

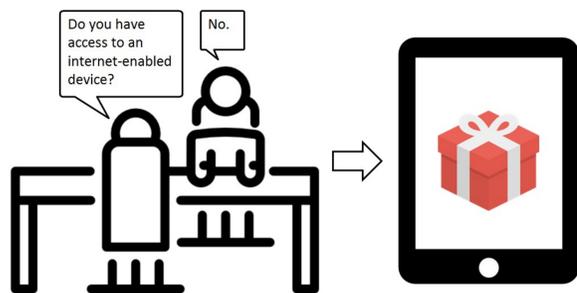
## Concept

The CRONOS project is a pilot attempt at setting up an academic cross-national probability-based web panel with input harmonisation.

- Explore challenges around cross-national recruitment and implementation.
- Establish the efficiency of building nationally representative, and cross-nationally comparable survey samples for a web panel.
- ‘Piggy-back’ recruitment approach using the European Social Survey.
- Three participating countries: Estonia, Slovenia and the United Kingdom.
- Seven web-surveys will be conducted between December 2016 - December 2017.
- Part of SERISS, Work Package 7.

## 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]



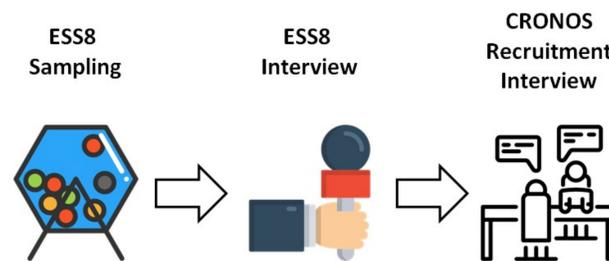
Despite the incentive of being offered a modern Android device with pre-paid 4G internet connection, several potential panellists declined the tablets when the national teams arrived to deliver them.

## Measurement quality

Berzelak: 21/7, 11:00-12:30, Room: N AUD4

## 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..

		Estonia			Slovenia			United Kingdom		
		Online	Postal	Tablet	Online	Postal	Tablet	Online	Postal	Tablet
Wave 0	Group size	866	21	46	659	69	51	1084	48	83
19/12/16	Participation rate	68%	57%	76%	79%	35%	77%	38%	8%	63%
Wave 1	Group size	872	20	46	681	58	51	1115	35	56
28/02/17	Participation rate	75%	85%	74%	68%	31%	75%	54%	43%	79%
Wave 2	Group size	745	16	46	681	49	40	1117	x	55
27/04/17	Participation rate	79%	69%	70%	63%	18%	85%	55%	x	82%

## Surveying panellists

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

## 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](mailto:esswebpanel@nsd.no)

## Acknowledgements

- [1] A. Villar and E. Sommer. 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.
- [3] Icons from [www.flaticon.com](http://www.flaticon.com). Artists: 'pixel buddha', and 'freepik'.
- [4] LaTeX template: Jacobs Landscape Poster. CPGB - Jacobs University, & Nathaniel Johnston.