

Using Online Panels To Recruit And Survey Diverse Voices: Best Practices And Lessons Learned

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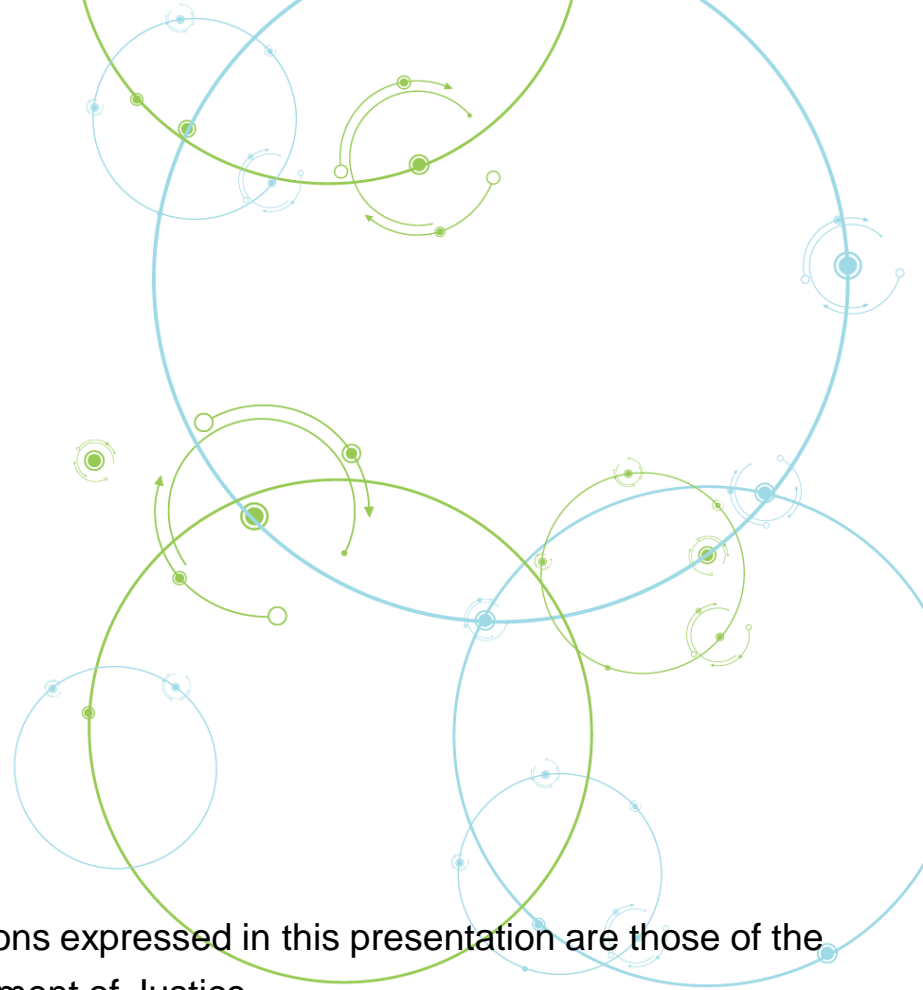
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Overview

- Background/key testing goals
- Considerations
- Testing methods
- Findings/Lessons Learned
- Limitations
- References/resources

The opinions, findings, and conclusions or recommendations expressed in this presentation are those of the authors and do not necessarily reflect those of the Department of Justice.



National Crime Victimization Survey (NCVS)

- One of two of the nation's major sources of data on criminal victimization (with the FBI's Uniform Crime Reporting program)
- Household-based survey collecting information from a nationally representative sample of persons 12 or older on nonfatal violent and property crimes reported and not reported to police
- Administered by the U.S. Census Bureau through in-person and telephone interviews
- For more information see NCVS webpage: <https://bjs.ojp.gov/data-collection/ncvs>

