



# THE EUROPEAN SOCIAL SURVEY'S EXPANDED FRAMEWORK FOR QUALITY ASSESSMENT

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3MC  
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# Structure

- Background: the ESS and its goals
- Quality in the ESS in general
- Quality reports after fieldwork: examples

# Background



# Background



- European Social Survey (ESS):
  - Measures beliefs, attitudes and behaviour
  - Across time: every two years since 2002
  - Across countries:
    - 36 in total
    - $\pm 20$  per round

# Background

- Core objectives:
  - Produce data available to all
  - Continuous improvement in rigour & equivalence of comparative quantitative research
  - Develop & gain acceptance for social indicators incl. attitudinal measures as indicators of societal progress
- Multi-mode experiments
- SQP & TRAPD
- SERISS: fieldwork monitoring, CRONOS,...

# Quality in the ESS



# Quality in the ESS

- Different phases require different roles and approaches
  - Base
  - Process
  - Output

# Quality in the ESS

Base

**Survey  
climate**

**Available  
resources**

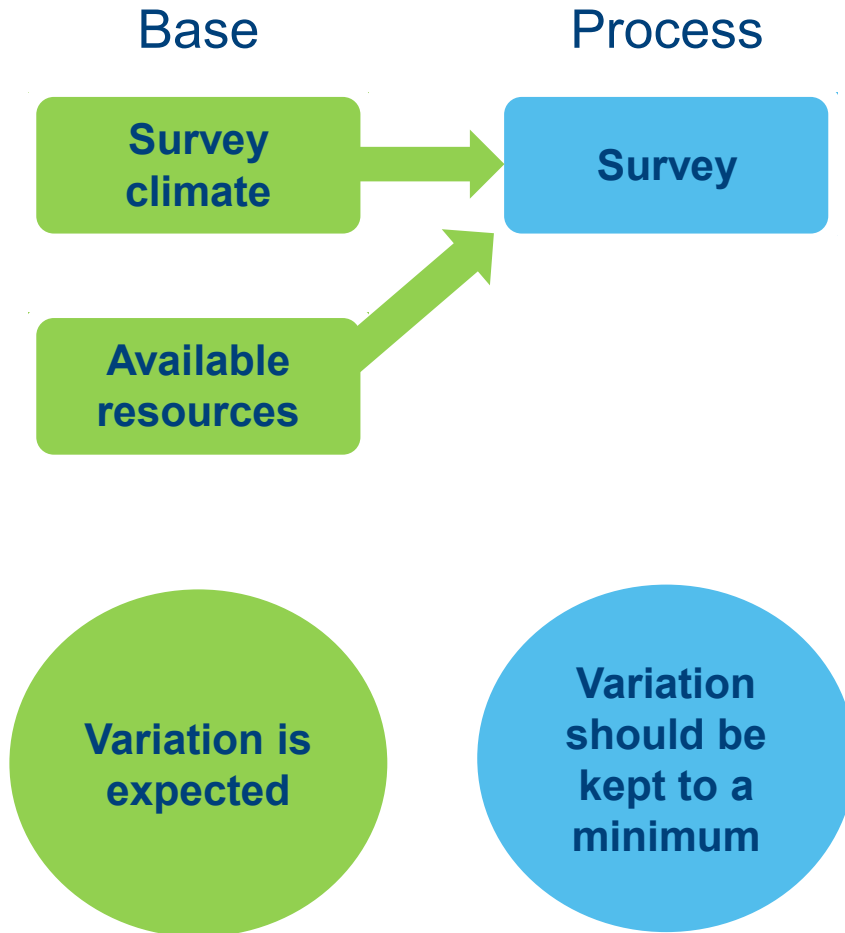
**Variation is  
expected**

The National Coordinator and Fieldwork organisations as local experts

- CAPI vs. PAPI
- Pre-testing
- Advance letters / leaflets / incentives
- Sampling, e.g. stratification, respondent within HH
- Fieldwork planning & checks
- Translation, e.g. badges/stickers vs. flags/scarfs
- Interviewer training, e.g. shoes in Slovenia
- Anonimization of data
- ...



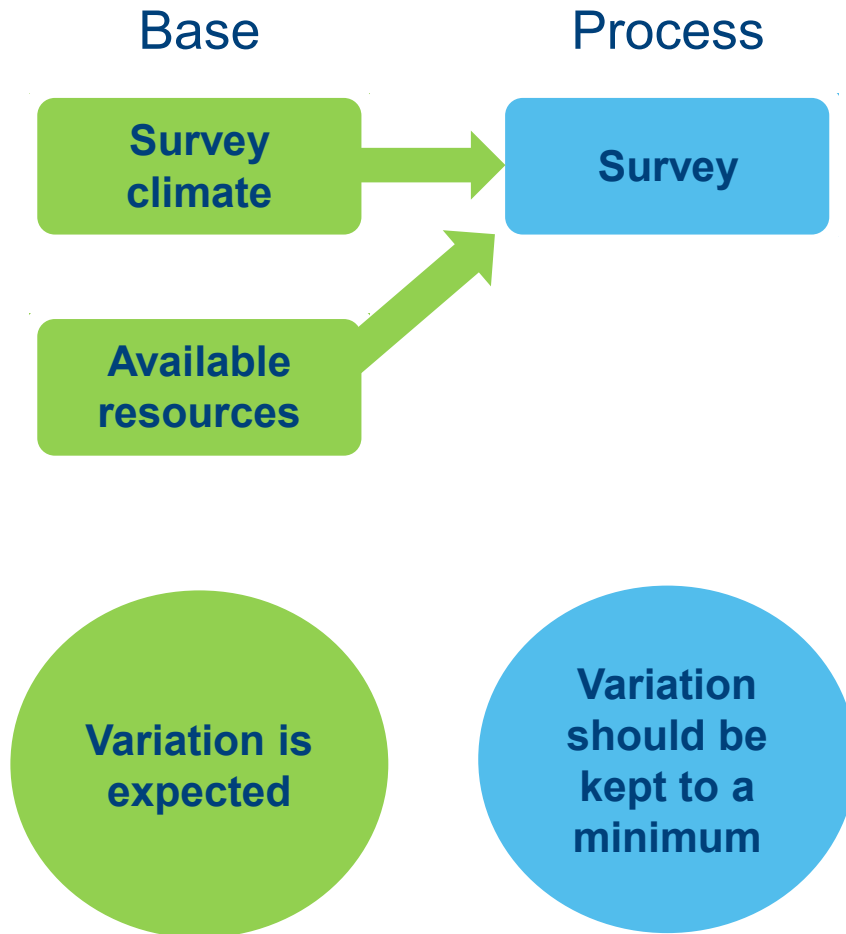
# Quality in the ESS



## The Core Scientific Team as

- Provider of materials and specifications, e.g. sampling & translation guidelines, briefing materials, fieldwork specifications, contact forms, data protocols, ...
  - Methods advisory board
  - Scientific advisory board
  - Questionnaire development team

