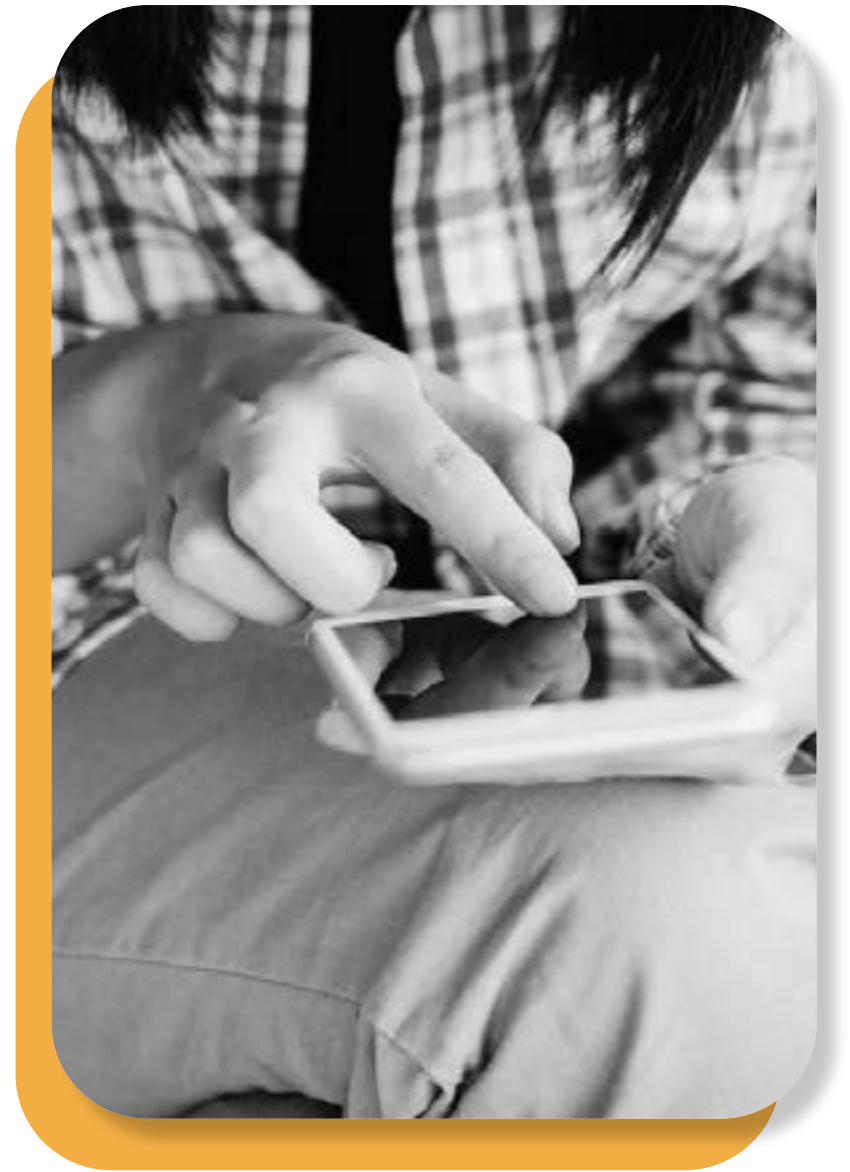




How to Use Premise for Mixed-Mode Surveys



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Smartphone ownership and internet access in low- and middle-income countries is growing at an incredible rate. Yet ownership and access is not equal across all demographic and geographic groups. Mixed-mode surveys—in this case a mix of app-based opt-in panel surveys and face-to-face surveys—offer Premise partners a way to increase representation in a survey sample without the full time and cost requirements of standard face-to-face interviews.

Premise traditionally collects survey responses from Contributors¹ who have downloaded the Premise mobile app. However, when using mixed-mode survey methodology, Contributors are given a task to conduct interviews that reach demographics underrepresented in our panel. This is most commonly used to reach older populations. In this case, we refer to these tasks as “intergenerational interviews”, as Contributors who live in multi-generational households are tasked with interviewing older relatives. In instances where the underrepresented population is focused on a specific geographic area, Premise recommends using our enumerator interviews—this methodology is similar to traditional data collection methods that rely on contracted enumerators to conduct surveys via face-to-face interviews with specified individuals. To learn more, check out our guide, [How to Use Premise for Enumerator Interviews](#).

