

WEB-BASED RDS: RESEARCH OF HSE STUDENTS

"WEB SURVEY METHODOLOGY" RESEARCH GROUP

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INTRODUCTION

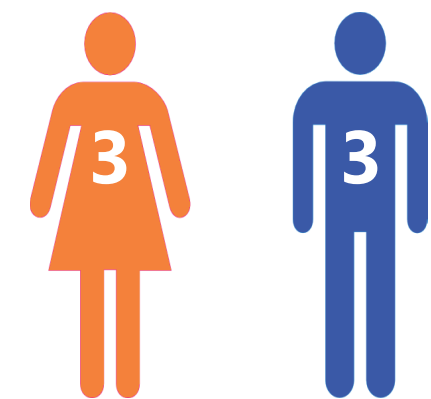
TRADITIONALLY RESPONDENT-DRIVEN SAMPLING (RDS) WAS USED TO SAMPLE HIDDEN POPULATIONS. NOWADAYS RDS EXTENDS TO ONLINE RESEARCH, BUT RESULTS OF SUCH APPROACH STILL RISE MANY DISCUSSIONS. "WEB SURVEY METHODOLOGY" RESEARCH GROUP RUN AN EXPERIMENT WITH DESIGN BASED ON THE RESEARCH OF D. HECKATHORN AND K. WEINERT. THEY CONDUCTED EMPIRICAL TESTS OF RDS TO POLL STUDENTS VIA E-MAIL.

RESEARCH QUESTIONS

- Q1 IS IT POSSIBLE TO REPRESENT POPULATION OF HSE STUDENTS IN MOSCOW DEPARTMENT USING WEB-BASED RDS?
- Q2 WILL FINAL SAMPLE COMPLY WITH THE RDS ASSUMPTION ABOUT RANDOM SELECTION OF THE RECRUITER'S PEERS?

METHOD & DATA

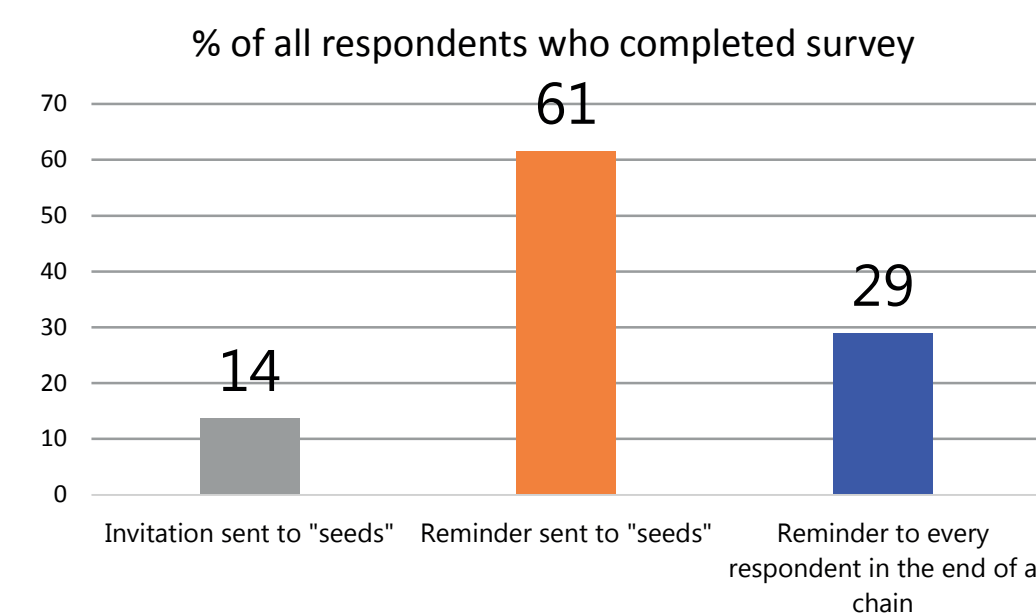
TO COLLECT DATA FOR RDS WE USED ONLINE-QUESTIONNAIRE. TO CONSTRUCT ONLINE-QUESTIONNAIRE THE SOFTWARE UNIPARK WAS UTILIZED.



ANNOUNCEMENT ABOUT CONDUCTED RESEARCH WAS PLACED ON SEVERAL PAGES OF HSE WEBSITE TO DRAW STUDENTS' ATTENTION. A LOT OF STUDENTS EXPRESSED A WISH TO PARTICIPATE IN THE PROJECT. WE SELECTED 6 INITIAL RESPONDENTS WHO HAD LARGEST NETWORK OF FRIENDS AT HSE: 3 MALE AND 3 FEMALE.