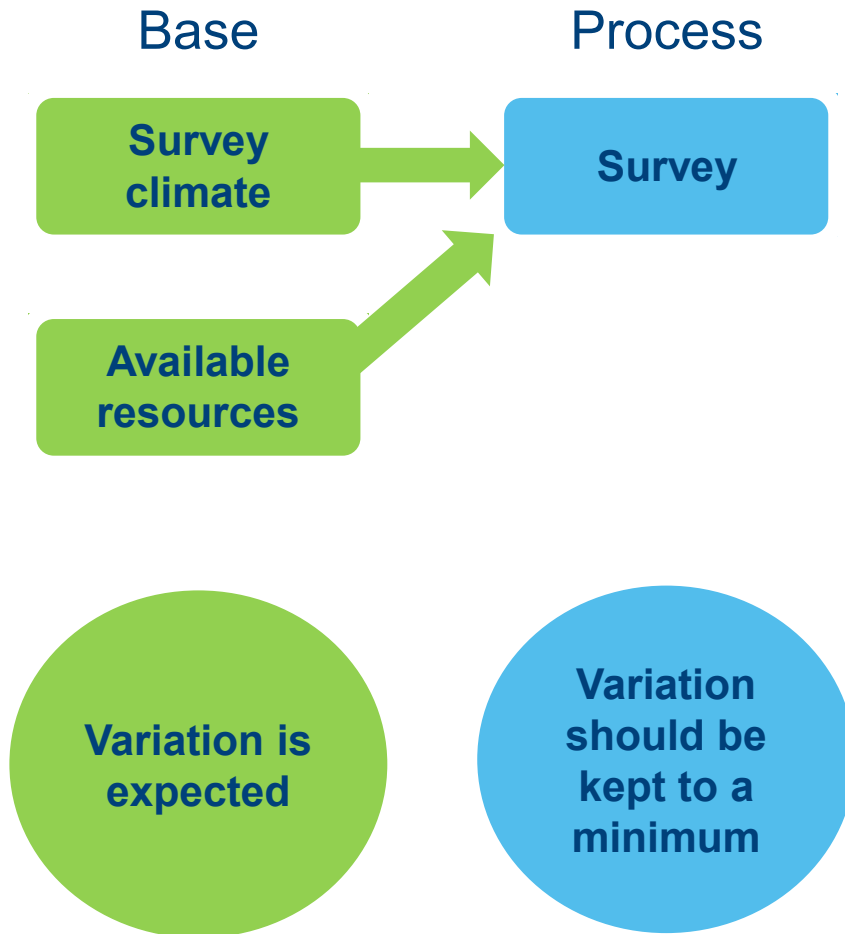
# Quality in the ESS



## The Core Scientific Team as

- Provider of materials and specifications
- Monitor:
  - Domain experts, e.g. sampling team, translations team, fieldwork team, data deposit team,...
- Country contacts

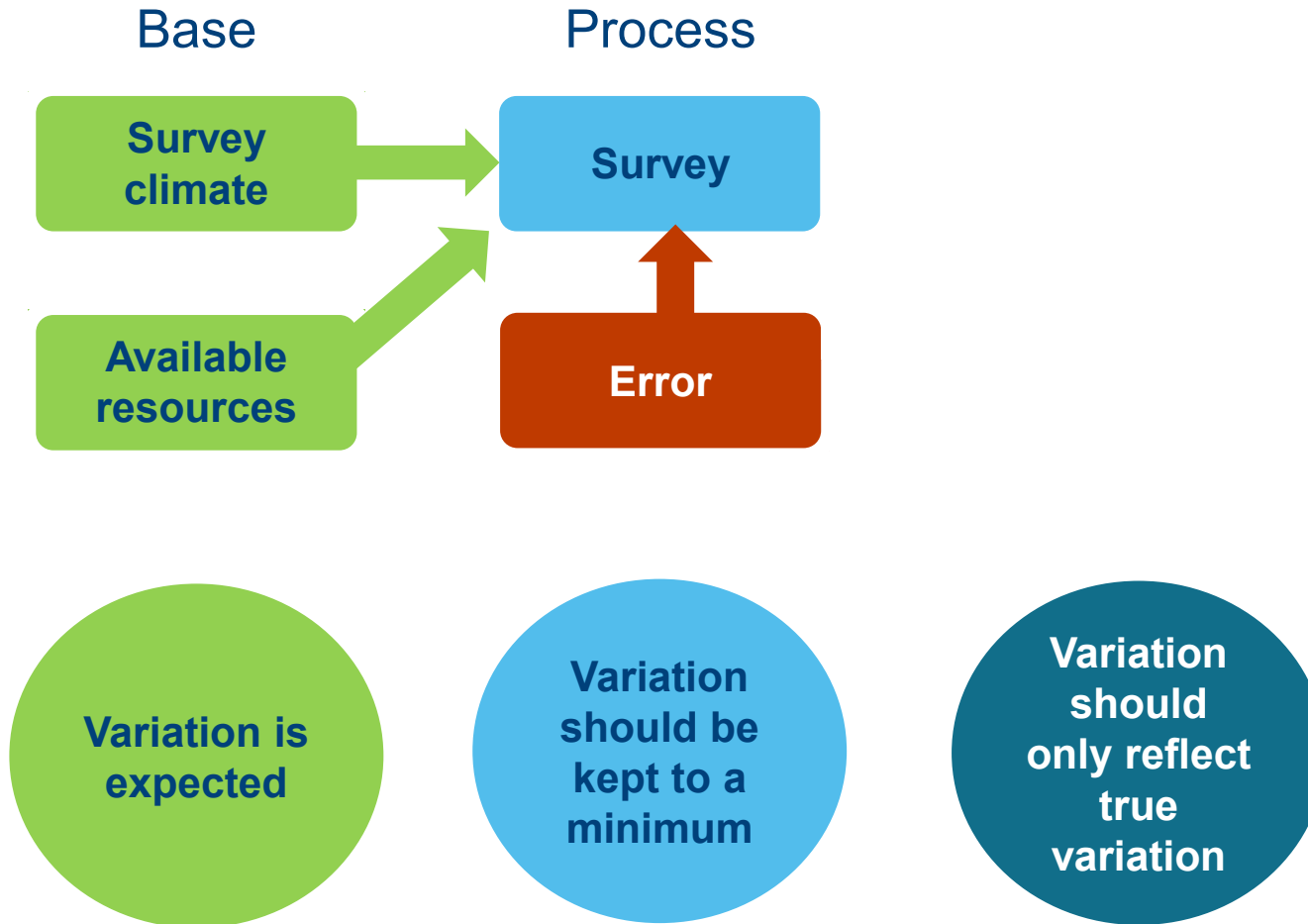
# Quality in the ESS



## The Core Scientific Team as

- Provider of materials and specifications
  - Monitor
- “If the process of gathering data is good, there is no need to worry about the quality of the final product” (Lieber & Biemer, 2008)

