Internet advertising to recruit respondents for a web-based survey on the mobility of teenagers
Effectiveness in five European countries

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To study mobility behaviours and images of transport modes of teenagers in Europe, we organized a web-based survey in 2016. The population concerned is composed of teenagers (14-17 years old) living in five European countries (France, Germany, Great-Britain, Italy and Spain).

Knowing the difficulty to reach teenagers through telephone and postal surveys, especially in five different countries, we decided to create a web-based survey. To recruit respondents, we paid for targeting advertising on Facebook, with a Facebook page for each country.

To measure the impacts of advertising, we used several tools, from Facebook and from the survey platform.

This poster aims at drawing lessons of this methodological experience and making some propositions for future surveys.

To the beginning of the survey, we paid for advertising 5 Facebook pages (one per country) through Facebook « Adds Manager », and we published contents (videos, photos, journal articles, etc.) on each page.

Because we had five Facebook pages, some differences appeared concerning the way the survey was circulating and was filled in. Thanks to measures at disposal, we opted for several action to help circulating the survey.

Parameters tested and discussed here are the publications on Facebook pages, the use of an incentive and the socio-demographic structure of the sample obtained.

Incentive
100.-CHF Apple Voucher in each country

Publications on the Facebook Page

Changing the advertising budget

Web-based recruitement through Facebook (FB)

• One Fanpage per country
• Each Fanpage in the country language
• Several Publications on each Fanpage

→ Around 25 000 likes
→ >8821 completed questionnaires
→ > Around 3 US dollars per completed questionnaire

It appears not necessary to publish regularly some contents (videos, photos, journal articles, etc.) on Facebook pages. For example, in France we nearly published two times a week, although in Italy we published two articles during the whole survey period and results (completed questionnaires) are better in Italy.

In the sample, some profiles are over-represented :
• The oldest (16-17 y.o. compared to 14-15 y.o.)
• Girls
• Urban dwellers
• Wealthiest households

These over-representations can be explained by highest smartphone equipment rates and a more frequent participation in social networks (especially Facebook). A weighting variable was built to correct recruitment biases.

Recruiting sample for a web survey on Facebook can be efficient on the cost effectiveness point of view. Some point to remember for future surveys :
• It is better to advertise a FB page where the link toward the questionnaire is located than to directly advertise an external link
• The incentive is not necessary a way to better recruit teenagers
• One or two publications on the FB page at the beggining of the survey field are sufficient
• Recruitment biases are important and have to be corrected

Country Percentage of participants to the draw
France 67.8% Great-Britain 45.7% Italy 47.8% Spain 63.4% Germany 55.6%

2 successive draws were organised. All teenagers who won refused to give back the form their parents had to fill in.

Residential localisations of respondants in the five countries

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