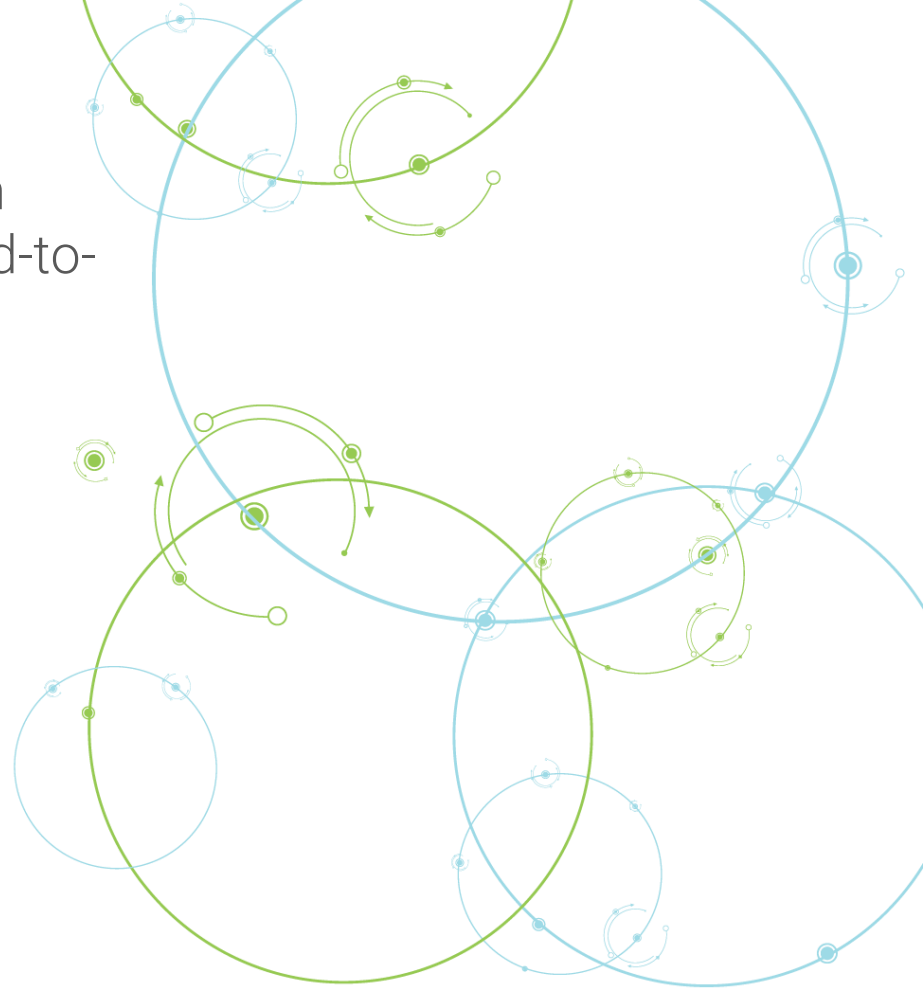
NCVS Instrument Redesign

- Last redesigned in 1992
- BJS is currently undertaking major multi-year redesign of NCVS survey instruments
- Focus on modernizing the content and organization of the survey
- Generate better and more comprehensive measures of crime
- Redesign efforts undertaken with:
 - Westat
 - National Victimization Statistical Support Center (RTI)
 - Census Bureau



Presentation Focus

- Innovative testing methods focused on improving survey measurement of hard-to-reach groups:
 - Juveniles
 - Victims of hate crime
 - Victims of identity theft
- Additional challenges with traditional testing methods:
 - Cost and timeline considerations
 - COVID-19



Key Testing Goals

Juveniles	Hate Crime	Identity Theft
<ul style="list-style-type: none">• Assess comprehension of questions• Assess data quality• Understand nonresponse and strategies for increasing participation• Assess efficacy of proxy (parental) reporting	<ul style="list-style-type: none">• Assess comprehension of terminology• Reduce false negative and positive response• Improve understanding of perceptions of bias motivation• Refine questions used to classify crime as a hate crime	<ul style="list-style-type: none">• Modernize questions to reflect current context• Clarify distinctions between attempted vs. completed incidents• Reduce telescoping through efforts to improve bounding

Considerations

Juveniles	Hate Crime	Identity Theft
<ul style="list-style-type: none">• COVID• Need for relatively large sample (parent: n=73; juvenile: n=106)• Difficulties in recruiting parent child dyads and obtaining parental consent• Short testing window (Nov-Dec 2020)• Sensitive nature of questions for youth	<ul style="list-style-type: none">• COVID• Need for relatively large sample (survey respondents: n=>4,000; cog interviews: n=60)• Short testing window (Sept-early Oct 2020)• Relative rarity of hate crime• Reducing burden by not using full NCVS	<ul style="list-style-type: none">• COVID• Need for relatively large sample (n=~30,000)<ul style="list-style-type: none">• Detecting 1% difference across 3 versions• Short testing window (July-Aug 2020)• Hesitance of victims to believe efforts are legitimate

Recruitment/Testing Approach

Juveniles	Hate Crime	Identity Theft
<ul style="list-style-type: none">• Recruitment: Mechanical Turk (MTurk), Facebook, Instagram, Reddit, Pinterest• Parent completed online web screener• Cognitive interviews conducted via Zoom w/parent and child separately	<ul style="list-style-type: none">• Recruitment: MTurk• Respondents randomized into 2 groups• Completed short online survey w/quantitative and qualitative responses (shortened version of NCVS)• Qualified respondents offered opportunity to participate in cognitive interview	<ul style="list-style-type: none">• Recruitment: AmeriSpeak, Lucid, MTurk• Respondents completed short survey via web (85%) or phone (15%)• Respondents randomized into 3 groups• Completed short survey (shortened version of NCVS Identity Theft Supplement)

Example Social Media Ad

Are you the parent of a teenager? (12-17 yrs old)

RTI International, a non-profit research company, is working with the U.S. Bureau of Justice Statistics to conduct research on the National Crime Victimization Survey (NCVS).