# Quality in the ESS



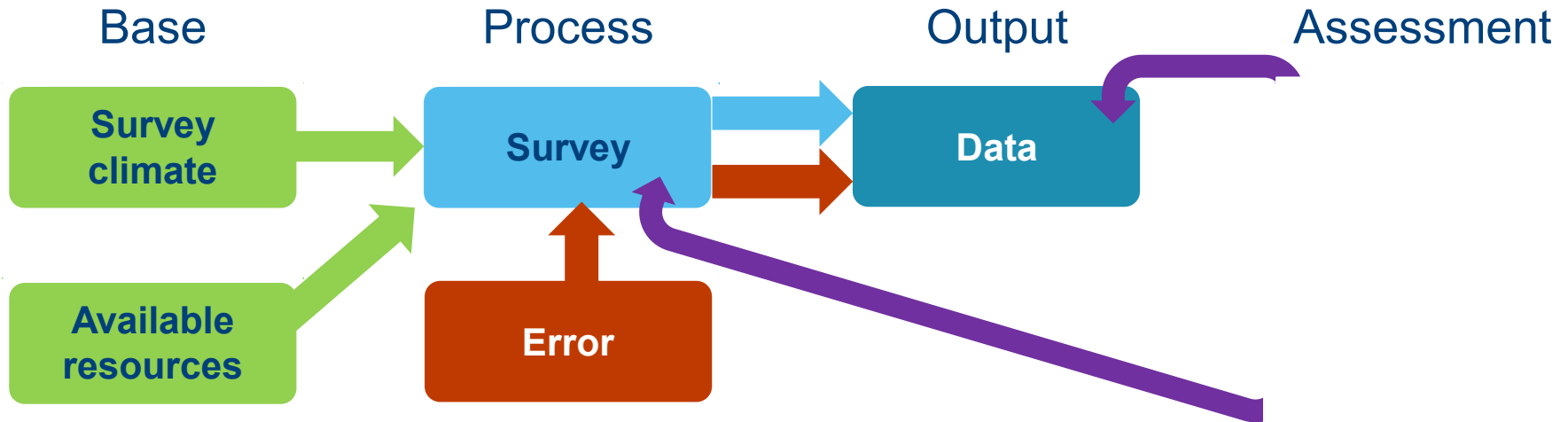
The Core Scientific Team as an assessor of quality:

- Deviations report
- Quality report
  - Overall & country-specific
  - Before start of fieldwork Round N+1
- Sample quality report (LFS)

# The framework



# What?



Variation is expected

Variation should be kept to a minimum

Variation should only reflect true variation

# What?

	Process	Output
Representativity		
Measurement		

# Which criteria?

	Process	Output
Absolute	Pre-tests done	0% interviewer effects

- Absolute = not always sufficiently informative
  - Descriptive information
- Absolute = not always realistic
- Across countries as context & inspiration

