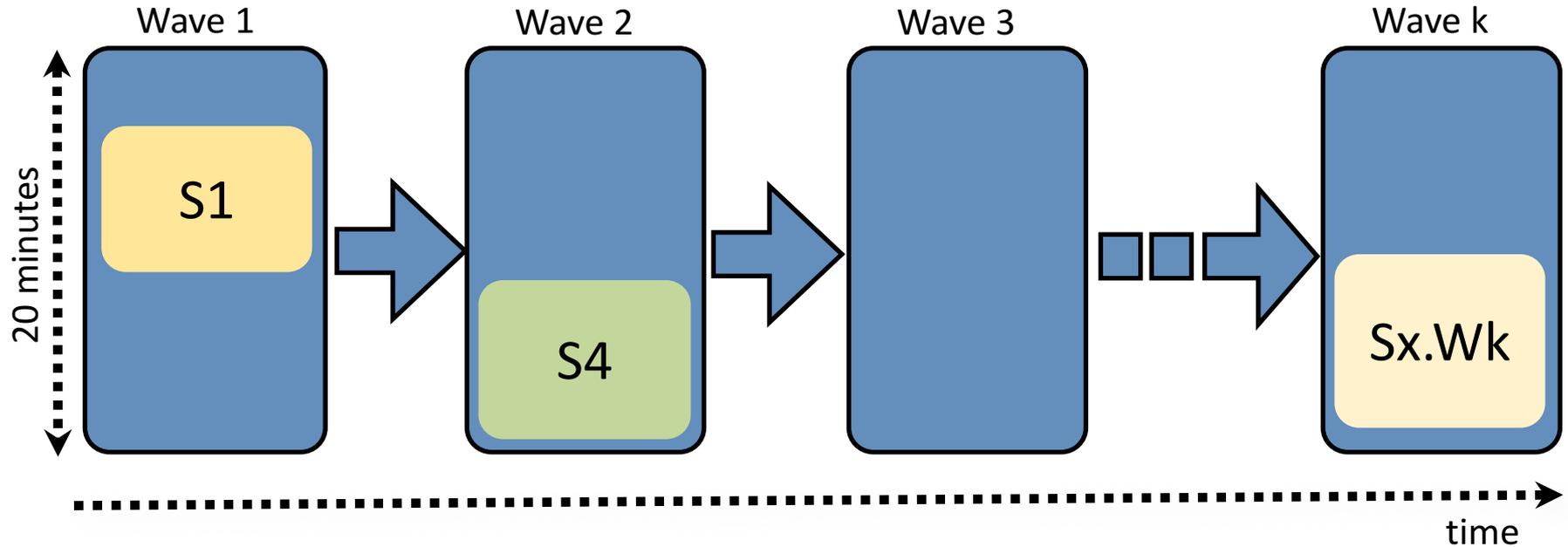
- Six waves per year (February, April, June, August, October, December)
- Invitation letter for online & offline participants
- Unconditional incentives: 5 € per wave (prepaid)
- Two reminder emails (online-only)
- Field period: 2 months
- Data release about 2 months after the end of the field period
 - ▶ immediately available for the entire scientific community (no embargo)