REMINDER-MESSAGES

FOLLOWING HISTOGRAM INDICATES HOW MANY RESPONDENTS COMPLETED RESEARCH AFTER INVITATION/REMINDER WAS SENT:



NEED FOR PERSONAL INFORMATION

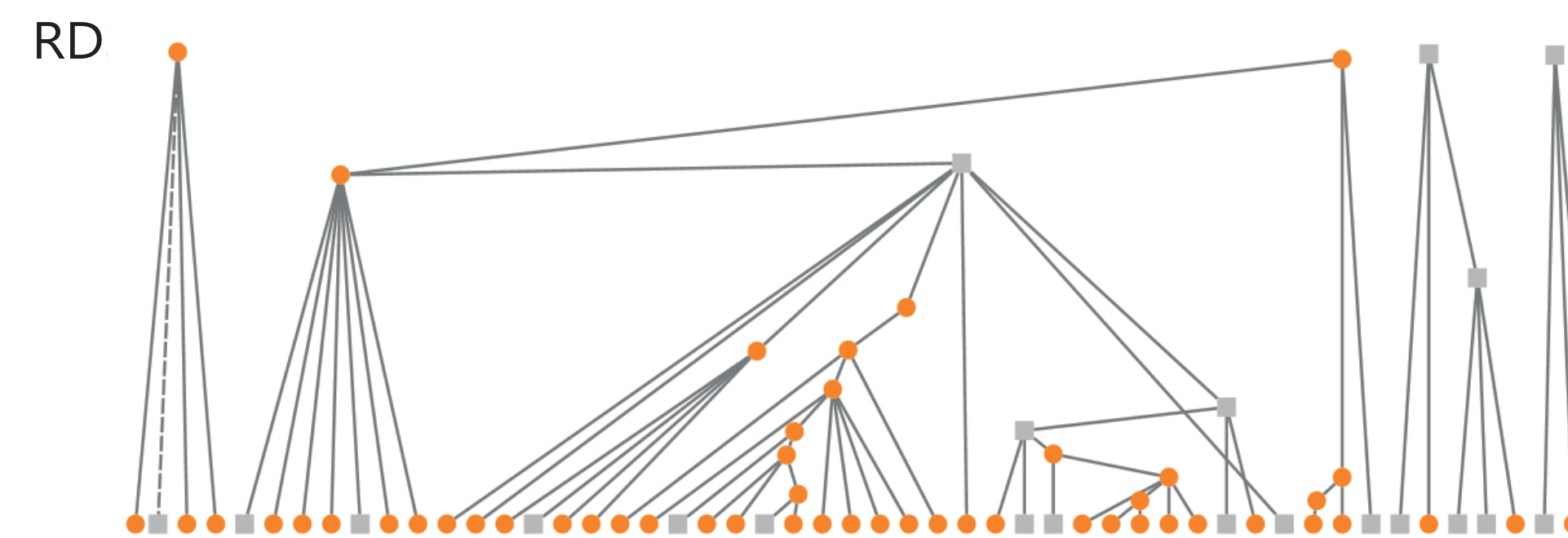
WE NEEDED TO HAVE PERSONAL INFORMATION OF RESPONDENTS TO CONSTRUCT NETWORK. THEY WERE ASKED TO PROVIDE AS WITH NAME (THEIR AND RECRUITER'S), E-MAIL ADDRESS (THEIR AND RECRUITER'S) AND MOBILE PHONE NUMBER. THE NECESSITY OF INFORMATION WAS EXPLAINED AS REQUIRED TO RECEIVE THE REWARD FOR PARTICIPATING IN THE RESEARCH.



1. Девятко И.Ф. Инструментарий онлайн-исследований: попытка каталогизации / Онлайн-исследования в России 3.0 / под ред. Шашкина А.В., Девятко И.Ф., Давыдова С.Г. - М.: ООО "ТИПОГРАФИЯ КЕМ", 2012 год. - 420 с.
2. Дьякова М.В. Будущее онлайн-панелей: ожидать ли конца света, или какие альтернативные источники формирования выборки придут на смену традиционным аксес-панелям? / под ред. Шашкина А.В., Девятко И.Ф., Давыдова С.Г. - М.: ООО "ТИПОГРАФИЯ КЕМ", 2012 год. - 420 с.
3. HECKATHORN D. Web-Based Network Sampling Efficiency and Efficacy of Respondent-Driven Sampling for Online Research / D. HECKATHORN, C. WEINERT // SOCIOLOGICAL METHODS & RESEARCH, 2008, #37: 105-134, FIRST PUBLISHED ON JUNE 10, 2008.

