

# WEB QUESTIONNAIRES: A STEP FORWARD TO CUSTOMISING DATA COLLECTION?

Matthias Gitschel, Ipsos Médias

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## Introduction

The latest “**Summary of Current Readership Research**”, compiled by Erhard Meier for the Florence symposium shows that the overwhelming majority of national readership surveys use traditional interview methods such as face to face interviews or, at a lower degree, telephone interviews, as unique data collection method. The same observation can be made when looking at the techniques employed for special target surveys, such as businessmen ... and women.

However, both methods are confronted to a certain number of problems, which potentially create biases, which may affect the accuracy of the readership measurement. It seems that these problems are increasing with time.

**Personal in home interviewing** faces increasing reject from potential respondents meanwhile interviewers have to struggle more and more in order to get access to flats in urban zones. Is it therefore still reasonable – either for methodological and/or financial reasons – to continue with personal in home interviews in urban areas such as Paris or London ?

At the same time, **telephone interviewing** faces the challenge of a spectacular development of exclusive mobile phone use, specially among young and mobile populations. If the phenomena concerns at present only approximately 5 % of the population of countries such as France or Germany, it will certainly increase in the future. Can we then still pretend to construct national representative samples which measure properly readership of magazines and newspapers ? At present, it seems that nobody in the market research industry really wants to attack this important problem for our profession: Is this because we know that personal in home interviews will not be the solution ? ... and more generally because we do not know how we can handle the problem at all ?

**Business surveys** also are confronted with the main question which is how we can get most efficiently through to the potential respondent: Switchboard operators are less open minded to in-company market research today than they were some years ago and postal questionnaires are likely to disappear in the paper maelstrom which most of my honourable readers experience every day on their office desks. Why should this be different for other people ?

So ..... are we inexorably condemned to decreasing response rates and increasing risk of bias in readership research ? A positive response would be awful to live in our day to day working-live: Will we then have to change our jobs ?

Certain media researchers resist to this idea and consider seriously to retain reluctant potential respondents by giving them the possibility to participate in the survey by responding to a self-completion questionnaire instead of a personal in home interview. This idea would have been considered as heretic some years ago and certainly lot of media researchers still do so! It becomes however much more acceptable since the very serious NRS ltd. fields a test which aims to analyse the impact on response.

Let us have a look on how the NRS communicates on this test in its official website ([www.nrs.co.uk](http://www.nrs.co.uk))

*“A Self Completion Questionnaire has been developed for use in circumstances where a face-to-face interview is impossible to achieve, and is currently on test in London.*

*The 16-page questionnaire contains a media list of some 270 titles, and includes three pages of lifestyle and other questions. It replicates the face-to-face interview as closely as possible, but it does not include the questions in the standard interview concerning source of copy, or disappointment if a title is not published.*

*The test will run over the 9 months April - December 2001, and will be closely monitored to ensure that the SCQ does not become a substitute for face-to-face interviews. The data generated by the test will be reviewed in the early part of 2002, to determine whether or not such data can be included in the survey's published estimates in the future.”*

If the outcome of this test is uncertain, its existence is rather significant for the situation we have to face as media researchers: We have to start thinking about solutions which may be introduced in our surveys, not as an alternative to traditional methods but as a methodological complement.

The Internet offers in this context seducing perspectives because it allows to add technology to the traditional self completion technique, thus making it faster and able to meet the requirement of modern readership research . Should we then allow potential respondents to choose the type of interview that they wish to realize ? Will we have to shift from 'unique' methodologies to 'multiple' ones ?

Would this then have positive effects on the image of the survey for the potential respondent, thus *in fine* on response ? The author of this paper thinks that the response is 'YES', at least in certain circumstances.

One of these survey situations is now detailed in the following case study.

### Implementation of a Web questionnaire in a Business Survey

Since September 2001, Ipsos Médias has introduced a web questionnaire in its specific target readership survey dedicated to IT decision makers in France, entitled "**Ipsos IT France**".

#### Survey description:

The **universe definition** includes two types of populations:

- ✓ **IT professionals**, such as systems managers, IT directors, engineers a.s.o, either working in user companies or in companies dedicated to the IT sector itself, such as IT engineering, software companies or hardware constructors. They are eligible if they declare to participate in IT investment decisions.
- ✓ **Other (non IT) professionals**, as far as they participate frequently in IT decisions, by selecting brands and/or IT suppliers.