Data collection

Waves and Accepted Study Designs



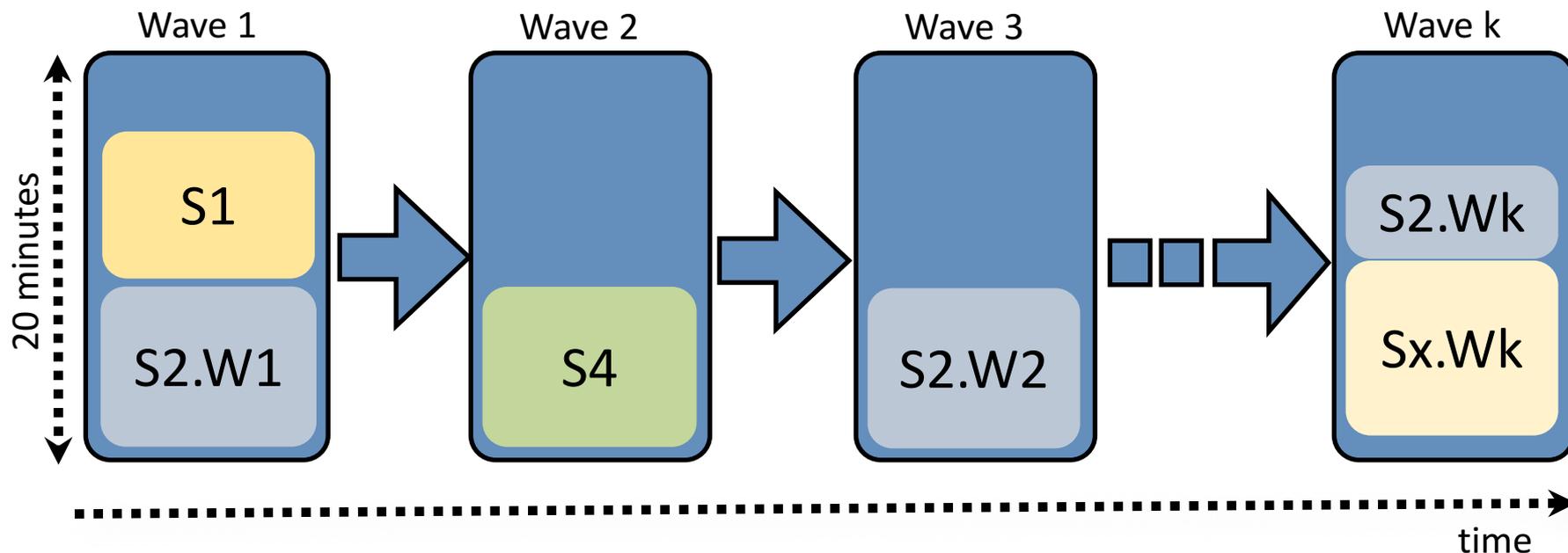
Waves and Accepted Study Designs



- **Single-wave studies:**

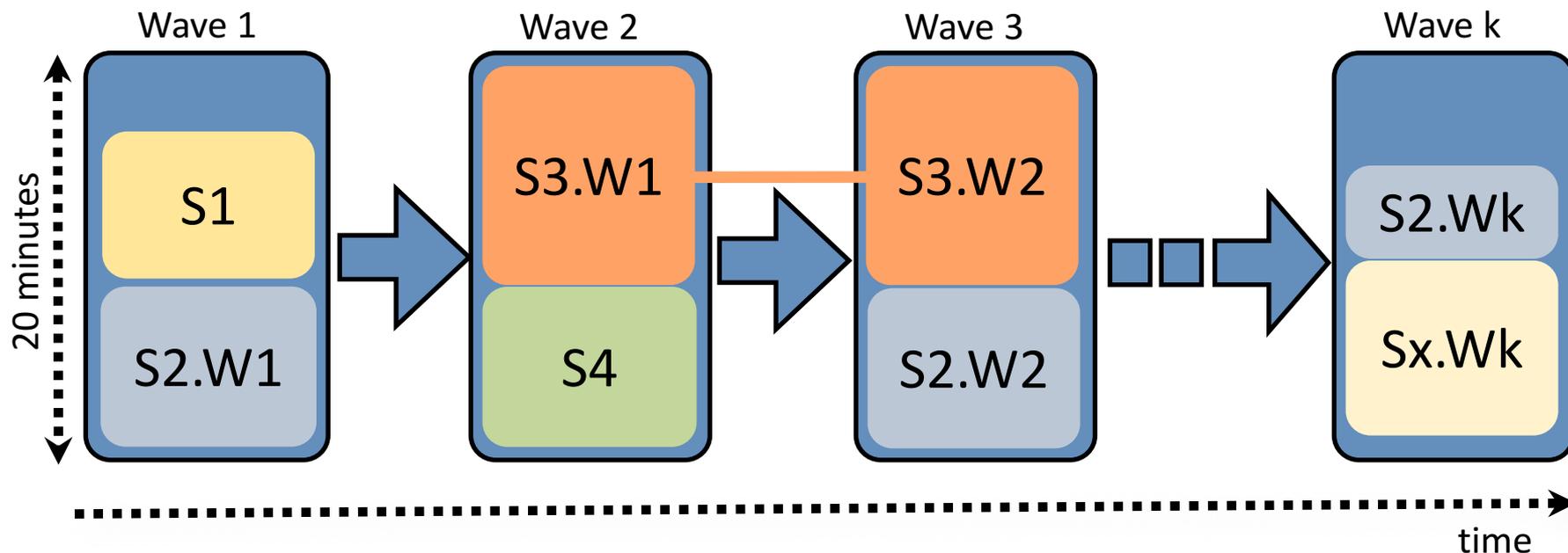
- ▶ Cross-sectional designs (e.g., S1 and S4)

Waves and Accepted Study Designs



- **Single-wave studies:**
 - ▶ Cross-sectional designs (e.g., S1 and S4)
- **Multiple-wave, longitudinal studies:**
 - ▶ Multiple cross-sectional designs; Splitted or partitioned cross-sectional design (e.g., S2)

Waves and Accepted Study Designs



- **Single-wave studies:**
 - ▶ Cross-sectional designs (e.g., S1 and S4)
- **Multiple-wave, longitudinal studies:**
 - ▶ Multiple cross-sectional designs; Splitted or partitioned cross-sectional design (e.g., S2)
 - ▶ Panel designs (e.g., S3)
- **NOT considered: Cohort (sub-sample) studies**

Data collection

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Panel
gesis

Home About Login Register How to Submit

Home > GESIS Panel Proposal Submission Site

GESIS Panel Proposal Submission Site

The [GESIS Panel](#) is a mixed-mode (online and mail) omnibus access panel representative for the German speaking population residing in Germany and aged between 18 and 70 years. The [GESIS Panel](#) is open for the social science community. Accepted study proposals are being fielded free of charge. Furthermore, data collected will be made available to the general public.

The aim of the site you are currently visiting is to provide a framework for proposal submission and reviewing.

Before starting the submission procedure using this site, please read the ['How to Submit'](#) section carefully.

USER

Username

Password

Remember me

Login

www.gesispanel.gesis.org/submission/

General information:

1. Submission Procedure
2. Style Guide
3. Review Criteria

Eligibility Criteria & Style Guide - major points -

- Only scientific projects → Any partial or fully commercial utilization is prohibited;
- All fielded measurement instruments are accessible for the academic social science community;
- No cohort or sub-sample studies;
- Offline mode as the least common denominator;
- Duration approx. 5 minutes (max.).

