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Panel Effects Exists? Results from a Year 2 Follow-up Experiment to Assess Panel Conditioning Effects in AmeriSpeak® Panel Surveys

AAPOR 77th Annual Conference

May 13, 2022

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Outline

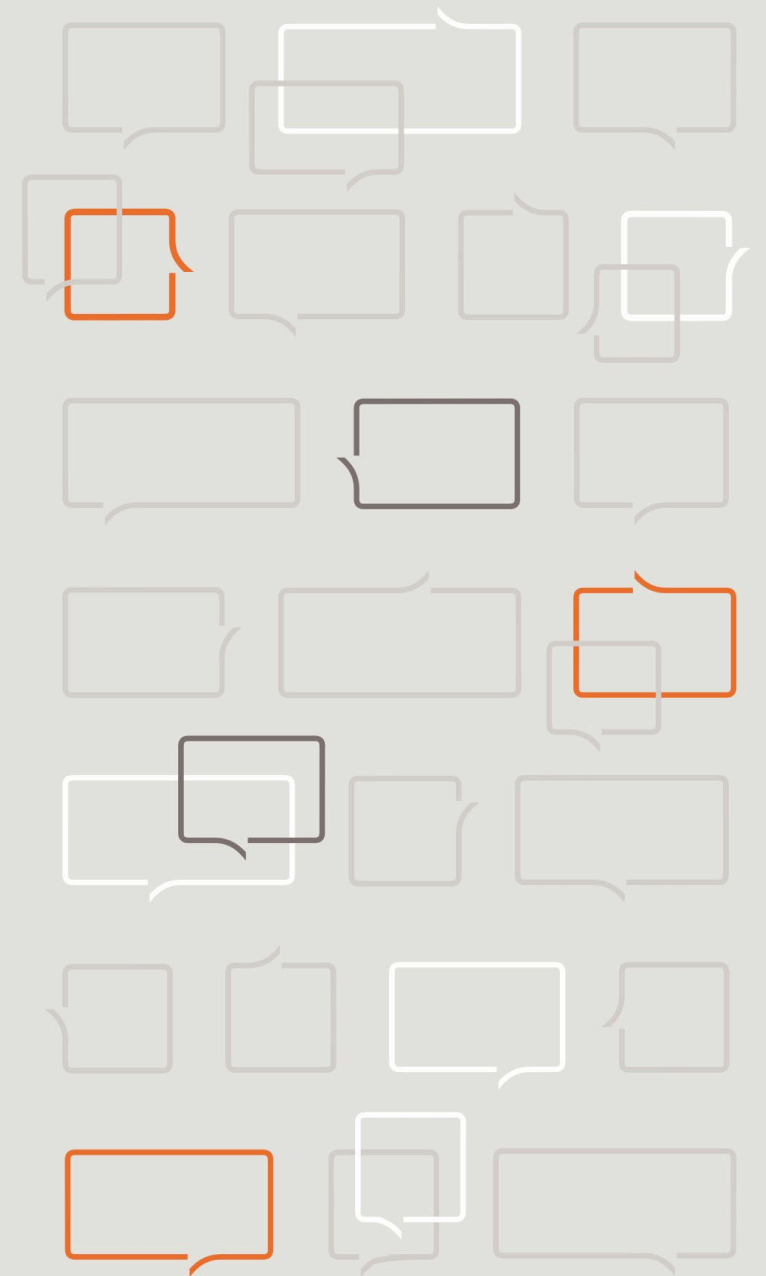
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 - Define Panel Conditioning Effects
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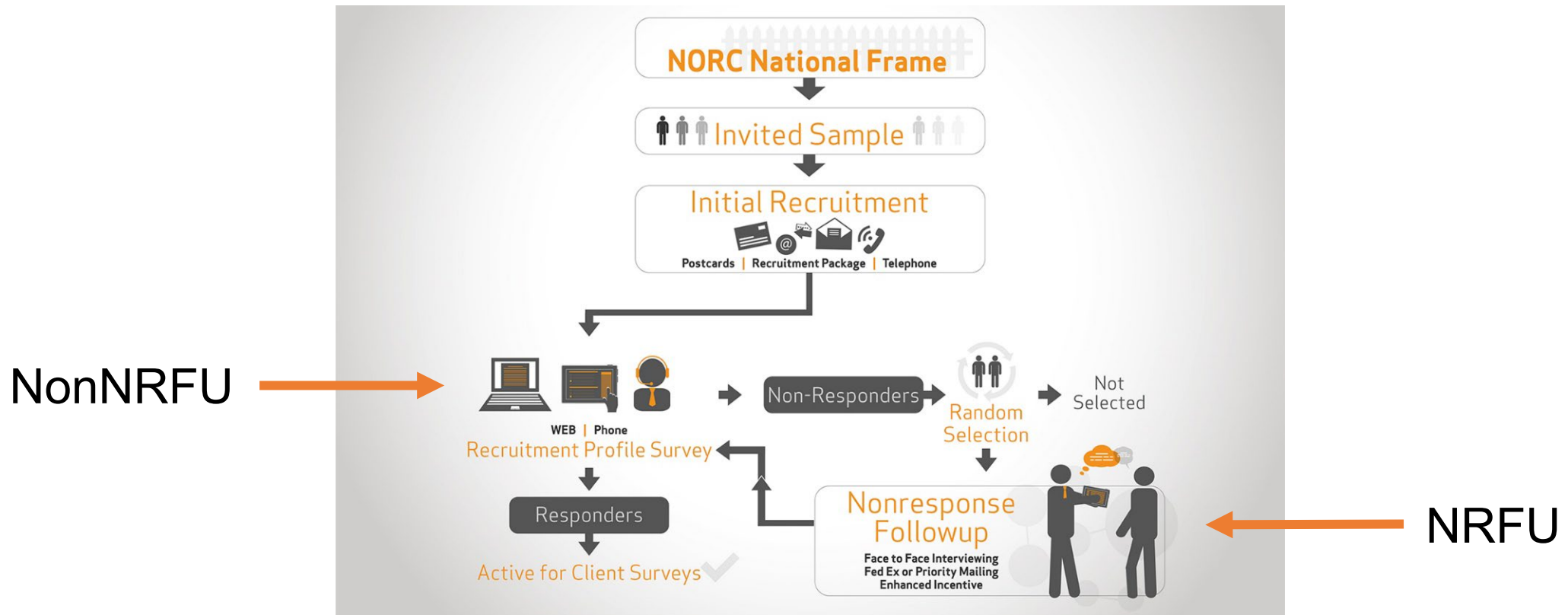