IT professionals are mostly found in big companies and most of them will be working in a specific IT department. On the contrary, Non IT decision makers are mostly identified in smaller companies without specific IT department: They may work as MD, or declare any other job function such as administration, accountancy, sales or engineering. It is obvious that both IT and Non-IT populations differ respect to their personal implication in IT technology: nevertheless, we can state that their implication is high for both: 96 % of the IT professionals and 92% of the Non-IT professionals declare to use a computer everyday. 92 % of the IT professionals and 77% of the Non-IT professionals declare that their business site is connected to the Internet and 73% of the IT professionals and 40% of the Non-IT professionals connect to the World Wide Web at least once per day.

The sampling process is based on a telephone screening process which aims to identify eligible individuals, who are then recruited for the self-completion stage. A paper questionnaire is then mailed out, either to the professional or to the private address of the respondent and which has been obtained during the telephone interview.

Ipsos Médias has always pointed out that the delay between the telephone recruitment and the reception of the postal questionnaire as crucial for response in the second stage of the survey. Indeed, the policy of Ipsos Médias is to guarantee to its clients a target number of achieved postal questionnaires. The higher the response in the postal stage, the lower the number of recruitments to be realised in the telephone stage of the survey and the better the quality of the sample. All recruited respondents at the telephone stage receive a systematic recall which has been realised until 2000 at telephone interview day + 10 and supplementary recalls in order to obtain the requested target of achieved postal questionnaires. Moreover, respondents are motivated – at least: we hope so - by a lottery and they find additional information on the survey and the research agency in a letter which is mailed out together with the questionnaire.

The postal questionnaire is developed on 8 pages, three of them dedicated to readership of newspapers and magazines, either dedicated to the IT sector or not. Each title of the media list is represented by its name and its logo.

The latter aspect is crucial for a correct readership measurement: Indeed Ipsos Médias considers that the **presentation of logos is essential** in order to insure the minimum conditions which help to avoid title confusion: Everyone is aware that it is extremely hard, even for IT professionals, to distinguish between titles such as 'PC Expert', 'PC Direct', 'PC Achat', 'Info PC' and 'Compatibles PC Magazine'. Everyone can enumerate such a list for his/her own country, either based on "PC" or "Computer". Titles are presented by publication intervals and IT titles appear grouped inside each interval, followed by the other titles, such as general interest, finance, and economy. This presentation makes it extremely easy for the respondents to get in one short sight a good overview of the "title offer".

For each title, 2 **readership questions** are asked: we use recency and frequency. Both questions are derived from the standard questions which are generally used in France in order to adapt them to the self completion context. The recency question includes thus a 'Not read in the past 12 months' item, which replaces the traditional 12 months filter question. Indeed, in the self-completion context of the survey, it would not have been appropriate to ask a filter question. The readership questions appear in the top of each page of the readership section.

The image shows two pages of a postal questionnaire, specifically the readership section. Each page contains a list of media titles and a grid for answering two questions: 'When was the last time you read it?' (Question 1) and 'How often do you read it?' (Question 2). The titles listed include various French newspapers and magazines such as 'Le Monde', 'L'Express', 'Le Figaro', 'Le Monde Diplomatique', 'Le Monde des Sciences', 'Le Monde des Sports', 'Le Monde des Enfants', 'Le Monde des Femmes', 'Le Monde des Hommes', 'Le Monde des Jeunes', 'Le Monde des Parents', 'Le Monde des Professeurs', 'Le Monde des Students', 'Le Monde des Travailleurs', 'Le Monde des Unemployed', 'Le Monde des Retired', 'Le Monde des Disabled', 'Le Monde des Sick', 'Le Monde des Elderly', 'Le Monde des Young', 'Le Monde des Middle-aged', 'Le Monde des Old', 'Le Monde des Very Old', 'Le Monde des Very Young', 'Le Monde des Very Middle-aged', 'Le Monde des Very Elderly', 'Le Monde des Very Sick', 'Le Monde des Very Disabled', 'Le Monde des Very Unemployed', 'Le Monde des Very Retired', 'Le Monde des Very Young', 'Le Monde des Very Middle-aged', 'Le Monde des Very Elderly', 'Le Monde des Very Sick', 'Le Monde des Very Disabled', 'Le Monde des Very Unemployed', 'Le Monde des Very Retired'.