¹ Local residents using the Premise app on his or her smartphone.

Sampling

Mixed-mode surveys involve splitting our sample quota in two. When using this method, we first create a quota for our sample based on age, gender, and, in some cases, geography. From here, our process depends on the time constraints of the customer. When time permits, launching the surveys sequentially allows Premise to refine quotas for intergenerational interview surveys to fill in the demographic gaps of the sample achieved from the [app-based opt-in panel](#). However, when there are tight time constraints, the intergenerational interview and opt-in panel surveys can be launched concurrently. In this case, Premise compares the existing panels of Contributors on the app to our sample quota to project gaps in demographic areas where the quota may not be filled. These projected gaps provide the quotas for our intergenerational interview tasks. In either case, supplementing opt-in panel responses with intergenerational interview surveys allows Premise partners to achieve a more representative sample than would otherwise be possible.

When should I use mixed-mode surveys?

Mixed-mode surveys in low and middle income countries are useful in several scenarios:

1. **When certain demographics are not well-represented in our panel.** Older demographics, women, and sometimes certain geographies can be underrepresented in our panel—even in countries with high smartphone ownership. If you need a nationally representative sample but are on a limited budget or timeline, a mixed-mode survey is a great way to improve representation without the time and expense of only enumerator interviews.
2. **Programs targeting youth.** Many development programs work with youth or adolescents. Premise does not allow people under 18 on our app, however, we do allow our Contributors to interview people aged 15-18 in their household (with parental consent). If your program exclusively targets these groups or if your audience includes ages under 18, then mixed-mode surveys are a good option.

Advantages	Limitations
<ul style="list-style-type: none">▪ Best value. Mixed-mode surveys offer most of the advantages of opt-in panel and face-to-face interview surveys but with fewer limitations. In particular, you can get highly representative data in countries with low smartphone ownership without the expense of using only face-to-face interviews.	<ul style="list-style-type: none">▪ Data is less real-time. App-based opt-in panel survey data is collected faster than the face-to-face interview survey data, which makes using the data in real time more fraught.

The sections that follow provide “**how-to**” guides for both the app-based opt-in panel method and the face-to-face interview method.

Mixed-Mode: Start with App-Based Opt-In Panel Surveys

What are app-based opt-in panel surveys?

App-based opt-in panel surveys are the most common type of survey at Premise. Let's start by defining two key terms.

1. **App-based surveys** – A type of online survey that uses an app instead of a website. This is the most popular type of survey in the world because the process of collecting survey data is fully digital and easy to manage.
2. **Opt-in panels** – Panels where respondents have signed up or were recruited to take surveys in exchange for money or other rewards. Opt-in panels have become extremely common in polling and market research because they make data collection fast, panelists provide their demographic data in advance, and research has shown that they are [as reliable as telephone surveys](#).

Can I really use app-based opt-in panel surveys to collect representative data in low- and middle-income countries?

We are often asked this question, and the answer is “yes”. Premise has a network of over five million app users who, for the purpose of surveys, serve as an opt-in panel of respondents. These panelists can be sampled—[probabilistically](#) or using [quotas](#)—and targeted based on the country's age, gender, and geographic makeup.

In most countries where Premise is available, there are sufficient panelists on our app to achieve gender, age, and geographic parity that accurately represents the national population of those countries. Premise typically uses [Worldpop](#) modeled census data to calculate sample frames that reflect the age, gender, and geographic breakdowns of countries where an updated or reliable census does not exist. Premise can help you use different census data if required—e.g. if you work with a national government that requires that you use their census (even if it's old)—or if you're working in a country with lots of recent migration. Premise can also help you adjust these samples based on the statistical inferences you wish to make.