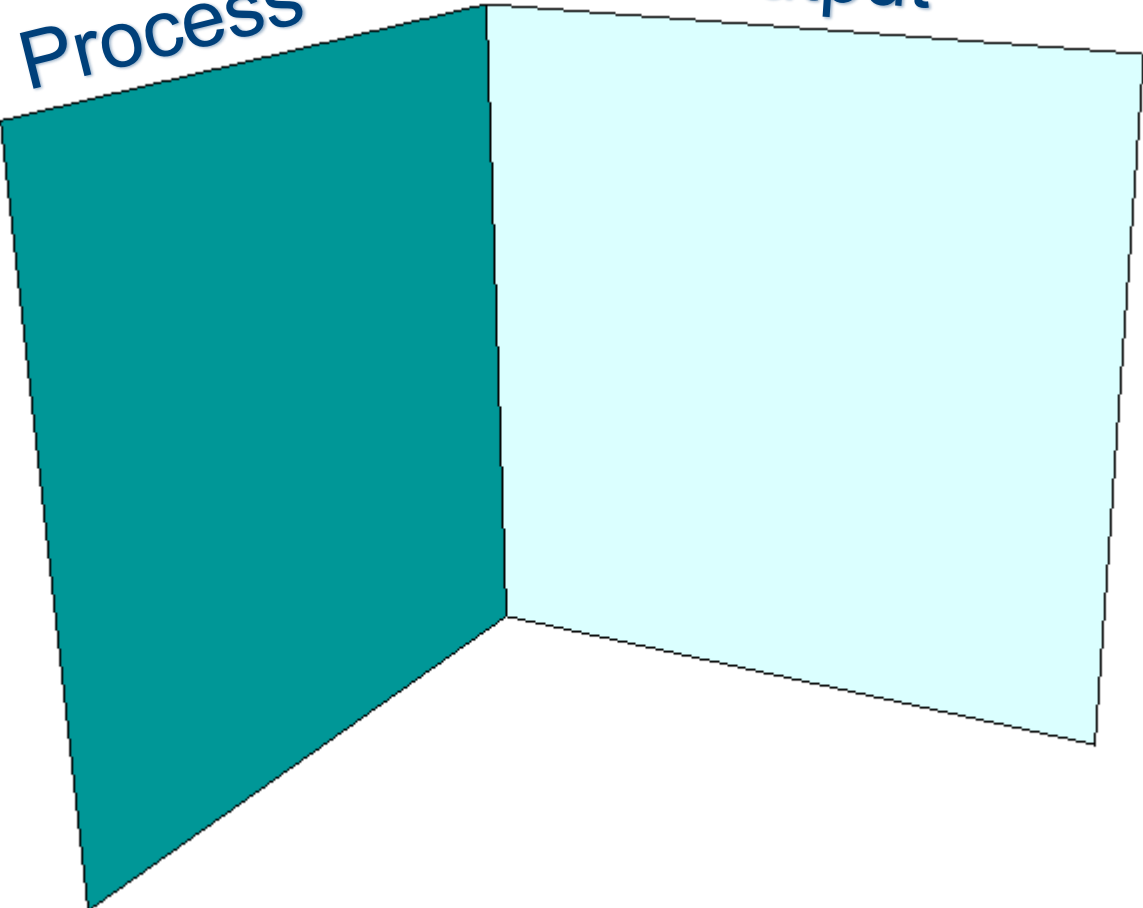


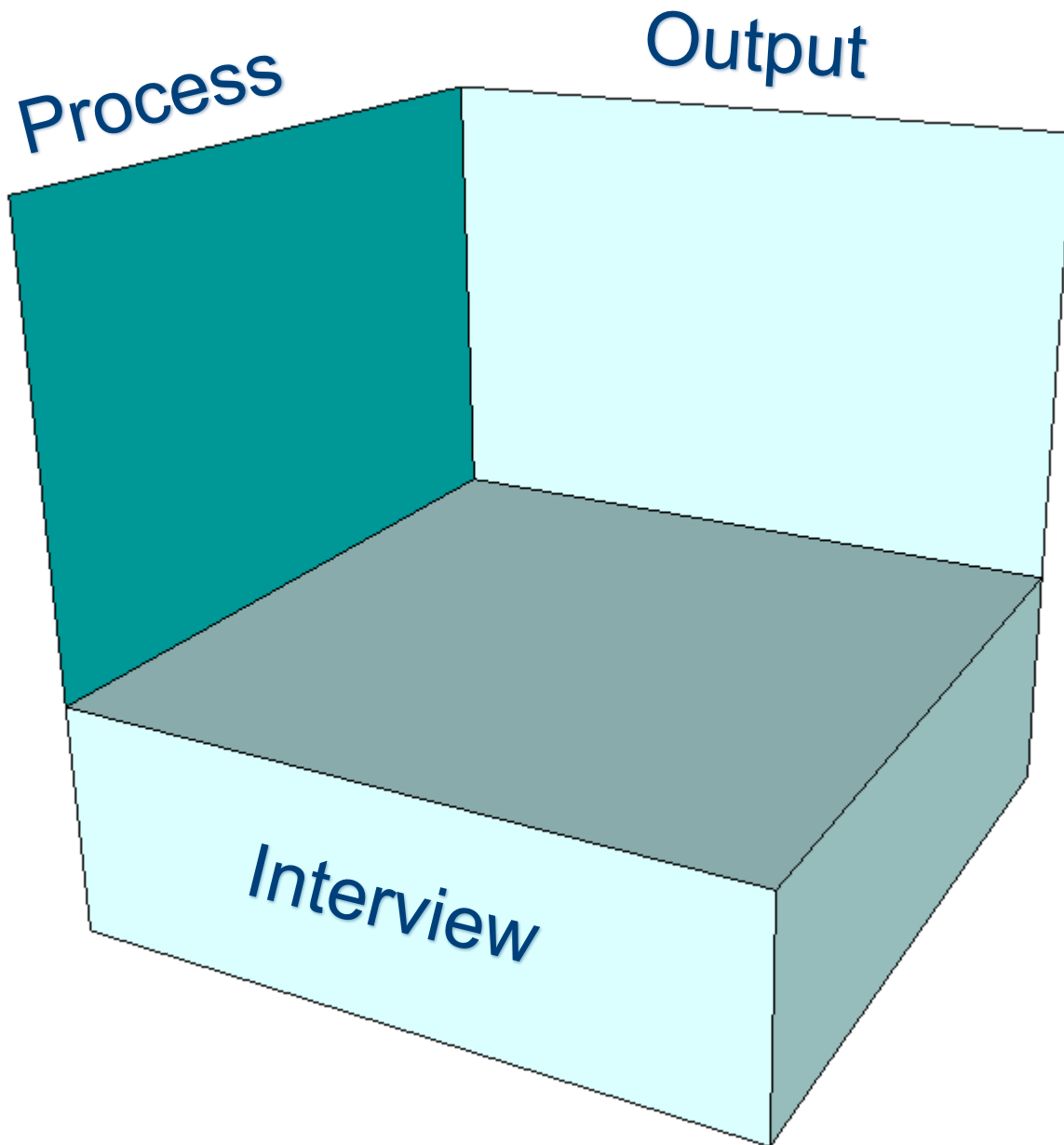
# Examples

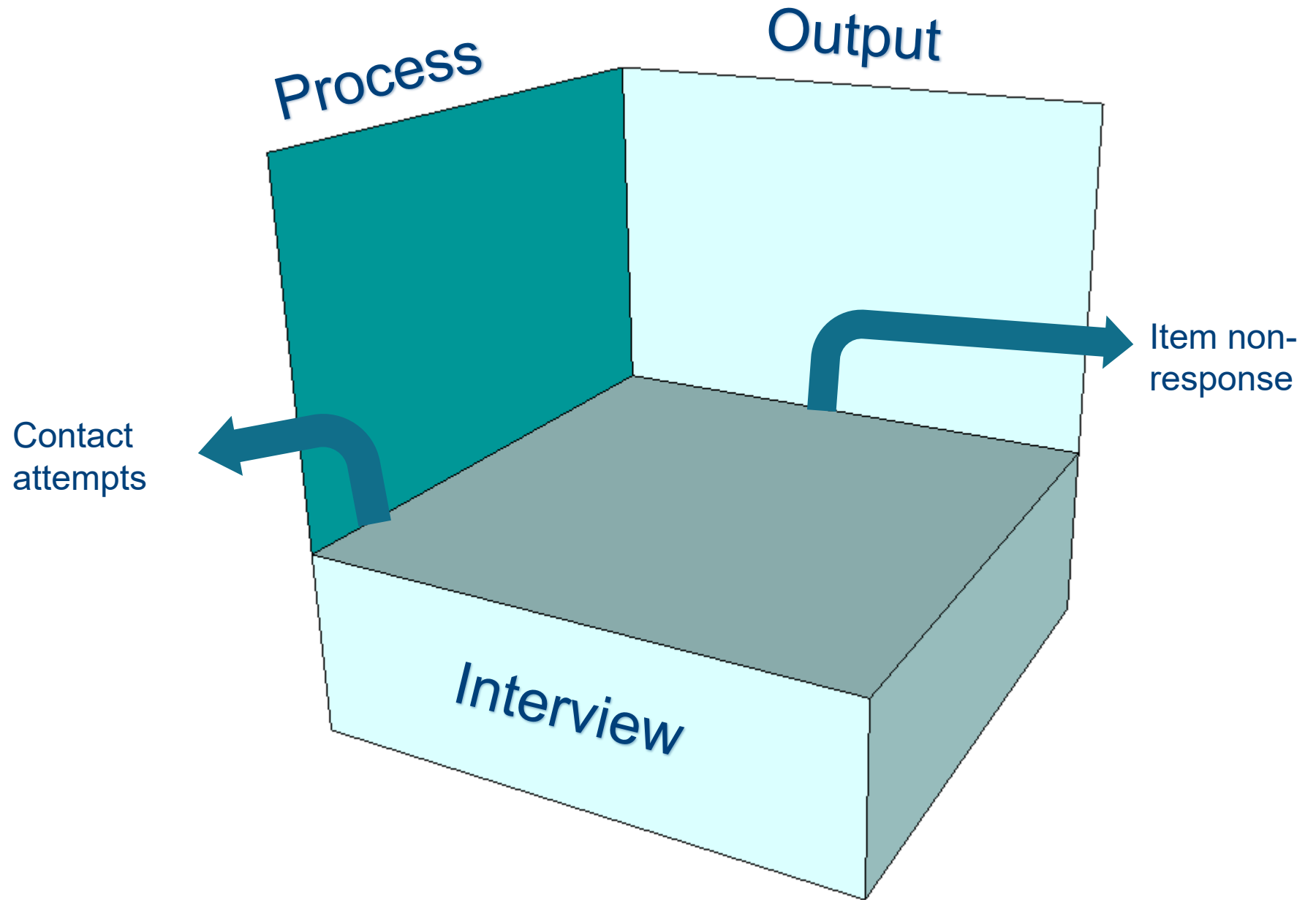


Process

Output



