What is Knock-to-nudge and does it have a future?

Patten Smith

Ipsos MORI

Today's tasks

- Need to identify the overall approach we take to assessment of Knock-to-Nudge (K2N)
    1. Agree a definition of K2N
    2. Agree data to use to make quality assessments
    3. Identify a modus operandi for identifying and obtaining quality data for important K2N surveys
    4. Agree timings and output
- I'll run through the basic questions I think need to be addressed and will then open a structured discussion

Defining Knock to Nudge

What is Knock-to-nudge (K2N)??

- What are the essential characteristics of K2N?
  1. Use of F2F interviewers (who *knock*)
  2. And who persuade (*nudge*) sample members to take part in a non-F2F survey (often online or telephone)
- Two basic approaches to K2N:
  1. As an enhancement to a separate self-contained data collection method; typically push to web or push to telephone
  2. As an integral part of a survey using a non-F2F data-collection method
- For the first, interviewers visit non-respondents to encourage response
- For the second, interviewers visit *all* sampled addresses and provide information enabling response (perhaps also doing respondent selection)

Main approach-1 methods

- <u>Enhanced P2W</u>: PAF sample; standard P2W survey inviting web questionnaire completion by means of a postal invitation letter; after time *t* has elapsed, interviewer visits non-responding addresses to encourage a response

- <u>Enhanced P2T</u>: PAF sample; standard P2T survey inviting respondent to supply phone number (for future phone interview) by post or web portal, by means of a postal invitation letter; after time *t* has elapsed, interviewer visits non-responding addresses to encourage response

Main approach-2 methods

- <u>Knock to web (K2W):</u> PAF sample; interviewer visits all addresses inviting them to complete web questionnaire; perhaps also does respondent selection

- <u>Knock to telephone (K2T):</u> PAF sample; interviewer visits all addresses inviting them to provide phone number for future phone interview; perhaps also does respondent selection

Possible variants

- Both main approaches can be used with other data collection modes such as video interviewing or simple postal surveys
- They can also be used to nudge respondents to more than one data collection mode in a single survey - examples:
  - sequential web and post in standard P2W
  - concurrent mixed mode where a mode choice is offered – e.g between online, telephone or postal

A close relation

- F2F as primary mode where interviewer tries to persuade non-respondents to respond by web or phone (collecting phone numbers for the latter)
- Because using F2F this is essentially an enhanced F2F method which pre-dates development of mainstream K2N methods, I suggest we do *not* include under K2N rubric

Assessing Knock to Nudge

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Assessing the method

- In principle we need:
  1. to identify the major continuous / repeat surveys that have used K2N methods in the past two years
  2. Using these, to compare the quality of data collected when K2N was and was not used
- This assumes that we will be able to cleanly distinguish between times / sample components where K2N definitely was used and those where it was not. In practice there may be some blurring
- Ideally, we would like to compare on response rates, non-response bias and measurement error. It may prove hard to collect relevant data

Suggested timings

Timings

February 2022:

- Identify main K2N surveys run by NatCen, Ipsos, Kantar and ONS
- Obtain available quality metrics for these

March – April 2022:

- For each survey, compare data quality when K2N was and was not used
- Write brief summary report / presentation

Discussion questions

Discussion questions

- Is this the right definition of K2N? *Use of a F2F interviewer to persuade sample members to take part in a non-F2F survey (often online or telephone)*
- Do we include all non-F2F modes? Web, telephone, postal, video interviewing and device handover?
- Are we right to exclude *F2F with a second-mode non-response follow-up*?
- How do we identify the main K2N surveys? Who do we approach in each agency
- What quality metrics should we use? What data should we ask for to allow relevant comparisons to be made?
- How do we collect these data in practice?
- Do the selected timings look about right?
- What should be the output? Presentation or short Word report?

Thank You

Patten Smith@ipsos.com