

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.

At 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.



Web-based recruitment 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 questionnaires



Opting for an incentive ?

The incentive was not very effective to attract teenagers and recruit them.

Depending on the country, the percentage of teenagers participating in the draw lied between 45% and 67 %.

We can note they had to give a valid email address in this case...

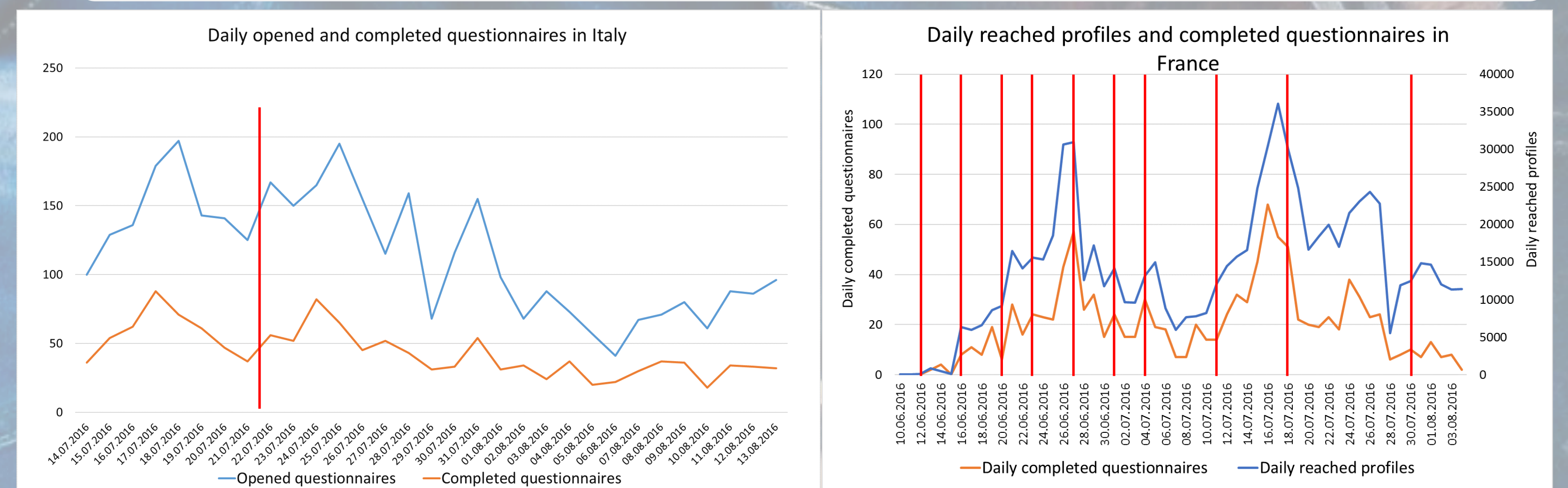
Country	France	Great-Britain	Italy	Spain	Germany
Percentage of participants to the draw	67.8%	45.7%	47.8%	61.4%	55.6%

2 succeeding draws were organised.

All teenagers who won refused to give back the form their parents had to fill in.

Publishing on FB pages ?

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.



The red lines represents the dates when we published on fanpages.

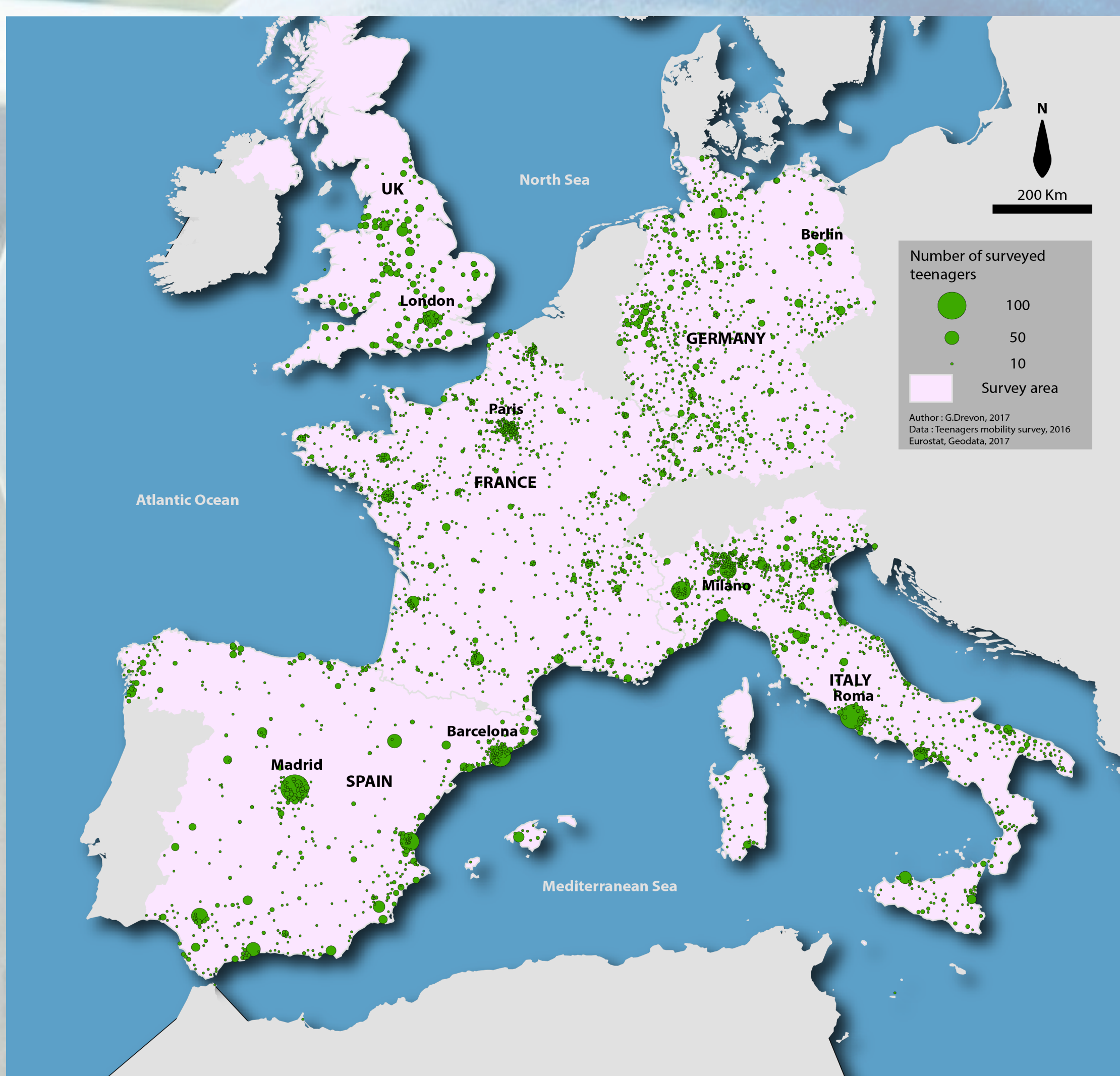
A representative sample ?

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.

Residential localisations of respondents in the five countries



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