



The WORLD VALUES SURVEY ASSOCIATION

www.worldvaluessurvey.org

World Values Survey Wave 7 in the Netherlands: Sample Design.

The fieldwork was conducted by CenterData (www.centerdata.nl), a non-profit specialized research institute that also conducted wave 6 of the WVS in the Netherlands.

Data collection took place between January 3, 2022 – January 31, 2022.

Target population was residents of the Netherlands, adult people aged 18+, migrants included.

For reasons of time and the current situation of the corona pandemic the team used online data collection for the WVS-7 using the representative LISS panel (Longitudinal Internet studies for the Social Sciences).

The LISS panel is suited for research that requires a representative sample of the Dutch population. The LISS panel is a probability-based panel (no self-selection) that currently (October 2021) counts around 4,500 households that complete online questionnaires every month. The addresses selected at random for the recruitment of people for the panel were taken from the population register in collaboration with Statistics Netherlands. The Netherlands has a high internet penetration of about 95%. In case a selected household in the recruitment phase does not have a broadband connection and/or a computer, Centerdata will loan the required equipment to enable the household to take part in the panel. This is what sets the LISS panel apart from other online panels, where people without internet access cannot participate and where people sign themselves up to the panel.

The LISS panel is representative of the Dutch speaking population in the sense that the first recruiting of respondents was based on a random, nation-wide sample of 10,150 addresses drawn from the community registers in co-operation with Statistics Netherlands. In a first step, all households in the sample received an announcement letter and a brochure explaining the nature of the panel study. A prepaid incentive of €10 was added. Next, households were contacted by an interviewer, either by telephone or face-to-face, depending on whether a landline number was available. In a 10-minutes recruitment interview, interviewers collected some basic information and made the request to participate in the panel at the end of the interview. Respondents who were initially not reached were re-contacted a number of times, first by phone (in case a landline number is available) and then, if necessary, face-to-face. If they were not reached after 15 face-to-face visits either, they received a new invitation letter including a link to the Internet version of the recruitment interview, or a shortened paper version of the questionnaire. An attempt was made to convert (soft) refusals into participation by a tailored procedure, depending on the refusal type. For example, older individuals who felt somewhat unsure were offered a video demonstration in their home with a clear explanation of how the provided computer works.

Panel members complete online questionnaires every month and receive financial compensation for their participation. The incentives are paid quarterly. Since LISS panel data collection participants do not spontaneously sign up for the LISS panel, there is no bias due to volunteering of people who want to make money through participation in panel surveys.

One member in the household provides the household data and updates this information at regular time intervals. A substantial part of the interview time available in the LISS panel is reserved for the LISS Core Study. This longitudinal study is repeated yearly and is designed to follow changes in the life course and living conditions of the panel members. The LISS



Core Study can be linked to any other project administered to the LISS panel. Per year, about 200 minutes of interview time is reserved for contract research. This research should cover policy or socially relevant topics.

Young people form a group within the panel that is less easy to approach. In light of the widespread use of smartphones by this target group, questionnaires are optimized for mobile devices.

Additional to the common questionnaire there were 40-45 questions added specifically for the situation in the Netherlands. For these added questions a pretest was required. The final version of the WVS-7 master survey in Dutch was provided by the national team of The Netherlands. Centerdata offered advice on the questionnaire and programs it. The programmer was a survey researcher who also advised on the respondent instructions and question formulation. Among other things, the following was checked:

- Feasibility: are we asking the respondents for information which we may assume they are able to provide?
- Comprehensibility: we aim to phrase all the questions on B1 language level, so that the majority of the population will understand what is being asked.
- Selections within the survey: is the routing correct?
- Internal standards: a number of aspects of the LISS panel are always set up in the same way and are therefore expected by panel members who are used to this routine. These aspects include layout, preferred spelling, comment section, etc.

For the additional (Dutch-specific) questions Centerdata performed a pretest among 30 respondents. The pretest questionnaire consisted of the added questions and evaluation questions on e.g., comprehensibility. The additional questions and evaluation questions were programmed and a random sample of 100 LISS panel members were asked to fill in the questionnaire. After a week a response of at least 30 respondents was reached. The data of the pretest was delivered to the UvA researchers. They studied the pretest data and determined if any changes are to be made to the master survey. If so, the UvA researchers supplied a new version of the master survey questionnaire.

After programming the pretest questionnaire and the master survey, Centerdata provided a test environment and test links, so that the client could also test the questionnaire and see exactly what the questionnaire experience will be like for respondents. The test results are subsequently used to further optimize the questionnaire, if necessary. Centerdata has a test protocol in place that targets features such as cross-browser optimization, while also factoring in that the questionnaire must be easy to complete on a smartphone or tablet. Especially for smartphones, an optimized display of the questionnaire is generated based on published scientific research. We use responsive design to automatically adapt the design to the size of the screen of the device used by the respondent, ensuring the best possible user interface in combination with good legibility of questions and answers.

The team had a opportunity to browse through the online survey to see whether it meets the expectations. The survey was tested by a colleague of the Survey Research department as well as by a colleague of the Panel Management department. The questionnaire was finalized once the client and Centerdata agreed on the content, routing and lay-out.

Online data collection has several advantages especially in these times where measures to prevent the spread of Covid-19 bring limitations in face-to-face-contact. For most questionnaires, including the WVS-7 master survey, the LISS panel's fieldwork starts every



first Monday of the month and ends every last Tuesday of the month. Panel members receive an invitation to sign in to their questionnaire page. Panel members are used to this routine, and this increases the response rates.

During the fieldwork period, panel members who have not responded (or who have not completed the whole questionnaire yet) received up to two e-mail reminders prompting them to complete the survey. If they have any questions, panel members can contact our experienced help desk, which can also offer personal support in the event of technical issues.

The LISS panel has been returning high response rates for years on end. Over the past few years, the response rate averaged 80%. This high response rate is achieved by offering an attractive range of questionnaires, but also by providing an effective incentive. Respondents receive € 7.50 for a questionnaire that takes 30 minutes to complete. As the fieldwork takes one month and respondents receive a reminder twice, everyone (from old to young, employed, unemployed, or on leave) has the opportunity to complete the questionnaire. The World Values Survey is a questionnaire that takes about 45 minutes. The response and panel members' reactions throughout the fieldwork were followed closely.

Secure data

As of 25 May 2018, the General Data Protection Regulation (GDPR) is in force. The security of data transfers is an absolute priority for Centerdata, and it goes without saying that we follow the rules of the new regulation. We strive for a privacy-by-design solution during the questionnaire development stage and clean the data by checking for privacy-sensitive information. Centerdata makes a secure data account available (via the Centerdata File Share system) for the data transfer.

LISS data archive

A unique feature of the LISS panel is the associated LISS data archive. This archive offers access to all the research data collected previously. This includes the fixed set of questionnaires on eight different topics that are put out every year: health, personality, values, religion, family, work and education, leisure, and economic situation. By linking the unique ID of panel members, the data from different questionnaires can be combined (across time). In this way, data can subsequently be merged with, for instance, the data of a core questionnaire.