Postal questionnaire: readership section

The rest of the questionnaire deals with questions concerning the personal involvement in IT decisions, the companies IT equipment, the purchase intentions, Internet a.s.o.

The image shows a page of a postal questionnaire, specifically the media market section. It contains a list of media titles and a grid for answering two questions: 'When was the last time you read it?' (Question 1) and 'How often do you read it?' (Question 2). The titles listed include various French newspapers and magazines such as 'Le Monde', 'L'Express', 'Le Figaro', 'Le Monde Diplomatique', 'Le Monde des Sciences', 'Le Monde des Sports', 'Le Monde des Enfants', 'Le Monde des Femmes', 'Le Monde des Hommes', 'Le Monde des Jeunes', 'Le Monde des Parents', 'Le Monde des Professeurs', 'Le Monde des Students', 'Le Monde des Travailleurs', 'Le Monde des Unemployed', 'Le Monde des Retired', 'Le Monde des Disabled', 'Le Monde des Sick', 'Le Monde des Elderly', 'Le Monde des Young', 'Le Monde des Middle-aged', 'Le Monde des Old', 'Le Monde des Very Old', 'Le Monde des Very Young', 'Le Monde des Very Middle-aged', 'Le Monde des Very Elderly', 'Le Monde des Very Sick', 'Le Monde des Very Disabled', 'Le Monde des Very Unemployed', 'Le Monde des Very Retired'.

Postal questionnaire: media market section

The **acceptation rate** of the postal questionnaire during the telephone recruitment interview is about 95% for both populations, whereas the **response rate** at the postal stage of the survey is approximately 65% of the IT professionals and slightly less than 60% for the Non-IT professionals.

So ...

### ... why a Web Questionnaire ?

Several reasons have driven Ipsos Médias to modify the research design of the survey and to allow certain respondents at the telephone stage to choose between the 'traditional' postal self completion questionnaire and a web-based self completion questionnaire.

#### Survey Image:

- ✓ The survey is presented to eligible respondents as a survey on IT Decision makers and a huge part of the questionnaire is made up by IT related questions. More of half of the titles included in the media list are IT related and the number of specific Internet publication increases from one year to another. At the same time, it appears that a considerable part of the respondents works in a business site which is connected to the Internet and uses the Internet personally. Respondents with a very high implication in the Internet may find it rather 'bizarre' to participate in a survey on IT technology and which does not use these technologies. And even if they did not find it "bizarre", they are very likely to find a web based self completion questionnaire as coherent with the topic of the research itself. This is one important aspect we should always care about - we do so at Ipsos Médias - : the respondents implication in the research matter depends on it !

#### Response:

- ✓ This point is therefore closely related to the first one: Ipsos Médias considers that the credibility of the survey is one of the basic elements which motivate a respondent to take the time necessary in order to answer to the questionnaire. However, coherence between
  - the methodological approach
  - the survey contents
  - the personal profile of the respondent

does not guarantee alone good response to a survey. Ipsos Médias has always considered the follow up of the respondent once the self completion questionnaire has been mailed out as a crucial element for good response. In the case of postal questionnaire, this follow up is rather difficult to manage, due to the - variable - delays between mail-out of the questionnaire and the reception by its addressee, both on its way from the market research agency to the respondent and on its way back from the respondent to the market research company. Data collection by a web questionnaire will reduce the delivery delays close to 0 and at the same time, it is possible to identify in real-time those respondents who have answered to the questionnaire, those who have started the filling-in but who have not terminated it and those who have not done anything. Interaction between the market research agency and the respondent becomes therefore easier and *in fine* more efficient than in the case of traditional postal questionnaires.