Fielding of experiments

- Random assignment of respondents to up to 4 experimental groups possible
- Limitations:
 - ▶ Offline mode as the least common denominator (i.e., no item rotation or randomization of items etc.)
 - ▶ No experiments or treatments which could increase panel drop-out

Data collection



Home > GESIS Panel Proposal Submission Site

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The image shows a 'USER' login form with the following elements:

- Username:
- Password:
- Remember me
- Login:

Submission materials:

1. **Proposal**
filled form
2. **Questionary**
implementation in
Unipark (.gpx)
3. **Codebook**
per wave (.xls)

www.gesispanel.gesis.org/submission/

Target Group: Primary Researchers

GESIS Panel Questionnaire Editor (Unipark)

Back to survey menu

Questionnaire editor

Questionnaire

- Paper questionnaires
- Container questions
- Filter list
- Search and replace
- Media library
- Quota management
- Codebook
- Scale library
- Language editor
- Title editor
- Wildcards
- Preview
- Print version
- Lists

Systeminfo

Michael Bosnjak

Search

Search text

Questionnaire

You are editing the survey in the language "English".

View Show subpages Hide subpages Import pages

TITLE	ID	INFO	ACTIONS
first page	137009		
General info professor	1338109		
General info professor2	1338178		
Course info	1338650		
attendance and teaching language	1338632		
teaching language others	1338634		
length and distribution	1338675		
students	1338658		
teaching methods	1347840		
approach eco	1391696		
approach history	1391844		
approch history	1391687		
approach intercultural	1391848		
interdisciplinary	1391699		
interdisciplinarity	1386465		
interdisciplinary yes	1391700		
approach law	1391697		
approach political science	1391698		
approach political science	1391696		
teaching methods of the course	1345058		
teaching methods2	1338694		



Wie zufrieden sind Sie mit der Arbeit der Bundesregierung bei der Bewältigung der Wirtschaftskrise in Europa?

- Sehr zufrieden
- Zufrieden
- Teils/teils
- Unzufrieden
- Sehr unzufrieden

Zurück Weiter

Scale options

Please note that you can not use code "0" for the scale items, except in the question types 351, 361 and 364.

Mass import scales Import scale Export scale

VARIABLE NAME	NO.	CODE	ANSWER CATEGORY	RANDOMIZATION	MISSING VALUE	DELETE
New						
1	1	sehr wichtig				
2	2	wichtig				
3	3	inhaltsmäßig				
4	4	nicht so wichtig				
5	5	überhaupt/überhaupt nicht wichtig				

[Dynamic answers]

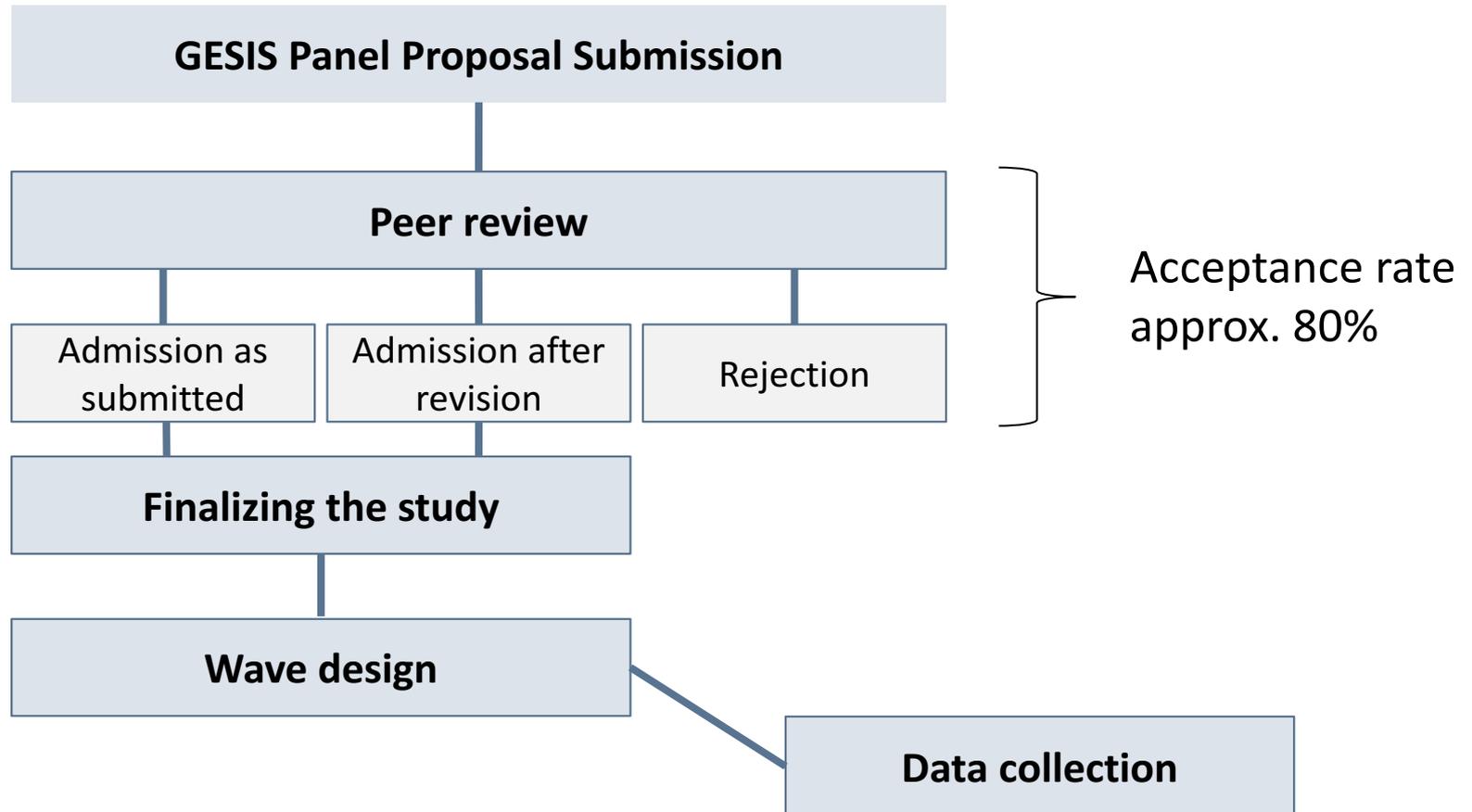
Select Answers are from list (No list selected yet)

