SWAT 104: Various on-paper strategies to improve participation in a postal survey

Objective of this SWAT
To evaluate the effects on recruitment of a teaser on the envelope, portrait photos of the researchers on the cover letter and both combined in a paper-and-pencil postal survey.

Study area: Recruitment
Sample type: Participants
Estimated funding level needed: Very low

Background
There are various strategies to enhance recruitment for paper-and-pencil surveys sent by mail.[1] In a large survey (recipients n=10,000), we will randomly assign recipients of the questionnaire in a 2x2 factorial trial to the no enhancement group, the teaser group, the portrait photo group and the combined group, in a 1:1:1:1 manner. All participants have the chance to take part in a lottery and win gift cards (€50 Amazon vouchers).

Interventions and comparators
Intervention 1: No intervention
Intervention 2: Teaser on the envelope: "take part and help to form health care" (Original: "Jetzt mitmachen und die Gesundheitsversorgung mitgestalten!")
Intervention 3: Portrait photos of the two researchers on the cover letter
Intervention 4: Teaser on the envelope and portrait photos on the cover letter

Index Type: Incentive

Method for allocating to intervention or comparator
Randomisation

Outcome measures
Primary: Number and proportion of participants who complete the survey
Secondary:

Analysis plans
Comparative analyses of participants in the randomised groups and analyses of the study elements that are completed.

Possible problems in implementing this SWAT
There are no problems known to us.

References

Publications or presentations of this SWAT design

Examples of the implementation of this SWAT
People to show as the source of this idea: Dawid Pieper, Barbara Prediger and Nadja Könsgen
Contact email address: Barbara.Prediger@uni-wh.de
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