



# Digital practices in a probability- based web panel

Anne Cornilleau, Anne-Sophie Cousteaux

7th Conference of the European Survey Research Association

Lisbon, 17-21 July 2017





## The ELIPSS panel

- Probability based online panel (18-79 years old, metropolitan France)
- Internet access given to each panelist (touchscreen tab & 4G subscription)
- Monthly questionnaires designed by researchers (up to 30 minutes per month)
- Pilot from 2013 until 2016 (1039 ind. >> 796 ind.) /  
Main panel from 2016 until 2019 (+ 2523 ind.)



## Panel conditioning in ELIPSS

Potential effects of:

- 40 surveys in 3 years

- Various topics : cultural practices, political opinions, environment, occupational health, social stratification, family relations, residential preferences, geographical mobility, attitudes towards the state...

- Longitudinal (27 fieldworks corresponding to surveys repeated at least once) or cross-sectional (13 unique surveys)

- Tablet connected to the Internet

- Used for survey answers and personal use



## Outline

- Data on digital practices
- Focus on the pilot study
  - Internet practices of experienced panel members
  - Who are the experienced panel members whose digital practices decline / increase ?
- Comparing with the new panel members
  - Internet practices of experienced and fresh panel members
  - Is there a long-term participation effect on high usage of Internet ?

# The ELIPSS survey on digital practices

- First survey in 2013 (based on the French ICT survey)
- Repeated every year
- To measure changes in Internet access and digital practices over time

	2013	2014	2015	2016	2017 (ongoing)
Internet access	X	X	X	X	X
Computer usage	X	X	X		
Internet activities and skills	X	X	X	X	X
ELIPSS tab usage		X	X		X
Response rate	90.3% (n=938)			89% (n=727)	

n=700

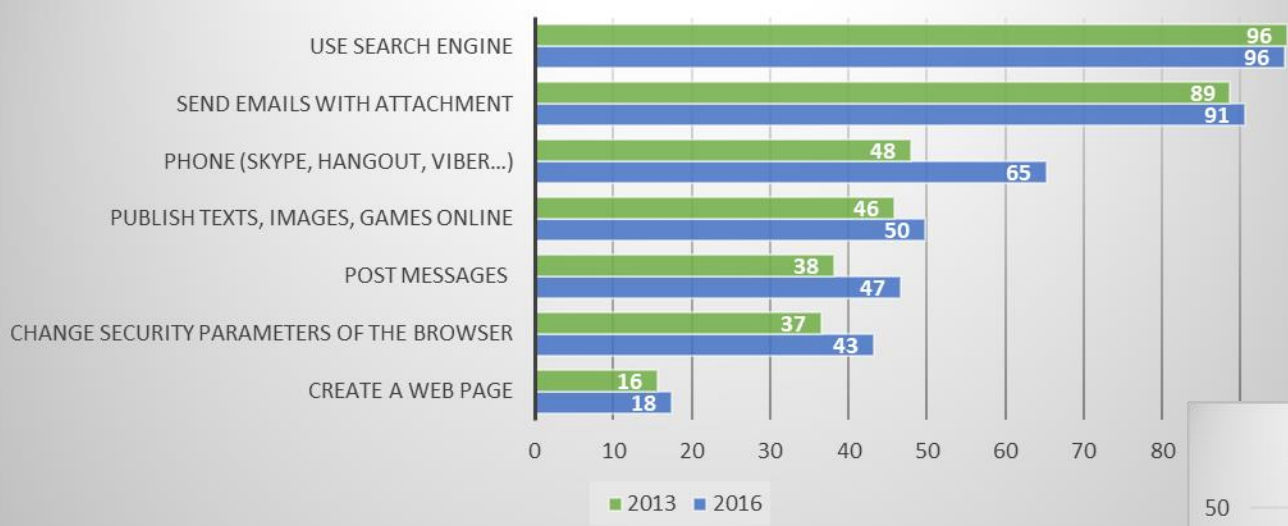


# Internet access of experienced panel members

- Internet access at home
  - 2013 : 92%
  - 2016 : 96%
  
- Internet connection (every day or almost every day)
  - 2013 : 79%
  - 2016 : 85%
  