Answer options

Mass import items Assign to list Group overview

VARIABLE NAME	NO.	ITEM TEXT	TYPE	RANDOMIZATION	RANDOMIZATION	ALWAYS VISIBLE	DELETE	REMARK CONDITION
New								
V_1462	1	Sabotage	A					

Data collection



Fast-Track Procedure

GESIS FastTrack Procedure Submission Form
Last change: October 10, 2016



Fast-Track-Submission Form

The GESIS Panel offers the possibility to submit a short questionnaire on a current topic.

The submitted questionnaire may include either

- up to three short single choice questions
- one multiple choice question with a maximum of seven items
- one open-ended question

More information on the question types is specified by the references to the [GESIS Panel Survey Style Guide](#). In contrast to full proposals this questionnaire does not have to be submitted as a Unipark questionnaire and does not undergo an external review process.

Submission Procedure

All you need is to fill in this form, as sign them and send them to [current-to](#)

	Deadline	Field Period	Data Publication
Wave ea	12/12/2016	15/02/2017 - 18/04/2017	20/06/2017
Wave eb	20/02/2017	19/04/2017 - 13/06/2017	15/08/2017
Wave ec	17/04/2017	14/06/2017 - 15/08/2017	17/10/2017
Wave ed	19/06/2017	16/08/2017 - 17/10/2017	19/12/2017

Data access

Target Group: Secondary Researchers

Data Usage:

- Datasets usable for free via the GESIS data archive for scientific research
- Two versions: Standard Edition & Extended Edition
 - ▶ Due to privacy protection rules some variables are not included in the Standard Edition
 - ▶ Differences between the versions are marked in the Codebook
- In preparation: GESIS Panel Campus File
 - ▶ Dataset for the purpose of academic teaching
 - ▶ Based on Standard Edition
 - ▶ Reduced sample, selected studies only, strengthened Anonymization

Current Status

Data Collection and Data Usage (September 2016)

- 36 conducted studies of approx. 60+ primary researchers:
 - 28 submitted and 8 core studies
 - 19 cross-sectional and 17 longitudinal studies
 - several small-scale experiments
- Approx. 70 proposal document downloads per month
- More than a 140 data users

Examples: Fielded Topics

Sociology	<ul style="list-style-type: none"> ▪ Pro-Environmental Behavior in High-Cost Situations* ▪ Leisure Travel and Quality-of-Life*
Political Science	<ul style="list-style-type: none"> ▪ European Election Study* ▪ Conceptions of Democracy
Psychology	<ul style="list-style-type: none"> ▪ Time Perspective Scale ▪ Spatial Cognition ▪ PANAS Scale – Norms for Germany ▪ Prospective Memory Battery* ▪ Within-Yearly Dynamics and Cycles in Subjective Well-Being*
Economics	<ul style="list-style-type: none"> ▪ Inheritance taxes
Survey Methodology	<ul style="list-style-type: none"> ▪ Cross-National Replication of Question Design Experiments ▪ German Panel Comparison Study
Cross National	<ul style="list-style-type: none"> ▪ International Panel Comparison Study ▪ Reforms monitor: GESIS Panel, GIP, LISS, ELIPSS

*Longitudinal Studies

Data Usage: DBK (Archive)

Data dissemination portal for incremental master-dataset

Questionnaires, study descriptions, codebook, technical reports,....

Study Description

at: A Ranking Measure of Life Satisfaction

Study Code
at

Version and date of last revision
Version 1; November 18, 2014

Study title
A Ranking Measure of Life Satisfaction

Subject classification
Economics; economic conditions and indicators; psychology; social conditions and indicators;

Keywords
Subjective well-being, life satisfaction, ranking measure, measurement

Data collection waves
ca

Principal investigators

Name(s) and affiliations of principal investigators at time of submission	Persistent digital identifier(s) of principal investigator(s)
Prof. Dr. Grischa Perino University of Hamburg	<a href="http://www.wiso.uni-hamburg.de/professuren/wl-
oekologische-oekonomie/team/prof-dr-grischa-perino/">http://www.wiso.uni-hamburg.de/professuren/wl- oekologische-oekonomie/team/prof-dr-grischa-perino/
Sonja Köke, M.Sc. University of Hamburg	<a href="http://www.wiso.uni-hamburg.de/professuren/finanzwissenschaft/team/sonja-
koeke/">http://www.wiso.uni-hamburg.de/professuren/finanzwissenschaft/team/sonja- koeke/