#### Title rotation + logos

- ✓ Postal questionnaires are not only slow, they are also extremely rigid. Indeed, it is possible to integrate only a very limited number of title rotations in a postal questionnaire designed to collect readership information. The Ipsos IT France 2000 survey operated "only" 2 rotations, and it would become rather expensive to set-up the postal stage of the fieldwork with more than 4 rotations – even if we all agree that this would be much better. Web questionnaires not only allow to manage rotations at the same level as current CAPI questionnaires: they also allow to integrate images and logos and can therefore be compared with modern CAPI Double Screen technology.

#### Data accuracy

- ✓ Postal self completion questionnaires sometimes are difficult to analyse: Respondents answer only for those response items, which concern them directly, but they omit to tick those items, which correspond to a "non activity". In the case of postal readership data collection, this means that respondents omit to declare "Not read in the past 12 months" for those titles that they never read or that "past 12 month readers" do not declare their reading frequency, which is probably "less often". It is then a rather delicate mission to process – or more honestly: interpret- correctly these responses.

Web questionnaires allow to operate different types of **quality controls** and to display "error" messages such as "response item missing" or "incoherent response". It is just like CATI ! However, we have to evaluate very carefully the use of such response control measures, which may feel respondents uncomfortable with the questionnaire, particularly in the case of repeated "error" messages. Don't forget: a Web questionnaire still remains basically a self completion questionnaire!

## Different questionnaire supports, different ergonomics:

### Questionnaire preview

Web questionnaires are not mere postal questionnaires which have easily been “translated” from paper to the web ! They are an independent data collection support and it is extremely important to be aware of the way respondents “handle” such questionnaires.

Paper questionnaires offers an important comfort for respondents:

- ✓ **Transportability:** Respondents can carry the questionnaire everywhere they want
- ✓ **First glance:** It is easy to get an overview on the questions asked in the questionnaire
- ✓ **Get the questionnaire’s “weight”!** The respondent can therefore easily evaluate the time necessary to fill in the questionnaire

A web questionnaire does not provide this type of comfort to the respondents: They can only be read on a computer screen which has its own “ergonomic laws”.

### Questionnaire display

Web questionnaires have another inconvenient: the market research agency cannot influence the parameters of the respondent’s screen and can therefore not control the correct display of the web questionnaire. There are two main aspects:

- ✓ **Time necessary for the download of each page of the questionnaire**  
This aspect is not very important for ordinary web questionnaire like those you can find easily when surfing on the Internet. Those questionnaires never contain images and do not have any special lay out: The download does not take more than an instant. This may change for questionnaires which have been conceived for readership research, including logos or any other images, either for research purposes or in order to distract respondents in a rather long questionnaire. Don’t forget that respondents are alone with the questionnaire and that there is no interviewer who would be able to “carry” the respondent until the end!
- ✓ **Available space on the respondent’s screen:**  
A computer screen does not look like a A4 format sheet of paper and the display of a web based questionnaire depends entirely on the questionnaire lay-out. In the context of readership measurement on the web, it is extremely important to insure a good coherence between the questionnaire format and the respondent’s screen. If the questionnaire is too big for the screen, the respondents will have to use either the vertical and/or the horizontal “lifts” in order to view the whole page. This may not only bother the respondents, response may even be affected. Respondents may not visualize all response items which are proposed by the questionnaire at the same moment or they may not be able to see a title list in the same way than it could be on paper.

At the same time, respondents who use the lift in order to visualize the bottom of a questionnaire page may lose the ‘top line’ of the questionnaire, which contains in the case of **Ipsos IT France** the wording and the response items of the readership questions.

This situation makes it necessary to re-think the whole questionnaire lay-out before transposing it from paper to the web.

### Pilot study:

A pilot has been conducted in spring 2001 with a small sample of 52 telephone pre-recruited respondents. 25 of them were IT professionals, and 27 were non IT professionals who qualified as IT decision maker in their business site. Each respondent had been asked for his/her E-mail address in order to send out an E-mail containing

- ✓ the link to the web address of the pilot questionnaire
- ✓ a personal ID number which had to be entered at the questionnaire start.

The E-mail contained a small letter which remembered the importance of participation and the main organization of the survey.

The web questionnaire was based on VOXCO software and contained the same questions as those that have been asked in the 2000 edition of the survey.

The outcome was rather encouraging: Indeed, 29 out of the 52 recruited filled in the Web questionnaire and 25 of these completed it until the end. This result means that response to the Web questionnaire can be as high as observed in the former editions of the survey, which were based on postal data collection.