- Internet through ELIPSS tab
  - 2014 : 61%
  - 2016 : 50%

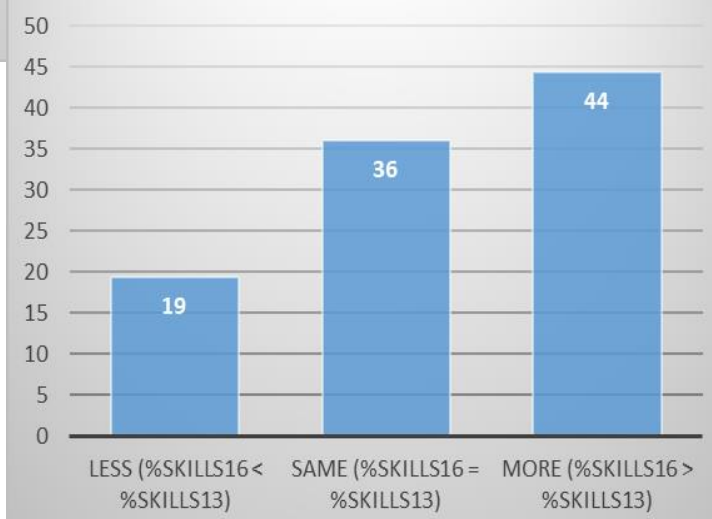
# Internet skills of experienced panel members

And over your lifetime, have you ever...?