Abstract

We suggest a new measurement method for subjective well-being (ranking measure) which we believe can capture changes in subjective well-being better than the current measurement method (level measure). Subjective well-being is often used to identify policies that are better suited than others to improve well-being in society. This requires ranking different situations in order to identify the characteristics contributing to subjective well-being by using econometric techniques. However, the current level measure potentially suffers from a severe identification problem for the sign of those contributions (Köke and Perino, 2014). This could be tested with the ranking measure we propose, asking people not to state their level on a discrete and bounded scale but rather to report changes in their well-being, i.e. to rank two situations they have experienced. We therefore would like to implement our ranking measure alongside (i.e. in the February wave) with the traditional level measure that is already part of the GESIS panel. We can then compare changes in the level measure over time with the ranking measure and check how well they are correlated. If the correlation is low, this would suggest that the level measure suffers from an identification problem for changes in life satisfaction and that further research is needed to identify a reliable measurement of life satisfaction.

Measured constructs/concepts and corresponding data collection waves

Constructs/concepts	Corresponding indicators (survey measures)	Data collection waves
Perceived change of life satisfaction since last year (in general and for certain domains of life)	Ranking measure of general life satisfaction	ca
	Ranking measure of satisfaction with own family	
	Ranking measure of satisfaction with work	
	Ranking measure of satisfaction with leisure	
	Ranking measure of satisfaction with friends	
	Ranking measure of satisfaction with neighborhood	
	Ranking measure of satisfaction with financial situation	
	Ranking measure of satisfaction with health	

Cross-references

DOI of corresponding GESIS Data Portal (DBK) entry: [10.4232/1.12245](https://doi.org/10.4232/1.12245)

References

Köke, S. and Perino, G. (2014). How to measure life satisfaction – A constructive critique. Mimco.

Comments

The last indicator in the table (Ranking measure of satisfaction with health) should only be included if the question in the GESIS Core Study on the levels of life satisfaction are also extended to include a question about health.

Codebook

Lesezeichen

- Contents
- Introduction
- Dataset
- Variable naming convention
- Administrative variables
- Recruitment Interview a11
- Welcome Survey a12
- Wave aa
- Wave ab
- Wave ac
- Wave ba
- Wave bb
- Wave bc
- Wave bd
- Wave be
- Wave bf
- Wave ca
- Wave cb
- Wave cc
- Wave cd
- Wave ce



Wave ca - Study zb

cazb036a

Variable label **Zufriedenheit Vergleichsperson Finanzen**
Satisfaction comparator finances

Publication status standard edition

Question type Single Choice

Question text **Wie zufrieden ist diese Person oder diese Gruppe mit der eigenen finanziellen Situation?**
How satisfied is this person or group with its own financial situation?

Value labels

1	1 Sehr unzufrieden
	1 Very satisfied
2	2
3	3
4	4
5	5
6	6
7	7 Sehr zufrieden
	7 Very satisfied
-22	Not in panel
-33	Unit nonresponse
-77	Not reached
-99	Item nonresponse

Between wave **bazb034a**

Position within wave	Online	Offline
Question Order	15	15
Page ID/Page	6482	5

Data use agreement

The screenshot shows the GESIS Data Catalogue 2.1 interface. The main content area displays details for dataset ZA5665: GESIS Panel - Standard Edition. The 'Data & Documents' tab is active, showing a download section with a dropdown menu. The dropdown menu is open, showing 'Datasets', 'Questionnaires', and 'Codebooks'. Under 'Datasets', there is a link for 'ZA5664-65_data_access.pdf (User Contract) 116 K'. An orange arrow points from this link towards the right side of the slide.

The document is titled 'Data Use Agreement' and is regarding off-site access to data provided by GESIS. It includes a contract number field, a signature line, and a form for user information. The form has the following fields:

- Family name
- Given name
- E-Mail
- Telephone number
- Institution
- Business address
- Position of data recipient ¹

Below the form, it states: - hereafter referred to as Data recipient -

Cross-cultural research opportunities

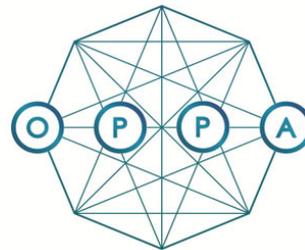


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ALLIANCE

www.openpanelalliance.org

Open Probability-Based Panel Alliance

- Open network of probability-based Panels
- Cross-cultural survey research around the globe
- Initiators:



UNDERSTANDING AMERICA STUDY



- Panel infrastructures all over the world are invited to join the alliance

OPPA: Submission and Data Usage

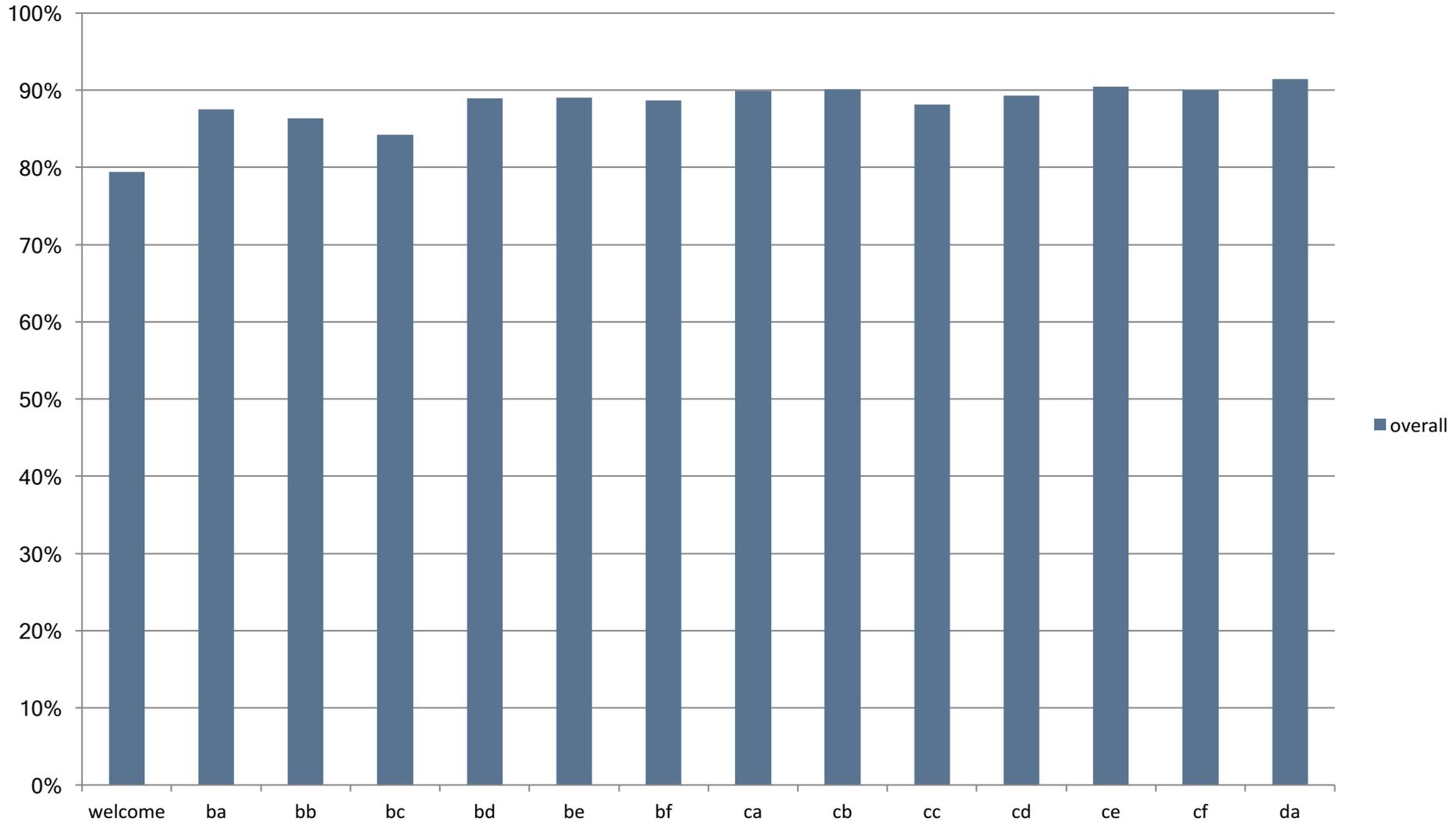
- Submission:
 - ▶ Every researcher, research group or policy maker can use the OPPA affiliated panels in paid assignment
 - ▶ One-stop entry point to submit proposals
 - ▶ Data can be collected in all countries participating in the network or in subsets of it
- Data Usage:
 - ▶ All collected microdata are made available to the research community
 - ▶ Data Usage is mostly free of charge

'Representativeness'