Background

AmeriSpeak Panel, and Defining Panel Conditioning Effects



NORC's AmeriSpeak Panel is a National Probability Based Sample, established in 2015.



Panel maintenance is a dynamic process, with the sample supplemented and refreshed regularly over time to grow the panel, compensate for panel attrition, and improve panel representation for specific subpopulations.

By the Numbers

49K

**Participating
Households**

(50 States + DC)

1.2K+

**Client Surveys
Completed**

(Since June 2015)

24%

**Recruitment
Response Rate**

(AAPOR RR3)

34%

**Recruitment
Response Rate**

**(For recruitment
years with NRFU)**

Do Panel Conditioning Effects Exist in AmeriSpeak?

- **Panel conditioning is the change in a person's survey responses that is influenced by their panel tenure and panel experiences.**
- **Examples of Panel Conditioning Effects**
 - **Improve quality:** As their panel tenure increases Panelists may be more willing to offer an opinion, reducing no opinion and DK survey responses.
 - **Degrade quality:** More tenured Panelists learn to take surveys more quickly by refusing to answer survey questions more often than less tenured Panelists.

Research Constructs

Panel Conditioning



Conditioning Constructs

1. Will the **willingness of offering an opinion** increase as the panel tenure increases?
(Decrease in Refused and DK responses)
2. Will the panelists **become more knowledgeable and interested** about topics that are asked frequently in surveys?
3. Will the panelists provide **more extreme responses** to attitudinal questions over time as their panel tenure increases?
4. Do the panelists provide **more moderate and/or no opinion responses** to attitudinal questions when they are first recruited to the panel?
5. Do the panelists provide **more or less item non-response, speeding, and satisficing** when they are first recruited to the panel?

Research Design



Research Design

(1) Fielded a multi-topic survey in 2021

- 18+ population
 - ❑ Oversample of less tenured panelists & Nonresponse Followup panelists (NRFU)
- Socio-economic topics and knowledge questions
- Compared estimates between Less and More Tenured panelists to assess panel conditioning effects
 - ❑ Accounting for socio-demographics associated with panel attrition
- Largely found no panel conditioning effects from Wave 1 analysis

(2) Fielded the same survey in 2022

- Compared survey estimates of panelists who completed both Wave 1 and Wave 2 surveys to assess panel conditioning effects
- N=4,916 Panelists completed both Wave 1 and Wave 2 surveys

Findings



Panel Conditioning Effects: Differences between Wave 1 and Wave 2 Responses



Conditioning Construct 1: Will the **willingness of offering an opinion** increase as the panel tenure increases? (Decrease in Refused, Don't Know, Skipped responses)

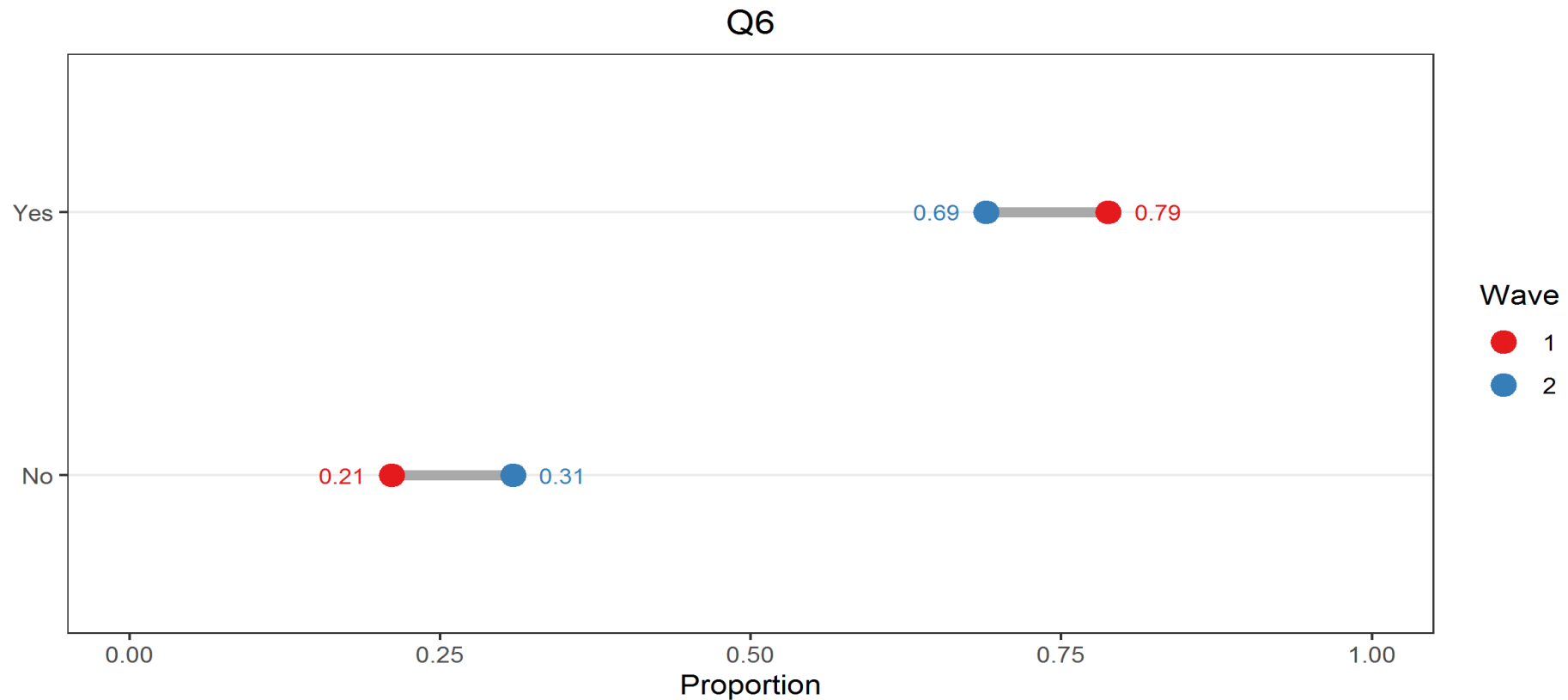
- *No evidence of panel conditioning for construct 1*

