

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

1. Edwards PJ, Roberts I, Clarke MJ, et al. Methods to increase response to postal and electronic questionnaires. Cochrane Database of Systematic Reviews 2009;(3):MR000008

Publications or presentations of this SWAT design

Examples of the implementation of this SWAT

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Revisions made by:

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