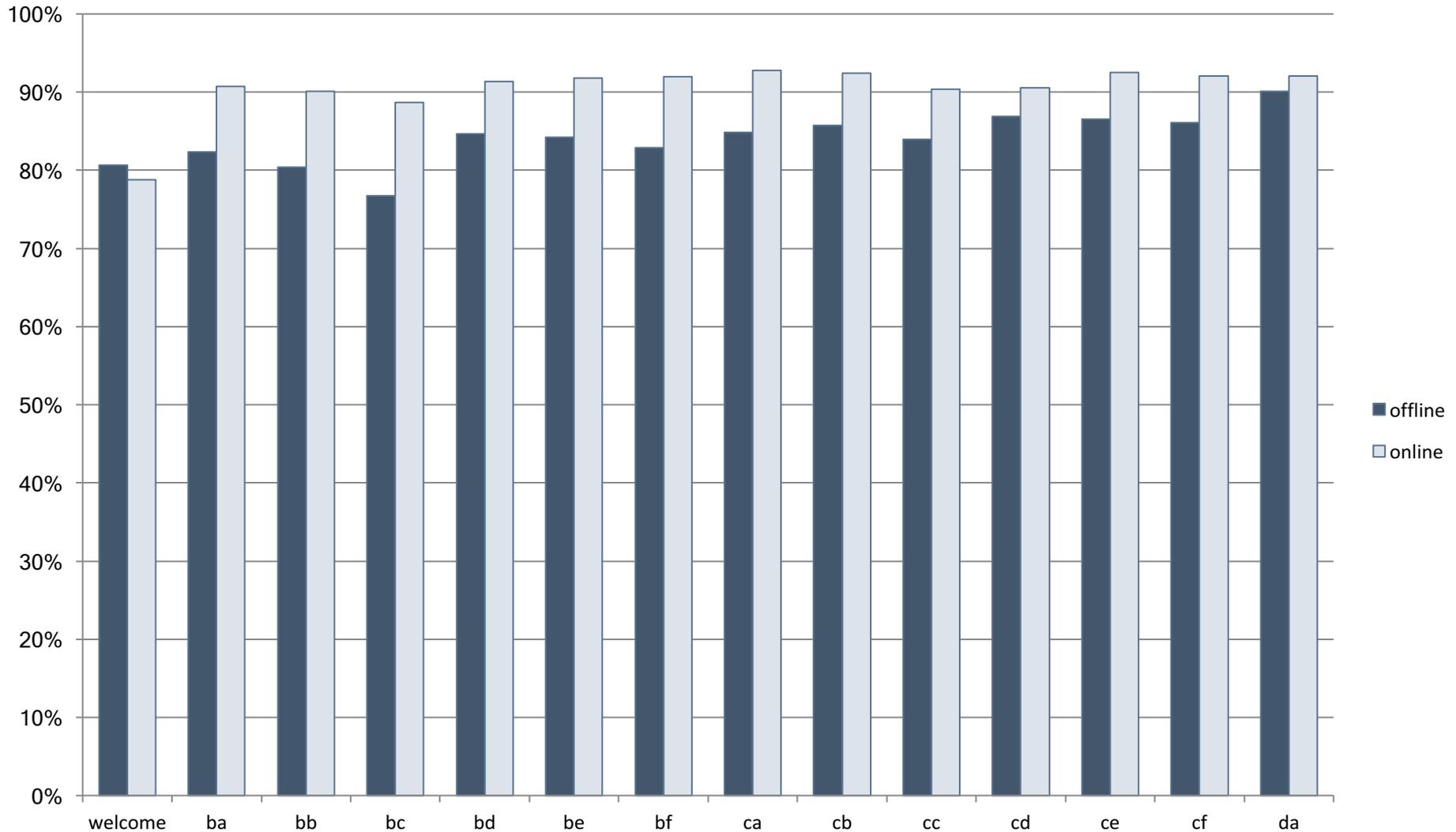
GESIS Panel Online: Representativeness

Group	Population (Microcensus 2013)	GESIS Panel Online (Starting sample 2014)	Bias
Age ≥ 65	8.1	5.9 [5.1; 6.7]	-2.2
Gender: Male	50.0	51.0 [49.3; 52.8]	+1.0
Urban area (≥ 100,000)	32.0	26.8 [25.3; 28.5]	-5.2
Education: upper secondary (Abitur)	26.0	41.2 [39.4; 43.0]	+15.2
One-person household	20.4	14.0 [12.8; 15.3]	-6.4
German citizen	89.8	95.0 [94.2; 95.8]	+5.2
Marital status: single	34.5	35.2 [33.5; 36.9]	+0.7

Completion rates (Cohort 1)



Completion rates (Cohort 1)



Duncan dissimilarity indices of the GESIS Panel, ALLBUS and ESS compared to the German Microcensus

	GESIS Panel 2013 versus Microcensus 2013		ALLBUS 2008 versus Microcensus 2008	ESS Round 5 2010 versus Microcensus 2010
	Recruitment Interview	Initial Panel		
Gender	0.67 [0.59 ; 1.93]	1.89 [0.18 ; 3.59]	0.40	2.80
Age	2.06 [1.01 ; 3.11]	3.44 [1.85 ; 5.03]	3.10	5.90
Citizenship	2.52 [1.76 ; 3.28]	4.97 [4.16 ; 5.79]	1.90	3.30
Marital Status	3.67 [2.34 ; 5.00]	4.60 [2.83 ; 6.38]	4.50	1.30
Household Size	4.72 [3.62 ; 5.82]	4.36 [3.11 ; 5.61]	2.95	6.20
Mean dissimilarity (across all five comparison dimensions)	2.73 [2.20; 3.25]	3.85 [3.08 ; 4.62]	2.57	3.90