What was even more encouraging, is the fact that the two third of the respondents have filled in their web questionnaire the same day when they received the E-mail with the link. Most of the respondents have connected to the website only once and only three of them have connected in two times. It is also interesting to note that three respondents have transferred the E-mail in order to connect to the questionnaire at home. This proves that respondents have a similar behaviour for both web questionnaires and postal questionnaires, which are also sometimes carried from home to work and vice versa.

The average time necessary for the completion of the questionnaire was 23 minutes for the IT professionals and 20 minutes for the Non IT professionals. These amounts of time are slightly higher than the estimated time which is announced to the respondent in the survey information: 15 minutes, which may vary. However, these questionnaire duration are still compatible with the common believe that web questionnaires should not last longer than 20 minutes.

A detailed analysis of the questionnaire durations respondent by respondent showed that some of them have been particularly slow, thus increasing the average time. Indeed, respondents have the possibility to interrupt work on the questionnaire – for example in order to receive a phone-call - and to come back later to the questionnaire. We are not able to measure this kind of interruptions.

It has to be pointed out that most of the respondents qualified the web questionnaire as “pretty long but acceptable” when interviewed about their perception of the web questionnaire. They found the time necessary for the download of the questionnaire short and the display of images did obviously not slowdown the process.

All respondents declared that they prefer the web version of the questionnaire to a paper version a paper.

Given the results of the pilot study, there was no doubt about the possibility to use a web questionnaire as an alternative data collection method in the main survey.

### **New research design of the survey:**

The new research design which has been set up by Ipsos Médias in summer 2001 affect all aspects of the survey

- ✓ Recruitment interview
- ✓ Information on the survey and the research agency provided to respondents
- ✓ Self completion questionnaire
- ✓ Animation and motivation of respondents
- ✓ Recalls

Indeed, the implementation of the web questionnaire made it necessary even to re-organise those elements of the survey which are dedicated to traditional respondents who will receive a postal questionnaire.

### **Recruitment interview:**

The recruitment interview has always been rather short. Its objective was

- ✓ to explain the survey to the respondent
- ✓ to collect basic information on the respondent, such as Job function, Status, Size of business site
- ✓ to check with him/her the eligibility criteria
- ✓ to obtain the agreement to participate also in the self completion part of the survey
- ✓ to get the home address of the respondent for the questionnaire mail-out: Indeed, it has revealed more efficient to mail the questionnaire rather at home than at the working place, where the risk of a loss of the questionnaire seems to be higher.

The new version of the recruitment questionnaire also includes a battery of questions on the Internet which has traditionally been asked in the self completion questionnaire:

- ✓ Internet access at home and at work
- ✓ Internet access at work from a computer which is dedicated to the respondent
- ✓ Possession of a personal E-mail address
- ✓ Frequency of consultation of the E-mail box.

The web questionnaire is proposed only to individuals whose characteristics allow to suppose that they will easily find the E-mail of the research agency with the link to the survey's website including the questionnaire. They must have access to the Internet on their “own” computer which must be dedicated to them exclusively AND they must declare to consult their personal E-mail box at least once per day.

At present, it is not yet possible to estimate the number of respondents at the telephone stage who will be concerned by the web questionnaire. If it seems easily possible to count with more than the half of the total sample, Ipsos Médias will however limit the total number to approximately one third of all respondents.

### Information on the survey and the research agency provided to the respondents:

Until the edition 2000 of Ipsos IT, the paper questionnaire was mailed out together with a A4 format sheet of paper containing on its recto a letter explaining the survey and on the verso some information on the survey,

- ✓ How to participate in the survey ?
- ✓ How to complete the questionnaire ?
- ✓ What incentives ?
- ✓ Who are we ?



Postal information on the survey: Ipsos IT France 2000

In 2001, and given the intention to implement the web questionnaire, this amount of information seemed not any more sufficient. Indeed, it was considered that the new edition of the survey - including the web questionnaire - should clearly positioned as

- ✓ **research which distinguishes** from other web questionnaires
- ✓ **interaction** between the respondent and the research agency

Under this conditions, it was impossible to put the former information sheet on the web because the text would have become rather inaccessible on the screen: too much text altogether

It has therefore been decided to develop the information contained in each chapter which became independent web pages organized on two levels.

