

Should we move to panels?

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Selection Tests on Water Quality Values

- Many tract-level demographic characteristics predict a person's likelihood to reach each each level of the Knowledge Networks panel.
- Censored regression analysis predicting water quality value based upon tract-level data show minimal differences between surveyed and non-surveyed people.
- Heckman Selection model of water quality value does not produce a significant difference in the selection equation.

Conclusion: For our variables, selection is minor, but it could be greater for other outcome variables

Why go to panels?

- Lower cost/completed survey
- Much faster/more current
- Projectable to US adult population
- Can target subsets by region, behavior demographics
- Can be used in longitudinal studies
- Willingness to answer difficult surveys

Problems with panels

- Respondents become professional survey takers—worn out or trivially sharpened
- Panelists are not ordinary people
 - Like to answer questions
 - Have time to answer them
 - Value the rewards from answering them
 - Are at ease with computer interface
- Need more panelist, competitors

Adjusting for selection bias

- Characteristics within panel: include terms for time of tenure, time lag to take survey, survey volume and likelihood to leave panel later
- Characteristics of panelists compared with nation
 - Demographics—age, education, income, life cycle
 - Psychographics—Activities, interests and opinions

Developing distortion indicator questions

- These would be part of the panel's information about respondents
- If they were independent of the critical decision variable then there is no problem
- If correlated with the decision variable then these could be the basis for an adjustment

Factors likely to alter propensity to be in the sample

- Greater propensity to be in the sample
 - Computer/internet use
 - Open to different views
 - Free time index
- Less propensity to be in the sample
 - Geographic mobility
 - Get help with taxes
 - Typical of local community