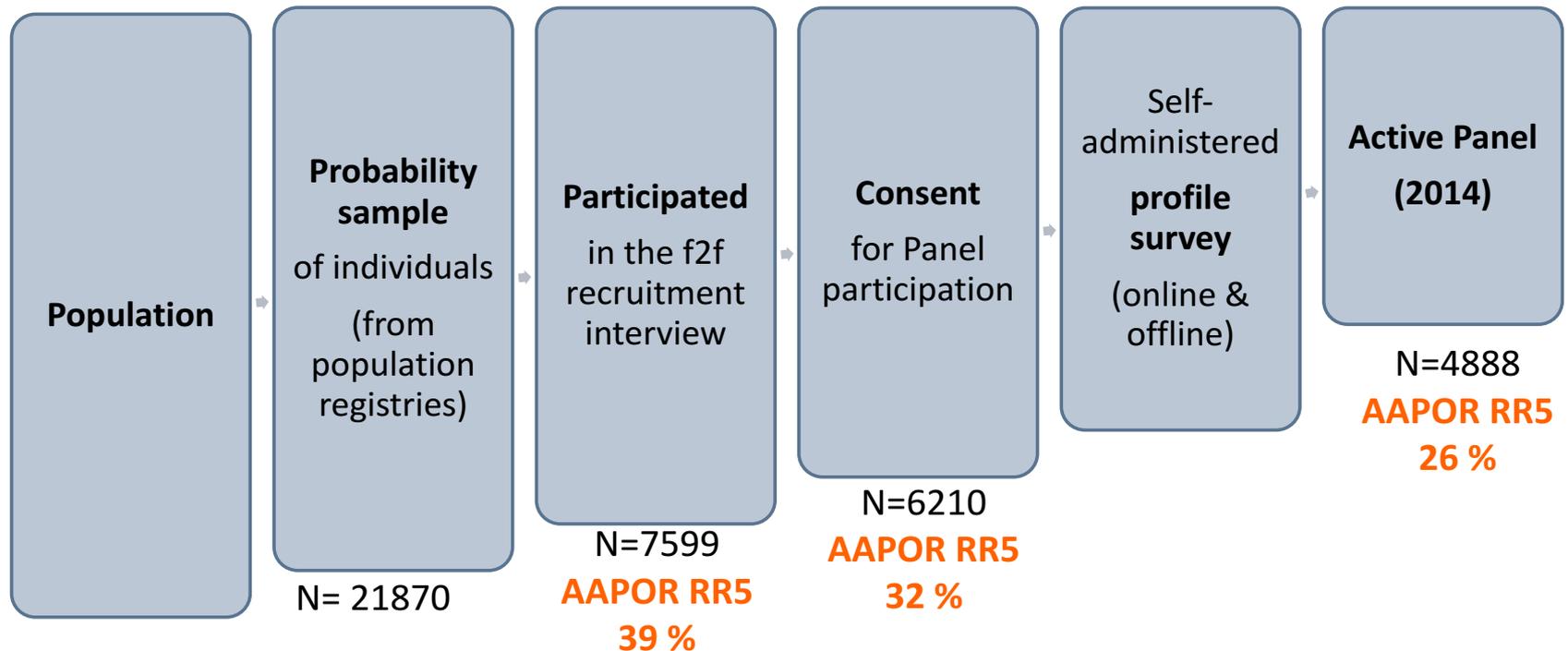
Table 2: Dissimilarity indices of the GESIS Panel across recruitment stages in comparison to the German Microcensus 2013

	Stage 2: Recruitment Interview	Stage 3: Profile Survey	Stage 4: Initial Panel
(1) Gender	0.67 [-0.59 ; 1.93]	1.32 [-0.26 ; 2.89]	1.89 [0.18 ; 3.59]
(2) Age	2.06 [1.01 ; 3.11]	2.23 [0.91 ; 3.55]	3.44 [1.85 ; 5.03]
(3) Citizenship	2.52 [1.76 ; 3.28]	3.52 [2.70 ; 4.34]	4.97 [4.16 ; 5.79]
(4) Marital Status	3.67 [2.34 ; 5.00]	1.88 [0.41 ; 3.36]	4.60 [2.83 ; 6.38]
(5) Household Size	4.72 [3.62 ; 5.82]	4.80 [3.42 ; 6.19]	4.36 [3.11 ; 5.61]

(6) Place of birth	1.97 [0.98 ; 2.96]	3.42 [2.30 ; 4.54]	5.07 [3.92 ; 6.23]
(7) Education	7.05 [5.81 ; 8.29]	8.71 [7.30 ; 10.13]	9.81 [7.30 ; 10.13]
(8) Household income	17.68 [16.49 ; 18.87]	14.96 [13.6 ; 16.32]	13.89 [12.34 ; 15.44]
(1-5) Mean dissimilarity across five comparison dimensions	2.73 [2.20 ; 3.25]	2.75 [2.16 ; 3.34]	3.85 [3.08 ; 4.62]
(1-8) Mean dissimilarity across all eight comparison dimensions	5.04 [4.64 ; 5.44]	5.11 [4.63 ; 5.58]	6.01 [5.46 ; 6.55]

Recruitment

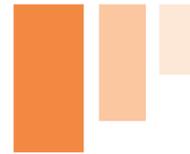
Stages of the recruitment process





Panel

gesis



www.gesis-panel.org

info@gesis-panel.org

Thank you for your attention.



#GESISPanel

Representativeness (Cohort 1)

Subgroup participation rates (%)

Group	Stage 1 gross sample→ recruitment	Stage 2 recruitment→ consent	Stage 3 consent→ active panel
Total	38.6*	81.7	79.5
Age ≥ 65	37.2 (-0.3)	77.3 (-4.4)	90.7 (+11.2)
Gender: Male	38.8 (+0.2)	80.6 (-1.1)	78.6 (-0.9)
Urban area (≥ 100,000)	30.9 (-7.7)	84.9 (+3.2)	77.5 (-2.0)
Education: upper secondary (Abitur)	n/a	86.3 (+4.6)	82.6 (+3.1)
One-person household	n/a	83.0 (+1.3)	80.3 (+0.8)
German citizen	n/a	82.7 (+1.0)	80.8 (+1.3)
Marital status: single	n/a	85.6 (+3.9)	73.0 (-6.5)
Internet use	n/a	84.2 (+2.5)	79.1 (-0.4)