

Asking participants for their informed consent to link their survey responses to administrative data - and the puzzle about online surveys

Monday, October 26
3:30 PM - 5:00 PM JST

Venue: Hybrid (on-site and online)
In person: Room549, 5th floor, Akamon General Research Building, Hongo Campus, The University of Tokyo.
Online: Zoom



Lecturer: Jonathan Burton

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Asking participants to allow us to link administrative data about them to their survey responses has the potential to enrich the data available to researchers and allow new and different types of research. However, as more surveys are using mixed modes designs, in which people are invited to take part online, there is a common finding that people are less likely to give consent to data linkage when responding online.

In this presentation Dr. Burton will talk about the experience of asking for data linkage consent on Understanding Society, the UK Household Longitudinal Study (UKHLS). The UKHLS has an “Innovation Panel”, which provides the opportunity for testing and experimentation. This has allowed us to investigate the mechanisms behind the decision to give consent, and how these differ by the mode of interview (face-to-face or online).

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