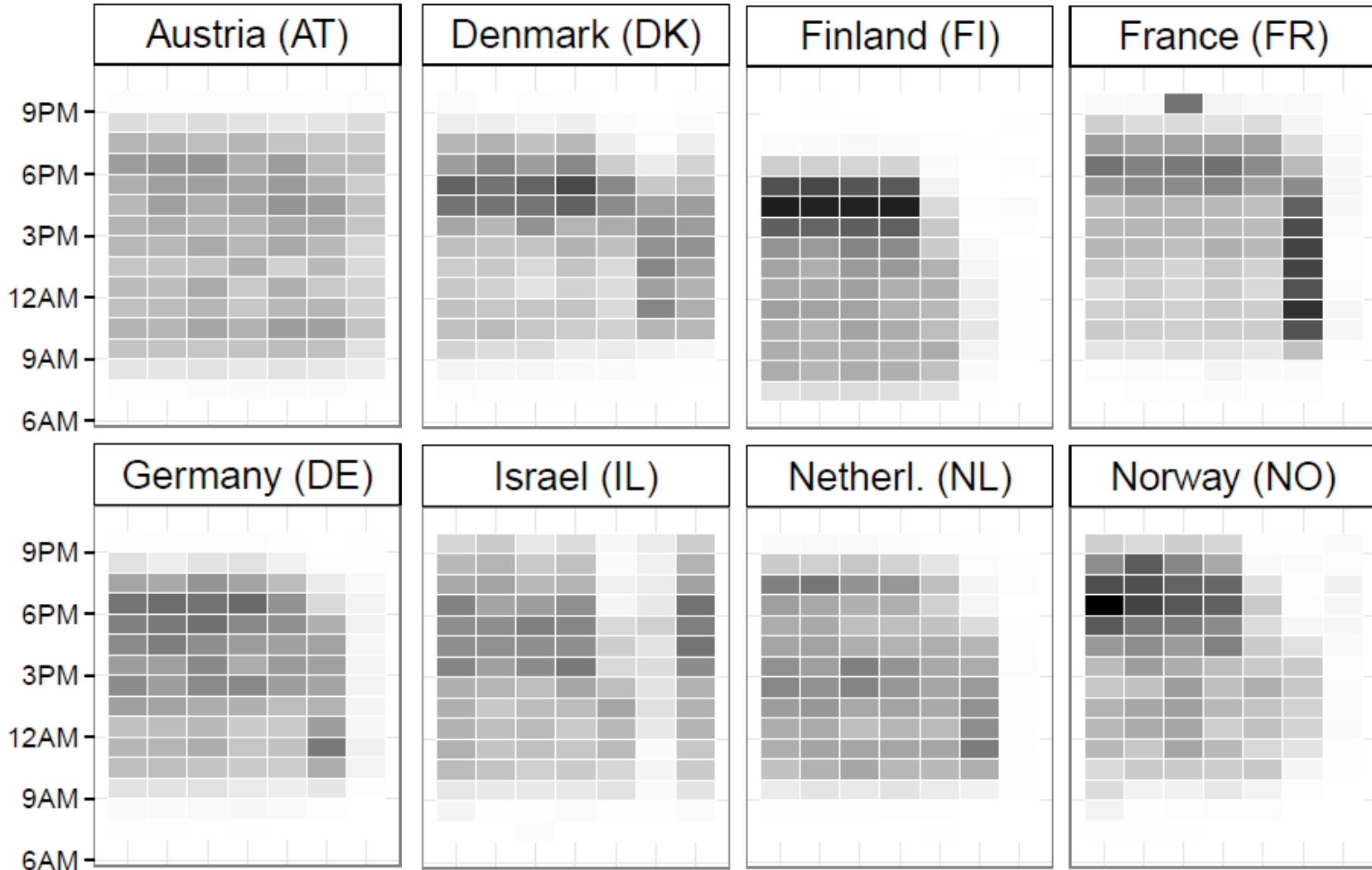




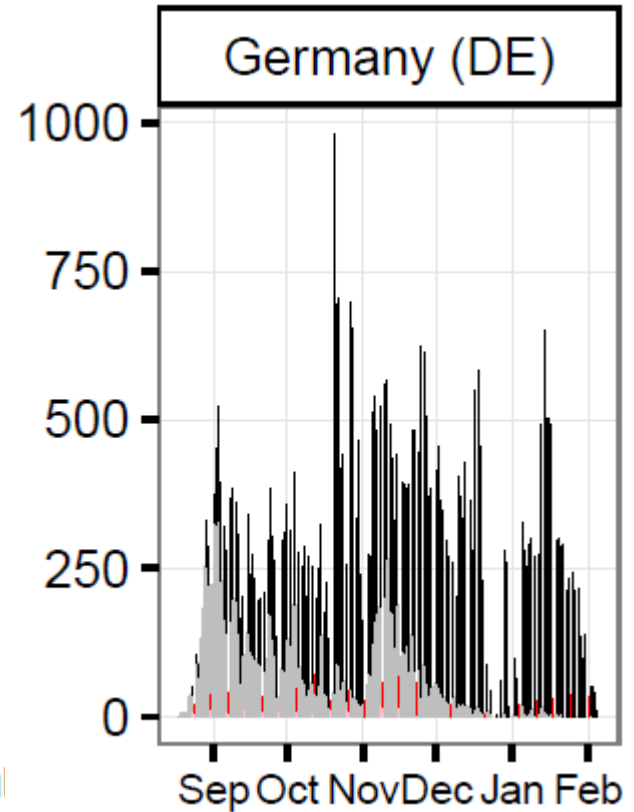
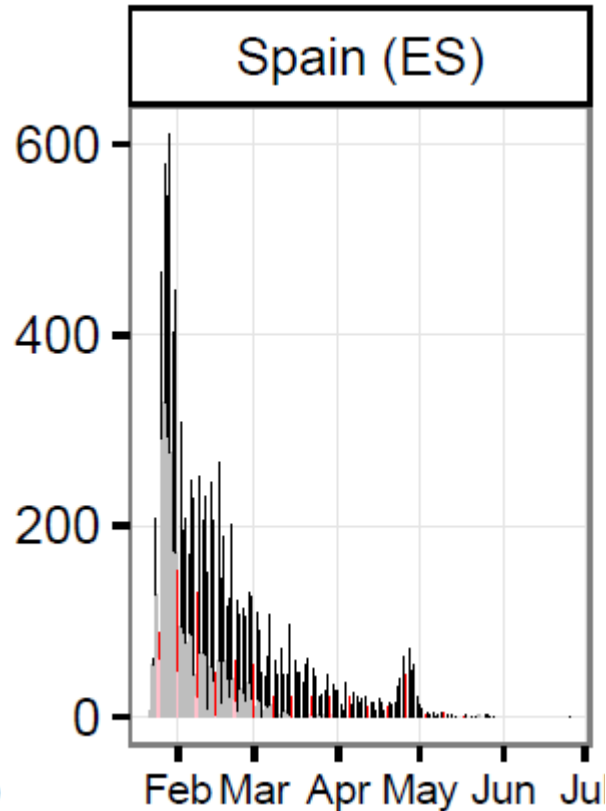
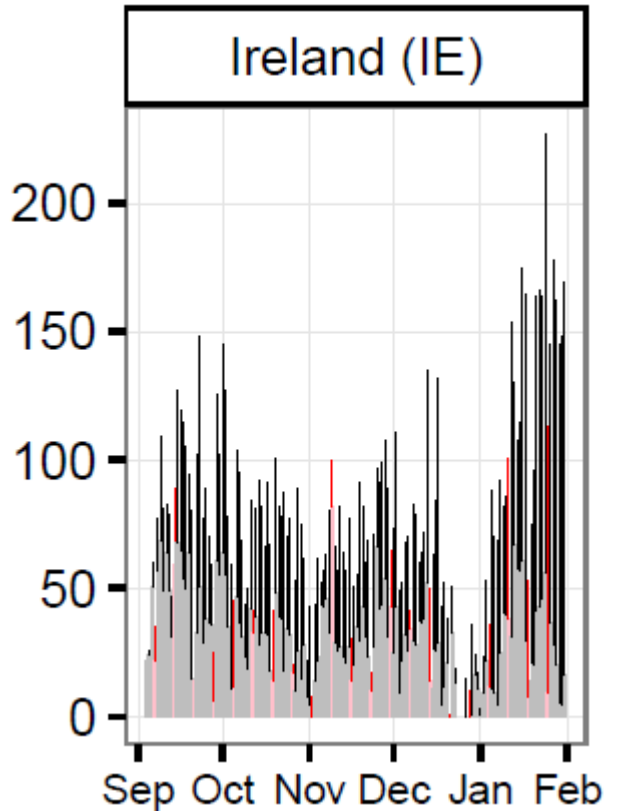
# Example 1: contact attempts