Standard Contributor Demographic Information

- Age
- Country of origin
- Education
- Employment status
- Ethnicity
- Financial situation
- Gender
- Geography
- Language
- Living situation
- Marital status
- Religion

All Premise app users opt in to our panel by downloading the Premise app. After downloading the app, all new Contributors—now panelists—complete an onboarding survey that captures 14 demographic attributes and socio-economic indicators such as age, gender, financial situation, and number of individuals in the household.

Surveys are then targeted directly to panelists who have the appropriate demographic profiles based on the sample. In countries with large panels this targeting can be randomized while in others a quota allocation is used.

Can I survey sub-national populations?

You can also use app-based opt-in panel surveys to collect data from sub-national populations, e.g. mothers of children under five years old, parents of secondary school children, or residents of geographic areas with shared livelihood strategies. All of these populations have been surveyed by our customers using Premise's app-based opt-in panel surveys.

Customers with target populations like this can work with Premise staff to build a sampling strategy fit for their objectives. Once the demographic requirements are decided, Premise will help the customer evaluate the existing panelists that meet their criteria and select a sample. Niche subpopulations like those just mentioned will likely be surveyed using a non-probability quota sample or a convenience sample. National surveys can often be sampled probabilistically. In many instances, Premise's Network Growth Team can increase the number of panelists who fall within the target population to help you hit your quota or maximize the size of your convenience sample.

How are respondents selected?

When Premise recruits Contributors onto our app (and by definition into our panel) we brand ourselves as a lifestyle app that allows participants to make money providing data that helps their community. We recruit more Contributors onto our app through advertising in social and traditional media, paid referral programs, and partnerships with local businesses and NGOs. [Local business partnerships have played a significant role in the growth of our networks in rural parts of Sub-Saharan Africa in particular.](#) Premise's Network Growth Team maintains a broad view of Premise customers' survey requirements and continuously seeks to add respondents to our panel based on their requests.

While Contributors are not recruited randomly, they can be sampled randomly in countries where Premise has a large enough network (examples include Colombia, Ukraine, and the Philippines.) Once on the app, Contributors are able to respond to surveys targeted directly to them. These surveys are available to them based on their demographic profile and the quotas behind those surveys, so it is impossible for customers to oversample for any of their strata.

How does data quality control work for opt-in panel surveys?

Quality control for app-based opt-in panel surveys at Premise is fully automated. Contributors who fail one of these checks are not paid for the survey and their responses never show up in your dataset. The following three checks make up this quality control process.

- **Time spent check** – Surveys are rejected if the median time spent per survey question is less than 2.5 seconds.
- **Straight lining check** – Surveys are rejected if the same response option is selected for more than 90% of the questions in the survey.
- **Lat/long check** – Surveys are rejected if it is completed within a tenth of a meter of another submission of the same survey on a different account within one hour. This behavior is typical of bots.

Intergenerational Interviews as a Compliment to Opt-in Panel Surveys

Premise uses two types of tasks to conduct face-to-face interviews. In the first type of task, referred to as intergenerational interviews, Premise Contributors are given the opportunity to interview a member of their household. These tasks are relatively straightforward for Contributors and do not require extensive training. In the second type of task, referred to as enumerator interviews, a Premise Contributor conducts an interview with a person outside of their household, typically a member of his or her community. This methodology is similar to traditional data collection methods that rely on contracted enumerators to conduct surveys via face-to-face interviews with specified individuals. The key difference is that through Premise, partners can easily deploy a Contributor already living in the community, so there are no logistics associated with contracting the enumerator or coordinating travel. Based on the demographics needed, Contributors are sent to specific locations where they are likely to encounter people from the specified demographic group to conduct the interviews. As this type of task is more complex, Contributors need training to conduct these interviews. Please refer to our guide, [How to Use Premise for Enumerator Interviews](#), for more information.

How are Contributors selected for intergenerational interviews?