44% of the panel members are more skilled in 2016 than in 2013

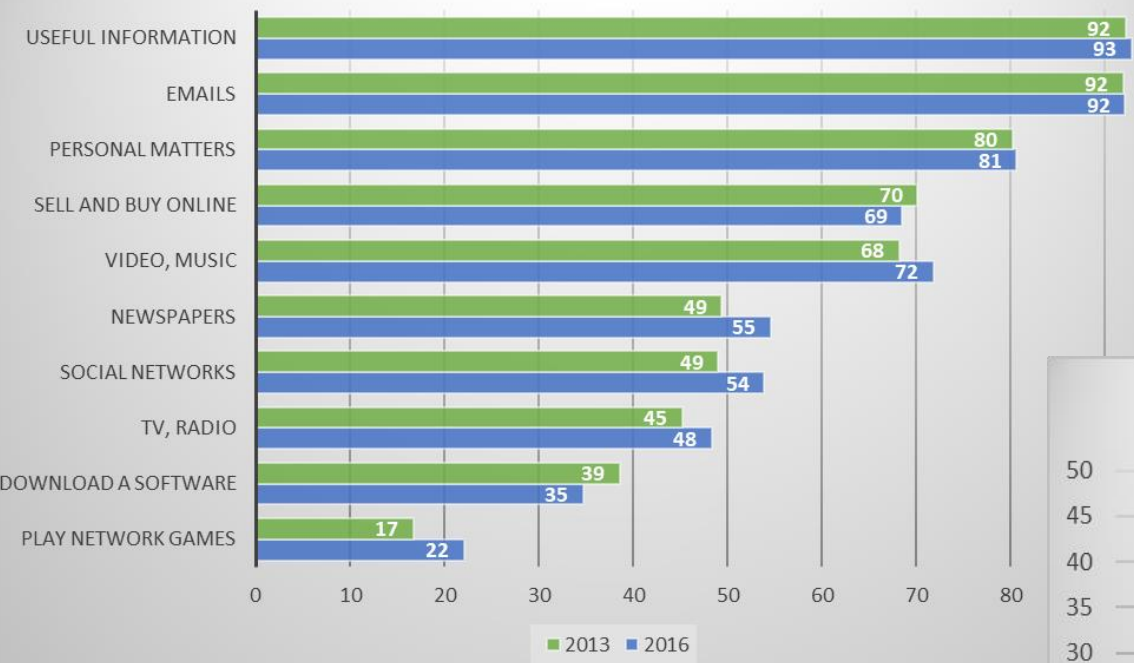
Changes in reported Internet skills



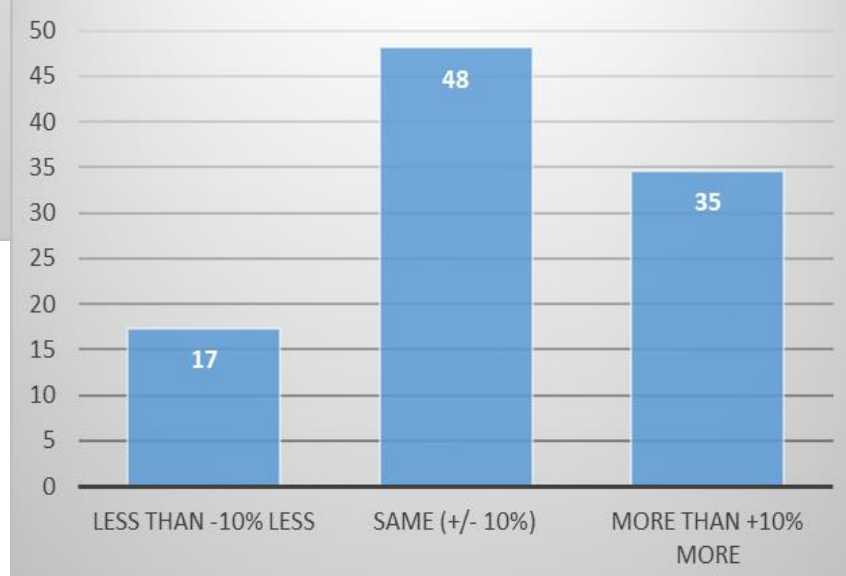
# Internet activities of experienced panel members



In the last 3 months, have you personally used the Internet for...?



Changes in reported Internet activities



48% of the panel members report a similar number of Internet activities in 2016 than in 2013



# Who are the experienced panel members whose digital practices decline / increase ?

OR > 1   OR < 1   \*p<0.05 \*\*p<0.01

Variable	Reference	DECLINING Internet SKILLS	INCREASING Internet SKILLS	INCREASING Internet ACTIVITIES
Participation in ELIPSS (-/+ 80%)	Less than 80 %	n.s	n.s	n.s
Gender	Man	n.s	n.s	n.s
Age	40-49 years old	<b>More than 60 **</b>	n.s	n.s
Marital status	Single	n.s	<b>Living in couple *</b>	n.s
Education	Upper secondary	n.s	n.s	n.s
Working	Yes	n.s	n.s	n.s
Region	East	n.s	n.s	n.s
Size of urban area	10 000 – 49 999 inhab.	n.s	n.s	n.s
Household income	1200-1900€	n.s	n.s	n.s
Internet access at home in 2013	Yes	n.s	n.s	<b>No**</b>

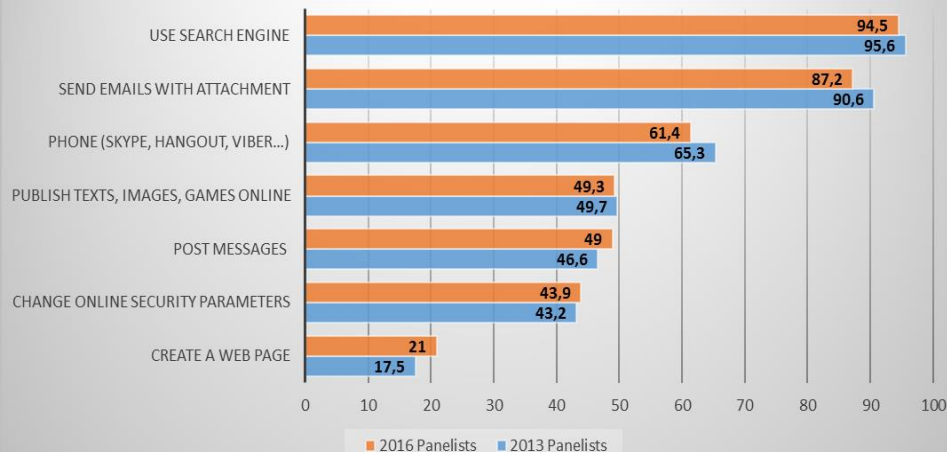


## Fresh panel members

- 2523 new panel members recruited by face-to-face interviewers in 2016
- Profile survey : socio-demographics and digital practices