Final NC's <sup>b</sup>		Compliance (%)			
N	%	≥4 <sup>c</sup>	>6pm <sup>d</sup>	Weekend <sup>e</sup>	2W <sup>f</sup>
219	6.21	91.78	86.30	87.67	61.19
24	0.76	100.00	100.00	100.00	100.00
192	6.54	72.92	62.50	58.33	71.88
58	1.83	100.00	50.00	86.21	43.10
374	3.81	33.42	41.44	39.04	51.60
68	2.32	88.24	64.71	91.18	88.24
139	3.85	100.00	89.93	89.93	75.54
83	2.80	92.77	90.36	89.16	80.72
177	5.26	59.32	12.43	14.69	75.14
464	12.34	100.00	82.97	91.81	97.63
403	7.99	76.18	69.73	79.40	78.91
103	3.12	97.09	73.79	95.15	56.31
200	5.05	100.00	83.50	89.00	90.50
376	10.87	2.93	26.60	23.67	0.53
32	0.98	100.00	75.00	93.75	18.75
116	3.56	87.83	82.61	63.48	87.83
76	2.81	13.16	50.00	23.68	38.16
63	2.34	82.54	87.30	80.95	87.30

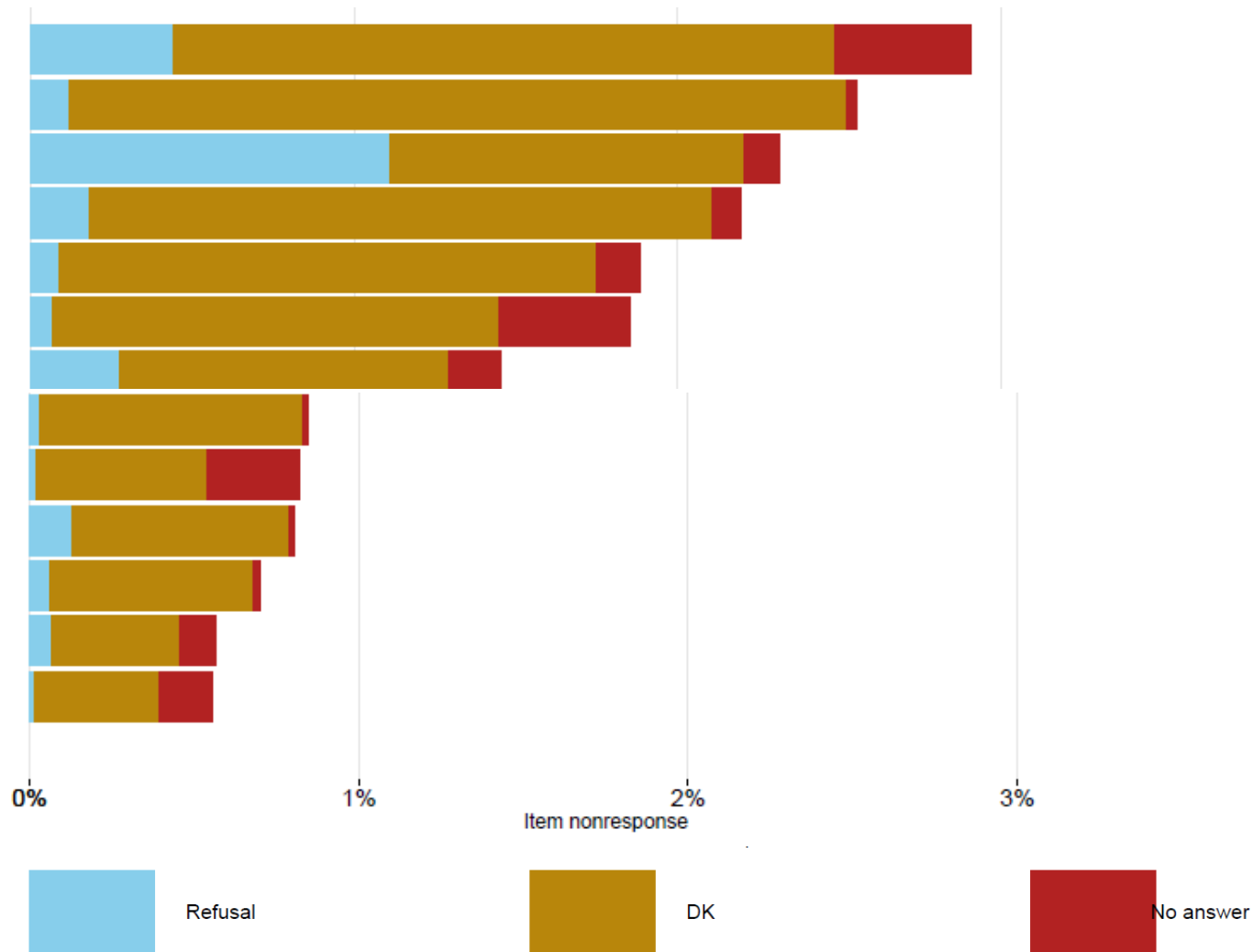
# Example 1: contact attempts



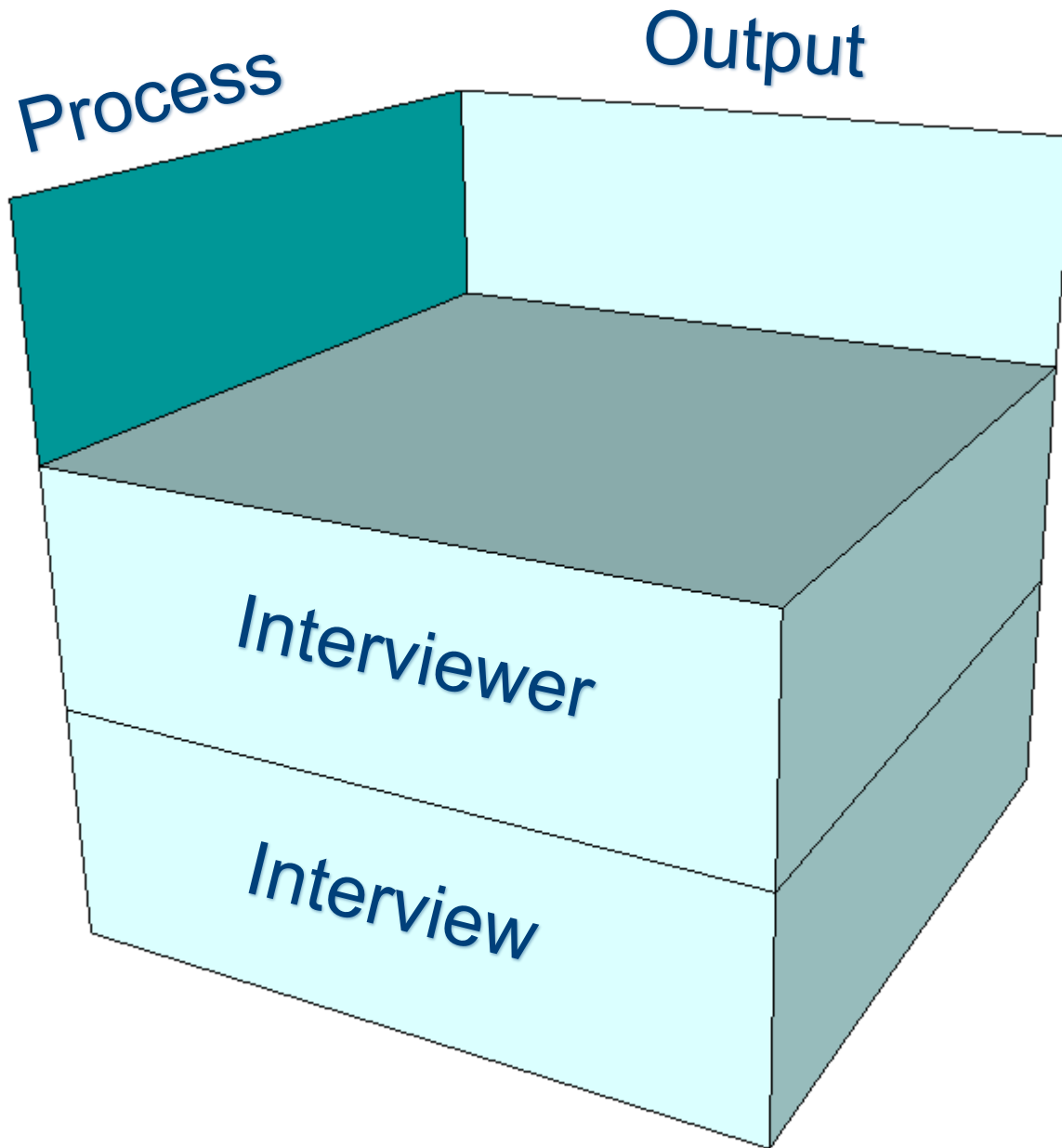
# Example 1: contact attempts



# Example 2: item nonresponse



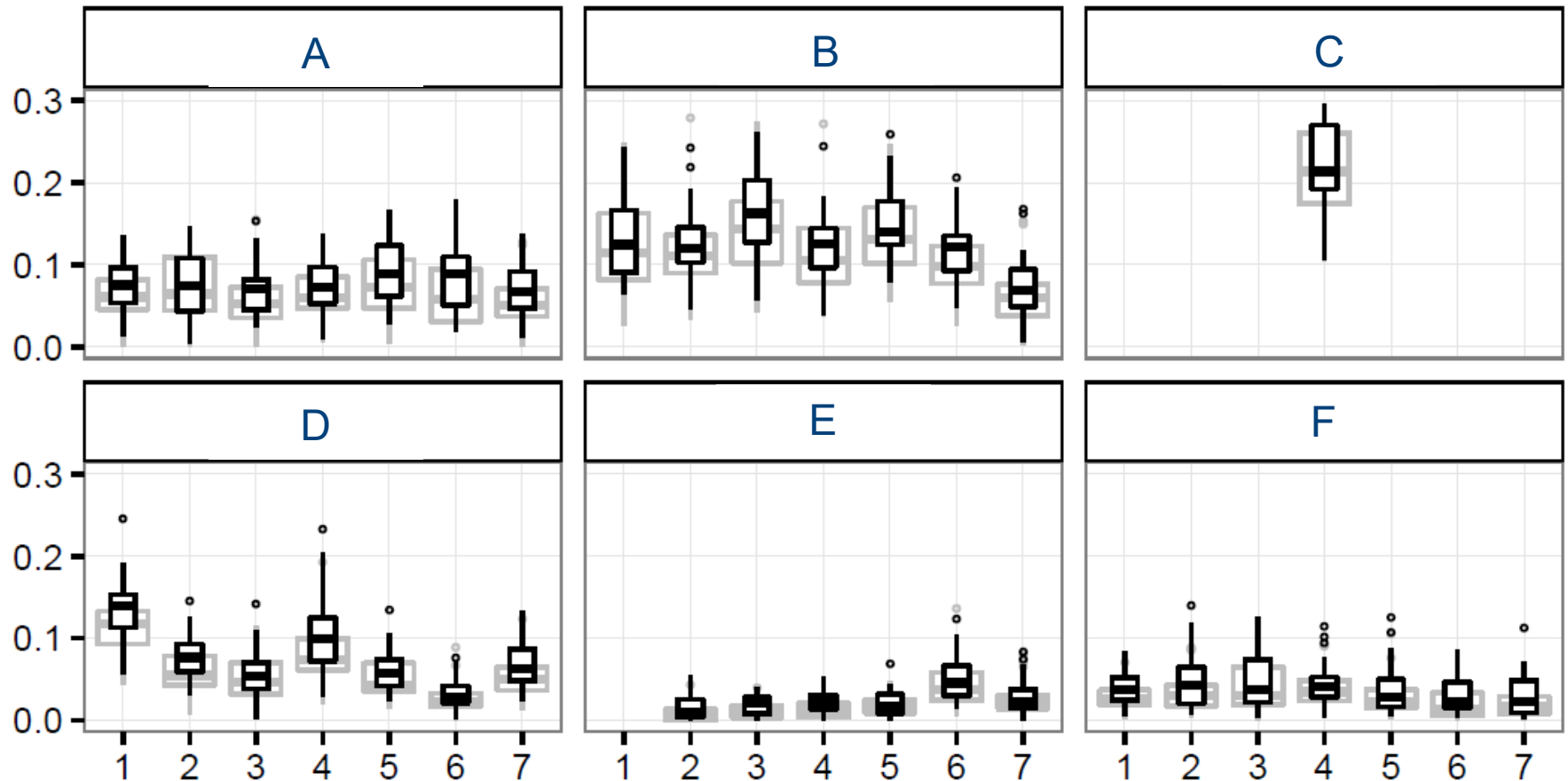


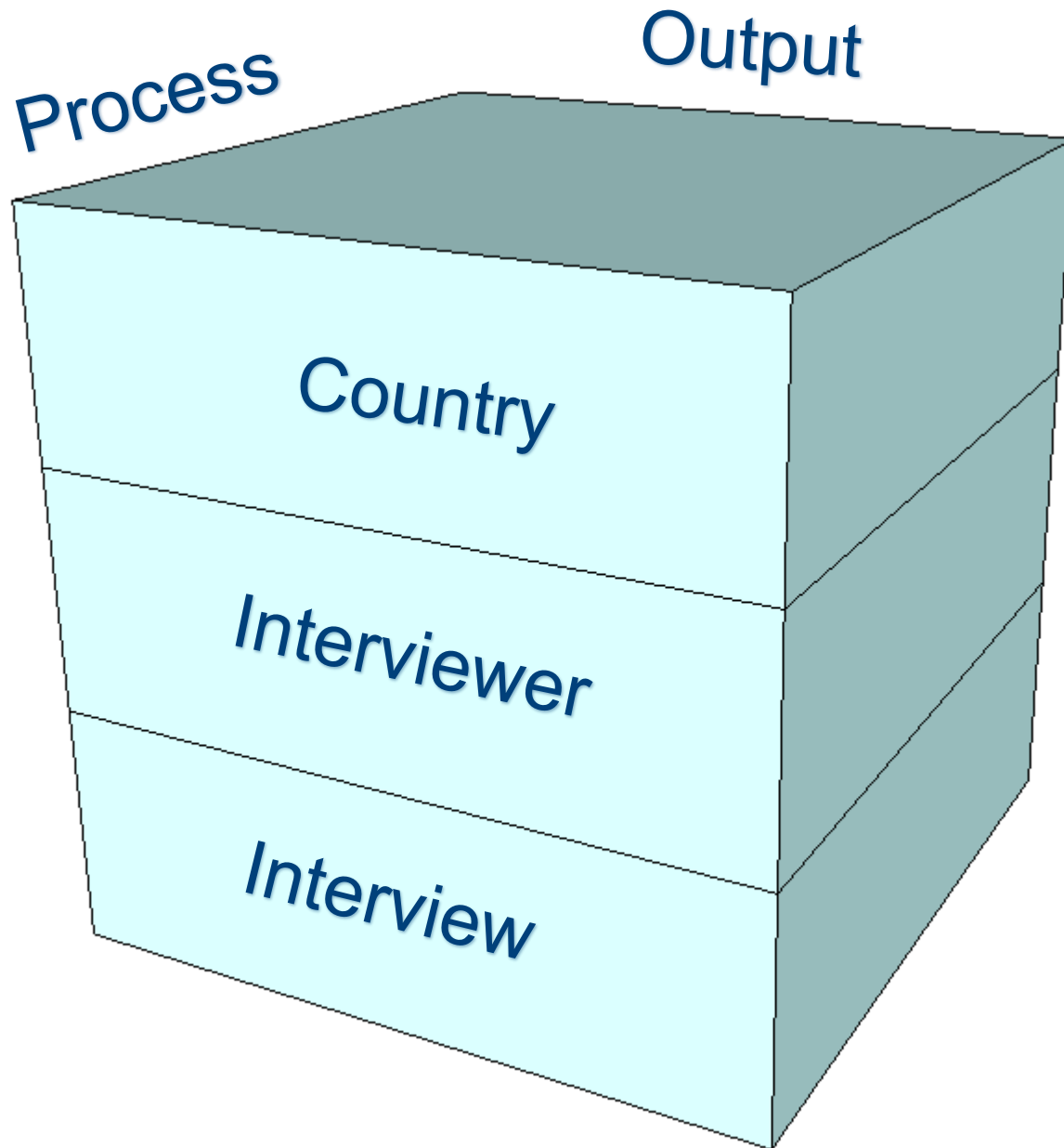


# Example 3: interviewer training

Training length	Dummy	Photo	N total	N experienced