QUESTION*	WORDING	WAVE 1	WAVE 2
Q17C	[Immigration] How important are each of the following issues to you personally?... Don't Know	0.45%	0.12%
Q17E	[Terrorism and homeland security] How important are each of the following issues to you personally?... Skipped	0.03%	0.25%
Q23D	[Women] Is there a lot of discrimination against each of the following groups, or not?... Don't Know	0.79%	0.12%
Q29	Public officials don't care much what people like me think. Do you agree strongly, agree somewhat, disagree somewhat, or disagree strongly with this statement?... Skipped	0.70%	1.52%

* Attitudinal Questions with statistically significant difference between W1 and W2 for Construct. Among 37 total responses.

Conditioning Construct 2: Will the panelists become more knowledgeable and interested about topics that are asked frequently in surveys?

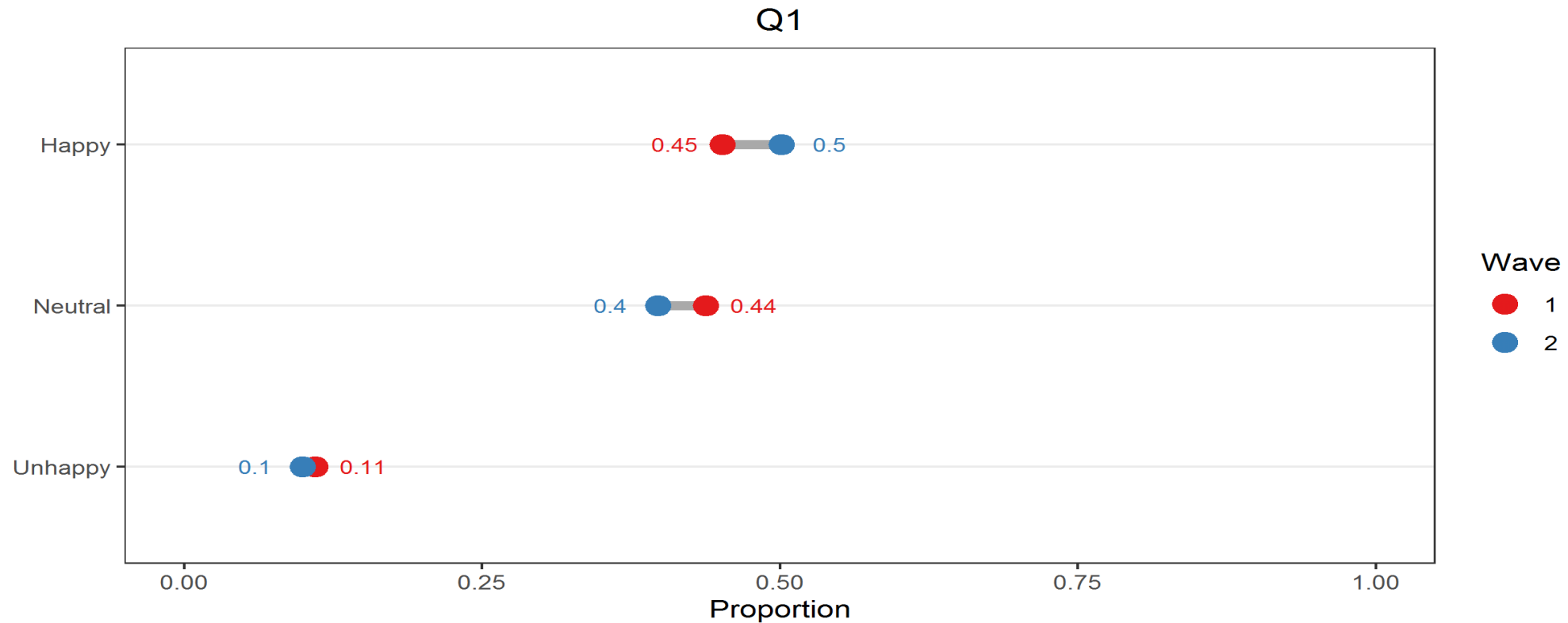
Q6*: Do you ever discuss politics with your family or friends?