The face-to-face interview qualification and training features described in our [guide to enumerator interviews](#) aren't always necessary for mixed-mode surveys. The intergenerational interview sample is typically used to bridge a gap in age groups or genders that are underrepresented in our panel rather than particular geographic areas. We use the existing Contributor demographic data to determine whether they live in a household that includes the underrepresented population (e.g. respondents aged 55+). Our partners can then publish intergenerational interview tasks only to those Contributors living in households with members of the underrepresented population. Since such intergenerational interviews do not involve performing a random walk or other standard enumerator duties, training is usually not necessary. Contributors will be tasked with conducting the interview and taking a photo of the interviewee's identification card (blocking out any personal identifiable information) to prove they are in the target population. Premise has a rigorous process for selecting Contributors for face-to-face interviews that is detailed in our guide, [How to Use Premise for Enumerator Interviews](#).

What about translation?

The Premise app is available in 40 languages¹, and interview translation and localization is conducted by Premise global operations consultants. Premise Contributors select their preferred language in the app settings. In the event that the interview needs to be conducted in another language (for example, a local language) in which the app is not available, Premise will ensure that only Contributors who speak that language are eligible to conduct the interviews. The partner can decide if the Contributors should do the translation in real-time or if a written translation of the questions will be embedded into the app.

How is data quality control ensured for intergenerational interviews?

Premise combines automated and manual quality control checks to every interview task submission. Contributors who fail one of these checks are not paid for the survey and their responses never show up in your dataset.

¹ Albanian, Amharic, Arabic, Armenian, Bengali, Bosnian, Burmese, Chinese - Simplified, Chinese - Traditional (Hong Kong/Cantonese), Chinese - Traditional (Taiwan/Mandarin), Dari (Farsi), English, Filipino, French, Georgian, German, Greek, Hausa, Hindi, Indonesian, Italian, Japanese, Khmer, Korean, Lithuanian, Pashto, Polish, Portuguese, Romanian, Russian, Serbian, Somali, Spanish, Swahili, Thai, Turkish, Ukrainian, Urdu, Vietnamese

- **GPS** – Even if a Contributor goes offline, the Premise platform can still monitor their location while the task is being completed to ensure they are in the correct location and do not leave that location before completing the task. The app automatically checks to ensure that the Contributor is not using any mock GPS app on their phone.
- **Photos** – Contributors must take photos to validate the interviews. While we often avoid photos of faces, depending on the nature of the interview, we come up with creative instructions of what to photograph—such as part of an ID card or the surrounding location. The software rejects any photos of screens, google images, screenshots, or previously-taken photos.
- **Audio** – Contributors record audio of the interviewee providing their consent.
- **Videos** – Contributors can record a brief video with the interviewee to confirm that the interview was conducted.
- **Logic checks** – Both manual and automated logic checks can be applied to ensure answers are logical. For example, numerical responses may need to fall within a reasonable range, or questions may be repeated to check for the same response.

What about ethics approval or authorization from local authorities?

Depending on the nature of the data collection, some Premise partners seek Institutional Review Board approval at their home institution and/or from local review boards. In these instances, Premise can provide appropriate language for the research protocol to describe our methodology and our relationship with survey participants and Contributors.

In other contexts, it can be useful for Contributors to have authorization from a local authority. This helps establish trust between the interviewees and the Contributor and reduces the anonymity of the interaction. In these cases, Premise partners generally have an existing relationship with a local entity—for example, a Ministry of Health—which is aware of the data collection endeavor. The Ministry can provide a brief letter with its logo and signature which Premise embeds into the app, so that Contributors can easily show it to anyone who inquires.

How does Premise handle consent?

Premise Contributors are instructed to read an informed consent statement to the interviewee before beginning the interview, the audio of which is recorded and reviewed in the quality control process. This is scripted within the task in the app, and cannot be skipped. The consent statement may include information about the partner and the purpose of the data collection, or the partner can remain anonymous.

How are Contributors paid?

The Premise app integrates with preferred local mobile money providers, and all Premise Contributors can link their accounts for easy cashout. Contributors receive a payment for each interview they complete that is accepted by Premise—meaning that it passes all required quality control checks. Premise determines the appropriate price per interview based on the local context and the amount of time and complexity the task requires. Contributors are responsible for their own travel, so if any travel is anticipated, it is accounted for in the price per interview.



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