The 'traditional' letter to the respondent, signed by the Managing Director of Ipsos Médias and explaining the importance of the respondent's participation in the survey appears as the 'Homepage' of the survey's site. The respondent has now two options:

- ✓ either he/she clicks on the button which gives direct access to the questionnaire
- ✓ or he/she opts to look for more information, such as
  - Survey objectives
  - How to participate in the survey
  - Guarantees of our professionalism and confidentiality
  - What incentives
  - Who are we ?
  - Examples of results
  - How to contact us ?





*Survey information on the Web: Homepage and menu*

The respondent finds on each of the different web information pages the button « questionnaire start » in order to remind him that he/she is there in order to fill in the questionnaire. This is also the reason why it has been decided not to integrate links to other websites, even if those may be cited. It has been considered as essential not to loose anybody of those respondents who connect the survey's website.

The enhanced information given to web respondents made it necessary to provide a comparable level of information also to those respondents, who will participate in the survey by means of a postal paper questionnaire. For this reason, the old information sheet has definitely been abandoned in favour of a 4 page colour information brochure and that contains nearly the same information than the web pages which have been conceived for the web-respondents.



*Postal information on the survey: Ipsos IT France 2001 (extract)*



### Questionnaire preview or not ?

The idea to introduce a questionnaire preview function has been intensively discussed inside the Ipsos Médias research team. Indeed, these discussions were due to the impression that the respondents may find it much easier to “evaluate” the task that they are asked to do with a paper questionnaire than with a web questionnaire. However, a satisfying web-questionnaire preview needs a sufficiently high resolution which will allow to the respondent to identify the questionnaire contents. The counterpart of this possibility is that it is necessary to show images of the web questionnaire to the respondent: This may be difficult due to more extensive use of filters, thus destroying the “visual body” of the questionnaire. There might also be some confusion between the preview image of the questionnaire and the real web questionnaire itself.

At the end, it was considered that a questionnaire preview under these conditions may generate more frustration than satisfaction, thus creating a potentially dangerous situation for response. We also can consider that this apparent rigidity of web questionnaires is also a methodological advantage. Indeed, the preview might induce potential respondents either to reject their participation in the survey or to choose their response items which work as a filter in order to spare time spent on the questionnaire .

The project of a questionnaire preview has therefore been rejected. As a consequence, the efforts to provide extensive information on the survey via the web pages with survey information have been intensified.

Another possibility would have been to display an “advancement bar” which indicates the respondent’s “position” in the questionnaire. However, we will need some development in order to implement this seducing tool in the survey.

### Self completion questionnaire

The adaptation of the postal questionnaire to the conditions of a web questionnaire has been the most important part of the development. The main concern was to maintain a certain coherence between the postal questionnaire and the web questionnaire: Indeed, both questionnaires will be used in parallel in the same survey and it has been considered as unacceptable to use a total different approach for the readership questions in the web questionnaire. Given the possibility to manage rotations and filters in a web questionnaire, it would have been indeed a seducing idea to go back to more traditional administration of the readership questions, by re-introducing a specific 12 months filter questions, followed by recency and frequency.

#### Layout of the readership section:

The wording of the readership questions as well as the response items of the web questionnaire are therefore strictly identical to those used in the postal questionnaire. However, it was not possible to maintain the frequency question “parallel” to the recency question and this for two reasons

- ✓ **space** on the web questionnaire was judged insufficient in order to guarantee a correct display on the respondent’s screen: this risk that the respondent had to use a horizontal lift would have been increased considerably
- ✓ the recency question contains a response item ‘Not read in the past 12 months’ which acts as a **filter** for the following frequency question. The use of a filter was incompatible with the maintain of the frequency question at the right of the recency question.

The web questionnaire asks now the frequency question only once the recency question has been asked for all titles of the media list.

*Postal questionnaire: Readership section with recency and frequency question*

Voici une liste de journaux quotidiens

Sans parler d'aujourd'hui, quand pour la dernière fois, avez-vous lu, parcouru ou consulté un numéro de chacun de titres suivants :  
 \* Que se soit chez vous, sur votre lieu de travail ou ailleurs (salle d'attente, bus, chez des amis...)  
 \* Même s'il s'agit d'un numéro ancien.