* Attitudinal Question with largest statistically significant difference between W1 and W2 for Construct. Among 7 questions.

Conditioning Construct 3: Will the panelists provide more extreme responses to attitudinal questions over time as their panel tenure increases?

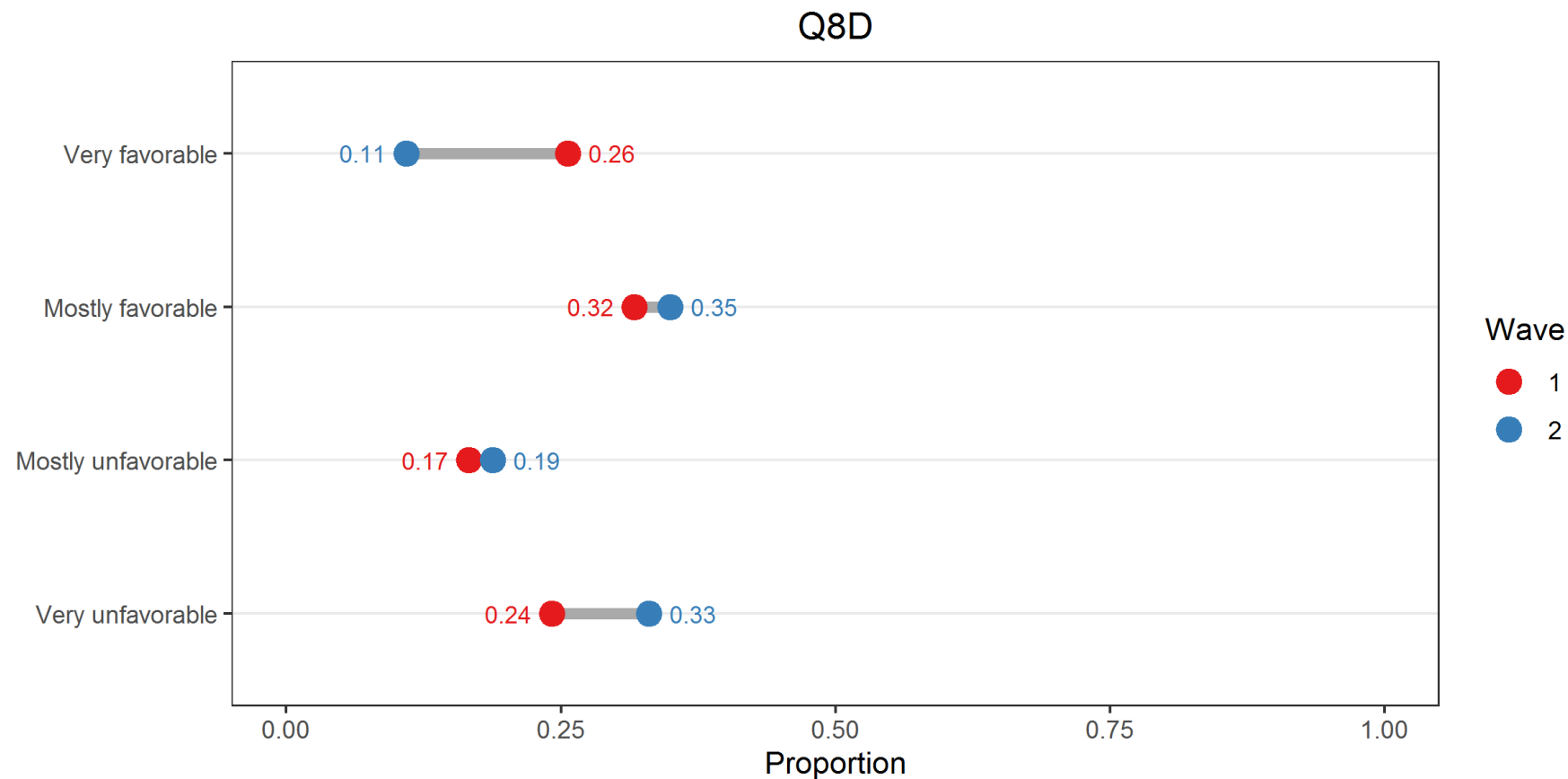
Q1*: Generally, how would you say things are these days in your life? Would you say that you are...