>8	Y	Y	88	88
4-8	N	Y	151	106
4-8	Y	Y	282	145
<4	Y	N	115	115
4-8	Y	N	143	143

# Example 4: interviewer effects

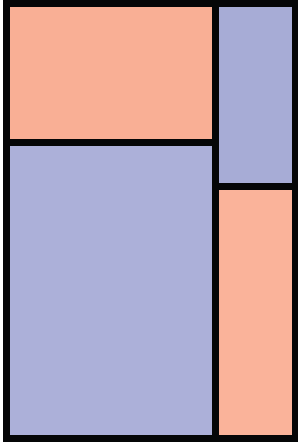
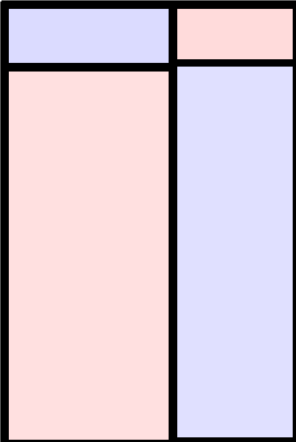
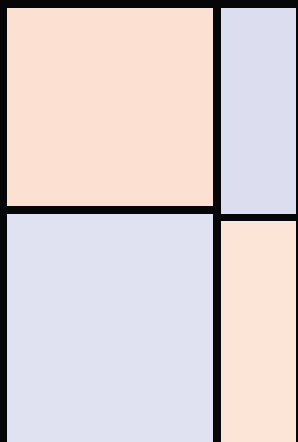
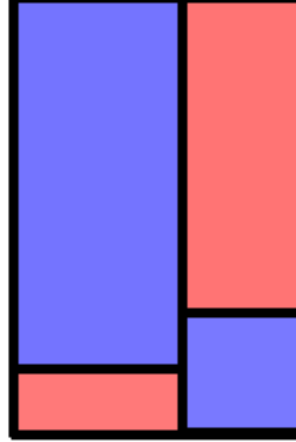




# Example 5: Media claims

Sourced identified before fieldwork	Start 1 week before fieldwork	Covers entire fieldwork period	N
Y	N	Y	403
Y	Y	N	323
Y	Y	Y	168
N	Y	N	351
Y	Y	N	980
Y	N	Y	32

# Example 6: Nonresponse bias

	Country A	Country B
Litter around home	 <p>A stacked bar chart for Country A under the category 'Litter around home'. The bar is divided into three segments: a top orange segment, a middle purple segment, and a bottom orange segment. A thin purple segment is also visible on the right side of the bar.</p>	 <p>A stacked bar chart for Country B under the category 'Litter around home'. The bar is divided into three segments: a top purple segment, a middle pink segment, and a bottom purple segment. A thin pink segment is also visible on the right side of the bar.</p>
Apartment	 <p>A stacked bar chart for Country A under the category 'Apartment'. The bar is divided into three segments: a top orange segment, a middle purple segment, and a bottom orange segment. A thin purple segment is also visible on the right side of the bar.</p>	 <p>A stacked bar chart for Country B under the category 'Apartment'. The bar is divided into three segments: a top blue segment, a middle red segment, and a bottom blue segment. A thin red segment is also visible on the right side of the bar.</p>

# Challenges



# Challenges

- Need for more data & documentation
  - Tools and roles for optimal exchange of information
  - Gaps:
    - What happens during training & interview?
    - Other group membership: interviewers in sessions, respondents in regions,...
    - Why these differences in process?
- Timing of feedback
- Balance between autonomy & independent control
- Consequences vs. avoiding good/bad
  - SWOT analysis?





# Thank you

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