RESULTS

AT THE CURRENT STAGE OF RESEARCH THE SAMPLE REACHED NINE WAVES OF RESPONDENTS. THE LONGEST CHAIN OF 9 WAVES WAS PRODUCED BY ONE SUPER-"SEED" WHO CREATED A NETWORK OF 58 PARTICIPANTS. D. HECKATHORN HAD SIMILAR RESULT WITH ONE SUPER-"SEED" IN HIS EXPERIMENT WHO BROUGHT 70 % OF WHOLE SAMPLE.



■ MALE ● FEMALE — Moscow - - - PERM

Possibility	Observed	Expected
Male	0,31	0,37
Female	0,69	0,63

OBSERVED POSSIBILITY FOR MALE AND FEMALE RESPONDENTS TO BE RECRUITED WAS SLIGHTLY DIFFERENT`

CONTROLLED VARIABLES*

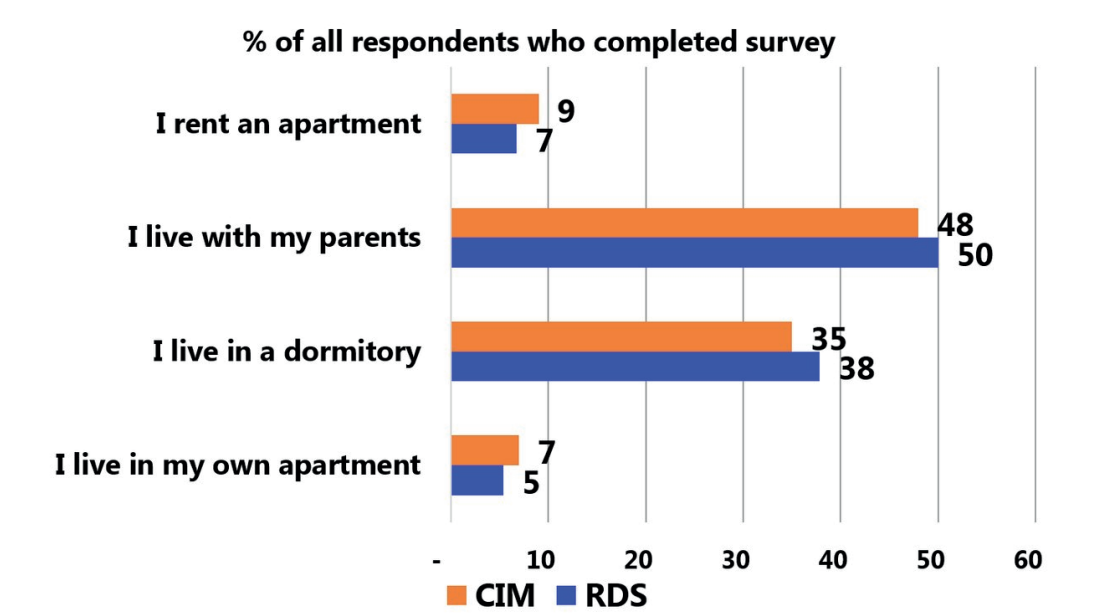
FACULTY

THE MOST PRESENTED FACULTY IS FACULTY OF ECONOMICS 59,5 % WITH 12 % EXPECTED)

ACADEMIC YEAR

2ND YEAR STUDENTS IS OVER-REPRESENTED.

CONDITIONS OF LIVING



DIFFERENCES BETWEEN OBSERVED AND EXPECTED FREQUENCIES APPEARED TO BE STATISTICALLY INSIGNIFICANT.

*DATA ABOUT REAL DISTRIBUTION WAS PROVIDED BY CENTER OF INSTITUTIONAL MONITORING, HSE.

DISCUSSIONS

METHODS OF RESPONDENT STIMULATION

REWARD 150 RUB PERSONAL MOTIVATION OF RESEARCH PARTICIPANTS REMINDING MESSAGES

D. HECKATHORN DOESN'T SAY ANYTHING ABOUT REMINDERS, BUT IN OUR PROJECT THE LARGEST PART OF ALL RESPONDENTS COMPLETED SURVEY AFTER THEY RECEIVED REMINDING MESSAGES. WAY AS AMERICAN STUDENTS DO.



FURTHER STEPS TO STIMULATE RESPONDENTS:

1. FACE-TO-FACE MEETING.
2. PROVIDE RESPONDENTS WHO ALREADY INVITED THREE OF HIS/HER FRIENDS WITH REWARD.