SSHOC
social sciences & humanities open cloud

Designing a Sample Management System for use in a cross-national on-line web panel: initial thinking and ideas

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Outline

- Challenges and the need for a Sample Management System (SMS)
- Aim of the project
- Functionality of the SMS
- Content with key fields
- High-level software architecture

The need for a cross-national SMS

- The ESS experimented with the world's first input harmonised probability-based cross-national web panel in three countries by recruiting panel members who had taken part in the face-to-face survey

- Key challenge:
  - absence of a sample management system suited for use in a multi-country environment and which could also meet data protection requirements

Major challenges

- Harmonised management of the sample in the three different countries
- Harmonised management of incentives
- Central management of different survey contacts (postal mails, emails and SMS)
- Harmonisation of the surveys' translation into three different languages
- Access to panellists' information at country and central level: restricting access right and preventing subsets of the staff being able to access panellists' personal information proved challenging

Aim

- No “off-the-shelf” commercial software that was flexible enough to manage the complexity of a cross-national sample

- ESS ERIC and Sciences Po will design a sample management system (SMS), based on prior experience with their national web panel, to meet the needs of cross-national projects

Functionalities

- **Storing** and updating panel member information
  - Add new cases
  - Add new variables
  - Update existing variables

- **Managing** a panel throughout the course of survey life cycle keeping track of the panellists' activity
  - Updates from participants (e.g. contact details, opting out)
  - Updates from survey data (e.g. Whether or not the panel member has started/completed the interview)
    - The SMS should link directly with the survey instrument, allowing for updates to be pulled in 'live'
  - Fieldwork monitoring: generating basic tables

- **Participant communications**
  - centralised management of email, text message, and (possibly) letter communications to panel members
    - Design of templates
    - Dispatch of emails
    - Collection & storage of paradata

Key fields

Variable description	Source	Fixed?	Editable?
IDs			
Individual ID	ESS	Yes	No
Household ID	ESS	Yes	No
Username	Original CRONOS sample file	Yes	No
Password	Original CRONOS sample file/Updates	No	Yes
Panel maintenance			
Request to leave	Updates	No	Yes
Date requested to leave	Updates	No	Yes
Reason requested to leave	Updates	No	Yes

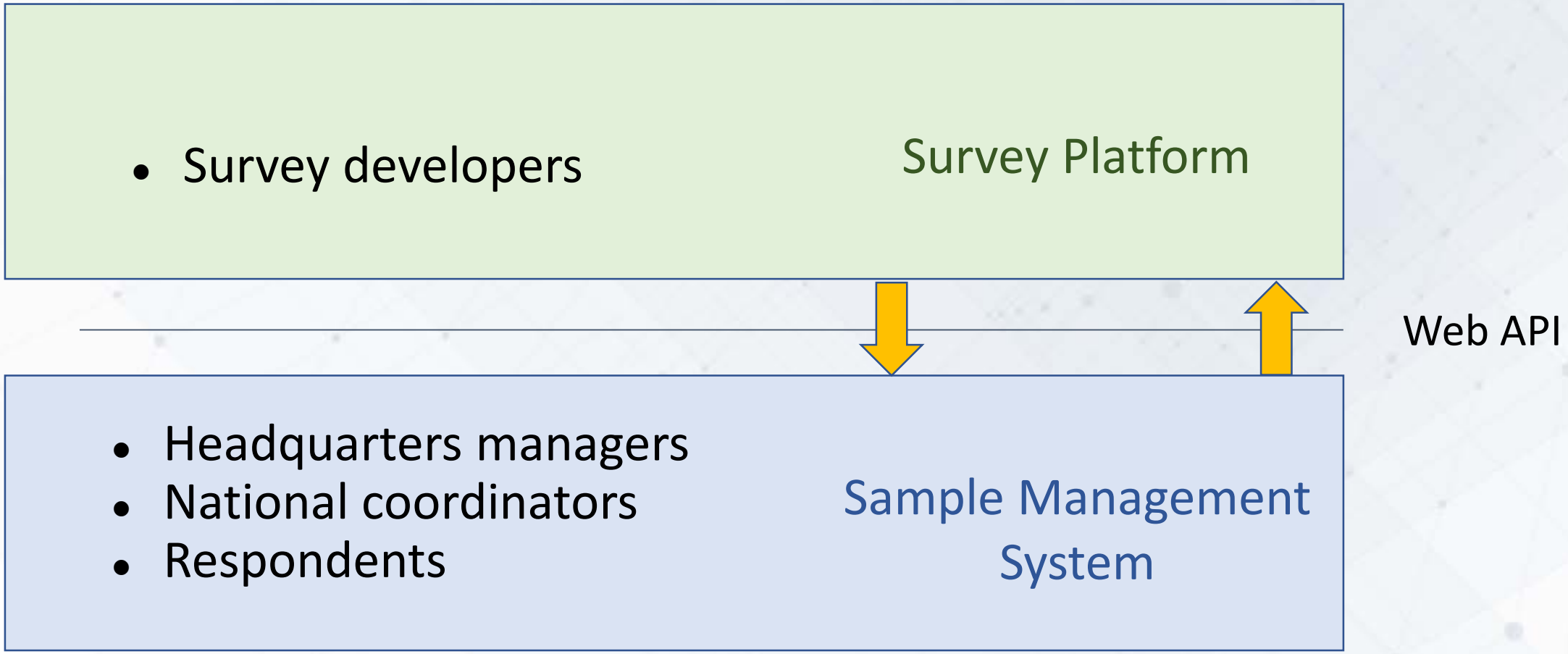
	Source	Fixed?	Editable?
Demographics - ESS			
Sex	ESS	Yes	No
Date of birth	ESS	Yes	No
Region	ESS	Yes	No
Internet use	ESS	Yes	No
PC/Laptop ownership	ESS	Yes	No
Smartphone ownership	ESS	Yes	No
Contact information			
Title	ESS/Updates	No	Yes
First name	ESS/Updates	No	Yes
Surname	ESS/Updates	No	Yes
Postal address (Address line 1, etc.)	ESS/Updates	No	Yes
Email address	ESS/Updates	No	Yes
Mobile phone number	ESS/Updates	No	Yes
Other phone number	ESS/Updates	No	Yes
Wave-specific variables (Participation)			
Whether issued	Manual updates	Yes	No
Outcome (Live)	Updates	No	Yes
Outcome (Final)	Manual updates	Yes	No
Interview date	Survey data	Yes	No
Wave-specific variables (Comms)			
Date of mailing	SMS-computed/Digital comms paradata	Yes	No
Status of mailing	Digital comms paradata	Yes	No
Wave-specific variables (Experiments)			
Experimental group 1	Manual updates	Yes	No