* Attitudinal Question with largest statistically significant difference between W1 and W2 for Construct. Among 7 questions.

Conditioning Construct 4: Do the panelists provide more moderate and/or no opinion responses to attitudinal questions when they are first recruited to the panel?

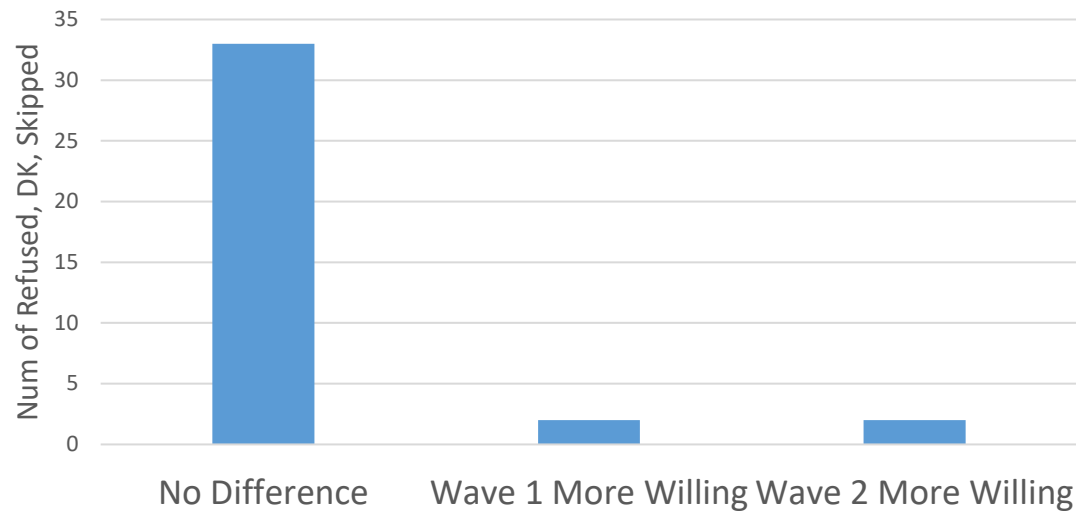
Q18*: What is your overall opinion on each of the following? Kamala Harris