Quotidiens	J'ai lu, parcouru ou consulté...	Il y a moins de 3 jours	Il y a 3 jours et plus	Pas lu au cours des 12 derniers mois
<b>Les Echos</b>	Les Echos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>L'EQUIPE</b>	L'Equipe, qui paraît du lundi au samedi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>LE FIGARO</b>	Le Figaro	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Libération</b>	Libération	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Le Monde</b>	Le Monde	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Le Parisien</b>	Le Parisien	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Aujourd'hui en France</b>	Aujourd'hui en France, l'édition nationale du Parisien	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>La Tribune</b>	La Tribune	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Un quotidien régional</b>	Un quotidien régional, qui paraît dans votre région	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Clicker ici pour continuer ➡

*Web questionnaire: Recency question*

Voici une liste de journaux quotidiens

Avec quelle fréquence lisez-vous, parcourez-vous ou consultez-vous habituellement un numéro de chacun des titres suivants ?

Quotidiens	D'habitude, je lis, parcours ou consulte...	Tous les jours	3 à 5 fois par semaine	1 à 2 fois par semaine	2 à 3 fois par mois	Moins souvent
<b>Les Echos</b>	Les Echos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>L'EQUIPE</b>	L'Equipe, qui paraît du lundi au samedi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Libération</b>	Libération	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Le Monde</b>	Le Monde	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Le Parisien</b>	Le Parisien	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Un quotidien régional</b>	Un quotidien régional, qui paraît dans votre région	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Clicker ici pour continuer ➡

*Web questionnaire: Frequency question***Title presentation:**

If the frequency question is now visually dissociated from the recency question, it has been decided to maintain the title presentation inside the readership section: Indeed, it would have been interesting, for reasons of available screen-space for each page, to cut the existing title groups in smaller ones, thus avoiding to the respondent to use the vertical lift in order to visualize those titles which are at the bottom of the page. However, this option has been rejected because it was considered essential to conserve the same groups of titles as on the paper questionnaire. Indeed, one of the main methodological advantages of the self completion questionnaire in the context of Ipsos IT is the comparative presentation of logos of titles with a high risk of title confusion. This advantage can only be conserved on the Web questionnaire if we accept questionnaire pages which force the respondents to use the vertical lift for visualisation of the list.

During a certain time, it was expected to solve this problem by an automatic scroll function which would become active as soon as the respondent would fill in the last line of the questionnaire which is still visible on the bottom of his computer screen. This function would enhance considerably the respondents comfort in the questionnaire. However, this needs a specific development on the VOXCO software, which has not yet been done.

### Recall of the question wording and response items:

Another inconvenient with long lists of titles on a single web page is that the questionnaire top line which contains the question wording and the response items disappears when the respondents uses the vertical “lift” in order to access to the response lines of those titles which are situated at the bottom of the page. At the beginning, the idea was to “fix” the question wording and the response items at the top of the screen, meanwhile it is possible to scroll the list with the titles, their logos and the response boxes. Once again, this needed a new development and it was decided to esquire the problem by introducing regularly a specific line which simply repeats the question and its response items. This - perhaps not very elegant – solution made it possible to insure the presence of the question and its response items on screen independently of the respondent’s position in the questionnaire.

Logo	Title	Il y a moins de 4 jours	Il y a 4 à 8 jours	Il y a plus longtemps	Pas lu au cours des 12 derniers mois
L'EQUIPE	L'Equipe du Lundi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'EQUIPE	L'Equipe Magazine, le supplément de l'Equipe du Samedi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'EXPRESS	L'Express	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LE FIGARO L'HEURE	Le Figaro Entrepris, le supplément du Figaro Economie qui paraît le lundi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LE FIGARO	Le Figaro Magazine, le supplément du Figaro du samedi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hebdomadaires		Quand pour la dernière fois l'ai lu, parcouru ou consulté... Il y a moins de 4 jours    Il y a 4 à 8 jours    Il y a plus longtemps    Pas lu au cours des 12 derniers mois			
Libération	Libération	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Le Nouvel Observateur	Le Nouvel Observateur	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Le Point	Le Point	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Télérama	Télérama	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'Usine Nouvelle	L'Usine Nouvelle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Clicker ici pour continuer ➡