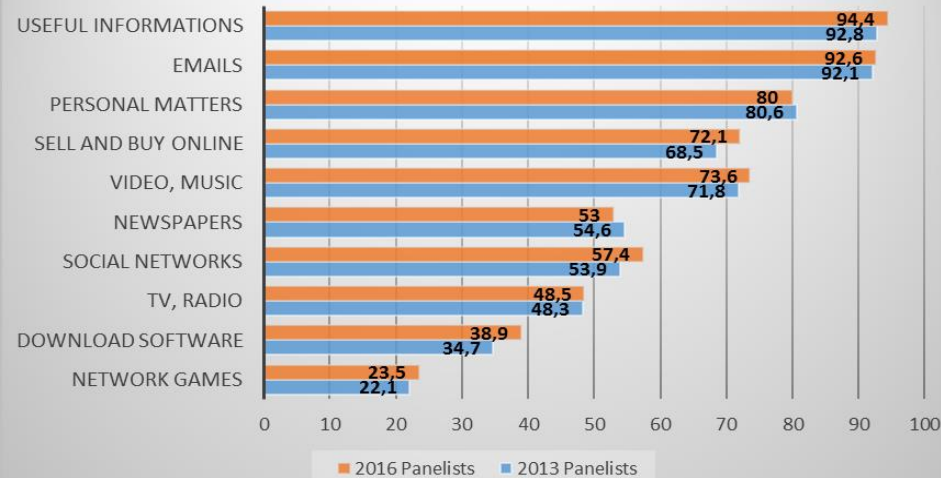
# Comparing practices between experienced and fresh panel members

Internet skills in 2016



- Significant differences
  - Send emails with attachment
  - Create a web page

Internet activities 2016



- Download a software

# Is there a long-term participation effect on high usage of Internet ?

Note: **OR > 1** **OR < 1**

\*p<0.05 \*\*p<0.01 \*\*\*p<0.001

Variable	Reference	HIGH number of Internet SKILLS (+ 5 vs. Others)	HIGH number of Internet ACTIVITIES (+7 vs. Others)
Date of inclusion in ELIPSS	Recruited in 2016	n.s	Recruited in 2013 *
Gender	Man	Woman **	Woman ***
Age	40-49 years old	Less than 29*** / 30-39*** 50-59 *** / + 60 ***	Less than 29*** / 30-39*** 50-59 *** / + 60 ***
Marital status	Single	Living in couple ***	n.s
Education	Upper secondary	Primary educ. *** Lower secondary educ. ***	Primary educ. *** Lower secondary educ. *** Second stage of tertiary educ. ***
Working	Yes	n.s	n.s
Household income	1200-1900€	More than 2500€ ***	More than 2500€ *** Refusal *
Region	East	North *** West *	n.s
Size of urban area	10 000 – 49 999 inhab.	+ 200 000 inhab. (Paris include)***	n.s
Internet access at home in 2016	Yes	No***	No***



## To sum-up

- Experienced members are developing the use of Internet...
  - More Internet access
  - More skills
  - More activities when entering the panel without internet access at home
- ...in similar ways of a fresh sample of an online panel
- Context effect or panel conditioning effect ?



Thank you !

<http://quanti.dime-shs.sciences-po.fr/en/>

[anne.cornilleau@sciencespo.fr](mailto:anne.cornilleau@sciencespo.fr)

[annesophie.cousteaux@sciencespo.fr](mailto:annesophie.cousteaux@sciencespo.fr)