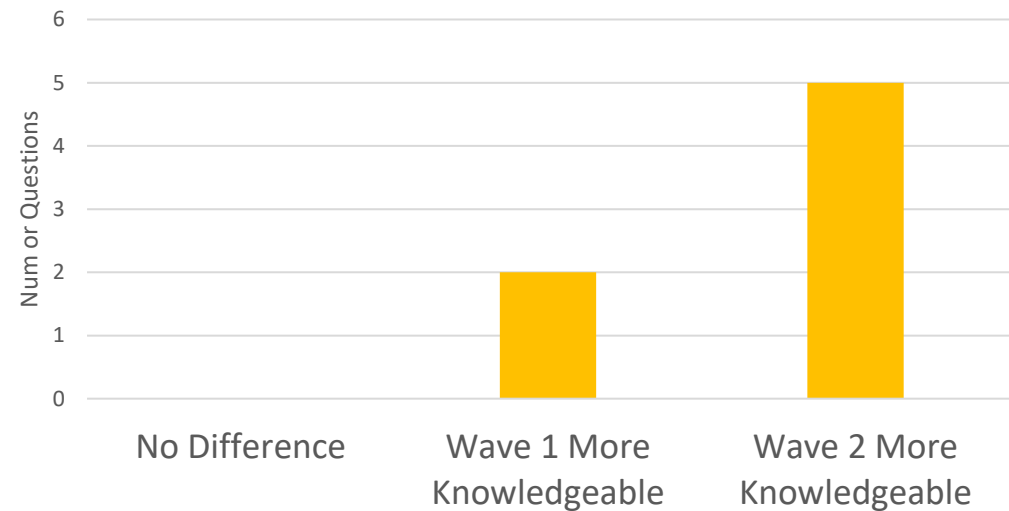
* Attitudinal Question with largest statistically significant difference between W1 and W2 for Construct. Among 9 questions.

Number of Estimates that Significantly Differ between Wave 1 and Wave 2

Construct 1: Will the willingness of offering an opinion increase as the panel tenure increases?
(Decrease in Refused, DK, Skipped responses)

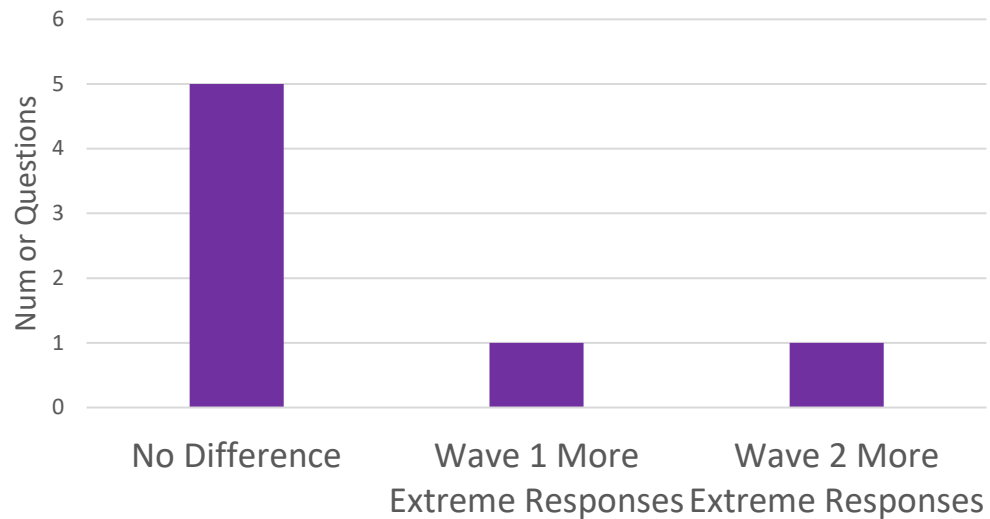


Construct 2: Will the panelists become more knowledgeable and interested about topics that are asked frequently in surveys?