*Web questionnaire: Repetition of the response items inside a title list*

### Quality controls

We know from the controls of the postal questionnaires, that a lot of respondents answer exclusively for those titles that they read, thus leaving out response for the other titles. It has therefore been decided to introduce automatic checks which detect uncompleted readership questions. If the respondents tries to validate a page of the web questionnaire with missing responses, the software displays a message “incomplete response” beside each uncompleted question. The respondent has then to provide first the missing information before continuing with the rest of the questionnaire.

Voici une liste de journaux quotidiens

Sans parler d'aujourd'hui, quand pour la dernière fois, avez-vous lu, parcouru ou consulté un numéro de chacun de titres suivants :  
 \* Que se soit chez vous, sur votre lieu de travail ou ailleurs (salle d'attente, bus, chez des amis...)  
 \* Même s'il s'agit d'un numéro ancien.

Quotidiens	J'ai lu, parcouru ou consulté...	Il y a moins de 4 jours	Il y a 4 à 8 jours	Pas lu au cours des 12 derniers mois
Les Echos	Les Echos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'EQUIPE	L'Equipe, qui paraît du lundi au samedi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LE FIGARO	Le Figaro	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Libération	Libération	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Le Monde	Le Monde	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Le Parisien	Le Parisien	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aujourd'hui en France	Aujourd'hui en France, l'édition nationale du Parisien	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La Tribune	La Tribune	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Un quotidien régional	Un quotidien régional, qui paraît dans votre région	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

➡ Your answer is incomplete

➡ Your answer is incomplete

*Web questionnaire: Response incomplete message*

It has been decided to implement the quality controls for the readership section only, whereas it is possible to validate a page containing the media market questions even with a question without an answer. This solution has been adopted because

- ✓ not all respondents can answer to all questions, some of them may not concern them
- ✓ repeated error or 'incomplete' messages may be disturbing for the respondent and may lead to abandons.

### Animation and motivation of respondents

In the precedent editions of the survey, the respondents at the telephone stage of the survey were systematically recalled at about 10 days after their recruitment interview and approximately one week after the reception of the postal self completion questionnaire. The results of the pilot survey have shown that these delays had to be redefined when using a web questionnaire, which is nearly instantly delivered to the respondent's mail-box. The new survey protocol integrates now a "respondent motivation" three days after the telephone recruitment interview both in the case of postal and web questionnaire. This very short delay has been chosen in order to point out the importance of the respondent's participation and to motivate him/her to complete the questionnaire.

The objective of the call is to re-motivate those respondents who have not yet completed the questionnaire and who might be tempted to abandon the survey.

The call also allows to detect

- ✓ respondents who declare that they have **lost** their **questionnaire**: a new questionnaire can then be mailed out
- ✓ problems with the respondent's E-mail address: Indeed the **correct spelling** of the **E-mail address** is one of the crucial points during the telephone recruitment interview.

The same three day delay is also implemented for respondents with the postal version of the questionnaire. Respondents having received a postal questionnaire will therefore be once again in direct telephone-contact with the research agency at the moment when they receive the questionnaire. This technique has revealed particularly efficient when it was employed in the French Businessmen Survey. Respondents with a web questionnaire will generally receive the "animation call" about 2 or three days after the reception of their questionnaire. This delay is sufficiently long and allows them to connect at least once to the questionnaire. The phone call will therefore allow to detect any problem, either technical or related to the survey itself, and to propose a adapted solution to the respondent.

### Recalls

The new survey design will allow to test the efficiency of E-mail recalls and to compare them to the traditional recalls which are realised by telephone.

### Outlook

The new research design of Ipsos IT France will have to prove its efficiency during the months of September and October 2001 and first results will be presented at the Worldwide Readership Research Symposium in Venice. The author of this paper is rather optimistic on the outcome, even if perhaps there will be still some - today unexpected - problems to resolve. In some years time, Web questionnaires will be an accepted readership data collection tool either in specific target surveys such as Ipsos IT or even in some NRS.

Dear reader, do you share my optimism ?