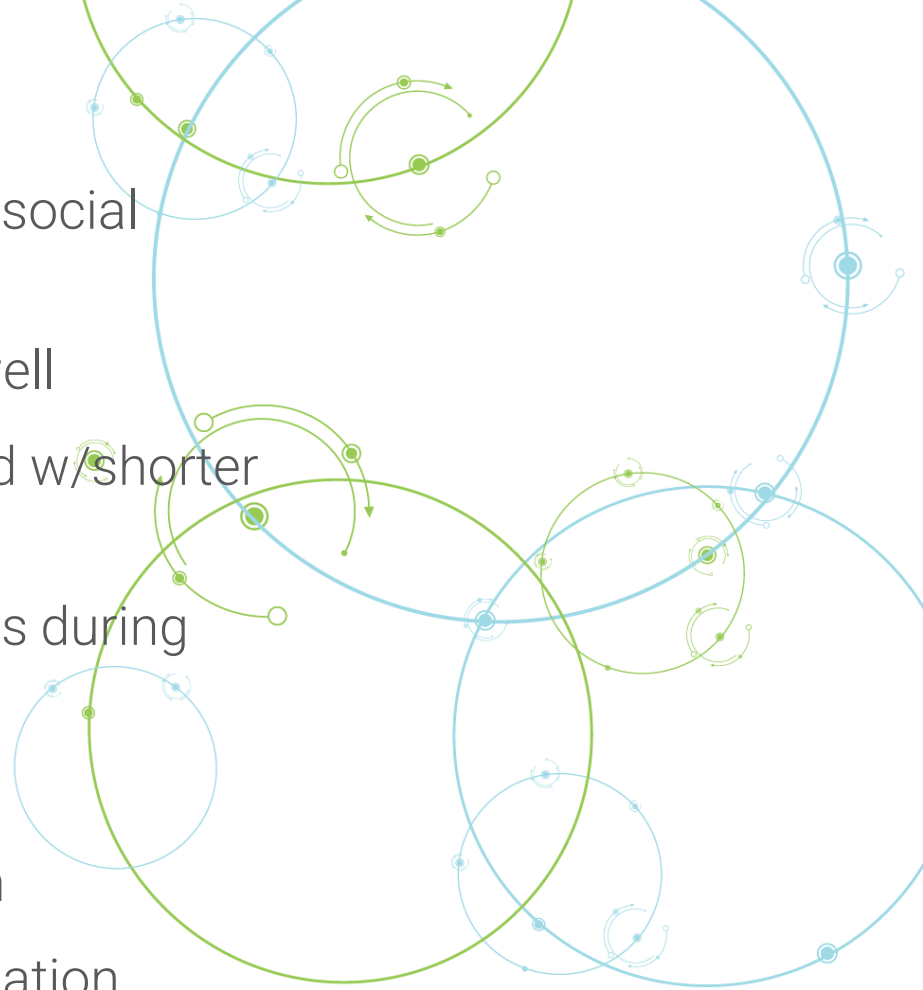
We are looking for youth ages 12-17 to participate in a 45-minute video interview about their experiences with different types of crimes. For each youth in the study, a parent or legal guardian may also be invited to be interviewed separately. Each participant who completes the interview will receive a \$40 Amazon.com Gift Card.

Interviews are private and confidential.

For more information and to complete a screener to see if your family might be eligible, [click here](#)

Findings - Juveniles

- Most participants were identified from social media ads
- Virtual interviewing generally worked well
- Interviewers kept respondents engaged w/ shorter interviews
- Interviewers able to monitor for distress during video interviews
- Larger geographic diversity possible
- Able to assess juvenile comprehension
- Received parental feedback on participation



Findings – Hate Crime

- Crowdsourcing platforms facilitate recruitment of large numbers of respondents in a short period
- Ability to monitor respondent demographics and align with U.S. population data
- Despite protections in place, falsification can be an issue and monitoring is necessary
- Able to address key research question of which version of the questions resulted in greatest amount of error



Findings – Identity Theft

- Low incidence of observable satisficing behaviors (skipping, speeding, straight-lining)
- Minimal item nonresponse for key variables (~1%)
- Acquiescence bias observed in both nonprobability samples, but could be addressed
- Probability sample = gold standard
- Nonprobability samples exhibit more issues related to data quality and bias
 - Variations in types of data bias among these samples



Limitations

- Mode differences between the testing platform and the NCVS may mean that additional testing is required to fully integrate changes into the survey
- Potential bias in sample due to requirements of internet/technology access
- Virtual and web-based collections necessitate short survey instruments
- Need to develop strategies to identify true respondents (vs. bots) when recruiting through social media and online platforms

References/Resources

- NEW NCVS Instrument Redesign Webpage:
<https://bjs.ojp.gov/programs/ncvs/instrument-redesign>
- Includes links to report on:
 - Redesign Summary and Field Test
 - NCVS Juvenile Testing
 - Enhancing the Measurement of Hate Crime in the NCVS



Thank you

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