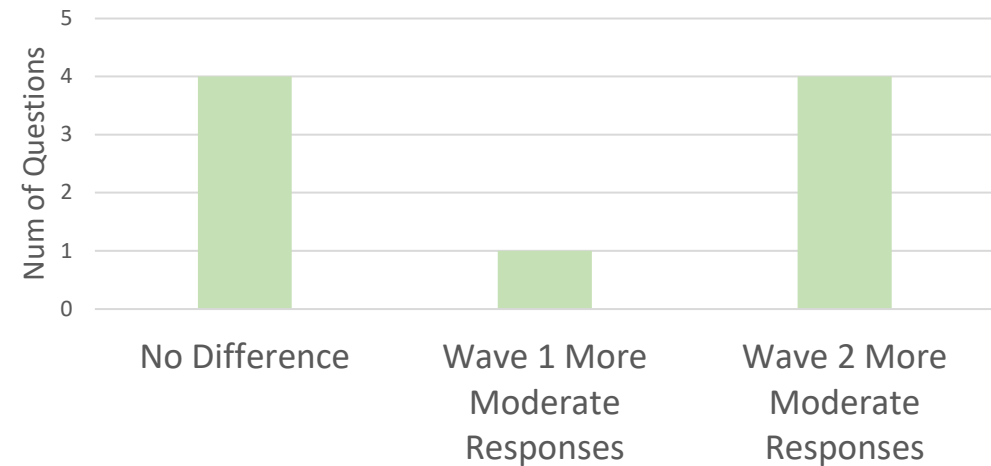


Number of Estimates that Significantly Differ between Wave 1 and Wave 2

Construct 3: Will the panelists provide more extreme responses to attitudinal questions over time as their panel tenure increases?



Construct 4: Do the panelists provide more moderate and/or no opinion responses to attitudinal questions when they are first recruited to the panel?



Conditioning Construct 5: Do the panelists provide more or less item non-response, speeding, and satisficing when they are first recruited to the panel?

○ Assessment Metrics Across All Questions

Metric	Wave 1	Wave 2	Finding
Average of Item Nonresponse across Questions (Skipped)	0.63%	0.88%	Nonresponse is very small for both Waves
Average of “Don’t Know” Responses across Questions	2.1%	1.9%	No difference in DK responses
Average Variance of Responses across All Questions	130.2	140.4	Little Evidence of Satisficing at Wave 2 compared to Wave 1
Percent of R’s who chose first response option on 70% or more of questions	1.3%	0.7%	Little evidence of satisficing due to straight-lining
Percent of R’s who chose the idle option(s) for 70% or more of questions with 3+ responses	0.47%	0.57%	Little evidence of satisficing due to straight-lining

Summary



We largely find little evidence of panel conditioning effects in the AmeriSpeak study data between Wave 1 and Wave 2

- *Similar finding as comparing less & more tenured panelists in Wave 1 data presented at 2021 AAPOR*
- **Construct 1: Increase in willingness to offer an opinion at Wave 2?** – No evidence of a difference in willingness to offer an opinion between Wave 1 and Wave 2 responses
- **Construct 2: Increase in Knowledge at Wave 2?** – Wave 2 responses were found to be somewhat more accurate or that there was higher interest in survey taking for 5 out of the 7 questions.
 - Investigating further, parsing out results by more and less tenured panelists and by NRFU and nonNRFU status
- **Construct 3: Wave 1 responses more extreme as compared to Wave 2?**
 - No evidence that panelists may be more thoughtful/nuanced and not voicing opinions in the extreme between Wave 1 and Wave 2 responses.
- **Construct 4: Wave 1 responses more moderate/no opinion responses?**
 - No evidence that Wave 1 responses were more moderate than Wave 2 responses.
- **Construct 5: More or less item non-response, speeding, and satisficing at Wave 1?**
 - Item nonresponse & Don't Know responses were small/ comparable between Wave 1 and Wave 2.
 - Variance of responses and straightlining metrics were small and comparable between Wave 1 and Wave 2
 - Signals satisficing in Wave 2 likely not an issue

Thank you.

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Get Your Research Right