Partners

- Consulting with other major infrastructures (EVS, SHARE and GGP)
  - To identify their specific needs
  - To try and make the tool versatile enough to be used by all

High-level software architecture

Two communicating web applications



User roles

Survey developers

- User accounts on survey platform
  - Need not be aware of the SMS
- Implement questionnaire design
  - Limited privileges (e.g. no access to answers)

User roles

Headquarters managers

- Create national *samples*
  - **Set of respondents**
  - Managed by national coordinator
  - No HQ access to sensitive respondent data
- *Distribute* surveys to samples
  - Access to all surveys available on the survey platform
  - Dispatch surveys among samples
- Manage *national coordinator* accounts
  - Create accounts
  - Assign national coordinators to samples

QxSMS Surveys Samples National Coordinators Signed in as **hq.manager** Log out

Surveys

All the surveys currently available on Qualtrics

QxSMS / Headquarters / Surveys

Survey name	Samples concerned
Naval history quizz	2
Test survey	1

Refresh

QxSMS

Qualtrics Sample Management System

v:9A81C11

QxSMS Surveys Samples National Coordinators Signed in as **hq.manager** Log out

FR 5 members

Assigned managers and distributed surveys

QxSMS / Headquarters / Samples / FR

Managers 1

Username	Last name	First name	Email	Unassign
anne.c	Cornilleau	Anne	anne@cdsp.fr	✕

Assign manager

Select managers

alan.h

Assign

Distributed surveys

Survey	Started	Finished	Status	Cancel
Naval history quizz	4	2	Published	

Distribute survey

Select surveys

Test survey

Distribute

QxSMS

User roles

National coordinators

- Manage national *samples*
  - Import respondent data in the SMS
  - Access only data of sample they manage

- Survey *publication lifecycle*
  - View only headquarters-assigned surveys
  - Initiative to publish surveys to respondents
  - Follow response rates

QxSMS Samples Signed in as **anne.c** Log out

FR Sample

QxSMS / National coordinators / Samples / FR Sample / Members

Members | Surveys

Members 5

Respondent accounts belonging to this sample

Last name	First name	Email	Language	State	Qualtrics	Edit
Bernard	Jade	a@example.org	FR	Active	✔	✎
Bidart	Pierre	b@example.org	FR	Active	✔	✎
Renaud	Laurie	c@example.org	FR	Active	✔	✎
Faraut	Geraldine	d@example.org	FR	Active	✔	✎
Dupont	David	e@example.org	EN	Active	✔	✎

+ New member | Import CSV

QxSMS

Qualtrics Sample Management System

v:9A81C11

QxSMS Samples Signed in as **anne.c** Log out

FR Sample

QxSMS / National coordinators / Samples / FR Sample / Surveys / Naval history quizz

Members | Surveys

Naval history quizz

Detailed responses statuses

Respondent	Last accessed	Finished at
Bernard Jade	Dec. 11, 2018, 3:27 p.m.	Dec. 11, 2018, 3:28 p.m.
Bidart Pierre		
Renaud Laurie	Dec. 11, 2018, 3:26 p.m.	
Faraut Geraldine	Dec. 11, 2018, 3:28 p.m.	
Dupont David	Dec. 13, 2018, 1:52 p.m.	Dec. 11, 2018, 3:26 p.m.

QxSMS

Qualtrics Sample Management System

v:9A81C11

User roles

Respondents

- Members of a *sample*
- Update *personal information*
- Access *published surveys*

QxSMS Surveys Profile Signed in as **jbe** Log out

Surveys

Surveys available for Jade Bernard

QxSMS / Respondent / Surveys

Survey name	Last accessed
Naval history quizz	Dec. 11, 2018, 3:27 p.m.

QxSMS

Qualtrics Sample Management System

v:9A81C11

QxSMS Surveys Profile Signed in as **jbe** Log out

Update personal information

QxSMS / Respondent / Update personal information

First name

Jade

Last name

Bernard

Email

a@example.org

Language

French

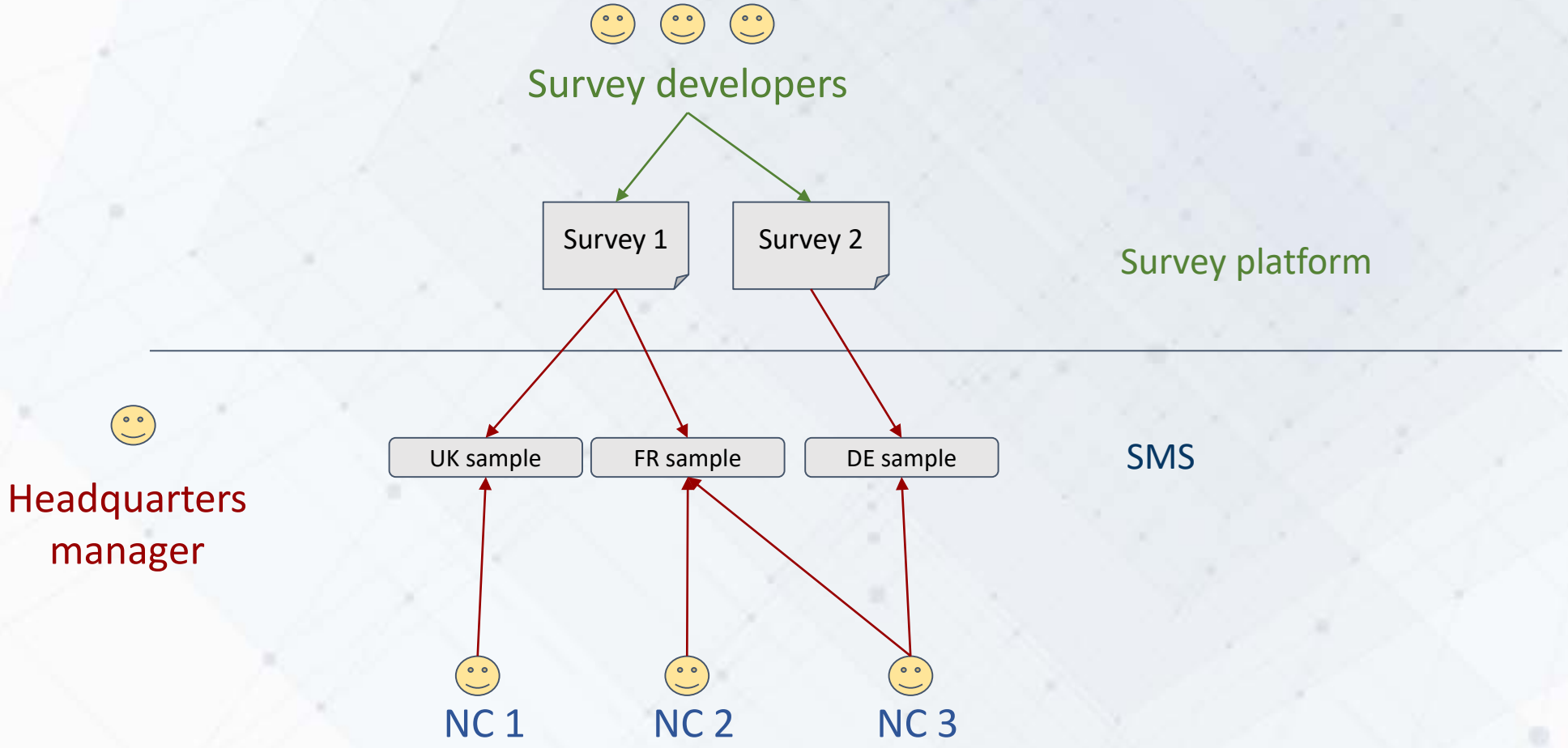
Save Cancel

QxSMS

Qualtrics Sample Management System

v:9A81C11

In a thousand words…



Thank you for your attention!

We'll gladly take questions!